

## NORTHFIELD VILLAGE OPENS TO SUPPORT OLDER PEOPLE

Northfield Village is a unique £25 million development in Stafford that brings together a range of accommodation, community and care facilities for older people – all on one site.

It features an 80-apartment extra care scheme for the over 55s, specialist dementia accommodation, supported and general needs housing, a community hub, a GP practice and pharmacy.

The village uniquely offers a 1950s barber's shop, pub and cinema specially designed to

help dementia sufferers.

This innovative scheme which has now opened after several years' development provides people with accommodation choices and a holistic approach to care.

Conservative Councillor John Francis for Stafford says: "Northfield Village allows people to continue to live the life style they want in the same locality and demonstrates our commitment as a county council to helping the elderly."

From preventative services to a community hub, the

doctor's surgery and a specialist dementia home, Northfield Village is a bold new model of integrated services. Northfield Village is being delivered by Conservative run Staffordshire County Council in partnership with The Wrekin Housing Trust, Choices, and Galliford Try.

Conservatives believe people deserve dignity in their older years and this is an important scheme to support dementia sufferers.



Northfield Village 50s street scene

## Work starts on £6million highway improvement scheme in Meaford

Conservative boost to local economy.

Work to prepare a £6million highway improvement scheme to serve a major new business park in Meaford are now underway.

The scheme will see the construction of new roundabouts on Meaford Road at its junctions with the A34 and Rookery Lane.

County Councillor Philip Jones (pictured right with Ian Parry) said "We have set an ambitious job creation target to create not just more jobs, but better, higher paid jobs for the

people of Staffordshire. This is a key Conservative aim"

It is expected the major work on the scheme will start in April and the county council has already begun environmental work on the site ahead of the bird nesting season. These include removal of some trees and vegetation along the A34 Meaford Road and Rookery Lane to allow the main works to start in April. Replacement landscaping and tree planting will be carried out once the main works are complete.

As part of the improvements, the northern entry to Meaford

View will be closed to only allow access off Meaford Road. New pavements and a cyclway will also be installed on Meaford Road between the two new islands. Work is scheduled to take 12 months to complete.

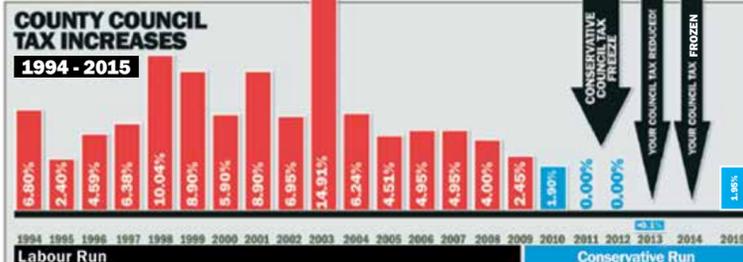
The development at Meaford will bring a derelict brownfield site back into productive use, regenerate the area and see the creation of up to 2,500 jobs. Your local Conservatives have demonstrated that we can deliver such projects which will have a lasting positive impact on our economy and the local jobs market.



## COUNCIL TAX KEPT LOW WITH THE CONSERVATIVES



STANDING UP FOR PEOPLE WHO WORK HARD, SAVE AND DO THE RIGHT THING



The last time Labour were in charge in Staffordshire, council tax bills rocketed. They increased our council tax year after year, almost doubling it over 12 years.

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## COUNCIL TAX

Staffordshire County Council has the next to the lowest council tax in the country. Your local Conservatives are working hard to keep your bill low and give you value for money. We have been able to freeze your council tax bill many times. By contrast when Labour controlled the council they regularly increased your council tax year after year, in one year by nearly 15%. Only the Conservatives give you low council tax and value for money at the same time.

Contact your Conservative Councillor

Write to Stafford Conservatives, Castle Street, Stafford ST16 2ED.

[www.staffordconservatives.org.uk](http://www.staffordconservatives.org.uk)

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# intouch with Staffordshire

IMPORTANT UPDATE FROM YOUR LOCAL CONSERVATIVE COUNCILLORS



SEE OUR EFFORTS TO BOOST STAFFORDSHIRE'S ECONOMY *Pages 2/3*

NORTHFIELD VILLAGE OPENS TO SUPPORT PEOPLE *Page 4*

# NEW WESTERN INNER ACCESS ROAD TO DELIVER MORE JOBS AND NEW HOMES

Conservative run Staffordshire County Council recently announced a £16.1 million traffic congestion busting project for Stafford. The Stafford Western Access Route will be a new road connecting the A518 Newport Road to the A34 Foregate Street, as part of a Conservative led government-funded growth deal for Staffordshire and Stoke-on-Trent.

The county council's preferred route goes from Castlefields through the Saint Gobain industrial site to the north of Dockey Road. It then crosses the railway near new housing and crosses the long-stay car park behind Sainsbury's, with a new bridge over the River Sow leading to the retail park at Foregate Street.

