



HOPE

Four local missions for a
fairer future in Winsford

HOPE IN THE FACE OF UNCERTAINTY

BRITAIN DESERVES BETTER

Things aren't like they used to be. After 13 long years, we are all paying the price for the Conservatives' political choices. Their legacy is rising inflation and a cost-of-living crisis which has resulted in record levels of poverty and inequality. They have crashed our economy, they have decimated our NHS, and they have brought public services to the brink of collapse.

LABOUR IN WINSFORD

Locally, the Labour Party is protecting public services. We have kept community centres, day centres, children's centres, libraries, museums, swimming pools and leisure centres open. We have invested in education, skills and employment opportunities. We have supported town centres by valuing our heritage, celebrating our culture and supporting local businesses. We continue to provide quality social care, despite a decade of government cuts to our budgets, and we are still investing in our parks and green spaces for everyone to enjoy. We are taking action to tackle poverty, to combat climate change, and we will always keep fighting for the things that matter to you.



The Tories might have broken Britain, but we will not let them break West Cheshire. That's why we enter into this election with an ambitious message of **HOPE**. Hope that decent support services are there to **help** you when you need them. Hope that we can keep creating **opportunities** for you and your family to live in a decent home, work in a good job and learn new skills. Hope that we can stay **proud** of our town centres, parks, roads and neighbourhoods despite seismic economic changes and over a decade of cuts to neighbourhood services. And finally, Hope that we can protect the **environment** and even improve it for future generations.

That's why a vote for Labour is a vote for HOPE on Thursday 4th May. Find out more about Labour candidates where you live at www.cheshirewestlabour.com.

Best wishes,

Louise Gittins

Labour Leader in Cheshire West and Chester

A CRISIS IN CARE

Around 60p in every pound of council tax now goes on supporting adults and children who need care and support. The Conservatives have failed to deal with this national crisis in social care and it has impacted every public service and every individual in need of care.

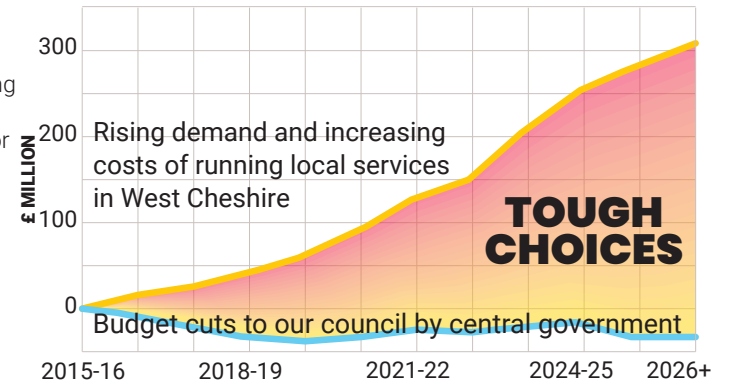
VALUE FOR MONEY

Under Labour, Cheshire West and Chester Council has only raised council tax in line with the average for all councils in England. Every year our council receives a clean bill of health from independent auditors. This shows we are managing your money carefully.

GIVE US BACK OUR HALF A BILLION POUNDS

Cheshire West and Chester Council has experienced over half a billion pounds of cuts from central government in the past decade, whilst at the same time rising inflation, an aging population, a mental health crisis and a poverty emergency has meant that demand for services and the cost of running these services has increased. Every Conservative Chancellor has told councils to put up council tax to meet these demands but rising costs and declining budgets mean a huge gap has opened up.

This is forcing councils to make tough choices, including cutting front-line services, raising taxes and charging for things they didn't charge for in the past. It is also leaving budgets stretched for things like street cleaning, youth services, education, arts and culture, and economic development.



