

# A MANIFESTO FOR THE FUTURE

- PROTECT OUR FREEDOMS
- PUT 10,000 NEW POLICE OFFICERS ON THE STREET
- ABOLISH THE ULEZ AND CONGESTION CHARGE
- MAKE LONDON A CRYPTO-FIRST CITY

**BRIAN  
FOR  
MAYOR**

**BRIAN ROSE**  
**YOUR NEXT MAYOR OF LONDON**

Printed by Metro Commercial Printing Ltd of Mowat Industrial Estate,  
Sandown Rd, Watford, WD24 7UY and promoted by Paul Frost on behalf  
of Brian Rose both of Kemp House, 152-160 City Road, London, EC1V 2NX.

# BRIAN ROSE

This manifesto is the result of eight months of detailed study and a lot of hard work. It exists for one simple reason – **I love London.**

Since my first visit as a teenager **I have always felt an incredible affinity with the values and spirit of this city**, and it has always brought out the best in me.

While it's true I was born on the sunny beaches of California, it didn't take long before London stole my heart. Today I am a British citizen and a 20-year resident, my two children were born here, and I plan to be buried in this great city.

**London has given me everything** – my career, my family and my purpose, and now it's time to give something back.

I've spent the last ten years inspiring audiences from around the world with must-watch content through my media platform, London Real.

But, with the cost-of-living crisis impacting Londoners across the city I realised there was more I could offer.

And I saw our city – which I believe is the greatest in the world – being destroyed in front of my very eyes due to a complete lack of leadership.

That is what prompted me to run for Mayor – the truth is that I had to do it.

# YOUR FIRST CHOICE FOR MAYOR

**I could not sit idly by and watch big-party politicians run our city into the ground.**

Launching my campaign has been a challenging journey, but also one full of hope and excitement for our future.

My manifesto, like my campaign, looks different, because **London needs a different approach.**

It addresses the key issues faced by all Londoners, and is audacious as well as ambitious in its scope.

That is because I care about our city. I care about our people. I care about our future.

It's time for an independent voice, fresh ideas, and a new direction.

**Vote for me and I promise to dedicate my life to making London a world-class city.**

# FIGHTING FOR FREEDOM OF SPEECH

## DEFENDING OUR RIGHTS AGAINST CENSORSHIP

In recent times, we have become accustomed to our liberties being curtailed.

