

# The Parliamentary **GOLDMINE**

February 1997 - Election special



## INSIDE THIS **GOLDMINE**

### Keeping it positive

Page 2 - Focus artwork

### Education Campaign

Page 3 - Focus artwork

Pages 4&5 - Statistics for LEA capital spending for England

### Priorities for Britain

Page 6 - Sample Focus layout

Page 7 - Sample Press Release

### Election materials

Page 8 - How to use the election materials included with this edition.

## **GOLDMINE**

Edited by Neil Fawcett

Published by ALDC in conjunction with the Parliamentary Party.

For further details:

- Write to: ALDC, The Birchcliffe Centre, Hebden Bridge, West Yorks, HX7 8DG;
- Telephone: 01422 843785;
- email [aldc@cix.co.uk](mailto:aldc@cix.co.uk);
- Fax: 01422 843036.

## MAKING THE DIFFERENCE

# We're ready when you are, John

With polling day only weeks away the Liberal Democrats are in a confident and positive mood.

The media can ignore us all they like, but we know that our message is strong and appealing and that our campaigns are focused and ready to roll.

*And it is clear that British politics needs the Liberal Democrats more than ever before.*

Without the Liberal Democrats the electorate face a choice between the same old faces promising tired Tory policies, or a bright new team promising exactly the same tired Tory policies.

**Our job over the next few weeks is to show the voters that there is a positive alternative to the conservatism and hypocrisy of the old parties.**

This edition of GOLDMINE, the last before the General Election, aims to give you at least some of the materials you need to get our message across during these crucial last few weeks.

*Good luck with your campaigning, I hope this and previous issues have aided your campaigning. See you in May!*

*Neil Fawcett*, Editor

## MAKING THE DIFFERENCE

**The GOLDMINE Guide to ...**

**Keeping it positive**

Nobody backs a loser - but far too often we forget to broadcast our success as a party.

During the campaign it is vitally important that you keep repeating the good news about our party's successes.

The Liberal Democrats have done extremely well since the last General Election, in local elections, by-elections and the European election.

Aim to include a 'good news' story in every leaflet.

If you are the clear challengers in your constituency, or in your particular ward, remind everybody time and again.

If we don't tell the voters how well we are doing we can guarantee that nobody else will.

**MAKING THE DIFFERENCE**

**Election Boost for Liberal Democrats**

**Lib Dem +126**

The Liberal Democrats have been given another boost after research shows that they have been the big winners in local by-elections since the last General Election.

Between the last election and the end of 1996 the Liberal Democrats gained a massive 126 seats in local by-elections nationwide.

Labour gained just 22 seats while the Tories were the big losers - they were 98 seats down.

**Labour +22**

*The Liberal Democrats have been the big winners in by-elections since the last general election*

**Con -98**



**BY-ELECTION BOOST FOR LIB DEMS**

The Liberal Democrats won victories at four parliamentary by-elections since the last election have made a real difference.

The contests in Newbury, Christchurch, Eastleigh and Littleborough & Saddleworth helped reduce the Conservative Government's majority to zero and helped stop the Government raising VAT on fuel to 17.5%.

Christchurch victor Diana Maddock piloted the 'Home Energy Conservation Bill' through Parliament.



**Columnist switches to Lib Dems**

Top newspaper columnist Carol Sarler, who writes for The People, has switched to back the Liberal Democrats from Labour.

She explained her reasons by saying: 'Their commitment to education is as relentless as their honesty is absolute - yes, they say, it WILL cost us. They are more radical by far than Labour.'

They have been quietly honing their skills in local government; they now have more councillors than the Tories.'

## Fair Tax Will Boost Schools

The Liberal Democrats have set out new tax plans which will raise £2 billion a year for education. 70% of adults will pay less or no more tax.

The money will be raised by putting an extra penny on income tax and by raising income tax to 50% on earnings above £100,000.

But these rises will be balanced by an increase in the individual tax allowance by £200, benefiting low paid workers most.

The average taxpayer will pay just 45p a week extra - and that is enough to fund a nursery place for every three and four year old and provide more cash for local schools.



## All this for just 45p a week:

- a nursery place for every three and four year old whose parents want it;
- cash to reduce class sizes and provide more books and equipment;
- better training and adult education.

***Only the Liberal Democrats are willing to back up their commitment to education with guaranteed extra funding.***

**For just 45p a week extra from the average taxpayer the Lib Dems will start to provide our children with the good quality education they deserve.**

## SCHOOL SAFETY

"The Government are refusing to provide enough money to make schools safe for children," said Don Foster MP, Liberal Democrat education and employment spokesman.

