



Dear Londoners,

I love London. I love its people and its diversity. A city that is a glorious melting pot of hundreds of cultures, bringing with them their language, their customs and wisdom for all of us to share. I love London's history and capacity to shape and influence the world. A city where global trends are born. I love the vibrancy of the younger generations, drawn to London to create, explore and experiment. Supported by a treasure chest of the world's most fabled institutions. Young and old coming together in a city, that the whole world looks to for leadership. Be it in the arts in all of its creative forms, where London's reputation is legend, and the sciences, with the city a powerhouse of research and development. Leveraging this capability, London will now more than ever continue to play a critical role on the world stage, delivering solutions to problems that will sustain and deliver prosperity and safeguard our planet's precious and fragile environment. What a city to call home.

Despite all of its advantages, the day to day life of the average Londoner is not without its challenges. Many of which have been compounded, aggravated and indeed created by the existing leadership in City Hall. Wastage, maladministration, a disconnect and deafness towards local and community issues and an inertia in seizing opportunities are the hallmarks of the current administration. The office of Mayor sadly became a transit lounge for the major political parties to park individuals waiting to embark on further political journeys.

As an independent candidate for Mayor of London 2021, I want to share with you my vision to Bring London Back. The initiatives and policies I propose to implement, are the product of my sustained and ongoing engagement with the small and local voices of London. Disadvantaged women, the young, the homeless, our street gangs, front line civil servants, the Police, community leaders and small business owners. I have listened and have made crime a lead priority with initiatives to strengthen our police force, get the knives off our street, diffuse the gangs, restore law and order and provide opportunities for our marginalised youths. The current housing stalemate will be addressed with affordable homes to be built and new regulations introduced to control rogue landlords. London will become a city that cares for the mental health of its residents and one that offers real support to vulnerable members of our LGBT community. These issues cannot be swept under the carpet any longer.

**BRING LONDON BACK**

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I have also canvassed the views of leading economists, policy makers and business leaders to shape a suite of programs to reinvigorate London's economic development, safeguard and expand the global reach of its trade and build a pipeline of foreign direct investment. Investment that will create high value jobs and new opportunities in innovative future industries. These include creative digital industries, artificial intelligence and big data, mobility, financial technologies, medical technologies and clean growth industries. I will also provide targeted support to women, through a female entrepreneurship program that will assist them in accessing both finance and quality business mentorship, to launch a new generation of female owned innovative start-ups. I will establish a world class coding teaching academy, in concert with leading digital corporations including Apple. With the aim of bringing all of these elements together to position London as a leading global tech city to rival Silicon Valley.

My vision for London's growth is one where the protection and regeneration of the environment takes centre stage. With a range of initiatives ranging from the control of noise pollution and incentives for electric cars through to growing the bee population and a large-scale Thames clean-up strategy, I plan to work hard with the citizens of London to deliver immediate tangible benefits to our shared environment. London will become a city that celebrates nature.

It is a great honour for me to be able to provide you with this, my vision for a better London. Vote Farah London and let's Bring London Back.

Yours sincerely,

A handwritten signature in cursive script that reads 'Farah London'.

**BRING LONDON BACK**