

# Peopletalk

m a g a z i n e

## interview

DAVID CAMERON  
on his plans to make  
Britain more family-  
friendly

## EXCLUSIVE

First-time Tory voters  
tell us why they're  
voting for change



**BETTER SCHOOLS** Improving standards and discipline in schools

A FREE magazine sent to you by the Conservative Party – at NO cost to the taxpayer

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**W**hen David Cameron became leader of the Conservative Party, he spelt out his priorities in three letters: 'NHS'. And the National Health Service remains a top priority for the family man who hopes to become our next Prime Minister.



'Today, the Conservatives are the party of the NHS,' says David Cameron. 'But talk is cheap. You've got to back that with action. And we have. We are the only party committed to protecting NHS spending. I'll cut the deficit, not the NHS.'

But that doesn't mean the NHS shouldn't change, says the Tory leader. 'When you're more likely to die of cancer in Britain than most other European countries, and when the number of managers in the NHS is rising almost three times as fast as the number of

nurses, the question isn't whether the NHS should change, it's how the NHS should change.'

The Conservatives' plans are designed to bring about this change. A Conservative Government will increase patient power through choice and transparency; slash bureaucracy by scrapping tickboxes and targets; and empower doctors and nurses by focusing on results.

'Every policy we put forward, every reform we implement, every change we make will have at its heart this simple idea,' explains Cameron – 'we need to give the NHS back to the people.'

## editorial: vote for change

### Let's make this a year for change – a year when the positive defeats the negative.

After 13 years of Labour government, it's clear that we can't go on with a weak Prime Minister and a divided government.

We need change to get the country back on its feet. And very soon, we'll have the chance to vote for it.

David Cameron showed strong, decisive leadership on the MPs' expenses scandal. He has made a personal commitment to the NHS. Conservatives believe in uniting the country and working with other political parties, rather than always looking for dividing lines.

That's why the only way to get the change we need is to vote Conservative.

# How to Get Britain Working

Conservatives have pledged more support for all those who have lost their job with a radical plan to Get Britain Working again.

If elected, Conservatives will replace Labour's failing employment programmes with a single new Work Programme. This will provide people with specialist support based on their individual needs, including advice on job-hunting, CV writing, and interview techniques.

Conservatives have said that they will not allow a generation to be written off by Labour's recession. They have pledged 400,000 new apprenticeships, college and training places for young people over the next two years.

The plans will come as welcome news for Britain's unemployed and will provide hope for the one in five young people who cannot find a job.

At the same time, Conservatives have revealed plans to boost Britain's budding entrepreneurs



**Get Britain Working:** Conservatives will tackle Labour's jobs crisis by boosting skills and apprenticeships.

**GET BRITAIN WORKING AGAIN**  
 We need to help the one million young people who can't find work, so we will create 400,000 new skills and training places so that they are not left on the scrapheap.

through a new network of business mentors giving one-to-one advice to anyone who wants to set up their own business.

Many families have had a tough time in recent years. Conservatives will give them the help and support they need to get working again.

## crime: safer streets

Government has a duty to keep people safe. For far too many people, our town centres are a 'no go' area in the evening. We can't go on like this.



### More police on the streets

A Conservative Government will get more police officers on the beat by scrapping the excessive paperwork which means they

spend more time filling in forms than out on patrol.

### Tackling alcohol and drugs

Nearly half of all violent incidents are alcohol-related.

Conservatives have promised to give local councils and the police much stronger powers over licensing – including the ability to take licences away from problem premises. And a new Border Police Force will help to stem the flow of drugs into the country.

### Ending the early release of prisoners

Under Labour, tens of thousands of criminals have been released early. Conservatives would provide the prison places we need and introduce a system of honesty in sentencing.



I've never voted Tory before, but I like their plans to help families

## Real life: Why I'm voting Conservative... for the first time ever!

This election is too important for people to go along with voting the way they've always done, or the way their family has always done, says David Cameron. The Conservative Party has changed – and needs your help to make the changes our country needs.

We find out why Julie, 33, from Llandudno is voting Tory for the first time in her life.

