

REVIVAL.UK

Vision and Priorities

Tony Francis | Revival.UK



Listen first. Understand what people are actually experiencing. Then act.

Tony Francis

Politics should begin with listening.

I am standing because I believe politics has forgotten something that comes before policy: listening.

Not to algorithms. Not to social-media rage. Not to clickbait. To real people.

People want growth, prosperity, good health, safer communities and competent government that can actually be held accountable.

Revival.UK listens first and builds its programme from what people actually say. These priorities are a starting point for that conversation, not a substitute for it.

VALUES

Justice, mercy and humility.

My faith teaches me to do justice, to love mercy and to walk humbly.

To me, that means listening before judging, serving before preaching and making sure no one is simply written off.

My faith guides how I serve; it does not decide whom I serve. Public life should be open to everyone, whatever their faith, background or walk of life.

LOCAL RENEWAL

Revive our coastal economy.

We should revive our beautiful coastal economy, bring visitors back, make better use of the natural assets we already have and be ambitious about creating jobs and opportunity.

That means being open to major attractions and resort investment where it is right for the area - whether that means the return of a name such as Butlin's or another operator able to bring employment, visitors and supporting businesses back to the coast.

Renewal also means backing local businesses, encouraging enterprise and seeing places such as Jaywick not only through the problems they face, but through their people, character and potential.

COMMUNITY AND HEALTH

Healthier, safer and better cared-for communities.

People should be able to access healthcare when they need it and live in communities that feel safe, clean and cared for.

That means better access to health services, attention to the everyday environment, cleaner streets and local services that work.

It also means more opportunities for young people - reasons to believe they can build a future here through work, enterprise, skills and community.

COMPASSION WITH ACTION

Stand with people who are too easily forgotten.

British veterans, people struggling with addiction, older residents and those who have fallen through the cracks deserve compassion backed by practical action.

We should show the same urgency to people in need within our own communities that we rightly show to people fleeing danger elsewhere.

No one benefits when vulnerable people are left to deteriorate until the problem becomes more expensive, more dangerous and harder to solve.

PUBLIC MONEY

Good service should be rewarded. Failure should have consequences.

Public money must be spent responsibly, but that does not simply mean spending less. It means demanding more accountability from the companies, contractors and public bodies we pay.

If the same pothole fails again, the taxpayer should not keep paying again. If a contractor delivers poor work, they should put it right.

The same principle applies more widely: reward quality, measure outcomes and stop accepting repeat failure as normal.

PLACE AND IDENTITY

Protect what makes this constituency worth caring about.

We should protect our coast, our local character and the things that make Clacton, Frinton, Walton, Jaywick, St Osyth and the surrounding communities distinctive.

Growth should strengthen local identity rather than erase it. Renewal should be ambitious, but it should remain rooted in the character and needs of the people who live here.

REPRESENTATION

A message to voters whose parties have walked away.

The established parties have stopped listening. Too often they present policies and ask people to vote for them rather than beginning with the people themselves.

If your party will not stand for you, you are under no obligation to stand by them.

You have not lost your vote. You have been given the chance to use it differently.

This campaign is an invitation to be heard, to be represented and to expect more from politics.

You cannot ignore us and still expect our loyalty.

THE COMMITMENT

Listen. Understand. Act.

Revival.UK is not built around the idea that one person already has every answer.

It is built around a commitment to listen honestly, understand what is happening on the ground and act with courage, compassion and accountability.

That is the standard I want to bring to public life.

Be heard. Be represented.