



Conservatives Draft Manifesto 2010

CHAPTER TWO MENDING OUR BROKEN SOCIETY

**YEAR
FOR
CHANGE**

MENDING OUR BROKEN SOCIETY

The era of big government has run its course. Poverty and inequality have got worse, despite Labour's massive expansion of the state. The number of people living in severe poverty has risen by 900,000 in the past ten years. Youth unemployment has increased, with nearly one million young people now out of work. The incomes of the bottom ten per cent actually fell by £9 per week after housing costs between 2002 and 2008. Inequality is at a record high and social mobility has stalled – people are no more likely to escape the circumstances of their birth than they were fifty years ago. As the state has continued to expand under Labour, our society has become more, not less unfair. We can't go on like this.

If we are going to mend our broken society and make British poverty history, we need to address the causes of poverty and inequality, not just the symptoms. We need new answers to the social problems we face – and we believe that the truly effective answers will come from a big society, not big government; from social responsibility, not state control. So we will redistribute power and control from the central state to individuals, families and local communities. That way, we can create the opportunity for people to take responsibility. Our approach is absolutely in line with the spirit of the age – the post-bureaucratic age.



Our reforms will rebuild the once-natural bonds that existed between people – of duty and responsibility – which are currently being replaced with the synthetic bonds of the state: regulation and bureaucracy. But the success of our plan to mend Britain’s broken society depends less on the actions that a Conservative government will take to give people more power and more on society’s response. We understand that after a decade of government treating people like children – either telling them what to do or doing things for them – we will need to shake things up. So a Conservative government needs to go further than enabling people to take responsibility: it must actively help make it happen. We must use the state to help stimulate social action. We must use the state to help remake society, because the big society, not big government, is the way to make Britain safer and fairer, a country where opportunity is more equal. We are impatient to get on with this work. We are determined to make a difference. We are all in this together, and we know that if we all pull together then this country can have great hope for the future.

A handwritten signature in blue ink, reading "David Cameron". The signature is written in a cursive style with a long, sweeping underline.

URGENT ACTION TO IMPROVE OUR SCHOOLS

Improving our schools system is the most important thing we can do to make opportunity more equal and to address our declining social mobility. Britain is slipping down the world league tables in Maths and English, and violence in the classroom is a serious problem. Truancy is at record levels, having risen by more than a third despite Labour spending over £1 billion to combat it. Standards are falling, and there is a growing gap between the richest and the poorest. We can't go on like this.

The reason we have fallen behind is that schools are controlled by politicians and bureaucrats with the wrong ideas. They have undermined the power of teachers to keep order and devalued the curriculum and exam system.

A Conservative government will give many more children access to the kind of education that is currently only available to the well-off: safe classrooms, talented and specialist teachers, access to the best curriculum and exams, and smaller schools run by teachers who know the children's names.

To make real progress we need to implement the kind of reforms that have worked so well in countries like the USA, Canada, Sweden and elsewhere, based on increased choice and accountability, rigorous standards and greater prestige for the teaching profession. By making these changes we will improve standards for all pupils and close the attainment gap between the richest and poorest.

2.1 BETTER TEACHERS AND TOUGHER DISCIPLINE

The single most important thing for a good education is for every child to have access to a good teacher. We will take steps to enhance the prestige of the teaching profession, provide more on-the-job training and attract the best people into the profession.

We will **raise the entry requirement for taxpayer-funded primary school teacher training from a C grade in English and Maths GCSE to a B**, and **graduates will need at least a 2:2 in their degree in order to qualify for state-funded training.**

Schools – especially struggling ones – must be able to attract the best teachers and subject specialists, so we will **give all head teachers the power to pay good teachers more.** By redirecting the current teacher training budget, we will **pay the student loan repayments for top Maths and Science graduates for as long as they remain teachers, expand Teach First and introduce two new programmes – Teach Now and Troops to Teachers – to get experienced, high-quality people into the profession.**

We will **make it easier for teachers to use reasonable force to deal with violent incidents and remove disruptive pupils from the classroom without fear of legal action,** and **give teachers the strongest possible protection from false accusations.** We will **legislate so that teachers can ban any items that cause disruption in the classroom.** We believe head teachers are best placed to raise standards of behaviour, which is why we will **stop heads being overruled by bureaucrats over exclusions.** We will **reinforce powers of discipline by strengthening home-school behaviour contracts.**

2.2 A RIGOROUS CURRICULUM AND EXAM SYSTEM

Every child who is capable of reading should be doing so after two years in primary school, and evidence from Scotland has shown that there are teaching methods that can make this possible.