He has released figures which reveal that this year Education Authorities in England on average received less than one-fifth (18.7%) of their bid for money for essential repairs and maintenance work for schools.

"Over £3 billion is needed by schools in England and Wales simply to make their schools safe for children.

"The figures released today give yet further evidence that children are at risk in the classroom because of persistent capital underfunding by the Government.

"Capital funding in real terms on schools is now roughly half its value 20 years ago. In the age of computers, children are taught in crumbling buildings and use outside loos."

The **GOLDMINE** Guide to ...

## The education campaign

Education remains one of our strongest issues in the election campaign.

Our national message is positive, honest, and popular - and we need to work hard to get it across.

It is also a distinctive message which contrasts sharply with both the other parties who offer no extra resources for schools.

That means tying in the national message with strong local examples from your own area.

Use local examples to show how our national commitment will improve things in reality for your community.

# MAKING THE DIFFERENCE

# GOLDMINE STATISTICS

These figures show the % of their bid that each English LEA will receive from the Government for 1997-8

## % OF CAPITAL BID RECEIVED 1997-8 PER LEA IN ENGLAND

LEA	ACG allocation 1997-8(000s)			LEA	ACG allocation 1997-8(000s)		
	ACG bid 1997-8(000s)		% received		ACG bid 1997-8(000s)		% received
Barking and Dagenham	£3,584	£1,021	28.5%	Doncaster	£3,527	£790	22.4%
Barnet	£8,143	£901	11.1%	Dorset	£14,341	£1,637	11.4%
Barnsley	£5,361	£1,153	21.5%	Dudley	£5,505	£691	12.6%
Bath & NE Somerset 27.9%	£4,382	£1,221		Durham	£49,951	£7,670	15.4%
Bedfordshire	£9,897	£2,247	22.7%	Ealing	£67,218	£3,528	5.2%
Berkshire	£5,892	£1,634	27.7%	East Riding of Yorks	£2,872	£385	13.4%
Bexley	£7,787	£3,545	45.5%	East Sussex	£24,747	£11,763	47.5%
Birmingham	£53,490	£1,061	2.0%	Enfield	£22,652	£7,550	33.3%
Bolton	£5,872	£1,422	24.2%	Essex	£84,555	£8,563	10.1%
Bournemouth	£7,179	£1,470	20.5%	Gateshead	£10,282	£1,884	18.3%
Bradford	£63,643	£3,981	6.3%	Gloucestershire	£31,964	£7,823	24.5%
Brent	£10,278	£54	0.5%	Greenwich	£10,568	£1,376	13.0%
Brighton & Hove	£4,311	£3,004	69.7%	Hackney	£9,073	£771	8.5%
Bristol	£3,024	£174	5.8%	Hammersmith & Fulham	£9,371	£125	1.3%
Bromley	£3,974	£1,035	26.0%	Hampshire	£28,299	£9,306	32.9%
Buckinghamshire	£13,740	£4,235	30.8%	Haringey	£16,573	£3,960	23.9%
Bury	£1,900	£55	2.9%	Harrow	£16,926	£1,097	6.5%
Calderdale	£9,121	£88	1.0%	Hartlepool	£3,921	£5	0.1%
Cambridgeshire	£27,575	£6,985	25.3%	Havering	£5,851	£61	1.0%
Camden	£4,933	£36	0.7%	Hereford & Worcester	£10,890	£2,845	26.1%
Cheshire	£39,356	£4,833	12.3%	Hertfordshire	£27,171	£9,986	36.8%
City of London	£0	£0	0.0%	Hillingdon	£3,814	£2,038	53.4%
Cornwall	£9,605	£6,372	66.3%	Hounslow	£7,447	£3,095	41.6%
Coventry	£12,334	£5,486	44.5%	Hull	£12,826	£96	0.7%
Croydon	£6,736	£308	4.6%	Isle of Wight	£12,094	£2,604	21.5%
Cumbria	£20,529	£3,484	17.0%	Isles of Scilly	£49	£49	100.0%
Darlington	£3,488	£53	1.5%	Islington	£8,839	£72	0.8%
Derby	£8,837	£832	9.4%	Kensington & Chelsea	£2,555	£84	3.3%
Derbyshire	£30,355	£2,110	7.0%	Kent	£50,939	£19,937	39.1%
Devon	£38,113	£10,958	28.8%	Kingston	£5,969	£3,009	50.4%
				Kirklees	£6,795	£1,554	22.9%

