

NORTH EAST LINCOLNSHIRE

**Conservatives**



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

**Manifesto 2026**

**MAKING  
NORTH EAST LINCOLNSHIRE  
BETTER FOR EVERYONE**

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# BUILDING ON FIRM FOUNDATIONS

In 2019, voters in Grimsby, Cleethorpes and Immingham backed change by electing North East Lincolnshire Council's first Conservative majority. We stood on a clear, ambitious manifesto – and we have repeatedly delivered. While we press ahead with our longer term commitments, we are setting out new pledges to drive the area forward.

**We are the only party with a clear plan, proven leadership, and the drive to deliver for North East Lincolnshire.**

At a time when councils nationwide are failing residents by slashing services and even declaring bankruptcy, this administration stands apart. We are getting on with the job of regenerating the borough, improving services and running a council that lives within its means. It's the Conservatives' value for money approach that is rebuilding the borough, improving services and protecting the council's finances.

You tell us what matters to you, and we listen – on the doorstep, on the phone, by email and in person at our regular Conservative councillor ward surgeries. We don't hide from tough questions, either. Our Cabinet Facebook Live events are open to everyone, giving residents a direct line to

challenge us, share ideas, and demand answers. Your voice shapes our decisions.

The previous Conservative government had confidence in our ambitious plans for North East Lincolnshire and demonstrated this by providing record amounts of investment to support our growth and regeneration plans. In the 2023 round of Levelling Up Funding (LUF), when many local authorities received nothing, we had two successful bids totalling £38 million. The current Labour Government is providing Pride in Place funding: £20 million for Grimsby and £20 million for Immingham and Habrough. But this is to be spent over 10 years, so it will not deliver the major transformational projects that the Conservative government funded.

Over the past seven years, we have improved services and made major strides in the economic development and regeneration of the borough. This manifesto summarises our achievements and explains how we will continue improving North East Lincolnshire. We are making 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 7.



There are signs of regeneration all around the borough:  
Conservative Group leader Philip Jackson in Grimsby town centre.

**MAKING NORTH EAST LINCOLNSHIRE BETTER FOR EVERYONE**



# OUR PLEDGES TO YOU

## ■ AN EXCITING FUTURE

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

The Humber Estuary has successfully been established as one of the first Freeports in the country, a perfect example of all Humber local authorities working together and 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, with families better off. According to the Office for National Statistics, the average wage in North East Lincolnshire is now the highest in the region. However, Reform UK, with their ideological opposition to renewable energy, would put investment and jobs at risk in North East Lincolnshire. Reform UK snipes and criticises but offers no solutions – all they have brought to the councils they won last May are broken promises and higher taxes. Don't let them destroy the progress we continue to make.

We were a major player in establishing the new Greater Lincolnshire Mayoral Combined County Authority (GLMCCA) alongside Northern Lincolnshire and Lincolnshire County Council. This will bring almost £750 million of new funding over the next 30 years. New powers devolved from Whitehall will focus resources on what local people want and need. We continue to play a leading role in the Mayoral Authority and have already brokered additional funding coming to North East Lincolnshire.

## ■ 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 received almost £90 million of grant funding from the previous Conservative government to invest in town centre projects.

The last Conservative government backed our bold plan to acquire Freshney Place by providing £17 million of funding and provided a further £20 million of LUF cash for the project. The exciting redevelopment plans, which can only happen under our ownership, include a multiscreen cinema operated by Parkway Cinema Group, a new Market and Food Hall, and other leisure, food and beverage outlets including Nando's and Starbucks. This will increase footfall and attract families back into the town centre. Anyone visiting the area will see how fast this is advancing. On schedule and on budget, it will open next year.

Labour and Independent councillors voted against this project, putting grant money at risk and offering no alternative. Freshney Place now hosts an NHS Community Diagnostic Centre too, improving access to health services. And Freshney Place is not a financial burden on the council taxpayer, contributing a surplus, with occupancy levels above the national average and healthy footfall. We bought the empty House of Fraser building at a bargain price and will soon be announcing a retail occupier.

We received another £21 million for further projects around the town centre, including the refurbishment of St. James' House, purchased by E-Factor, creating The Hive, a small business and meeting hub, and the redevelopment of Riverhead Square into a pleasant, greener public space. Work has started on new waterfront housing on the brownfield Alexandra Wharf site.

We have also delivered grant-funded public realm improvements in St. James' Square and around Garth Lane, including a new bridge over the River Freshney. We invested more than £2 million in a new CCTV system, improving public safety in the town centre and the wider borough, which deters crime and anti-social behaviour and provides vital evidence leading to more prosecutions.

The long-derelict West Havens Maltings has been transformed into the vibrant new Horizon Onside Youth Zone, thanks to £7.9 million from the Youth Investment Fund under the last Conservative government. This hugely popular facility is already making a real difference for young people from all around the area and is playing a key role in revitalising the town centre too.

