

The choice for pensioners at this election is clear:

Five more years of Gordon Brown, who has failed Britain's pensioners

or

A higher state pension, a council tax freeze and a strong NHS with David Cameron and the Conservatives

Now, Labour are so desperate to cling to power that they've resorted to scaring older people by making things up about the Conservatives. Here is the truth:

- We will **NOT** cut the Winter Fuel Allowance.
- We will **NOT** cut free TV licences.
- We will **NOT** cut free bus passes.
- We will **NOT** cut pensions or pension credit.

 Conservatives

We have a responsibility to treat our older people with dignity and respect, ensuring they live in physical and financial security.

We're all in this together – so, as we tackle the debt crisis, we will not balance the books on the backs of the poorest, especially hard-pressed pensioners.

We have bold plans to change our country for the better. Some of these plans won't cost money but will require real energy – like our determination to improve school discipline. And where our plans will cost more money, like freezing the council tax, we've found the money from other areas – like cutting back government advertising.

Theresa May
Shadow Secretary of State for Work and Pensions



HOW LABOUR HAVE FAILED BRITAIN'S PENSIONERS

Over the last 13 years, older people have been let down by Gordon Brown.

- He raided pensions, turning one of the best private pension systems in Europe into one of the worst.
- 48,000 people in residential care today have had to sell their homes to pay for care.
- More than 4 million people could be hit by Brown's inheritance tax.



Why I'll be voting Conservative

by William Roache MBE,
Coronation Street's Ken Barlow



CONSERVATIVE PLANS TO HELP PENSIONERS

✓ **RAISING THE BASIC STATE PENSION AND RESTORING THE LINK TO EARNINGS**
All older people deserve dignity and security in their old age. That's why we have pledged to re-link the basic state pension to average earnings within the next parliament.

✓ **ENDING THE SCANDAL OF ELDERLY PEOPLE HAVING TO SELL THEIR HOME TO PAY FOR RESIDENTIAL CARE**
Under Labour, around 48,000 elderly people currently in residential care were forced to sell their home to pay the fees. We will give everyone the option of paying a voluntary one-off fee, in return for which they'll have all their residential care fees waived – for life.

✓ **A TWO YEAR COUNCIL TAX FREEZE**
For a typical pensioner, almost a third of the increase in the basic state pension has been snatched back in higher council tax. Conservatives will help by working with councils to introduce a two-year council tax freeze, paid for by cutting wasteful government spending on consultants and advertising.

✓ **MORE POLICE ON THE BEAT**
Government has a duty to keep people safe. In too many places, our town centres are a 'no go' area in the evening. A Conservative Government will get more police officers on the beat by scrapping the excessive paperwork which means they spend more time filling in forms than out on patrol.

✓ **RAISING THE INHERITANCE TAX THRESHOLD**
We want to allow people who have worked hard and saved during their lives to be able to pass something on to their loved ones. Four million people are now in Gordon Brown's inheritance tax trap. Conservatives will raise the inheritance tax threshold to £1 million – taking the family home out of inheritance tax altogether for most people.

We need a Government that will stand up for pensioners and ensure that Britain's older people are treated with dignity and respect. I believe only the Conservative Party will do that.

Over the last 13 years, older people have been let down by Gordon Brown. He raided pensions, turning one of the best private pension systems in Europe into one of the worst. Council tax has more than doubled and 48,000 people in residential care today have had to sell their homes to pay for care. And now Labour plan to introduce a new death tax and cut disability benefits for pensioners to pay for their social care plans.

So how would the Conservatives be any different? First, they will restore the link between the state pension and earnings so that pensioners share in rising prosperity again. Next they will take action to help pensioners with their bills, working with local councils to freeze council tax for two years, and they will help cut fuel bills with new energy efficiency measures for people's homes. **Conservatives know how important things like free bus passes and the Winter Fuel Allowance are to pensioners; that is why they have pledged to keep them.**

For me the choice for pensioners at this election is clear. Five more years of Gordon Brown with higher council tax, a new death tax and cuts to disability benefits: or a higher state pension, a council tax freeze and a strong NHS with David Cameron and the Conservatives.

VOTE FOR CHANGE

For more information about our policies visit www.conservatives.com

Promoted by Alan Mabbutt on behalf of the Conservative Party, both at 30 Millbank, London SW1P 4DP. Printed by TPF Group, Lexicon House, Midleton Road, Guildford, Surrey, GU2 8XP.