

Conservatives will run the Council better

In the elections next May, the Conservatives will contest every seat in their effort to regain control of the Malvern Hills District Council from the Liberal Democrats. Conservative Group Leader, Serena Croad, this week launched the eight pledges on which she will appeal to the voters in the election campaign. These pledges are set out on the following two pages.

Serena told Malvern Matters: "The last four years have seen a weakening in the credibility of the Council. There have been some poor spending decisions and the controlling administration has acquired a reputation of not being willing to listen to local people. We are therefore proposing four ways in which the Council's direct services can be delivered better,



Serena Croad gets the views of Malvern voters

together with four promises about how a Conservative-run Council would work more effectively with local people and partners. We believe that this approach will serve the people of this district better and we ask you all to support us."

Conservatives will reopen town toilets

Since the Lib-Dems closed the public toilets in Malvern, Upton and Tenbury earlier this year, the Conservative Group of Councillors has continued its campaign to reinstate these essential local facilities. Now they have promised to reopen the toilets if they win the Council elections next May.

Conservative Leader, Serena Croad, said: "Closing the toilets was a disastrous decision, both for local people and for the many visitors we welcome to the Malvern Hills District. People want these toilets open again - and we support their demands. I can therefore announce that one of the top priorities of the new Conservative administration next May will be to reopen the toilets in Malvern, Upton and Tenbury."

Crisis in local dental services

Worrying new figures released by the Government have just revealed that across West Worcestershire there has been a fall, since 1997, of 5,996 men and women (18%) who have access to a NHS dentist. This contrasts with Tony Blair's promise in 1999 that everyone would be guaranteed a NHS dentist within two years. Across England, almost 2 million fewer adults are now being treated by NHS dentists. Harriett Baldwin, Conservative Parliamentary Candidate, said:

"Everyone in West Worcestershire should be able to have a NHS dentist - yet the Government's latest moves have left many people paying more in NHS charges and are pushing more dentists to leave the NHS completely. We must have a dental system that promotes good oral health and preventative work and which encourages dentists to stay working for the NHS. Conservatives value the NHS and will provide it with the support it needs to flourish."



Harriett Baldwin collecting signatures for her petition against NHS cuts

Malvern Conservatives - working for YOU

Following the elections next May, the first priority of the new Conservative Administration will be to deliver the Council's principal functions - planning, refuse collection, housing and street cleaning - as efficiently and effectively as possible.

PLEDGE ONE: Getting better value for your taxes.

Over the past three and a half years, the Lib Dem-run Council has squandered its local resources. Expensive new projects have been proposed, whilst other service needs, such as the town's toilets, have been neglected. The Conservatives are raising serious questions on the cost implications to the Council

taxpayers on the development for the two surgeries on the former depot site, where costs have risen by a factor of three to over £1,500,000. We will only propose expenditure that increases the value delivered through the Council's services. We never forget that it is YOUR money.



Richard Simmonds wants better value from taxes

PLEDGE TWO: A clean and green environment.



Harriett Baldwin meets environment campaigners

Here, in the Malvern Hills, we have one of the most beautiful environments in the country – yet too often some of our streets and our countryside are strewn with litter. The Council must be seen to be acting as the guardian of our environment – dealing with rubbish promptly and also taking the lead by raising awareness of global environmental issues amongst our local communities and

businesses. The Conservative pledge is to give the highest possible priority to the way in which the Council's services are delivered, to secure a clean and green environment in Malvern Hills – through better refuse clearance, local clean-up campaigns, planning for greener housing as it is built and improving the Council's recycling record.

PLEDGE THREE: More support for local businesses.

The future prosperity of the Malvern Hills District depends on the success of all our local businesses, whether large or small. Much more should be done, however, to give businesses the support they really need. The Conservative promise is that we will work hard to attract and establish new businesses, both large and small, to our District, providing incentives to achieve

this, where possible. At the same time, we will listen closely to the views and needs of our existing businesses, helping them through the Council's services wherever we can, from Malvern Hills Science Park to the start-up enterprises in our shopping areas. We will champion businesses for the sake of the future prosperity of the people and communities of Malvern Hills District.



Harriett Baldwin supports local businesses

PLEDGE FOUR: Welcoming tourists and getting the best from tourism.



