

# HALTON KNOWSLEY LIVERPOOL ST. HELENS SEFTON WIRRAL

Liverpool City Region Combined Authority

## Mayoral Election

Thursday 2 May 2024



METRO MAYOR  
LIVERPOOL CITY REGION

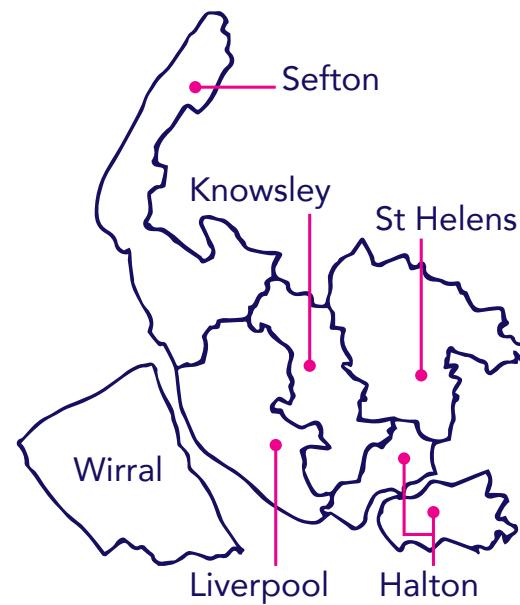


METRO MAYOR  
LIVERPOOL CITY REGION

# Introduction

On **Thursday, 2nd May 2024**, electors across the Liverpool City Region, comprising the authorities of: Halton, Knowsley, Liverpool, St. Helens, Sefton and Wirral will have the opportunity to vote for the person they want to be the Liverpool City Region Combined Authority Mayor.

The Liverpool City Region Combined Authority has powers that include housing, regeneration, adult education and skills, strategic planning, culture and economic development. It has transport responsibilities that include Mersey Tunnels, Mersey Ferries, and also certain rail, highways, cycling and walking provision. The office of the elected Mayor also has certain powers over bus services. The Liverpool City Region Combined Authority makes investments in transport, business growth, energy efficiency, housing, environmental and cultural activities.



The Elected Mayor of the Liverpool City Region Combined Authority (also known as the City Region Mayor, or Metro Mayor) will lead the Combined Authority.

This booklet must be sent to you by law. The law also requires that a copy is sent to every individual registered elector, rather than one per household.

The booklet includes information about the election and has in it an election address from each of the City Region Mayoral candidates who wish to be included. If you want more information about the candidates then you should contact them directly. You will also find information on how to fill in your ballot paper, how the result is calculated, together with answers to some frequently asked questions.

The booklet also sets out the contact details for each Elections Office where you live (see end of booklet). Further information can also be found at [liverpoolcityregionelects.org](http://liverpoolcityregionelects.org)

# The Mayoral Candidates

There are 5 candidates standing for City Region Mayor. Any candidate who has requested to have their information published will appear in this booklet. All candidates are listed in alphabetical order below. This is the order in which they will appear on the ballot paper.

Tom Crone	The Green Party
Jade Louise Marsden	The Conservative Party Candidate
Rob McAllister Bell	Liberal Democrats
Steve Rotheram	Labour Party
Ian Edward Smith	Independent

The order in which the addresses of candidates appear in this booklet has been determined by the drawing of lots by the Combined Authority Returning Officer.

# How to Vote

As there are a number of elections taking place on Thursday 2nd May, depending on where you live in the Liverpool City Region, you will receive either two, three, or potentially four ballot papers.

Electors in Liverpool, St Helens and Wirral, will receive two ballot papers for the Combined Authority Mayoral and Police and Crime Commissioner elections.

Electors in Sefton and Knowsley will receive three ballot papers for the Combined Authority Mayoral, Police and Crime Commissioner and local elections.