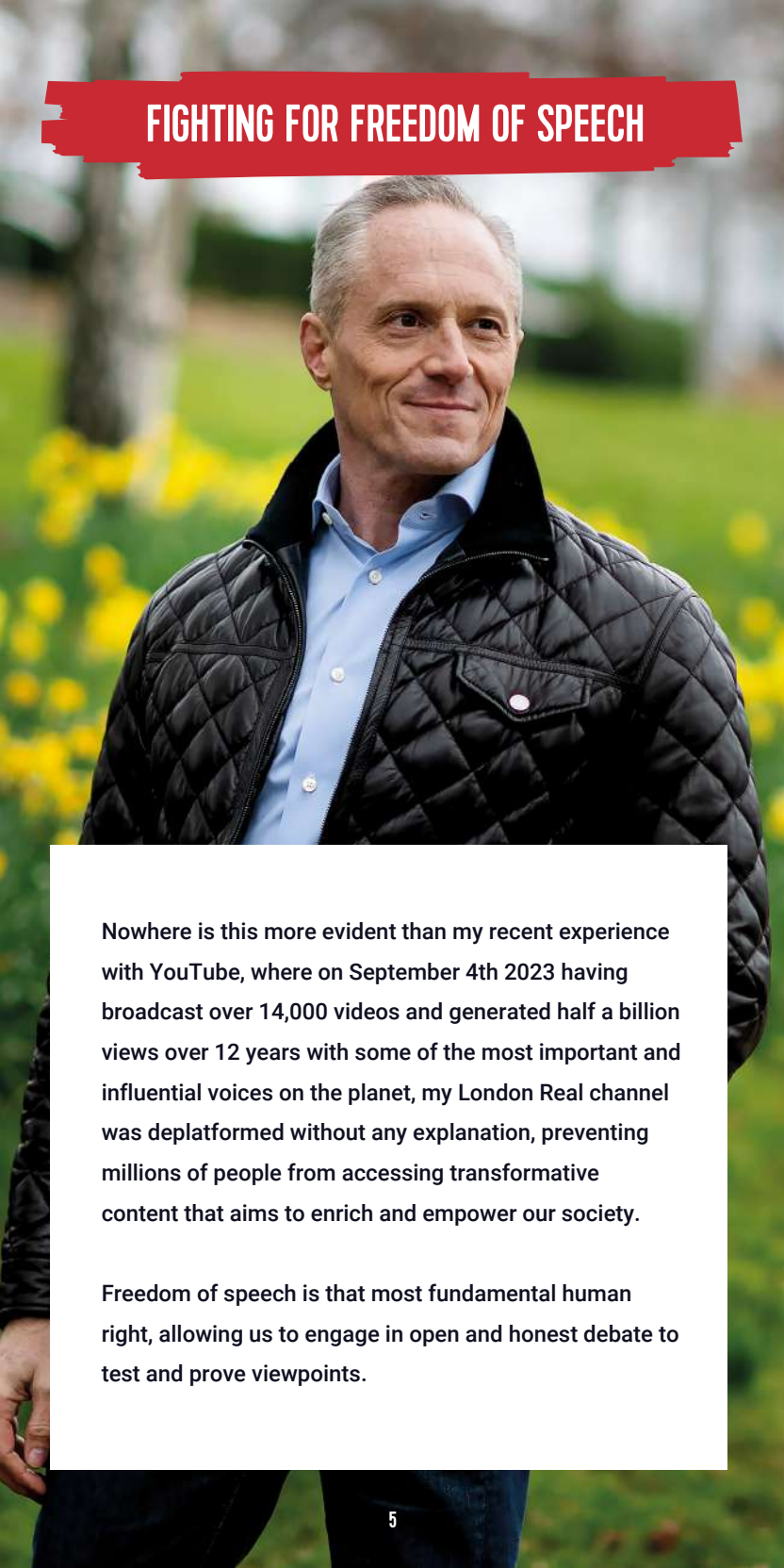
We have grown used to having our freedom of speech impacted by politicians more interested in how they sound rather than the policies they promote, by a new puritanical worldview which dictates which opinions are acceptable to hold, by a fear of cancel culture and by private companies who have taken on the mantle of decision making around what we can and can't say.

And on a global scale, freedom of speech is threatened by both companies and governments alike.

The digital mega-corporations are happy to make billions from their positions of power, but are also increasingly abusing that power to censor digital communications. Our governments are no better, believing that they have a role to play in censoring our online conversations while threatening to introduce further restrictive legislation.

Acting as judge, jury and executioner, they make their own rules about what we can and cannot say, and violate human rights based on invisible policies on a seemingly daily basis.

## FIGHTING FOR FREEDOM OF SPEECH



Nowhere is this more evident than my recent experience with YouTube, where on September 4th 2023 having broadcast over 14,000 videos and generated half a billion views over 12 years with some of the most important and influential voices on the planet, my London Real channel was deplatformed without any explanation, preventing millions of people from accessing transformative content that aims to enrich and empower our society.

Freedom of speech is that most fundamental human right, allowing us to engage in open and honest debate to test and prove viewpoints.

# FIGHTING FOR FREEDOM OF SPEECH

I believe a city such as London, one with a strong tradition of supporting free speech, must be at the forefront of the battle to protect our freedoms.

That is why, as your next Mayor, I will fight for digital freedom of speech and take our government, politicians and Silicon Valley technology companies to task

## WHY LONDON MUST FIGHT FOR FREEDOM & LIBERTY

Our fundamental human right to free speech must be respected in all places, including digital platforms, meaning we can all:

- Access information, uncensored, as long as it does not break the law
- Publish legal information on any platform without being censored, banned or deplatformed
- Exercise freedom of the press, respecting the right of any journalist to publish their work without censorship

I will also champion the right to protest. The Government is using current political crises as cover to restrict democratic freedoms that no country should be without.

This is not a minor issue. Throughout history, protest has been a vehicle for some of the most important changes enacted in this country and around the world.

# FIGHTING FOR FREEDOM OF SPEECH



Be it political and social emancipation or slavery, the right to work or the right to oppose war, environmental issues or political struggles, protesting is a legitimate and, indeed, crucial tool for citizens around the world.

As individuals, we probably agree with some causes more than others, but we don't get to cherry-pick which causes are allowed a voice, and which are to be silenced if the Government's policing bill is passed.

When you shut down protest, you shut down opposition. When you shut down opposition, you kill democracy.

