

My name is James Allen – and I want to stand as the Liberal Democrat candidate for Essex. It's a bold statement so what can I bring to this role?



Overview



Essex deserves leadership that's grounded in truth, driven by compassion, and committed to delivering tangible results. After years of broken promises, rising costs, and eroded trust, our communities—in Thurrock, Harlow, Chelmsford, Colchester, Southend and beyond—are crying out for change. I'm ready to answer that call.

The everyday struggles of Essex residents are not just statistics on a spreadsheet. I've met the residents choosing between heating and eating. I've spoken to small business owners drowning under energy bills. I've seen families priced out of their own communities. These are the stories that fuel my determination—not to manage decline, but to lead a revival in our communities and in Essex.

I want a Fair Deal for Essex - I will focus on these policies...

Economic Development → Prosperous Local Economies

Support small businesses with energy relief, scrap business rates, and invest in green industries.

Therefore, I will: Use devolved funding to create local enterprise zones, green job hubs, and community wealth-building initiatives. I will use the procurement rules to ensure those supplying Essex and its residents put residents before profit. I will ensure all suppliers of over £1,000,000 per annum set up offices in our most deprived areas offering job opportunities, training and support.

Housing & Planning → Affordable, Sustainable Homes

Build new homes; empower councils to end Right to Buy; enforce zero-carbon standards.

Therefore, I will: Oversee strategic housing plans, support garden city developments (enforcing strict net zero targets), and ensure infrastructure-first planning, making developers build new' and improve current infrastructure, (water, sewers, electricity, gas, schools, medical centres etc). I will ensure that less green belt, is used for housing, insisting that brown field sites are prioritised. I don't want to see fields 'planted with solar panels but instead focus on panels on buildings.

We have homeless people because landlords are converting lets to Air B&B; All Southend's homeless could be housed if Air B&B's properties were used for social housing.

Transport & Infrastructure → Connected Communities

Freeze rail fares, electrify rail lines, expand bus services, and invest in cycling and walking infrastructure.

Therefore, I will: Shape Essex's transport strategy, improve regional connectivity, and pilot innovative mobility schemes. Working with Westminster to ensure the A12 widening is carried out, improvements are made to the A127 and other major routes. I want to improve north to south roads and rail – we should be able to travel without routing via London. I will work with Westminster and TfL to manage our railways for us, not for profit.

Skills & Education → Lifelong Learning & Opportunity

Create £10,000 lifelong learning grants, invest in FE colleges, and expand vocational training.

Therefore, I will: Allocate adult skills funding to match Essex's workforce needs and support green and digital upskilling, creating lifelong learning grants.

Public Safety → Trustworthy, Community-Based Policing

Restore community policing, and to implement Casey Review reforms.

Therefore, I will: As Police, Fire & Crime Commissioner, lead reforms in policing, transparency, and frontline visibility. I will ensure that each and all of us are safe, each and every day.

Environmental Oversight → Nature Recovery & Climate Action

End sewage dumping, restructure water companies, plant a million trees, and enforce biodiversity net gain.

Therefore, I will: Coordinate land use and environmental strategy across Essex, enforce clean water standards, and support local climate resilience. Use the procurement rules to ensure those supplying Essex and its residents put residents before profit. We are the driest area in the country, make our water supply secure, and enforce no dumping rules for sewage companies.

Why Me?



So, I ask: are you better off this year than last, or do you expect to be better off next year? If not, let us change that—together. Let's build a county where compassion leads, communities thrive, and fairness isn't just an aspiration—it's our foundation.

My campaign isn't backed by billionaire donors or Westminster insiders. It's backed by ordinary residents who want their voices heard. Who want to see sewage-free rivers, NHS waiting rooms that don't feel like war zones, and an economy that doesn't reward exploitation.

We have the means to make Essex a county where working families thrive, our seas & rivers are safe, our hospital's function, and our businesses grow responsibly. What's missing is leadership with the courage to implement bold reforms. That's what I offer.

These challenges are not accidents. They are the result of years of poor policy decisions that prioritise political convenience and corporate profit over public good.

As Mayor, I won't just diagnose problems—I will deliver systemic change. These policies are rooted in economic justice, environmental sustainability, and democratic accountability.

I'm not running because politics is easy. I'm running because Essex is worth fighting for. Because I believe in fairness, decency, and action—not just slogans.

Let's turn policy into progress. Let's get Essex working better—for everyone.

Vote for leadership that listens, acts, and delivers. Vote for a fair deal. Vote for me.