To make this happen we will **promote the teaching of systematic synthetic phonics and ensure teachers are properly trained to teach using this method.** And to provide parents with the reassurance they need that their child is making progress, we will **establish a simple reading test at the age of six.**

We will **reform the National Curriculum** so that it is more challenging and based on evidence about what knowledge can be mastered by children at different ages. We will **ensure that the primary curriculum is organised around subjects like Maths, Science and History.** We will **encourage setting so those who are struggling get extra help.**

Under Labour the exam system has become devalued. We will **overhaul the Key Stage 2 tests and make exams more robust and rigorous by giving universities and subject academics more power over examinations.** We will **ensure that our exam system is measured against the most rigorous systems in the world.** And so that every pupil has the opportunity to test themselves against the highest standards, we will **allow all state schools the freedom to offer the same high-quality international exams that private schools offer.**

In the post-bureaucratic age people expect to be able to make choices about the services they use, based on robust information about the quality on offer. A Conservative government will **reform school league tables so that schools can demonstrate they are stretching the most able and raising the attainment of the less able.** We will **publish all performance data currently kept secret by the DCSF** so that web-based applications can create many new and different sorts of league tables. And we will **establish a free online database of exam papers and marking schemes** so that parents, teachers and academics can see for themselves how exams have changed.

To make sure that vocational and technical education is designed to meet the needs of modern business, we will **set up technical Academies across England, starting in at least the twelve biggest cities,** and **fund 400,000 new apprenticeship, pre-apprenticeship, college and other training places over two years** – paid for as part of our plans to Get Britain Working. We will **free schools from regulatory restrictions so that they can offer workplace training that engages young people** who currently drift out of formal education.

2.3 GIVING EVERY PARENT ACCESS TO A GOOD SCHOOL

Drawing on the experience of the Swedish school reforms and the charter school movement in the USA, we will **break down barriers to entry so that any good education provider can set up a new Academy school – free, non-selective, high-quality state schools that are open to all.** These new Academies will be run by charities, parent and teacher groups, trusts, voluntary groups and co-operatives. Our schools revolution will **create a new generation of good small schools with high standards of discipline.**

Our school reform programme is a major part of our anti-poverty strategy, which is why our first priority will be to **establish new Academy schools in the most deprived areas of the country.** We will do this by redirecting the school capital budget to **fund at least 220,000 new school places in the poorest communities.** They will be beacons of excellence in areas where school standards are unacceptably low, providing competition to underperforming local authority schools.

We want every child to benefit from our reforms. So we will **give every existing school the chance to achieve Academy status,** with ‘outstanding’ schools pre-approved, and **extend the Academy programme to primary schools.** And we will **make sure Academies have the vital freedoms that help make them so successful in the first place.**

Education’s real power lies in its ability to transform the life chances of children brought up in the toughest of circumstances. We can’t go on giving the poorest children the worst education, which is why we will **introduce a pupil premium – weighting school funding towards children from disadvantaged backgrounds.** Because the most vulnerable children deserve the very highest quality of care, we will **call a moratorium on the ideologically-driven closure of special schools and end the bias towards the inclusion of children with special needs in mainstream schools.**

People have been far too ready to excuse failure in schools. We will **ensure that Ofsted adopts a more rigorous and targeted inspection regime, reporting on performance only in the core areas related to teaching and learning:** the quality of teaching, the effectiveness of leadership, pupils’ behaviour and safety and pupils’ achievement. There will be **more unannounced inspections, and failing schools will be inspected more often – with the best schools visited less frequently.** And **any school that is in special measures for more than a year will be taken over immediately by a successful Academy provider.**

CRIME – IT'S TIME TO FIGHT BACK

Violent offences have risen sharply under Labour, with knife and gun crime higher than in 1997. Yet police officers spend 50 per cent more time on paperwork than they do out on patrol. Labour's obsession with bureaucratic targets and box-ticking has hindered the fight against crime. They have launched endless initiatives and top-down schemes which have made little difference. The string of broken promises has undermined people's trust. We can't go on with the police filling in forms instead of fighting crime.