It's your freedom. Don't give it up.

# MAKING LONDON CRYPTO-FIRST



I believe that cryptocurrency and blockchain can usher in a new era of financial freedom, helping to reaffirm London's place atop the global economy.

With millions being adversely impacted by the Orwellian policies of our banks, the global cost-of-living crisis beginning to bite and governments across the world hiking interest rates while printing money as fast as they can, I am a staunch advocate for a new type of financial system which can address these systemic issues. One which gives every citizen:

- Freedom to access to financial services
- Freedom to invest in financial innovation and currencies that are "Of the people, by the people, for the people"
- Freedom to lead the world in this generational technology and support what is the greatest redistribution of wealth in human history
- Protection from greedy banks and overreaching governments aggressive taxation policies

## **MAKING LONDON CRYPTO-FIRST**

# **PROTECTING OUR FINANCIAL FREEDOMS FROM THE BANKS**

To do this, I believe that London should lead the world in this financial revolution, powered by an unwavering commitment to the benefits of cryptocurrency-driven, blockchain-friendly policies, which will promote our city as a global centre of excellence.

Our capital is ideally positioned to be the hub of planetwide digital commerce, providing support for developers, access to innovative, transparent and democratised financial services and fostering a new financial way of working that is inclusive for all.

With a vision for London to lead the world, I believe that the Mayor's office should provide leadership around the benefits that cryptocurrency affords, delivering revenues for the city and access to financial services for its citizens... It's time to embrace the opportunity to become a digital frontrunner once again.

Support the London Real Party and my bid to become your next Mayor and witness how the blockchain economy can enrich our incredible city.

# THE GREAT CELEBRATION

With the Crystal Palace as its centrepiece, the Great Exhibition attracted more than 6 million people to Hyde Park from around the planet.

Not only was it self-financing: the exhibition was profitable enough to fund Kensington's famous museums, including the **V&A Museum**, **Science Museum** and **Natural History Museum**.

Now is the time for London to be in the global spotlight again.

MY FIRST MAJOR EVENT AS YOUR NEXT MAYOR WILL BE THE GREAT CELEBRATION, MARKING ALL THAT MAKES OUR CITY SYNONYMOUS WITH THEATRE, MUSIC, FOOD, TECHNOLOGY, ARTS, CULTURE & MORE.



# THE GREAT CELEBRATION

The Great Celebration will also be a **showcase for the best of business, industry and innovation across Britain**, as befits such an event in the capital.

**Kicking off at the start of August**, for one month, a series of free music festivals, theatre performances, all-night parties, street fairs, local markets and business networking events will help announce to the world that London is back with a bang.

It will be a **celebration enjoyed by Londoners and visitors alike**, and a much-needed injection of joy – and cash – to our moribund economy.

The fair will be subsidised by the Mayor's office and supported by a relaxation of red tape around licensing and other logistical barriers.

Our city will work closely with the arts and entertainment world, so neglected during recent times, to **put on a party that will make the world take notice of London**, its talent and its ambition.

# TACKLING THE CRIME EPIDEMIC

## 10,000 NEW POLICE: BETTER TRAINED & DIGITISED

Many of the headlines about London have focused on violent crime, something that every citizen of this city should be outraged by.

Since the present Mayor came to power in 2016, **London crime figures have risen by 49%.**

When he took office, London had 82.4 crimes per thousand population. That figure rose every year until it stood at 101.5 in 2020. Fast-forward and **murder rates are at a three-year high in the capital.**

We must invest more in our police to get crime under control and at the same time address the underlying causes of crime. We cannot police our way out of this crisis by treating only symptoms.



# TACKLING THE CRIME EPIDEMIC



According to GMB research, **London lost almost half of its police staff** and 72% of its PCSOs from 2010 to today.

London desperately needs to see all police numbers, and not just the headline-friendly roles, restored to adequate levels.

This, inevitably, cannot be achieved overnight, because **police must be properly trained.**

Lessons can be learned from other countries, and recent events have shown we must revisit training for all police around issues such as safe **restraint techniques** and **protest de-escalation.**

Inadequate training leads to inadequate policing and, all too often, it is front-line officers who end up in the spotlight when things go wrong. **Simply put, we need to support our police.**

# TACKLING THE CRIME EPIDEMIC

**I have a fully-costed plan that delivers an additional 10,000 police and the training they desperately need.**

I will fight hard for further Government funds, but there are additional sources of revenue, such as an **Infrastructure Levy** on new developments, which will allow me to grow our police presence as we grow our city.

