

# Mendora Ogbogbo for Lewisham Deptford

**A local candidate who grew up in Nunhead and has lived in the area for 35 years - a local candidate with experience of working inside parliament and inside government**

Dear Party Member,

My name is Mendora Ogbogbo and I am an independent-minded critical thinker who wants to become your local MP.

My family have lived in the area for 49 years. In my lifetime I have lived through four recessions and watched the havoc poor political decisions have heaped on people's lives - first as a child playing in the street in the 70s, in the 80s as a teenager, later as an unemployed graduate in the early 90s and now as a small business owner in my early 40s.

## So why do I want this crucial vocational role?

I'm fed up with how unrepresentative modern day politics have become and with the continued failure to create policies which relate to the reality of people's daily lives. I'm tired of switching on the TV and seeing an empty Debating Chamber in the House of Commons because MPs are too scared to speak about the true nature of people's lives. I'm filled with indignation by the fact that the 1930s-style poverty described so graphically in George Orwell's *Road to Wigan Pier* is gradually creeping back into Britain. I'm fed up that our great NHS is slowly being eroded by a pernicious attempt to bring in privatisation. I'm fed up that young people leaving school and graduating from university face limited employment opportunities.

Thatcher is dead and buried, but the legacy of her politics limps on in politicians that are frightened to change course, make a break with the past and create a new vision for Britain. We now have families who cannot afford to feed their children living in London and people forced to visit food banks. Last year 90 old-aged pensioners perished in Lewisham due to fuel poverty. Although the Save our Lewisham Hospital campaign has pulled people together, across London we still have far too much neglect, a lack of social cohesion and not enough community spirit. We need a new, optimistic and pragmatic approach to politics.

21st century politics is regressing. In order to tackle and stem this erosion of hard-fought rights we need a new breed of parliamentarians. We need parliamentarians who are willing to tackle the big issues with confidence and candour; vocalising local and national issues with compassion, concern, intellect and a heartfelt determination to bring about lasting change.

To achieve this we need politicians who are more representative of the general public. This means no more theorists or strategists, no more PPE Graduates from Oxbridge, no more former Special Advisors or Trade Union Officials or Members of Progress. Instead we need capable people from all walks of life - universal candidates that come into politics with an abundance of life, experience and enthusiasm.

Lewisham Deptford needs a 'People's Champion' - someone who will campaign on its behalf in parliament. Lewisham Deptford needs someone who has the specific aim of improving the quality of everyone's life, increasing local interest in politics and delivering new policies which support and enhance the area.

All over the country we are seeing that new political organisations are gaining ground because too many people feel marginalised. This is why local Labour party members up and down the country need to take a stand and adopt a different approach. The first step is to select future MPs who are distinct and therefore will bring in new and different ideas. A representative who is courageous enough to take on the mammoth task of representing local interests, but at the same time helps revive British politics because they have a broader national perspective.

I believe I am that person and the right candidate for Lewisham Deptford. I have the foresight and tenacity needed. If you agree with me, then make sure you vote for me at the Hustings on 18 May or in your postal vote.

I look forward to meeting you soon.

Yours sincerely,



Mendora Ogbogbo



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# Representing Lewisham Deptford with tenacity & foresight

**I will ensure that your ideas and opinions are fed into Parliament by ensuring that local issues have a prominent position in all my activities in Westminster**

In Parliament I will raise adjournment debates, put down parliamentary questions and launch a high profile campaign calling for a nationwide consultation on **universal childcare**. I will also push for the introduction of a more **family friendly taxation and benefit system** - including transferrable tax allowances for parents working as a team to raise their children.

Parents in Britain pay the highest childcare costs in Europe – on average almost a third of their income on childcare. Cuts to Working Tax Credits have added on average £500 to childcare bills. Simultaneously, the tax and benefit system penalises up to 2.2 million households where one parent stays at home. We need a fairer tax and benefit system which reflects the real choices parents have to make.