THE LABOUR DIFFERENCE

The Conservatives have taken our country backwards, not forwards. Locally, Labour has a strong record of standing up for communities against the Conservatives' cuts and austerity. That's why we hope you will support us with your vote on Thursday 4th May. We are trusted, local and on your side:

THE CONSERVATIVES' NATIONAL RECORD	LABOUR'S LOCAL RECORD
Over 1,000 libraries closed	We're keeping libraries open and investing in their future
Over 650 children's centres closed	We're keeping children's centres open to support families and give children the best start in life
Over 400 swimming pools closed	We're keeping swimming pools open to support the health and well-being of residents
Over 60 museums closed	We're subsidising museums because we're proud to share our heritage and culture
National crisis in social care	We invest 55% more than the average Conservative council in services which support older people to live in their own homes for longer.
Historic cuts to policing numbers across UK and rising ASB	We invest 14% more than the average Conservative council in community safety, including street wardens. We also spend 106% more on CCTV in public places to identify ASB and prosecute offenders.

HELP AND SUPPORT AVAILABLE WHEN YOU NEED IT

MISSION 1: HELP AND SUPPORT

- Quality social care, with people living longer, healthier and happier lives
- Best start in life for children
- Tackling poverty, including homelessness
- Good mental health



UNDERSTANDING THE CHALLENGES

- An aging population, with a 46% increase in people aged 65 and over by 2035
- Over a million UK adults reported going a whole day without food in the past month because they couldn't afford to eat
- High levels of in-work poverty
- 11% of households are in fuel poverty
- 16 local neighbourhoods are in top 10% most deprived in England, with 50% higher child poverty in some areas of our borough compared to others
- 10 year gap in life expectancy between local communities due to health inequalities
- Suicide rates are two to three times higher in the most deprived neighbourhoods compared to the most affluent, and rates of hospitalised self-harm are also twice as high
- Rough sleeping continues to rise due to cost of living crisis

OUR VISION

Throughout the pandemic, we forged new relationships. Working in partnership with residents, public services, charities, community groups and businesses, we made our area strong and resilient in the face of adversity.

Building on this experience, we remain focused on delivering services that are designed for an aging population, and which recognise the impact of poverty and inequality on families and young people. We need local services that don't make life harder for people who are already struggling, and we need to make council processes easier for people who need a bit of help and support.

These are Labour's values, and we are proud to be the Party of public services and fairness. The past few years have shown that these are not the values of the Conservative Party, locally or nationally. **That's why a vote for Labour is a vote for HOPE on Thursday 4th May.**



LABOUR'S BIG IDEAS

- Quicker and simpler access to council services, both online and face to face
- Age friendly communities, which support people as they get older
- Crisis support services focused on reducing the longer-term impact on children and their families
- Innovation in care for vulnerable adults and children by working with the charity and voluntary sector, and by providing better support for carers

WHAT RESIDENTS CAN EXPECT TO SEE

- Easier access to council services online, on the phone, and in person
- Council communications written in plain English
- Older residents supported to stay living in their own homes for longer
- More joined up support for elderly residents when they are discharged from hospital
- More involvement from people who use services in decisions that will impact them
- 3,000 local children no longer living in poverty
- Better support for children's mental health
- Fewer people rough sleeping on streets in our borough
- A wider range of services available in our children's centres
- Quicker assessments and decisions on support available to children with Special Educational Needs
- Life expectancy will increase, and suicide, domestic violence and poverty will decrease
- Reduced obesity, substance misuse and smoking related illnesses
- Support services for people with disabilities will be more joined up
- Fewer people experiencing social isolation
- Better support for care leavers to find homes, employment or continue in education

FIND OUT MORE

More about our plans for help and support services: www.cheshirewestlabour.com/hope/help



Find out more about the work the council is doing to tackle poverty: www.tinyurl.com/hope-poverty-truth



OPPORTUNITIES TO WORK, LEARN AND SUCCEED, WHERE YOU LIVE

MISSION 2: OPPORTUNITY

- ▶ High quality education, skills training and careers advice
- ▶ An economy that works for everyone with good jobs and decent wages
- ▶ The best place in the UK to start and grow a business
- ▶ Good quality homes for local people to buy or rent



OUR VISION

West Cheshire's £10.5 billion economy is home to 14,000 businesses employing 180,000 people. We helped attract almost £300 million of investment into our borough last year and we need to ensure the benefits of this are shared. Our vision is for decent homes, good jobs, healthier lives and nice things to see and do in well-connected and vibrant communities.

