

# A RECORD OF ACTION A PROMISE OF MORE

The Conservative Manifesto for the  
Norfolk County Council elections on  
2nd May 2013





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***For more information about the policies contained in this manifesto, please contact us:***

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# A PERSONAL MESSAGE FROM THE LEADER OF THE COUNCIL

Dear Resident,

Over the next four years the County Council will be responsible for over £12 billion of public money. This amount of responsibility requires an experienced and trusted team. Norfolk Conservatives have a proven track record in managing your money and services well: we have steered Norfolk County Council through the most challenging financial period in its history, whilst keeping your Council Tax frozen for an historic three years in a row. Norfolk Conservatives have had to make difficult decisions - which we have done in consultation with residents.



Our focus has been on priorities set by the people of Norfolk and supporting the most vulnerable in our County. Protecting as many frontline services as possible on a sustainable basis has been our goal. We have endeavoured to get value for money from every penny we spend and from every service we provide. Through efficiencies and service redesign we have been able to find savings of over £130 million, whilst protecting core services such as adult social services, children's services, especially looked after children, all our libraries, the fire & rescue service, trading standards, recycling centres, highways and our museums. We have also been able to invest in growth and key infrastructure. With our help, Norfolk was the first County to sign a contract to deliver super-fast broadband to homes and businesses by 2015. Norfolk Conservatives have also invested heavily in new apprenticeships for young people, community construction projects and support for the elderly.

We stand-up for Norfolk and its people: we fought and won £1.2m back for Norfolk's buses; we fought the sale of forests and we introduced the Norfolk Community Military Covenant. Over the past four years Green and Liberal Democrat County Councillors have joined the Norfolk Conservatives. They know that we deliver value for money and share the positive values of Norfolk. Please vote for the experienced team - please vote for Norfolk Conservatives.

A handwritten signature in blue ink, appearing to read 'Bill Borrett'.



Norfolk Conservative Candidates 2013

**CLLR BILL BORRETT**  
LEADER, NORFOLK COUNTY COUNCIL

# MAINTAINING AN EFFECTIVE AND EFFICIENT COUNCIL

## NORFOLK CONSERVATIVES WILL:

- Carefully manage your money. We are committed to a council tax freeze in 2013/14 and for at least one more year and will keep your Council Tax as low as possible.
- Continue to find ever more efficient ways to deliver our services and use better procurement to buy more effectively. We will look to boost our income from commercial activities to support services.
- Find further back-office savings and reinvest the money to protect frontline services.
- Continue to reduce the number of offices we own and rent to make savings. We will continue to consolidate as many Norwich-based staff at County Hall as possible.
- Look to partner with other organisations, such as the police, to share costs and scarce resources.



Norfolk Conservatives have frozen Council Tax for 3 years in a row

Norfolk County Council has become one of the most efficient Councils in England under the Conservatives: our record of strong financial management has been applauded by the Audit Commission. We have had to make some difficult decisions but have ensured that finding efficiencies, generating more income and the management of our costs have all helped to cushion the impact of reduced funding. We have successfully steered the council

through the most difficult financial period in its history, whilst also freezing council tax for three years to help households. The County Council will be responsible for spending over £6 billion over the next 4 years. We will make finding further efficiencies our priority in order to protect as many frontline services as possible. We promise to maintain our record of securing value for money (and have frozen council tax in 2013).

**“The Authority continues to build on its secure financial base. The Authority has continued to deliver effective performance against tighter budgetary constraints... Continual efforts are made to drive costs down in response to financial pressures; financial monitoring and forecasting is excellent. The Authority investigates longer term options to achieve cost reductions and projects and procurement exercises are informed by clear financial planning.”**  
- Audit Commission Report 2012

- Since 2009 we have had to balance the budget with less money. We have found **£130m** worth of savings, whilst maintaining as many frontline services as possible. **Norfolk Conservatives froze County Hall’s part of your Council Tax bill for three years in a row.** External inspectors stated that Norfolk has strong financial management; for example through better procurement and by reducing the number of offices we have been able to make savings of over **£10m**. Good financial management has allowed us to invest in new equipment for our excellent Fire and Rescue Service and open new recycling centres.

