Conservative Manifesto 2017

For A Better Future Together

Our Plan for Staffordshire

We believe in smaller, smarter local government that understands and responds to the needs and priorities of Staffordshire residents. Councils and the services they provide need to adapt to changes in how individuals and communities live and work.

We need to constantly review and reinvent what we do, checking it will be fit for the future and capable of responding to emerging changes in our society.

We work for you
Philip Atkins
Conservative Group Leader

“Over the past eight years Staffordshire Conservatives have worked hard to lead significant change in the most challenging circumstances. The need to reduce the national debt has driven the most dramatic public sector changes in post-war Britain. In Staffordshire we have led the way with a programme of change, fresh thinking and innovation to create what is now a nationally recognised ‘well-run council’. We believe that smaller, smarter local government can deliver affordable and strong public services without the burden of costly, out-of-date bureaucracy and waste.

In the long-term interest of Staffordshire residents, we have carefully and thoughtfully made the difficult decisions to reshape services and to ensure that spending priorities meet community and citizen needs.

At the same time, whilst facing major funding issues we have maintained one of the lowest council tax rates among English county councils. This offers Staffordshire residents greater value while meeting your most important demands for essential services.

And through a deliberate focus on improving the Staffordshire economy we now have real and sustained opportunities for people to enjoy a good quality of life in safe and strong communities with low unemployment and higher income opportunities. Staffordshire is now one of the strongest economic regions in the UK, attracting new investment and boosting employment.

Staffordshire is now better placed in 2017 to take advantage of the inevitable changes and opportunities that Brexit and new global trading opportunities may bring. The County is now poised - strong and ready to take full advantage of these new opportunities.

Staffordshire Conservatives have a clear vision of an even brighter future - one where everyone has the opportunity to prosper, to be healthy and enjoy life to the full.

But we don’t want to leave anyone behind. We want to continue to see more people than ever in work with better paid jobs leading to an ever-improving quality of life for local people through major investment programmes securing future growth and new better jobs. Along with substantial changes to how the council operates, we will continue to deliver better outcomes for Staffordshire people, while managing the ongoing financial pressures we all face.
We want to see every child in Staffordshire attending a good or outstanding school, providing the opportunity to gain skills needed to land a high-quality job and every family encouraged to live healthy, happy and productive lives.

We want to see Staffordshire’s residents able to enjoy extended healthy years of life, in line with the improvements that medical science is making in life expectancy. We can only achieve this through partnership working across health, local authorities, the voluntary sector and the public at large.

Staffordshire has made great progress in the last eight years, but there is even more a Conservative county council can do to support residents aspire to and achieve, balancing a growing demand for care and support for vulnerable children and our frail elderly and those with a disability, alongside good transport links and building new schools.

Staffordshire Conservatives believe the only way to achieve this is by community responsibility, working with public and private sector partners and our local communities, sharing and supporting each other to live fulfilling lives, with maximum independence and personal choice. Only then can we ensure that Staffordshire continues to have affordable, relevant and sensible public services in the future.

We all want to see a prosperous Staffordshire with a thriving economy creating wealth for all which enables us to all pay the taxes that we need for public services and those who really need our help.

Only Staffordshire Conservatives will help secure Staffordshire’s people’s brighter future together.

Vote Conservative on the 4th May, 2017
Our Priorities

A Well Run Council with Low Council Tax
Better Paid Jobs for You and Your Family
Invest an extra £30m to improve social care
Working with Our NHS for A Better Health Service
Ageing Well and Staying Healthy
Up to £5M to Tackle Potholes
Good Schools, Brighter Futures
Stronger and Safer Communities
A place to grow old feeling Safe

Our Values

Keeping council tax low

Using your council tax and business rates wisely

Ensuring the council is well run, efficient and innovative

Investing in our economy so it thrives

Ensure that Midlands Engine, Northern Gateway projects deliver more infrastructure and investment in Staffordshire