Most electors in Halton will receive three ballot papers. However, in a small number of areas that have contested parish elections, you will receive up to four ballot papers, for the Combined Authority Mayoral, Police and Crime Commissioner, and local and parish elections. Please note only areas with contested parish elections will receive four ballot papers and in the vast majority of cases, electors in Halton will just receive 3 ballot papers.

- The **YELLOW** ballot paper is for the Combined Authority Mayoral election. In the Mayoral Election you can only vote for one candidate by placing an X in the box next to your choice.
- The **GREEN** ballot paper is for the Police and Crime Commissioner election.
- For local elections, if you live in Knowsley or Sefton your ballot paper for the local election will be **SALMON** coloured. If you live in Halton, then your ballot paper for the local election will be **IVORY** coloured.

There are no local council elections taking place in Liverpool, St Helens and Wirral on 2nd May.



## Election of the Mayor for the Liverpool City Region Combined Authority

Vote for **only one candidate** by putting a cross  in the box next to your choice



**Candidate name**

**Address**

**Candidate name**

**Address**

**Candidate name**

**Address**

**Candidate name**

**Address**

# Frequently Asked Questions

## Which authorities does the Liverpool City Region Combined Authority cover?

The Liverpool City Region Combined Authority covers the local authority areas of Halton, Knowsley, Liverpool, St. Helens, Sefton and Wirral.

## What is the role of the City Region Mayor?

The Liverpool City Region Combined Authority brings together the local authority areas of Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral who work collectively as a Combined Authority. With a population of around 1.6 million residents, the City Region sits within a wider regional economy of around 3 million people in a travel to work area that stretches throughout the North West and North Wales.

### The Elected Mayor will

- Promote and support economic growth within the City Region;
- Lead the delivery of unique devolution deals negotiated with government which cover areas such as employment and skills, housing and planning, transport, innovation, business growth and support, energy and culture;
- Drive prosperity and encourages innovation to expand opportunities for people and communities in every part of the city region;
- Work with stakeholders from across the City Region and beyond, particularly business and investors and has a key role in representing the City Region nationally and internationally;
- Ensure political accountability of the Combined Authority area.

The Elected Mayor will be responsible for the delivery of a revenue budget of around £280 million a year and a capital investment programme of over £1 billion. This funding will support many significant projects across the region and includes responsibility for transport across the city region, (which includes the Mersey Tunnels), Mersey Ferries and Merseyrail. In future years this role will also expand into greater levels of direct control over bus services in the city region.

More detail on the work of the Combined Authority can be found at [liverpoolcityregionelects.org](http://liverpoolcityregionelects.org)

## Does the City Region Mayor make decisions over my local Council/the services they provide?

No. Your local council will continue to provide the services needed and used by their local communities. The City Region Mayor will make decisions that impact on and improve the Liverpool City Region. This includes transport improvements in your area, for example, but the City Region Mayor is not responsible for Council services, such as bin collections, or setting Council Tax.

# Q & A's – The Voting Process

## 1. Do I need to take photographic ID to my polling station?

Yes. All electors must show an accepted form of photo ID before being provided with ballot papers. A full list of acceptable ID is shown on the reverse of your poll card, or at [electoralcommission.org.uk](http://electoralcommission.org.uk)

## 2. I don't have an accepted form of ID, what can I do?

You can apply for a free voter ID document, which is known as a Voter Authority Certificate, at [gov.uk/apply-for-photo-id-voter-authority-certificate](http://gov.uk/apply-for-photo-id-voter-authority-certificate)

or alternatively contact your local authority (details at the end of the booklet) and they will send you a paper copy.

Please note completed applications must be received at the relevant authority by no later than **5pm on Wednesday 24 April. Please apply as early as possible to ensure you receive your certificate in plenty of time.**

## 3. Is my locally issued bus pass an accepted form of voter ID ?

No. Unfortunately, the law only allows for a national bus pass to be used. A locally issued bus pass WILL NOT be accepted as voter ID.