Last year we supported over 2,500 adults to learn new skills and almost 700 people to get a new job. By joining up education, skills, training and employment, with a local living wage, a fair employment charter and recognition for businesses and other organisations that are socially responsible, we will make our area one of the best places to live, work, learn, visit and do business in our country.

This is Labour's vision for a stronger, fairer and more inclusive local economy. **That's why a vote for Labour is a vote for HOPE on Thursday 4th May.**



UNDERSTANDING THE CHALLENGES

- ▶ Rising poverty is widening the attainment gap between children from different economic backgrounds
- ▶ Youth social mobility is worsening
- ▶ 11% of local households have an annual income under £15,000
- ▶ 15% of local jobs pay below the local living wage
- ▶ Unemployment rate for the borough is 3.5%
- ▶ Gender pay gap between women and men in full time work is £3,000 per year
- ▶ Proportion of new UK businesses surviving two years has dropped from 76% to 70%, largely due to the economy
- ▶ 28,000 residents live in neighbourhoods at risk of digital exclusion
- ▶ Over 7,000 households are on the waiting list for social housing in West Cheshire

LABOUR'S BIG IDEAS

- ▶ Launch a new programme to inspire children by helping them experience ten exciting things before they are ten years old
- ▶ Combine our adult education, skills, careers and employment service to create a holistic training and employment service for our Borough
- ▶ Protect the Cheshire Pound by working with large employers on 'keep it local' procurement and employment principles
- ▶ Support new businesses to consider becoming co-operatives to share wealth and give employees a greater stake in the business's success
- ▶ Tackle digital exclusion through loaning and recycling devices, and by resolving poor connectivity issues
- ▶ Launch a Fair Employment Charter to encourage businesses in our borough to consider new approaches to employment, including for people with disabilities and with more flexible contracts for single parents or people with caring responsibilities
- ▶ Launch a new award for employers who sign up to our local living wage, pay their taxes, look after their employees properly and reduce their impact on our environment

WHAT RESIDENTS CAN EXPECT TO SEE

- ▶ Better access to professional training and careers advice, including a specific service for people who are over 50
- ▶ Wider range of employment contracts to recognise single parents, carers and people with health conditions
- ▶ Higher average wages with more employers paying local living wage
- ▶ Business survival rates beyond two years remaining higher than in other areas
- ▶ Tenant's charter for renters living in social and private properties
- ▶ More council owned homes and affordable homes being built
- ▶ Targeted support for local authority schools to be rated 'Good' or 'Outstanding' by OFSTED
- ▶ New strategy to improve youth social mobility
- ▶ Targeted support for children with special educational needs
- ▶ New digital device loan service in our libraries



FIND OUT MORE

More about opportunities for people in our borough: www.cheshirewestlabour.com/hope/opportunity



Watch a video about what an inclusive economy means for the area: www.tinyurl.com/hope-fairer-economy



PRIDE IN OUR TOWN CENTRE AND LOCAL NEIGHBOURHOODS

MISSION 3: PRIDE

- Make town centres and high streets places where people want to live, work, visit and own businesses
- Innovation in making roads better, streets cleaner, and neighbourhoods safer and greener
- Tackle crime and anti-social behaviour in partnership with the Police
- Cherish libraries, community centres and leisure facilities
- Invest in parks, play areas, sports fields and green space so there is something for everyone near to where they live



UNDERSTANDING THE CHALLENGES

- Across the country, funding cuts mean 1000 libraries, 60 museums and 400 swimming pools have closed since 2010
- Footfall on UK high streets is down 23% since the start of the pandemic
- 16% of shops on Britain's high streets are empty and one in every 20 vacant units has been empty for more than three years
- National highways spending has been cut by 27% in the past decade
- Climate change is speeding up the degradation of roads and pavements
- Hundreds of play areas have closed across the UK due to government cuts
- Reported crime has increased, only 60% of residents feel safe going out after dark

OUR VISION

Being proud of where you live is so important to people: the shops we visit, the parks we enjoy, the facilities and services we rely on.

Despite the challenges of Conservative austerity, local Labour councillors continue to secure investment in our town centres, we've also kept our museums, leisure centres, libraries and community centres running, because we believe in protecting the fabric of society. Despite over half a billion pound of government cuts, we continue to invest more in street cleansing, community safety, fly-tipping removal and grass cutting than the average Conservative council. We do this because we care.