Conservative Councillor Mark Winnington (right) says: "The Conservative lead Government's announcement of funding for the road is a massive boost for people and businesses in Stafford. The route will aid growth in an expanding county town. As well as easing congestion, the road is the key to enabling 7,000 new homes in Stafford and the delivery of 90 acres of employment land to boost business and the local economy.

Local Conservatives are committed to tackling traffic hot spots and this is our latest scheme to help local people get around better.



See our efforts to boost Staffordshire's Economy.

CONSERVATIVES WORKING HARD FOR YOU... more inside this issue

# Conservatives working hard for Staffordshire

▼ The Wedgwood Museum collection was "saved for the nation" and remains on display in Staffordshire after reaching its £15.75m fundraising target. Conservative run Staffordshire County Council contributed £100,000 towards the appeal. The collection at the museum in Barlaston features 80,000 works of art, ceramics, manuscripts, letters and photographs.



■ The Wedgwood museum in Barlaston, North Staffordshire.



▲ Regeneration of our town centres is a key aim of local Conservatives.

▲ Conservatives have driven a huge £40 million mixed-use retail-led scheme in Ryecroft, Newcastle-under-Lyme. The project could create hundreds of jobs, has got the green light. Plans include up to 100,000 sq ft of retail and leisure space, student accommodation, and retirement properties.



■ SCYVS

▲ The Staffordshire Council of Voluntary Youth Services (SCYVS) enhances the contribution of young people to volunteering in Staffordshire and encourages a dynamic voluntary youth sector. SCYVS reaches out to more than 36,000 young people and children aged five to 25—by far the largest youth body in the county.



■ HS2 Campaign "Voice of Staffordshire"

▲ Conservative run Staffordshire County Council is working to co-ordinate the "Voice of Staffordshire." It is lobbying to get the best possible deal for Staffordshire's communities from the HS2 Project, including compensation for homes and business displaced by the route.



■ Construction of the site is welcomed by families of dementia sufferers.

▲ A "new village" providing care for dementia sufferers features a 1950s barber's shop, pub and cinema. It is part of the £25 million Northfield Village scheme off Stone Road, providing residential, respite, nursing and palliative care for residents under one roof.



■ i54 is a huge economic boost for Staffordshire and a key Conservative project.

▲ Thanks to Conservative investment plans a new £500 million Jaguar Land Rover engine factory opened in November at the i54 business park. The site will employ 1,600 people. Around 400,000 engines will be produced every year – one rolling off the production line every 30 seconds.



■ Chasewater Dam is part of a key tourist attraction for our local economy.

▲ The £5.5 million restoration of Chasewater Dam by Staffordshire County Council was completed in 2012. It has secured Chasewater Country Park as a major tourist and leisure attraction for Staffordshire. It's perfect for a gentle stroll, bird watching, running, cycling or even a steam train ride.



■ Queen's Volunteer Awards

▲ Staffordshire "volunteers" have achieved 11 "gongs" in the annual Queen's Awards for Voluntary Service for 2014 with Staffordshire top of the list country wide. Among the winners were the Stafford Decorative, Staffordshire Regiment Museum and Fine Arts Society, Tamworth Samaritans and the Claymills Pumping Engines Trust.



■ £50 Million road investment

▲ Conservative run Staffordshire County Council is reinforcing its £50 million investment in road repairs by entering an innovative partnership with highways expert Amey. The pioneering deal is the first of its kind in the country. Amey will manage and maintain the county's huge highways network.



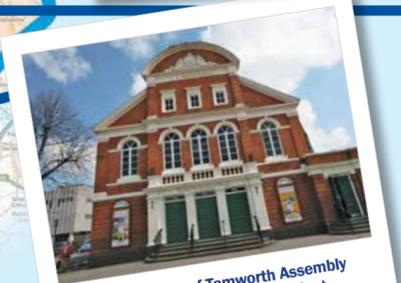
■ Improving traffic flow on the A50 is a key Conservative aim.

▲ The Conservatives are delivering improvements to the A50 to Alton Growth Corridor at the Rocester-Denstone Pinch Point. This will tackle road traffic congestion and delays for motorists. The investment supports expansion at JCB and the Alton Towers resort both of which have made contributions to costs.



■ This project is a big boost to the local economy.

▲ Branston Locks Development will be a new community for Burton-upon-Trent. It will bring 2,500 new homes, jobs and open spaces that will help the town grow in a sustainable way. The development will have employment space, retail units, a care home, primary school, pub, restaurants and a hotel.



■ Regeneration of Tamworth Assembly Rooms is a key part of the project.

▲ Conservatives have secured millions of pounds for a new enterprise quarter which is expected to give a boost to start-up companies and the cultural officer in Tamworth Town Centre. The project will support growth in sectors like IT, recruitment and training as well as supporting the arts. It is a huge multi million pound investment in the town centre economy.



■ Work modifying the railway line to open up access to the business park.

▲ Work has started on a £28 million scheme to create over 1,000 jobs at the Lichfield business park. The trigger was £4 million secured by Conservative run Staffordshire County Council from Government to pay for work on roads leading to the Burton Old Road site.

#longtermeconomicplan