

# Conservative Manifesto Summary.

**“Clear plan. Bold action. Secure future.”**

Speaking at Silverstone racing circuit today, the Prime Minister launched the [Conservative Party's General Election manifesto](#).

After a couple of weeks of missteps, mistakes, and political uncertainty, the sense was that the PM needed a big set-piece moment to reset and relaunch what has (so far at least) been a pretty uncomfortable campaign for the governing party.

## **Handbrake off?**

The PM – and a room full of Cabinet Ministers and party supporters – was ostensibly upbeat. And the PM's performance was notably more assured than previous outings in the last few weeks.

But the manifesto document itself – having been in the works for months – is not seen as the gamechanger some Conservative supporters think the party needs. It's broadly a continuity Sunak manifesto, albeit with a few last-minute corrections for the political understeer we've seen in the first few laps of this campaign.

## **Coming up the inside?**

With the polls showing an average 21% gap to Labour since the campaign began, it's unlikely that this manifesto will be enough to prompt a noticeable shift in the numbers.

Labour leader Keir Starmer [came out swinging](#) before the document was even launched, accusing the Conservatives of producing a “Jeremy Corbyn-style manifesto, where anything you want can go in it, none of it is costed, it's a recipe for more of the same.”

But the PM said that now is the time for “bold action, not the uncertain Keir Starmer.”

Whether this manifesto moves the needle or not, there are now a firm suite of policies that will form the basis of the Conservative Party's agenda over the coming weeks. We've summarised them in this document, but if you want to read more detail and insight from our teams, click the links below.

- [Read further insight from Cavendish Director, Tom Bradley, here.](#)
- [Read the full Conservative manifesto document here.](#)

# Key pledges.

## Introduction

The Conservatives say they have a “clear plan” to take the “bold action needed to build a strong economy”.

There are five core pillars to the economic plan outlined in the manifesto which, after a rocky few years of reputational issues on the economy (see Liz Truss’ mini budget and the subsequent fallout), Rishi Sunak and Jeremy Hunt hope will reinstate the Conservatives’ claim to be the party of sound money.

That plan is summed up as:

1. “Reducing borrowing and debt”
2. “Backing business to invest, innovate, and trade”
3. “Cutting taxes and reforming our welfare system”
4. “Delivering a world class education”
5. “Delivering an affordable transition to domestic, sustainable energy”

## Economy & Jobs

“Our plan for a secure, dynamic and growing economy”

The manifesto says the Conservatives will “take the bold action needed to build a strong economy.” They say they’ll:

- Cut taxes for workers by **reducing employee National Insurance** by another 2p and **abolishing the main rate of self-employed National Insurance** entirely by the end of the Parliament.
- Introduce the **Triple Lock Plus** to ensure both the State Pension and the tax-free allowance for pensioners rise with the highest of inflation, earnings, or 2.5%.
- End unfairness in Child Benefit by switching to a “household system”.
- Maintain the **National Living Wage** at two-thirds of median earnings each year of the next Parliament.
- **Ease business rates** for high street, leisure, and hospitality businesses by increasing the multiplier on distribution warehouses supporting online shopping.
- **Review the VAT threshold** and explore options to smooth the cliff edge at £90,000.
- Improve access to finance for SMEs by **expanding Open Finance** and exploring Regional Mutual Banks.
- Retain **key tax incentives** for small business growth & **not increase Capital Gains Tax**.
- **Reform disability benefits** to better target genuine needs and improve mental health provision.
- **Overhaul the fit note process** to prevent default sick leave and introduce tougher sanctions for those refusing suitable jobs after 12 months on benefits.
- **Accelerate Universal Credit rollout** to ensure it always pays to work.

