



WESTERN CONSERVATIVES

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VOTE DALE HEENAN

Swindon Borough Council By-Election Thursday 22nd January 2003

Dale Heenan - I am determined to make a real difference to the residents of Western. Outside of politics, I have worked both within Local Government and the Private Sector which has given me the crucial experience in helping to tackle key local issues.

Council Tax - Council Tax has rocketed 32% in just 2 years under Labour. Our pay packets / pensions have not risen by this. With a Labour government, 2 Labour MP's and a Labour council there was no excuse Labour's 32% hike is unacceptable.
It is only the Conservatives who drive down Council Tax.

Education - I share the concerns of many parents in Western, our children deserve the best education possible because they only get one chance. Under Labour our schools receive the lowest funding per pupil in the South West. Labour are disgracefully failing our children. Working with parents, I will make our schools a priority, making sure our children get the education they deserve.

Waste & Mismanagement - Having attended many council meetings I am horrified to keep seeing Labour and Liberal councillors wasting our money. The council must be run like a family home, you cannot spend what you can not afford, no wonder council tax has rocketed out of control under Labour. It is basic common sense that our money should be spent wisely and if elected I will stand up and fight Labour and Liberal waste.

Working All Year Round - If elected to represent Western, I will work extremely hard all year round to put the residents first. It is not acceptable to only be seen at election time. For too long Western residents have been forgotten by their Labour councillors.

Dale Heenan Personal 5 Pledges:

Fair and Affordable taxes, not Labour's 32% Council Tax hikes

Immediate improvements in education

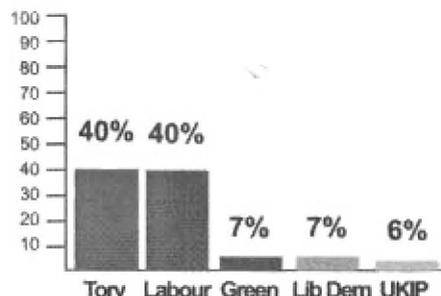
Tough action on crime, litter and graffiti

Appropriate council spending, not Labour's endless waste and mismanagement.

A councillor who works all year round, not just at election time.



Election Poll



**Every vote counts with only the
Conservatives capable of
beating Labour in Western**



Elect Dale Heenan, The Conservative Candidate

Swindon Borough Council Elections - Thursday 22nd January 2004

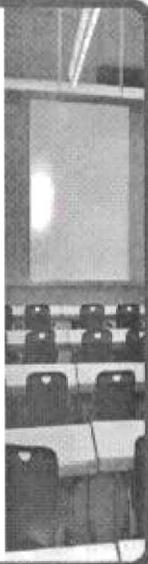
Promoted by Dr Owen Lister On Behalf Of Dale Heenan, Both Of 14 Bath Road, Swindon, SN1 4BA

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Vote Heenan - Thursday 22nd Jan

EDUCATION

- Reverse Labour's education failures
- Prioritise parental choice for schools
- Raise teacher morale and pupil performance
- Improve discipline and attendance
- Provide a high quality education that children deserve



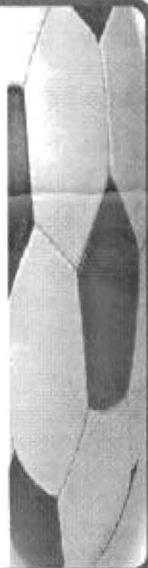
LAW & ORDER

- Zero tolerance of crime, where we actually punish the criminal.
- Target anti-social behaviour
- Combat drug-related crime
- More bobbies on the beat



LEISURE & COMMUNITY

- Upgrade library facilities
- Strengthen support for community groups
- Promote health and well-being
- Provide leisure facilities that Swindon deserves
- More facilities to occupy the young



COUNCIL TAX

- Fair & affordable taxes, not Labour's 32% Council Tax Hike
- Proper Government funding for Swindon, not Labour's afterthoughts
- End Labour's endless waste and mismanagement in Swindon.
- Fight Lib Dem plans for a local income tax which will double Council Tax Bills overnight.



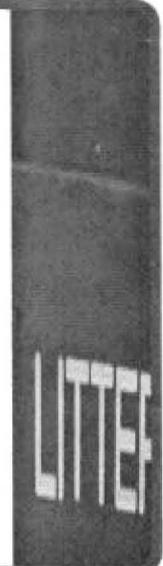
TRANSPORT

- Ease congestion and increase road safety
- Reverse Labour's anti-car agenda (Labour's endless speed cameras & petrol price hikes)
- Road repairs not speed humps.



ENVIRONMENT

- Encourage recycling
- Enhance the town centre and other public spaces
- Reduce litter, fly-tipping, graffiti and vandalism.
- Increase street cleaning in Western



**Conservatives Working All Year Round To Make A Difference
To Contact Dale Call 877712 (work) or 705244 (home)**