



**“A vote for me  
means making  
the place we  
call home,  
the best region  
to live, to work  
and to learn.”**



## My Plan

I believe in the East Midlands. We are a great region, but we could be better. Better connected, better funded, better prepared for a future of opportunity, growth, and hope.

I have the experience, vision and ambition to lead us to that future as the first East Midlands Mayor.

I have been a leader, in the NHS, in politics, and in business. I know how to make great things happen. And I have a plan to make my vision a reality that puts your future first.

# I Pledge To...



## Get a grip of our roads, buses and trains.

I will deliver bus, rail and roads to make travelling easier and cheaper.

To achieve this I will :

- Invest in quality road resurfacing and hold councils to account for fixing them.
- Work with bus companies to increase services and routes. If no progress is made we will take them back into public control.
- Introduce integrated ticketing, tap-and-go and fare caps across the region.
- Support active travel to get more people walking and cycling.
- Roll out more charging points to encourage better EV car use.



## Back our high streets and support the local economy

I will support local business and secure investment to back our high streets.

To achieve this I will :

- Bring more investment to our region and support our green industry growth through hydrogen, nuclear and fusion sectors.
- Establish a Community Development Fund to support cooperative and community led initiatives to revitalise our high streets and towns.
- Commit to 'Think Local' by purchasing within our region where possible.
- Bring in businesses and trade unions to work with me to build our region's growth.
- Invest in childcare, to help us get all of our talent working.



## Deliver more jobs and better skills

I will deliver apprenticeships for young people and make sure everyone can get the skills they need.

To achieve this I will :

- Work with colleges and providers to make the best use of funding more courses that deliver the right skills for our region.
- Offer a free skills audit, linked to NHS health checks, to make sure our people are fit and skilled for work.
- Invest in digital skills across the community, to help people get better access to work and services.
- Establish a Green Growth Fund to support the skills needed for retrofitting and access to new green technology
- Set up a Good Employment Charter to recognise businesses that have the best employment practices.



## Launch 'Visit East Midlands' to put our region back on the map

I will work to boost tourism and celebrate our region's heritage as part of a new cultural strategy.

To achieve this I will :

- Launch a 'Visit East Midlands' campaign to showcase all we have to offer.
- Support our local and professional sports to encourage more visitors to our region.
- Lead a new approach to our cultural and creative economy to make the most of our talent.
- Work with businesses to invest in new accommodation to meet our growing number of visitors
- Support a safe and exciting night time economy , working with our police and crime commissioners.



## Work for a greener East Midlands

I will ensure we rise to meet the challenge of net zero and a sustainable future.

To achieve this I will :

- Review all our actions to see how they can help us achieve net zero.
- Establish a Mayor's Taskforce to support nature and biodiversity as a key part of our region.
- Campaign for all new suitable industrial buildings and homes to have solar panels and be energy efficient.
- Support a just transition so no one is left behind as we move to a more sustainable life.
- Encourage more walking, cycling and wheeling as a green transport alternative.



## Build the homes we need

I will build the affordable homes people need by bringing disused land and properties back into use.

To achieve this I will :

- Build more homes on brownfield sites in our cities and communities.
- Set up the Mayor's Homelessness Task force, to tackle rough sleeping and homelessness.
- Insist on energy efficient, carbon neutral developments.
- Bring hundreds of empty properties back into use and unlock new land for homes.
- Champion housing schemes that support our most vulnerable and our veterans.

# Meet Claire

In my 30-year career I have been a leader of people and I have served the public with equal ambition and drive.

I have lived in North Nottinghamshire for over a decade and dedicated myself to running a major NHS trust in the region, which I now serve as chair. Before then I was an MP and a minister in the Labour government that transformed Britain's public services. I have also held very different but equally challenging roles in the private sector, founding and leading a successful business.

My home is here. My family is here. And it is here where I believe I can now serve best, as the first East Midlands Mayor with a plan to stimulate growth, investment, jobs, development, and a renewed sense of identity for the region.



Vote  Labour  
and co-operative

2nd May 2024

## Keep in touch with my campaign

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plan

