NOONE LEFT BEHIND





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NO ONE LEFT BEHIND: MY PROMISE TO YOU

When I stood for election four years ago, I promised no borough would be left behind. I said that if our six councils worked together that we could challenge the over-centralised nature of wealth and power in the capital. And I pledged that by pooling our strengths and talents, we could use devolution to improve things for all of us.

Over those four years, I have kept that promise, investing more than £400m in projects in every part of our region, creating tens of thousands of jobs and apprenticeships and helping to make a tangible difference in the lives of ordinary people.

Having a Metro Mayor has given us what London has had for decades – a single influential voice to lobby government and strategic, locally accountable leadership. As a result, before the pandemic, we were the fastest growing city region in the country.

We were making strong progress, but none of us saw the events of this past year coming.

The chaos, confusion, loss and isolation caused by the Coronavirus has been devastating. For many of us, it is the biggest challenge we have ever faced.

We have risen to that challenge, investing over £40m to keep the local economy afloat, taking on the Tories to win financial support for workers, our councils, and those forced to self-isolate to lay the foundations for our recovery.

Despite the difficulties of the past year – and there have been many – I am still confident about our region's future. Working together, we can ensure that this pandemic is only a bump on the road to a better, brighter future for the 1.6m people who call the Liverpool City Region home.

Devolution is the fuel that will help propel us along that road.

Our region is already an international tourist destination but, by using the powers and decision making we have locally, I want to make it a world leader in some of the industries of tomorrow, creating job and training opportunities for our young people for years to come.

'No Borough Left Behind' was the guiding principle for my first term but the impact of the Coronavirus means that we must deliver lasting change at a much deeper level - not just improving our physical infrastructure but repairing our social fabric as well.

I will build a city region that will respond to the uncertainties of a post-pandemic, post-Brexit world, with **No One Left Behind**.

This is not a manifesto for an easy life, it is a bold plan for our future. It has been shaped by the conversations I have held with people right across our city region and by my desire to build a place that is not only prosperous and ambitious but fair and equal too and socially just too.

I believe our best days lie ahead and that together we can build a city region where no one is left behind.

Steve Rotheram

Labour Candidate for Metro Mayor

Stone Rotherson



BUILDING ON OUR ACHIEVEMENTS SINCE 2017...

LED THE REGION'S RESPONSE TO COVID:

Throughout the pandemic, I stood up for our region, taking on Boris Johnson to win more funding and support for our councils, improved testing and a proper furlough scheme. I've also invested more than £40m to keep the local economy afloat and put together exciting plans to kickstart our recovery.

THE COUNTRY'S FASTEST-GROWING CITY REGION ECONOMY:

Over £400m invested across the city region creating 9,000 new jobs, 5,500 new apprenticeships and 15,000 new homes. £232m in extra funding secured for transport, skills and tackling homelessness, on top of devolution deal funding.

IMPROVING PUBLIC TRANSPORT:

Led the campaign to strip Northern's franchise, introducing brand new Merseyrail trains, opened the network's first new station for 20 years and introduced half-price apprentice travel.

HELPING YOUNG PEOPLE:

£48m invested in upgrading local school and college facilities and launched the UK's first UCAS-style apprenticeship portal.

FIGHTING INJUSTICE:

Launched an £8m Housing First scheme to tackle homelessness and supported 2,200 families into work through a pioneering Households into Work programme.

MY 5 PLEDGES TO YOU

COVID RECOVERY FUND

YOUNG PERSON'S GUARANTEE

LONDON-STYLE TRANSPORT SYSTEM

GREEN INDUSTRIAL REVOLUTION

DIGITALLY CONNECTED CITY REGION

FAIR AND INCLUSIVE ECONOMY

THE CHALLENGE

When I was elected, I promised no borough would be left behind.

I've worked to grow our economy, create good jobs and made it easier not only for people across our city region to get into decent work, but also to get there as well:

- ▶ Invested £400m across the city region, helping creating more than 9000 jobs and 5500 apprenticeships.
- ► Introduced the largest package of support to local business for over two decades, £75 million in total, to deal with the impact of Brexit.
- ▶ Developed a Fair Employment Charter, by working with local businesses and trade unions to improve pay, working conditions and opportunities for local workers.
- ▶ Launched Be More, an internationally-recognised UCAS style apprenticeship portal the first of its kind in the country.
- Introduced half-price travel for apprentices and kept my promise to reduce tunnel tolls to their lowest rate for 25 years for city region residents.

