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| WITH THE CONSERVATIVES | UNDER LABOUR |
| Income Tax cut for 30m people | Higher Taxes |
| Benefits capped | Higher benefits |
| An in/out EU referendum in 2017 | No say on Europe |
| Getting immigration under control | Open door immigration |
| The deficit eliminated | More borrowing, more debt |
| Strong and stable leadership | Weakness and instability |

Our best days are ahead of us

Braintree, Halstead and the North Essex villages have the joint privilege of sitting in some of the most beautiful countryside in England and being home to a number of small businesses. I want to protect both.

I want to help local businesses to succeed, grow and create jobs. With over twenty years of business experience I am passionate about cutting red tape for local companies and cutting taxes for their employees. Improvements to the A120 and rural roads, broadband and improved mobile phone coverage will all help to boost the local economy.

If elected I will fight to extend the Area of Outstanding Natural Beauty to include Bures, Lamarsh, Foxearth and Steeple Bumpstead. As a constituency, Braintree has wonderful historic towns, beautiful villages and enterprising, hard-working people. If voted to be your MP on May 7th I will work hard to ensure that our best days are ahead of us.



James and Susie Cleverly

Election communication



Promoted by Rikki Williams on behalf of James Cleverly both of Avenue Lodge, The Avenue, Witham, Essex CM8 2DL and printed by Metloc Printers Limited, 37 Victoria Road, Romford, Essex RM1 2LH.



Straight Talking James Cleverly will:

- ✔ Fight for tax cuts for local businesses and local people.
- ✔ Push for improvements to the A120 and local roads.
- ✔ Makes sure rural broadband and mobile 4g becomes a reality.
- ✔ Help village pubs and shops stay at the heart of the community.
- ✔ Work to make sure we have doctors' surgeries, schools, police and local public services that are fit for the future.
- ✔ Support the extension of the Dedham Vale Area of Outstanding Natural Beauty.

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About James Cleverly

Before entering politics I had a career in magazine and digital publishing and I worked on a number of market leading titles before setting up my own company. I understand how tough it is running a small business but also how rewarding it can be. I want to see business grow and make sure people can get good quality local jobs.

At university I met my wife Susie and we now have two lovely, lively sons Freddy and Rupert. I also serve in the Army Reserves and in 2004 I was called up to support mobilised TA soldiers and make sure they were able to get their jobs back when they came home from Iraq.

In 2012 Boris Johnson appointed me to the Chairmanship of the London Fire Authority. We implemented reforms to the London Fire Brigade that both saved money and improved performance. I am passionate about making sure that the public services that we all rely upon are on a sound financial footing and fit for the future.

I am the Patron of 'Advocacy For All', a charity helping people with learning disabilities and/or autism, and the President of the fundraising group for the 'Ulysses Trust' which supports cadets and members of the reserve forces to undertake challenging adventurous and community-related activities.



James CLEVERLY

Straight Talking

Better prospects for young people

Unemployment has fallen both locally and nationally and there are now more people in work than ever before. As opportunities increase we need to make sure that local young people are ready and able to take them up.

We must make sure that academic and vocational options are available and are top rate. We need an increase in school places, to give parents real choice and I will continue to push for schools and colleges to aspire to excellence.

More young people are studying the core subjects that universities and employers are looking for because of the introduction of the English Baccalaureate. As well as strong academic options we must have high quality vocational courses linked to the industries they support.

Education is the most important gift that we can give our young people and I will work tirelessly to give our local students the best chances in life.



BROADBAND AND MOBILE COVERAGE

Businesses and local people deserve modern super-fast broadband and decent mobile signals. Braintree's potential will only be unlocked once these essential modern services are rolled out across the district. I support SuperfastEssex but want to see the deadline for coverage in the constituency brought forward. It is unacceptable that in the 21st century mobile phone coverage is so patchy across the constituency. I will push for mobile phone companies to work together to give good mobile coverage in rural Essex.

PUBLIC SERVICES FIT FOR THE FUTURE

We need doctors' surgeries, hospitals, schools, the police and other public services to be properly funded and ready to meet the challenges of the future. The Conservative's long term economic plan will make sure that public money isn't wasted on excessive debt payments but used to fund the public services we all rely on.



CUTTING YOUR TAXES

After 20 years in business I started my own company so I know what it is like to employ people and keep a business going. I want to see lower taxes for businesses and lower taxes for you. Since 2010, we've cut income tax for over 24 million people, with an average saving of £705. After the election we'll take everyone who earns less than £12,500 out of income tax altogether.

PROTECTING THE COUNTRYSIDE

North Essex has some of the most beautiful countryside in England and I will make sure we protect it. I support the campaign to extend the Dedham Vale Area of Outstanding Natural Beauty to include Bures, Lamash, Foxearth and Steeple Bumpstead.



KEEPING THE ECONOMY ON TRACK

Over the last five years, we've halved the deficit. In the next Parliament, we'll eliminate the deficit so that we can pay down the nation's debts. The UK has the fastest growing advanced economy in the world which means we can improve the standard of living for everyone. I don't want that growth and stability put at risk by the chaos that an Ed Miliband led coalition would create.



BETTER ROADS FOR BRAINTREE

The A120 is the main East-West road through the county and links major shipping ports and Stansted Airport, it should be a dual carriageway along its entire length. I've spoken to the Secretary of State for transport about funding this essential road improvement work and I will work with Essex County Council to ensure the villages also have good quality, safe roads.

**For an effective and independent minded MP
vote James Cleverly on 7th May**