

Media Guide 2010: DAVID WARD



Bradford East Constituency

Welcome to Bradford East

How to find us:

Bradford East Office is based in the heart of the constituency at 458 Killinghall Road, Undercliffe, Bradford BD2 4SL. It is situated at the junction of Killinghall Road (A6177), Harrogate Road (A658) and Dudley Hill Road. There is ample car parking opposite and plenty of places close by to grab a bite to eat.

By Bus:

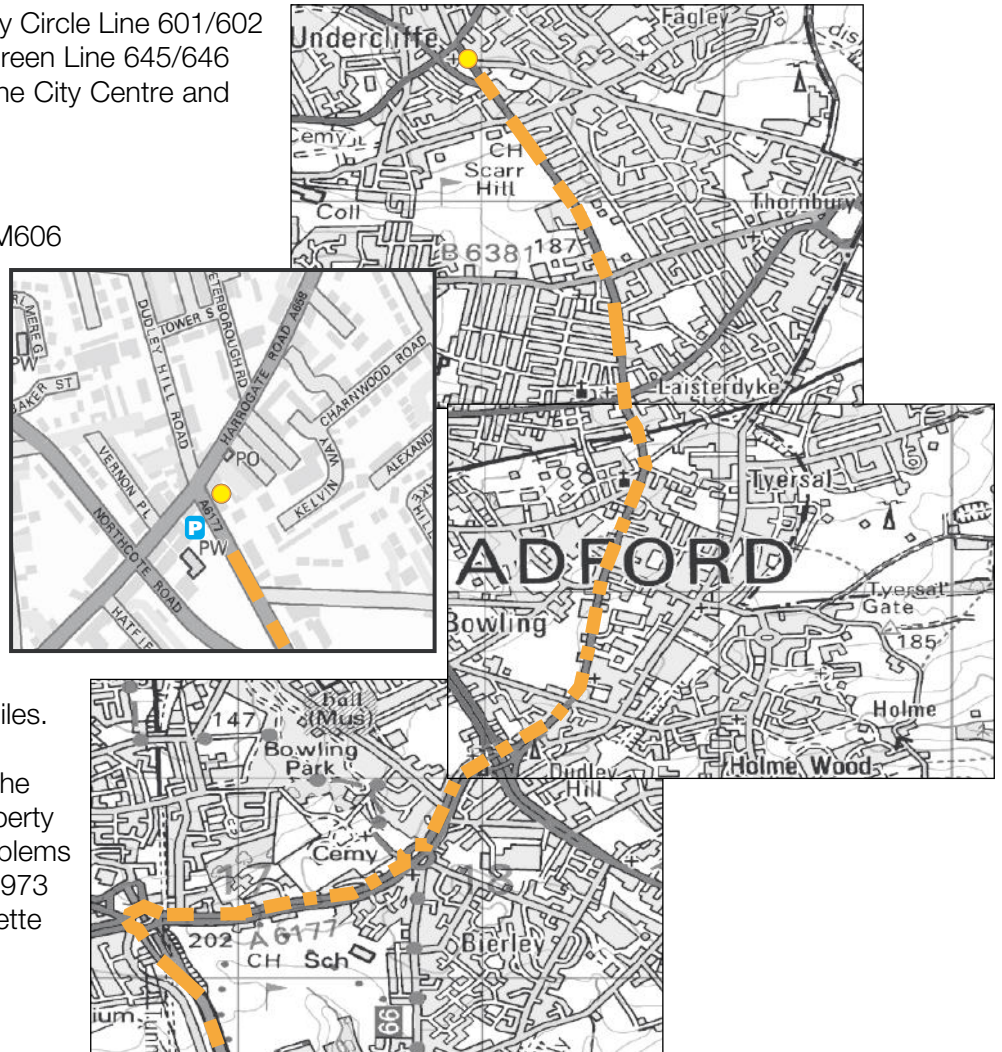
Killinghall Road is served by the City Circle Line 601/602
Harrogate Road is served by the Green Line 645/646
from Buttershaw, Odsal, Wibsey, the City Centre and
Ravenscliffe.