Building decent homes in the right places

Helping people to get the necessary skills for the future job market

Looking after vulnerable people in our care

Ensuring vital services keep on working

Work with community and voluntary sectors to build strong neighbourhoods to shape community assets

Share and support other parts of public sector in Staffordshire to squeeze maximum value out of every pound that tax-payers spend
1. You work hard to earn your money, we work hard to help you keep it and to plan ahead. Families can depend on us to deliver more for less. We are committed to do this while setting low council tax

2. Health and social care will remain our main priority – focusing on working in strong alliance with health organisations and residents to help to deliver the vital changes necessary to build a health and care system that works for everyone

3. We will remain bold in shaping public services and look to work across the public sector to form improved and more efficient delivery models to serve local residents

4. Our ambition is to help Staffordshire’s economy to become even stronger and more resilient. We will work with all authorities surrounding Staffordshire and beyond to maximise and share opportunities. Staffordshire is and will remain a high achieving county

5. More investment in our infrastructure to capitalise on growth – including broadband and digital technology to support business, learning and employment

6. Generate more apprenticeships, boost vocational training, and create the best environment for more new-business start-ups

7. Support schools to deliver improved performance. We also welcome greater involvement in schools by Universities, employers and independent education providers where they can demonstrate a record of high quality provision.

8. Build on Staffordshire’s excellent children’s service (seen as among the best in the UK) to keep children safe and give them the best start in life

9. Community groups and volunteers play a massive part in our society – that is why we will continue to invest around £1m a year in helping groups and organisations to flourish

10. We will be investing £30m in improving and reshaping our social care services. Working with the sector to provide care in a modern, flexible way that better supports and restores people
New technology, changes in the way we live, access to more digital resources and global economic shift places more choice and challenge in the hands of our society.

Staffordshire is well-placed to meet these opportunities and challenges. Working with partners across the public and private sector we have invested in new infrastructure and technology to create a strong and attractive economy and efficient public services.

We know that health and care is a major concern for local residents, and we will play a full and proactive role in driving change in the health and social care system. As our population of older residents grows, the increasing demand upon care services means that we also need to think carefully how we can help people to stay healthy and enjoy those longer later years. But inevitably the care sector needs to change and adapt to those pressures. We want to invest in a future care system that will be able to support our residents – providing the right choice, quality and support.

To help us to afford to pay for future public services we need to continue to build on our successful Staffordshire economy.

Staffordshire Conservatives will make the most of the total £7.4Billion spent annually in Staffordshire by all public-sector organisations, providing support for those who really need help in our community with better use of public funds across all the public sector who all impact on the lives of our residents.

*Our Future Together* means making agreements to decentralise and transfer legislative power and budgetary control from Central Government, with agreements to give greater control over local transport as well as new planning powers to support regeneration and development. Staffordshire has a clear vision, as we believe local decisions are best made by local people facing local challenges that are better addressed here than from Whitehall.

By 2020, 16,000 more people will be living in Staffordshire with the population aged 65 increasing by 19,800, and those under 65 declining by 3,600. With a growing older population, we will endeavour to enable residents to live independently for longer to reduce demand on services. With a strong recovery from the global recession, we will put in place the opportunities to become a more economically productive and prosperous county, generating greater economic growth, and providing our residents with access to a greater number of good jobs.
Low council tax
Continuous improvements in cost reduction
Lean and flexible working for maximum efficiency
Offer more digital choices
Give new life to unused land and buildings and reinvest cash
Build strong alliances to improve public sector efficiency
Seek out best ideas to become commercially better

As the UK needs to reduce its massive debt and repair its finances, local public services have an important part to play. Staffordshire County Council under Conservative control has reduced its costs and halved its size to be a fit and affordable provider of essential services.

By the end of 2020 we will have reduced council costs by around £200m. Through consultation we designed a plan to look at everything we do for Staffordshire people and prioritise those that need to be replaced or updated to make them fit needs better and make them affordable in the future.

