

OUR PLEDGES TO YOU

■ IMPROVING OUR STREETS, PARKS, OPEN SPACES AND PLAY AREAS

North East Lincolnshire is cleaner and tidier than four years ago, due to our focus on important frontline services like litter bins, clearing fly-tipping, and cutting grass verges and open spaces. Thanks to Operation Gateway, the key entrances to Grimsby and Cleethorpes along the A180 are improved, giving the area a welcoming image.

However, further improvement is needed and the above will remain key priorities. We are increasing investment in our parks and open spaces and have recently finalised plans for improving play areas in the borough.

■ MORE EFFICIENT WASTE AND RECYCLING COLLECTIONS

Labour talked endlessly about increasing recycling during their eight years in power but did nothing.

Conservatives have delivered major improvements. We have introduced much-improved domestic waste and recycling collection arrangements with proper bins for our recycling, 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 higher after years of stagnation under Labour. We will continue to look at ways of driving up recycling rates as part of making North East Lincolnshire more environmentally friendly.

■ HIGHWAYS AND TRANSPORTATION

You may remember the controversy over Tollbar Roundabout, with Labour determined to replace it with traffic lights. We pledged to retain it and the incoming Conservative administration delivered on that pledge, at the same time improving pedestrian safety and increasing traffic capacity to help reduce congestion. The new roundabout at the Cambridge Road/Littlecoates Road junction addresses another congestion hotspot.

Another Conservative pledge delivered was the removal of the Scartho Road bus lane.

The new Humber Link Road directly links Pyewipe with Immingham, reducing travel times and congestion on the A180, opening up more industrial development land for job creation. We have delivered major safety and capacity improvements to the A18, including a new roundabout at the junction of Waltham Road and the A18-Barton Street.

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

The Government has provided £8 million towards repairs to three bridges on the A180 that will be starting shortly and £3.6 million towards the refurbishment of the Grade II listed Corporation Road Bridge currently underway.

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 local people have the skills to benefit from the new jobs being created in North East Lincolnshire in renewable energy, decarbonisation, ports and logistics and other sectors. Although we have many good schools, our exam results remain 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 have announced plans for two new primary schools to meet demand - in Scartho and Waltham - and have received Government money to build a new special educational needs school.

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

■ PUBLIC HEALTH AND ADULT SOCIAL CARE

New legislation means that the way health and care is delivered is changing. 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

Our Carbon Roadmap sets out ambitious plans to cut the Council's carbon emissions to net zero by 2030 and for North East Lincolnshire to be net carbon zero by 2050. Included is rationalisation of Council owned buildings, also improving our financial efficiency. 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 and the old Western School site, focusing on brownfield rather than rural, greenfield sites. We will continue to resist planning applications for sites which are not included in the Local Development Plan. We will not bid for grant funding for the so-called Western Relief Road.

We have started reviewing and updating our Local Development Plan and we look forward to maximum public engagement in the process.

■ 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 in 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 that 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 2023

A BETTER FUTURE FOR ALL IN NORTH EAST LINCOLNSHIRE

Making North East Lincolnshire better for you...

BUILDING ON FIRM FOUNDATIONS

Four years ago, you, the voters of Grimsby, Cleethorpes and Immingham, elected North East Lincolnshire Council's first majority Conservative administration - thank you! We were elected on an ambitious manifesto and we have already delivered many of its pledges. We continue to focus on the remaining pledges; 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 regular Conservative councillor ward surgeries. We have hosted "Meet the Cabinet" sessions for members of the public to discuss issues and ideas face-to-face with Cabinet members. These are widely appreciated and we will continue holding them regularly.

The legacy effects of the Covid-19 pandemic continue, on people and the economy, nationally and locally. We had to operate very differently during the pandemic by working closely with public and private sector partners, the voluntary and community sector and central government. We will maintain these strengthened working relationships as we continue to build a stronger economy and stronger communities across North East Lincolnshire.

We have a Conservative council, two Conservative Members of Parliament and a Conservative Government committed to "levelling-up" towns like Grimsby, Cleethorpes and Immingham. The Government clearly has confidence in what we are doing in North East Lincolnshire and is demonstrating that confidence by providing record amounts of investment to support our ambitious growth and regeneration plans. Further evidence of this was the most recent round of Levelling Up Funding (LUF); while many local authorities received nothing, we had two successful bids totalling £38 million.

