

**Introduction from Councillor Graham Plant**  
**Leader of Great Yarmouth Borough Council and Conservative Group Leader**

In 2015, the Conservatives gained back control of Great Yarmouth Borough Council. Hitherto, it was run by a discredited Labour administration, who were characterised by their lack of ideas and poor decision making.

An example of such poor decision making concerns street cleaning, with the Labour Group entering into a contract, which saw our street sweepers being removed in favour of litter pickers! Disappointingly, this contract remains binding and we are unable to remove ourselves from it until 2023.

The result of this extremely flawed decision is that, across the Borough, many streets are not cleaned properly, with the resulting consequence of soil build-up, unsightly weed growth and blocked gulleys and drains.

The Labour Group also wasted time and effort on petty party politics, trying to curry favour by scoring political points, rather than focusing on what is best for the residents.

Since 2015, the Conservatives have been correcting and mitigating some of the worst Labour mistakes and wasteful decisions they made. Working with our colleagues, stakeholders, the County Council and our MP Brandon Lewis, we have achieved many good results and have secured some real investments and improvements for our community.

Thanks to this hard work, Great Yarmouth is due to benefit from over £200 million of private sector and Government investment. Our services and infrastructure are being improved and we are now making the correct long-term decisions required to ensure that our Borough prospers.

On the 2<sup>nd</sup> of May 2019 residents will have a choice. They can support the Conservatives and continue with this good work, or they can support Jeremy Corbyn's out of touch Labour Party, who have displayed that they are incapable of moving our Borough forward.

Our plans for the next four years are detailed in our well thought out manifesto. Residents are invited to read this document, which clearly lays out our aspiration to improve the whole of the Borough of Great Yarmouth.

## **A Record of Conservative Success for our Borough**

Conservatives Councillors always work hard for local people. We have a good track record of success for our Borough and we will continue to build on that success.

Examples of some of our recent achievements:

- ✓ £120 million for the Third River Crossing, (£98 million of which came from Central Government).
- ✓ £30 million for improvements to the Vauxhall Roundabout.
- ✓ £1 million to improve Fullers Hill.
- ✓ £2.7 million improving Vauxhall Station forecourt.
- ✓ £12 million for road infrastructure across the Borough.
- ✓ £2.8 million grant funding for the Venetian Waterways.
- ✓ £39 million spent on river defences, with a further £30m in the pipeline.
- ✓ Our Enterprise Zone is the most successful in the UK. It has generated over £40 million of inward private sector investment!
- ✓ We are investing in Tourism.  
We have constructed the new Splash Pad on Gorleston seafront and plans are in hand to build new Beach Huts there as well.  
On the site of the old Marina Centre, Great Yarmouth's famous Golden Mile is set for an exciting 'once-in-a-generation' investment of a new Water and Leisure Complex.

All this investment represents sustainable development and provides good evidence that you can trust your local Conservative Group to deliver on its promises.

## A Clean and Green Borough

Conservatives are passionate about protecting our natural environment and of ensuring the highest standards of environmental protection are in place. Our Borough has a proud record of leading the way in renewable energy along the East Coast and of establishing one of the first offshore wind farms in the UK. The Conservatives will continue to champion the cause of the 'green economy' and further investment in our Borough.

We will also ensure that the best efforts are made to protect our communities and businesses from the threats of coastal erosion, storm surges and other natural threats.

In line with the Government's proactive efforts to curb the problem of plastic pollution, we will ensure that the Council reduces and where possible, eliminates any unnecessary single use plastics.

