

Delivering a **Better Future** for Norfolk

The Conservative Manifesto for Norfolk
Norfolk County Council Elections

May 2021



Leader of the Council Welcome to Our Manifesto

Dear Resident,

This past year has been one of the most challenging years in our history. I am incredibly proud of how the people of Norfolk, our staff at Norfolk County Council and all our partners, have risen to that challenge.

Everyone has had to make many adjustments to their lives and work, and the Council is no exception. Huge changes to the way we do things have been made over the past few months to try to mitigate the effects of the Covid-19 pandemic in every aspect of our work and the services we provide.

As a Council, we have successfully faced the challenges head-on, working with all our partners to respond to the needs of our people and communities. Most importantly this crisis has ensured that we work better together with those partners, joining our resources to ensure our vulnerable people are protected and supported.

Our manifesto will support our communities through any longer-term effects of coronavirus in every way we can so that they can thrive and prosper. We will also continue with the important and far reaching work we started on tackling the environmental challenge and reducing our carbon footprint.

We will work to deliver what we set out to do in an enterprising way with value for money at its heart, strengthening and supporting our recovery and our communities where it is needed.

For young people, those who need care and support, businesses, communities and families, our manifesto offers an ambitious investment programme to make Norfolk an even better place for everyone.

I hope you will place your trust in your Norfolk Conservatives once again.

Thank you,



Andrew Proctor

Leader of Norfolk County Council
Chairman of Norfolk County Council Conservatives

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Norfolk County Council Elections

Our manifesto offers an ambitious programme to deliver a better future for Norfolk, building on our ethos of caring for Norfolk. We are backing our valued services, investing in care provision, creating new jobs, building affordable homes and supporting our young people.

COVID-19 has underlined many things; the value of strong communities and the importance of frontline services.

Norfolk County Council is the strategic authority for all of Norfolk. It has an annual gross budget of circa £1.4 billion and delivers important statutory and other valued services for safeguarding young and older residents. It delivers adult social care services to tens of thousands of people every single day, looks after 1000 children at any one time and manages over 2000 miles of roads, runs 48 libraries and all fire stations, recycling centres and waste disposal across Norfolk. With a County population of nearly 900,000 and a large and diverse geography, the County Council also has an important local leadership role in supporting economic development and recovery, protecting the environment and delivering a better future for all.

In 2017 we set out a forward looking programme that put caring for others at the heart of all that we do. After four years we have a proven record of delivering our promises:

- ✓ We promised to protect all our libraries, fire stations, recycling centres and museums – that is exactly what we did, no ifs and no buts. Not one of these services closed under the Conservatives and many received new investment.
- ✓ We promised to deliver higher quality care and accommodation and services for our looked after children – we made a £120M investment in supporting our most vulnerable young people with the expansion of special needs school places.
- ✓ We promised to build and deliver new homes, we already have sites for over 650 new homes. Our homes will target to include our homes will include affordable living for local people.
- ✓ We promised to support business and invest in Norfolk’s infrastructure – we delivered our pledge to invest an extra £20 million to repair our roads and make safety improvements both small and large, such as the Hempnall roundabout.
- ✓ We promised to deliver more care to older residents – we began an ambitious programme of new housing with care schemes, with Norse Care delivering some of the highest quality care in the UK. Our budget and support for adult care has increased every year since 2017.
- ✓ We promised to care for our environment – we pledged to make the Council carbon neutral by 2030, we agreed to plant 1 million new trees, we have grown the county farms estate and increased recycling rates across the County, as well as plans to open a new recycling centre in Norwich.
- ✓ We delivered robust balanced budgets (£1.4 billion each year), securing both value for money and sound management of your taxes.

Delivering A Better Future for Norfolk: 2021 - 2025

During the COVID-19 pandemic the County Council led the way with the early purchase of £1M of PPE to support our frontline services. Our libraries and family support services digitalised to offer excellent support and activities and we directly helped thousands of residents with their care needs.

As the County, Country and World emerge from the COVID-19 pandemic we pledge to deliver a set of ambitious and responsible plans for Norfolk, to build on all your hard work and sacrifices to enhance high quality services we all depended on and to strengthen the communities and environment in which we all live. We will work closely with the Government to implement schemes to support the recovery and we will be a strong voice for the needs of our county. Our manifesto adds to the already ambitious Council Plan (Together, For Norfolk) 2019-2025. Creating employment, particularly for our young people, and economic success underpins the ability to invest and deliver the better future for Norfolk we all deserve.

