

# ELECTION OF A COMMON COUNCILMAN FOR THE WARD OF FARRINGDON WITHIN



Virginia  
**ROUNDING**



I am writing to ask for your support in the by-election caused by the resignation of Penny Cenci di Bello. I have known Penny for many years, have her full support in standing for election, and would count it a privilege to succeed her as an independent Common Councilman for the Ward of Farringdon Within.

**Farringdon Within** comprises an enormously complex environment. The City of London Ward with the fourth highest number of residential voters, it is also home to a great variety of businesses, from the corner shop to the international bank. Historic buildings lie alongside new developments, with Crossrail set to make Farringdon the heart of the capital's transport infrastructure. Commuters, residents, shopkeepers, pub-goers and tourists all compete for attention in this vibrant and compact space.

I will bring my communication and diplomatic skills to the Ward, and in particular my experience at **London TravelWatch** of negotiating the often conflicting demands of transport users, including car drivers, tube and bus passengers, pedestrians and cyclists.

If elected, my first commitment will be to **work with the other Farringdon Within Councilmen** to ensure that the voice of those who live or work in the Ward is heard in Common Council.

- The first step in ensuring that your voice is heard is to improve our communication, and **make effective use of all the social media and communication tools** now available. I will undertake to work with the other members in keeping the Ward's website and newsletter up to date, informative, useful and responsive.

- I will **welcome and respond** to your phone calls, e-mails and tweets.
- The most important skill for any communicator, and particularly for any elected representative, is that of **listening**, and I will always provide an open ear for your concerns. Issues which have already come to my attention include:
  - **Licensing**, including of Sexual Entertainment Venues—finding the right balance between the legitimate desires of landlords and clients, and the potential nuisance to residents.
  - **Enforcement** of licence conditions— ensuring that, for instance, drinkers (and smokers) do not spill so far out on to roads and pavements that they block access for pedestrians.
  - **Crime** and anti-social behaviour—though the Ward remains a relatively low-crime area, there are pockets, particularly around licensed premises, where the number of incidents gives cause for concern.
  - **Cyclists**—the potential for conflict between pedestrians and cyclists requires regular monitoring, to ensure that vulnerable pedestrians are protected from the danger of collision; the danger to cyclists (whether self-inflicted by jumping red lights or the result of careless driving by others), particularly at busy intersections, also needs constantly to be addressed.
  - **Accessibility**—obstacles (including Corporation bollards!) or poorly maintained dropped kerbs in some parts of the Ward may force wheelchair users to abandon the pavement for the street; this needs to be remedied.

**IF YOU VALUE A SKILLED AND EXPERIENCED COMMUNICATOR  
TO REPRESENT YOUR CONCERNS,  
PLEASE GIVE ME YOUR VOTE**

**About Virginia Rounding**

Clerk to the City of London Guild of Public Relations Practitioners, Royal Literary Fund Fellow at the Courtauld Institute of Art, and the author of several biographies, I was educated at Merchant Taylors' Girls' School in Great Crosby and at the School of Slavonic and East European Studies, University of London.

I have been actively involved in the Ward of Farringdon Within for many years, having lived in Long Lane from 1997 to 2004 (I still live within walking distance), and am a long-serving member of the PCC of St Bartholomew the Great in West Smithfield.

From 2005 to 2008 I was a member of the Board of London TravelWatch, the consumer watchdog for all transport users in London (whose offices are located in the Ward), where I chaired the Community Safety Task Force, working with members of the British Transport Police and TfL, to ensure that the safety and security concerns of the travelling public were addressed.

**If you require further information or to offer support, you can contact  
Virginia Rounding on 020 7739 4449 or 07956 581675  
E-mail: [Virginia.Rounding@btinternet.com](mailto:Virginia.Rounding@btinternet.com)  
[www.twitter.com/VRounding](http://www.twitter.com/VRounding)**

**Wardmote: Friday, 11th March, 12 noon at Cutlers' Hall  
POLLING DAY: Monday, 14th March, 8.00 a.m. to 8.00 p.m. at Stationers' Hall**

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