



TAKING THE INITIATIVE PARTY

DONNA MURRAY-TURNER
CROYDON WEST MANIFESTO 2024

BRINGING JUSTICE FOR CROYDON



“King Solomon asked for wisdom, knowledge and understanding. I ask for the same to help my community grow and prosper.”

- **Donna Murray-Turner**

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NOTE

Please note that this is a Croydon-specific, interim manifesto for the Parliamentary elections in 2024; we acknowledge that a manifesto cannot be a 'one size fits all' manifesto, which is why we have specifically developed this manifesto for Croydon West.

We will continue to develop the manifesto for further areas and elections and request that if there are any specific issues or topics not mentioned in this manifesto that you would like Taking the Initiative Party to address or include, please do not hesitate to contact us via info@theinitiativeparty.org.uk

Taking the Initiative Party is here to be **YOUR** voice; to represent you, your concerns, your experiences and to **work for you**.

WHO IS TAKING THE INITIATIVE PARTY (TTIP)

Taking the Initiative Party (TTIP) is a local Croydon initiative and a registered national political party, with a main focus on the borough of Croydon. TTIP prioritise real candidates from Croydon, to provide the borough and its residents the representation it needs, for our local issues. Our mission is to give local people the voice that is needed to create real, unapologetic representation for our communities.

Croydon has been continuously suffering, as a result of poor leadership in the council; Labour caused the borough to be bankrupt, whilst the Conservatives have led the country into recession. **It is time for justice:** we will hold to account those elected who subsequently refuse to listen, using all means of democracy. We are actively looking for candidates to represent TTIP across the UK, as it is important for all communities to have local representation, to provide local solutions to local problems. If you are interested in becoming a candidate, please contact us via info@theinitiativeparty.org.uk

WHO IS DONNA?

Donna Murray-Turner is TTIP'S candidate for the Croydon West Parliamentary seat 2024. Donna was born in St Mary's hospital and raised in the borough of Croydon; from her early journey at Elmwood Primary School, Haling Manor High School and John Ruskin Sixth form, she has studied, lived and continues to live in this borough while raising her family here. Donna is working for Croydon to finally make the change we all deserve. Throughout her education, Donna studied Youth Work, Social Pedagogy, and Community Learning Development at Canterbury Christchurch University.

Donna is proud of her working-class background and has used that as her lived experience to advocate on behalf of the community. She is the Safer Neighbourhood Chair of Croydon and has a stellar career as a Consultant to leading institutions.

People are disenfranchised from engaging with political processes due to their lived experiences and voices, being unrepresented. Very few tangible solutions are offered for local issues. Donna has spent the past 8 years working endlessly across Croydon, to listen to the concerns of local people, finding realistic solutions and offering support at point of need, with an aim to create sustainable change for local individuals and families. Real change will only be possible if we use our voices and votes to elect those who are dedicated to the local people of Croydon West.

This must be more than politicking, and personal ambitions, Donna believes in a person-centred investment for a better Croydon, a safer Croydon, more jobs for Croydon, a cleaner Croydon, better quality social housing for Croydon; a return to a vibrant town centre, support for parents & families and importantly, spaces for young people to socialise and feel safe. Simply, a better Croydon for all.

RE-BUILD CROYDON

- Produce vouchers to enable small businesses to access business support services.
- Support small businesses with grants to rent retail premises, to benefit Croydon's High Street.
- Remove fees for street market trading.
- Surrey Street Market originally opened in 1276, dating back to the 13th century. To maintain the market, we will add weatherproof protection, for access come wind, rain, or shine.
- Sponsor local events to attract visitors into Croydon.
- Promote city business through a "What's On" marketing campaign.
- Council to take up short tenancies in vacant locations to stimulate new business and "pop-up" retail/dining opportunities in vacant shop fronts.
- Provide support for live music and performance – with the council to produce a program of events and activities to keep Croydon alive and engaged.
- Boost high street trade by creating digital apps, to enable pick-up and delivery services with zero commission to retailers. This program will benefit small local businesses such as dry cleaners, shoe repairs and food retailers, as well as local residents.

