

A photograph of Eric Vardy, an older man with glasses, wearing a dark suit, light blue shirt, and patterned tie. He is standing outdoors in front of a stone wall and a road.

# Eric Vardy

Your County Council election candidate for the **Holt** Division

Better for **local businesses**  
Better for **the environment**  
Better for **our towns and villages**

**Better for Norfolk**




**Vote for Eric Vardy on Thursday 6th May**

A close-up photograph of Duncan Baker, a man with glasses and a beard, wearing a dark jacket over a plaid shirt.

**“I’m delighted Eric Vardy is standing to be your next County Councillor for Holt. His background and expertise in policing, business, and as a councillor are just what we need as we work together for a better North Norfolk.**

Only the Conservatives can deliver the ideas and support needed to rebuild the economy and make the changes which will ensure success. We’ve spent over £280 billion to help the country through Covid, and are delivering one of the most successful vaccination programmes in the world so life can get back to normal, quickly. Meanwhile the Lib Dems seem stuck in the past, with no vision and no ideas. The choice on Thursday 6th May is clear.

**Please support Eric so we can work together for a better, safer North Norfolk. Thank you.”**

A handwritten signature in white ink, appearing to be 'DB'.

**Duncan Baker**  
Your Member of Parliament





## Eric VARDY

It's a privilege to be standing for election as your new County Councillor for the Holt Division.

I'm a retired Police Inspector and Community Bookshop owner, and live locally with my wife and family. My past experience as a business owner helps me understand the difficulties many businesses are experiencing as a result of Covid-19.

Councils don't spend their money, but yours, so we have a duty to be prudent, especially in these difficult times. I believe that, as communities, we have a duty to help the vulnerable and needy wherever and whenever necessary.

I care passionately about Climate Change. The Climate Emergency is already here, and it's vital we act to protect the planet for future generations.

You can find more about my priorities for the Holt area on the back of this leaflet. But I'm also keen to hear your ideas - and to help with any local issues or concerns you may have. I'd love to hear from you, so please do get in touch. **Whether you do so in person or by post, please remember to vote Conservative on Thursday 6th May!**

*Eric*

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# Holt

including Aylmerton, Bessingham, Cley next the Sea, East Beckham, East Runton, Gresham, High Kelling, Kelling, Matlaske, Salhouse, Sustead, Upper Sheringham, Weybourne, West Beckham, and West Runton



## ROADS & SERVICES

- An extra **£10m** to repair potholes
- £5m** to refurbish our libraries and add extra educational services
- Protecting and enhancing our recycling centres and museums



## MOBILE & BROADBAND

- Investing in **high-speed broadband** across the county
- Better 4G and 5G** coverage for everyone
- Attracting jobs and investment to North Norfolk



## HEALTH & SOCIAL CARE

- £40m** investment to provide new care places
- New **social care bursaries**, plus youth employment opportunities in the care profession
- Supported living to help residents stay in their own homes for longer



## FAMILIES & JOBS

- £5m Community Youth Investment Fund** to support Norfolk's young people
- Building **650 new homes** for local first-time buyers
- Working with the police to **keep Norfolk safe** for everyone



## THE ENVIRONMENT

- Carbon-neutral** council by 2030
- Planting 1m trees** and hedgerows
- Supporting **renewable energy** and **offshore power**
- Fitting **low-energy lightbulbs** to over 15,000 street lights



## COMMUNITY

- New grants to **support community volunteers and carers**
- Better **rural transport** networks
- £1m Road Safety Community Fund**
- Support for **walking/cycling** around Norfolk

## Three Questions to ask the Lib Dem Candidate:

**1. Why are you still going on about the EU?**

*The UK has already signed trade deals with over 60 countries. But Lib Dem leader Ed Davey still wants us to rejoin the EU.*

**2. Is it true you wanted us to join the EU vaccine programme?**

*Yes. The UK has so far vaccinated nearly 4 in 10 people - parts of the EU have managed fewer than 1 in 10. But Ed Davey said it was "unbelievable" the UK isn't part of the EU vaccination programme.*

**3. Do you think spending £500,000 on a management restructuring is a good use of taxpayers' money?**

*Lib Dems at North Norfolk District Council have wasted over half a million pounds on this pointless exercise - in the middle of the pandemic!*

**UNDER THE LIBERAL DEMOCRATS, NORTH NORFOLK DISTRICT COUNCIL HAS WASTED OVER £1,900,000 OF YOUR MONEY WITH NOTHING WHATSOEVER TO SHOW FOR IT.**

## Postal Voting

If you'd prefer to vote by post on Thursday 6th May, you can quickly and easily apply for a postal vote at:

[postalvote.conservatives.com](http://postalvote.conservatives.com)

YOUR VOTE MATTERS  
VOTE CONSERVATIVE



Find out more about Eric and his campaign at [northnorfolkconservatives.org.uk/eric](http://northnorfolkconservatives.org.uk/eric)



## My priorities for the **Holt** County Division

I will **support our businesses** in every way I can as they emerge from the challenges of Covid-19 and into the future

I will help **protect our towns and villages**, ensuring that North Norfolk retains its **unique character** and is not spoiled by over-development or poorly thought-through plans

I will **support climate change initiatives** at all levels, recognising that **the Climate Emergency is here** and that we need to act now to protect the planet for our children and grandchildren



## Did you know?

Each County Councillor has a budget of **£10,000** a year from the **Councillor Local Member Fund**, to spend on highways and environmental projects in their area.

Are there any highways issues you would like sorting out? Do drivers speed along your road? Would putting in a SAM2 speed radar sign help? Do you know a drainage problem or other environmental issue?

Why not tell us what you'd like to see this money spent on in your town or village? Visit

[northnorfolkconservatives.org.uk/10000](http://northnorfolkconservatives.org.uk/10000)



**Support Eric on Thursday 6th May**

Promoted by Rhodri Oliver on behalf of Eric Vardy and North Norfolk Conservative Association, all of Tudor House Grammar School Road, North Walsham, NR28 9JH. Printed by Helloprint, 100 Pall Mall, London, SW1Y 5NQ



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