## INVESTING IN NORFOLK'S TRANSPORT



Norfolk Conservatives have launched their 'Rail Prospectus' to improve the county's rail services



Norfolk Conservatives have called on the Government to dual the A47 and have pledged £20m for highway improvements



Norfolk Conservatives continue to campaign for 'Fair Fares' across Norfolk

# INVESTING IN NORFOLK'S TRANSPORT

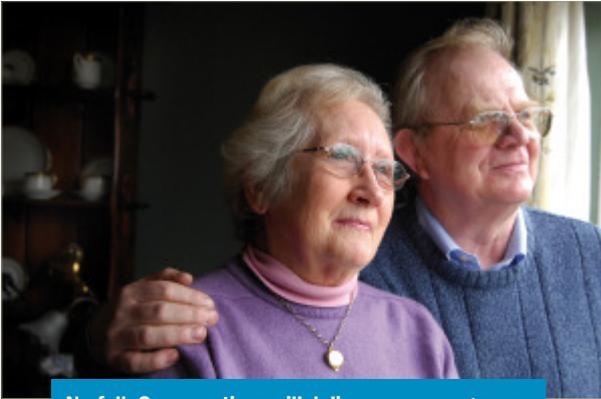
## NORFOLK CONSERVATIVES WILL:

- Continue to Invest to further improve Norfolk's roads and highways safety schemes.
- Lobby the Government and the EU to fund a fully dualled A47. We will provide as much support as necessary to turn this long held aim into a reality.
- Seek to fully complete the Norwich Northern Distributor Road to the Western section of the A47.
- Continue to protect as many bus routes as possible, whilst fighting for fairer funding of concessionary bus passes.
- We will continue to provide concessionary bus passes for the blind.
- Continue to invest in road safety measures, the same type of schemes which earned the County Council Beacon status.
- Implement the [Norfolk Rail Prospectus](#), calling on the Government to use the £1.3bn local rail investment to improve train journey times to and from Norfolk and reduce the disruption to rail services.
- Continue to work closely with Parish and Town Councils to help deliver local highways improvements via the Parish Partnerships programme.
- Support and maintain our highly-successful Highways Ranger teams.

**Norfolk Conservatives will continue to make investing in highways maintenance and highways safety improvement schemes a priority. We will continue to fight for fair funding for Norfolk's buses. We will look to fully complete the Norwich Northern Distributor Road to the A47 and will work with Government to dual the entirety of the A47 to boost economic growth. We will also look to increase safe cycling routes and seek to improve rail infrastructure as part of the 'Rail Prospectus' we launched in 2012.**

- **Since 2009 we have continued to make highways maintenance a priority. We introduced the very successful Highways Ranger Teams to support towns and parishes to deliver local solutions to local needs. We have supported local communities to tackle road safety and installed more new Vehicle Activated Signs. We have maintained as many bus routes as possible without full Government funding. We ran an award-winning 'Fair Fares' campaign and secured an extra £1.2m for Norfolk's buses. We successfully campaigned to fully dual the A11. In 2012 alone we invested over £44m in highways maintenance.**

# HELPING PEOPLE STAY INDEPENDENT



Norfolk Conservatives will deliver a new programme to support older people in their own homes

Norfolk Conservatives recognise that in a county like Norfolk demands on adult social care are likely to rise over the coming years. Over 69,000 people had contact with our services last year. Through innovative schemes, investment and working with the community we can help residents do what they want most – live as independently as they can for as long as possible. Where care is provided by the private sector we expect that care to be the highest quality and will continue to remain vigilant with a zero tolerance policy of unacceptable care.

We will work closely with the NHS to ensure that we are delivering the best Public Health programmes possible.

- Norfolk Conservatives created Norse Care Ltd, with over 1,800 dedicated staff to provide support to many of Norfolk's most vulnerable adults. We have continued to invest in residential care and dementia care facilities, maintaining our care criteria and introduced the Harwood Care Charter.

We implemented personalised budgets to enable individuals to choose the services that suit them best. Norfolk Conservatives have ensured that millions of pounds have been invested in preventative care and 4,000 over 55s have joined the Fit Together Walking health Programme. We re-instated free bus passes for the blind and provided £100,000 to help Age UK Norfolk keep the most vulnerable warm in the extreme cold last winter.

## NORFOLK CONSERVATIVES WILL:

- Deliver a new programme to support those wishing to remain independent in their own homes for as long as possible.
- Ensure that services are joined up with the health service and GPs so there is an integrated 'door to door' service. Work with health professionals to continue to develop and provide Assistive Technology - aids to support people at home.
- Implement a new £5m 'Strong and Well' programme to support Norfolk's elderly, enabling more than 7,000 preventative visits to the over-75s a year.
- Continue to invest in new, high quality dementia-care units for Norfolk people.
- Invest in improved customer services to offer more ways for people to engage with services than ever before



Norfolk Conservatives will work with NHS Colleagues to deliver the best Public Health programme possible.