We have also creatively worked with voluntary, non-for-profit organisations and private companies to find new ideas and develop solutions that make things more efficient and relevant. Instead of old-fashioned ‘out-sourcing’, we have developed joint-ventures, so that the council taxpayer keeps a stake and gain further benefits over the longer term.

We are now working through the biggest change to how councils are financed. Instead of being funded partly by government grant, by 2021 Councils will be funded almost entirely from local council tax and a small amount from business rates. This mean that the size of the council will reduce further as it adjusts to the new levels of funding.

Staffordshire County Council is recognised as a well-run council. This is because we think carefully and act with sensitivity to how services can be delivered in a small, smarter and more affordable way.

We believe in keeps costs and council tax down and encourage individual and community freedom to take decisions and have control. This work will continue as we strive to keep council tax low, whilst meeting the priorities of Staffordshire residents.
Staffordshire Conservatives priorities are

Prevention – adopting healthy and safe lifestyles

Reduce un-necessary hospital A&E admissions

When the hospital has made you better, get you home faster

Better care through integrated health and care teams

Community health care that can offer more treatments

Integrate and sustain long term care

Use buildings and facilities more efficiently

Growing support in communities to help people

A honest conversation about options available

Help people to help themselves wherever they can

Increase the capacity of services to deliver more and better

Promote integration and personalisation

A greater emphasis on prevention

Prevention is crucial to the sustainability of health and social care services. We will engage NHS organisations and clinicians in promoting health and well-being as well as treating disease.

Reforming urgent care pathways to reduce emergency hospital admissions and facilitate timely discharges.

Staffordshire’s urgent care system has struggled for many years. We will ensure urgent care pathways are as streamlined as possible, that responsibilities are clearly defined at each stage, and that funding is allocated in the most efficient way.

*Development of integrated local health and care teams*

The NHS Five Year Forward View set out a range of ways that could be used to facilitate integration of health and care services.
The MCP (Multi-speciality Community Practitioner) is an idea that gaining real interest locally. That is because this would see health and care professionals organised around clusters of general practices, typically serving a population of 30,000-50,000, and working together to ensure that health services are seamless.

This model includes categorises each level of risk. It will spot high risk people likely to require the most intensive intervention and co-locate professionals to facilitate communication, multi-disciplinary case management. It also allows outreach working from acute trusts to provide access to specialist advice, and use of shared IT systems. The model is designed to build relationships and collaboration between professionals rather than organisational structure that is most important.

**Integrating and ensuring the sustainability of long term care services**

Pressure on local authority budgets means that it is increasingly difficult to meet the expectations of long term care providers for fee uplifts, and this threatens the sustainability of long term care services, which in turn has consequences for the NHS. We will ensure resources are used to best effect across the health and care system.

A review of the use of land and buildings across the NHS and the council with a view to making better use of estates across health and care.

The local NHS and council have a range of facilities that could be used differently to aid integration and enhance the efficiency and sustainability of health and care services. This should support the development of MCPs as well as the sustainability of long term care services.

**Growing communities to support people**

Helping people to live independently in their own home, with care and support from family, friends and the whole community

Being honest about the options available

Giving people simple, clear information and advice so that they know what care is available and how it will be paid for

Helping people to support themselves

Supporting people to make their own decisions on what is important to them so that they are happy, healthy and safe

Working with our partners and suppliers to ensure that when people do require care services, our care providers in Staffordshire offer quality and safe services that meet people’s needs

And, in time of crisis, getting people back on their feet and making sure they are safe
Getting Growth Planned – Working with businesses to identify growth opportunities

Getting Growth started – Putting in place the infrastructure and business support

Getting Growth delivered – Supporting businesses to locate and grow

Our Plan for Staffordshire’s economy

We will deliver a highways infrastructure that is efficient, accessible, positive, long lasting and supports economic growth.

Staffordshire Conservatives priorities are that our economy continues to prosper and grow, together with the better paid jobs, higher skills, better qualifications and aspirations needed to raise productivity and in turn wages and living standards and we want everyone to have the opportunity to prosper, be healthy and happy.

