

## OUR PLEDGES TO YOU

verges and open spaces. Thanks to Operation Gateway, the key entrances to Grimsby and Cleethorpes along the A180 are being improved, giving the area a better image.

However, further improvement is still needed and the above will remain key priorities. We are currently increasing investment in our parks, open spaces and play areas.

### ■ MORE EFFICIENT WASTE AND RECYCLING COLLECTIONS

We introduced much-improved domestic waste and recycling collection arrangements. We now have proper bins for our recycling, in place of the old boxes, that provide more capacity and prevent rubbish from blowing around our streets, as well as saving money. The new bins are popular, and recycling rates are much improved after years of stagnation under Labour – up from 31.8% in 2017/18 to 39% in 2021. We have introduced weekly collections of kitchen waste in some areas, and plan to extend this.

Labour talked about increasing recycling during their eight years in power; the Conservatives have already delivered major improvements.

### ■ HIGHWAYS AND TRANSPORTATION

Many of you will remember the controversy over Tollbar Roundabout before the 2019 local elections. Labour wanted to replace it with traffic lights. They didn't listen to overwhelming public opposition or the arguments from Conservative councillors that it was not the best way to address pedestrian safety and traffic capacity problems. Despite being told that there was no alternative to ripping out the roundabout, the new Conservative administration pledged to retain it. We have delivered on that pledge, at the same time improving pedestrian safety and increasing traffic capacity to help reduce congestion. The new roundabout at the junction of Cambridge Road and Littlecoates Road addresses another congestion hotspot.

The new Humber Link Road provides a direct link between Pyewipe and Immingham, reducing travel times and congestion on the A180, opening up more industrial development land for job creation.

Major safety and capacity improvements to the A18 are now complete, including a new roundabout at the junction of Waltham Road and the A18-Barton Street.

As promised, a new footbridge over the railway line at Suggitt's Lane, in Cleethorpes, is now open. This was fully funded by Network Rail and the Government.

We have successfully bid for funding for several major cycleway schemes, including the new cycle superhighway between Grimsby and Immingham.

The Conservative administration will be proactive in attracting more grant funding for schemes to improve connectivity, reduce congestion, and support business and industry in creating jobs.

### ■ EDUCATION AND SKILLS

It is essential that everyone has the skills to benefit from the new jobs being created in North East Lincolnshire in

renewable energy, ports and logistics and other sectors. Although we have many good schools, our exam results remain stubbornly below the national average, and we will work with our schools to put plans in place to address this. We would ideally like a grammar school in North East Lincolnshire to improve standards, provide more choice for parents, and help to attract and retain aspirational families.

We will develop a strategy and work with partners and local skills providers to help working-age people who need to retrain or gain new qualifications to maximise their potential.

### ■ CHILDREN'S SOCIAL SERVICES

We accept the challenges within Children's Services and will do all we can to accelerate our Improvement Plan and ensure that all vulnerable children and young people in North East Lincolnshire are safe and have the best start in life.

### ■ PUBLIC HEALTH AND ADULT SOCIAL CARE

New legislation means that the way health and care is delivered will change later this year. Integrated Care Systems are being introduced and we are committed to working with our partners in health and adult social care to influence change and maximise the benefits for local people.

### ■ A SUSTAINABLE, GREENER NORTH EAST LINCOLNSHIRE

We have recently adopted two very important strategies to help secure our futures. Our Carbon Roadmap sets out the council's ambitious plans to cut its carbon emissions to net zero by 2040 and for North East Lincolnshire to be net carbon zero by 2050. Our Natural Assets Plan details how the council and partners will improve the area's unique natural environment for the benefit of all.

### ■ MORE QUALITY HOMES IN THE RIGHT LOCATIONS

North East Lincolnshire needs more quality homes in the right locations. We are promoting the redevelopment of derelict and empty urban sites, such as Garth Lane in the town centre, with a focus on brownfield rather than rural, greenfield sites. We will not be rebidding for Levelling Up Fund monies for the so-called Western Relief Road/Strategic Link Road.