We believe in a strong relationship between people and the places they live, work, learn or spend their leisure time. We recognise the importance of spaces in every community for families, friends, neighbours and strangers to come together to share in experiences, and where businesses, charities, public services and residents can co-locate.

Locally, Labour has held the line against government cuts – we're the ones keeping community facilities open. **That's why a vote for Labour is a vote for HOPE on Thursday 4th May.**



LABOUR'S BIG IDEAS

- Launch a new specialist support service to help people start a business in town centres
- Make culture and heritage a front-line service to tackle isolation, support good mental health and well-being, enrich people's lives and grow the local economy
- Expand our street care pledge to give residents clear information on what to expect from our services
- The next Labour government will introduce a Take Back Control Bill, so communities can have a greater say over bus transport and other funding in their area - we will also bring the railways back into public control

WHAT RESIDENTS CAN EXPECT TO SEE

- Higher footfall and new uses for empty units in town centres and on high streets
- More activities to attract families and grandparents into town with young children
- More cultural and heritage activities on high streets to support local businesses and celebrate where we live
- Investment in faster and better road repairs
- Easier reporting systems and improved communications on the status of reports you make about neighbourhood issues like potholes, street lighting and fly-tipping
- Harsher penalties for fly-tipping, graffiti and littering
- Public transport will be easier to navigate, with cross ticketing, simpler fares and a better frequency of services where it can be achieved
- Safer access to cycling and walking routes into town, to places of work and education, and which are linked to public transport
- Main library sites and community centres transformed into hubs where residents can access more local services
- More charities, voluntary groups and town and parish councils empowered to manage and run community buildings
- People will feel safer where they live
- More opportunities to get involved in local parks and community pride initiatives
- More accessible play equipment in our main parks for people with disabilities
- Continued investment in play pitches so people can enjoy sports where they live

FIND OUT MORE

Explore detailed plans about how we will celebrate pride in town centres and local neighbourhoods at www.cheshirewestlabour.com/hope/pride



PRIDE IN OUR TOWN

OUR MISSION FOR WINSFORD

We are ambitious for the future of Winsford, where a new town centre, a thriving industrial estate and access to parks and green spaces make Winsford an exciting place to live, work, visit and learn.

We will work with community groups, charities, businesses and other public organisations to develop and deliver a One Mid Cheshire Plan to draw together our strengths, attract new investment, and make Mid Cheshire's economy stronger.

10 PROJECTS WE'VE DELIVERED

1. Purchased Winsford Cross in 2018 and secured new tenants, with an ambition to increase occupancy and improve the town centre experience.
2. Demolished Queens Parade to prepare ground for phase 1 of town centre regeneration.
3. Successfully acquired the funding and planning consent for a £21 million redevelopment of Winsford town centre.
4. Kick started the town centre regeneration with the new Aldi on Dene Drive.
5. Completed a £1 million redevelopment of Winsford Town Park, enhancing the link between the town centre and Winsford Marina.
6. Completed new industrial units at Winsford Industrial Estate, creating up to 1,500 new jobs and a new cycle to work route.
7. Built new and affordable homes for rent and to buy, for Winsford families and first time buyers.
8. Created a new public services hub at Wyvern House, so residents have a one stop shop for advice services and employment support.
9. Launched the Winsford Creates event in 2022 and the Cinewindow as part of a new cultural programme for the town.
10. Campaigned to improve the standards and number of high school places on offer in Winsford.



10 PROJECTS WE'LL DELIVER NEXT

1. Construction for Phase 1 of the town centre begins in April 2023 and will be completed the following year.
2. A new hub in the town centre will provide an events space for activities which bring people together and promote shared experiences.
3. The Verdin Exchange will be restored and preserved by providing new uses that support the town centre, potentially including workspace and residential.
4. We will build on the emerging cultural programme, including bringing outdoor cinema to Winsford in the summer months.
5. We will work with market traders on future plans for Winsford's market as part of the next phase of regeneration in our town centre
6. We will seek external funding to develop better youth provision in Winsford, giving young people things to do, places to go and more opportunities.
7. We will work with partners to deliver a new vision for Winsford's waterfront, including new walk ways, tree planting and better access for leisure activities.
8. We are committed to working with Cheshire FA and other partners to improve the sports facilities at Knights Grange. We will continue to seek funding from national sports bodies to deliver this ambition.
9. We will look at options to provide more flexible workspaces at Winsford 1-5, to support start-up businesses in our area and help our local economy to grow.
10. We will use our planning powers to encourage land owners and their agents to tackle eyesores like the Liquid Lounge and Drill Hall, so they are not left as derelict sites in our town



