



Hertfordshire Conservatives

County Council Election

Manifesto 2025

Ambitious for our County of opportunity

Promoted by Richard Roberts of Goldingtons, Church Lane, Sarratt, Hertfordshire, WD3 6HE,
on behalf of the Hertfordshire County Conservative Group of County Hall, Hertford, SG13 8DE

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Dear Neighbour

A Message from the Conservative Group Leader

Building a Brighter Future for Hertfordshire

Hertfordshire is a thriving county, and your Conservative-led Council has worked tirelessly to deliver the services that matter most to you.

We have repaired roads, ensured our social care is rated Good and Outstanding, supported our heroic firefighters, enhanced our libraries, and upgraded our recycling centres. We send nothing to landfill and continue to power our local economy, home to 60,000 businesses, from world-leading life sciences and engineering to the creative industries that brought you satellite technology, Harry Potter, and ground breaking cancer treatments.

We believe in aspiration and opportunity for all, whether through an excellent education, a rewarding apprenticeship, or acquiring the skills to reach the top of the earning ladder. Hertfordshire is the perfect place to start a business, explore its rich cultural life, or give back through volunteering. We will continue to support our incredible charities and volunteers who strengthen our communities.

Our air is cleaner than it was four years ago, but we won't stop there. We will plant another 500,000 trees, protect our precious countryside, and ensure every new home is built to high standards, well-connected, sustainable, and fit for the future.

When Ukrainians fled war, over 1,000 Hertfordshire families welcomed them into their homes. We continue to support them as they rebuild their lives, proving that our county is not just a great place to live and work but also a community that cares.

We have weathered COVID, financial pressures, and rising demand for services, but we have protected what matters. Our Council has become leaner, more efficient, and future-ready to meet the challenges ahead.

Yet in July, the new Labour Government claimed it would "tread lightly" in our lives, only to do the opposite. Pensioners have lost their winter fuel allowance for the first time since 1997. Businesses face higher National Insurance, stifling investment and job creation. Farmers and family businesses are being hit with punitive death taxes. Education is being levelled down, and our local councils are at risk of being swept away.

Confidence has been needlessly shaken. Costs are up. Growth is down. But my promise to you is clear: we will do everything in our power to put residents, businesses, and your vital local services first.

On 1st May, vote Conservative for strong, compassionate leadership, delivering financial stability and caring passionately about you, your family, and your future.

Richard

Richard Roberts

Conservative Leader, Hertfordshire County Council
England's County of Opportunity



STRONG FINANCES, STRONGER SERVICES

We have tackled unprecedented demand and soaring costs while delivering smarter, more efficient services. By cutting waste and investing wisely, we have protected Hertfordshire's 500 essential services without burdening taxpayers.

Conservatives Deliver for Hertfordshire



Top-rated council:

Officially the highest-performing County Council in England (2023, independent assessment).



Unprecedented investment:

£100 million extra funding each year for the past two years, rising to £128 million this year to strengthen local services.



A greener, cost-saving future:

120,000 LED streetlights installed, slashing energy bills by £7 million annually and reducing carbon emissions by 27% since 2019.



Protecting vital community services:

Youth Services, Family Centres, Libraries, and Recycling Centres safeguarded while partnering with 110 charities to support local communities.



Frontline heroes saving lives:

Hertfordshire's firefighters respond to over 10,000 emergencies each year, protecting residents day and night.

Our Plan for the Next Four Years



Over £1 billion investment:

New schools, roads, nursing homes, and supported living for disabled adults. We invest to care.



Keeping council tax low:

Band D households to see only a modest increase of £1.62 per week, ensuring value for money.



Delivering £82 million in efficiency savings:

Including £42 million this year alone. Cutting waste, not services.



State-of-the-art emergency response:

A £17 million investment to build a world-class firefighter training centre in Stevenage.



Supporting our firefighters of the future:

£7 million investment to upgrade fire stations across Hertfordshire.



Modernising emergency services:

Redevelopment of Hertford Fire and Ambulance Station to deliver faster response times and enhanced community protection.

Conservatives: The Only Party That Delivers for Hertfordshire

EDUCATION & SKILLS UNLOCKING POTENTIAL

Every child deserves a world-class education, and every adult should have the opportunity to upskill and succeed. Hertfordshire boasts one of the strongest job markets in the UK, but we must do more to help young people transition into rewarding careers and ensure lifelong learning opportunities for all.