And, in the face of the biggest challenge our region has faced in decades, I've stepped up and delivered £40m to protect people's jobs and businesses, and helped our region to lead the way in mass testing and vaccinations.

The truth is that despite the progress we've made, our local economy still doesn't work for everyone. The Coronavirus pandemic has only exacerbated that, with the poorest and most vulnerable often the most susceptible to COVID.

The people of our city region will always be the bedrock of our fortunes. But to ensure that no one is left behind, our region needs an economy that genuinely works for the many and not just a select few.

Rebuilding after COVID gives us a once-in-a-generation opportunity to radically change the way we do things, to renew hope for our young people and address some of the generational inequalities - like gender and racial discrimination - that unfortunately still exist in our communities. And it is an opportunity I intend to take.



An LCR Recovery Fund

The Coronavirus pandemic and its effects will have lasting repercussions for years to come. From deaths on a scale not seen in generations to the largest recession the country has seen in centuries, COVID has hit us all – and hard.

Throughout the crisis, I have stepped up and delivered for our region: putting people before politics, to ensure we protect lives and livelihoods.

All of this has been done to protect as far as possible what we already have - and make sure that we have the strongest possible foundations to rebuild on coming out of the pandemic.

The scale of this challenge means we cannot afford to waste a single moment. We have to act quickly and decisively. And I will.

I will launch a Liverpool City Region Recovery Fund, using the next tranche of devolved funding.

This means that on day one after the election we can begin funding projects that will power our economic recovery and create the new jobs which will be vitally needed in our region.

A Young Person's Guarantee

More than 7000 young people across the Liverpool City Region are currently not in education, employment, or training.

Denied the chance to reach their full potential, not because they lack talent, but because they lack opportunity.

And we've seen those prospects damaged further still by the impact of the pandemic, with many young people falling behind, seeing jobs and apprenticeships taken away and opportunities lost.

I will introduce a Young Person's Guarantee – the commitment of a job, training or an apprenticeship opportunity for every young person out of work for more than six months. We will start with a focus on all school leavers, with the ambition of rolling this out to everyone under 25.

We need to give a promise of hope for all young people in our region. It will be a step-change in how we support them and raise their aspirations.

Encouraging good growth

For our city region to thrive it's vital that we have successful local businesses but I don't want to simply be a pro-business mayor, I want to be a pro-good business mayor.

Good growth is not just growth for growth's sake, but growth that is felt positively by local people in local communities.

That's why I've introduced new rules so that our devolved funding is better directed towards companies that:

- Pay the real living wage
- Use local labour and supply chains
- Recognise trade unions
- ▶ Take on apprentices
- ▶ Minimise the use of zero-hours contracts
- Employ people from under-represented groups

Under my leadership, the Liverpool City Region Combined Authority was the first in the country to become accredited as a Real Living Wage Employer, setting the standard for the rest of the country to follow.

Now I want to go even further. For too long low pay and insecure work has been a major barrier to social mobility in our city region.

I have taken action to address this, working with employers, businesses and trade unions to introduce a Liverpool City Region Fair Employment Charter.

The Charter will play a major part in my work to improve workers' rights across the region, including a commitment to spreading the Real Living Wage and the exploitation of zero-hours contracts.

I will continue to stand up against unfair practices like fire and rehire and I'll explore how we can use charter accreditation and standards as one of the tests for those who want to receive funding from the Combined Authority.

World class digital infrastructure

A successful modern economy requires modern infrastructure. We've seen over the past year just how important access to good digital connectivity is for everyone, which is why we have an ongoing transformational project to create an 212km full fibre, gigabit-capable digital loop.

I want our city region to be the most digitally connected in the UK, so I will complete the installation of a comprehensive network of ultrafast broadband to all six areas of our city region within three years.

This will contribute at least £105 million to our economic recovery in the short-term and up to £1bn over 15 years by attracting new businesses, improving our public services and boosting our growing digital and creative sectors.

Digital access for everyone

Coronavirus has accelerated the move towards a more digital world and has emphasised just how important connectivity and technology will increasingly play in all of our lives.