# MAKING THE DIFFERENCE

LEA	ACG allocation 1997-8(000s)			LEA	ACG allocation 1997-8(000s)		
	ACG bid 1997-8(000s)		% received		ACG bid 1997-8(000s)		% received
Knowsley	£2,901	£1,447	49.9%	Sandwell	£11,982	£2,481	20.7%
Lambeth	£22,534	£651	2.9%	Sefton	£3,521	£70	2.0%
Lancashire	£34,469	£5,225	15.2%	Sheffield	£51,309	£4,676	9.1%
Leeds	£42,407	£7,046	16.6%	Shropshire	£5,981	£3,891	65.1%
Leicester	£1,486	£162	10.9%	Solihull	£4,708	£2,425	51.5%
Leicestershire	£6,375	£1,563	24.5%	Somerset	£12,130	£2,028	16.7%
Lewisham	£30,904	£813	2.6%	Southampton	£3,229	£512	15.9%
Lincolnshire	£8,936	£5,949	66.6%	Southwark	£8,260	£1,789	21.7%
Liverpool	£23,325	£4,957	21.3%	St. Helens	£5,310	£526	9.9%
Luton	£8,568	£845	9.9%	Staffordshire	£24,120	£4,368	18.1%
Manchester	£48,375	£5,944	12.3%	Stockport	£6,028	£737	12.2%
Merton	£6,552	£47	0.7%	Stockton-on-Tees	£5,754	£165	2.9%
Middlesborough	£2,198	£616	28.0%	Stoke on Trent	£9,147	£196	2.1%
Milton Keynes	£12,179	£2,724	22.4%	Suffolk	£21,155	£4,610	21.8%
North Somerset	£5,269	£3,207	60.9%	Sunderland	£9,010	£4,658	51.7%
North Tyneside	£8,169	£1,116	13.7%	Surrey	£25,683	£9,114	35.5%
North Yorkshire	£29,821	£3,789	12.7%	Sutton	£8,071	£3,484	43.2%
North East Lincolnshire	£14,471	£474	3.3%	Tameside	£5,901	£2,117	35.9%
Newcastle	£5,372	£407	7.6%	Thamesdown	£5,269	£1,054	20.0%
Newham	£10,461	£2,892	27.6%	Tower Hamlets	£12,595	£3,085	24.5%
Norfolk	£23,979	£2,301	9.6%	Trafford	£8,957	£4,096	45.7%
North Lincolnshire	£6,007	£319	5.3%	Wakefield	£27,486	£4,037	14.7%
Northants	£20,729	£6,693	32.3%	Walsall	£6,804	£557	8.2%
Northumberland	£1,799	£1,325	73.7%	Waltham Forest	£11,937	£1,161	9.7%
Nottinghamshire	£24,672	£3,074	12.5%	Wandsworth	£4,439	£50	1.1%
Oldham	£8,048	£1,630	20.3%	Warwickshire	£5,528	£970	17.5%
Oxfordshire	£30,218	£5,167	17.1%	West Sussex	£12,920	£5,893	45.6%
Poole	£4,442	£1,067	24.0%	Westminster	£4,853	£608	12.5%
Portsmouth	£9,438	£2,275	24.1%	Wigan	£16,365	£1,685	10.3%
Redbridge	£12,611	£7,688	61.0%	Wiltshire	£10,760	£4,311	40.1%
Redcar & Cleveland	£2,856	£169	5.9%	Wirral	£9,976	£1,468	14.7%
Richmond	£4,685	£129	2.8%	Wolverhampton	£12,798	£685	5.4%
Rochdale	£8,669	£910	10.5%	York	£5,223	£476	9.1%
Rotherham	£4,770	£1,547	32.4%	Totals	£1,903,344	£355,714	18.7%
Rutland	£290	£4	1.4%				
South Gloucestershire	£8,367	£4,414	52.8%				
South Tyneside	£9,677	£571	5.9%				
Salford	£29,083	£4,462	15.3%				

# MAKING THE DIFFERENCE

Use this page as the basic layout for one of your March Focus leaflets ...  
[put your local Focus header here]

# POSITIVE PLANS FOR BRITAIN

The Liberal Democrats have set out clear and costed priorities for Britain. They have pledged more resources for the health service, schools and the police - and they say where the money will come from.