Comprising a 3% tax on the increased property value of any new construction within 500 metres of a new TfL development, **my levy would potentially generate billions of pounds per year** that would be borne out of developer profits.

**PROPER POLICING IS NOT CHEAP POLICING: HIRING & TRAINING 10,000 EXTRA STAFF WILL COST AROUND £300 MILLION IN THE FIRST YEAR.**

It's a common-sense approach that recognises more homes lead to more people in an area, which in turn leads to an increased burden on facilities such as policing.

In addition, **around £1 billion of savings** can be made over ten years through increased digitisation of the police; **we must invest in better technology** now to free up resources and funds in the years to come.

This is not a short-term plan for a quick headline; rather, it is an ambitious, achievable approach that addresses long-term challenges with long-term thinking.

# TACKLING THE CRIME EPIDEMIC

**What do I mean by further digitisation of the police?**

- 1. STREAMLINING THE REPORTING OF CRIME ONLINE AND IMPROVING POLICE EFFICIENCY.**
- 2. MAKING DATA AVAILABLE ACROSS AGENCIES, PREVENTING INFORMATION FROM FALLING THROUGH GAPS IN THE SYSTEM.**
- 3. REDUCING NON-DIGITAL ADMINISTRATION AND REPURPOSING, IMPROVING POLICE EFFICIENCY.**
- 4. PROVIDING TRANSPARENCY THROUGH SOCIAL MEDIA TO MOVE BEYOND A PRESS RELEASE CULTURE.**

**Crucially, I will look to build a police force which reflects the multitude of cultures being policed.**

I will also work closely with MPs and agencies such as the Courts and Tribunals Service to find ways of addressing the appalling logjam in our legal system, which is no longer fit for purpose.



## TACKLING THE CRIME EPIDEMIC

### A VICTIM'S BILL OF RIGHTS

I will seek to institute a **Victim's Bill of Rights** for London and the wider country to ensure that victims are treated fairly and with dignity. The Bill of Rights will address four key issues:

- **Information**
- **Protection**
- **Participation**
- **Restitution**

Existing victim's rights legislation addresses these important areas inadequately, and I will work with key agencies to ensure **London leads the way in putting victims, and their rights, first.**

# TACKLING THE CRIME EPIDEMIC

That means a better support system for victims and better training for those who support them, as well as additional legal help.

**We must reappraise who is considered a victim.** For example, it is utterly unacceptable that a woman can be harassed on the streets of London and yet the man intimidating her is not even breaking the law.

**I will not stand for misogyny** against anyone in my family and I will not stand for it against any other woman.

As the leader of this city, responsibility for citizens' safety must be taken seriously, and **change starts here.**

**The start of the year has been marked by a deeply disturbing wave of knife crime.**

There will be, and can be only, zero tolerance of knife crime and other violent offences; **those involved must face serious and immediate consequences.**

Knife crime, though, is as much a symptom of underlying problems as it is a problem itself.

If you fail to deal with the underlying issues, then you will never deal with the problem of violent crime itself. And that means **engaging properly with the communities** in which the bulk of such crimes take place.

## TACKLING THE CRIME EPIDEMIC

This involves authorities and agencies addressing potential causes: **poverty, fear and peer pressure** to name but three.

And it means working to improve and help communities which are struggling with such issues and building the community connections which are so vital for dealing with these problems at source.

**I AM NOT IGNORANT OF THE HUGE AMOUNT OF WORK AT A COMMUNITY LEVEL THAT GOES ON, LARGELY UNHERALDED, TO TACKLE THESE ISSUES.**

But something is clearly very wrong and, as Mayor, I will strengthen the links between my office and the many agencies which have been working on these challenges for many years.

After all their hard work, **they must be heartbroken to see violent crime back in the headlines.**

While I will seek to help those communities, and to work with those who have their best interests at heart, **I will not be a soft touch** when it comes to dealing with the criminals who are responsible for tearing parts of our city apart.

Met Police figures have told me that **up to 90% of violent crime relates to the proliferation of gang culture** and we must have zero tolerance for gangs and the crimes they commit.

## TACKLING THE CRIME EPIDEMIC



Those who perpetuate gang warfare, who run county lines operations, who deal in hard drugs, need to know that I will work with police and other agencies to choke off their supply of young recruits at one end of the process, and hit the kingpins hard at the other.