Conservatives Deliver for Hertfordshire



Excellence in education:

92.4% of children now attend a Good or Outstanding school, up from 82% a decade ago.



Top achievers:

Hertfordshire pupils rank in the top 20% nationally for attainment. 98% of primary and 94% of secondary pupils received their first-choice school.



Investing in SEND education:

£137 million has delivered 764 new special school places, ensuring tailored support for children with additional needs.



State-of-the-art schools:

New and upgraded schools, including Bishop's Stortford High School, Buntingford First, Avanti Brook and Avanti Grange.



Modern libraries, modern living:

Libraries in Borehamwood, Letchworth, and Ware transformed into thriving learning hubs.



Keeping children in school:

Reduced permanent exclusions, ensuring all pupils get the right support.



Pathways to success:

Step2Skills has helped 4,935 residents gain education and employment opportunities.



Nationally recognised school attendance strategies:

Ensuring every child benefits from a consistent education.

Our Plan for the Next Four Years



Guaranteeing quality:

Guaranteeing a great education for every child in Hertfordshire.



Boosting SEND funding by a further £12 million:

Putting children with additional needs and their families first.



Supporting 5,000 more residents into work:

Maximising access to employment through partnership working with our education providers and services.



Expanding and improving SEND education:

Ensuring inclusive learning environments.



Fighting for fair school funding:

Lobbying MPs to protect standards from Labour's damaging policies.



Preparing for Labour's VAT raid on private schools:

Ensuring a smooth transition for affected pupils.



Building new schools:

Building the new Breakspear Special School in Croxley Green and a new primary school in Hoddesdon, increasing school places where they are needed most.

PUTTING CHILDREN FIRST, CARING FOR ALL AGES

Hertfordshire's Children's and Adult Social Care services are among the best in the country. We are committed to protecting vulnerable children, supporting families, and ensuring dignity and independence for older residents.

Conservatives Deliver for Hertfordshire



Outstanding-rated Children's Services:

Recognised by Ofsted as one of the best in the country.



High-quality Adult Social Care:

Adult Social Care rated Good, with Outstanding features.



Unprecedented SEND support:

38,700 children with special educational needs supported by 130 new specialist staff.



Keeping children closer to home:

Opened 8 new children's homes, ensuring local placements and stability.



Backing unpaid carers:

Supported 40,000 unpaid carers, ensuring families get the help they deserve.



Providing dignity in old age:

Delivered care to 47,000 elderly and disabled residents last year alone.



Championing foster families:

Celebrated 540 dedicated foster carers, transforming children's lives.



Pioneering independent living:

Launched award-winning 'Inspired Living' technology, helping elderly residents stay in their own homes.



Strengthening local care:

Opened new nursing homes in Wormley and South Oxhey to meet rising demand.



A lifeline for the vulnerable :

Delivered 583,969 meals to 18,268 residents through the incredible work of HILS.



Inclusive opportunities:

170 adults with learning disabilities supported through Sunnyside Rural Trust, promoting independence and skills.

Our Plan for the Next Four Years



Keeping children in care close to home:

Building 17 new residential places to ensure local placements.



Increasing SEND funding year-on-year:

Ensuring every child gets the right support.



Launching a new Carers' Hub:

Providing essential support for families and volunteers.



Helping fostered children thrive:

Introducing a 'Pathway to Independence' programme, helping 90% of fostered young people transition successfully into adulthood.



Investing £3.5 million in early intervention:

Ensuring families get the right help before crises escalate.



Attracting and retaining top care workers:

Continuing to invest in wages to guarantee the best care for our elderly and vulnerable.



Expanding Meals on Wheels and community support:

Reaching 5,000 more residents who rely on these essential services.

Conservatives: Delivering the Best Start for Children and the Best Care for All

KEEPING HERTFORDSHIRE MOVING

Hertfordshire's 3,200 roads are some of the busiest in the country, lifelines for businesses, commuters, and families. We've invested heavily to keep our roads above the national standard, but we won't stop until Hertfordshire's roads are the best in the South East. While Government investment in infrastructure is welcome, there's still a long way to go.