## **More cash for schools:**

- the Lib Dems will spend £2 billion a year more - enough to provide a nursery place for every 3 and 4 year old, cash for books and equipment, smaller class sizes, and also a boost for training and adult education;



## **A better National Health service:**

- the Lib Dems will make eye and dental checks free, employ more doctors and nurses, cut waiting times, and halt ward and bed closures;



## **The fight against crime:**

- the Lib Dems will fund 3,000 more police officers and ensure that local councils have effective crime prevention strategies in place.



**Paddy Ashdown's Liberal Democrats have positive plans to improve the NHS, education and the fight against crime.**

## **How Lib Dem plans will help our area**

**Liberal Democrat policies will bring real benefits for our area:**

- **£2 billion a year extra for education:** this will boost nursery education locally and provide more resources for local schools. Class sizes will be reduced and there will be more money for books and equipment. Training locally will also be given a boost.
- **support for the NHS:** free eye and dental checkups will mean everyone in the local area will have access to preventative checkups. Waiting times for operations will be reduced and there will be more doctors and nurses.
- **action to tackle crime:** our Chief Constable will be provided with extra resources to employ more officers and local measures to prevent crime will be improved.

**Liberal Democrats ...**

**MAKING THE DIFFERENCE**

**GOLDMINE SAMPLE PRESS RELEASE**

# Lib Dems address the Priorities for Britain

Local Liberal Democrat *Jo Bloggs* has strongly backed the Liberal Democrats' priorities document, 'Priorities for Britain':

"'Priorities for Britain' puts forward a clear set of specific priorities for Great Britain - and states how we would pay for them. It contrasts with the approach of the other two parties, who promise better services and lower taxes, without saying how they would pay."

'Priorities for Britain' shows how all our policies are linked in a way which provides a new direction - policies which include:

- investing in education - £2 billion a year more for nursery education and more books and equipment for schools;

- preventing crime and the fear of crime - enough resources to provide an extra 3,000 police officers and a requirement for local councils to draw up crime prevention strategies;

and improving the national health service by providing enough money to employ extra nurses and doctors, reintroduce free eye and dental checkups and cut waiting lists.

Paddy Ashdown MP, launching the document, said:

"In the coming election it is the Liberal Democrats who will make the difference.

"After eighteen years of one-party rule, Britain is ready to think - and act - afresh. It is time for this Conservative Government to go.

"Britain's next Government must enable our country to face the new century with strong leadership and clear direction.

"The Labour Party's response to that challenge so far has been little more than warm words, vague promises and woolly evasions.

"Liberal Democrats will provide the common-sense, clear purpose and unity that Britain needs.

"Only the Liberal Democrats guarantee to invest in education, invest in Britain's long-term prosperity, put patients first in the NHS and look after the environment. Britain needs the Liberal Democrats to tell the truth about what needs to be done, what it will cost and how we will pay for it."

**Ends.**

# **ELECTION SPECIAL - EXTRA ARTWORK**

**Enclosed with this GOLDMINE you should find 3 additional A4 sheets.**

Each of these is designed to become an A5 flyer for use during your campaign. Feel free to amend or chop and change the layout.

You could replace the box at the bottom of each side with your candidate's name, for example.

Alternatively you can produce a localised second sheet yourself and turn it into an A5 booklet.

## **FOCUS on the health service**

This leaflet hits the most important issue to the electorate throughout the country. Use it during your campaign when doing walkabouts in shopping areas or when knocking on doors.

## **FOCUS on education**

This leaflet is ideal for school gate visits. Any parent picking up or dropping off children at school has a direct interest in education issues - and many will be worried about rising class sizes.

You could even copy off separate editions for different schools for even more impact.

## **FOCUS on crime**

Crime is the other issue of widespread concern. This leaflet could be very effective in areas where crime has come up as a main issue in Residents' Surveys, or in areas with a lot of pensioners. Extra police officers will be very popular in most of these areas.

**I hope these are useful!**

*Neil Fawcett*, Editor



# FOCUS

on cutting crime



Liberal  
Democrats

## Liberal Democrats Pledge To Fight Crime

The Liberal Democrats have pledged a positive package of policies to help cut crime and reduce the fear of crime:

- **More resources for the police:**

The Liberal Democrats will provide Chief Constables with enough extra resources to employ 3,000 extra police officers.

- **Action to prevent crime locally:**

The Liberal Democrats will ensure that local councils put in place local crime prevention strategies.

- **A strategy to reduce young offending:**

The Liberal Democrats will improve training and education and ensure that young people have more positive opportunities to help cut youth crime.



**Liberal Democrats ...  
MAKING THE DIFFERENCE**

add your imprint!

