

**BEN BRADLEY
FOR MAYOR**



**EAST MIDLANDS COMBINED AUTHORITY MAYORAL ELECTION
2 MAY 2024**

CAMPAIGN BRIEFING

WHAT IS THE EAST MIDLANDS COMBINED AUTHORITY?

The new East Midlands Combined Authority (EMCA) will cover Derbyshire and Nottinghamshire and is a partnership where local Councils (and other stakeholders like businesses, colleges and universities) will work together on shared plans and strategies rather than everyone just doing their own thing.

It's also a way for us to bring in £4bn of new investment to our area. Only areas with Combined Authorities get access to that kind of funding. Our region has historically had one of the lowest levels of transport funding and investment. So by going down this route, we can fix that and get our fair share.

In order to access this money, we have to choose somebody to manage it and lead this partnership. That's a new regional Mayor, just like they have in Greater Manchester or the West Midlands.

IS IT A NEW LAYER OF BUREAUCRACY?

No. It's not a 'new layer' because that regional system already exists, but in fact this Combined Authority will join up or replace a number of regional organisations (eg D2N2 LEP) which currently don't have much funding or power. So if this is done right, at the end we'll have fewer organisations and a simpler system for making the big strategic decisions, making everyday life better.

WHY DO WE NEED A MAYOR?

We need that £4bn of new investment to get things done. Like fix our roads and transport infrastructure. And this is one of the best ways to get it. If we don't have a Mayor, we don't get the funding and we can't fix the roads or invest in the buses, for example.

But it's more than just that. At the moment, it's harder for businesses and Government to invest in our region because we don't have any shared plans or priorities. We have 18 Councils who all do their own thing, so when a business wants to invest in 'the East Midlands' they get 18 different council leaders arguing about where that money should go.

With a Mayor and Combined Authority, we'll have a shared approach, shared priorities and plans and a single 'front door' for people to be able to get support to invest in our area. The Mayor will have new powers and funding to support investment, and will be able to be our area's number one 'salesman' in terms of bringing in new jobs, funding and opportunities in a joined up and coherent way.

Local representatives from across the region worked with Government on a deal that was signed in to law in December, so the crucial thing now is that we choose the right person in May's election.

WHY SHOULD I SHOW UP AND VOTE?

This is a massive and fundamental change in the way public services are delivered in our area, and a huge amount of money coming our way. The Mayor and EMCA have both funding and decision-making powers to build things, invest in things and change things locally in a way that we've never had in our region before.

If you're concerned about fixing the roads, about improving the bus or rail networks, about opportunities for training and great jobs for you, your family, then this election is going to have a huge impact on all of that for the coming years. If we pick the wrong person, then that negative effect equally could last for decades.

WHY IS BEN BRADLEY THE BEST CANDIDATE?

Ben is the only candidate who has the experience in this kind of work to be able to deliver. He's worked in and with Government, he's run a very successful local Council that remains financially sustainable, and he's helped to successfully deliver literally billions of new investment into our region (STEP Fusion is the single biggest investment in the East Mids since the M1, at £20bn).

But more than that, he's the only person who has been working on this whole thing from all angles, from day one. Whilst opposition candidates showed up a few weeks ago for a job, Ben recognised these issues around our lack of investment two years ago and has been working on solutions.

He brought local partners together to agree a plan, he signed the devolution deal with Government himself, he worked on the new legislation for it in Parliament, he negotiated a new £1.5bn Transport Fund for our area and now he's actively involved in building this organisation from scratch.

Nobody understands what this is and how it will work like Ben does, and therefore nobody else standing at this election is better placed to deliver these important outcomes for our area: fixing the roads, improving public transport, investing in our local infrastructure and bringing new opportunities to Nottinghamshire and Derbyshire.

Ben is also the only candidate with local history and roots across the whole region. His family is from Dronfield, he spent his childhood out in the Peaks and Derbyshire Dales with his family, commuted across the High Peak to uni in Manchester, grew up in Ripley and Belper, went to school in Derby, studied and worked in Nottingham, has lived in Hucknall and now Newark, represents Mansfield, is working on major projects in Broxtowe, Rushcliffe and Bassetlaw.

He knows this area and our communities better than any other candidate, and much better than the Labour candidate, who was Member of Parliament for Watford.



WHAT'S THE RISK IF WE PICK THE WRONG PERSON?

There's also a risk if we get it wrong. We can have a Conservative Mayor in Ben Bradley who will use these powers to fix our roads, improve public transport, and to work with business to bring major new investment into our area.

He'll create a flexible, affordable and commercial structure to do this and to make our local 'system simpler and more effective, and he'll never raise your local taxes to pay for it.

With Ben you know what you're getting, and you know he's experienced in delivering these things. He's run organisations like this, he's successfully secured investment, and he has a clear plan to deliver for you.

Or you can have a Labour Mayor who might build a big expensive new layer of bureaucracy, who might raise your taxes to pay for it, or otherwise use these powers to add restrictions and charges that impact you like Sadiq Khan has in London. Other candidates in this election haven't made any firm commitments to anything and refuse to rule out tax rises, so it would be a total gamble going for anyone other than Ben. We need an experienced person who knows what they're doing. We can only kick this thing off once, and if we miss this opportunity to sort out some of these issues, we'll never get it back.

AT THE MAYORAL ELECTION:



FIX OUR ROADS USING THE £1.5BN TRANSPORT FUND IN THIS DEAL



INVEST IN PUBLIC TRANSPORT TO ENSURE EVERYONE CAN ACCESS DECENT, AFFORDABLE SERVICES. INTEGRATE OUR TRANSPORT NETWORKS AND FILL THE GAPS



GROW OUR ECONOMY AND REGENERATE BY DELIVERING MAJOR NEW BUSINESS INVESTMENT, CREATING GREAT JOBS AND TRAINING OPPORTUNITIES FOR LOCAL PEOPLE

Ben Bradley

ON ROADS:

Our roads aren't good enough right now, made worse this winter by multiple major flooding events that have led to 5x more road damage than a normal year. The only way to fix it is with major new investment.

Ben recognised this issue several years ago and has spent 18 months negotiating a £1.5bn Transport Fund with Government. The Mayor will have access to this funding and Ben is the only candidate with a firm commitment to making that major investment to sort out our roads.

It's a bit of a one-off chance to sort this out, that we can't afford to miss.

All of the candidates are very good at pointing fingers, very good at complaining. But Ben is the only person standing in this election who has actively looked for an answer and has helped deliver this new funding. Now we need to back him to do the work.