## Education & Skills

*"To provide young people with a secure future"*

The manifesto says the Conservatives will "make sure every child gets a world class education and reaches their full potential". They say they'll:

- Introduce **mandatory National Service** for all school leavers at 18, offering competitive placements in the military or civic society roles.
- Fund **100,000 "high-quality apprenticeships"** by reducing the number of "poor-quality" university degrees.
- Protect children by **banning mobile phone use** during school hours and ensuring parental visibility on sensitive topics like sex education.
- Transform 16-19 education with the **Advanced British Standard**, integrating academic and technical learning.
- Offer tax-free bonuses **up to £30,000 for new teachers** in priority areas and key STEM/technical subjects.
- Mandate **two hours of PE weekly** in primary and secondary schools, extending the PE and Sport Premium to secondary schools.
- **Expand strong academy trusts**, add **60,000 more school places**, and create **15 new free schools** for children with special educational needs.
- Deliver the Lifelong Learning Entitlement to **support adults in training, retraining, and upskilling** flexibly throughout their careers.





## Housing

“Our plan to build more houses in the right places”

The manifesto says the Conservatives will “deliver a secure future for communities by giving more people a better chance of living where they would like”. They say they will:

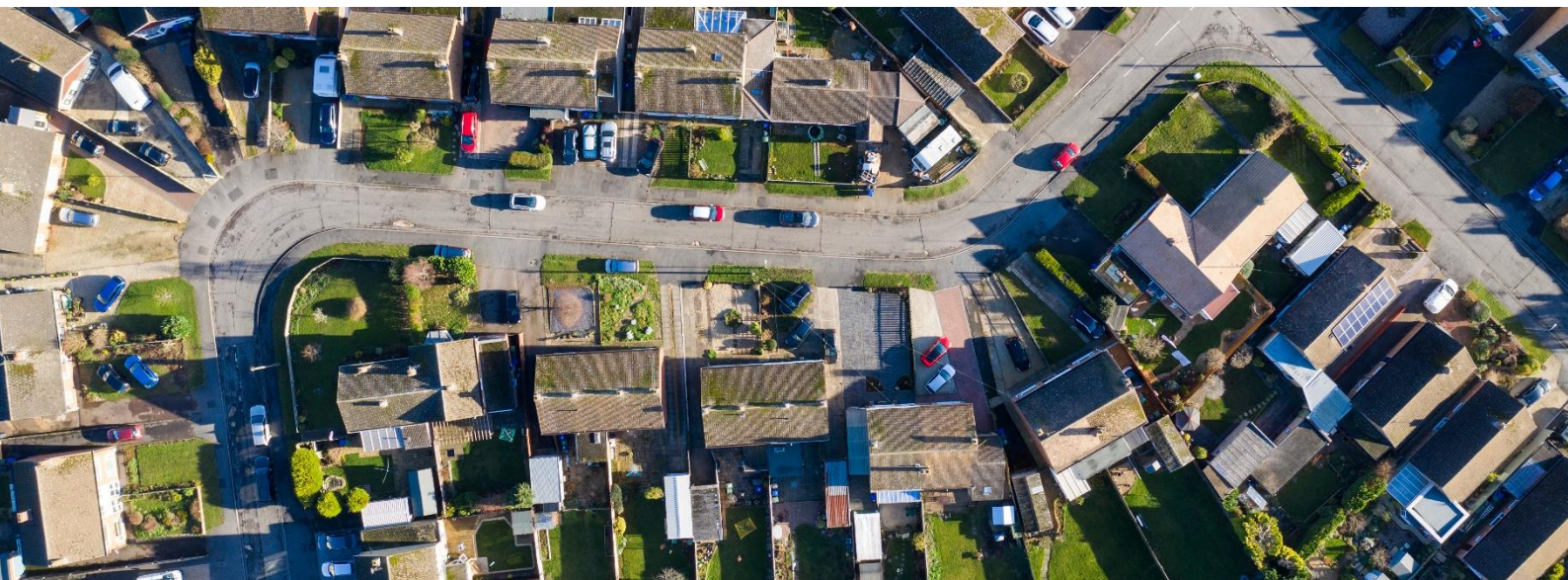
- Deliver **1.6 million “well-designed homes”** in the “right places” while protecting the countryside.
- Permanently **abolish Stamp Duty** for first-time buyers on homes up to £425,000.
- Introduce a **new Help to Buy scheme**.
- Abolish legacy EU ‘nutrient neutrality’ rules.
- Deliver a **record number of homes on brownfield land** with a fast-track planning route.
- Renew the **Affordable Homes Programme** for homes of all tenures and estate regeneration.
- Legislate for new **‘Local Connection’ and ‘UK Connection’ tests** for social housing allocation.