However, too many people are digitally excluded for a variety of reasons and may struggle to navigate through digital barriers that many take for granted.

I will support programmes that address financial and digital exclusion and continue to collaborate with the public, private and VCFSE sector to address gaps in digital provision.

Tackling rough sleeping

When I was elected in 2017, I made it a priority to radically change the way that our region helped rough sleepers. Subsequently, we secured the funding we needed to pilot a Housing First scheme.

The Liverpool City Region is one of just three areas in the country piloting this radical new approach, which has proven to be very effective in countries such as Finland and Denmark.

Treating people with dignity, recognising that they are human beings – not statistics – and offering them wraparound support to deal with often multi-complex needs, we're trying to alter the way that the entire country approaches homelessness.

Without devolution that simply wouldn't have been possible. I will continue to ramp up the scheme across every part of our city region.

Social Value

Work is well underway to ensure that the Combined Authority places a clear, visible and consistent approach to Social Value at the heart of everything it does as an employer, service provider, a commissioner, or in the assessment of applications for its investment funds.

I will ensure that the Combined Authority produces an annual report back on its social value performance.

Community Wealth Building

Over the last three years, we've begun work to embed the principles of Community Wealth Building into our policies and practices. Now is the time to step up and accelerate this work, and utilise the convening powers of the Combined Authority to encourage partners to join us in putting our communities first.

I will continue to collaborate with our local authority partners on this, to shine a spotlight on their good practice and will convene a summit of Liverpool City Region Anchor Institutions to look at ways they can actively and practically support this work

I am excited by the proposals, led by local authorities here in the North West to establish a community bank, based on cooperative ownership and I will explore how we can support this work. I am especially keen to explore how this might support the revitalisation of our high streets and offer financial support to our small businesses.

I will also explore how we can use the powers of the city region's Land Commission, which I set up, to ensure that public land assets are utilised to maximise the positive impact for local people.



Tackling inequality

When politicians make promises, the public rightly expects that they will be delivered.

Tackling inequality by building a fair and inclusive economy is vital to the success of our city region so I will explore the options for appointing a dedicated Tackling Inequality Champion to work with myself and the city region leaders in the delivery of the relevant parts of my manifesto.

High streets

High streets are vital parts of communities right across the city region. I launched a LCR town centre fund and a town centre commission to develop plans to ensure our high streets thrive post covid-19.

I'll lobby the government to make violence against and to make violence against, and abuse of, shop workers a specific offence.

And I'll continue to support campaigns against Post Office closures, especially Crown Post Offices, which are an important provider of services to many people in our city region.

Culture

Culture is at the very heart of what makes our city region unique.

Since I was elected, we have invested in major cultural events such as the return of the Giants, the River of Light and Lost Castles.

I've introduced a Borough of Culture programme to ensure every part of our region has the chance to showcase its unique cultural offering.

We've established the first city region-wide music board and made sure we were the first Combined Authority in the country to commit to investing 1% of our devolution funding into cultural projects.

I will continue to invest in innovative cultural projects right across the city region to protect our status as the country's cultural capital and support the aims of the creative workforce pledge 2021.



LONDON-STYLE TRANSPORT

THE CHALLENGE

A good public transport system is vital for ensuring that everyone has access to opportunity. I travel on our public transport every day and I see its strengths and weaknesses only too clearly.

Over the past 30 years, London has enjoyed record levels of funding in its transport network. Yet the reforms of the Thatcher-era mean that the rest of the country has been forced to contend with fragmentation, deregulation and underfunding.

Over the past four years, I've taken action to begin to change this, improving transport infrastructure and challenging operators when they've underperformed. I led the successful campaign to strip Northern of their franchise; opened the first new station on the Merseyrail network in over 20 years; introduced half-price travel for apprentices; invested £16m in a 600km walking and cycling network; and have begun the process of reforming our buses so that they work in the interests of passengers, not shareholders.

We are making real progress but despite our efforts, our transport system remains too fragmented and with little incentive for private companies to work in the interests of ordinary people.

As a result, too many people and too many communities still feel left behind because of a public transport system that doesn't work for them.

I'm not prepared to accept this second-class service for the people of the Liverpool City Region and I'm determined to introduce fundamental reform of our transport system so that it provides ordinary people with a genuine alternative to the car.