From the M62:

Leave the M62 at its junction with M606
and continue on till its end at the
traffic lights. Stay in the right hand
lane and take the ring road
following signs to the airport.
(There should be a McDonalds on
your left hand side as you get onto
the ring road).

Continue forward on the ring road
and you will pass an ASDA
Supermarket on your left. Follow
the ring road, indicated by the
dotted line on the map until you
reach Bradford East HQ about 3 miles.

For those with satellite Navigators the
post code is BD2 4SL and the property
number is 458. If you have any problems
please call the office on 01274 403973
alternatively, you can contact Jeanette
Sunderland on 07771816991 for
assistance.



Media Enquiries to Jeanette Sunderland 07771 816991 email: jeanette.sunderland@fsmail.net

Some useful information:

Visitor Information can be found at: www.visitbradford.com

The Visit Bradford website contains details of all local hotels and bed and breakfast accommodation.

There are many local places to eat - two of our favourites are:

The Manor House Inn, 42 Leeds Road, Eccleshill, Bradford BD2 3AY

Tel: 01274 632540 or

Habibs, Bradford Moor Park Lodge, Killinghall Road, Bradford BD3 7JD

Tel: 01274 666786

Bradford East: A constituency profile

Population

In 2001, the population was 99,913 of which 67% are white and 29% from South Asia, predominantly Pakistan. 30% of the population is under 18. Only 11% of the population is educated to degree level.

Housing

77% of the properties in Bradford East are in Council Tax Band A (55%) and Band B (22%). Only 4% of properties are in Band D and are predominantly found in the Idle & Thackley ward.

At the start of the recession 16,000 households were judged to be potentially at risk as they met the sub-prime profile.

Crime

Crime in the areas which roughly correspond to the constituency exceeds the West Yorkshire average in vehicle crime, burglary, youth nuisance, criminal damage and anti-social behaviour. Problems with the misuse of drugs and drug-related crime continue to cause concern.

Poverty, health and disadvantage

On all the main indicators of poverty Bradford East is above the average. Over 4500 of children are in receipt of free school meals and 35% of households claim housing benefit and/or Council tax rebate.

The headline rates of unemployment in Bolton & Undercliffe, and Idle & Thackley are well below the district average of 5.00%. There are much higher rates for unemployment in Eccleshill (6.4%). Bradford Moor (7.1%), Bowling & Barkerend (8.3%) and Little Horton (8.1%)

Four of the six wards are in the top 10 for child poverty in the District.

25% of households have a household income of £15,000 or less.

The political background:

Bradford East is a new constituency comprising 5 wards from the old Bradford North constituency and 1 ward from Bradford West.

The Liberal Democrats hold 9 out of the 18 Council seats in Bradford East, Labour 5 and the Conservatives have elected only 3. (4th seat is a defection).

The Conservatives have been placed third in every election since the creation of Bradford East.

Bradford East - Historical Vote Share

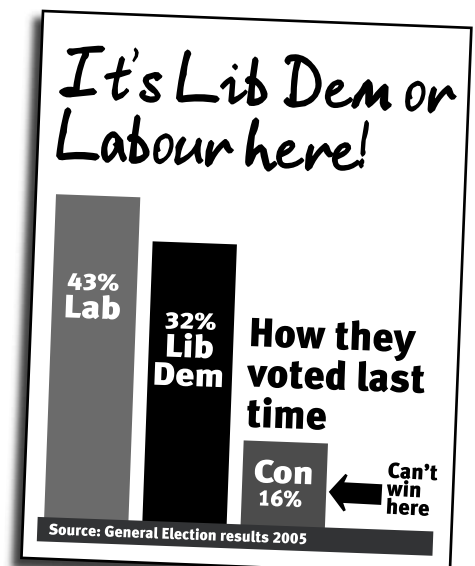
	Lib	%Lib	Lab	%Lab	Con	%Con
Bfd East 08	11088	43.7	7175	28.3	6096	24
Bfd East 07	9453	36.1	8004	30.6	6496	25
Bfd North 06	12518	41.7	8789	29.3	6032	20
Bfd North 05	11111	32.3	14662	42.5	5569	16

This election is a straight fight between the Lib Dems and Labour.