Staffordshire has a long history of manufacturing and exporting from the heart of the country and we will ensure people can easily and safely access everyday facilities and activities through our highways and transport networks. We will work with business and Further and Higher Education to highlight the County as a future area of excellence in digital technology and Agritech.

We will ensure Staffordshire people and communities can access, enjoy and benefit from a range of learning, recreational and cultural activities which contribute to our different and varied community’s well being.

We will ensure Staffordshire’s people will be able to access more good jobs and feel the benefits of economic growth and in turn be healthier and more independent.

We will ensure people will be involved in shaping the delivery of public services.

Increased value and prosperity for Staffordshire through positive impact on jobs and growth.

A customer focussed service which enhances customer satisfaction and the reputation of the Council.

Financially sustainable and resilient services.

The flexibility to meet changing future demands through innovation and development.
Staffordshire Conservatives will deliver these pledges:-

Maintaining and improving the condition and usability of our highways;

Continuing to reduce cost of service delivery to get the best out of our county’s roads and infrastructure

Involve communities in decisions and delivery of infrastructure

Improve customer satisfaction in the County Council and its work
We will do everything we can to help anyone, whatever your background, to go as far as your talents will take you.

Staffordshire Conservatives believe that well-led nurseries, schools, colleges, universities and training providers are best placed to prepare our children for a bright future and provide opportunities for adults of any age to improve their education or retrain to take advantage of our thriving economy. Your County Council’s role is to challenge and help those that need to improve and to represent the interests of all learners.

A Great Start

Young children, from as early as 2 years old, get a great start in Staffordshire nurseries which prepare them to do well at their first schools while learning social skills and having fun. 96% of Staffordshire nursery and pre-school settings are judged good or outstanding by Ofsted. The government’s popular pledge of 30 hours of free childcare a week goes live this year and we will help even more families to benefit from Staffordshire’s great early years offer.

Improving Schools

Over the past four years alone the number of good and outstanding schools in Staffordshire as judged by Ofsted has risen from 63% to 88% reflecting the improved governance and leadership of our schools and hard work by teaching and support staff. It also proves that our school improvement programmes, targeted at those schools that most needed it, are working. There are 25,000 more children in good or outstanding schools then in 2010. This is rapid progress but Our Future Together requires that we continue to work closely with all Staffordshire schools, whether they are linked to the local authority or in a trust or academy chain, because the exam results achieved by too many of our young people at GCSE and A Level still do not match the best in England. On behalf of the next generation we will now focus on raising attainment in all our schools.

Opportunities for All

In Staffordshire in 2016 9.4% of children had some sort of Special Education Need. We propose to work even more closely with experts from our outstanding special schools to ensure the best education support is available in all our mainstream schools so pupils with SEN have the same life and career opportunities as their peers and, where possible, in their local school.
Securing the Future

Well-led organisations generally use their resources wisely, ensuring that more is spent on teaching and training rather than back office costs. Staffordshire has a lot of small community-based schools which Conservatives know really matter to parents and pupils. We also have a high number of small sixth forms and duplication in further education establishments. Many education and training providers are already forming partnerships so they can better share administration costs, specialist teachers and leadership teams ensuring their financial future. We will continue to encourage and help schools and colleges to form these cost-effective partnerships.

Fairer Funding

For decades schools in Staffordshire have received less money per pupil than most other parts of the U.K. Thankfully we now have a government that listens and has accepted that this must not continue. We welcome the new fairer funding formula proposals which will help most Staffordshire schools.

Greater Choice

There is now a wider choice of schools than at any time in the past. Staffordshire Conservatives welcome free schools, selective schools, faith schools and specialist schools such as University Technical Colleges and Institutes of Technology where there is parent demand and we pledge in this manifesto to use cost effective communications to inform people across the county of the choices open to them. We also welcome greater involvement in schools by universities, employers and independent education providers that have a record of high quality provision.