**Liberal Democrats ...  
CAMPAIGNING FOR YOU**

## TORIES BROKE POLICE PROMISE

The Liberal Democrats have released figures which prove that the Government has broken its 1992 Election pledge to put 1000 more bobbies on the beat.

The 1992 Election manifesto stated:

“We are continuing to increase Police numbers. There will be **1000 extra** officers this year.”

The reality is that four years later there were **993 fewer** police officers nationwide.

This latest evidence shows yet again how little reality there is behind the Tories' tough talking about crime and law and order.



**993  
fewer  
Police  
since  
1992**

**Liberal Democrats ...  
MAKING THE DIFFERENCE**

# FOCUS

on education



Liberal  
Democrats

## Schools Boost from Liberal Democrats

The Liberal Democrats have pledged more resources for schools to boost Britain's educational standards:

- A nursery place for everyone:

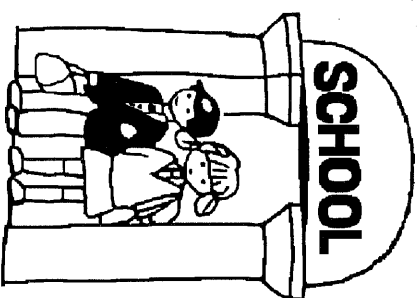
The Liberal Democrats will provide a nursery place for every three and four year old whose parents want it.

- Smaller class sizes, more equipment:

The Liberal Democrats will ensure that class sizes are reduced and that there are more resources for books and equipment.

- Dealing with the backlog of repairs:

The Liberal Democrats will invest to start to deal with the backlog of repairs and maintenance suffered by Britain's crumbling schools.



**45P** ALL THIS AND MORE CAN BE PROVIDED  
FOR JUST 45P A WEEK EXTRA TAX FOR THE  
AVERAGE TAXPAYER.

**Liberal Democrats ...  
MAKING THE DIFFERENCE**

add your imprint!

**Liberal Democrats ...  
CAMPAIGNING FOR YOU**

## THE TORRY RECORD:

- Councils forced to sack teachers as their grants are cut to pay for Tory Tax Bribes;
- Class sizes rocket throughout the country;
- Massive backlog of repairs and maintenance;
- Nursery Voucher gimmicks rather than real investment in nursery education for all;
- Teacher morale at an all time low.

*It's no wonder that a recent survey of head teachers showed that 61% of them think Liberal Democrat policies are best for schools.*

**Liberal Democrats ...  
MAKING THE DIFFERENCE**

# FOCUS

on the health service



Liberal Democrats

## We'll save NHS - Lib Dems

The Liberal Democrats are campaigning to save the NHS from Tory cuts.

They have made five key pledges to safeguard our NHS:

- 1 Restore free eye and dental check-ups and freeze prescription charges;
- 2 Halt hospital, ward and bed closures
- 3 Enough cash for 10,000 new nurses or 5,000 new doctors;
- 4 Cut waiting lists - no-one will have to wait more than six months between diagnosis and treatment;
- 5 Cut red tape - and put the money into patient care instead.



The extra resources will come from £350 million of tax loopholes which will be closed and £200 million from putting 5p on a packet of cigarettes.

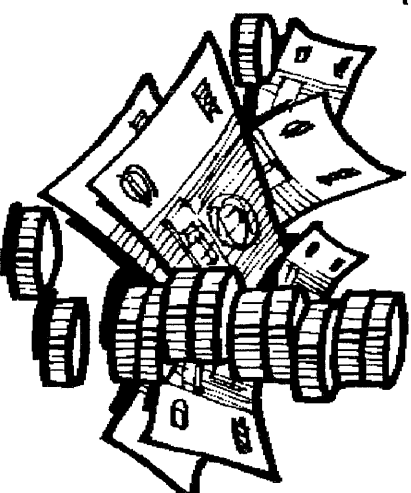
**Liberal Democrats ...  
MAKING THE DIFFERENCE**

add your imprint!

**Liberal Democrats ...  
CAMPAIGNING FOR YOU**

# NHS IN CRISIS

Conservative cuts have left Local Health Authorities millions of pounds in debt. Operations are being cancelled, waiting lists are rising and wards and beds are being closed.



**40,000  
MORE  
Managers**

**45,000  
FEWER  
Nurses**

In the last six years Conservative policies have led to 40,000 more managers and 45,000 fewer nurses in our National Health Service - the Tories have got the priorities wrong.

**Liberal Democrats ...  
MAKING THE DIFFERENCE**