### ■ PROTECTING AND PROMOTING OUR HERITAGE

We want to protect North East Lincolnshire's historic buildings and try to bring them back into use. We have already spent considerable sums renovating at-risk structures, including Scartho Cemetery.

As part of Grimsby's regeneration, we want to identify a location for gallery and museum space to display North East Lincolnshire's extensive collection of historic artefacts which have, for too long, been in storage away from public view.



# NORTH EAST LINCOLNSHIRE Conservatives



OPPORTUNITIES • JOB CREATION • ECONOMIC GROWTH • SUSTAINABILITY • WORKING FOR YOU

## Manifesto 2022

# BUILDING FOR A BETTER FUTURE IN NORTH EAST LINCOLNSHIRE

Making North East Lincolnshire better for you...

## BUILDING ON FIRM FOUNDATIONS

Three years ago, you, the voters of Grimsby, Cleethorpes and Immingham, elected the first majority Conservative administration in the history of North East Lincolnshire Council and last year we significantly increased our majority on the council. Thank you for entrusting us with running your local authority. We were elected on our ambitious manifesto and we have already delivered many of its pledges. We continue to focus on the pledges that remain; some of them are long-term.

We have a common sense, value-for-money approach to running the council. We have listened to what you have been telling us you want, whether it be via email, telephone conversations, talking on the doorstep or meeting you at the regular ward surgeries many of our Conservative councillors hold. We have hosted "Meet the Cabinet" sessions for individual members of the public to discuss issues and ideas face-to-face with Cabinet members. These events were widely appreciated and, now Covid-19 restrictions have been lifted, we will continue holding them on a regular basis.

We are all acutely aware of the devastation that the pandemic has caused over the past two years, both to people and the economy, nationally and locally. We had to work very differently during this difficult time, supporting vulnerable people, our communities and our businesses. We have only been able to do this by working closely with other public sector partners, the voluntary and community sector, and businesses and industry, as well as central government. We will maintain these strengthened working relationships to build a stronger economy and stronger communities as we continue to emerge from the pandemic.

Despite the constraints imposed by Covid-19, we have still progressed many of our manifesto pledges around improving services and have made major strides forward with much-needed economic development and regeneration throughout the borough. This comes after many years of stagnation under the previous Labour administration. We have a Conservative council, two Conservative Members of Parliament and a Conservative Government committed to "levelling-up" northern towns and coastal communities like Grimsby, Cleethorpes and Immingham. We are working closely together, in a way that has not been possible before, to bring about the improvements we all want.

As Conservatives, we believe in encouraging people and communities to make their own decisions and be self-reliant, rather than the Council (or Government)

telling you how to run your life. We want to see everyone progress and prosper, and we will always do what we can to help those who help themselves.

This manifesto summarises our achievements over the last three years and, more importantly, explains how we will build on firm foundations to continue improving North East Lincolnshire. Based on this manifesto, we hope you will continue to support us in the local elections on 5 May.



*Philip Jackson*

**Philip Jackson**

Councillor Philip Jackson, Leader of North East Lincolnshire Council



## OUR PLEDGES TO YOU

### ■ AN EXCITING FUTURE FOR NORTH EAST LINCOLNSHIRE

As the renewable energy sector continues to expand, with even more wind turbines planned for the North Sea, Grimsby is ideally positioned to take advantage of new jobs in that sector, as well as within the many supporting businesses. Our well-established seafood processing sector is also going from strength to strength, with many innovations planned. We will do all we can to facilitate growth within these sectors.

The Humber estuary has successfully bid to become one of the first Freeports in the country and the final business case is currently with Government for approval. The bid was private sector led, but is a perfect example of how local authorities around the Humber are working in collaboration with private sector partners to attract business and investment. Freeport status has the potential to bring further major investment and jobs to the Ports of Grimsby and Immingham.