### On Leasehold Reform:

- Introduce a **two-year temporary Capital Gains Tax relief for landlords** selling to existing tenants.
- **Complete leasehold reform**, capping ground rents at £250, reducing to peppercorn over time.
- **Pass a Renters Reform Bill** to abolish Section 21, strengthen eviction grounds for anti-social behaviour, and ensure fairness for landlords and renters.

### On Rural Housing:

- **Boost affordable housing availability** for local people in rural areas.
- Ensure **rural exception sites** support local home ownership.
- Create a **Homes England taskforce to invest in rural regeneration** and high-quality homes.
- Give councils powers to manage the growth of holiday lets to prevent community ‘hollowing out’ and resident nuisance.



## Energy & Environment

“Our plan for an affordable and pragmatic transition to net zero”

### On energy production:

The manifesto says the Conservatives will “boost our energy independence in an increasingly unstable world.”. They say they’ll do this through:

- Cutting the cost of net zero for consumers by **guaranteeing no new green levies or charges while accelerating renewable energy rollout.**
- Legislating for **annual licensing rounds for North Sea oil and gas production** to supply energy and protect high-skilled jobs.
- Supporting renewables and preventing blackouts with **new gas power stations for reliable energy on non-renewable days.**
- **Trebling offshore wind capacity** for low-cost, home-grown energy and developing industrial clusters in the North East, Scotland, and Wales.
- Building the **first two carbon capture and storage clusters in North Wales, the North West, Teesside, and the Humber**, creating tens of thousands of jobs, and progressing additional projects in Aberdeenshire and the Humber.
- **Investing £1.1 billion into the Green Industries Growth Accelerator** to boost British manufacturing and supply chains.
- **Scaling up nuclear power**, approving two new fleets of Small Modular Reactors within the first 100 days of the next Parliament, and halving approval time for new reactors.
- Delivering a **new gigawatt power plant at Wylfa**, North Wales, and supporting existing projects at Hinkley Point and Sizewell.
- Aiming to make the **UK a net exporter of electricity.**

### On net zero:

The manifesto says a future Conservative Government would take a “pragmatic and proportionate approach to net zero”. The party will:

- **Lower green levies** on household bills each year of the next Parliament.
- **Reform the Climate Change Committee** to consider household costs and UK energy security.
- **Not introduce new green levies**, road pricing schemes, or frequent flyer levy.
- **Maintain the energy price cap** to protect households.
- Review and **reform standing charges** to keep them low.
- Implement **Pumpwatch** to share live petrol prices.
- **Invest £6 billion in energy efficiency** over three years to warm around a million homes.
- Fund an **energy efficiency voucher scheme** for all households to install energy-saving measures and solar panels.
- Ensure **democratic consent for onshore wind** with community **benefits**, including potential energy bill discounts.
- **Support solar on brownfield sites** and rooftops, not on prime agricultural land, and prevent clustering of solar farms.
- Retain the **moratorium on fracking.**



### On food, farming, and rural affairs:

Under fire from the Lib Dems in particular in their rural seats, the Conservatives have set out a number of pledges for farmers and the wider rural community, including to:

- Support farmers with a **legal target and investment for food security**, and **protect prime agricultural land from solar farms**.
- **Maintain record flooding funding** to protect homes, farms, and businesses.
- Stick to **ambitious tree planting plans** through Nature for Climate funding, and unlock private investment.
- Launch a **new urban greening design competition** for Leeds, Cambridge, and inner London.
- **Cut red tape in the planning system** to streamline tree planting in suitable areas.

### On waste and resources:

The Conservatives have pledged to continue with key waste policies including the deposit return scheme, and have promised to “prevent” new waste incinerators from being built.