BUILD ECONOMIC RESILIENCE

- Create and accelerate the delivery of robust infrastructure across Croydon with an infrastructure stimulus program funded by the council in partnership with the private sector.
- Rapidly accelerate the delivery of full-fibre digital infrastructure.
- Support growing industry sectors and innovation by providing up to 6 months free office space for start-ups, matching

entrepreneurs with investors and fostering international business partnerships and investment.

- Attract Foreign Direct Investment into Croydon.
- Simplify planning permissions as an incentive for investors to commence business development activities in key areas of need, including affordable housing, hotels, hospitality, and mixed-use developments.
- Examine introducing 2 months council tax relief for all residents.
- Introduce an active program of virtual trade delegations to drive market development and to grow the export economy of Croydon.

DELIVERING SUPPORT TO THE COMMUNITY

Deliver affordable housing for low to moderate income earners and key workers.

- Strengthen support for accommodation and referral services to reduce homelessness.
- Pilot unique support for vulnerable communities, including youths and ethnic minorities.
- Introduce the amplified academies initiative to provide access to music performance and production opportunities for disaffected youths in vulnerable communities across Croydon. This will help break the cycle of gang participation and provide much needed opportunities for youth.
- Provide free laptops for Children and free mobile Wi-Fi access. This will assist vulnerable families, currently surviving with significantly reduced incomes as a result of the pandemic, to continue to prioritise their children's education.
- Provide tailored support for carers of Croydon's vulnerable residents and those working in care homes that have been neglected to date.

STRENGTHEN COMMUNITY PARTICIPATION

- Create places for the community to participate in local decision making.
- Deepen engagement with the community in strategic planning matters including the future of Low Traffic Neighbourhoods.
- Engage the philanthropic sector to support community priorities.

BUSINESS & ECONOMY

- Supporting and promoting the BOSS Academy in Croydon (Business Opportunity Super Start) which is an initiative to empower residents of Croydon by providing access to higher level education, particularly for marginalised groups.
- Encouraging and empowering the new generations into exploring new projects, business and entrepreneurship.
- Work closer with Embassy trade teams to host inward business trade delegations in Croydon.
- Protect the High Street retail shops from increases in rent and rates.
- Introduce tech apps with pick up and drop off services, for local high street shops, to provide digital access to services and provide a lifeline to shops that cannot compete with giants like amazon.
- Business Incubators – Providing support for SME businesses, with courses on marketing, social media, finance and project management.
- Empower our local manufacturing industry by assisting in the competitive market, whereby the cheaper low-quality products are flooding international markets.

HOUSING

CROYDON AFFORDABLE TO ITS PEOPLE

- Introduction of a new 'Buy to Own' scheme where each monthly rent payment builds equity.
- A blanket ban on Croydon estate agents' unjust discrimination on tenants claiming housing related benefits.
- Introduce a zero-deposit scheme for renters that is backed by insurance, which is currently available in the market but is yet to be rolled out.
- Affordable homes will be built and made available to residents.
- Allow building on brownfield land to open up opportunities for new affordable housing.
- Modernise existing social housing and ensure the government removes dangerous cladding.
- No to land banking.
- Regulate Airbnb to protect residents.

HOMELESS COMMUNITY

- Focusing on social prescribing which has been proved to be successful in helping the homeless so far in the borough.
- Homeless GP / Dentist services to provide treatment and prescriptions for homeless people.
- Croydon will tackle the homeless immigration crisis. It will ensure nobody is turned away from receiving care or shelter. Work with Home Office to resolve individual cases, especially after BREXIT.
- Fund existing charities in their efforts to house, feed, improve lives of the homeless community.
- A one-stop-shop for existing charities and service providers to be represented. This will provide the homeless with easy and ready access to the most appropriate care.
- Introduce an employment system for the homeless community and introduce training programs including environmental work to protect the local environment.
- Legal aid support for migrants who face homelessness with support to repatriate non-UK residents.