**And I will make sure there are sufficient police to do that.**

It's important to remember that, **when teenagers are stabbing teenagers, we have already failed as a society.**

At the same time, I refuse to allow my mayorship to be just a talking shop.

That's because talk is cheap. **Ambitious policies are not.**

## TACKLING THE CRIME EPIDEMIC

# HITTING GANGS WHERE IT HURTS & A £100M SOCIAL BOOST

I have identified new ways of funding additional police, and I have a realistic ten-year plan to do just that.

But your Mayor also needs to identify additional ways of funding community support. This is where my **Corporates For Communities** plan comes in.

Companies prefer to operate in safe environments. CEOs as well as staff want to be based in an HQ that is in a safe place to be.

And companies want to help. Corporate social responsibility schemes are a fantastic force for good, and I intend to find ways to make them even more worthwhile, both for companies and communities.



**Jamal Edwards MBE**  
Founder of SBTV

Individuals such as the late **Jamal Edwards MBE**, founder of the SBTV music channel, **have shown what is possible**. Jamal secured **six-figure investments** from businesses for London youth centres.

# TACKLING THE CRIME EPIDEMIC

This is where my 30 years of experience in finance, and as an entrepreneur, come into play.

As your Mayor, I will build on Jamal's successes to **scale up the funding of community services**, partnering with businesses to build and maintain community facilities fit for the 21st century.

**I will commit to raise £1 billion in corporate funding** over ten years, to build or improve 250 community centres throughout London's 32 boroughs, giving our young people the opportunities and support they need.

This investment, via an *Accountability Infrastructure*, will service more than 1 million youth visits in the first year alone.

**It is the longevity of this plan which is the real game-changer:** it allows these community centres to build up the crucial long-term relationships with young people that make a real difference.

## TACKLING THE CRIME EPIDEMIC

# DRAGONS TO GET WEAPONS OFF OUR STREETS

In 2018, artist Alfie Bradley and the British Ironworks Centre in Oswestry completed an ambitious project to build a 27ft sculpture of **an angel from knives surrendered in weapons amnesties.**

The Angel has visited almost a dozen towns and cities, helping spread an anti-violence message, and its creators hope to eventually display it in London.

**I will launch a similar scheme in London** – with the weapons being used to create a series of dragons, rather than an angel, as the City of London is guarded by 13 iron dragons.

# TACKLING THE CRIME EPIDEMIC

The scheme will help police and communities **rid the streets of weapons** and, when the sculpture is complete, it will join the Knife Angel at the heart of a new permanent exhibition, dedicated to the depiction and celebration of community, struggle and peace.

In this way, we will have communities, police, the arts and the public working together to create something remarkable, and to **make our streets safer** at the same time.

**THE DRAGON SCHEME WILL HELP GET WEAPONS OFF OUR STREETS – AND CREATE A MEMORABLE MONUMENT TO COMMUNITY, STRUGGLE AND PEACE IN THE PROCESS.**



## SOLVING THE HOUSING CRISIS

### 50,000 HOMES BY CHRISTMAS THIS YEAR

The shortage of housing in London is a symptom of an outdated planning system and of **a Mayor who has utterly failed to get a grip of the housing problem.**

Sadiq Khan has allowed his housing policy to be stymied by Government interference – and **his woeful absence of plans** – to turn potential capacity into actual homes has compounded an already serious issue.

In 2016, **he received £4.82 billion from the Government to fund 116,000 affordable homes** by next year.

# SOLVING THE HOUSING CRISIS

And yet City Hall's own figures show **he had started construction on only 56,000**, fewer than half the number required, and had completed far less still.

**London requires a complete re-think about how to deal with the housing crisis.**

**I HAVE DRAWN UP DRAFT PLANS TO BUILD 50,000 HOMES IN BOROUGHES ACROSS THE CITY BY CHRISTMAS**

I will focus on land owned by Transport for London which is unused and can provide acres of prime space, while also helping to fund transport and support communities.

# SOLVING THE HOUSING CRISIS

TfL owns 5,700 acres of land, **equivalent to the size of the Borough of Camden**. As well as providing huge opportunities to expand London's housing supply, this land is also an incredible asset, particularly for an organisation like TfL which is billions of pounds in debt.

**The homes will utilise modular building technology** to quickly and efficiently deliver world-class, affordable places in which to live.