## **8. I have lost my poll card. Can you send me another one?**

You do not need the poll card to vote, so another one won't be sent. The poll card is just to inform you that there is an election and to provide you with other information such as where your polling station is situated. If you are not sure where your polling station is, please contact your local Electoral Services Office (contact details are shown at the end of this booklet) and they will assist you or alternatively visit:

**[democracyclub.org.uk/](http://democracyclub.org.uk/)**

## **9. When will I know who has been elected?**

Each authority will count the votes for each candidate in their own area and the results provided to the Combined Authority who will calculate an overall result. Due to the number of elections taking place on 2nd May, the Combined Authority Mayoral election count will take place on Saturday 4th May and the result will be available around 1pm on this date. Please visit **Liverpoolcityregionelections.org** and the result will be announced here once available.

## **10. I can't get to my polling station on election day, what can I do?**

The deadline to apply for a postal vote is 5pm on 17th April (as stated on your poll card). If this deadline has passed you can apply for a proxy vote at **gov.uk/apply-proxy-vote**. The deadline to apply for a proxy vote is 5pm on 24th April, and completed applications must be received by then.

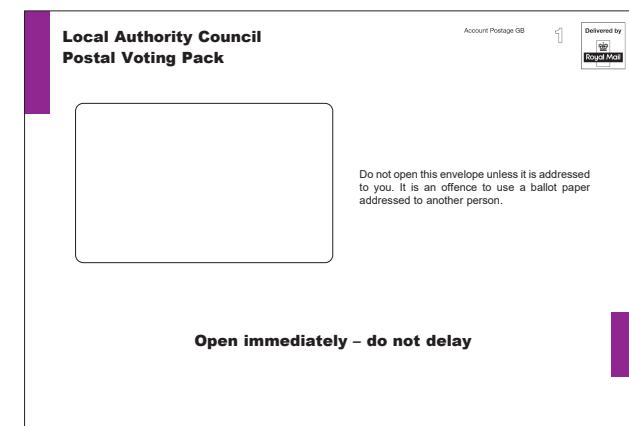
# **Postal Voters**



If you are a postal voter, please ensure that your completed postal ballot papers are returned as soon as possible. If you have not received your postal ballot paper by **Friday 26th April**, call your own local authority Elections helpline (details at the end of this booklet). It is important that you follow the instructions sent with your postal pack, ensuring that you provide your **signature** and enter your **date of birth** on the security statement that you return with your ballot papers. This is to ensure that nobody else uses your vote.

Please be aware that if you forget to put your postal vote in a post box, then you can hand it in at a polling station on election day, or at the offices of the Local Returning Officer for your authority. Recent changes in legislation require you to complete a declaration, at the point when you hand your postal vote in at a polling station or council offices.

Please ensure you complete and return your postal pack as soon as possible.



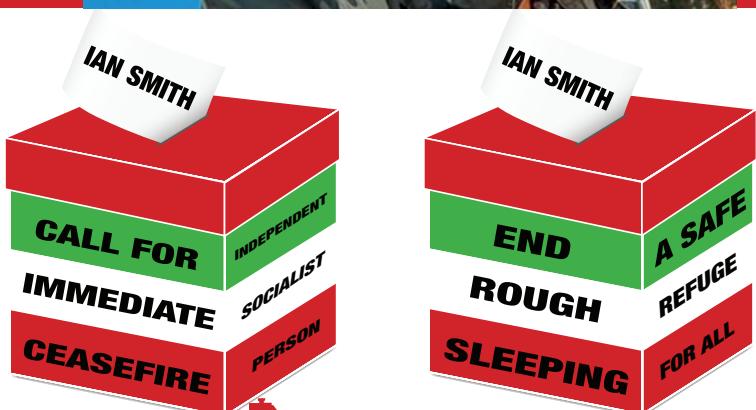
# The Candidates

Please note that the content of each of the following pages relating to candidates is the responsibility of the candidate themselves. The views expressed are theirs alone and cannot be attributed to the Combined Authority Returning Officer or any of the Combined Authority City Region councils. The order in which the addresses of the candidates appear in this booklet has been determined by the drawing of lots by the Combined Authority Returning Officer.

