

# RICHARDSONS CAPITAL LLP

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# Cameron's pledge to cut tax and red tape

By Mark Mudie and Daniel Wainwright

Conservative leader David Cameron today pledged to help West Midlands businesses recover from the recession – by immediately cutting tax and red tape as Prime Minister.

He made the pledge to business leaders in the Black Country who called for him to help industries other than the banking sector get back on their feet. He said: "Government needs to do everything possible to make sure we are making it easier not harder to do those things that are essential to business. If Government is not doing that then it is failing business and I will not let that happen."

"It now takes twice as long to set up a business in Britain than it does in America."

"A Conservative government will make immediate cuts in rates of corporation tax."

Mr Cameron bemoaned the decline in manufacturing over the last decade saying it was at the heart of the Black Country and should be at the heart of the recovery.

His pledge to business leaders was part of a five point plan aimed at getting the economy back on track.

As well as helping business, he said it was vital Britain kept its credit rating; make the banking system safer; reformed public services and made the economy more balanced.

### Question

Mr Cameron had opened by telling the meeting at The Copthorne Hotel, Brierley Hill he was sending out a tough message about the economy.

He said: "Today what you want from me and what I want to give you is some pretty straight talk about the state of our economy and the state of our country."

Business leaders have invited Prime Minister Gordon Brown to attend a similar conference and are awaiting a response from Number 10.

Before the meeting Ian Brough, director of external affairs at Richardsons Capital, the firm behind the Merry Hill centre development, said business was increasingly "detached from and neglected by" Government."

The West Midlands - and Dudley in particular - is expected to be a key election battleground.



The Tory leader making his point during a speech at the Copthorne Hotel



David Cameron with Ian Brough and Carl Richardson in Brierley Hill



Business leaders listen as Mr Cameron makes pledges on beating the recession