The COVID-19 pandemic has demonstrated the importance and value of Norfolk's caring community groups, individual volunteers, entrepreneurship and the safety net of well managed and readily accessible public services. Norfolk County Council's carers, public health, fire and rescue service, social workers, farmers, trading standards, commercial professionals, library teams and support workers plus many more delivered huge efforts in support of our county. These services proved how much they are valued by residents. So to deliver a better Norfolk and help with a sustainable recovery, we will be investing in those services for everyone. The unique and beautiful environment of Norfolk and our overall good quality of life will also be supported and protected.

We will continue to be commercially minded in all that we do and will review the way we work to reduce office costs and support home working. Our capital investments will be focused in Norfolk, generating important revenue to support frontline services. We will work hard to keep council tax as static as possible, building on our independently recognised sound record of financial management.

- ✓ **Valued Services:** We pledge to keep all of our libraries, museums and recycling centres open. We will look to extend library access, protect mobile libraries and invest in the capital infrastructure of our multi use library sites. We pledge an additional £3 million to invest in our library estate and services. Conservatives always remember that it is your money we are spending and will work hard to maintain value for money.
- ✓ **Investing in Home Care:** We will invest in new housing with care schemes, residential care and extra care. We will offer the highest quality care to our most vulnerable residents. We will invest an additional £40m to open new care villages, refurbish and build new residential care as well as new housing with care schemes. We will work with the Care Quality Commission (CQC) and NORSE Care to ensure Norfolk residents have the quality care they deserve.
- ✓ **Strengthening Community Resilience:** We believe that the Fire and Rescue Service is best served within the County Council family. We will strengthen our trading standards team by adding to its capacity to investigate and keep us all safer. We will enhance our public health activities in building closer partnerships with the NHS. We will create a new fund of £500,000 to support community based volunteering activity across Norfolk.
- ✓ **Leading Economic Development:** We will lead a new economic taskforce to support local jobs and businesses in Norfolk. We will work to compete the western link for the NDR (Broadland North Way), a fully duelled A47 and invest in road maintenance. We will build over 650 new homes in Norfolk for local people. We will actively support opportunities to bring new businesses to Norfolk. We will continue to invest in better broadband and digital connectivity across the county.

- ✓ **Supporting Families and Young People:** We will continue to support families to access quality care and health interventions, offer enhanced support, help and innovative advice. We want to see educational success for all and will invest in skills and job opportunities for our young people. We will invest a further £5 million to support youth activities and employability services in the community as part of a new Community Youth Fund.
- ✓ **Caring for our Environment:** We will work towards being carbon neutral in 2030 and one of the greenest County's in the UK. We will plant one million trees and take workable steps to make Norfolk an even better place to live, cycle, walk and use public transport as part of 'green mobility'. We will maintain our farms estate at 16,000 acres and above. We will launch a new fund to support innovative environmental projects and local environmental champions helping to take practical steps to tackle climate change. We will implement the new Pollinator Policy and do all we can to preserve natural habitats.



Delivering A Better Future for Norfolk: Valued Services

The way we spend your hard-earned council tax has to be done with great care. We have a record of strong financial management. With innovation, additional capital resources and working with partners we can build on our record of delivery. Many of these services delivered vital support during the COVID-19 pandemic and are valued frontline services.

A Conservative run council will:

- ✓ Keep all of Norfolk's libraries open, maintain the mobile library service and extend access. Libraries are at the heart of many communities, delivering a wide range of services. We will invest an additional £3 million on our library estate to extend services and modernise facilities.
- ✓ Support the bids to open new enhanced libraries in Kings Lynn and Great Yarmouth. This will be enabled by a £2 million investment.
- ✓ Continue to champion Norfolk's case for fair funding. We want to be able to deliver the services that residents need. A strong Conservative voice for Norfolk is the best way to secure the funding and investment we deserve.
- ✓ Keep all of our museums open and continue to seek grants to enhance the offer across our quality cultural and heritage facilities. We will continue to enhance our assets by undertaking and completing projects such as the 'Norwich Castle: Gateway to Medieval England' project.
- ✓ Keep all of Norfolk's recycling centres open. We will also look at ways to further develop these sites to manage more recycling.
- ✓ Deliver the highest quality public health services across Norfolk, focusing on action to reduce substance misuse and other health inequalities.
- ✓ Continue to invest and develop family support services, provide high quality supported living. We will support those with disabilities and learning difficulties via an enhanced independence matters programme..

Delivering A Better Future for Norfolk: Investing in Care

With a growing elderly population we want to ensure that we have the right care and the highest quality care standards. We will continue to champion our Carers Charter. We will work with the private sector to ensure residents gain the services they need and the high quality they deserve. We will create additional residential capacity and provision with an ambitious investment in this sector.