We recognise that sometimes choice is limited by the cost or difficulty of getting to a school. That is why in Staffordshire we go beyond the statutory requirement to provide free school transport to the nearest school and also provide this to your designated catchment school. We will continue to subsidise catchment school transport during the next four years and, because transport can be a challenge after age 16 too, we will continue to subsidise travel to those aged 19 and under with a “Your Staffordshire” Card.

Technical Pathways

Apprenticeship starts have more than doubled in Staffordshire since Conservatives took control in 2009 rising from 3590 to 9420 but our thriving economy needs even more creative skilled people so we aim to double the number of apprenticeships again over the next four years. Over 4000 of these starts have been people over 25 years old so Staffordshire apprentices are for everyone. The Apprenticeship Levy, due to be placed on large employers from April, will help to fund this growth in training which will
up-skill people of all ages living and working in Staffordshire leading to more job opportunities and higher wages.

New government proposals to simplify apprenticeships will shortly replace thousands of confusing courses together with 15 professionally recognised ‘T Levels’ that more closely match the needs of employers. Staffordshire will be among the first to adopt the emerging proposals including Digital Skills training and Degree Level Apprenticeships and will require all local authority schools to demonstrate that they are providing independent careers and course advice to all their students so they can make an informed decision about the academic or technical pathway that is best for them.

*Do Your Homework*

Our Future Together will be brighter if people have easy access impartial advice and information to help them choose the best school for them that is why we will continue to develop the Brighter Futures website which provides helpful information about Staffordshire Schools.

*Local School Places*

Staffordshire is an attractive place to live and work so our population continues to grow. We have planned effectively over the past 8 years to ensure that new houses come with local school places. This year over 92% of applicants were allocated a place at their first-preference secondary school in Staffordshire. We guarantee to keep working with local planning authorities, housing developers and government agencies to provide a good, local school place for every young person.
A unique and beautiful county

Staffordshire is a unique and beautiful county - right at the heart of the English experience. It has a unique blend of countryside, culture, food and entertainment second to none. Visitors from home and abroad bring the county a vital stream of income. Whether it’s local foods, canals, theme parks, theatres or walking holidays, they are finding a niche market to mine.

Destination Staffordshire

Staffordshire Conservatives have supported Destination Staffordshire and its strong private sector support with over 500 members which cover Accommodation, Attractions, Food and Drink (Taste of Staffordshire), the Arts (EnjoyArts) and retail. This private/public sector partnership has brought everyone together to make the shire county a tourism destination, working in partnership to foster economic success for the tourism section.

As an example of Our Future Together this has seen improved efficiency and effectiveness in marketing Staffordshire with clearer marketing messages, improving the visitor experience to Staffordshire and attracting more visitors who stay longer and spend more for the benefit of our local economy.

Already the Partnership has been recognised as the Most Advanced Partnership in the region, recognised nationally as an example of best practice, best Tourism Board and runner's up for Best Website as well.

Marketing and Branding

Our Plan for Staffordshire will see even better Marketing and Branding, Information, Product Development, Quality/Skills/Training, and Research and Monitoring

This private/public sector partnership will continue to oversee high profile promotions including the Taste of Staffordshire, Enjoy Staffordshire card - which promotes discounts and special offers from members, and a highly successful Tourism Conference which brings together all areas of Tourism to encourage best practice and future promotional activities.

Staffordshire is at the heart of England

Staffordshire is at the heart of England and now the home to The National Arboretum in Staffordshire, The National Forest, The National Football Centre and The National Brewing Centre.
Families at the core of our communities

Staffordshire has strong communities. By teaming up with local volunteers and charities we have kept all of Staffordshire’s libraries open while other places are closing theirs.

We will continue to work with you and we will encourage public bodies such as the Fire and Police to work more closely together so you are better protected and more public money is available for frontline services.

While families are the core of our communities, some families have more problems than most. That is why as Conservatives we believe working with our partners and the community is the best way to build on our current strengths to create sustainable solutions within families and the wider community.