**AFFORDABILITY IS KEY, AND THESE MODULAR FAMILY HOMES CAN COST LESS THAN £100,000 EACH.**

Sites under consideration include **Hackney Wick, Poplar Station, Streatham and Morden**.

Plots will be located **within half-a-mile of London's transport hubs**, making commuting convenient, minimising environmental impact and helping drive footfall to existing transport networks, be they Tube stations, bus routes or cycle lanes.

It is this sort of **joined-up thinking on key issues which London so desperately needs**, looking at housing, transport and the environment as a whole.

I will be creating a revolutionary structure that **separates the land from TfL**, and puts it into a development limited company that is majority owned by the Mayor of London, with 49% held by private investors.

# SOLVING THE HOUSING CRISIS

Hackney Wick Modular Housing Artist's Impression

This company will be chartered to empower trusted developers to secure long-term financing, **build affordable housing and develop the best commercial assets possible at speed.**

While delivering quality, affordable housing quickly is the priority, my plan will unlock potential housing projects for years to come.

Some sites will be easier to develop than others, and the country's outdated planning regulations may well slow some projects.

**But I am looking at this challenge with a 30-year horizon,** which is somewhat unusual in mayoral politics, where the focus is so often exclusively on short-term benefits that may attract votes at the next election.

# SOLVING THE HOUSING CRISIS

**The shadow that homelessness casts on our city is very important to recognise.**

**I have been actively involved with homelessness charities** for a number of years, and am only too aware of the remarkable work they do.

**A CITY CAN BE JUDGED BEST BY HOW IT TREATS ITS  
LEAST FORTUNATE, AND I WILL WORK TO PROVIDE  
ACCOMMODATION FOR THOSE WITH NO HOME.**

Both the public and private sector have a role to play, helping **homeless people not only find a place to stay, but to also find dignity.**

My approach to London's housing crisis will not be judged over a term or two in office, but at the end of my lifetime. **I will, however, build four times as many affordable homes in five months than the previous Mayor has built in five years.**

My long-term commitment to doing what is best for London and Londoners will ensure the correct decisions are being made – and being made for the benefit of the city, rather than for short-term political gain.

A man in a blue suit and red tie is standing on a train platform, holding a blue handrail. He is looking directly at the camera with a serious expression. The background shows the interior of a train with blue handrails and a white ceiling.

## FIXING OUR TRANSPORT SYSTEM

### RUN TFL LIKE A BUSINESS RATHER THAN A CHARITY

**London's transport system is in a state of deep crisis.**

Transport for London is shockingly under-funded by international standards. **Our city has the most expensive public transport in the world** and it has been bled dry of resources by successive mayors who sought easy headlines at the expense of long-term planning.

**I will ensure TfL is energised to behave like a business,** not a charity, using the land it owns to generate investment revenue by building housing and commercial developments.

# FIXING OUR TRANSPORT SYSTEM

My plans to put transport infrastructure at the heart of our ambitious home-building programme will ensure that **I can run a reliable and profitable city transport network.**

**Additional revenue streams will be identified**, including further advertising opportunities on TfL property, and smarter use of the data TfL generates every day.

**WORKING WITH TRANSPORT EXPERTS, I WILL PRESENT AN AMBITIOUS TEN-YEAR PLAN TO REVOLUTIONISE LONDON'S LIMPING TRANSPORT SYSTEMS, WHILE PROTECTING VULNERABLE GROUPS FROM FARE RISES.**

**I plan to rejuvenate public transport**, make it easier to walk and cycle around this beautiful city, and blend demanding environmental targets with **transport policies that are fit for purpose.**

We also need to **end the long-running war on cab drivers** and, instead, welcome them and their electric vehicles as solutions, not impediments, to our transport problems.

**Transportation is a crucial element of any thriving economy.**

London must lead the world in building a transportation system that incorporates best-in-class technology, customer experience and environmental practices, while leveraging the innovation, expertise and accountability of the private sector.

# FIXING OUR TRANSPORT SYSTEM



**As things stand, TfL is broken.**

**Boris Johnson left it £9 billion in debt** and, perversely, agreed to phase out £700 million of Government support. As for Sadiq Khan, he boasted of freezing fares but, under his mayorship, the debt has now hit £15.7 billion.

# FIXING OUR TRANSPORT SYSTEM

In short, **TfL's finances are in the bin**, thanks in no small part to Johnson and Khan, while maintaining and improving the network is becoming increasingly difficult. The situation was made even worse when **Transport for London's credit rating was cut**, making it more expensive to borrow money.