A Conservative Government would:

- **Crack down on organized waste crime**, especially in protected nature sites, with **enhanced penalties for fly-tipping** and new tools for councils.
- **Continue the development of a UK-wide Deposit Return Scheme**, “minimising the impact” on businesses and consumers.
- **Prevent new waste incinerators from being built**, revoking permits where substantial construction hasn't occurred, acknowledging the impact on communities and the need for increased recycling.



## Infrastructure

### Water:

Under scrutiny from opposition parties on their record on water, the Conservative manifesto contains a couple of pledges targeted at the water industry.

- Work with the water regulator to **hold companies accountable**, including banning executive bonuses if a company commits a serious criminal breach, building on our legislation for unlimited fines.
- **Extend the £50 water rebate** for those in the South West throughout the Parliament.
- Use fines from water companies to **invest in river restoration projects**, creating a river recovery network.
- Create **new recreational destinations** across England.

### Transport:

The manifesto promises to “back drivers” with a number of policy announcements including a pledge to introduce a “Backing Drivers Bill” in the first King’s Speech of a new Government, which would legislate against ULEZ and other “anti-driver” measures.

- Invest **£36 billion in local roads, rail, and buses** to drive regional growth, **including £8.3 billion for potholes** and road resurfacing, funded by cancelling HS2 phase two.
- Support drivers by **halting road pricing, reversing ULEZ expansion**, and **allowing local referendums** for new 20mph zones and Low Traffic Neighbourhoods.
- Implement **Northern Powerhouse Rail** for more frequent trains, increased capacity, and faster journeys.
- **Improve rail connectivity in the Midlands** with £1.75 billion for the Midlands Rail Hub.
- **Upgrade railways in the South West**, including Dawlish line, Energy Coast Line, and Ely Junction scheme.
- Introduce a **Rail Reform Bill** for Great British Railways (GBR) headquartered in Derby.
- Nationwide rollout of **mobile, pay-as-you-go contactless tickets**.



## Health & Social Care

“Our plan to deliver better health and social care”

The manifesto contains pledges to recruit more doctors and nurses, invest in new tech, and improve patient care, including to:

- Increase NHS spending above inflation annually, **recruiting 92,000 more nurses and 28,000 more doctors**, enhancing productivity, and moving care closer to homes with Pharmacy First.
- Support a high-quality, sustainable **social care** system with an **additional £8.6 billion investment** over the last two years.
- Implement a Dental Recovery Plan to unlock 2.5 million more NHS dental appointments.
- Invest **£3.4 billion in new technology** to transform the NHS for staff and patients.
- Make the NHS App the primary access point for NHS services, allowing patients to manage medical records, prescriptions, vaccine appointments, digital red book, and hospital appointments.
- **Use AI to free up doctors' and nurses' time** for frontline patient care.
- **Replace outdated computers**, saving 13 million hours annually lost to IT issues, and digitize NHS processes with the Federated Data Platform.
- Introduce a **Tobacco and Vapes Bill** in the first King's Speech.
- Tackle childhood and adult obesity by legislating to **restrict advertising of high-fat, salt, and sugar products**.
- Gather new evidence on how ultra-processed food impacts health to enable people to make healthier choices.

## Communities

“Our plan to strengthen communities”

Focused on high streets, businesses, and local devolution, the “communities” section pledges to:

- Provide 105 towns with a **£20 million endowment fund for local priorities** like high street revival and new housing.
- **Extend the Community Ownership Fund** to help communities take control of vital assets like pubs, libraries, and leisure centres.
- **Extend the UK Shared Prosperity Fund for three years**, then use it to support UK-wide National Service, funding groups that “enhance life chances, civic pride, and skills”.
- **Create more Freeports and Business Rates Retention zones to generate investment and jobs**, allowing councils to retain business rates growth for 25 years to fund local infrastructure. Continue **backing Investment Zones with £160 million** to stimulate local growth.
- **Revitalise high streets** by changing planning laws, supporting local markets, regenerating shopping centres, and making industry pay for street cleanup and restoration.
- **Empower communities with devolution deals and new powers**, aiming for every part of England to have a deal by 2030, starting with 'level 4' powers for areas with directly elected leaders.