Housing with care can also be in our own homes, many residents want to stay in their homes for as long as possible if they can. We will be a strong voice for Norfolk and will support positive government initiatives for better care provision and financial security.

A Conservative run council will:

- ✓ Invest an additional £40 million in building new care villages, refurbishing residential care homes and offering new housing with extra care schemes.
- ✓ Partner with the private sector and Norse Care to continue to drive the highest standards.
- ✓ Work with community groups to signpost available care and services.
- ✓ Ensure that day care services offer a wide range of activities and services, tailored to the needs of the user. Provide high quality respite care and supported living solutions.
- ✓ Review and enhance our adaptation services to enable people who want to live longer in their own homes to do so.
- ✓ Use new technology to offer support, safety and connectivity within the home and community.
- ✓ Work with schools and colleges to offer as many career opportunities as possible to school and college leavers who want to work in this sector.
- ✓ Create a new bursary for social workers leaving university who join Norfolk County Council for a period of time.
- ✓ Ensure that the Council is a dementia-friendly organisation. We will establish a new fund of £100,000 to support local community groups delivering dementia care and support to carers.
- ✓ Deliver a £3 million investment in upgrading our children's homes.

Delivering a **Better Future** for Norfolk

“In response to COVID-19, and our pride in our county, we offer an ambitious programme to deliver a better future for Norfolk. We offer security for your valued services, investment in care provision, new jobs, building affordable homes, care for our environment and support for young people. This is all underpinned with a proven record of well-run services and successfully managed resources.”

- ✓ All libraries, museums and recycling centres are safe with the Conservatives, with an additional £5 million investment in refurbishing community libraries and education hubs and £10 million extra to maintain Norfolk's roads
- ✓ Investment of £40 million to refurbish and open new housing with extra care provision for residents. We will insist on the very best care by all council providers and offer high quality supported living options to allow residents to live longer in their own homes
- ✓ Become a carbon neutral council by 2030, we will plant one million trees and invest in new cycle and walkways that link our communities as we tackle climate change together
- ✓ New £5 million Community Youth Investment Fund to support positive activities, care for carers, develop volunteering and offer employment opportunities for young people
- ✓ Delivering more local jobs, hundreds of affordable homes for first time buyers and deliver essential infrastructure to support the economy
- ✓ Conservatives have a record of sound financial management and delivering value for money whilst investing in essential community services

Vote for a Better Norfolk **Vote Conservative**



Delivering A Better Future for Norfolk: Strengthening Community Resilience

The COVID-19 pandemic demonstrated how valuable our communities are in responding to a crisis. We are lucky in Norfolk to have active and resilient communities, but there is always more that can be done to underpin the actions of our communities to make Norfolk even better. Public safety is at the heart of all we propose to do.

A Conservative run council will:

- ✓ Create a new fund of £500,000 to support community volunteering activity across Norfolk.
- ✓ Work to keep the Fire and Rescue Service within the County Council family by maintaining positive 'blue light' collaboration to keep Norfolk safe.
- ✓ Help to make our roads safer by investing an additional £10 million to repair potholes and £1 million in a new Road Safety Community Fund, to help communities access the interventions they need, such as community SAM signs and speed reductions, particularly in rural areas. We will aim to deliver 100 new schemes across the county.
- ✓ Strengthen our trading standards team with additional resources and capacity to help keep us safe.
- ✓ Further develop our critical partnerships with the NHS and other healthcare providers to offer the best possible support to residents.
- ✓ Work with community groups to ensure as many sectors of the community are equally valued and supported. We will work to promote accessibility for disabled people, removing barriers to independence.
- ✓ Strengthen our Military Covenant and Women's Charter. We will work with military organisations to support veterans to access the services and civilian jobs they deserve.
- ✓ Work with community groups and to provide positive role models for Norfolk's young women, ensuring they also receive the best advice and support possible. We will work with the third sector to tackle domestic violence and support survivors.
- ✓ Review our public transport services to enhance our support and services in rural areas.
- ✓ Continue with our much respected Highways Rangers and local member highways grants, as well as the popular Parish Partnership Scheme.
- ✓ Support community groups who contribute to positive wellbeing, reducing loneliness and assisting positive mental health.
- ✓ Provide extensive support during winters, maintaining current gritting routes and fleet and maintaining support for community based solutions.

Norfolk Conservatives will ensure that Norfolk County Council is well-placed to lead Norfolk into the future, with evolutionary changes. We are proud of this county and believe that it has great potential to become even more prosperous and successful.