Land on Osbourne Street/Garden Street has been acquired for a transport hub, where all bus stops will be brought together into a modern, state-of-the-art bus interchange. We have demolished the old buildings, developed plans with public consultation, and are negotiating with GLMCCA for funding to progress the project. This Conservative administration is delivering exciting improvements to the centre of Grimsby.

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

We are determined to make Cleethorpes the very best it can be for residents and visitors alike. That means real, visible improvements – including more, higher quality public toilets, free to use, delivered by the Conservatives.

Thanks to £18.4 million secured from the previous Conservative government, three major flagship projects in the Cleethorpes Masterplan are now becoming reality: a striking new leisure and hospitality building on the Sea Road site; the full refurbishment of the iconic Pier Gardens; and the regeneration of the Market Place. Work is already under way on Sea Road and Pier Gardens, with Market Place construction due to begin within weeks. This Conservative administration has also unlocked the future of Meridian Park, securing consent to expand capacity from 5000 to 15,000, opening the door to bigger events, better acts and a stronger visitor economy. Alongside this, we have delivered a dedicated motorhome site, further strengthening Cleethorpes as a destination of choice.

We know there is more to do. Regenerating and enhancing areas such as the North Promenade remains a priority, and we will continue to pursue every opportunity and funding stream available to drive Cleethorpes forward.

## ■ CHILDREN'S SOCIAL SERVICES AND ADULT SOCIAL CARE

All children and young people in North East Lincolnshire must be safe and have the best start in life. Our Improvement Plan addressing the long-standing, deep-seated problems within Children's Social Services resulted in a rapid turnaround and a 'Good' OFSTED rating last year. We recruited an experienced senior management team and new permanent social workers, reducing our reliance on agency staff. There are still too many children in the care of the local authority, and we are safely reducing this number. We are improving our early help services to help prevent children from coming into care.



# OUR PLEDGES TO YOU

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.

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

We are tackling the ‘anything goes’ culture that developed 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 campaign, 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 seven years ago due to our focus on frontline services like street cleaning, litter bins, clearing fly-tipping, and cutting grass verges and open spaces. We’ve stepped up investment to keep Cleethorpes and Grimsby town centres cleaner, brighter and more welcoming, helping them thrive for shoppers, businesses and visitors. However, further improvement is needed, and these will remain key priorities.

We have upgraded play areas in the borough with new and refurbished equipment and have recently received more grant funding to further enhance these facilities.

## ■ MORE EFFICIENT WASTE AND RECYCLING COLLECTIONS

The Conservative administration has 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 will be introducing food waste recycling later this year.

## ■ HIGHWAYS AND TRANSPORT

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 links Pyewipe with Immingham, reducing travel times and opening up more industrial development land for job creation. We also delivered major safety and capacity improvements to the A18, and we successfully bid for funding for new cycleway schemes, including the cycle superhighway linking Grimsby and Immingham.

Harsh weather earlier this year caused a spike in potholes – a nationwide problem. Here in North East Lincolnshire, we are tackling this head on by dedicating more resources to repairs and improving our processes.

For bus pass holders, this Conservative administration has reintroduced 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’s growing and changing economy. We have many good schools, and we are collaborating with them to drive up exam results.

We have built two new primary schools in Scartho and Waltham. Government has provided money towards a new special educational needs school to be built on the derelict site of the demolished multi-storey flats, bringing much-needed regeneration to the East Marsh.

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.

## ■ CULTURE, HERITAGE AND LIBRARIES

Since we took control in 2019, many more cultural and heritage events have been delivered by the council and local cultural organisations, mostly funded by government grants. We know the importance of these events to the community and the economy, and that’s why we are wholeheartedly backing Grimsby’s bid to be UK Town of Culture in 2028.

There has been much debate about the future of library services. We are committed to maintaining Cleethorpes, Waltham and Immingham libraries on their current footprints but want to bring about improvements and increase usage. We are committed to retaining and refurbishing the Grimsby Central Library building for library and archive services to move back in. We believe the two upper floors, empty for many years, would be ideal for a new museum space to display North East Lincolnshire’s extensive collection of historic artifacts that have for too long been in storage, away from public view.

## ■ A SUSTAINABLE, GREENER NORTH EAST LINCOLNSHIRE

Our Carbon Roadmap sets out ambitious plans to cut the council’s carbon emissions, including rationalisation of 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. We have maximised the use of government grant funding to achieve these objectives, with minimal cost to the taxpayer.

## ■ 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 redeveloping derelict and empty urban sites like 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, but this is increasingly difficult due to the unrealistic and undeliverable target of 622 new homes per year imposed on us by this Labour government – three times our previous target.

We are reviewing and updating our Local Development Plan and look forward to continued public engagement in the process. The revised Local Plan must reflect the growing local economy under the Conservatives.