A London-style transport plan

Supporting our transport network to recover from the financial impacts on it resulting from Coronavirus will be vital, but equally important will be to improve and reform it for the future.

I will publish a comprehensive long-term plan for a London-style local transport system bringing together our buses, trains and ferries and combining them with a comprehensive cycling and walking network.

The plan will set out how we will upgrade our smart ticketing system so that we can introduce tap-in, tap-out, contactless ticketing, with a daily fare cap.

I want to ensure that we have a transport network that is accessible to all. I will continue work to make our network step-free and ensure all new buses are Talking Buses as standard.

Reformed buses

For too long, our communities have had to contend with a bus service that puts profits before passengers. Bus routes being withdrawn at short notice by operators are commonplace, while

some journeys cost twice as much as a similar journey in London.

Only by taking greater control of our bus network can we put passengers first and make changes needed to provide the reliable and affordable bus service we deserve.

I will complete the work I have begun to use the new Mayoral powers in the complex Bus Services Act to re-regulate our bus network.

Addressing strategic challenges

Any long-term transport plan must address our long-term strategic challenges, so along with integrating the network, I will also explore how to best:

- ► Connect Liverpool John Lennon Airport to the city centre.
- Improve freight rail capacity at the Port of Liverpool.
- Serve the transport needs of Liverpool FC's plans to increase capacity at Anfield and Everton FC's plans for a new stadium at Bramley Moore.

Merseyrail for all

A successful transport network must support the wider economy, but just as importantly it must serve every community as well.

I will work to develop 'Merseyrail For All': a commitment to extending the Merseyrail network to every borough of the Liverpool City Region.

This will include connecting under-served areas to our rail network and could include new stations or upgrades at:

- Headbolt Lane in Knowsley
- ▶ The Baltic Triangle in Liverpool
- Carr Mill in St Helens;
- Woodchurch on the Wirral; and,
- Service extensions to Widnes in Halton.

I will also begin feasibility work on reinstating the rail link between St Helens Central and St Helens Junction - which could deliver direct rail services from St Helens town centre to Manchester city centre and beyond - and explore the potential for government support to restore the Burscough Curves.

Innovative transport solutions

As well as upgrading our existing infrastructure we also need to examine new and innovative transport solutions to enhance our network.

I will investigate the feasibility of utilising Tram-Train Technology and trackless trams as part of a potential means of extending the Merseyrail network into hard-to-reach places. This could benefit areas such as Liverpool John Lennon Airport and Speke, Kirkby town centre, Southport town centre, Wirral Waters and the Knowledge Quarter.

Wider connectivity

Better connectivity with the rest of the country is also vital to our future economic success.

Northern Powerhouse Rail and connectivity to HS2 will provide a £15bn boost to our economy.

I will continue to lobby, both as a member of TfN and directly to the government to ensure we get:

- A new twin-track line connecting us to Manchester via Manchester airport and also onto HS2; and
- ► A new station in the Lime Street area to accommodate longer NPR and HS2 trains.

I will also continue to work with the Welsh government to ensure that new services to Llandudno and Cardiff are delivered on time and that the Bidston-Wrexham service becomes half-hourly, before eventually becoming a through service to Liverpool.

And I will support the implementation of the Northern Transport Charter created by TfN to increase greater devolution and collaboration across the North of England

The future of the Merseyrail concession

Since 2003 the city region has had local control of its rail network – the only area outside of London to do so. This has driven improvements for passengers and it is now one of the best performing networks in the country.

The new trains, which we are introducing this year are some of the most advanced and will be owned by us the public – rather than by a private leasing company. All of this shows the benefits of public-sector involvement in delivering public transport.

As we approach the conclusion of the current concession, I will commission a full review of options for the future operation of the network post-2028, including the viability of introducing a publicly owned operator for the Merseyrail network.

I will also accelerate the current Heads of Terms agreement with the Department of Transport to take Merseyrail stations and track back into public ownership.



GREEN INDUSTRIAL REVOLUTION

THE CHALLENGE

The past few years have seen climate change thrust into the public consciousness like never before. Our young people have laid down a challenge to our nation's leaders to save the planet.

We have a moral duty to play our part and I'm determined we will do everything possible locally to reduce our own carbon footprint.

