



be the
change

*“If we want
to see change,
we all have to take part”*

message from

David Cameron MP

Leader of The Conservative Party



I hope you've enjoyed our Spring Forum. We've talked a lot about how to change our cities. Now, Wave have published this booklet to show how we can be part of the change.

Change is not just about one person or one small group of people. If we want to see change in our country and in our cities, we all have to take part. Personal action is the most powerful way to bring about change.

We're becoming a Party which is more like modern Britain, and which likes modern Britain more; a Party in tune with the aspirations of the British people; a Party with a clear message of change, optimism and hope.

I want every single one of us to do all we can to inspire many more people to be part of that change. This booklet from Wave will show you the kind of things we've already been doing, and how you can get involved.

With best wishes,

A handwritten signature in dark ink that reads "David Cameron".

LET **US**

BE THE

CHANGE

take the bus when you can

get to know your neighbours better

1 Leader, 25 Shadow Cabinet members

pick up one piece of litter from the street everyday

198 MPs, 8197 councillors

re-use your plastic bags when you go the shops

15,973 CF members

switch to energy efficient lights bulbs at home

270,000 Party members

reduce your thermostat by 2 degrees

8.7m voters at the last election

support your local shopkeepers

Imagine the impact we could collectively

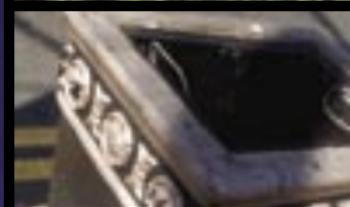
don't overfill your kettle

make if we led the change...

fill out a donor card



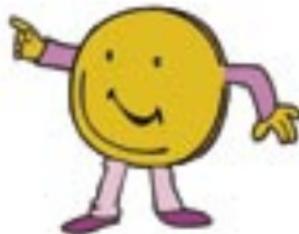
give blood



what you've already done

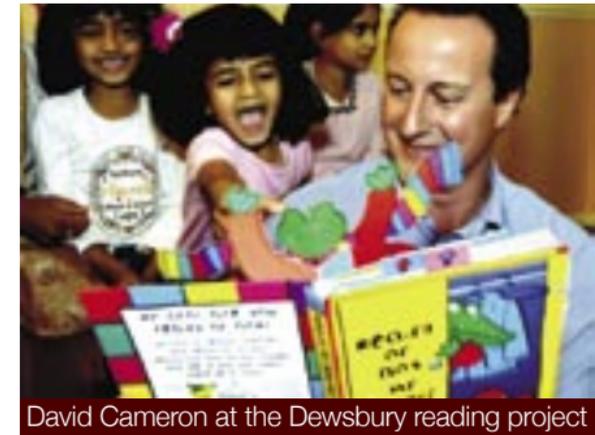
great examples of Conservatives making a change in their community

The Trafford United Credit Union is a vital community resource - it's a financial co-operative that helps its members save and borrow money by pooling their resources collectively. But like a lot of small social enterprises it lacks professional marketing, and so is limited in its ability to reach out. **DAMIAN HINDS** (Conservative PPC) asked if he could help out - he created a 3 month membership drive, designed a new logo and built their first website. All this has contributed towards the union's continued success.



JOAN BLANEY (Conservative Campaigner) is Director of CETA, the Birmingham-based Community Education & Training Academy. A small social enterprise, CETA helps local people, especially those from Black & Minority Ethnic communities, maximise their business potential through personal development and coaching schemes. Joan was awarded the CBE in 2001 for her social activism in the West Midlands.

Too many children grow up in homes where there isn't an active reading culture. Apart from missing out on the pleasure that books can bring, it inevitably disadvantages them at school. **SAYEEDA WARSI** (Vice Chairman, cities) set out to solve this in her hometown of Dewsbury. She and some friends bought a stack of books and then offered themselves as volunteer readers to local families. The idea was to both read with the kids and involve the parents, thereby fostering a reading culture at home - a simple, practical idea made real.



David Cameron at the Dewsbury reading project



Life FM in Harlesden is more than just a community radio station - it's a training centre, music production facility and social hub for young people. Having just secured a 5 year broadcast licence, they need to increase their listener numbers and add revenue in a competitive media market. **RISHI SAHA** (Director of Wave) is using his knowledge of the local business community to help deliver these results.

Where can I start?

If you need any more convincing that we need to change the way we do politics, read the report of Power: the Independent Inquiry into Britain's Democracy at www.powerinquiry.org

Take quick, simple personal action to change your world & environment (see pages 4&5 for tips)

Link up with like-minded people where you live to do social action - Conservative or not. Try here:

BBC Action Network
Changemakers
Local Works
wearewhatwedo.org

Hansard Being Heard
Community Action Network
MySociety

Campaign Creator
Community Links
UnLtd