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## VOTE INDEPENDENT – IAN SMITH

### VOTE CHANGE



This election address has been prepared by Ian Smith as candidate and agent. Unit 1A, 156 Sandy Road L21 1AQ

### Ian Smith – Your Independent Voice for Change

Decisions affecting our future have been made for far too long by people who are not aware of the needs and priorities of our region. The capital and the South East have had their interests given priority by a centralised political system centred in London, with Northern cities and regions being disregarded in spite of their historical contributions to the prosperity and international stature of our country.

We have a rare chance on May 2nd to alter this story. It's an opportunity to take back control from London and deal with the problems that really concern us, establishing a future based on our common goals and values.

My vision is very clear: I see a region that is united, ambitious, egalitarian, and environmentally sensitive. In my ideal world, a thriving City Region would produce highly skilled, valuable jobs in the industries of the future while guaranteeing that all young people had access to the training and education required to realise their full potential.

Prioritising equity and inclusivity will help to ensure that every person and community benefits from our shared wealth. In addition, we have to carefully balance development and preservation in our future planning so that we may embrace progress while preserving our legacy.

I think we should use our creative abilities and natural resources to change the world. We have the ability to set the standard, whether it's by using renewable energy sources or our proficiency in industries like digital innovation and life sciences.

The history and economic success of our area have been based on connectedness via infrastructure and maritime trade. By updating our digital infrastructure, modernising our transport systems, and putting us at the vanguard of a brand-new high-speed rail network for the North, I'm dedicated to reviving these linkages.

As a group of six boroughs with a common history and set of principles, we understand that our power comes from working together. As the Metro Mayor, I promise to support every community and make sure that everyone's voice is heard. I have significant roots in this area, so I can personally attest to its prospects and challenges.

Restoring the relationship between politics and the people it represents is the goal of devolution, not merely creating another level of government. It's about identifying the reasons behind the decline in public confidence in politicians and acting to restore it. I'm putting myself forward to run for Metro Mayor because of this.

**Ian Smith  
Vote Independent**



[champion.co.uk](http://champion.co.uk)



[champion.co.uk](http://champion.co.uk)

**STEVE  
ROTHERAM**  
for Liverpool City Region Mayor

**TAKING BACK  
OUR FUTURE**

Serving as your Labour Mayor has been the honour of my life.

We may speak with many accents across the Liverpool City Region, but we now have a single, powerful voice on the national and global stage. And I have used that voice to stand up to Boris Johnson, Liz Truss and Rishi Sunak to secure a better deal for our area.

Putting Labour values into action, I've led transformational projects across the length and breadth of our region, **creating 60,000 jobs and 30,000 apprenticeships for local people**.

I'm rolling back the clock on Thatcherism by investing in our public transport system, **taking back control of our buses**, introducing the country's most accessible, **publicly owned trains**; and delivering **a new ferry Cross the Mersey** - built locally in Birkenhead.

We're creating a brighter future for our young people, investing record amounts to ensure they have the skills to succeed, are leading the Green Industrial Revolution and establishing ourselves as an innovation powerhouse. And, let's not forget, we put on a party the world will never forget at Eurovision. **But we're just getting started.**

Place your trust in me once again on 2nd May, I'll ensure that the next chapter in our history isn't written for us in Westminster or Whitehall – but by us in the Liverpool City Region.

Together, let's take back our future.

Register to vote by post

*Steve*  
Steve Rotheram  
Labour Mayor of the Liverpool City Region

Promoted by Dan Barrington on behalf of Steve Rotheram, both at Labour North West, 2nd Floor, Rutherford House, Warrington Road, WA3 6ZH



## My record...



Built LCR Connect, offering businesses access to the fastest internet speeds in the country.