If trains, docks and canals made us the gateway to the First Industrial Revolution. Then our natural assets and advantages in renewable energy – Wind, Tidal and Hydrogen - can make us leaders in the Green Industrial Revolution.

In the Liverpool City Region, we have the technological capability, married with the political will, to lead the Green Industrial Revolution.

We have the capacity to become Britain's renewable energy coast. This will see our region in prime position to attract many of the tens of thousands of jobs that will be created, here to our city region.

In 2017, I set out an ambitious target to be net-zero carbon by 2040 - a whole decade earlier than national targets. In 2019 we became the first city region in the country to declare a Climate Emergency. And this year we have an incredible opportunity to mobilise local and national action on this agenda when the UK hosts the UN's annual Climate Change Conference in Glasgow.

We aren't going to save our planet simply by talking about it – we have to act and if elected I promise I will continue to act.



A City Region Climate Plan

I will publish an evidence-based plan to meet the city region's target of Net Zero Carbon by 2040 – or earlier.

This plan will build on the city region's position as one of the UK's leaders in the renewable and low carbon sectors and amongst its first targets will be plans to:

- ▶ Double the number of green jobs in the City Region.
- ► Triple the volume of energy generated by offshore wind by 2032.
- ▶ Replace methane with hydrogen in the city region's gas grid by 2035.
- ▶ Deliver a network of at least eight zerocarbon refuelling stations - hydrogen and electric charging – across the city region by 2025.
- Meet the city region's hydrogen demand for transport, industry and heat, from clean hydrogen produced within the city region from 2023.

Mersey Tidal Power

The River Mersey has been the lifeblood of our fortunes for centuries.

I've been developing plans to harness the power of the Mersey for clean, green, renewable energy - through a tidal energy scheme.

Mersey Tidal Power could provide enough sustainable energy to power up to a million homes, create thousands of local jobs in construction, science, research and development, and make our region a worldwide centre of excellence in a key industry of the future.

I will progress proposals for Mersey Tidal Power to the full business case stage and work to secure government funding for this nationally significant energy project.

A legacy for our region

I want the people of the city region to have an ownership stake in any future Mersey Tidal Power project to ensure that it is safeguarded for future generations.

I will also explore the potential for the Combined Authority to establish a municipal energy company to retail power from Mersey Tidal Power and other renewable energy sources.

Good quality and sustainable homes

Everyone in our city region should have the right to a home that is affordable, sustainable and accessible.

I will develop proposals for a 'Good Homes Standard' to ensure that new housing is properly accessible and highly energy efficient.

And I will work with Homes England on a Decent Homes Standard which will include a comprehensive retro-fitting programme to improve insulation, along with a boiler scrappage scheme to help address energy poverty in some of our poorer communities.

Brownfield First

Under my leadership, the Combined Authority has adopted a Brownfield First approach to development.

This has included publishing the UK's first brownfield register and working with Homes England to lobby for up to £200m in funding to clean up brownfield sites for development.

I will continue with this approach and will lobby national government for the extra funding we need to free up more brownfield sites across the region.

Clean transport

As well as investing in public transport we need to cut congestion and carbon emissions by encouraging people into low emission or electric vehicles and ultimately ditching the car completely.

I will work to increase the number of electric vehicle charging points and lobby government for funds for a local car scrappage scheme.

I will also ensure that all Merseytravel and Combined Authority fleet vehicles are switched to electric or hydrogen at the earliest opportunity.

Fossil-free pension funds

I will lobby the Merseyside Pension Fund to divest from direct investments in fossil fuel companies and to ensure that all new investments are compliant with the city region's commitment to tackle the climate emergency.



A CITY REGION FOR ALL

THE CHALLENGE

We are a city region with a strong history and commitment to fairness, social justice and philanthropy. It is these values we hold dear that have been central to our response and recovery throughout the pandemic.

Over 6,000 volunteers came forward to support their local communities through the crisis between March and July 2020 across the Liverpool City Region providing emergency support and frontline services to our communities in need.

And our generosity was on full display through LCR Cares, a crowdfunding campaign I launched to support community groups during the pandemic. Over £2.5m was raised and distributed to small organisations who were helping to support the most vulnerable in their communities.

