A RECORD OF ACTION
A PROMISE OF MORE

The Conservative Manifesto for the Cambridgeshire County Council elections on 2nd May 2013
Dear Resident

This year’s county council election is one of the most important you will ever vote in.

We are facing some of the toughest peace time challenges that the public sector has ever faced.

Like all Councils across the country our budget is reducing at a time when our costs are rising sharply. A large increase in the demand for our services, coupled with the pressures of inflation, means that we have to do a lot more with less money.

Success is essential if we are to continue to provide high quality services for the people of Cambridgeshire.

These tough times call for strong leadership, bold thinking and the courage to act in the best interests of the people of Cambridgeshire.

Under my leadership, Conservatives have been running the council in a business like manner, focused on efficiency and getting better results for the people of Cambridgeshire. We have been getting things done rather than just talking about it. We are determined to remove unnecessary delays, further bureaucracy and ensure that common sense prevails in all our decision making.

WE are the organisation of last resort to many people and are determined to protect the vulnerable. We are also determined to invest in our future, for jobs, economic growth, apprenticeships and education for our young people.

Only the Conservatives have the experience, determination and competence to deliver on these ambitions.Vote Conservative on the 2nd May.

Cllr Nick Clarke
LEADER, Cambridgeshire County Council
PRIORITY

Develop the local economy for the benefit of all
Help people live healthy and independent lives
Support and protect vulnerable people

Last year we had the challenge of delivering £42.2m worth of extra services, and this year we are required to find another £32m.

We have done this while investing in areas that our residents told us to prioritise. This has meant some hard choices and being innovative about the way we deliver services.

We have already taken the bold step of cutting through red tape and barriers that held back projects which are vital for the future prosperity of Cambridgeshire.

This includes finding the funding for a new station at Cambridge Science Park; bringing Superfast broadband to the County; pushing for improvements on the A14, bringing forward the King’s Dyke crossing in Whittlesey and bringing millions of pounds of investment to Fenland to help improve job prospects for youngsters.

We will be spending over £1 billion in capital projects over the next 5 years making sure the right transport infrastructure is in place, that youngsters benefit from the best school facilities and other key schemes are progressed, like care facilities for older people.

New technology and the web will play an increasing role in the way that we work. That is why we are committing to becoming a digital-by-default council, providing more of our services online. We will not stop providing information in other ways, when people need it.

We will continue to consult, in a meaningful way, with the public and champion local county councillor involvement in decision making.

We are committed to supporting vulnerable people and giving them more control over their own care.

This continues to be where the Council focuses most of its money – helping those who find it difficult to help themselves.

Funding for Adult Social Care is a national issue that we are fighting for on behalf of all Councils.

With people living longer and care packages costing more, this call upon our diminishing funds is set to get worse.

But this does not mean we have stood still. We are transforming the way we deliver adult social care so we and partners intervene early.

This means helping preserve people’s independence and perhaps more importantly their dignity. By working with people in this way we can prevent them from ending up needing much more critical care.

We will continue working with high-demand families, looking at issues as a whole. This means working with families and supporting youngsters so they can make the right choices rather than ending up in the courts or becoming a bigger problem.

Through the Cambridgeshire Future Transport project we are funding much more targeted public transport by listening to what the community wants.

We are investing in cycling measures with the ambition of being the best cycling county in the country.

This year sees Council’s taking leadership of public health roles from the NHS. This is a thread that will run through all that we do from building cycleways to community campaigns to reduce smoking we will be at the forefront of helping our communities live healthy and independent lives.

Our communities are at the heart of our vision.
In the last four years the Conservatives have delivered on a large number of significant projects and there is more to come.