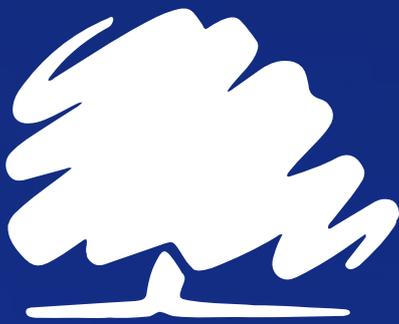


Delivering A Better Future for Norfolk: Leading Economic Development

A growing and thriving economy is the best way to support residents to live a good quality of life. A thriving economy also supports the social services on which we all depend and value. We believe that the County Council has a significant leadership role in facilitating sustainable growth and inward investment. Norfolk's economic diversity has enabled it to adapt and respond to difficult times and we will do all we can to support the Norfolk economy.

A Conservative run council will:

- ✓ Lead a new economic taskforce to support local jobs and businesses in Norfolk. We will work to attract new and value-added jobs to Norfolk.
- ✓ We will support our key economic sectors, food and farming, finance, tourism and retail, light manufacturing and offshore renewable energy.
- ✓ Continue the campaign to fully dual the A47, deliver the Norwich Western Link and other key bypasses and complete the Great Yarmouth Third River Crossing. Growth requires the infrastructure to succeed.
- ✓ Continue with our significant investment in highway maintenance, cleaning and drainage repairs across the whole county.
- ✓ Deliver the £120 million Third River Crossing in Great Yarmouth to open the economy and improve strategic connectivity in the area.
- ✓ Continue to deliver better broadband for all and the roll out of better digital services.
- ✓ Accelerate our home building programme with over 650 homes to be built, delivering much needed new and affordable local homes.
- ✓ Grow and develop the County Council owned Scottow Enterprise Park.
- ✓ Work with various partners to drive economic activity to support our local producers, suppliers and innovation. Wherever possible we will look to source goods and services from Norfolk based suppliers.
- ✓ Invest £8 million of government funding to improve the coverage of mobile connectivity, with 99% 4G coverage across Norfolk by 2025 and prepare for 5G.
- ✓ We will work with the Local Enterprise Partnership and other business stakeholders to support businesses of all sizes, in particular Small and Medium Sized Enterprises (SMEs).
- ✓ We will work with the rail operators and other transport networks to get the best services we can for Norfolk.



Delivering a Better Future for Norfolk

“An ambitious programme to deliver a better future for Norfolk. We are backing services valued by residents, significant investing in new care provision, creating new jobs, building hundreds of affordable homes and supporting our young people.”

1

Protecting valued services

With a record of sound resource management we will protect and invest in those services that you value across Norfolk.

All libraries maintained, plus £5m investment in refurbishment and educational services

All recycling centres and museums protected and enhanced

An additional £10m fund to repair potholes



Protecting services such as our libraries

2

Investing in care services

We will insist on the very best care by all council providers and offer high quality supported living options to allow residents to live longer in their own homes.

£40m investment programme in new and refurbished care place provision

New social care bursaries and youth employment opportunities in the care profession

High quality supported living options to help residents live longer in their own home



Investing in high quality care services

3

Strengthening community resilience

The COVID-19 pandemic demonstrated how valuable our communities are across Norfolk. We are lucky to have active and resilient communities, with public safety at the heart of all we do as a Council.

New grants for community volunteers and carers to support their work

Review and support better rural transport networks

£1m Road Safety Community Fund, support for Walking and Cycling Norfolk Trails



Keeping our community safe

4

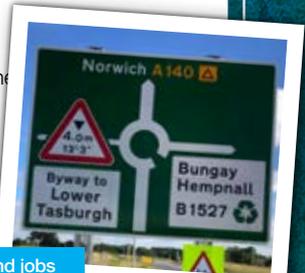
Leading economic development

A growing and thriving economy is the best way to support residents to live a good quality of life. A growing sustainable economy also supports the social services on which we all depend and value.

Continue the campaign to fully dual the A47, deliver the Norwich Western Link and other key bypasses and complete the Great Yarmouth Third River Crossing

Invest in better broadband and reach 99% 4G coverage across the county

Attract new investment and jobs to Norfolk



Investing in infrastructure and jobs

5

Supporting families and young people

We will support families to access quality care and health interventions, enhanced help and advice. We want to see educational success for all and will invest in skills and job opportunities for our young people.

A new £5m Community Youth Investment Fund to support Norfolk's young people

Building 650 new homes for local people, especially Norfolk's first-time buyers

Work with the police to keep Norfolk a safe place to live and work for all ages and communities



Building homes for local people

6

Caring for our environment

We will become a carbon neutral council in 2030 and one of the greenest counties in the UK. We will plant one million trees and will make Norfolk an even better place to live, cycle, walk and use public transport as part of 'green mobility'.