If elected a Conservative Council will:

- Continue to fight for more coastal and river defences to protect our businesses and homes:  
In co-operation with the Environment Agency, Local Enterprise Partnership, Parish Councils, Coastal Partnership East and the County Council, we will seek out to obtain the funding to provide the schemes needed to protect our Communities.
- Street Cleaning and Tidy Landscapes:  
We will ensure better outcomes from our street cleaning and grass cutting contracts that we have inherited from Labour.  
Working with our contractor we will instil pride in our town and villages.  
In collaboration with Highways England, we will ensure that our roundabouts are kept tidy and well landscaped.
- Promote Healthy Living:  
By working with catering businesses and encouraging them to join the 92% of local firms who have 4-5 Star Food Hygiene Certificates. Ensuring that the Borough of Great Yarmouth is one of the safest places to dine out.
- Promote a Zero Tolerance Policy on illegal Fly Tippers and Dog Fouling:  
We will always prosecute offenders and we will ensure that our communities are cleaner and healthier places to live in.

## **The Provision of Good Quality Homes**

Conservatives believe that everyone in the Borough of Great Yarmouth has the right to live in good quality accommodation. That is why we are regulating and improving standards in the private rented sector. In addition, we will ensure that our own council housing stock is continually updated and improved. We will ensure that the allocation of council homes is prioritised, for those residents and families who are local to our Borough.

If elected a Conservative Council will:

- Regulate and improve the standards of private rentals in the Borough, especially Houses of Multiple Occupation.
- We will change the rules regarding the meaning of ‘local connection:’ We will ensure that unless there are exceptional circumstances, applicants for Council housing will have to have lived in the Borough for 5 years before they are eligible for a Council managed property. (The current qualification is 2 years).
- We will promote our ambitious plans to revitalise the Middlegate Estate in Great Yarmouth and use that example as a model for the future.
- We will encourage villages to introduce ‘Neighbourhood Plans,’ giving residents the ability to have more influence on developments within their villages.
- Having already established a Council owned development company, we will endeavour to deliver a variety of much needed housing, providing the Council with an income stream to maintain and improve front-line services.
- We will work hard to ensure that empty properties are brought back into use.

## **Getting Great Yarmouth Ready for the Modern Economy**

Great Yarmouth is a Borough with a solid economy and it offers many opportunities for new businesses. We have a strong oil and gas sector linked in to a dynamic supply chain. We have a world class tourism industry, supported and enhanced by a myriad of local firms, already investing millions of pounds, just this year.

Our Borough has great potential and is well resourced to become a hub for the expanding renewable energy industry. We will continue to work with businesses and our partners in education and training, to ensure that the skills required for this sector can be locally developed and sourced.

Conservatives will work hard to advance all of these opportunities to enable our communities to prosper.

If elected a Conservative Council will:

- Endeavour to secure more investment from Norfolk County Council, the Local Enterprise Partnership and the Government to improve our transport network.
- Support our Tourism Industry, by continuing to promote the attractions offered throughout the Borough. We will also focus on developing more opportunities, through our heritage, history and connections with the Broads.
- Proactively support our offshore energy sector.  
We will strive to become a centre of excellence for de-commissioning in the oil and gas industry, supporting local people to gain the skills they need to secure employment within this sector.
- We will work with businesses and stakeholders to re-design the Town Centre so that it can be sustained for future generations.
- Continuing to promote our traditions as a World Class Port, Centre for Energy and Decommissioning, and a Prime Tourist destination.
- We will lobby Government to continue with the rate relief scheme for small businesses.

## **Promoting and Protecting Communities**

Great Yarmouth has a strong sense of its own identity. Conservatives understand that residents are proud to live in their local rural or urban communities and also that they want to protect the distinct characteristics of their own way of life.

A Conservative Council will support all the communities in the Borough and support and encourage the many groups, clubs and societies that provide the cultural backbone of our society.

If elected a Conservative Council will:

- Support Parish Councils.
- Explore opportunities to support local community groups.
- Encourage local groups, clubs and societies to become involved with our civic and cultural events.
- Ensure that the Council acts as a good neighbour for every community. Always treating their views with respect.
- Proactively engage with younger residents. Interacting with schools and youth groups, encouraging them to get involved in the Boroughs' future.