

# Rita's

WEST CENTRAL NEWSLETTER  
March 2021 EDITION

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## NEWS SPLASH

- March is International Women's History Month
  - Good Friday | Friday, 2nd April
  - Easter Monday | Monday, 5th April
  - Early May Bank Holiday | Monday, 3rd May
  - Mayoral & London Assembly Election Day | Thursday, 6th May
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# Launching the 2021 Election Campaign

Rita will launch her 2021 campaign for the West Central constituency for the London Assembly on Saturday, 27<sup>th</sup> March. Of course, this event will be held virtually because of the coronavirus pandemic and government restrictions on the number of people who can participate in gatherings.

The campaign launch event gives Rita Begum a virtual public platform to introduce herself, present her priorities, galvanise support and build a reliable, winning team to scale-up electioneering activities, such as phone banking, leafletting and soft-door knocking, throughout the boroughs of Hammersmith & Fulham, Kensington & Chelsea, and Westminster ahead of the 6<sup>th</sup> May election date.

Rita invites supporters, friends, neighbourhoods, and residents of the West Central constituency to save the date, register and join the virtual launch event.

## Rita Begum

West Central Virtual  
Campaign Launch Event

@ 19:00

Saturday, 27th March

[Join us on Zoom:](#)

Meeting ID: 886 6038 8024

Ticket required.

## Revealing West Central Priorities



Rita puts forward her manifesto that contains the priorities she will push, lead and support for the West Central constituency ahead of the upcoming local election for the London Assembly. She believes it is vital to publicise her manifesto so that voters would know her vision for West Central ahead of May's Mayoral & London Assembly election.

Her manifesto priorities are to: promote economic development, build affordable homes, tackle violence against women and girls, invest in children and young people, deal with climate change, and keep the Hopper-fare scheme on TfL buses.

These priorities, among other things, underpin Rita's commitment to lead a path forward to uplift lives and livelihoods in West Central. For instance, promoting

economic development is fundamental to rebuild the local economy post-Covid. Findings from a recent YouGov survey showed 60% of respondents said the economy is priority number one. Rita's economic development plan aims to create jobs, revitalise our high streets, and grow small and medium-sized businesses.

As a community champion, Rita believes tackling violence against women and girls is essential to have safe streets and neighbourhoods. Whether it is domestic violence, stalking or verbal abuse, she proclaims that no one is safe until we are all safe. The London Assembly and local authorities must partner together to safeguard women and girls, and this is a fight Rita is willing to lead.

There is a demand for affordable housing in our local neighbourhoods. Rita would push the London Assembly

and West Central councils to construct socially-integrated, shovel-ready affordable housing projects. Residents, including essential workers like teachers and emergency employees, face higher rents and are forced to move out of West Central to find housing accommodations elsewhere.

We must reinvest in children and young people programmes, targeting loneliness, boredom, and deviant behaviour. Rita believes children and young people are our future generation of leaders, scientists, entrepreneurs, teachers, doctors, and barristers. We have a moral duty to invest and engage them by developing engaging activities that keep them safe from the influence of knife crime and gangs and helping them to prepare for a brighter future.

Climate change and protecting our environment is crucial to have a sustainable future for our children and grandchildren because what we do today will affect them tomorrow. We cannot escape the damage to the environment unless we all take proactive action to save it now. Longer and hotter summers, for instance, are environmental factors we are already dealing with in London. I believe we have to do our part to save our environment before it is too late.

Rita would keep the Hopper Fare Scheme on Transport for London (TfL) buses because it gives residents of West Central a cost-saving alternative to Tube and Train fares to get to and from work, the shops and other destinations. The £1.50 fare makes it possible to complete a journey without having the stress of paying more for it.

## Register to Vote

You must be aged 16 or over, a British Citizen or an eligible EU national.

Click on your borough link below:

- [London Borough of Hammersmith & Fulham](#)
- [Royal Borough of Kensington and Chelsea](#)
- [London Borough of Westminster](#)



# Smashing Phone Banks

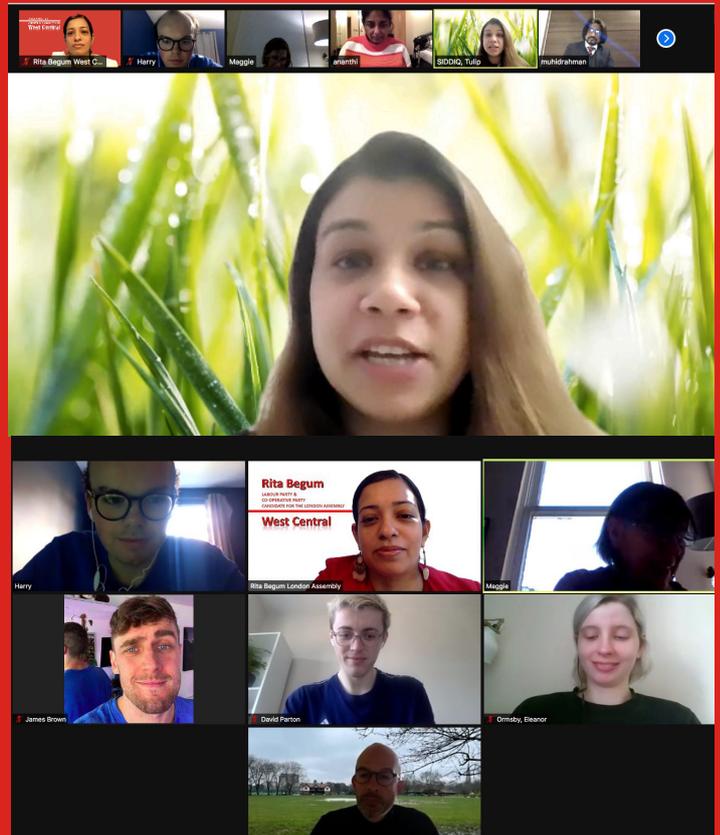
Volunteers and supporters are actively taking part in several virtual phone banking events. They have been cracking since January 2021. All three boroughs of the West Central constituency have arranged phone banks so that residents can be called and informed about the Mayoral and London Assembly election on Thursday, 6<sup>th</sup> May 2021.