As Conservatives, we believe in encouraging people and communities to make their own decisions and be self-reliant. We want everyone to progress and prosper, and we will always try to help those who help themselves. We know that people are struggling with the cost of living which is why, unlike most upper-tier councils, we didn't increase council tax by the full 5% this year.

Over the past four years, we have delivered many of our manifesto pledges, improving services and making

major strides forward with economic development and regeneration of the borough. This manifesto summarises our achievements and explains how we will continue improving North East Lincolnshire. We particularly want to make it a place for our children and young people to thrive and have good jobs in adulthood. We hope you will continue to support us in the local elections on May 4.



Philip Jackson

Philip Jackson

Councillor Philip Jackson, Leader of North East Lincolnshire Council

OUR PLEDGES TO YOU

■ AN EXCITING FUTURE FOR NORTH EAST LINCOLNSHIRE

The renewable energy sector continues to expand, with even more wind turbines planned for the North Sea, creating new jobs, alongside many in supporting businesses. Linked are the exciting decarbonisation plans for our major industrial sectors. Our well-established seafood processing sector continues to grow from strength to strength, with many innovations planned. We will do all we can to facilitate the growth in these sectors.

The Humber estuary has successfully bid to become one of the first Freeports in the country. The bid is a perfect example of local authorities around the Humber 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 member of the Greater Lincolnshire Local Enterprise Partnership and we are also working closely with North Lincolnshire Council and Lincolnshire County Council to deliver some services more efficiently together. 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 almost £70 million of grant funding to invest in town centre projects, demonstrating Government confidence in our ambitious plans.

When Freshney Place shopping centre was advertised for sale, we concluded that only Council ownership could ensure its contribution to town centre regeneration. The exciting plans for Freshney Place include a multiscreen cinema, to be operated by Parkway Cinema Group, a new market and food hall, and other leisure, food and beverage outlets. This will increase footfall and attract families back into the town centre.

The Government backed our bold plan by providing the £17 million to purchase it. We received a further £20 million more Government LUF monies earlier this year for the redevelopment project. We have full planning consent for this project and work will start in the summer. The Freshney Place business case clearly shows that it will not be a burden on the council tax payer; quite the opposite, in fact. Freshney Place is contributing a surplus to the Council's coffers. Occupancy is above the national average and footfall is on the increase.

We have received a further £21 million for six more projects around the town centre. These include the refurbishment of St. James' House, bought by Efactor, creating a small business and meeting hub, and the redevelopment of Riverhead Square into a pleasant, greener public space. We are also progressing plans for waterfront housing on the brownfield Garth Lane area.

We have delivered grant-funded public realm improvements in St. James' Square and around Garth Lane, including the new bridge over the River Freshney. We have invested more than £2 million in a new CCTV system to improve public safety in the town centre and the wider borough.

Following the receipt of £7.9 million of Youth Investment Fund monies from the Government, work is about to start on bringing back into use the long-derelict West Havens Maltings as the Horizon OnSide Youth Zone. This will be a fantastic new facility for our young people.

Under this Conservative administration, we are seeing real improvements being delivered in the centre of Grimsby. We will maintain the pressure to complete all these projects as quickly as possible.

The Council now owns 3-15 Osborne Street and the land behind on Garden Street, which is currently used as a car park. It will be an ideal location for a new transport hub that will again provide Grimsby with a proper bus station and we will progress with it as soon as funding is available.

■ 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. This includes providing decent public toilets which are free to use thanks to this Conservative administration.

On the back of the recently adopted Cleethorpes Masterplan, we have received £18.4 million of Government LUF monies for three major projects that feature in the plan: a new, iconic building for leisure use on the vacant Sea Road site; the refurbishment and upgrade of Pier Gardens and the regeneration of Market Square. We will progress these projects as quickly as possible.

A planning application has been submitted for a major redevelopment of the derelict Pleasure Island site to include holiday lodges, a hotel and retail. This shows the increased confidence that the private sector has in investing in the resort. However, we recognise that further development and improvement of Cleethorpes is essential, particularly on the North Promenade, and we will continue to look for funding and opportunities.

■ CHILDREN'S SOCIAL SERVICES

We are progressing our Improvement Plan to address the longstanding, deep-seated problems within Children's Social Services. We have recruited many new permanent social workers, reducing our reliance on agency staff. There are too many children in the care of the local authority and we are safely reducing the number.

We are improving our early help services to help prevent children coming into care. It is essential that all children and young people in North East Lincolnshire are safe and have the best start in life.

■ 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.