Conservatives Deliver for Hertfordshire



Roads repaired, journeys improved:

74,000 potholes filled and over 1,000 highway schemes completed last year.



Smarter, greener transport:

Herts Lynx on-demand bus service a game-changer for East Herts and Dacorum, cutting travel times and increasing access.



Major road upgrades:

- A120 Little Hadham Bypass completed with flood protection measures
- A602 into Stevenage upgraded
- A new bridge into Hoddesdon Business Park to ease congestion.



Buses on time, more passengers travelling:

95% reliability, best in the region, with bus passengers up 33% since 2022.



Investing in cleaner travel:

27 new electric buses with UNO, slashing emissions and improving air quality.



More walking, cycling, and public transport use:

Up from 40% to 45% since 2018, making Hertfordshire greener and healthier.

Our Plan for the Next Four Years



£16 million next year in key road and transport upgrades, including:

- £5 million for pothole repairs, tackling damage from extreme weather.
- £4 million to resurface 50+ unclassified roads, improving local routes.
- £2 million for safety upgrades, including better street lighting and barriers.
- £1 million for drainage improvements, protecting homes and businesses from flooding.



Starting May 2nd: a transport plan for all:

Car drivers, bus users, train passengers, and cyclists will benefit from joined-up travel solutions.



4,000+ highway improvements:

To enhance road safety and reliability.



Expanding Herts Lynx:

Into more rural areas to tackle isolation and improve connectivity.



Rolling out smart traffic systems:

To cut congestion and shorten travel times.



Investing in active travel:

More safe walking and cycling routes, connecting towns and villages.



Flood prevention and drainage investment:

Protecting homes and businesses from extreme weather.



Backing Herts and Essex Mass Rapid Transit (HERT):

Pushing Government to fund faster, better-connected transport across the region.



Transport planning:

Car drivers, bus users, train passengers, walkers and cyclists, a new joined up transport plan for an improved travel experience.



Bus network:

Taking full control of our bus network for even better reliability, when funding allows.

BUILDING HOMES, PROTECTING THE GREEN BELT

Everyone deserves affordable, high-quality, energy-efficient homes. But housebuilding must be sustainable, with schools, GP surgeries, roads, and digital infrastructure in place before new residents move in. Labour and the Liberal Democrats want massive housing targets, threatening Hertfordshire's precious Green Belt. Under their reckless plans:



St Albans would see a 75% surge in housing.



Dacorum would be forced to build a third more homes.



Nearly double the size of Luton Airport, which is backed by Labour, would damage North Hertfordshire's quality of life.

Conservatives Deliver for Hertfordshire



Record-breaking home delivery:

5,000 new homes last year, the highest in 20 years, with 33% designated as affordable housing.



Infrastructure secured before development:

£77 million from developers for new schools, healthcare, and transport.



Higher standards, better homes:

Leading the Hertfordshire Development Quality Charter to demand sustainable, well designed housing.



Cutting household bills:

Secured over £100 million to make existing homes warmer and more energy efficient.



Fighting to protect communities:

Opposed Labour's push for Luton Airport expansion, which would bring more congestion, noise, and pollution.

Our Plan for the Next Four Years



Deliver more energy-efficient homes:

Ensuring at least 35% are affordable.



No new development without infrastructure first:

Schools, GP surgeries, and roads must be in place before homes are occupied.



Prioritising brownfield sites, protecting the Green Belt:

We will regenerate town centres and disused sites before any countryside is lost.



Securing more Government grants:

For affordable, energy-efficient homes and retrofitting older properties.



Demanding higher national building standards:

New homes must be future-proofed and environmentally sustainable.



A plan that works for Hertfordshire:

Building the homes we need while protecting our communities, countryside, and quality of life.

Conservatives: Delivering Homes Where Needed, Protecting the Countryside We Love







ENSURING HEALTHY AND FULFILLING LIVES

Every child deserves the best possible start, and everyone should have the opportunity to stay active, healthy, and part of a strong community. We are making health services more accessible, supporting families, tackling obesity, and prioritising mental health.