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<tr>
<th>A RECORD OF ACTION</th>
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<tr>
<td>For over twenty years a new station has been talked about for Cambridge. We have now taken action and will fund the scheme.</td>
<td>We are now working with the rail industry to ensure the station is built and operational within the next four years.</td>
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<td>We have worked hard to get the A14 upgrade back on the governments agenda.</td>
<td>We will continue to work with the government to ensure this scheme happens as soon as possible.</td>
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<td>We have recognised our roads need additional funding and have agreed an extra £90m over five years.</td>
<td>We will repair more roads, footpaths and cycleways than ever before. We will find new ways of working to improve efficiency.</td>
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<td>We have signed a contract to ensure everyone gets better broadband in our county.</td>
<td>We will ensure that at least 90% premises get superfast broadband and everyone gets at least 2Mps</td>
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<td>We have agreed that Ely needs a bypass and are actively progressing the project.</td>
<td>We will be pressing hard for the much needed improvements to the A47.</td>
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<tr>
<td>We have approved a bridge over the King’s Dyke rail crossing in Whittlesey</td>
<td>We will be exploring improvements to the Foxton crossing.</td>
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<td>Through our pension fund we have established a bank to support SMEs and to provide a great return for the fund.</td>
<td>We will continue to innovate. We want to develop, on our land, to stimulate house building and get a return on our investment.</td>
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<td>We have provided strong political leadership to bring about change locally and nationally.</td>
<td>We will play a much bigger role on the national stage to influence policy for the benefit of Cambridgeshire.</td>
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<td>We have reduced our costs significantly. Pay has been cut at the very senior level and posts removed.</td>
<td>We will continue to drive out cost and become even more efficient. All costs will be challenged.</td>
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A RECORD OF ACTION

- **Library service saved**
  You told us you valued the library service. We listened and kept them open.

- **We continue to protect the most vulnerable**
  We are the organisation of last resort for many. We will fight to protect them even if this means acting against the wishes of central government.

- **Together for Families project launched**
  Bringing partner organisations together to work better with the most vulnerable families.

- **New school for children with autism**
  This helps to improve outcomes and keeps the children nearer to where they live helping to take the strain off hardpressed families.

- **Rolled out "Working for Families" project**
  This new model of social work brings much better outcomes for families and is more efficient.

- **Reduced our looked after children numbers**
  Reduced our looked after children numbers by 15% and saved £2m by supporting families to care for their own children and increasing the number of children adopted.

- **Invested in more sheltered housing**
  We have reduced the demand on elderly residential facilities.

- **Introduced the "Re-ablement" scheme**
  This helps those with social care needs to return to their own homes.

- **Delivered on £90m road investment**
  First year's targets delivered on. This is on top of our normal road spend. Designed to improve roads, footpaths and other infrastructure.

- **Delivered on school places**
  Delivered over 96% first choice places in our primary schools and 94% in secondary.

- **No more wind farms on county land**
  We listened to the people of Cambridgeshire who told us enough was enough. As a land owner we will not permit any further wind farms on our land.

A PROMISE OF MORE

- **Increasingly Flexible workforce**
  We are committed to leading a flexible workforce which is flexible both in its skills and in the way and location in which it works. Better IT is essential.

- **Even more business-like approach**
  As a public service we will become more business-like, more dynamic, more decisive and more resilient.

- **The Multi Agency Referral Unite**
  We will continue to develop the (MARU), including adding the housing partners from the Districts, through which we work with partners to identify and tackle domestic violence.

- **Review Adult Social Care delivery**
  We will review our long term strategy and approach for Adult Social Care in line with national developments and the current lack of funding.

- **Focus on prevention rather than cure**
  We will focus on keeping people safe and well and not needing our services. We will support the Health and Wellbeing Board in these aims.

- **We have a great financial record**
  We believe that a successful economy means people can look after themselves and others independantly and with dignity.

- **We will transform our services still further**
  We will continue to explore new ways of working. We will work more closely with partners. We will exploit technology wherever possible.

- **We will fight for fairer funding for schools**
  Our schools have been underfunded for many years. We will continue to make the case for fair funding.

- **We will continue to fund new schools**
  We are planning to spend over £500m in a 5 year period.

