

**We are a modern, compassionate
Conservative Party.**

**Our enduring values mean we believe
in trusting people, sharing responsibility,
championing freedom and supporting
the institutions and culture we share as
one nation.**

**Conservatives are not ideologues.
That is why in each generation we change,
applying our values to new challenges.**

So today this is what we are fighting for.



Built to Last



We are a modern, compassionate Conservative Party. Our enduring values mean we believe in trusting people, sharing responsibility, championing freedom and supporting the institutions and culture we share as one nation. Conservatives are not ideologues. That is why in each generation we change, applying our values to new challenges. So today this is what we are fighting for.

There's a real desire in our country for new ideas and new leadership.

In 1997, people were willing Tony Blair and Gordon Brown to succeed. They said they could deliver social justice and economic efficiency. These aims were right. And clearly, some good has been achieved. Bank of England independence. Additional investment in the NHS and schools.

But after nine years, people are disappointed.

We haven't seen social justice in our country: far too many people and families are still trapped in multiple deprivation.

Neither have we seen much sign of economic efficiency. We've tumbled down the league tables of international competitiveness.

Labour have failed young people trying to get on the housing ladder. They've failed families struggling to find affordable childcare and good schools. And they've failed elderly people who want dignity and security in retirement.

Tony Blair and Gordon Brown have also failed to realise that people today don't just want social justice and economic efficiency, they want a higher priority given to their quality of life, and a more sustainable environment.

There's a fundamental reason for Labour's failure. They think that government schemes, laws and quangos will tackle the long-term challenges we face. But Labour's short-term, top-down approach isn't working. It ends up with more government clogging up the works instead of solving long-term problems.

We must be different. We must think and act for the long term. Our challenge is to provide a serious alternative to Labour so we can offer Britain the change it needs.

That means two things. First, we ourselves have to change. We must be a modern, compassionate Conservative Party. We must be a voice for change, optimism and hope.

Second, we have to develop the new ideas that will tackle the six big challenges faced by Britain and the world. That's why we've set up Policy Groups to do the detailed work that's needed.

Above all, we have to show that the changes we're making are for the long term – that they're built to last.

And we have to show that our ideas will improve life in Britain for the long term – that they will deliver a better Britain, built to last.

That's why I want us as a Party to make clear what we stand for, and what we're fighting for.



Our aims

To improve the quality of life for everyone through:

A dynamic economy, where thriving businesses create jobs, wealth and opportunity.

A strong society, where our families, our communities and our nation create secure foundations on which people can build their lives.

A sustainable environment, where we enhance the beauty of our surroundings and protect the future of our planet.

Our values

The more we *trust* people, the stronger they and society become.

We're all in this together – government, business, the voluntary sector, families and individuals. We have a *shared responsibility* for our shared future.

Our Party

We are an open and inclusive Party. We will act to ensure that our Party, at every level, is representative of modern Britain.

What we're fighting for

1. A successful Britain must be able to compete with the world.

We will put economic stability and fiscal responsibility first. They must come before tax cuts. Over time, we will share the proceeds of growth between public services and lower taxes – instead of letting government spend an ever-increasing share of national income.

2. There is such a thing as society, it's just not the same thing as the state.

The right test for our policies is how they help the most disadvantaged in society, not the rich. We will stand up for the victims of state failure and ensure that social justice and equal opportunity are achieved by empowering people and communities – instead of thinking that only the state can guarantee fairness.

3. The quality of life matters, as well as the quantity of money.

We will enhance our environment by seeking a long-term cross-party consensus on sustainable development and climate change – instead of short-term thinking and surrender to vested interests. We will support the choices that women make about their work and home lives, not impose choices on them.

4. Public services for everyone must be guaranteed by the state, not necessarily run by the state.

We will improve the NHS and schools for everyone, not help a few to opt out. But public services paid for by the state don't have to be run by the state. We will trust professionals and share responsibility – instead of controlling professionals in state monopolies.

5. It is our moral obligation to make poverty history.

We will fight for free and fair trade, increase international aid, and press for further debt relief. But this is not enough. We will also take action to build those institutions – like the rule of law and property rights – that support development.

6. Security and freedom must go hand in hand.

In fighting crime and terrorism, we will be hard-nosed defenders of freedom and security. We will ensure strong defence and the effective enforcement of laws that balance liberty and safety – instead of ineffective authoritarianism which puts both freedom and security at risk.

7. We understand the limitations of government, but are not limited in our aspirations for government.

We believe in the role of government as a force for good. It can and should support aspirations such as home ownership, saving for a pension, and starting a business. It should support families and marriage, and those who care for others. And it should support the shared experiences that bring us together – such as sport, the arts and culture.

8. We believe that government should be closer to the people, not further away.

We want to see more local democracy, instead of more centralisation – whether to Brussels, Whitehall or unwanted regional assemblies – and we want to make the devolved institutions in Scotland and Wales work. Communities should have more say over their own futures.



Moving forward together

“I have set out, in this statement of aims and values, what we stand for and what we’re fighting for. It is the essence of modern, compassionate Conservatism. But I recognise that it’s not just me that we will be asking people to vote for at the next election; it’s the whole Conservative team.

So I want the Party as a whole to debate this document. When we have had that debate, I will ask the Party to adopt a final version of the statement of aims and values by putting it to a ballot of the entire membership.”



Policy for the long term

www.competitivechallenge.com
www.socialjusticechallenge.com
www.qualityoflifechallenge.com
www.publicserviceschallenge.com
www.globalpovertychallenge.com
www.oursecuritychallenge.com

www.conservatives.com

Please send your comments to:
comment@conservatives.com

or write to:

Built to Last
The Conservative Party
25 Victoria Street
London, SW1H 0DL

"Promoted by Gavin Barwell on behalf of
the Conservative Party 25 Victoria Street,
London SW1H 0DL"



Built to Last