**IT IS TIME FOR A COMPLETE RE-EVALUATION OF THE CAPITAL'S PUBLIC TRANSPORT SYSTEM, HOW IT IS FUNDED AND HOW ITS ASSETS ARE PUT TO WORK.**

Without the root-and-branch reform I am proposing, **there is a very real risk of a catastrophic financial crisis for TfL**, forcing hard decisions to be made; the smart thing to do is make the changes before the catastrophe.

At the same time, the long-running clogging of London's transport arteries must come to an end.

The relentless blocking of roads in our city forces more traffic on to **fewer routes, increases journey length and times, and impedes emergency services.**

A man with grey hair, wearing a dark blue pinstripe suit, a white shirt, and a red tie, is taking a selfie with a black smartphone. He has a red pocket square in his jacket and a small red pin on his lapel. The background is a blurred outdoor setting with trees and a brick wall.

## FIXING OUR TRANSPORT SYSTEM

### GOODBYE TO ULEZ, HELLO TO MORE CONSULTATION

Whether you're a busy commuter, a parent taking their children to school or a delivery driver whose work represents part of the lifeblood of any modern city, moving around our nation's capital has become slow, expensive, and unfair, especially as households continue to feel the impact of the cost-of-living crisis.

Under the pretense of championing clean air and promoting his Green New Scam, our current mayor has introduced a variety of stealth taxes which wage war on motorists across Greater London, with his ULEZ scheme expansion punishing the most vulnerable while doing nothing to solve the challenges.

# FIXING OUR TRANSPORT SYSTEM

The reality is that the mayor's transport policies are just another way for him to pay the interest on his massive debts, with TfL now owing over £15.7b, which costs £417m per year to service and is forecast to rise to £511m in the next three years.

Last year, official figures showed that the ULEZ generated more than £224m, with monthly income skyrocketing as one in six cars registered in outer London was not compliant with the scheme according to data from the Society of Motor Manufacturers and Traders... figures he has continually lied about until challenged by industry watchdogs.

**IMPOSING POORLY THOUGHT THROUGH SOLUTIONS ON LONDON IN SEARCH OF HEADLINES IS OPPORTUNISM, NOT LEADERSHIP.**

As Mayor, I will **enshrine consultation at the heart of policy making** because, ultimately, the Mayor is elected to serve as well as lead.

I pledge to **set London on the road to a transport revolution**, one that other countries will look to for inspiration in the decades to come.

That means **giving consideration to solutions that may seem audacious now**, but essential in the future. Electric cars and wind power fit that description, and London must be ambitious enough to lead the way in introducing the next revolutionary technologies.

# FIXING OUR TRANSPORT SYSTEM

With that in mind, **it is time London got on the front foot when it comes to transport technology.** As electric cars become increasingly popular, it is vital that cities have the infrastructure to charge them.

## A REVOLUTION IN TRANSPORT & WIRELESS CAR CHARGING

I will launch a scheme, building on work already carried out in Europe, to look at the feasibility of introducing induction charging facilities: **wireless charging for cars.**

Static charging is an obvious opportunity, but we should also consider dynamic charging, where vehicles can charge while moving on the road.

Public transport, which utilises set routes and regular timetables, provides an ideal environment in which to test and develop smarter technologies – technologies which could benefit London for decades to come. **It's time to use technology to get London moving again.**



## PUTTING DIGITAL FIRST

# EVERY PERSON SHOULD HAVE FREE INTERNET ACCESS

Most of us take the digitisation of 21st century life for granted; indeed, we embrace it.

Our laptops, our mobile phones, our contactless payments, our always-on connection to the world via the internet: our normality is a digital normality.

**But not everyone is included.** Not everyone has a smartphone; not everyone has superfast broadband; not everyone has access to the internet.

## PUTTING DIGITAL FIRST

In the 21st century, **I believe we should treat access to the internet as a human right.** I'm far from being the first person to think this: back in 2001, for example, Estonia became one of the first countries to classify such access as a human right.

**Estonia's digitisation scheme has reaped huge rewards in education.**

I believe that a city such as London, a world-leading city, should be at least as ambitious as Estonia, which has been independent for only 30 years.

Organisations such as FutureDotNow are helping bridge the digital divide by providing equipment and training for those excluded from the internet.

## PUTTING DIGITAL FIRST

Globally, there are even bigger schemes showing what can be done when mayors, big business, philanthropists and charities work together to help make internet access something that is available to all.

