

Our Plan

For A Brighter

Norfolk



Leader of the Council

Welcome to Our Manifesto

Dear Resident,

It has been my honour and privilege to lead the council for the last three years and I will admit, they have been challenging ones. We have seen a continuing squeeze on our finances caused by underfunding from central government, alongside increasing demand on our services. Despite this, your Conservative led council have balanced the budget every year and invested more into front line services, by becoming leaner and more efficient. We appreciate that every penny we spend is taxpayers' money. I promise you that you can rely on us to always deliver value for your money.

The County Council has only had two periods in its long history when it has not been led by the Conservatives. Both times have been disastrous for the council and the county. Each time it has taken a Conservative administration to get us back on track. We ask you to put your trust in us again this time. This is not a national election; it is about local people and local services. Please don't use this opportunity to cast a protest vote, the time to do that is coming soon. Vote local for good local services and choose a candidate you can trust. Your local Conservative candidates are ready and willing to deliver for you again and will keep Norfolk moving forward. I am pleased to present this Manifesto to you. It highlights some of our achievements and details many of our ambitions for the future. We aim to do far more with your support.

Thank you for placing your trust in us. We will not let you down.

Kay Mason Billig



Kay Mason Billig
Leader of Norfolk County Council

Delivering on Our Promises

Vote Conservative on May 7th

On May 7th, you will have the chance to vote for your hardworking Conservative Norfolk County Councillors and candidates. These elections should have taken place in 2025, but due to the Labour Government, they were delayed. Labour even tried to delay them again.

The County Council delivers vital services every day: looking after children in care and adoption, fire and rescue, museums and libraries, public health, 6,000 miles of roads and paths, and managing a gross budget of over £2 billion. With nearly one million residents, 85% of public services in Norfolk are delivered by the County Council.

Leading the County Council is a serious business, it requires an experienced team not amateurs, it needs financial stability not a coalition of chaos and it needs to enhance services not cut them. Above all it needs those with positive ideas for the jobs and our communities, not division.

Despite this Labour government's chaotic approach to Local Government Reform and Devolution, we have been getting on with the job, getting the projects done that matter to you and delivering what we promised. Since 2021 your Conservative led Norfolk County Council has delivered on the pledges it made to you.

We pledged to invest in our libraries and cultural services:

We have delivered new state-of-the-art libraries in Great Yarmouth and King's Lynn. We have invested over £3 million into library refurbishments and improvements. With 47 libraries and greater funding per person compared with many others, we offer one of the best library services in England. We have delivered the Castle Reborn Project, enhancing Norwich castle to a world class venue. We have announced our plans to offer all children vouchers to visit a museum for free this summer.

We pledged to invest in new care villages, supported living and independent living accommodation:

Since 2021 we have invested over £40 million to help residents live happier, healthier and for longer in their own homes or supported specialist living accommodation. We are building new homes in Harleston, South Wootton, Thorpe St Andrew as well as specialist care in Hunstanton and Swaffham.

We pledged to deliver the very best care for children:

We now offer an independently rated OFSTED service as GOOD, and having been recently inspected again, we anticipate doing even better this time when the report is published in May. We have invested over £2.5 million into supporting children leaving care, offering single or dual accommodation. We have achieved a further £5 million investment in supporting young people find employment. We have provided over 600 work experience and apprenticeships places for young people.

We pledged to invest in our highway's improvements and maintenance:

We have delivered the Herring Bridge, the Great Yarmouth Third River Crossing and the Long Stratton Bypass.

We have invested an additional £10 million into highways maintenance, with highways teams using innovative technology to target potholes. Norfolk County Council is recognised as one of the top performing councils for highways maintenance.

Norfolk Conservatives are the only ones always on the side of the road user. We will continue to pursue the Norwich Western Link and full dualling of the A47.

We pledged to improve bus services across Norfolk:

We have invested over £50 million in new bus routes and electric buses. We have also invested £14 million in partnership with First Bus to deliver twenty-four electric buses.

We will be upgrading depots servicing Norwich and Great Yarmouth. We have seen a massive increase in the numbers of bus journeys, up by 26%, with over 2.5 million more journeys in 2025. We are also supporting Parish and Town Councils with grants for new bus shelters.