Build on innovative work

We will build on innovative work such as the Multi Agency Safeguarding Hub to improve multi-agency responses to the needs of families who have multiple needs that result in a high cost to the public purse.

Build resilience and raise aspirations within families and communities

We want families in Staffordshire to be safe, healthy, self-reliant, educated, responsible and informed. In order to achieve this we need to build resilience and raise aspirations within families and communities.

This requires families to be supported to develop the skills and resources to cope with current and future challenges, while ensuring that they can access the right help, at the right time and in the right place.
Our Record of Action since 2009

- Kept County Council Tax low, leaving more money in your pocket
- Eliminated Labour’s deficit and saved £160m to reinvest in services
- Almost full employment with less than 1% unemployed and looking for work
- Attracted better jobs giving opportunity to increase average wages
- 16 per cent more people have better paid jobs - up from 149,000 to 173,000
- Completed investing extra £50 million into Staffordshire highways network
- Transport - extended concessionary free bus travel package to all day/every day for older people and the disabled
- Introduced discounted travel for young people who travel round the county for just £1.20 per journey
- With Staffordshire Business Loans Support Fund—helped 170 small businesses, saved and created over 1,000 new jobs
- 400 small businesses operate from our countywide 11 Enterprise Centres
- With WiFi in all of our 43 libraries they are now community resource centres encouraging more people to use our libraries
- Over 95% of parents have their first choice of school
- With pump prime funding 97% of properties have access to Superfast Broadband and working on the final 3%
- Attracted high-technology businesses to Redhill Business Park
- Completed new access to Meaford Industrial Estate opening up more opportunities for better paid jobs
- Built new schools at Rocester, Stafford, Burton and Cannock to provide modern education for the best start in life
- Supported European automotive supplier to successfully relocate in Staffordshire investing in new manufacturing and saving 800 jobs and the opportunity to create more
- Welcomed the Signals Regiments to Stafford
- £2.5 million to support creation of an “Enterprise Quarter” in Tamworth
- £800,000 refurbishment of London Mill in Leek for employment and housing
- £1.29 million for Improvements to Rugeley Town Centre
- £2.2 million Regeneration of Friarsgate in Lichfield for retail and leisure
- Completed i54 Motorway Junction for JLR new Momentum Engine Plant
- Started on first phase of new junctions on the A50 to ease congestion
- Working with others in the Midlands Engine to deliver economic growth and better chances for all
- Children’s Services - Families First making an integrated approach with substantial savings and protecting front line services
- Voluntary sector – supporting groups to help develop the sector and back projects such as community gardening and library volunteering, connecting those who need support with those who are able to help
• Telecare—helped with medicine at home for more than 1,000 residents saving the taxpayer an estimated £3,000 per user.
• Tackled problem families and anti social behaviour working with the Police and district councils in a partnership approach
• Waste to Energy plant now delivering £250m savings by waste to heat management, avoiding the need for landfill of waste.
• Working to deliver community care with the NHS, saving cash to reinvest in the increased demand for care in our communities
• Encouraged volunteering with a genuine partnership, positioning volunteering as an essential part of a successful community.
• Clamped down on intrusive wind and solar farm developments
• Working with our communities to make sure their voice is heard on HS2
• Road safety—one of the safest Counties in the Country and one of the first to introduce 20mph zones outside schools.
• Winter highway maintenance—we routinely salt over 43% of the county road network compared to 25% nationally.
• Catching criminals on the move after investing in new Automatic Number Plate Recognition cameras
• Supported the new Rural Academy School and with County farms supporting the future of our rural economy
• Seen the completion of the National Memorial Arboretum visitor centre after investing £3m and helped create Mercian Trail for the Staffordshire Hoard
• Working with Stoke on Trent to deliver new jobs through a City Deal with our Local Enterprise Partnership to potentially create 30,000 jobs, increase our GVA by 50% over 10 years engaging major business, both our Universities and all our colleges to support our number one priority, our economy and job creation.
• Supporting communities to help themselves through a local community fund and local involvement to listen and hear what people say, putting localism into action.