CRIME

A SAFER CROYDON FOR ALL

Donna is the Safer Neighbourhood Chair of Croydon which focusses on community conversations around youth safety, women and girls' safety and the safety of vulnerable community members.

- Understanding that domestic Abuse Sex Violence (DASV) and VAWG are Croydon's biggest areas of criminality.
- Police dedicated to address hate crimes.
- A focus on preventing all crime before it occurs and creating targeted interventions to reduce crime.
- Protect young people from violence and exploitation.
- Tackle disproportionality in the criminal justice system.
- Strengthen community resilience, offer trauma-informed services, focusing on Hate Crime, and build trust in the partnership.
- Update and increase cameras and lighting across Croydon to better monitor criminal activity and streets safety.
- Provide free cyber safety awareness courses to young people, parents and vulnerable groups.

KNIFE CRIME & SERIOUS VIOLENCE

- Take lead on establishing the first ever unified peace treaty between the gangs within the Croydon borough.
- Encourage young people to sign up to the BOSS Academy in Croydon (Business Opportunity Super Start) to focus on business studies, higher education and entrepreneurship with an investment opportunity at the end of their course.
- Amnesty bins for weapons reintroduced across Croydon with secure drops at Police stations and the council.
- Support local community leaders, organisations and initiatives to combat local knife crime and serious violence.

ENVIRONMENT

NO TO ECOCIDE (A GREENER AND CLEANER CROYDON)

- Introduce Solar Panel street lighting in Croydon.
- Protect and multiply the bee population in Croydon.
- Drive the plantation of plants to help the bee population thrive.
- Financial benefits for electric car users.
- Solar power car charging stations for electric cars.
- Introduce electric vehicle charging points across Croydon.
- Recruitment drive for under 30's, that will be trained to protect the environment on various courses, such as marine biology and plant sciences. This will improve employment and voluntary opportunities.
capacity to make Croydon greener, as part of the 10yr plan.
- Courses for environmental protection will be extended to local residents, to get involved in community led projects across Croydon to protect the environment.
- Paid environmental work for the homeless community, including collecting plastics and gardening.

CLIMATE CHANGE & ENERGY

- Croydon will showcase the economic, social and environmental opportunities of responding to climate change including the uptake of renewable energy and clean smart technologies – to attract new investment.

- Croydon to become a centre for microalgal research and the commercialisation of related technologies.
- Provide a targeted package of incentives and support to the community and business sectors to move to a new paradigm in the use of energy.

WOMEN AND GIRLS (VAWG)

Donna will build on her existing established relationships with work already being commission across the borough on subjects relating specifically to women, girls and their contextual safeguarding.

- Creating new and building on stakeholder partnerships with the police and local authority.
- Establishment of innovate female entrepreneurship start up grants, designed to provide women with access to capital and mentorship.
- SAFETY – making Croydon safer for women and girls.
- To introduce mechanism to address and reduce Gender-based violence, including domestic violence.
- Trafficking, sexual and other types of exploitation to be given top priority in Croydon and work with police to eradicate and prosecute this criminal activity.
- To provide social protection and grants dedicated to serve women and girls’ development and well-being.
- Campaign to end all forms of discrimination against all women including in work, sports and across society.
- Women’s full participation and equal opportunities for leadership at all levels of decision making in political, economic and public life.
- Introduce sound policies to empower women at all levels in society and lobby government legislation for the promotion of gender equality.

REPARATIONS AND WINDRUSH

- Support and signpost the Windrush generations to seek relevant compensation and status correction through the Windrush scheme.

- Support and facilitate educational workshops around the Windrush Compensation scheme for those impacted.
- Support the justice for Windrush campaign and the lobby group that lead on this.
- Support the campaign for the Windrush Manifesto
- Integrate comprehensive education on the history and impact of slavery, colonialism, and racial discrimination into school curriculum.
- Implement policy reforms to address systemic inequalities and discrimination that persist as legacies of historical injustices.
- Conduct thorough reviews of institutions, including government bodies, corporations, and educational establishments, to identify and address historical complicity in injustices.
- Invest in economic development programs in historically marginalized communities, focusing on entrepreneurship, education, and employment opportunities.
- Provide grants, low-interest loans, and other financial support to businesses and organizations led by individuals from affected communities.
- Improve access to healthcare services for communities disproportionately affected by racial inequalities.
- Support the campaign for reparations and the lobby group who lead on this.

