

IT'S TIME FOR CHANGE

The Government has brought Britain to the brink of economic collapse and the country is crying out for change – but can David Cameron's Conservatives really make a difference? We ask the man himself.



Man with a plan: David Cameron

Q. Why should people bother to vote in the European elections on 4 June?

DC: It's very important people get out to vote. Let me give you three good reasons why. First, because Euro-MPs vote on things that make a big impact here at home – like employment, immigration, crime and transport – so we've got to have the right people there to represent Britain.

Second, it's a chance to make Gordon Brown change his mind again and give us the referendum on the EU Constitution he promised. Whatever your thoughts on what happens in Europe, the British people deserve their say.

Third, if you're sick of Labour's hopeless Government then this is your chance to show it. Unemployment is soaring, we've been in recession for a year, national debt is spiralling out of control. We urgently need change, and this is your chance to vote for it.

“We've got plans to help people through this recession – like a council tax freeze”

Q. OK, that's why we shouldn't vote Labour – but why should we vote Conservative?

DC: Because it's the Conservatives who look out for Britain's interests in Europe. I'm really proud of what our MEPs have done. They've been fighting to protect British jobs from EU legislation, to save small businesses from more red tape, and to

defend our country's traditions.

But as I've said, these elections aren't just about Europe. They're a chance to show we want change in British politics, too. This country needs a change of direction, and I know that our Party is the one to bring it.

We've got plans to get people through this recession with real help for pensioners, small businesses and struggling families. Not just words but practical action like delays to VAT payments and a council tax freeze.

“We'll deal with Labour's debt and get Britain back to living within its means”

And we've got plans to make the long-term changes this country needs. To our society, by giving people more power and control over their lives so that they act more responsibly. To our public services, by trusting professionals like doctors and teachers to do the job they signed up for without a load of unhelpful interference. And we'll make big changes to our economy, by dealing with Labour's debt and getting Britain back to living within its means.

about 'cuts'. Only in government do people automatically assume that the way to get things done is to spend more money.

That's just not true. Our education department employs nearly 4,000 people, yet Britain is ranked 17th in the world league table for maths. Sweden is way above us but their department employs just 300 people. If they can get better results while spending less on central bureaucracy, why can't we?

We also have a fundamentally different approach to Labour – not just treating social problems, but curing them so that people stop relying on the state. Take poverty. Labour's approach is just to treat the symptoms by spending more money. Our approach is to understand why people are stuck in poverty in the first place and help them break free by tackling welfare dependency, addiction, debt, poor schooling and, above all, family breakdown.

By tackling root causes rather than simply treating the symptoms, we can deliver more for less and get a grip on public spending.

Q. So, does all this focus on the economy mean you've dropped the environmental agenda?



DC: Not at all – in fact, the two go hand in hand. The global market for green goods and services is going to be worth trillions in the coming years. Britain can get a big slice of that pie if we invest in green industries and encourage green start-ups now. That's exactly what we plan to do. Plus we'd make the development of tidal power a priority, ensure that smart meters are installed in

every home, and make sure every energy bill helps people to compare their consumption with other households. I want nothing less than a green revolution in this country.

WORKING FOR YOU IN ESSEX



IT'S TIME FOR CHANGE

Your local Conservatives are working hard for you in the European Parliament and in Essex to stand up for your interests. We have fought hard for British businesses and jobs, for instance by opposing plans to scrap the British opt-out from the Working Time Directive, which allows people to choose how much overtime they work. And only the Conservatives support a referendum now to give people in Essex a say on the European Constitution.



YOUR CANDIDATES FOR THE EUROPEAN PARLIAMENT

1. Geoffrey Van Orden MBE MEP 2. Robert Sturdy MEP 3. Vicky Ford
4. John Flack 5. Jonathan Morgan 6. Claire Strong 7. Clare Whelan

"The longer Labour are in, the worse it gets. It's time for change. We will stand up for the people of Essex and give them a strong voice in Europe."

Your Conservative European Team

**CHANGE
FOR
VOTE**

Tell Labour you want the referendum they promised.
Vote Conservative on 4th June.



Three good reasons to vote Conservative on 4th June

- 1 To make Gordon Brown change his mind and give us the referendum on the EU Constitution he promised.
- 2 To vote for change – if you're sick of Gordon Brown's hopeless Government, this is your chance to show it.
- 3 To support our plans to improve the NHS, for better school discipline, and to free our police from paperwork so they can get out and fight crime.


**VOTE
FOR
CHANGE**

ELECTION COMMUNICATION

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"The elections on 4th June are your chance to vote for the change our country needs – please use your vote."



 Conservatives

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