- **We will support the Enterprise Zone**
  We will strive with partners to make it the most successful in the country.

- **We will give people more control over care**
  We will offer self directed support so that people get the care they need and want rather than what we think.
**THE CHOICE AT THIS ELECTION**

Conservatives remain the party of financial competence and that was never as important as it is now. Locally there is not a coalition with clear blue water separating us on most things. Conservatives take action, Lib Dems talk.

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<tr>
<th><strong>CONSERVATIVES</strong></th>
<th><strong>LIBERAL DEMOCRATS</strong></th>
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<tr>
<td>We believe in the strong leader model. This ensures direct and accountable responsibility for decisions.</td>
<td>Lib Dem leaders are not allowed to lead. Everything is decided by committee. You want a horse and end up with a donkey.</td>
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<tr>
<td>We believe in trusting people to manage their own affairs and make the right decisions.</td>
<td>There is a culture of the Lib Dems knowing best. Despite 80% of people in Ely wanting a bypass, the Lib Dems don’t.</td>
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<td>Conservatives are committed to improving the A14 as soon as possible.</td>
<td>The Lib Dems don’t want the A14 upgrade and don’t want to support its funding.</td>
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<td>Conservatives want to modernise our services and use limited resources effectively.</td>
<td>Lib Dems are stuck in the past. They think the answer to everything is subsidies.</td>
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<td>We support economic growth. We think it is important to create the right environment for business.</td>
<td>The Lib Dems want to remove investment in capital projects and in particular Northstowe resulting in the loss of houses and jobs.</td>
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<td>We believe in listening to the people of Cambridgeshire, through consultation. We want to keep people informed.</td>
<td>The Lib Dems want to slash the communications budget. If we don’t listen to people why are we here as councillors?</td>
</tr>
<tr>
<td>Conservatives believe in more action and less talking. We understand the need for decisive action and not being risk adverse.</td>
<td>The Lib Dems love to talk and talk and talk. Getting stuff done seems less of a priority than ....... talking.</td>
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<tr>
<td>Conservatives are financially competent and experienced. We run the council in a business like manner.</td>
<td>Lib Dems do not believe in running the council like a business. What’s wrong with a focus on the client and working to a budget?</td>
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<td>Common sense is what drives us. We do not get stalled by political mantra.</td>
<td>The Lib Dem group is confused between the real world and ideology. They want to give votes to prisoners.</td>
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<td>Conservatives want our relationship with Europe returned to one of trading and not a political experiment.</td>
<td>The Lib Dems want even greater union with Europe handing over even more power to unelected officials in Europe.</td>
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THE CHOICE AT THIS ELECTION

It always astonishes me how quickly people have forgotten the mess that Labour made of our finances. They have not changed.

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<th>CONSERVATIVES</th>
<th>LABOUR</th>
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<tr>
<td>Conservatives believe that public money should be spent wisely.</td>
<td>Labour continue to have the spending habit. They want to spend every penny we have and some we don’t.</td>
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<tr>
<td>Conservatives do not believe in money trees.</td>
<td>Labour do. They regularly tell us to not make cuts without any explanation of where the money would come from.</td>
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<tr>
<td>Conservatives believe in creating jobs and employment opportunities for our young people.</td>
<td>Labour press for higher wages without realising that will result in job cuts. Still no money trees.</td>
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<tr>
<td>Conservatives believe in aspiration, opportunity and personal responsibility</td>
<td>Labour remain fixated with wealth distribution, high taxation and lack of personal responsibility. A sure way to cripple an economy, again.</td>
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<tr>
<td>Conservatives get things done.</td>
<td>Labour favour the damp blanket of socialism preventing innovation, success and economic growth.</td>
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<tr>
<td>Conservatives are financially competent and experienced.</td>
<td>Labour do not have the skills or experience to run the council. And we know what a mess they made of the country.</td>
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For more information about the policies contained in this manifesto, please contact us:

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