Over 4,000 people are out of work in Lewisham Deptford – 35.8% of those are aged between 16–24. As a small business owner the **economy** is an issue close to my heart. In the past 30 years too much of our growth has been built on an unsustainable credit and property bubble which has seen the long term growth rate fall. Despite the pound falling in value, making our goods far cheaper on the international stage – Britain simply does not make enough goods or provides enough services that others want to buy Britain needs a creative industrial strategy focused on encouraging small scale enterprise to thrive.

A key way to kick start the economy would be to encourage **house-building** and I will champion this important issue in Westminster. Our homes should not be viewed simply as a private asset to be traded. Instead housing should be viewed as part of a shared asset, part of a planned environment linked with transport and access to jobs and schools.

In London 366,000 households are currently on the housing waiting list. nearly 60,000 households are living in temporary accommodation. Since 2010 homelessness across London has risen by 28%. Less homes are built each year and rent in London has risen eight times faster than wages.

Over the last four years £95 billion has gone into the hands of private landlords – but just £4.5 billion has been spent on building much needed homes. I believe a **government funded house-building** programme would help solve the chronic housing shortage and revive the construction industry – boosting employment.

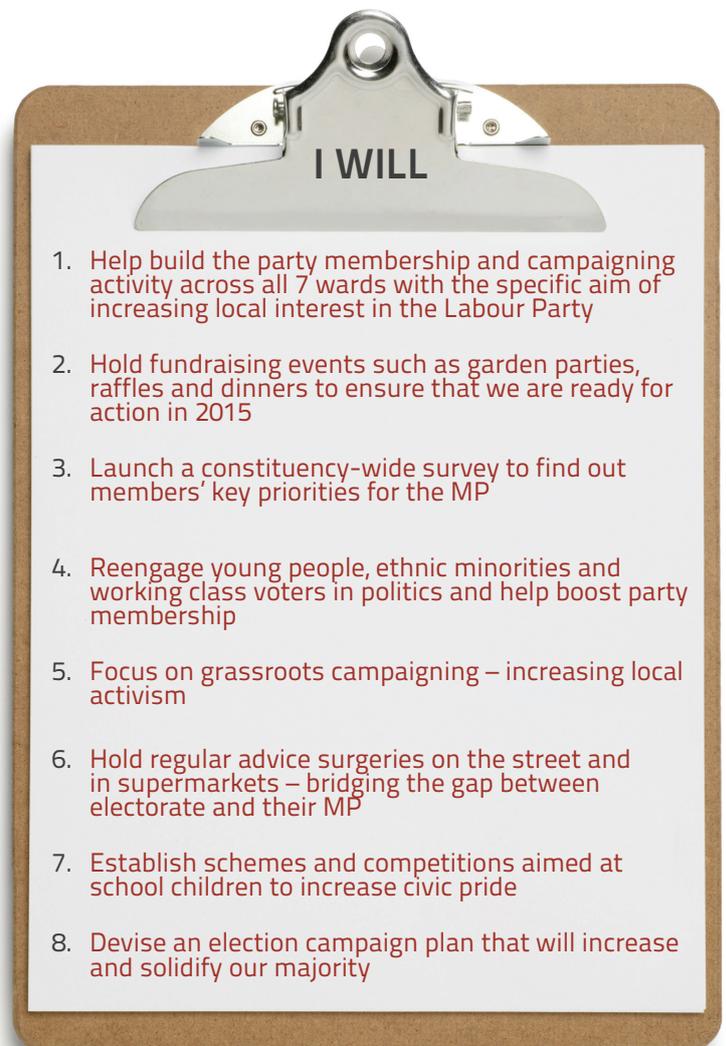
I will ensure that **vital employment schemes** - like **Lewisham Apprenticeship Programme** - get the recognition they deserve. I will also champion schemes like the **Employment and Skills Investment Fund** and the **Families into Work Pilot** in Parliament and campaign for their government funding.