The criminal justice system is broken. We need to rebuild confidence in the system and convince people it is working to protect them. Nowhere is our approach of transparency, accountability and decentralisation more important. Our aim is to restore responsibility and discretion to the police – getting them out of police stations and onto the street fighting crime – while making them truly accountable to the people they serve. We will do that by giving people the power to elect an individual who will set the policing priorities for their community, and by providing detailed data about crime in their area. By giving people robust information and real power, they will be able to force the police to focus on the crime that affects their communities.

2.4 TARGETED MEASURES TO REDUCE CRIME AND ANTI-SOCIAL BEHAVIOUR

Under Labour's lax licensing regime, drink-fuelled violence and disorder are out of control. Binge-drinking damages people's health and harms society, so we will overhaul the Licensing Act to **give local authorities and the police much stronger powers over licensing, including the ability to remove licences from, or refuse to grant licences to, any premises which are causing problems.** We will **allow councils to shut down permanently any shop or bar found selling alcohol to children,** and **double the maximum fine for under-age alcohol sales to £20,000. Tax on super-strength beers, ciders and alcopops, but not the everyday pint, will be increased.** And we will **ban off-licences and supermarkets from selling alcohol below cost price.** We will also **permit local councils to charge more for late-night licences to pay for additional policing.**

Knife crime has reached crisis levels in our inner cities, so we will **strengthen stop and search powers** to make it easier for the police to get knives off the streets. We have to send a serious, unambiguous message to young people that carrying a knife is totally unacceptable, so we will **make it clear that anyone caught carrying a knife can expect to be prosecuted and face a prison sentence.** We will **extend the length of custodial sentences that can be awarded in a Magistrates' Court from six to twelve months** and **introduce mobile knife scanners on streets and public transport,** just as Mayor Boris Johnson is doing in London.

The low-level crime and anti-social behaviour that people experience on their streets does real harm to their quality of life. Labour's use of fixed penalty notices, ASBOs and other bureaucratic measures has made no real impact on street crime, so we will **introduce a series of early intervention measures, like grounding orders, to allow the police to use instant sanctions to deal with anti-social behaviour.** This will help them intervene early to keep young people off the conveyor belt to crime.

We need to free the police from the inappropriate rules and regulations that stop them – and citizens themselves – dealing with crime. We will **change the rules so that anyone acting reasonably to stop a crime or apprehend a criminal is not arrested or prosecuted.** And we will **give householders greater protection if they have to defend themselves against intruders** in their homes.

Under Labour, the privacy of convicted criminals, including dangerous fugitives, has been prioritised over public protection. We will **end the confusion over criminals' anonymity and give police the power to identify offenders** in order to protect the public and prevent crime.

We will **implement the Prisoners' Earnings Act 1996 to allow deductions from prisoners' earnings to be paid into the Victims' Fund.** We will use this Fund to **deliver up to fifteen new rape crisis centres – growing the network by more than a third – and give all existing rape crisis centres stable, long-term funding.** This will ensure more victims of rape and sexual violence have access to a vital support service nearby. And to help stop sexual violence before it occurs we will **ensure that the school curriculum includes teaching young people about sexual consent.**

2.5 CUTTING PAPERWORK TO GET MORE POLICE OUT ON THE STREET

The police should be focusing on police work, not paperwork. But it currently takes eleven and a half hours – more than a full working day – to process an arrest, meaning police officers are stuck behind desks when they should be out dealing with crime. A Conservative government will **reduce the amount of paperwork that the police have to deal with, starting by cutting the stop form entirely and reducing the burden of stop and search procedures.** Any search will still be recorded but by an officer radioing in, rather than filling in time-consuming paperwork.

To save even more time, we will **return charging discretion to the police for minor offences and process criminals more quickly by video-linking custody cells and courts.** And we will **reform the Regulation of Investigatory Powers Act, which regulates police surveillance, so that authorisation is not needed in routine cases.** At the same time, we will **take steps to prevent the misuse of surveillance powers by local authorities.**

Britain's health and safety culture is making our police risk averse and putting the public in danger, so we will **amend the health and safety laws that stand in the way of common sense policing.**

2.6 MAKING THE POLICE ACCOUNTABLE TO THE COMMUNITIES THEY SERVE

The only way we are really going to change how Britain is policed is through a revolution in accountability – making the police answerable to the communities they serve. People want to know that the police are listening to them. That is why we will **replace the existing, invisible and unaccountable police authorities and make the police accountable to a directly-elected individual who will set priorities for the policing of local communities.**

Giving people democratic control over policing priorities is a huge step forward, but it is not enough. We need to give people the information and power they require to challenge their neighbourhood police teams to cut crime. So we will **oblige the police to publish detailed local crime data statistics every month, in an open and standardised format, and ensure police teams have regular neighbourhood beat meetings** so that people can use this crime data to hold the police to account.

