

# **PUTTING CUMBRIAN RESIDENTS FIRST**

**The Conservative Manifesto for  
the Cumbria County Council  
Elections on 4th May 2017**



**Vote Conservative**

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**VOTE CONSERVATIVE ON THURSDAY 4TH MAY**

**For more information about the policies contained in this manifesto, please contact us:**

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# A PERSONAL MESSAGE FROM THE CONSERVATIVE GROUP LEADER, COUNCILLOR JAMES AIREY

Dear Resident,

Local elections this May represent a clear choice for you - a fresh start with a Conservative led council which listens to residents and works tirelessly to deliver quality frontline services.

Conservatives have a strong vision for Cumbria and we recognise that there is a clear appetite for change. With a strong proven record of leadership and a promise to govern for all residents regardless of age, background or circumstances; we understand the diversities of both our rural and urban communities and remain committed to governing for all. We ask that you put your trust and confidence in us to help us deliver the best results for Cumbria.

Over the next four years our priority is to give Cumbria a voice at a national and regional level, and stand up for all that is great within our County whilst negotiating the best possible deals with government.

We will provide cost effective services to protect the vulnerable, enable young people to achieve their potential, create new prosperity, new jobs, and new partnerships whilst improving the lives of all Cumbrian residents. We will create an economy that works for everyone and seek to unite our communities.

On May 4th this year the people of Cumbria will be given a voice and the opportunity to make a choice. This Manifesto outlines the positive steps we Conservatives will take over the next 4 years and what we plan to achieve.

Remember, it is the Conservatives that are able to address Cumbria's challenges and have a clear and credible plan to take Cumbria forward and deliver the best results for the County.

I hope that on Thursday 4<sup>th</sup> May you put your trust in our Conservative team, so that we can deliver our vision for Cumbria and make our county great once again.

Signature



James Airey, Conservative Group  
Leader, Cumbria County Council

**COUNCILLOR JAMES AIREY**  
**CONSERVATIVE GROUP LEADER, CUMBRIA COUNTY COUNCIL**

# OUR COMMITMENT TO CUMBRIA

## REPRESENT AND GOVERN FOR EVERYONE IN CUMBRIA

REGARDLESS OF INCOME, BACKGROUND, AGE OR LOCATION WE COMMIT TO REPRESENT EVERYONE, EVERYWHERE.

## A VALUE FOR MONEY COUNCIL

ENSURING THAT ALL SERVICE AREAS ACROSS THE COUNCIL DELIVER THE BEST VALUE FOR MONEY.

## INDEPENDENCE AND CHOICE FOR OLDER PEOPLE

SUPPORTING OUR ELDERLY POPULATION TO AGE WELL AND LIVE INDEPENDENTLY FOR AS LONG AS POSSIBLE.

## STIMULATING ECONOMIC GROWTH

MAXIMISE OPPORTUNITIES TO DRIVE INVESTMENT INTO THE COUNTY TO STIMULATE ECONOMIC GROWTH.

## INVESTING IN OUR CHILDREN AND YOUNG PEOPLE

SUPPORT OUR FUTURE GENERATION AND ENABLE THE YOUNG PEOPLE OF CUMBRIA TO ACHIEVE THEIR FULL POTENTIAL.

## ROADS AND INFRASTRUCTURE

OPERATE A HIGHWAYS NETWORK WHICH IS FIT FOR PURPOSE.

## IMPROVE LOCAL TRANSPORT

SUPPORT AND IDENTIFY TRANSPORT SOLUTIONS FOR OUR RURAL COMMUNITIES.

## HEALTHIER COMMUNITIES

DEVELOP STRONG COMMUNITIES AND PROMOTE THE HEALTH AND WELLBEING OF EVERYONE THROUGHOUT THEIR LIVES.



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## AGEING WELL, AGEING INDEPENDENTLY

**As Cumbria's ageing population continues to grow we shall seek to ensure that individuals retain their dignity; to provide choice and promote independence we will .....**

- Make sure that looking after our older and most vulnerable residents right across Cumbria remains one of our top priorities.
- Listen and respond to our ageing populations' needs, and ensure that our decisions take into consideration the wishes and concerns of residents in Cumbria.
- Support adults to remain in their own property as long as is possible, using modern technology and reablement aids to make sure residents stay safe and socially connected.
- Modernise the way we look after older people in Cumbria, exploring options to increase the provision of extra care housing, working in close partnership with developers and agencies to achieve locally led solutions.
- Build strong partnerships with the NHS and other local partners to improve the health and quality of life for all Cumbrian residents, and assist with reducing the need to access acute services.
- Work alongside local charities and organisations to promote Dementia Awareness across all sectors and communities.





## CARING FOR CUMBRIA'S CHILDREN & FAMILIES

**Supporting our future generation to create equal opportunities for all regardless of background, circumstances, or abilities we will .....**

- Ensure that children in Cumbria are protected from harm and that effective systems are in place to help anyone to report their concerns about a child in potential danger.
- Commit to improving the educational outcomes for Looked After Children and support their transition to adulthood.
- Help all of our children have the best possible start in life by working with a range of partners and focusing upon Early Help interventions; stop families and children from falling into need and provide additional support for them when it is needed.
- Strive to improve outcomes and standards in all schools ensuring that all children in Cumbria achieve their full potential.
- Review “post 16 years” travel costs and explore options to enable all young people, regardless of where they live to access the education they deserve.
- Ensure that health checks for Looked After Children and children with mental health needs are carried out in a timely manner in schools.
- Invest in apprenticeships through strengthening our relationships with businesses and organisations.