TOWN CENTRE

Winsford's £21 million town centre regeneration project will open in 2024, with new shops, food and beverage outlets, a new public square and a new community hub with public toilets.



BEST START IN LIFE

We will continue to push for better standards in Winsford's schools and to make sure that there are enough places for every child that needs one in our town.

MEET THE TEAM

Meet Labour's team of local representatives and find out who is standing for election in your area of Winsford at www.cheshirewestlabour.com/team-winsford



PRIDE IN YOUR NEIGHBOURHOOD

A BACK TO BASICS MISSION

Every council in the country has been forced to make cuts to street cleaning services. Maintenance budgets for parks and public spaces have also been reduced due to government funding cuts. Locally Labour has protected this budget, so we still spend 80% more than the average Conservative council on services that support neighbourhood pride.

We understand that residents need better information about these services, so that they know what to expect and what to do if you need to report an issue.

EXTENDING OUR STREET CARE PLEDGE

A GULLEY GUARANTEE

We will make information about gully maintenance clearer, especially for residents in areas that are prone to flooding so that there is clarity about the schedule for routine maintenance. Wherever it is necessary, residents will be able to raise support requests and receive updates on their report in a timely manner.

A PARKS & CEMETERY CONTRACT

We will display clear information in parks and cemeteries so that people can see and understand the maintenance arrangements for the place. The information will include options for reporting new issues and opportunities for residents to work together on projects to improve the area.



MORE WILD FLOWER MEADOWS

We will create at least two wild flower meadows each year in every ward in the borough, working in partnership with local residents, businesses and elected representatives to identify suitable locations.



PAVEMENT RESTORATION

We will look at opportunities to align funding from across the council to restore damaged pavements, support active travel, provide better walking routes to schools and shops, and to support age friendly communities.

FINES FOR FLY-TIPPING

We will implement the toughest possible penalties for fly-tipping, we will name and shame fly-tippers, and we will re-invest fines into new measures to stop fly-tipping.

COMMUNITY GRITTING

We'll develop a network of community gritting boxes, working with town and parish councils (where they exist and if they wish to do so). This will include clear instructions on how communities can use them to reduce the risk from ice to pedestrians.



GRAFFITI

We'll continue to tackle graffiti in public spaces and we will create a chargeable service for private landlords, so that when residents report graffiti that is not the responsibility of the council we can offer to remove it on a cost recovery basis.

DOG FOULING

We will look at opportunities to use control orders to empower communities to enforce fines for dog fouling through delegation of powers to town and parish councils.

REPORT IT ONLINE, ON OUR APP OR OVER THE PHONE

The council's 'Report It' mobile phone app is the best way for residents to let the council know about issues like potholes, broken street lights, fly-tipping, full bins, litter and dog foul. This service is also available through the council website or via the contact centre.

- Report online: [cheshirewestandchester.gov.uk/residents/contact-us/report-it](https://www.cheshirewestandchester.gov.uk/residents/contact-us/report-it)
- Download the app: [cheshirewestandchester.gov.uk/residents/contact-us/report-it-app](https://www.cheshirewestandchester.gov.uk/residents/contact-us/report-it-app)
- Call the contact centre: **0300 123 8123**



IMPROVING COMMUNICATIONS

We will change the way the Report It app communicates with users so that status reports give clearer information and updates.

DID YOU KNOW?