REDUCING REOFFENDING

Fighting crime is about much more than catching criminals. To bring crime down for good we have got to break the cycle of reoffending and give those who have served their time a chance to play a positive role in society. Under Labour, the prison system is in crisis, and incapable of properly rehabilitating prisoners. Reoffending rates remain very high – 100,000 persistent offenders are responsible for more than half of all crime – and tens of thousands of prisoners are being let out early from prison because of Labour’s mismanagement of the prison system. The consequences of this failure are enormous. We can’t go on like this.

2.7 PRISONS WITH A PURPOSE

In the last year around 30,000 criminals have been released early from prison because the Government failed to build enough places. We will **redevelop the prison estate and increase prison capacity as necessary, enabling us to scrap the early release scheme.**

Many people feel that sentencing in Britain is dishonest and misleading. So we will **introduce a system where the courts can specify minimum and maximum sentences for certain offenders.** These prisoners will only be able to leave jail before their maximum sentence is served by earning their release, not simply by right.

Under Labour the number of foreign nationals in prison in England and Wales has doubled, yet over 1,000 foreign prisoners – including sex offenders and murderers – have been released from prison without being considered for early deportation. A Conservative government will **extend early deportation of foreign national prisoners** to reduce further the pressure on our prison population.

Bail laws also need urgent reform. We will put public safety first by **creating a new offence of breach of bail and ending the presumption of bail for persistent offenders or those accused of serious crimes.**

2.8 OUR REHABILITATION REVOLUTION

At the moment, most criminals leave jail and immediately lapse back into a life of drugs and crime. We will never bring our crime rate down or start to reduce the costs of crime until we properly rehabilitate ex-prisoners. So **when offenders leave prison, they will be trained and rehabilitated by private and voluntary sector providers**. We will **use the same approach that lies behind our welfare reform plans – payment by results – to cut reoffending**, with organisations paid using savings made in the criminal justice system from the resulting lower levels of crime.

We believe these changes will help cut crime, but we want to go further. So we will **pilot a scheme to turn a group of public sector prisons into a Prison and Rehabilitation Trust**, so that just one organisation is responsible for helping to stop a criminal reoffending from the moment he enters prison until he is successfully rehabilitated.

Drug and alcohol addiction are behind many of the crimes that are committed on our streets, but the treatment that too many addicts receive just maintains their habits. We will **give courts the power to use abstinence-based Drug Rehabilitation Orders to help offenders kick drugs** once and for all. We successfully led the campaign to have cannabis reclassified as a Class B drug, and we will **examine the case for banning other currently legal narcotics** that are doing huge damage to people's lives.

MAKING BRITAIN MORE FAMILY-FRIENDLY

We can't go on ignoring the importance of strong families. They provide the stability, warmth and love we need to flourish as human beings, and the relationships they foster are the bedrock on which society is built. Labour's complacent attitude to commitment has done untold harm, and their narrow child-centred approach ignores the importance of strengthening the relationships between all family members – children, parents, grandparents and the wider family. As a consequence, Britain is one of the least family-friendly countries in the developed world. This will change with a Conservative government. We will not be neutral on this. Britain's families will get our full backing.

Good parenting makes a big difference to our future success or failure – the warmth of their parenting is as important to a child's life chances as the wealth of their upbringing. Of course money matters, which is why a Conservative government will help families with their finances. But we also need to help families with all the other pressures they face: lack of time, the impact of work, worries about schools and crime, poor housing. And if we want to give children the best chance in life – whatever background they are from – the right structures need to be in place: strong and secure families, confident and able parents, an ethic of responsibility instilled from a young age.

Together with our focus on reversing educational failure, worklessness, debt and addiction, our support for families will make it much easier for every family to provide an environment in which children can flourish. Strengthening families will also increase social mobility, and play an important part in helping us work towards our aspiration of ending child poverty by 2020.