EDUCATION

- Donna will pilot the introduction of educational psychologists in every school to support regular child assessments and parental involvement in checking the progress of children in need of additional support.
- Donna has experience and a strong background in supporting the community and families during a child's permanent exclusion and the process; she will raise trained advocates to support families facing challenges with the school system.
- Summer meals for vulnerable children and access to summer schools borough wide.
- Introduce financial literacy courses in schools.
- Grants for children to have laptops at home.

TRANSPORT

CROYDON TRANSPORT THAT WORKS FOR THE PEOPLE

- Reverse the road restrictions and removal of LTNs.
- No to the ULEZ and the expansions of ULEZ restrictions.
- Bring back high street parking.
- Long term reduced fares and exemptions for health care workers, hospitality workers and those on a low income

PALESTINE, CONGO AND FOREIGN POLICY

- We condemn any and all apartheid and settler states around the world.
- We condemn Israel's imposition of apartheid and its occupation of the West Bank, Gaza, East Jerusalem, the Golan Heights and Shebaa Farms district in violation of international law.
- We publicly support the call for a ceasefire in Gaza, which was called within the first 10 days' of Israel's bombardment.
- We support direct negotiations involving all the participants in the conflict in Palestine and Israel, including all of the organisations in the Palestinian resistance movement.
- We support calls for investigation and prosecution of war crimes in the present conflict in Palestine and Israel and in other current conflicts such as Sudan where there is clear evidence of abuse that breach international law.
- We support the calls for invoking the Genocide Convention (UNGA Resolution 260A) in respect of these conflicts, and the cases that have been referred to the International Court of Justice under Article IX.
- We prioritise diplomacy over warfare.
- We are fully committed to the European Convention on Human Rights (ECHR) and UN Human Rights Charter.

HEALTH AND SOCIAL CARE

- Reverse NHS privatisation with the aim of restoring a fully funded, fully staffed, publicly owned NHS.

- Fund appropriate action and support to ensure the needs of the most vulnerable groups, including black and ethnic minority people and all living with disabilities, are fully met to the same standard as the rest of the population.
- Implement a plan to raise mental health care access and provision to be on a par with physical health provision, including emergency care for people experiencing a mental health crisis. Integral to this plan must be steps to address the mental health crisis amongst young people, whom are significantly reporting mental health concerns.
- Reform, and better regulate the social work and social care system, implementing ethical delivery of care that promotes a growing and fully funded public sector, which enforce high standards of transparency, and compliance with profit capping across both private and public providers.

IMMIGRATION, ASYLUM-SEEKERS & REFUGEES

- Reverse the legislative foundations and policies of the Tories' "hostile environment" and create an expedited and fair compensation programme, and status correction for all victims of the "Windrush scandal".
- Establish safe, legal routes for refugees to apply for asylum in the UK, including expedited processing for people fleeing abuse, war and/or genocide.
- Oppose and, if passed into law, reverse the Conservatives' Rwanda migrant deportation bill.

YOUTH

YOUNG PROFESSIONALS

- Work with corporations to introduce more graduate job schemes for students that have studied in Croydon.
- No council tax for tenants on low income under 25.
- Program to sponsor lower income graduates to complete further education such as GDL exams, Solicitor / bar exam, whom have graduated in Croydon.
- Introduce a job scheme to cover 35% of salary for new graduates and college leavers in the hospitality sector 12 months.

