

OUR PLEDGES TO YOU

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

We continue to tackle the 'anything goes' culture allowed to develop during years of Labour administration, stepping up enforcement against fly-tipping, littering, dog fouling, anti-social behaviour, begging, parking on grass verges and footpaths, irresponsible parking around schools (using new CCTV 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, OPEN SPACES AND PLAY AREAS

North East Lincolnshire is cleaner and tidier than five 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 investing even more this coming year to keep Cleethorpes and Grimsby town centres clean and tidy to make them more attractive to visitors and shoppers. We have recently upgraded play areas in the borough with new and refurbished play equipment.

■ 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 introduced much-improved domestic waste and recycling collection arrangements with proper bins for our recycling, providing more capacity, preventing rubbish from blowing around our streets, and saving money. The new bins are popular, and recycling rates are much higher after years of stagnation under Labour.

Following successful trials, we have received £1.2 million of government grant funding to roll out, from 2026, kitchen food waste recycling throughout the whole of North East Lincolnshire.

■ HIGHWAYS AND TRANSPORTATION

Conservative transport successes include retaining and improving Tollbar Roundabout, a new roundabout at the Cambridge Road/Littlecoates Road junction, and scrapping the Scartho Road bus lane, all improving road capacity and reducing congestion.

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 Barton Street. We have successfully bid for funding for major cycleway schemes, including the new cycle superhighway linking Grimsby and Immingham.

We were recently awarded £120 million of additional transport funding over eight years, starting next year. This is North East Lincolnshire's share of cash saved from scrapping the northern leg of HS2, a project that did not benefit us. This

money will be game-changing for our local transport network and we will consult on proposals in due course. A priority will be a new bus station/transport hub for Grimsby town centre. We have been forward-thinking and purchased 3-15 Osborne Street and the land behind on Garden Street, an ideal location for this new facility.

For bus pass holders, this Conservative administration will shortly be reintroducing free bus travel before 9.30am.

■ EDUCATION AND SKILLS

Local people must have the skills to take the new jobs being created in North East Lincolnshire in renewable energy, decarbonisation, ports and logistics, and other sectors. We have many good schools, but exam results remain below the national average. We will collaborate with our schools to put plans in place to address this. We would like a grammar school in the borough to improve standards, provide more choice for parents, and to attract and retain aspirational families.

Two new primary schools are to be built – in Scartho and Waltham – to meet demand. Also, we have received government money for a new special educational needs school.

We now have 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

North East Lincolnshire is a national leader in the progressive integration of adult social care with local NHS services, providing better quality and more efficient services for local people. We will continue to build on this successful partnership.

■ A SUSTAINABLE, GREENER NORTH EAST LINCOLNSHIRE

Our Carbon Roadmap sets out ambitious plans to cut the council's carbon emissions and be net zero by 2030 and for North East Lincolnshire to be net carbon zero by 2050. This includes rationalisation of council buildings, also improving our financial efficiency. Our Natural Assets Plan details how the council and partners are improving 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 want those currently commuting into the borough to live here and spend their money here. 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 that are not in the Local Development Plan.

We have started reviewing and updating our Local Development Plan and we look forward to continued public engagement in the process. The revised Local Plan must reflect the growing local economy under the Conservatives. We will also work with Immingham Town Council to assist with town planning.

NORTH EAST LINCOLNSHIRE Conservatives



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

Manifesto 2024

MAKING NORTH EAST LINCOLNSHIRE BETTER FOR EVERYONE

BUILDING ON FIRM FOUNDATIONS

Five years ago, the people 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 some of the long-term ones and make some fresh pledges in this manifesto.

We have a common sense, value-for-money approach to running the council. Nationally, councils are cutting services and even declaring bankruptcy. In contrast, the Conservative administration in North East Lincolnshire is improving services and maintaining sound finances.

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.

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 has confidence in what we are doing in North East Lincolnshire and is demonstrating this by providing record amounts of investment to support our ambitious growth and regeneration plans. Further evidence was the 2023 round of Levelling Up Funding (LUF); many local authorities received nothing, while we had two successful bids totalling £38 million. Grimsby is also a Long Term Plan For Towns Fund trailblazer and last autumn was awarded a further £20 million of Government grant funding to be spent over the next ten years.

As Conservatives, we are 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.

Over the past five 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 want to make it a place where our children and young people thrive and have good jobs in adulthood. We hope you will continue to support us in the local elections on May 2.



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 and chemicals sectors continue to go from strength to strength. 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. This 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 seeing growth and better jobs locally under the Conservatives. Official figures for 2023 showed that, for the first time in many years, average wage rates in North East Lincolnshire are above the Yorkshire and Humber regional average and at 97% of the national average – a major improvement for local families.

Along with our Conservative partners – Lincolnshire County Council and North Lincolnshire Council – we have negotiated and agreed with the Government a greatly beneficial devolution deal for Greater Lincolnshire. It will bring the county almost £750 million of new funding over the next 30 years and a raft of new powers so we can focus resources on what local people want and need.

■ 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 £90 million of grant funding to invest in town centre projects, demonstrating the Government's 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 £17 million to buy Freshney Place. We received a further £20 million more in Government LUF monies last year for the redevelopment project. We have planning consent and preparatory work is well advanced. In addition, the NHS is building a Community Diagnostic Centre in Freshney Place, opening later this year, improving health services and bringing even more people into the town centre. And Freshney Place is not a burden on the council tax payer; quite the opposite. It contributes a surplus to council coffers, with occupancy above the national average and footfall rising.

We have received another £21 million for six more projects around the town centre. These include the refurbishment of

St. James' House, purchased by E-Factor, 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 a new bridge over the River Freshney. We have invested more than £2 million in a new CCTV system, improving public safety in the town centre and the wider borough. This is deterring crime and anti-social behaviour and providing vital evidence leading to more prosecutions when there are problems.

Following the receipt of £7.9 million of Youth Investment Fund monies from the Government, work is progressing on bringing back into use the long-derelict West Haven Maltings as the Horizon Youth Zone. This fantastic new facility for our young people will also contribute to town centre regeneration.

This Conservative administration is delivering real improvements in the centre of Grimsby. We will ensure that all these projects are completed as quickly as possible. As part of this regeneration, we want to identify a location for gallery and museum space to display North East Lincolnshire's extensive collection of historic assets that have, for too long, been in storage away from public view.

■ BRINGING MORE INVESTMENT, VISITORS AND JOBS TO CLEETHORPES

We are working to ensure that Cleethorpes is as attractive as possible for local people and visitors and can take full advantage of the increased staycation market. This includes providing quality public toilets which are free to use thanks to the Conservatives.

On the back of the Cleethorpes Masterplan, we have received £18.4 million of Government LUF monies for three major projects that feature in that 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. Substantial progress is being made with all three; construction will start on Sea Road later this year, and we have had enthusiastic public consultations on the other two projects.

There is also increased private sector investment in the resort, but we recognise that the 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

Our Improvement Plan addressing the long-standing, deep-seated problems within Children's Social Services is progressing rapidly. We have recruited an experienced senior management team and 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 from coming into care. All children and young people in North East Lincolnshire must be safe and have the best start in life.