2.9 REFORMING THE TAX AND BENEFITS SYSTEM TO HELP FAMILIES

Today Labour's tax and benefits system actually rewards couples who split up. So a Conservative government will **end the couple penalty in the tax credit system** as we make savings from our welfare reform plans.

We will **recognise marriage and civil partnerships in the tax system in the next Parliament**. We are one of the very few countries in the Western world that doesn't do so and we will put that right. This will send an important signal that we value the commitment that people make when they get married.

To help Britain's families a Conservative government will **freeze council tax for two years, in partnership with local councils**. This will be paid for by reducing spending on consultants and advertising, and could be worth up to £200 a year for families that benefit.

We support tax credits, which were first introduced in a far simpler form by the last Conservative government. However, under Labour they have become the most complex part of the personal tax and benefits system, causing problems for millions of families through errors, bureaucracy and overpayments. We will **reform the administration of tax credits to reduce fraud and overpayments**, which hit the poorest families hardest.

2.10 A NEW APPROACH TO EARLY INTERVENTION

The Conservative Party is committed to keeping Sure Start but we believe Sure Start needs to work better because the people who need it most – disadvantaged and dysfunctional families – are not getting enough of the benefit. We will **take Sure Start back to its original purpose of early intervention, increase its focus on the neediest families, and better involve organisations with a track record in supporting families.** We will ensure the delivery of dedicated support to disadvantaged and dysfunctional families as part of the Sure Start programme, and this will involve new providers being paid in part by the results they achieve.

Looking after young children can be hard work, and families need the best possible advice and support while their children are young. So, paid for by refocusing the outreach services in the Sure Start budget and from the Department of Health budget, where we have pledged real increases, we will **provide 4,200 more Sure Start health visitors – giving all parents a guaranteed level of support before and after birth until their child starts school.** This extra help will not only provide advice on the physical development of young children, but also support for the emotional health of the whole family – particularly the relationships between parent and child and between parents themselves.

Early intervention can make a big difference in turning young lives around, but at the moment funding for these interventions comes from dozens of sources spread across many government departments. This leads to confusion, waste and duplication – we can't go on like this when so many futures are at stake. So we will **bring all funding for early intervention and parenting support into one budget, to be overseen by a newly-created Early Years Support Team** within the Department for Children, Schools and Families.

2.11 HELPING FAMILIES TO BALANCE THEIR LIVES

One in five women struggle to find affordable childcare, and yet just a quarter of those eligible for the working tax credit claimed the childcare element. We **support the provision of free nursery care for pre-school children and we want that support to be provided by a diverse range of providers** – including the many childminders and private, voluntary and independent nurseries which are currently being squeezed out of the system. In government we will **review the way the childcare industry is regulated to ensure that no provider is put at a disadvantage.**

To support families further we will **put funding for relationship support on a stable, long-term footing through multi-year funding settlements**, and we will **make sure couples are given greater encouragement to use existing relationship support.**

Making Britain more family-friendly means helping families spend more time together. That is why we will **extend the right to request flexible working to every parent with a child under the age of eighteen.** We will **introduce a new system of flexible parental leave which lets parents share maternity leave** between them, including taking some of the leave simultaneously, and **ensure that the public sector becomes a world leader in flexible working.**

BUILDING THE BIG SOCIETY

The size, scope and role of government in the UK has reached a point where it is now inhibiting, not advancing, the progressive aims of reducing poverty, fighting inequality, and increasing general well-being. We can't go on pretending that government has all the answers.

Our alternative to big government is the big society. We believe that a strong society will solve our problems more effectively than big government has or ever will. But we understand that the big society is not just going to spring to life on its own: a simplistic retrenchment of the state which assumes that better alternatives to state action will just spring to life unbidden is wrong. We need strong and concerted government action to make it happen, to instil a culture of social responsibility throughout our country.

A Conservative government will actively help people come together to take advantage of the opportunities provided by our wider social reform programme – for example, by supporting groups of people to take ownership of a community asset, like a pub or village hall, through our community right to buy scheme. Or by helping people to form local housing trusts so they can build new homes for themselves, free from the usual bureaucracy.