# SUPPORTING NORFOLK'S YOUNG PEOPLE

## NORFOLK CONSERVATIVES WILL:

- Continue to invest in Norfolk's future by investing in apprenticeships and strengthening our relationship with businesses even further to enable young people to acquire the skills needed for the employment opportunities available in Norfolk.
- Continue to engage with the Norfolk Members of the Youth Parliament to ensure the voice of young people is heard when reaching decisions.
- Work with schools and communities to ensure small rural schools will not be forced to close.
- Work with schools and governing bodies to continue to raise standards, ensuring Norfolk's children reach their full potential. We will create target action zones to improve standards.
- Continue to support young people through the Youth Advisory Boards who determine local priorities and provide targeted support.
- Establish a Norfolk University Scholarship Scheme.
- Continue to ensure that as many of Norfolk's looked after children as possible are cared for in Norfolk.
- Work with the 'In Care Council' and increase the effectiveness of leaving care services.
- Work to ensure that decisions on skills funding are determined by local priorities.



Norfolk Conservatives will support rural schools to stay open and deliver funding for more reading books

**Norfolk Conservatives will put Norfolk's children at the heart of the County Council. We will build on the success of the Olympics and Paralympics to invest in sport and positive community activities. We will work with the In Care Council to provide the children in our care with the support they need and deserve. We will work with schools to continue to see improvements in exam results and developments in vocational qualifications. We**

**believe in apprenticeships and will do more to continue our groundbreaking training and funding programmes. We will continue to support young people through the Youth Advisory Boards.**

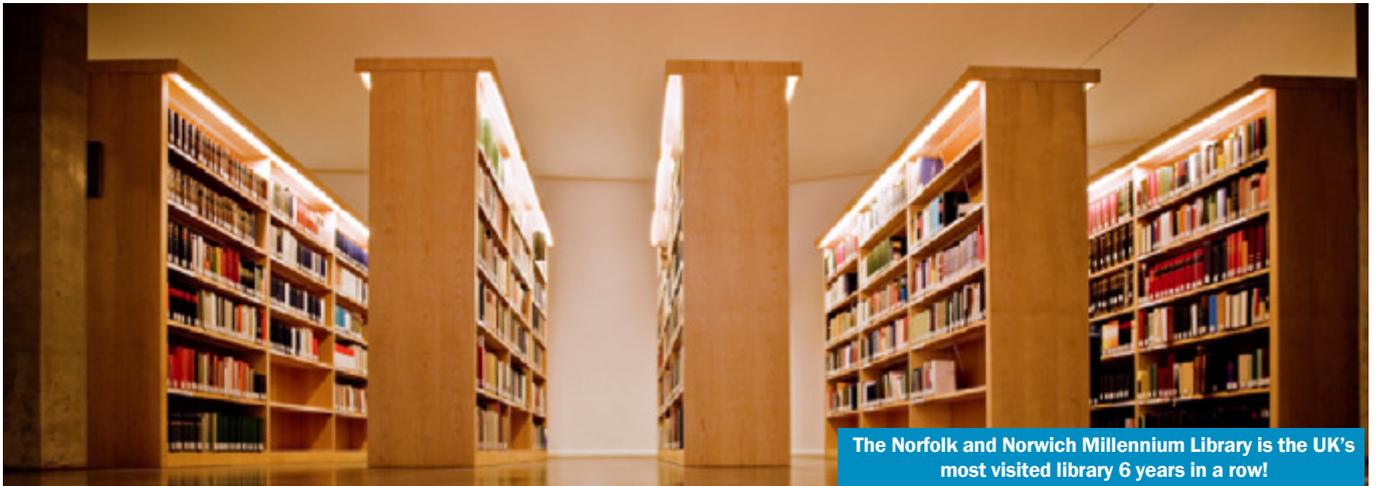
- **Since 2009 exams results have continued to improve across the county; new Academies have seen excellent improvements in Norwich and Great Yarmouth. Norfolk Conservatives have invested millions in new primary school buildings and rolled out 54 Children's Centres across Norfolk. We invested over £5.3m in providing additional support and residences for children in care. Working with bus companies we have been able to secure a discounted bus fares for older children. Finally, Norfolk Conservatives invested over £3.5m to enable 500 young people to train as apprentices.**

**We have also provided £250,000 to help Norfolk charity Nelson's Journey to build The Smiles House Centre to help bereaved children from all across Norfolk.**



Norfolk Conservatives are leading the way in developing youth apprenticeships and training

# PROTECTING NORFOLK'S LIBRARIES



The Norfolk and Norwich Millennium Library is the UK's most visited library 6 years in a row!