### Tell us a bit about yourself...

I'm a married mum, with two kids aged 9 and 4. I work part-time as a recruitment co-ordinator, and am about to start my training to be a Police Community Support Officer. In my spare time, I work for the Happy Faces community charity, raising money for children in the community who are sick or in need. I help out at the Happy Faces charity shop, and also sing in their fund-raising variety shows.

### What are the issues that matter to you?

As a mum, I'm obviously very concerned with

supporting families – and that's really what first attracted me to the Conservatives. I went to a 'Cameron Direct' meeting in our local town hall where David Cameron answered questions from members of the public – and one thing he said that really took hold with me was that he wanted Britain to be one of the most family friendly countries in the world. I think that's just







a great outlook to have – how brilliant would it be if we could achieve that?

#### **Have you ever voted Conservative before?**

Never. In fact, growing up I never thought I would vote for them – I guess I saw them as the posh party and I consider myself very much as working class. But I believe that's changed now, and I think their policies are very much about everybody.

#### **Who did you vote for at the last election?**

I voted Labour – but now I think it's time for a change. Under Labour, we're heading in the wrong direction – and I don't think they've got it right on children and families. I think that the Tories have some great ideas and I believe that their policies on family, especially on flexible working, are the best thing for my future and for my children's future.

Find out more about the Conservatives' plans to help families online at [www.conservatives.com/families](http://www.conservatives.com/families)



#### **Danielle is 27 and lives in Brighton. She's a project worker at a homeless charity.**

"I always voted Labour because that was the done thing – my family did it, my friends did it. I didn't really think about it. But I saw David Cameron on TV talking about how we need to encourage families and communities and I kept saying to myself, 'Yeah – that's what I think.' I really like the Conservative plans to build up communities and let them take their own decisions – and that's why I'll be voting for them at the next election."

**ENDING THE COUPLE PENALTY**  
Labour's tax and benefits system actually rewards couples who split up. A Conservative government will end the couple penalty in the tax credit system.



#### **Ian lives in Congleton, with his wife and two children. He runs a hydraulics company which employs six people.**

"I come from a staunch Labour family – my dad was a miner, and he and my mum were very active in the local Labour Party – and I've always voted Labour myself. But starting my own business and having children has changed my outlook. I want a government that will help my business and ensure that I can provide for my family – and I think the Conservatives will do that."

# Improving standards and discipline in schools

**B**ritain is slipping down the world league tables in maths and English. Under Labour, half of all pupils don't get five good GCSEs including English and maths – and 4 in 10 leave primary school without reaching the required standard in reading, writing and maths.

This, say the Conservatives, has to change.

The reason we have fallen behind, say the Tories, is that



Smaller schools with smaller classes, good behaviour, great teachers and restored confidence in the curriculum

schools are controlled by politicians and bureaucrats with the wrong ideas. They have undermined the power of teachers to keep order and devalued the curriculum and exam system.

A Conservative government will give many more children access to the kind of education that is currently only available to the well-off: safe classrooms, talented and specialist teachers, access to the best curriculum and exams, and smaller schools run by teachers who know their pupils' names.

## Improving discipline

Of course, pupils can't learn and teachers can't teach when lessons are disrupted. That's why the

Conservatives say head-teachers should be allowed to tackle violent incidents and remove pupils without the threat of legal action.

'Some parents can buy good education via private schools or moving house – but others cannot,' says the Conservative Shadow Schools Secretary, Michael Gove.

The alternative offered by his party is 'a new generation of independent state schools funded by taxpayers but run by teachers and responsible to parents.'

This would mean that all parents get what they want, says Gove: 'smaller schools with smaller classes, good behaviour, great teachers and restored confidence in the curriculum.'

## What would the Tories do?

- Make it easier for teachers to deal with violent incidents and remove disruptive pupils from the classroom without fear of legal action
- Change the law so teachers can ban any items that cause disruption
- Encourage setting so those who are struggling get extra help
- Give parents, charities and voluntary groups the power to set up new Academies – free, non-selective, high-quality state schools that are open to all
- Provide extra funding for pupils from disadvantaged backgrounds.