In other cities such as Chicago, the *Chicago Connected* scheme is funding a \$50 million project to ensure 100,000 students from families that are most in need will get four years of free, high-speed internet connection, **so that their studies are not disadvantaged by digital poverty.**

**AS LONDON MAYOR, I WILL SUPERCHARGE THE WORK  
ALREADY BEING DONE TO HELP MAKE THE INTERNET  
ACCESSIBLE TO ALL.**

Working in partnership with businesses, charities and other agencies, **I will launch an ambitious scheme to ensure no one in London is excluded from the digital world.**

With technology partners, we will aim to ensure every person and business in London has access to free high-speed broadband.



## PUTTING DIGITAL FIRST

# A DIGITAL CITY FOR ALL, FIT FOR THE 21ST CENTURY

In tandem with the relevant agencies, we will make sure people also have access to the kit and training required to use the internet.

We will ensure technology start-ups are supported, promoted, and incubated, and **all local council interactions with small businesses are digitised**, with quick response times in order to stimulate the economy.

**When it comes to Londoners' digital rights, it's time we caught up with countries such as Estonia.**

## PRIORITISING OUR ENVIRONMENT

# WHO SAID IT'S NOT EASY BEING GREEN?



There's a good reason behind the lack of an environmental section in the early pages of this manifesto.

I believe **the days of corraling environmental issues into a green section are behind us**, and that environmental awareness should be baked into every relevant policy, not sprinkled on as a lime-coloured afterthought.

And so, throughout this document, you will see policies that are designed to promote a healthy environment.

My plans for housing utilise TfL land that is wasted at the moment and, crucially, close to transport hubs, minimising additional travel and making maximum use of our existing transport infrastructure.

**MODULAR HOUSING ITSELF IS ALSO BUILT TO HIGH ENVIRONMENTAL STANDARDS, WITH MODERN LEVELS OF INSULATION AND ECO-FRIENDLY BUILDING MATERIALS.**

## PRIORITISING OUR ENVIRONMENT

My transport plans are similarly eco-aware. I prioritise electric taxis, and my plans to trial induction technology are about getting London ready for the next era of clean transport developments.

London's ambitious Great Celebration will also be used to promote environmental themes as well as being environmentally friendly as possible.

These are just examples of the approach I will take as Mayor. I will protect trees and encourage bees too but, at its heart, **my mayorship will strive to adopt environmentally-friendly approaches by default.**

Being green is not about stealth taxes, about revenue generation disguised as environmental concern. Nor is it a policy.

**Being green is a mindset, and it is that mindset I intend to bring to my mayorship.**

# MY FINAL THOUGHTS

**Life all comes down to a few moments, and this is one of them.**

Now we are living in one of the greatest times in the history of London.

A time of great tragedy, great resolve, and great opportunity.

The perfect chance to once again show the world how our positivity, diversity and inclusiveness can help overcome what seem like almost insurmountable challenges.

We have the chance to **design and create the London we will one day be proud to hand over to our children and grandchildren.**

Or we can choose three more years of the same promises, the same failures, and the same excuses from the same old two-party system.

London is my home too, and I want the very best for my home.  
**That's why my manifesto is so ambitious.**

It's a glimpse of how things can be, if only we have the courage to do things a little differently.

Now is not the time to play small. Now is the time to dream big.

**Now is the time for an independent voice, fresh ideas, and a new direction.**

# MY FINAL THOUGHTS

You can make a choice.

**A choice for progress.**

**A choice for accountability.**

**A choice for innovation.**

**A choice for prosperity.**

**A choice to win.**

Together we can make London a world-class place to live, work and visit once again.

As your next Mayor of London, I look forward to leading our great city in a new direction.

**I look forward to listening to you.**

**I look forward to serving you.**

I look forward to showing the world we are the greatest city on earth.

Thank you,

A handwritten signature in black ink that reads "Brian Rose". The signature is written in a cursive, flowing style with a large 'B' and 'R'.

Brian Rose



# BRIAN ROSE

## YOUR FIRST CHOICE FOR MAYOR

**BrianForMayor.London**

Printed by Metro Commercial Printing Ltd of Mowat Industrial Estate,  
Sandown Rd, Watford, WD24 7UY and promoted by Paul Frost on behalf  
of Brian Rose both of Kemp House, 152-160 City Road, London, EC1V 2NX.