YOUTH EMPOWERMENT

- A business resource centre will be established to encourage young entrepreneurs to start businesses.
- Sporting Academies will provide marginalised youths with training with an aim to nurture the next generation of Olympic athletes and major sporting stars.
- Coding Academies will provide training across the full spectrum of technology to create a world class talent pool of young coders in Croydon.
- Mentor Programme introduced, by working with businesses to develop mentorship programs.
- Youth work experience program working with local businesses to provide work placement opportunities.
- Apprenticeships in key trades and business sectors available on a part- or full-time basis to provide opportunities.
- Free gym access for youth from 16 to 20.
- Grants for young business entrepreneurs.
- Increase opportunities and work placements for youths.
- Providing free access to youth for rehabilitation for substance misuse and early addiction.
- Prevent exploitation of youth involved in county lines, or CSE and raising awareness by providing support and training to parents and carers, and vulnerable children.

MENTAL HEALTH

Drive a community led mental health team including support with the police and ambulance service, in conjunction with NHS services, to enable a collaborative working relationship that is person-centred.

- Free online counselling available for those experiencing concerns.
- Two step referral system for mental health referrals from care workers and NHS doctors, so that patients can be referred directly to care centres to eliminate delayed waiting times for care.
- Easy access to Trauma based therapy.
- Digitalise NHS Mental Health departments, so that patient care can be digitally accessed for continuity and communication purposes, as well as data protection processes.
- Therapeutic workers to be in every school & college to target a preventative approach to the rise of mental health concerns in children and young people.
- Introduce access to online care assessments to identify whether the patient requires immediate care, with a referral for the two-step system.
- Discreet processes for public referrals from concerned family and friends to ensure vulnerable individuals receive the attention they require.

ANIMAL WELFARE

- Establish a dedicated animal welfare department.
- Free pet medical triage centres for people on low income – no pet will be denied treatment.
- Sharp crackdown on pet thieves with no pets to be sold without proof of ownership and from a licenced holder.
- New penalties for those who purchase pets from unlicenced breeders, including seizing stolen pets.
- Increased scrutiny on vets for excessive treatment fees.
- Breeding of pets will be illegal without a pet breeding licence.
- Advocate for a ban on buying puppies from “puppy mills” both in and outside the UK.

LGBTQ+ COMMUNITY

- Develop a special community outreach program to support the vulnerable LGBTQ+, subjected to rejection from their culture, family and / or society, this includes teenagers and adults.
- Work with LGBTQ+ community leaders, to actively raise awareness throughout the year in partnership with the private sector.
- Zero tolerance to hate crime against the LGBTQ+ community. Croydon is for you not against you.
- Provide a safe haven to address mental health issues within the community and reduce the number of deaths each year.
- Empower an intersectionality LGBTQ+ campaign to bring awareness to discrimination faced within our society.
- Tackle discrimination in the workplace work and from GPs.
- Empower an intersectionality LGBTQ+ campaign to bring awareness to discrimination faced within our society.

INTERSECTIONALITY

- Address the rising hate crime with a zero tolerance approach.
- Establish a cross faith multi-cultural and religious centre for understanding, celebration and collaboration. All religions will be represented and have permanent leaders, that will actively work together to bring our communities closer together.
- Open a dedicated black cultural museum to learn, understand and celebrate the positive contributions of African and Caribbean communities in Croydon.

THE RIGHT TO STRIKE AND RIGHT TO PROTEST

- TTIP firmly support the right of workers to strike as a fundamental aspect of labour rights.
- Recognition of strikes as a legitimate means for workers to advocate for better working conditions and fair treatment.
- Promote the use of mediation and arbitration to resolve disputes before considering strike action.

- Advocate for legal protections against retaliation for workers participating in lawful strikes.
- Support legislation that ensures strikers are protected from dismissal and disciplinary actions.
- Provide educational resources on workers' rights to strike and the legal procedures involved.
- Recognition of protests as vital for societal change and holding authorities accountable.
- Promote dialogue between protest organizers and police to agree on terms that allow for peaceful demonstrations.
- Advocate for the protection of protesters from harassment, violence, and unjust legal repercussions.
- Support legal frameworks that safeguard the rights of individuals to protest without fear of retribution.
- Lobby for legislative changes that strengthen the protections for the right to strike and protest and collaborate



*Printed and published by Taking the Initiative Party, 2024 on behalf of
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