Become a carbon neutral Council by 2030, invest in new paths and cycleways

Planting one million trees as a UK Trailblazer County

Supporting renewable power and off-shore energy



Taking positive action to tackle climate change

Delivering A Better Future for Norfolk: Supporting Families and Young People

We will continue to support families to access quality care and health interventions, enhanced help and advice. We want to see educational success for all and will invest in skills and job opportunities for our young people. We will commission the best solutions to support families and individuals who need our support. Since 2017 we have seen significant improvements and transformation in our front-line Childrens Services.

A Conservative run council will:

- ✓ Invest £5M to a new Community Youth Fund to support and develop youth services in the community, to offer positive activities and support with employment, apprenticeships and skills.
- ✓ Pilot new start times for young bus users to access school and college.
- ✓ Ensure that our children's services deliver the best care to Norfolk's young people, in particular enhanced fostering and supported accommodation for our looked after children in care. We will continue to improve special educational needs and disability (SEND) care.
- ✓ Work hard to develop and transform practices to deliver excellent corporate parenting services, with high aspirations and good outcomes for children in care.
- ✓ Work with employers to offer as many opportunities as possible to Norfolk's young people.
- ✓ Offer our looked after children help with interviews and a step onto the career ladder.
- ✓ Require the highest quality education for our children. We will work with schools and educationalists to continue to drive up standards and attainment. We will support our schools and pupils who may have lost some ground during the COVID-19 lockdown.
- ✓ Focus on family wellbeing through new support to local community groups and voluntary organisations to target health and household inequalities.
- ✓ Support Norfolk's young carers with a new Young Carers Charter and support fund of £100,000.
- ✓ Continue to support adult education to provide lifelong learning and skills development.
- ✓ Work closely with the police and Police and Crime Commissioner to reduce county lines drug trafficking, youth exploitation, rural crime, domestic abuse, modern slavery and organised crime. We want Norfolk to remain as safe as possible with visible policing, a fundamental to good quality of life.
- ✓ Create more apprenticeships and work experience placements at the County Council for young people.
- ✓ Grow the skills we need for the future by working with business, colleges and the University of East Anglia.
- ✓ Work with the Mental Health Trust to improve services in the community.
- ✓ Work as hard to keep council tax bills as static as possible. We never forget that it is your money we are spending. Our external auditors provided us with a positive value for money statement and gave us, once again, an unqualified (no issues) set of accounts.

Delivering A Better Future for Norfolk: Caring for our Environment

Conservation is in our DNA. Our record of action demonstrates our record of delivery in wanting Norfolk to be one of the cleanest and greenest counties in the UK. We have delivered one of the largest solar farms in Europe on our Scottow Enterprise Business Park, we have set an ambitious target to plant more trees and become carbon neutral by 2030. The COVID-19 pandemic has also refocused our commitment to public transport and green corridors in our desire to reduce the negative impacts of climate change.

A Conservative run council will:

- ✓ Become a carbon neutral Council by 2030. We will continue to reduce the use of single use plastics and use renewables.
- ✓ Plant one million trees across the county.
- ✓ Work to increase wildflowers and wild habitats to support our bee and wild bird population through our Pollinator Policy. We will increase the number of roadside nature reserves working with Norfolk Wildlife Trust.
- ✓ With our partners to help conserve our outstanding wildlife and natural habitats for future generations.
- ✓ Work hard to further increase the amount the county recycles.
- ✓ Lead a review into rural connectivity, undertake feasibility studies to reopen rail networks and implement new cycling and walking routes as part of an integrated 'green mobility' travel plan and community connectivity paths across both urban and rural areas.
- ✓ Maintain and invest in our County Farms Estate to be at least at 16,000 acres and above.
- ✓ Launch a new scheme and support and fund innovative environmental projects and champions.
- ✓ Support off-shore renewable energy sources and new ways of green energy production on council owned estate.
- ✓ Source local products and buy local whenever we can. Work with partners to reduce food-miles and source sustainably.
- ✓ Work with partners to create or support a new Country Park for residents to enjoy.
- ✓ Work with strategic partners, the Broads Authority, drainage boards, Norfolk Coast Partnership and other community groups to respond to coastal erosion, flooding risk and water management.
- ✓ Increase the number of roadside nature reserves working with Norfolk Wildlife Trust.
- ✓ Protect our public rights of ways, work with the Norfolk Local Access Forum and others. We will work to increase the number of greenways projects and Norfolk trails.



Conservatives

Promoted by Ian Sherwood on behalf of the Norfolk County Council

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