This is a new role for the state: actively helping to create the big society; directly agitating for, catalysing and galvanising social renewal. We will identify and work directly with the social entrepreneurs who have the capacity to run successful social programmes in communities with the greatest needs. We will engage the thousands of community activists who want to help too: by running parent groups, organising beat meetings with the police, and getting people together in a front room to discuss ways to improve the neighbourhood. And we will encourage every member of society to do their bit by making it easier for people to behave responsibly, and by building up and strengthening the local civic institutions where people come together. This is how we will use the state to help remake society.

2.12 USING THE STATE TO STIMULATE SOCIAL ACTION

The changes we want to make will not just come about by getting government out of the way – we need to use the state to help remake society. So instead of the government funding schemes that fail to strengthen society, we will **direct existing government funding to help voluntary sector organisations and social enterprises expand and tackle some of the most difficult social challenges**. This funding will be **provided through intermediary institutions such as charitable trusts and community banks** that have already demonstrated a strong track record in identifying, supporting and growing voluntary sector organisations and social enterprises.

As well as making sure that government backs the voluntary sector organisations and social enterprises that make a difference, we must encourage even more socially responsible investment from the private sector. A Conservative government will **use dormant bank accounts to endow an independent Social Investment Bank, with a mission to stimulate more social investment financing** to help voluntary sector organisations, social entrepreneurs and others take on and overcome the social challenges we face.

The UK has a proud and long-standing charitable tradition and we are convinced that the voluntary sector should play a major part in our civic renewal. We will **introduce a fair deal on grants to give voluntary sector organisations more stability and allow voluntary organisations to earn a competitive return for providing public services**. And we will **ensure proper democratic scrutiny of government policy in this whole area by establishing a new Civil Society Select Committee** in the House of Commons.

When the last Conservative government established the National Lottery it started a revolution in the funding of charities, arts, sport and heritage, providing these sectors with a secure financial footing. Labour have betrayed the Lottery's original purpose, continually using its funds to support their political priorities. We will **restore the Lottery to its original purpose and, by cutting down on administration costs, make sure more money goes to good causes. The Big Lottery Fund will focus purely on supporting social action through the voluntary and community sector**, instead of Ministers' pet projects as at present.

Co-operatives are in many ways the original social enterprises, which is why we are so supportive of them. We have created a Conservative Co-operative Movement, and in government we will **support co-operatives and mutualisation as a way of transferring public assets and revenue streams to the voluntary sector**. We will **empower co-ops to play a much bigger role in community life and the delivery of public services**, for example by allowing parents to access existing government funding and form co-operative community schools.

Building the big society means being clear that we value more than just material gain. We need a more ambitious vision of social progress, which is why we will **build on the work being done by Joseph Stiglitz and Amartya Sen to develop a measure of well-being** that encapsulates all it means to live a good and fulfilling life. And, in government, as well as considering economic and environmental consequences, we will explicitly **take into account the social value of the actions we take and the policies we implement**.

2.13 ENCOURAGING SERVICE – BUILDING SOCIAL CAPITAL

Building the big society means encouraging service – the idea that everyone should play a part in helping each other and making their communities stronger. That is why we will **introduce a National Citizen Service. The initial flagship project will provide a programme for 16 year olds** to give them a chance to develop the skills needed to be active and responsible citizens, mix with people from different backgrounds, and start getting involved in their communities.

Even in these difficult times people still want to give money and time to good causes. We will **investigate new ways to increase philanthropy**, and use the latest insights from behavioural economics and social psychology **to help ‘nudge’ people into making volunteering and community participation something they do on a regular basis.**

2.14 SPORT HELPS BIND PEOPLE TOGETHER

In 2012, when London hosts the Olympics, the British people have an opportunity to come together and put on the world’s greatest sports event. We will **deliver a successful Olympics that brings lasting benefits for the country as a whole.**

Part of the community sports budget of the National Lottery will be responsible for delivering an Olympic legacy, including **the aggressive promotion of competitive sports through a national Schools Olympics.** We will **widen participation further by creating a national website to host school sports league tables and information about accessing local facilities.**

We will **work with the Scottish government to deliver a top-quality Commonwealth Games in Glasgow in 2014.** We will **work to ensure that the 2013 Rugby League World Cup and the 2015 Rugby Union World Cup are successful,** and we will **offer strong support for England’s bid to host the 2018 Football World Cup.**

