



Dear SERA member,

I have been a Labour Party member for nearly thirty years. I grew up in London and went to my local Comprehensive School. I have been a Full Time Trade Union officer, a Member of Parliament, and a Downing Street Advisor on Equalities.

I work in London, I live in London and love this city – I think the Mayoralty could achieve so much more. I want our capital to be a great city for all London's kids to grow up in. People talk about inner London and outer London, North versus South, East versus West; I want to be the Mayor for the whole of London and I want to work with you to change it for good.

I want London to be more equal, fair, safe, and prosperous, and my policy priorities will deliver that. I will not only bring Londoners together to fight and expose the Con-Dem Coalition Government's callous cuts; I will work with socialist societies, trades unions and the voluntary sector to provide practical solutions for communities under attack.

These solutions – for example the Social Impact Bond, Credit Unions and Community Land Trusts are based on Labour's founding principles of collaboration, co-operation, and mutuality. I am the candidate to prove that Labour's values not only delivered social justice in the past, but hold the key to London's future.

As members of SERA, I want you to know that your work to create a greener, more sustainable Britain, Government and Party have not only inspired me, but informed my policy development for this selection to be Labour London's next Mayor.

The Mayor's role is to help London meet and master these challenges. I want to inspire Londoners and show them that the Labour way forward is the best way forward. I believe passionately in our party's values: that we achieve more together than alone, and that by working together we can build a fairer, more equal society.

I want London to be the world's greatest city for private sector business to invest, create jobs and grow in a sustainable way. But it's about more than just money. It's about how we relate to each other; whether we pull together or pull apart in the face of the coalition Government's cuts and in the wake of the harshest recession in many generations. Our city has to match its strengths as a world centre of financial capital, and become a world centre of social capital.

### **My approach as Mayor will rest on three fundamental principles:**

**1. Prevention is better than cure:** as Mayor, I will prioritise investing in the future. I want to rebalance spending, so instead of all our money being spent on the cure (e.g. young people processed through magistrates courts), we spend more on prevention (e.g. young people given support to prevent re-offending).

**2. Human relationships should be at the heart of service delivery:** as Mayor, I will put relationships at the heart of public policy - relationships are the glue that binds communities together, building social capital. It's the quality of the relationship between the teacher and the



pupil, police officer and resident, youth worker and gang member, Job Centre advisor and unemployed Londoner that has the greatest impact on changing lives for good.

**3. Participation is not an optional extra:** as Mayor, I will work to ensure that people have a voice in the decisions that affect their lives, putting people first in GLA decision-making. If we have a Mayor who acts on these principles, we can make London the truly great place it could be. I hope you will support my campaign to become Mayor.

### **My ten-point plan for London; by 2016, I will tackle:**

**1. Congestion:** Introduce school buses for every school – the school run is responsible for 20% of London's congestion. I will reinstate the Western extension of the Congestion zone to reduce pollution and switch the revenue raised to lowering bus fares for all London and investigate a London Park and Ride scheme located around the M25 to encourage visitors to our city to use public transport rather than driving in to town.

**2. Housing:** Introduce a Mayor's Mortgage to help hard working families get on the housing ladder, and a new equity release scheme to help pensioners upgrade their homes and make them more environmentally friendly.

**3. Crime:** Be a Mayor in control of the Met - force senior officers to take neighbourhood policing seriously and improve standards everywhere; ensure police spending is spread fairly across London and a new, tougher, interventionist approach on the few families that cause the most anti-social behaviour.

**4. Jobs & Young People:** Ten new skills academies to give young people new qualifications for jobs with the skills London's businesses need, supported by new Mayor's London-wide internship and apprenticeship programme and a living wage for all Londoners.

**5. Transparency:** Ending cronyism at City Hall with a tough new panel to vet all key appointments, and introduce a mayoral term limit of eight years.

**6. Pay Equality and the living wage:** Introduce a living wage of at least £7.85 an hour and use the power of GLA procurement to promote training, skills and apprenticeship opportunities, and a voluntary register of pay equality among top city firms.

**7. New Job opportunities and employment:** Helping to create thousands of new jobs throughout London, including green jobs, by working to attract and retain investment in London's economy, being London's champion and ambassador all over the world making the most of this incredible city's global brand.

**8. Supporting older people:** I will campaign to end neglect of older people. I will support and respect older and disabled people, backing the 24-hour Freedom Pass that offers freetravel for people over 60, and more healthy activities such as free swimming, guided walks and keep fit classes.

**9. Tackling inefficiency at City Hall:** Cutting waste and improving efficiency at City Hall and throughout the GLA, working to keep council tax low. I want to champion the joining up of currently duplicated resources across London's local public services to ensure we make the savings needed to protect the crucial frontline services on which so many Londoners depend.

**10. Investing in green transport and cycling:** Investing in cycling with more cycle paths, safe routes and secure cycle parking in busy areas. Invest in making the Thames a viable route for commuters to use, easing congestion from East to West. Backing the full implementation of Crossrail to connect the 1.5m Londoners to key areas of London enabling investment, employment and ease of travel congestion across the city.

You can find out more about my policies, my campaign and about those comrades who are supporting me - including the Unions Community and USDAW, over 100 councillors and Labour Leaders and 14 London MPs - on my campaign website [www.oona4mayor.com](http://www.oona4mayor.com)

**Thanks for taking the time to read this, I believe that together we can change London for good.**

*Best wishes,*  
*Oona*