We pledged to protect the environment:

We have planted over 730,000 new trees since 2021, with more to come on a new 15.5-hectare estate in West Norfolk. We have maintained and grown our County Farms estate, protecting 17,000 acres of farmland, with much of it for new entrants to farming – we will continue to do so.

We have opposed pylons, solar farms and battery energy storage systems on farmland. We have invested in new drainage systems, flood defences, and river management to avoid risk to life and property.

We put nature conservation at the centre of our actions. We have reduced emissions from our property by 50%. We have opened new recycling centres and offer free hazardous waste collection days.

We pledged to support the Norfolk economy:

We have launched a nationally recognised scheme High Street Matters and Norfolk's Pubs Matter projects, with over £1 million investment in our communities through training and investment. Norfolk now has over 90% 4G coverage and with a further £8 million investment we are on target to reach 99% 4G/5G coverage. We have delivered over 430 new homes, with 650 more in the pipeline, helping young people and families get onto the housing ladder.

A lot has been done, and there is much to do as we navigate both change and opportunities with caution. We will continue to fight for Norfolk and make sure we get a fair share of funding.

Our manifesto places Norfolk's economic growth and employment at its heart, for that to succeed we need to create the conditions for success – offering the skills, providing the infrastructure and vibrant communities – all the key ingredients to achieve a brighter Norfolk for all.

As a council team we have the experience that counts, and the record of action and delivery that matters.

Who maintains your local services and budget of £2 billion pounds is in *your* hands. Keep *your* services safe by **voting Conservative on May 7th**

Manifesto 2026

Our plan for a brighter Norfolk

£20m Roads Maintenance Boost

With a record of action, your next Conservative led Council will turbocharge roads improvements across the county.

- ✓ We will invest an additional massive £20 million to improve footpaths, C roads and repair potholes faster than ever before with three new rapid response 'pothole squads'
- ✓ We will continue with our extra verge cutting, weed-killing and gully clearing to reduce flooding
- ✓ We will work with local communities to tackle dangerous drivers on our roads and excessive speeding in our neighbourhoods

Backing our High Streets and Pubs

With a record of action, your next Conservative led council will work with local businesses and pubs to keep our communities the special places they are.

- ✓ We will promote our £1 million grants, skills and training offer to support our High Street businesses and pubs
- ✓ We will work with our pubs to help secure their future before it is too late
- ✓ We will continue our investment to reach 99% 4G/5G coverage by 2027 and continue to add to our rural, evening and weekend bus services

New Libraries for Norfolk

With a record of action, your Conservative led council will invest in its nationally recognised libraries which are at the heart of our communities.

- ✓ We will build two new libraries and expand many more of our 47 libraries. We will also undertake a major refurbishment programme
- ✓ We will invest £1 million to replace four of our mobile libraries
- ✓ We will offer more digital courses and skills for jobs related training, like writing CVs and preparing for interviews

Free Entry to Our Museums

With a record of action, your next Conservative led council will continue to help make Norfolk a great place to live, work and visit.

- ✔ All children aged 14 and under will be able to visit our 10 museums for FREE
- ✔ We will continue to promote our museums as globally recognised centres of learning, preservation and conservation
- ✔ All our museums will be free for all to visit on Norfolk Day (Monday 27th July)

Helping Every Young Person

With a record of action, your next Conservative led council will focus on supporting young people to gain the skills, jobs and homes they need to succeed.

- ✔ We will ensure that every young person not in education, employment or training (NEET) will be offered a new 'Pathway to Success' – either via training courses, work experience and apprenticeships.
- ✔ We will work with the UEA, colleges and care providers to grow our own talent and push for the new Dentistry School to get the training places it needs late
- ✔ We will continue to build over 650 homes for local people and will use second home funding to support first time buyers

£10 Million Flood Defences

With a record of action, your next Conservative led council will take even more action to protect Norfolk's environment.

- ✔ We will invest £10 million into coastal flood defences and inland flood prevention schemes for those communities most at risk
- ✔ We will continue to strongly oppose pylons, solar farms and BESS on Norfolk's productive farmland
- ✔ We will deliver our target of planting 1 million trees (currently over 730,000) and invest a further £1 million into our walking and cycling trails