Harriett Baldwin meets tourists in Malvern

Many tourists from the UK and abroad come to our area every year – and these visitors make a vital contribution to our economy. Every effort should be made to welcome tourists and help them to enjoy their stay – yet the Lib Dem-run Council has not done this, closing public toilets and not actively promoting local events. The Conservative promise is that we will take a positive approach to tourism,

identifying those services we can improve to attract and welcome tourists. We will reopen the toilet facilities that were closed this year by the Liberal Democrats. We want tourism to become an asset that brings the best possible benefits to the people and communities of the Malvern Hills. We will work with the Malvern Hills Conservators to protect this priceless asset for everyone's enjoyment.

In addition to the Council's direct functions, the Conservatives will ensure that the Council delivers a powerful voice for the citizens of the Malvern in the many local partnerships that impact upon the local quality of life.

PLEDGE FIVE: Fighting for a new hospital for Malvern



Sir Michael Spicer campaigning for the new hospital

At the last District Council election, the Lib-Dems promised they would secure a new hospital for Malvern within three years. They have failed to deliver this promise. The Conservatives realise that building a new hospital will be a tough challenge and will need to

meet tough financial criteria at a testing time for the NHS. But we are committed to this project, which we see as an essential element of the local health care for our residents. A future without this hospital is completely unacceptable to all of us.

PLEDGE SIX: Giving community leadership where it is needed.

While the Council is relatively restricted in delivering direct services, it can be enormously influential on other bodies such as the County Council, the Health Authorities, the Town Councils and the Police Authority – patiently building up good relations to be able to present views on your behalf. In recent years, however, the current Lib Dem administration

has gained a reputation for being arrogant and unwilling to co-operate. The Conservatives promise that they will reach out to all potential partners of the District Council to support and influence them in providing the best possible services to the area. We will invest time and respect to build good and productive relationships in the interests of local people.



The Conservative Group will lead new partnerships

PLEDGE SEVEN: Working for a better transport system.



Another traffic jam in Malvern, witnessed by Serena Croad and former Link Councillor, Beryl Hickling

The positive pressures of increased tourism, business expansion and new housing development have all affected the local transport infrastructure – with many parts of the District experiencing traffic gridlock and unsatisfactory public transport alternatives. The Council should be working closely with Worcestershire County Council (which has the responsibility for

transport) to investigate new transport solutions and secure more local funding to improve our system. The Conservative pledge is to establish working relationship between MHDC, the City of Worcester and the County Council to help solve our transport problems. We want to see better use of the road network and more attractive public transport.

PLEDGE EIGHT: Helping to make our streets and communities safer.

Despite what the Government says, many people still feel unsafe in their homes and communities. Rural crime is on the increase, while a lack of opportunities for young people leads to large groups congregating on our streets at night. Conservatives believe that tackling both crime and the root causes of crime will make our communities safer. Through the Partners And Communities Together

initiative, we will empower local people to support the police in catching more criminals and establish a clearer deterrent to local crime with more visible community policing and the more effective use of CCTV. We will also work with local community groups and our schools, to increase the range of evening and weekend provision for children and young people that can be delivered in a safe environment.



Sabina Alam campaigning with Serena Croad

Can we help you? ■ Please let us know your views
Would you like to know more about the Conservatives in Malvern?

Part 1

Please let us know your views

What measures would you like to see to help local businesses?

Do you think that more can be done to make your community safer?

What would you like to see done to enhance the local environment?

Please make sure you complete your contact details at the bottom of the page. Thank you.

Part 2

Can we help you?

Are you experiencing specific problems any of the Council's services?

Yes No

Do you want to report rubbish to "Rubbish Watch"?

Yes No

Are there issues you would like to put to local Conservative Leader Serena Croad?

Yes No

Are there any other problems we can help with?

Yes No

Details

Please make sure you complete your contact details at the bottom of the page. Thank you.

Part 3

Would you like to know more about the Conservatives in Malvern?

Would you like to receive literature about the Conservative Party?

Yes No

Would you like to help us campaign for local issues?

Yes No

Please make sure you complete your contact details at the bottom of the page. Thank you.

Part 4

Name

Address

Postcode

Telephone number

Email



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