## NORFOLK CONSERVATIVES WILL:

- Continue to keep ALL of its libraries open, delivering a comprehensive and efficient library information service, run by the County Council.
- Maintain its mobile library service and maintain the number of mobile libraries.
- Implement a library strategy for older people to enjoy Norfolk's libraries from home.
- Continue to invest in new technology to improve and enhance the learning, reading and research experience.
- Encourage more children to participate in the Summer Reading Challenge.

**Unlike many other councils, Norfolk Conservatives did not close any of its 47 libraries, but enhanced them by adding new services. We know that they are greatly valued and provide a vital community lifeline for many and have enormous educational value. The Millennium Library in Norwich was ranked as the most visited in the UK and over 45% of Norfolk's Children undertook the 'Summer Reading Challenge'.**

- **Norfolk spends more than £14m a year on its library services. They receive over 5 million visits a year and over a fifth of the Norfolk population borrow an item within the year. Norfolk Conservatives are proud of the success of the county's library services; we have made changes to the budget and the way people interact with their libraries to ensure they remain open. The Norfolk and Norwich Millennium Library in Norwich has been named six years in a row as the UK's most popular library, with 1,343,828 visitors from April 2011 to March 2012, issuing over 1,184,435 books.**

**We have developed the award-winning Archive Centre, to keep and look after Norfolk's history for the benefit of its people.**



# STIMULATING ECONOMIC GROWTH

## NORFOLK CONSERVATIVES WILL:

- Continue to work with business to create more jobs, stimulate economic growth, invest in better infrastructure and enable more apprenticeships and vocational training for Norfolk's young people.
- Ensure that Better Broadband is rolled-out to homes and businesses across Norfolk.
- Continue to work to provide better mobile-phone coverage across Norfolk.
- Continue to run the tremendously popular Community Construction Fund.
- Work in partnership with District Councils to provide new homes and local development.
- Continue to push for the entirety of the A47 to be dualled.
- Wherever possible, we will buy goods and services locally.
- Protect and invest in the County Council's Farms.
- Create and support local business through *Enterprise Norfolk* in collaboration with district councils.



Norfolk Conservatives will invest £15m for better broadband for Norfolk

**Norfolk Conservatives have invested heavily in support of the Norfolk economy and jobs. Norfolk was the first County Council to sign a contract to offer broadband to all of Norfolk and to ensure super-fast broadband to the majority of the county. Our investment of £15m has ensured we are one of the earliest implementers of super-fast broadband for the benefit of our residents and businesses. We will continue to invest in Norfolk's vital infrastructure to stimulate growth. We will**

**continue to invest in apprenticeships and work with young people and employers to ensure they have the right skills for the workplace. We will remain at the heart of the Local Enterprise Partnership and will continue working with district councils to support key industries, such as research, engineering, agriculture and tourism, as well as attracting inward investment from overseas. We will not reduce the size of the income earning County Farms Estate which, with continued investment, has great potential for current and future generations.**

**Norfolk Conservatives have built new homes in Great Yarmouth and are now working with the District Council in King's Lynn to build much-needed new homes, offering families more choice about where they live and boosting the local economy**

- **Norfolk Conservatives have invested £172m on capital projects in the last year alone, including new schools, fire stations, Hethel Engineering Centre, recycling centres and social care provision. We also invested £3.5m to create over 500 apprentices. We have been central to the Local Enterprise Partnership and working with business to attract inward investment. We provided £4.5m for the highly successful Community Construction Fund and we supported various projects to attract visitors to Norfolk, such as the Olympics Torch Visit to Norfolk, provided Diamond Jubilee Community grants and The Norfolk Food Festival.**