Conservatives Deliver for Hertfordshire

-  **Keeping people healthy:**
Delivered 90,170 NHS Health Checks, helping 12,609 smokers quit and 16,173 adults lose weight.
-  **Healthcare on your doorstep:**
Launched the Health Bus, bringing mobile healthcare to the people who need it most.
-  **Putting children's health first:**
School-based healthy living programmes tackling childhood obesity and improving wellbeing.
-  **Supporting new parents:**
47,000 home visits by health visitors, ensuring families get early support.
-  **Promoting active lifestyles:**
Expanded Hertfordshire Health Walks, with 200+ volunteers leading 100 routes across the county.
-  **Pioneering health technology:**
Award-winning 'Data Inspired Living' initiative helping families and carers feel more confident in managing health at home.
-  **Easy access to support:**
15,827 residents helped through Hertfordshire's ten local health hubs.

Our Plan for the Next Four Years

-  **Expanding NHS health checks:**
Reaching 120,000 residents to detect and prevent illnesses early.
-  **Bringing mobile healthcare to more people:**
Expanding the health bus into rural communities.
-  **Boosting mental health services:**
Developing our mental health offer, focussing on young people's wellbeing.
-  **Investing in healthy living:**
Expanding weight loss and mental health support, ensuring residents stay fit and resilient.
-  **Delivering world-class hospital care:**
Fighting for the rebuild of Watford General and Mount Vernon Cancer Hospital.
-  **A joined-up approach to family health:**
Strengthening connections between family centres, health visitors, and school nurses to give children and parents the best start.

Conservatives: Helping Hertfordshire Stay Healthy, Happy, and Supported

PROTECTING OUR PRECIOUS ENVIRONMENT

Hertfordshire is a beautiful county, and we are leading the way on sustainability—cutting emissions, reducing landfill, and increasing green spaces. While Labour and the Liberal Democrats pursue reckless planning reforms that threaten our countryside, we are taking real action to tackle climate change while protecting rural life.

Conservatives Deliver for Hertfordshire



Top-tier recycling record:

Over 50% recycling rates for eight consecutive years, slashing landfill waste.



Driving down emissions:

Reduced carbon emissions by 27% since 2019, making Hertfordshire greener and cleaner.



Reforestation Hertfordshire:

Planted 324,647 trees, restoring habitats and boosting biodiversity.



Protecting nature:

Mapped 300 nature recovery sites, ensuring wildlife and green spaces thrive.

Our Plan for the Next Four Years



Setting the gold standard for recycling:

Increasing recycling rates to 60%, leading the way in sustainable waste management.



Planting for the future:

Continuing our 1.2 million tree-planting programme, ensuring one tree for every Hertfordshire resident by 2030.



Greener public spaces:

Establishing five new community green spaces, giving more people access to nature.



Investing in green transport:

Installing 50 additional EV charging hubs, making it easier to drive electric.



Clean energy for Hertfordshire:

Building the county's first solar farm, delivering renewable power for homes and businesses.



Defending our countryside:

Protecting rural communities from overdevelopment and Labour's reckless planning reforms.

Conservatives: A Cleaner, Greener, and Protected Hertfordshire for Future Generations

CARING FOR WHERE YOU LIVE

Every resident deserves to feel safe, supported, and part of a thriving community. We are committed to protecting the vulnerable, strengthening neighbourhoods, and enhancing quality of life, investing in services that truly make a difference.

Conservatives Deliver for Hertfordshire



Standing up for victims:

£1 million invested annually in tackling domestic abuse, ensuring survivors get life-changing support.



Backing our voluntary sector:

£16 million funding for 80 charities, delivering Meals on Wheels, benefit advice, and mental health support.



Giving children the best start:

Free early education for all two-year-olds, supporting families and future learning.



Fighting fraud:

Seized £2 million in counterfeit goods and recovered £433,000 for victims of scams.



Revitalising town centres:

Transformed a former retail space into the new Ware Library, creating a bustling community hub.



Helping families through tough times:

Supported 80,501 families via the Household Support Grant.



Securing financial stability for residents:

Helped 5,000 people access £22 million in benefits through the Money Advice Unit.

Our Plan for the Next Four Years



No victim left behind:

Increasing funding for domestic abuse services, ensuring vital support is available for those in need.



Revitalising libraries:

Investing in five new or refurbished libraries, turning them into inspirational community hubs.



Supporting young people:

Boosting youth services to help 5,000 more young people access education, training, and mentoring.



Strengthening financial safety nets:

Continuing funding for CAB, Herts Help, and the Money Advice Unit, ensuring residents in crisis get immediate support.