We've built more than 30,000 homes for local people, invested more than £100m improving energy efficiency and spent more than £60m prioritising development on brownfield sites.



We are taking back control of our buses, invested £500m in publicly owned trains, more than £70m in active travel and are launching tap and go ticketing.



The first city region in the country to declare a climate emergency.



Piloted a Housing First approach to helping the homeless - with more than 90% sustaining tenancies.



Built on our status as the UK's cultural capital - playing host to Eurovision and The Open - while continuing to invest 1% of city region funding in culture.



## LCR's Future: My vision for our area



**Better public transport**  
- new trains, buses and stations, simpler ticketing and public control of buses.



Get the region building again by kickstarting a **return to building council housing**.



**Lead the A.I. for Good movement**, improving public services like healthcare and education.



**Make the region net zero by 2035** - and get Mersey Tidal Power shovel ready by 2028.



**Give young people the best start** with high quality technical education.



**Attract more powers, investment and funding** - so we can take back control of our future.

[www.stevelotheram.com](http://www.stevelotheram.com)

Labour

# TOM CRONE GREEN PARTY



@tommartincrone

## CLIMATE ACTION THROUGH WARMER HOMES

I will massively expand home insulation programmes. This will deliver warmer homes for those that need them, lift people out of fuel poverty, improve people's health, and reduce the city region's carbon emissions.

## GREEN ECONOMY – JOBS FOR THE FUTURE

I will prioritise training and jobs to give everyone the chance to build a future here on Merseyside. Public investment is critical to deliver warm homes, renewable energy, transport changes and protected green spaces to help create a jobs-rich green economy.

## A TRULY DEMOCRATIC CITY REGION

I will bring about a people powered democracy in the City Region. I will work closely with communities, campaign groups and trade unions to give everyone a voice. I will establish a Citizens Assembly so that the people can help drive a fairer, greener future.



VOTE  
TOM CRONE

“ I am standing for Metro-Mayor because I want to see a fairer, greener Liverpool City Region.”

- I know that you can't fix the environment without also fixing our communities. Only the Green Party has the policies to tackle both these challenges head on.
- With a bold green vision rooted in social and environmental justice, Liverpool City Region can be among the best places to live in Europe.

VOTE GREEN FOR A FAIRER, GREENER CITY REGION



# ROB MCALLISTER-BELL

## A FRESH START FOR OUR CITY REGION

### End Rough Sleeping & tackle the housing crisis

Region-wide action to tackle rough sleeping. Temporary free public transport for those who find themselves on the street. Action to increase house building, including new council housing.

### Deliver a transport revolution for our region

Local control of buses to restore lost bus routes & reconnect communities. Ambitious expansion of the Merseyrail network, including a link to Liverpool Airport. Introduce digital tickets.

### Build a green future for the next 100 years

Put a stop to sewage dumping in the Mersey and Dee. Deliver on building a tidal barrage, providing clean energy & jobs for decades to come. We will lead the green industrial revolution.

### Deliver Health Equality for our region

Ending the City Region's health postcode lottery so wherever you are born and live, you can live a happy and healthy life. The Lib Dems will make this a disability-friendly city region.

### Scrap the Police & Crime Commissioner

We do not need a separate elected Metro Mayor and Police Commissioner. Rob will press the Government to merge these two roles, and use the money to put more police on the beat.

### Be a Mayor who is accountable to YOU

We deserve a Mayor who is accountable to the public, with regular Mayor's question times in each district. As Metro Mayor, Rob will be active in our communities listening to you.

THE LIBERAL DEMOCRAT CANDIDATE

## ROB MCALLISTER-BELL

### FOR MAYOR OF THE LIVERPOOL CITY REGION

Dear Resident,

I want to be your next Metro Mayor because our Liverpool City Region needs a strong voice, who listens to you and loudly makes the case for local investment, innovation and progress.