We currently have an **education and skills** deficit in the UK. Engineering firms are crying out engineers, yet nationally we have just 23,000 engineers graduating each year - China there are 20 times that number. **We have to ensure that the local population in Lewisham Deptford is not left behind by investing in education and training at a local level.** I will work with community bodies to increase Lewisham's ability to compete for new technologically-based jobs – **giving our young people a future.**

## Pledge to local party members

**The leaders who have the most impact understand that whilst leadership starts with the leader, it is never all about the leader.** A local MP's primary objective should be to empower others to make decisions and take actions aligned with the party's overall purpose and strategy.

I believe in always seeking feedback and listening. As your MP this will always be at the cornerstone of my approach. The best policy ideas come from the grassroots.



# Why vote for Mendora Ogbogbo

**Growing up during the eighties in South East London in a working class family was hard.** I suffered financial exclusion and lived in an environment where many of my peers, although very talented, lacked the support needed to achieve. I went on to succeed in my life because of the values instilled in me by my parents. They imbued me with personal courage, intelligence and encouraged my indomitable, tenacious spirit to flourish. What makes me distinct is that I have lived the life of many of the constituents living in Lewisham Deptford. I have faced and confronted the same kind of barriers. I have also had a lot of success and it is that personal journey that has matured me. It's made me someone capable of fighting for you and understanding you, because I know what is at stake. Whenever a person succeeds over the odds it leaves them with a strong sense of optimism - I want to utilise that to become an outstanding local MP who will deliver for you.

Life isn't rosy for a lot of people and I believe you need a pragmatic approach in Lewisham Deptford. You need an MP willing to roll up their sleeves and work hard for the area. You need an MP who has the humility and emotional intelligence to listen and understand, as well as the skill to turn what they hear into workable public policy. My central aim is to empower local people to not only engage with the political process and but also to take pride in their community. Working in partnership with the council, party members, activists, councillors, the electorate and the Mayor I want to promote good governance.

I want to be the MP for Lewisham Deptford because I believe I have something unique and vibrant to offer.

## WHAT I WILL DO FOR YOU LOCALLY – WARD BY WARD

In **Lewisham Central**, I will take up the fight to save the A+E and the maternity ward and object to any plan to downgrade the hospital. With 120,000 people using the A+E each year and 4,000 babies being born in the maternity, it simply can't be closed!

Recently the Institute for Economics and Peace listed Lewisham as one of the least peaceful places to live in the country.

The survey stated Lewisham homicide rate was 2.5 times the national average. However, Crime is actually falling in the area. Over the last 3 years crime has been dropping by 2%, 5% 9%. Working with the Police Borough Commander and the Mayor, I will call for a multi-agency approach to crime reduction. I will help to introduce the Boston initiative - which has had marked success in the UK in places like Glasgow - as part of efforts to tackle gang crime and enhance community safety.

Poor transport links is a major issue in **Crofton Park**. I will lobby hard to ensure that at least four trains per hour, seven

days a week will stop at Crofton Park and go onto Luton or Bedford through Blackfriars.

In **New Cross** Boris Johnson's cost-cutting plans will lead to the closure of 12 fire stations across London. New Cross Fire station is one of the stations threatened with closure. In a fire seconds can cost lives and a New Cross closure would increase average response times to fires to 5.18 minutes. I will fight tooth and nail to ensure that this suggested closure is thwarted.

In **Brockley** working alongside the Youth assembly, teachers, charities and community groups and the council, I want to help establish new working partnership in the form of an Educational Attainment Pilot scheme which will involve working with new agencies such as Pfcg and IET. Creating a local action plan aimed at ensuring that local children do not miss out on all the future employment opportunities association with technology.

In **Evelyn** on Deptford High Street there is a **proliferation** of betting shops - **28 betting shops** across constituency containing 102 fixed odds betting terminals. Last year betting shop chains made an estimated £5 billion from these machines alone and these shops are located in 50 of the poorest constituencies across the country. This kind of machine is recognised by gambling experts as being highly addictive.