Conservatives: Stronger Communities, Safer Neighbourhoods, Brighter Futures

SUPPORTING LOCAL BUSINESSES AND CREATING JOBS

Hertfordshire's 60,000 businesses contribute £40 billion to the UK economy each year. We are driving innovation, investment, and job creation, making Hertfordshire a hub for film, bioscience, digital technology, and advanced manufacturing. To support businesses and residents, we are investing in roads, transport, and digital connectivity.

Conservatives Deliver for Hertfordshire



Protecting businesses through the pandemic:

Delivered £2 million in grants, helping local firms survive and recover.



Preparing young people for success:

300 young people completed the Prince's Trust programme, gaining the skills needed for long-term careers.



Boosting high-growth industries:

Attracted major investment in film production, bioscience, renewable energy, and digital technology, securing Hertfordshire's place as a leader in innovation.



Strengthening skills and careers:

Worked closely with four outstanding FE colleges, the University of Hertfordshire, Hertfordshire Futures, and the Chamber of Commerce, driving skills and vocational training opportunities.



Keeping Hertfordshire connected:

Extended superfast broadband to 98% of homes and businesses, ensuring fast and reliable digital access.



Championing business growth:

Retained Hertfordshire Futures Business Board, continuing the success of the Local Enterprise Partnership (LEP) to secure more inward investment.

Our Plan for the Next Four Years



Creating 10,000 new jobs:

Attracting investment in cell and gene therapy, agritech, life sciences, digital and AI technologies, supported by expanding data centres.



Growing Hertfordshire's creative economy:

Supporting TV, film, and media production, building on our £2.5 billion visitor economy.



Launching a Small Business Growth Fund:

Providing grants for start-ups and expanding enterprises, creating local jobs and innovation.



Expanding apprenticeships and training:

Opening new opportunities for young people and career changers, ensuring a highly skilled workforce.



Securing more inward investment:

Empowering Hertfordshire Futures Business Board to drive economic growth and attract global businesses.



Backing rural businesses and high streets:

Investing in market towns, local shops, and independent traders, ensuring economic success reaches every corner of the county.



Achieving near 100% broadband coverage:

Eliminating digital exclusion in rural areas, ensuring every business and home is connected.



Harness technological opportunities:

We must grab the opportunities that automation, digitisation and AI bring and bend these global megatrends to keep the jobs and commercial opportunity thriving in Hertfordshire.

LEADING PUBLIC SECTOR REFORM FOR A STRONGER HERTFORDSHIRE

The Government's Devolution and Local Government Reform programme is moving at breakneck speed, creating Mayors and Unitary Authorities across the country. We will stand up for Hertfordshire, ensuring that any changes work for you, your community, and your future, not for Westminster politics.

Hertfordshire County Council delivers 500 essential services, investing £1.2 billion annually to keep our people, economy, and environment thriving. Our commitment is simple: we will deliver reform in a way that strengthens Hertfordshire, minimises disruption, and ensures better services for the next 50 years.

Hertfordshire is unique, with thriving businesses, strong communities, and stunning countryside.

We will fight for a reform that protects what makes Hertfordshire special, ensuring that residents, not politicians, shape the future of our county.

Vote Conservative on 1st May and vote for a Stronger, Greener, More Prosperous Hertfordshire



Protecting the Environment:

More trees, higher recycling rates, and clean energy investment to secure a greener future.



Safer, Stronger Communities:

Respected domestic abuse support, youth services, thriving community hubs, and modern libraries.



Backing Businesses and Jobs:

Helping SMEs scale up, driving investment into Hertfordshire, and expanding apprenticeships.



Building Better Infrastructure:

Improving roads, expanding broadband, reducing congestion, and modernising transport links.



Financial Responsibility:

Investing in vital services while keeping council tax low.



World-Class Education:

Ensuring every child has the best start in life with top-performing schools and high-quality SEND support.



Compassionate Care:

Supporting families, carers, and vulnerable residents, with increased funding for social care and mental health services.



A United Hertfordshire:

Strengthening communities and protecting the Green Belt, delivering a balanced, well planned future.

On May 1st, vote Conservative for a thriving, forward-thinking, compassionate Hertfordshire.

Hertfordshire: England's County of Opportunity.

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Hertfordshire Conservatives