We are a key player in the Greater Lincolnshire Local Enterprise Partnership (LEP), ensuring we lever maximum investment into our borough. We are also collaborating more closely with North Lincolnshire Council and Lincolnshire County Council to enable some services to be delivered more efficiently, together. All this will strengthen our hand in pursuing a Greater Lincolnshire devolution deal in the future, bringing more resources and decision-making to the area.

### ■ MAJOR INVESTMENT IN GRIMSBY TOWN CENTRE

Grimsby town centre has been neglected for many years and we know the problems that high streets and shopping centres are experiencing. We have successfully bid for £38-million of Government grant funding to invest in town centre projects, including £17-million to repurpose Freshney Place to incorporate a multiscreen cinema, a new market hall, and food and beverage establishments. This will increase footfall and bring families back into the town centre. We have £21-million for six other planned projects around the town centre. These include the long-awaited refurbishment of St. James' House which, in partnership with the private sector, will be transformed into a small business and meeting hub, with work scheduled to commence later this year, and the development of waterfront housing on Garth Lane.

We've delivered grant-funded public realm improvements in St. James' Square, Riverhead Square and Garth Lane, including the new bridge over the River Freshney. We're investing more than £2-million in a new CCTV system throughout the borough, which will also improve public safety in the town centre.

Work has begun to bring back into use the long-derelict West Havens Maltings as an OnSide Youth Zone facility. Under this Conservative administration, at last we are seeing real improvements to the centre of Grimsby. We will maintain the pressure to deliver all these projects as quickly as possible.

The Council now owns 3-15 Osborne Street and the land behind those buildings on Garden Street, which is currently used as a car park. This 1.6-acre site has been derelict and a blight on the area for several years. This would be an ideal location for a new transport hub, with its proximity to the main shopping areas and the railway station and enjoying excellent highway connectivity. It would once again provide Grimsby with a proper bus station, complimenting other town centre regeneration projects.

We believe a town centre location would be ideal for a new ice rink, being more accessible than the current rink on Cromwell Road, which is reaching the end of its life. We will continue to work with the fantastic community group which runs the current ice rink as we develop our ideas and plans.

### ■ BRINGING MORE INVESTMENT, VISITORS AND JOBS TO CLEETHORPES

We will work to ensure Cleethorpes is as attractive as possible for local people and visitors and can take full advantage of the increased "staycation" market as we emerge from the Covid-19 pandemic. This includes providing decent public toilets which are, once again, free to use thanks to this Conservative administration. We will invest in new and improved information signs and a new, comprehensive marketing strategy so visitors are clear about everything Cleethorpes has to offer.

We recently adopted the new Cleethorpes Masterplan which includes a range of concept ideas for the next ten years and shows how the resort could offer greater appeal to local people and those visiting with development opportunities and visitor attraction at its heart. It is a framework with identified and deliverable projects that will help Cleethorpes become more attractive to a wider population, alongside recommendations for infrastructure development to support the projects. It was formulated following extensive public consultation and has been very positively received. We now need to identify grant funding opportunities to help deliver the plan and lever further private sector investment into Cleethorpes to attract more visitors and jobs into a thriving resort.

### ■ WE ARE ON THE SIDE OF THE LAW-ABIDING MAJORITY

We are tackling the "anything goes" culture that was allowed to develop during years of Labour administration. We continue to step up enforcement against littering, dog fouling, anti-social behaviour, begging, parking on grass verges and footpaths, irresponsible parking around schools (using new mobile cameras), and cycling in Victoria Street. This is a long-term project, but we are determined to stick with it. We are grateful for the support of the police and the courts.

### ■ IMPROVING OUR STREETS, PARKS AND OPEN SPACES

North East Lincolnshire is cleaner and tidier than two years ago, thanks to our focus on important frontline services like litter bins, clearing fly-tipping, and cutting grass