I'm proud of our region and its people. For too long, local politicians have stood in Manchester's shadow instead of demanding what is best for the people of Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral.

You deserve a Metro Mayor with an

ambitious plan for our region, plus the drive & determination to deliver real change.

I will never accept second best for us.

If you lend me your vote on May 2nd, I promise to be your voice, championing the issues that matter to you, your family and all of our communities.

Our region has a great history, I believe we can have an even greater future.

With Best Wishes,

Rob McAllister-Bell

Liberal Democrat candidate for Metro Mayor.

Find out more at: [liverlibdems.org.uk/Rob4Mayor](http://liverlibdems.org.uk/Rob4Mayor)

Prepared by P Moloney on behalf of Rob McAllister-Bell (Liberal Democrats) all at 1b Wavertree Blvd South, Liverpool, L7 9PF



Jade believes in campaigning hard for people in Liverpool City Region.



Jade doing a charity abseil down Liverpool Cathedral for Clatterbridge Cancer charity.

Jade understands the value of our precious beaches and green spaces.

# JADE MARDSEN:

Liverpool city region is a powerhouse of potential, with amazing creativity and drive. But with poor, outdated services and connectivity we aren't able to make the most of what we have to give.

I believe that when people are truly given the opportunity to have an influence over what happens in their communities they thrive, that's why I will campaign hard both in local authorities and government to give more of a final say on plans for major infrastructure projects and to make sure that spending is justified. It's not fair that people feel their authorities aren't getting a fair share in Liverpool City Region.

**I will work tirelessly side by side with industry to ensure people get the correct training for up and coming industries.**

Apprenticeships are very exciting now working with our universities to get people qualifications whilst gaining experience in their chosen fields, but we must give young people a reason to stay here and make the Liverpool City Region the place they want to spend the rest of their lives, that's why we must make sure they have the homes to buy and have families.

**I want to make sure that there are no barriers to anyone living their lives in the Liverpool City Region** and I know just how important accessibility is to residents, even if people aren't held back personally they will know someone who struggles due to a disability. We must ensure our outlook goes beyond physical disability and ensure those who are neurodiverse and those who have poor mental health are supported. This can only happen if guidance is listened to and acted on. I will make that a priority as I believe a productive Liverpool City Region is one that doesn't hold anyone back.

I believe that success happens when an area is thriving because every person has the same chances.

**I will make Liverpool City Region that place.**

**Vote Jade Marsden. Vote Conservative.**

Promoted & Published by Chris Hall on behalf of Jade Marsden, both of Liverpool Conservative Association, 10 Parkfield Road, Aigburth, Liverpool, L17 8UH.

If you would like this information in another language, or format, please ask us.

If you require any further information, please contact:

Halton	<b>0303 333 4300</b>	<b>electoral@halton.gov.uk</b>
Knowsley	<b>0151 443 2222</b>	<b>elections@knowsley.gov.uk</b>
Liverpool	<b>0151 233 3028</b>	<b>elections@liverpool.gov.uk</b>
St. Helens	<b>01744 676464</b>	<b>elections@sthelens.gov.uk</b>
Sefton	<b>0345 140 0845</b>	<b>electors@sefton.gov.uk</b>
Wirral	<b>0151 691 8046</b>	<b>electoral@wirral.gov.uk</b>

**Alternatively contact the Liverpool City Region at  
[mayoralelection@liverpoolcityregion-ca.gov.uk](mailto:mayoralelection@liverpoolcityregion-ca.gov.uk)**

All of this information is available online

**[liverpoolcityregionelects.org](http://liverpoolcityregionelects.org)**

**Published By:**

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1 Mann Island, Liverpool, L3 1BP

**Printed By:**

Civica Election Services,  
The Election Centre, 33 Clarendon Road, London N8 0NW