# SUPPORTING AND STRENGTHENING LOCAL COMMUNITIES

**We recognise the importance of our local communities, and we want to listen in order to truly understand the local needs and to support their resilience. Encouraging self help where appropriate we will .....**

- Improve the resilience of the county to flooding, and be proactive regarding our duties as the Lead Local Flood Authority. Support work with local communities to promote awareness using local knowledge and resources.
- Ensure that Cumbria Fire and Rescue Service remains at the cutting edge protecting our residents from harm; encourage greater collaboration with police and health colleagues through the delivery of prevention activities to those in need.
- Work with the local police and the Police and Crime Commissioner to support their policing priorities to improve community safety.
- Provide a modern library service throughout the county using innovative and local solutions. Each community is different and our services will reflect their local needs.
- Improve community transport options and identify local solutions, to enable communities to feel connected and access services. Investigate opportunities to provide a local transport fund.
- Support local community groups to take over surplus Council assets with a view to creating more sustainable community facilities.



## PROVIDING A SAFE & WELL MANAGED HIGHWAYS NETWORK

**To maintain a fit for purpose Highways network, which prioritises and works within existing budget constraints whilst focusing upon local priorities we will .....**

- Develop a programme of priorities for local major highways schemes whilst addressing ongoing concerns including potholes and drainage issues in a timely manner.
- Work closely with Government and the Local Enterprise Partnership, to deliver significant investment to improve our highways and transport links. We will lobby for improvements to be made to key strategic infrastructure routes e.g. A590, A595 in order to support economic growth and local accessibility.
- Promote a system of 24 hour working on the highways where possible, to achieve better value from our resources and a speedier maintenance of roads.
- Ensure that investment for flood prevention measures is used in the areas of most need to minimise flood damage and protect homes and businesses.
- Work with utility companies and contractors to put in place a more flexible approach to roadworks, that will minimise disruption to motorists and help maintain standards and the integrity of the highway.
- Review the existing framework contract for highways programmes, and work with local contractors to ensure they are in the strongest possible position to compete for framework contracts.
- Ensure that our highways network is equipped to tackle extreme winter weather through working with partners and local communities.
- Ensure that all funding provided by central government to support transport options is utilised fully to enable our communities to travel freely.





## BEING A VALUE FOR MONEY COUNCIL

**To effectively manage services within the challenging, financial climate; reviewing services and ensuring that we always get best value for tax payers money we will.....**

- Work with the other local authorities in Cumbria and beyond, exploring opportunities to develop stronger working relationships, striving to streamline services and reduce costs. Whilst we recognise that the introduction of a Unitary Authority could support this we need to ensure that our District and Borough partners share our vision, and that we are able to lobby effectively with one voice.
- Increase partnership working with other organisations both in the public and private sector, to reduce duplication and increase the efficiency and effectiveness of service delivery across Cumbria.
- Make sure that the extent and cost of Trade Union facility time is proportionate and transparent.
- Effectively manage the Council's budget to enable us to minimise our finance charges, and maximise the amount we can spend on our frontline services, especially for the children and adults in our care.



# IMPROVING AND PROMOTING HEALTH & WELLBEING

**To promote healthier lifestyles and ensure the wellbeing of all residents right across Cumbria we will .....**

- Improve the health and wellbeing of residents by promoting and encouraging healthy lifestyles through our Public Health responsibilities.
- Support communities to take ownership of their own health and wellbeing by providing information and signposting to local services.
- Build strong working relationships with health and social care partners to provide a more joined up service for the benefit of everyone in Cumbria. We will expand upon existing partnerships whilst seeking to work with new organisations.
- Strengthen partnership working with health commissioners and other professionals to improve health inequalities in the areas of most need.
- Push for better mental health services, especially for young people.
- Ensure that we provide support for our most vulnerable residents to improve their quality of life.



# STIMULATING ECONOMIC GROWTH

**To secure investment into the County and promote Cumbria as open for business, ensuring that everyone has good prospects and a bright future we will .....**

- Support the continued rollout of Superfast Broadband across the County, and lobby for improved broadband connectivity and speeds for all especially in rural areas.
- Push for improved mobile phone coverage across the County.
- Work with the business community, the Local Enterprise Partnership and central government to bring further inward investment and prosperity to the County.
- Support central government's national priority to create new Apprenticeships, aiming to grow the potential of our young people providing local jobs for local people.
- Recognise the importance of the Nuclear Industry on the West Coast in support of job creation and key strategic infrastructure including road, rail and sea; seeking to promote future developments as and when they arise.
- Work in partnership with property developers to identify mutual benefits from major developments for both communities and businesses alike.





**WE CAN ONLY DELIVER OUR PROMISES TO YOU IF YOU VOTE FOR YOUR  
CONSERVATIVE CANDIDATE ON THURSDAY 4TH MAY**

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