

Join these people voting Conservative for the first time at the next election.

Julie is a married mother of two from Llandudno. She works part-time as a recruitment co-ordinator.

“Growing up, I never thought I would vote for the Tories. But I went to a ‘Cameron Direct’ event in the local town hall where David Cameron answered questions from members of the public – and one thing he said that really took hold with me was that he wanted Britain to be one of the most family friendly countries in the world. I think that is just a great outlook to have – and I believe the Conservative policies on family, especially on flexible working, are the best thing for my future and for my children’s future.”



Danielle is 27 and lives in Brighton. She’s a project worker at a homeless charity.

“I always voted Labour because that was the done thing – my family did it, my friends did it. I didn’t really think about it. But I saw David Cameron on TV talking about how we need to encourage families and communities and I kept saying to myself, ‘Yeah - that’s what I think.’ I really like the Conservative plans to build up communities and let them take their own decisions – and that’s why I’ll be voting for them at the next election.”



Never voted Tory before?

Ian lives in Congleton, with his wife and two children. He runs a hydraulics company, which employs six people.

“I come from a staunch Labour family – my dad was a miner, and he and my Mum were very active in the local Labour Party – and I’ve always voted Labour myself. But starting my own business and having children has changed my outlook. I want a government that will help my business and ensure that I can provide for my family – and I think the Conservatives will do that.”



Never voted Tory before? Here are ten reasons why you should...

Millions of people had high hopes when Labour got elected in 1997. But the truth is that this Government hasn't made Britain a fairer society. The gap between the rich and poor has grown, we've still got old people who can't heat their homes when it's cold, and the school system is still letting down too many children. We can't go on like this.

A Conservative government will get to grips with the root causes of our social problems and build a safer, fairer, greener society where opportunity is more equal.

We can't afford five more years of Gordon Brown. We need change to build a stronger and fairer society.

1

The NHS – our number one priority

We believe in a National Health Service that is free and available to everyone in our society. Unlike Labour, we will increase spending on healthcare every year.

2

Dealing with Labour's Debt Crisis

Labour are spending more on debt interest repayments than on tackling child poverty. We will cut the deficit quicker than Labour, and begin sooner, so we can spend your taxes on the things that matter. Conservative plans will help keep mortgage rates lower for longer.

3

Creating new jobs

Unemployment has gone up under Labour and one in five young people now can't find a job. We will Get Britain Working by creating 450,000 new apprenticeships, college and training places over two years. As part of our plan to build a more balanced economy, where Britain makes things again, new businesses will pay no tax on the first ten jobs they create.

4

Protecting the poorest

Under Labour the poor have got poorer, with 900,000 more people living in severe poverty. We will keep the minimum wage, child benefit, tax credits, and other measures to help working families, and take action to deal with the long-term causes of poverty.

5

Supporting families

Under Labour, we have the highest family breakdown in Europe. We will support marriage in the tax system and end the couple penalty in the tax credit system, extend flexible working to all families with children under the age of 18, and recruit 4,200 more Sure Start health visitors to give families the support they need.

6

Giving every child a good education

Under Labour, the gap between the exam results of children from rich and poor backgrounds has widened. We will create new schools to raise standards for all children, with extra money for children from the poorest families.

7

Helping keep bills down and clamping down on consumer rip-offs

The recession has made it more difficult to make ends meet. We will work with local authorities to freeze council tax for two years. Our 'green deal' will give people energy-saving equipment to reduce energy bills. We will stop store cards charging excessive interest rates and prevent energy companies from making unfair profits on prepayment meters.

8

Fairness for pensioners

One in five pensioners are living in poverty under Labour. We will increase the State Pension every year and link it back to earnings, and protect Disability Living Allowance and Attendance Allowance. We will keep the winter fuel allowance, free TV licences and free bus passes.

9

Fighting back against crime

Under Labour you are three times more likely to be a victim of violent crime if you live in a deprived area. We will cut paperwork and get police out on the street, end Labour's scheme of allowing prisoners out early, and make it clear that anyone caught carrying a knife can expect to be prosecuted and face a prison sentence.

10

Building more affordable homes

There are 700,000 more on housing waiting lists than when Labour came to office. We will give councils and communities powerful new financial incentives to build more affordable homes. We will also protect and respect the rights and security of social housing tenants.