Following on from the work of Dame Joan Ruddock and Lewisham Council's call for the introduction of new planning laws giving councils the power restrict the cluster of betting shops; **I will campaign in Parliament** for new laws to be introduced to ensure the poorest residents are not unduly targeted by betting companies.

In **Ladywell**, I will work with the council and local chamber of commerce to devise a new initiative to get some of the empty shops in Ladywell occupied. Using Brixton Market revival as a model, we could also look at introducing a scheme which will enable smaller businesses and established retailers to take up the leases of several empty shops. These areas would further benefit by having their own local green grocer, butcher, restaurants and pharmacy - all helping to increasing the area's sense of community.

In **Telegraph Hill**, I will support the campaign for funding to keep the Telegraph Hill playgroup to open. Having been to the Telegraph Hill Playgroup and seeing their brilliant work, I know that it's a vitally important community space - especially for those parents who may struggle with feeling isolated. It is a perfect space where everyone can come together and where more confident parents can advise others. It must stay open and I promise to do everything I can to make sure it does.



## Five reasons why you should Vote for Mendora Ogbogbo – For Lewisham Deptford

1. She is truly local. She grew up in SE London attending two primary schools in Lewisham
2. She has extensive knowledge of Parliament and trains others on how to campaign on a wide range of national issues, amending Legislation and developing Policy
3. She is an exceptional local achiever, winning business awards & speaking at Schools in SE London inspiring local children to succeed
4. She is bold, tenacious, and hard-working, someone who set up a business in her flat in Peckham and managed to build a business from scratch which now operates in Westminster
5. She is effective and will make things happen in Lewisham Deptford using hard work, her insight and optimism, intelligence and energy as your parliamentary representative in Lewisham Deptford



### What I've done

#### Established a business which has trained

- Over 250 staff working for MPs representing all three major political parties
- Over 800 separate UK based organisations, including corporate businesses, NGOs, Trade Associations, Government Departments plus Regulatory Executive Bodies
- Key International Governmental Organisations, such as the OECD, UN Tribunal Courts, European World Bank and overseas governments such as the Government of Jersey

#### Experience of working inside Government

- Worked for two MPs, one of whom was a member of the House of Commons Select Committee, the other, PPS to a Foreign Minister
- My business provides Parliamentary Constituency Casework Professional Guidance training courses specifically designed for constituency caseworkers covering all aspects of casework, including the management of Immigration, Housing, Health, Welfare and Planning casework

#### Experience of working in Parliament

- Worked as a Researcher for a Member Parliament, then as a Parliamentary Officer for a National Charity
- Organised the All Party Parliamentary Group for Older People
- Briefed Ministers and MPs on all matters concerning the elderly across Westminster
- Co-ordinated parliamentary campaigns in both the House of Lords and House of Commons
- Amended Bills and assisted in the launch of Private Members' Bill in both Houses of Parliament

#### Before political jobs

- Went to state primary and secondary schools in the boroughs of Lewisham and Southwark
- Was the first member of my family to go to university graduating with a Politics Degree from Nottingham University part of the family of Russell Group Universities
- Completed the prestigious City University Post Graduate Diploma in Journalism course
- Worked as a Qualified Journalist for Emap Business Press
- Worked as a Television Researchers on current affairs programmes for Channel 5 & ITN and Senior Broadcast Assistant for Pearson's Thames Television

#### Also

- I am a community activists and member of Unite Community, the volunteering wing of the union
- I am a fundraiser for React the Disabilities Children's charity

### Awards I have won



Shortlisted as a finalist in the **PRECIOUS Woman in Public Life**



Shortlisted for, Public Affairs Achiever of the Year in 2010 for the **Women in Public Life Awards**



Finalist of the Ethnic Corporate category in 2005, for the **European Federation of Black Women Business Owners**



Winner of Business Achiever Award, for the South London Press, **Our Heroes' Awards** in 2002



Winner of the Young Entrepreneur Award in 2001 for the **European Federation of Black Women Business Owners Award**

### PLEASE GET IN TOUCH – I'D LOVE TO HEAR YOUR VIEWS:

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