Our voluntary, community faith and social enterprise organisations have truly gone above and beyond for our local communities and have innovated and adapted without question at a time when the demand has risen sharply and often outweighed resources and capacity.

I want us to build upon the kindness and generosity shown throughout the pandemic to develop a city region where every community is valued and nurtured to ensure everyone is able to live to their full potential with the support they need to flourish.



Mayor's Fund

When the Coronavirus crisis started, community groups across our region leapt into action to do everything they could to help keep their neighbours safe and well during this crisis. From mental health support and debt advice to providing food and activities for vulnerable people, they have stepped up when their communities needed them.

Many of these organisations are small in size and operate on shoestring budgets. I set up LCR Cares to help give them the support they need to keep up their brilliant work.

In just a few months, thanks to the incredible generosity of local people, and our ability to access national pots, we were able to raise and distribute £2.5m, distributing nearly 400 grants to vital community and charitable groups and helping over 333,000 people across the Liverpool City Region.

I want to build on this fantastic achievement by establishing an independent Liverpool City Region Mayor's Fund to raise money every year for charitable causes across our region.

Fighting prejudice

The Liverpool City Region is famous for its openness and tolerance, but with rising levels of hate crime, it is more important than ever that we stand united with minority groups in our city region.

In 2019, the Liverpool City Region Combined Authority formally adopted both the IHRA working definition of antisemitism in full and the working definition of Islamophobia as promoted by the All-Party Parliamentary Group on British Muslims.

I will ensure the Combined Authority continues to uphold these definitions and works with all minority groups to stand against bigotry, intolerance and prejudice wherever it is found.

Breaking down barriers to equality

We know that there is so much more work that needs to be done to address structural racism and inequalities across the region, and the events of the past year have exposed further the need for change to empower all marginalised communities.



A CITY REGION FOR ALL

It is important that we lead from the top and deliver on the principles and values that we espouse.

I have already committed to reviewing, understanding, and addressing structural discrimination within the Combined Authority, including within our staffing, recruitment practices, decision making and funding distribution.

I will continue to work closely with BAME community organisations and develop our Race Equality Programme to tackle racial inequality widely across the city region.

Supporting our LGBTQ+ community

Since I was elected, the Combined Authority has proudly supported the work of the LCR Pride Foundation in their efforts to make the Liverpool City Region the most LGBT+ friendly region in the UK.

I will ensure the Combined Authority continues to sponsor the annual Pride march and continues

to look at other ways to support LGBT+ communities.

City region approach to mental health

The past few months have been extremely challenging for everyone for a variety of reasons and we know that as a country and a city region we are facing an increasing mental health crisis, the effects of which we will likely be experiencing over the next few years.

I will advocate for a whole system, city regionwide approach to mental health to ensure that everyone is able to access the mental health support they need and for the wider workforce to receive the necessary training to be aware of and look after their own mental health.

A sustainable community and voluntary sector

Communities, faith groups, voluntary activity, local social enterprises and charities are key elements in the resilience of our city region.t

22 DOING THINGS DIFFERENTLY

This important role that the sector plays has put it at the centre of local pandemic response efforts and therefore, quite rightly, the sector should also be at the very heart of post-COVID-19 recovery planning.

Building on the success of LCR Cares, I will establish a VCFSE Sector Resilience and Capacity Fund to develop the sector's long-term capacity and resilience.

Food affordability and sustainability

I want to build a city region where every community has access to increased prosperity and opportunity.

However, we cannot achieve a fair and just society when some of our communities are living in poverty. Access to affordable, healthy food is essential to building up our communities and especially for providing our children and young people the strength they need to live, learn, and reach their full potential.

The Liverpool City Region is at the heart of the campaign to guarantee a 'Right to Food', but I know we can do more.

I will bring together leaders from the public, private and VCFSE sector to develop a food poverty strategy for the city region, building upon the work that has already been achieved in this area and aligning with the work of the Combined Authority's Standing Action Group on Poverty and Life Chances.

Further devolution

Over the past three years we have demonstrated that decisions taken more locally and done in consultation with local people produce better outcomes.

I will ensure that the city region adopts a 'devolution by default' approach to negotiations with central government, whereby we believe that any power and funding that can be devolved away from Whitehall, should be.

This will include identifying a range of powers and funds that should naturally sit at a local level and can easily be devolved from Westminster to the city region.