The Conservatives finished third both at the last General Election and in all subsequent elections to the local Council.

The Conservatives have selected a former Labour Councillor who lives miles away.

The Conservatives have not won the Parliamentary seat since 1983 when an Independent Labour candidate split the Labour vote.



David Ward - a personal profile

David Ward is a hard working local campaigner for the people of Bradford East. He lives locally in Idle, Bradford East with his wife Jackie. They have been married for over thirty years and have two grown-up sons who both attended local schools.

David is a Business Development Manager for Leeds Metropolitan University. He is currently working on secondment to Bradford City FC in a community development role. He works with others to bring different communities together. He is a Director of the Bantams Community Programme.

David is a qualified accountant and has three Masters Degrees, two from Bradford University and a third from Leicester University.

His work for Leeds Metropolitan University has taken him to Jamaica and Pakistan where he developed educational programmes between the University and local colleges. Last year he travelled to South Africa on a British Council Peace and Reconciliation Programme.

David is a local councillor. He has represented Idle ward (part of Bradford East) for over 25 years. He is the Deputy Leader of the Liberal Democrat Group on the Council and is the Lib Dem spokesperson for education. He is the Chair of the Council's high profile Area Committee responsible for implementing the Area Action Plan.

A local councillor with over twenty years' experience fighting for local people, David is leading high profile campaign for fairer taxes and fighting to make sure that when the work starts in the City Centre, jobs and contracts go to local people and businesses. David has a strong record of speaking out for local schools and fighting for more money to tackle disadvantage. He has championed education in Bradford and fought for a fairer deal for Bradford schools.

David is a respected Governor at a local Primary and a local Secondary School. He is Chair of the Bradford East Sports Alliance and has been a Committee member of the Springfield Youth and Community Centre for over 20 years.

Working with Bradford FC, David has helped young people in the local community get involved in sport - and was described a couple of years ago as "the man who does the most to promote community cohesion in Bradford."

At the last General Election, David finished in a strong second place to Labour. The Conservatives finished in a poor third place and are now out of the race in Bradford East. David Ward is setting the pace to become Bradford's new MP.

David Ward's campaign priorities

David has launched an action plan to help young people find work. He is fighting hard to make sure that when work starts in the City Centre the jobs, training and contracts go to local people and businesses. David wants to see much more support for local manufacturing companies.

The Lib Dems are fighting for more money for local schools. The Lib Dems in Government would put an additional £12 million into local schools. David has led several successful campaigns to put more money into local schools.

David has campaigned for better local health services and for better access to a local NHS dentist. Bradford East has one of the highest rates of dental disease with almost 50% of local people being unable to access a NHS dentist. The Lib Dems have led the debate on social care in Bradford which has made sure that Bradford is one of the few places in the country where vulnerable people with moderate needs can receive help.

The Lib Dems have campaigned against the burning of plastic. David has campaigned for more kerbside recycling, to make sure Bradford has a Zero Waste policy and that the Council keeps its commitments to carbon reduction.

David Ward and the Lib Dems: Standing up for Bradford East



Only **David Ward**
can beat Labour in
Bradford East

Lab
14,622

Lib
11,111

Everyone knows that elections in Bradford East are a choice between Labour and the Liberal Democrats. Voting Conservative will just help Labour win.

More and more
Conservative
supporters
are backing
David Ward
to beat
Labour in
Bradford East

Con
5,569