Despite declining budgets, every year we fund services that look after:

- 392 bridges
- 2,279km of highways
- 2,443km footways and cycleways
- 1,280km public rights of way
- 50,000 trees
- 81,000 gullies
- 52,000 street lights
- 4,902 illuminated signs and bollards
- 45,065 road signs

ENVIRONMENTAL PROTECTION FOR FUTURE GENERATIONS

MISSION 4: ENVIRONMENT

- Create the best waste collection and recycling service in the country
- Support local renewable energy projects to increase energy security
- Retrofit homes to reduce energy bills and energy consumption
- Large scale de-carbonisation of industry and transportation
- Greater protection for animals, wildlife and green spaces



OUR VISION

We are one of the worst areas in the country for carbon emissions and to resolve this we need to work with industry and de-carbonise at a scale and pace that will set the standard across the globe. Part of this plan must be to trap carbon and last year we planted over 46,000 trees. We also need to support communities to think about local energy generation and last year we secured £2.5 million of funding to insulate the borough's most energy inefficient homes.

Supporting active travel and encouraging walking through the greening of transport corridors is also important, as well as thinking about how we use land. We are already implementing our plans to keep 30% of our land for nature by 2030 and preparing for more local food production.

Healthy people and a healthy environment go hand in hand. We're committed to minimising waste, improving air quality, supporting wildlife and reducing energy consumption.

That's why a vote for Labour is a vote for HOPE on Thursday 4th May.



UNDERSTANDING THE CHALLENGES

- Our borough is the fourth highest in terms of carbon emissions for all areas in the UK, with industrial processes making up over half of Cheshire West and Chester's total emissions
- 12% forecast rise in traffic by 2026 and poor public transport
- Residential properties in our area emit 572,000 tons carbon dioxide per year
- Emissions from commercial buildings total 442,000 tons per year
- 8% of emissions from our area come from farming livestock, largely due to high density of dairy farming
- Climate change means low-lying places in our area are at greater risk of flooding
- Almost half of all UK wildlife is in long term decline and 15% of species are at risk of extinction
- Evidence shows the loss of 50% or more of UK insects since 1970

LABOUR'S BIG IDEAS

- Move closer towards a circular economy through better management of waste and a focus on recycling and re-use of materials
- Deliver a large scale retrofit programme by working with social landlords, identifying funding for private landlords and supporting community-led insulation projects
- Tackle wildlife crime, support re-wilding and wild flower projects and work with partners to identify sites for the re-introduction otters and beavers
- Create an award scheme which recognises businesses that contribute towards a fairer, stronger and greener West Cheshire.
- Look for new opportunities for local energy generation, like though closer working with community energy co-operatives
- The next Labour government will take back control of bus services and renationalise railways - locally we will invest in cycling and walking infrastructure to support active travel

WHAT RESIDENTS CAN EXPECT TO SEE

- More low carbon housing
- More opportunities for retrofitting in your property, including community-led insulation projects
- More beavers and otters in our countryside
- Cheshire West will become an accredited Sustainable Food Place
- More wild flower meadows will be visible in parks and community spaces
- Lots more trees
- Better air quality and lower carbon emissions from industry, households and transport
- Clear plans in place to improve water quality in rivers and borough's coastal area
- More support to make energy efficiency changes in your own home
- More investment in natural flood management
- Less food waste and more food being grown locally
- More businesses taking local action on climate change
- More community energy projects and more locally generated renewable energy
- More people cycling and walking
- More people using public transport

FIND OUT MORE

More about how we will protect and enhance our environment:
www.cheshirewestlabour.com/hope/environment



Watch local Labour leader, Louise Gittins talk about the route to NetZero:
www.tinyurl.com/hope-net-zero



Video on council's climate emergency response plan:
www.tinyurl.com/hope-climate-emergency



**AN AWARD-WINNING
LABOUR COUNCIL:**

APSE COUNCIL OF THE YEAR

(2018)

LGC COUNCIL OF THE YEAR

(runner up, 2021)

KEEP BRITAIN TIDY GREEN FLAG AWARDS

(2021-2022)

GOLD AWARD NORTH WEST IN BLOOM

(2022)

**SUSTAIN TOP 21 COUNCILS FOR
TACKLING CLIMATE EMERGENCY**

(2022)

LGC ENVIRONMENTAL SERVICES

(shortlisted, 2023)

**MEET LABOUR CANDIDATES IN WINSFORD AT
WWW.CHESHIREWESTLABOUR.COM**