Several elected officials, who support Rita Begum, have joined the phone banking experiences. Still, the volunteers and lesser-known supporters have the energy to keep the phone banks active, with weekly schedules, including training for newbies. More volunteers are encouraged to join and get motivated to contribute to the campaign to bring a change to the representation on the West Central constituency in the London Assembly.

There is a list of upcoming phone banks across West Central in the evenings and on weekends. Please join one or more virtual phone banks to call residents to advise them about registering to vote and securing a postal vote in time before election day can happen.

The findings from political research studies show that the voter participation rate can determine election outcomes. Therefore, one of the phone banks aims is to boost voter participation to increase the odds for Rita Begum to start a new era for West Central on the London Assembly.

The phone banks are one of the tools in the toolbox to achieve an amazing result in May 2021.



## Hammersmith & Fulham Phone Banks

### Zoom Link

<https://zoom.us/j/92925751993>

### Dates & Times

Tues., 16th March | 17:45 to 19:30  
Thurs., 18th March | 17:45 to 19:30  
Sat., 20th March | 11:00 to 13:00  
Tues., 23rd March | 17:45 to 19:30  
Thurs., 25th March | 17:45 to 19:30  
Sat., 27th March | 11:00 to 13:00  
Tues., 30th March | 17:45 to 19:30  
Thurs., 1st April | 17:45 to 19:30  
Sat., 3rd April | 11:00 to 13:00  
Tues., 6th April | 17:45 to 19:30  
Thurs., 8th April | 17:45 to 19:30  
Sat., 10th April | 11:00 to 13:00  
Tues., 13th April | 17:45 to 19:30

## Westminster Phone Banks

**Tuesday 16<sup>th</sup> March – 18.15-20.00**

Zoom Link: <https://us02web.zoom.us/j/81095481249>

**Wednesday 17<sup>th</sup> March (Churchill ward) – 13.00-14.30**

Zoom Link: <https://us02web.zoom.us/j/81073686292>

**Wednesday 17<sup>th</sup> March (West End) – 18.15 – 20.00**

Zoom Link: <https://us02web.zoom.us/j/86585852322>

**Thursday 18<sup>th</sup> March – 18.15-20.00**

Zoom Link: <https://us02web.zoom.us/j/87965108565>

**Saturday 20<sup>th</sup> March 10.15-12.00**

Zoom Link: <https://us02web.zoom.us/j/89272029897>

**Tuesday 23<sup>rd</sup> March – 18.15-20.00**

Zoom Link: <https://us02web.zoom.us/j/85647740217>

**Wednesday 24<sup>th</sup> March (Churchill ward) – 13.00-14.30**

Zoom Link: <https://us02web.zoom.us/j/84607272834>

**Wednesday 24<sup>th</sup> March (West End) – 18.15 – 20.00**

Zoom Link: <https://us02web.zoom.us/j/87392764652>

**Thursday 25<sup>th</sup> March – 18.15-20.00**

Zoom Link: <https://us02web.zoom.us/j/85651805802>

**Saturday 27<sup>th</sup> March 10.15-12.00**

Zoom Link: <https://us02web.zoom.us/j/86319317530>

**Tuesday 30<sup>th</sup> March – 18.15-20.00**

Zoom Link: <https://us02web.zoom.us/j/81036013822>

**Wednesday 31<sup>st</sup> March (Churchill ward) – 13.00-14.30**

Zoom Link: <https://us02web.zoom.us/j/88979512571>

# Amazing Fundraiser



On Saturday, 27th February, the virtual campaign fundraising event had a positive result, with the fantastic featured speakers, the number of participants and money collected.

Over 100+ people donated and purchased tickets for the event to financially support campaigning activities related to the upcoming Mayoral and London Assembly election in May, with over £2,000+ collected. Leaflets, placards, stickers, and digital content, among other things, will certainly help get-out-the-vote efforts. The target of £1,600 has been surpassed by £400 for the first campaign fundraiser.

Around 75 people attended the virtual event from start to finish than the over 100+ tickets purchased online. It is understood that some ticket buyers wanted to support the electioneering financially but not physically

attend the events. Therefore, 25+ people contributed to the campaign effort.

The event programme included a virtual pub quiz led by Councillor Tim Roca, Westminster and inspirational speeches by featured speakers Karen Buck, MP for Westminster North and Andy Slaughter, MP for Hammersmith. Together, the quizmaster, Tim, and the speakers brought a sense of excitement that the participants enjoyed, even though it was an online event.

Finally, Rita said she is grateful and appreciative to everyone who made the campaign fundraiser a massive success. She thanked her team and others in West Central, the party and further afield who worked tirelessly behind the scenes to deliver the virtual campaign fundraiser.