Norfolk Conservatives have invested in construction to boost the Norfolk economy

# KEEPING NORFOLK SAFE

## NORFOLK CONSERVATIVES WILL:

- Maintain and develop the operational capability of Norfolk's Fire & Rescue Service.
- Continue to run the tremendously popular Parish Partnerships for Highways Safety.
- Continue to lead the way in Trading Standards, ensuring safety of the products in your shops; that consumers get the best possible advice and what is being sold matches up with its labels
- Work with the new Police and Crime Commissioner to make Norfolk even safer.
- Seek to increase the number of preventative fire measures in new housing developments.
- Continue to campaign against Bogus Callers and Rogue Traders.
- Explore the impact of hydraulic fracturing ('fracking') on Norfolk.
- Continue to work to improve our excellent track record on road safety
- Maintain our highly effective Trading Standards team to protect consumers, provide guidance to our businesses and to protect against outbreaks of animal disease.
- Ensure our Emergency Planning Unit continues to work with the police and other organisations to ensure we are as prepared for any eventuality as we can be



Norfolk Conservatives will continue to provide a first class Fire & Rescue

**Norfolk Conservatives believe in keeping our communities strong and safe. We have worked hard with our Fire and Rescue service to offer the best service across a county as large as Norfolk, ensuring that response times are kept down and they have the right equipment for the job. We will look to, wherever possible, share the facilities with the other emergency services. We will continue to work with the new Police and Crime Commissioner to make Norfolk even safer—**

**just as we did with the Police Authority.**

**Since Norfolk Conservatives took control of County Hall the number of people killed or seriously injured on Norfolk's roads has dropped by a massive 51%.**

- **Since 2009 Norfolk Conservatives have been fighting to protect our communities. We have opened new fire stations in Sheringham and Norwich with another under construction in King's Lynn, offering state-of-the-art facilities and reducing call-out times for the surrounding areas. We have introduced 4x4 Fire Engines, so they can reach an emergency, whatever the weather! We supported the Norfolk Police Authority to make Norfolk one of the safest counties in England. Through our Trading Standards Team, we have cracked down on loan sharks, bogus callers and fraudsters. We introduced more *Vehicle Activated Signs* to reduce speeding in our communities and maintained all our school crossing patrols to make crossing the road safer for our children.**

Norfolk County Council's Trading Standards continues to work to assist the Food Standards Agency to carry out a schedule of focused inspections at Norfolk meat importers, meat storage and processing plants.

Norfolk has taken a leading role in this work, helping to build up a national picture of the problem of meat contamination and where it's come from.



We will continue to make Your safety, Our priority



# A RECORD OF ACTION A PROMISE OF MORE

"THE AUTHORITY CONTINUES TO BUILD ON ITS SECURE FINANCIAL BASE...

CONTINUAL EFFORTS ARE MADE TO DRIVE COSTS DOWN... BUDGET MONITORING AND FORECASTING IS EXCELLENT" \* -AUDIT COMMISSION 2012 REPORT

## OUR KEY PLEDGES

- We will freeze Council tax for a further year and keep any future tax increase low.
- We will continue to focus on providing high quality frontline services, and finding further efficiencies.
- We will **NOT** close any of your 47 libraries, nor cease the mobile library service.
- No rural schools will be forced to close.

## OUR KEY PLEDGES

- We will invest an additional £20 million in highways maintenance and improvements.
- We will lobby the Government and lead plans to fully dual the A47.
- We will help to build a better future by supporting the Norfolk economy and investing in apprenticeships.
- We will roll-out superfast broadband across Norfolk.

- We are committed to delivering first class services while reducing the cost to the taxpayer - we saved over £130m in the last four years, while maintaining critical frontline services.
- We have provided £100,000 to Age UK Norfolk to help keep older people warm this winter.
- We have provided £5.3m for extra support and homes for children in care, whilst investing £4.5m to create 500 apprenticeships across Norfolk to help young people get into work



## KEEPING NORFOLK SAFE



Conservatives knew how important it is to feel safe in your community. Since the Conservatives took control of Norfolk County Council in 2001, both casualties on our roads and the number of people killed or seriously injured has fallen by a massive 61%! We have invested in state-of-the-art equipment for our Fire & Rescue Service and have provided them with new stations in Norwich and Sheringham, reducing the response times in the immediate and surrounding area.

## SUPPORTING NORFOLK'S ECONOMY



Norfolk Conservatives are supporting and investing in Norfolk's economy. We have won the battle to dual the A11 and are now campaigning to dual the A47. We are building homes in Great Yarmouth and King's Lynn, while our award-winning Innovation Centre at Heltham demonstrates our commitment to businesses in Norfolk. We are investing in keeping Norfolk's economy moving and putting the income into supporting your frontline services.

# NORFOLK CONSERVATIVES - PUTTING NORFOLK FIRST