

YOUR FIRST CHOICE VOTE CRAIG RUSSELL – THE CUMBRIAN VOICE FOR LIBERAL DEMOCRACY

Cumbria stands at a crossroads. Our stunning environment and strong communities are our greatest assets, but we face real challenges that demand decisive action. A growth plan for Cumbria needs to be produced that utilizes our strengths and addresses our weaknesses. Our young people can't afford to stay where they grew up. Essential workers—teachers, nurses, skilled tradespeople—are priced out of our housing market. Healthcare is in crisis, with significant inequalities to address, mental health support virtually non-existent in rural areas and Dentist and GP appointments scarce. Meanwhile, climate change and nature depletion threaten our tourism economy, wildlife heritage and farming.

The Mayor will need to lead and empower communities to work together to address these challenges head-on.

Solving the Housing Crisis

- **Build social and affordable homes for Cumbrians**
- **Establish local priority planning powers** to protect homes for local families and key workers
- **Create pathways to homeownership** for young people and essential workers

Reviving Our Economy

- **Back our farmers** with transition support to sustainably produce food and products
- **Target investment and support skilled manufacturers and local businesses** for a self-supporting economy
- **Strengthen our tourism industry** while protecting what makes Cumbria special
- **Develop skills training** that match real job opportunities in our communities

Building Essential Infrastructure

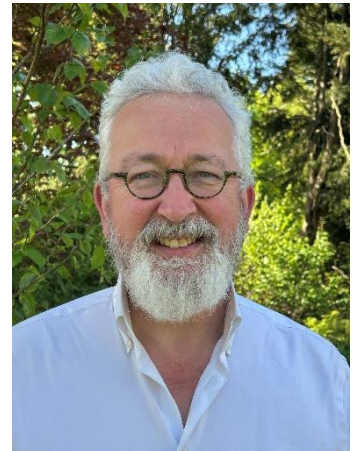
- **Improve transport links** connecting communities to employment centres
- **Strengthen flood defences** protecting homes and businesses
- **Invest in green infrastructure** that supports both nature and jobs

Leading on Climate and Nature

- **Support farmers transitioning** to environmentally sustainable production
- **Develop renewable energy projects** that benefit local communities directly
- **Creating green jobs for the future** supporting net-zero targets
- **Balance conservation with development** through smart, community planning

Fixing the Healthcare Emergency

- **Fight for proper rural healthcare funding** that recognizes our unique geography
- **Expand mobile medical services** and telemedicine for remote communities
- **Deliver mental health support** that reaches outside urban centres and is there for young people



As Mayor, Craig will represent and help devolve power to local people, deliver strategic leadership and negotiate the development of Cumbria. Craig was born and bred in Cumbria, then 20+ years in leadership roles in Manchester. He has:

Returned home to Cumbria in 2004 to run the family business, care for his elderly parents and raise his children here.

Proven Business Experience: Over 20 years building successful tourism businesses in Cumbria - creating real jobs and understanding what our economy needs to thrive.

Community Regeneration Expertise: Over 20 years fighting for forgotten communities:

- Transformed Manchester's Hulme estate from concrete wasteland to thriving neighbourhoods
- Brought divided communities together in Oldham after civil unrest
- Tackled homelessness nationally and housing and poverty challenges locally

Local Government Experience: As Kendal Town Councillor, Craig has:

- Delivered practical results on budgets, audits, the local town plan and nature recovery
- Housed and amplified the voice of Ukrainian refugees and built support networks for struggling families
- Campaigned successfully for community mental health services
- Championed and brought together strategic agencies around our local heritage

Devolution without strong local leadership is just more distant government. Craig will:

- ✓ **Stand up to Westminster** when our interests are at stake
- ✓ **Work directly with communities** to understand local needs
- ✓ **Get things done** with practical, proven solutions
- ✓ **Fight for all of Cumbria** – from market towns to fell farms

Craig knows Cumbria's challenges because he's lived them. He understands Cumbria's opportunities as he's helped create them. He has energy, imagination, and determination to build a stronger future for every local community.