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**VOTE FARAH
LONDON**
MAYOR OF LONDON
2021

Farah London Launches 'Bring London Back' Campaign As Independent Candidate For London Mayor

"Politicians don't have a monopoly on ideas, instead of navel-gazing in city hall, i'll be getting out there and listening to the concerns of real londoners"

Businesswoman Farah London has announced her candidacy to be the next Mayor of London. Born and raised in Croydon, she is determined to shake-up the current race, running as an independent candidate and offering Londoners a credible alternative to Sadiq Khan and Shaun Bailey in next year's contest.

Setting out her decision to run, Farah said:

"The damage inflicted by this dreadful pandemic makes next year's election the most important in London's history. As a home and place of work for millions of people, London is extremely vulnerable to and has been hit hard by the impact of Covid-19. After years of failing to address our city's problems, another career politician is the last thing London needs."

As a successful entrepreneur herself with 22 years' experience in the business world, Farah is acutely aware of the threat posed by Covid-19, and has been unimpressed by the response of current Mayor Sadiq Khan:

"I don't feel that the Mayor really gets the magnitude of the challenge facing us. Our city risks being hollowed out unless action is taken. Thousands of businesses that service commuters face oblivion, and the city's public transport system has been plunged into financial crisis through rampant mismanagement."

On leaving the Conservative Party to run as an independent candidate:

BRING LONDON BACK

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Promoted by E. Panagia on behalf of Farah London International House 1 St Katharine's Way, St Katharine's Dock London E1W 1UN

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"I'm determined to stand on an independent platform, unconstrained by party politics, with my own vision for London. Another career politician from either the Conservative or Labour Party is the last thing London needs. Despite his candidacy being public now for some time, Shaun Bailey has failed to offer a credible program that will address London's challenges. I have witnessed first-hand the lack of belief Conservative party members have in his campaign".

Farah is determined to capture people's imagination with her slogan: 'Bring London Back' – a reference to the declining affordability and safety in the capital.

"I will get London building real affordable housing, something the current Mayor has failed to achieve. Furthermore, private renters in London on average spend 40% of their income on rent. While weekly rent in London is also 71% higher than the national average. This acts a huge drag on London's economy and has to change".

Understanding the urgency of the situation, and the impact particularly on young people, Farah sets out:

"I understand that for many living in our capital, the need for a helping hand is urgent, and cannot wait. This is particularly true for young people, many of whom will suffer most from the economic consequences of Covid-19. That's why, if elected as Mayor, I will commit to council tax reform, and seek an exemption for tenants aged under 25".

She also argues that crime has spiralled out of control, with people feeling increasingly unsafe in their own neighbourhoods.

"The level of knife crime in our city is shameful. Sadiq Khan's decision to close thirty-eight of the 73 police stations with front desks was a huge mistake, and something I'd reverse instantly. I will also get 6,000 more officers and special constables on the beat and ensure they have the equipment they need to detect knives and drugs. As Mayor I will always stand by our police forces on the frontline".

One ambition Farah is keen to champion is London's attractiveness as a destination for tech start-ups.

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"I want to see London's tech cluster reach the heights of our financial services sector and become the world's biggest hub outside of Silicon Valley."

In achieving this, Farah emphasises the importance of deepening London's talent pool and upgrading its connectivity to ensure the city is truly globally competitive.

"We need to encourage the uptake of coding and artificial intelligence in schools and colleges, but also ensure London can continue accessing the world's best and brightest. Providing businesses with reliable access to full fibre broadband will also be essential, London's coverage is just over 10%, way behind many of our international counterparts in Asia."

Farah will be speaking to residents, businesses, and organisations from all over London for their take on the city's challenges, as well as the impact of Covid-19. She will be setting out more of her policies and plans over the coming weeks and months.

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