# Focus on David Cameron

The choice at this election is between five more years of Gordon Brown or change with the Conservatives. We talk to the Tory leader to find out more about that change.

## **With faith in MPs so low, how can politicians regain the public's trust?**

People are rightly angry after the expenses scandal – but it's also part of a deep frustration people feel with our whole political system. We've got to fix our broken politics.

We've got to clean up Parliament and we've also got to empower it. We'll introduce a power of recall to allow voters to kick out MPs mid-parliament if they have been proven guilty of serious wrongdoing. We'll claw back powers from the EU and make sure no future government can ever give powers away in future without first asking the British people in a referendum. And we will abolish the Human Rights Act and introduce a new British Bill of Rights, so that we can stop some of the nonsense of recent years.

## **What support can people with young families expect if you become Prime Minister?**

I know how hard it is juggling work and family life, especially when your children are young. That's why I want to make Britain the most family-friendly country in Europe. We've set out how we'll do this. We'll freeze council tax, raise the basic state pension, recognise marriage in the tax system and back couples in the benefits system. But supporting families isn't just about money, it's about everything else to be honest. Families need more time together. That's why our plans for Flexible Parental Leave allow parents to share leave after their child is born. The first 14 weeks will automatically apply to the mother. After that, parents decide what to do – sharing the remaining weeks

between them. Families also need public services that are there for them and they can rely on. That's why we will increase the number of health visitors, raise standards in schools and of course, back the NHS, which matters more to families than anything.

## **What about Labour's claims that you would cut Sure Start programmes?**

This just demonstrates Labour's inability to be straight with people, not just about their own plans but about ours too. We've said that we want to strengthen the Sure Start programme, focussing more help on a child's early years by providing more health visitors. We'll use money which Labour have set aside for 'outreach' workers to pay for 4,200 new, trained health visitors.

# More support for parents

It's a daunting thing becoming a parent – but a Conservative Government led by David Cameron will help make Britain the most family-friendly country in Europe.

**Better maternity care.** Every child should get the best possible start in life. So a Conservative Government would give mothers-to-be a real choice over where they have their baby, and allow new providers to deliver services like ante-natal classes and post-natal support.

**More health visitors.** Looking after young children can be hard work, and families need the best possible advice and support while their children are young – so Conservatives will provide 4,200 more Sure Start health visitors, giving all parents a guaranteed level of support from before their child's birth until he or she starts school.

**Sure Start focused on the families who need it most.** The Conservatives are committed to keeping Sure Start – but it needs to work better. At the moment, the disadvantaged families who need it most



are not getting enough of the benefit. So Conservatives will take Sure Start back to its original purpose by making sure it's focused on the neediest families. They'll also make sure that organisations with a track record of supporting families are more involved.

**Ending the couple penalty.** Labour's tax and benefits system actually rewards couples who split up. A Conservative government will end the

couple penalty in the tax credit system and recognise marriage in the tax system.

**Help parents balance work and home life.** Making Britain more family-friendly means helping families spend more time together. That's why the Tories will extend the right to request flexible working to every parent with a child under the age of 18. They will introduce a new system of flexible parental leave which lets parents share maternity leave between them – including taking some of the leave at the same time – and ensure that the public sector becomes a world leader in flexible working.

**Council tax freeze.** A Tory Government will work with local councils to freeze council tax for two years. This could be worth up to £200 a year for the families who benefit.

• Find out more about what a Conservative Government would do for families at [www.conservatives.com/families](http://www.conservatives.com/families)

## Tell us what you think

What issues would you like to see the next government deal with?

Would you mind saying how you think you will vote at the next General Election?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Conservative               | <input type="checkbox"/> Labour                           | <input type="checkbox"/> Liberal Democrat |
| <input type="checkbox"/> Conservative or Labour     | <input type="checkbox"/> Conservative or Liberal Democrat |   |
| <input type="checkbox"/> Labour or Liberal Democrat | <input type="checkbox"/> Other.....                       |   |

Regardless of how you intend to vote, who would you prefer see as Prime Minister after the next general election?

- David Cameron       Gordon Brown

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