

IMPLEMENTING THE SUB REGIONAL STRATEGY

PROGRESS REPORT - AUGUST 2006

Sustainable Cumbria 2004 to 2024



a strategy for

growth and progress
for Cumbria



CUMBRIA STRATEGIC PARTNERSHIP
THE PARTNERSHIP VOICE FOR CUMBRIA

Sub Regional Strategy Sustainable Cumbria

Progress Report - August 2006

Introduction

The Cumbria Strategic Partnership (CSP) launched its Sub Regional Strategy (SRS) in October 2004 and the supporting Action Plan was endorsed by partners of the CSP in April 2005. Agreement on the Action Plan required partner organisations to make appropriate budget provision, if necessary, and to shape individual organisational business plans in support of the agreed shared priorities. The Sub Regional Strategy was developed as a composite community strategy, focused on key countywide priorities, supported by the Community Strategies of the LSPs which provided detail about more local priorities. These LSP based Community Strategies were included on a CD at the back of the document. The SRS was developed on behalf of the CSP by a consultant, John Glester, who engaged in extensive consultation with all partner organisations in the county, during the year prior to the launch of the Strategy.

In addition to influencing partner activity within the sub region of Cumbria, the CSP through the SRS is central to influencing policy development at a regional level. Strategic clarity about the priorities for the county enables Cumbria to seek to ensure that these are properly considered during the development and consultation of the Regional Economic Strategy (RES), the Regional Spatial Strategy (RSS), the Regional Transport Strategy (RTS), the Regional Housing Strategy (RHS) and other key policy documents. For example, a Sub Regional Spatial Strategy was published by the CSP in September 2005 and by providing the spatial framework to achieve the goals set out in Sustainable Cumbria, has been used to influence the current development of the Regional Spatial Strategy.

Refreshing the Sub Regional Strategy

The CSP is now aiming to refresh the current SRS with a view to re-launching a countywide Sustainable Community Strategy in April 2007. The development of the Outcomes Framework for the Local Area Agreement (LAA) for Cumbria forms the basis of the framework for this revised document and in many ways the LAA (which will be launched in April 2007) forms a focused part of the Action Plan which will complement and support the delivery of the full Sustainable Community Strategy (see appendix A).

Background

The Action Plan to support the delivery of the SRS was agreed in partnership by partners of the CSP and launched in April 2005. Although it represented a step change in the development of a countywide approach to managing shared activity, its implementation relied heavily on existing activity by partner organisations rather than influencing new activity developed in partnership. No requirement was made at the time for partners to provide reports on performance to the CSP Executive and indeed the reporting framework and

timescales for organisations varied. Understanding such limitations has supported useful learning which has in turn been incorporated into the LAA development work. This will also help to ensure that the refreshed Sustainable Community Strategy will be developed and delivered in a much more joined up fashion, with regular shared reporting, and with noticeable changes to existing organisational activity, reducing duplication whenever possible.

Despite these obvious challenges, it was decided that there would be value in producing a report on the achievements of the SRS to date by coordinating feedback from organisations, as far as was possible, to demonstrate where targets had been met and to help develop a much more open culture between organisations which had previously worked to some extent in isolation.

The SRS was written under 9 Priority Chapter headings, each with a number of objectives, and supported by a further 7 chapters focused on cross cutting themes. Although some of the Priorities are geographic in focus and some are thematic, each was perceived to have the potential of having countywide impact.

This report has been compiled by the Support Team of the Cumbria Strategic Partnership and is the result of many individual partner meetings to gather information on activity that has taken place in the last year. Whilst these meetings have been very informative and have provided some hard evidence to support progress, it has to be noted that the SRS was developed as a twenty year strategy and as such it will not be possible to demonstrate an impact on every objective.

This report, therefore, has been written to show the “Direction of Travel” under each Priority heading and will include tangible performance information where this is available.

The SRS contains 9 priority chapters, each with a list of objectives.

- 1) Sustainable Communities and well-being
- 2 a) Barrow
- 2 b) West Cumbria
- 3) Carlisle
- 4) The Lake District National Park
- 5) High Quality Tourism
- 6) Strategic Communications
- 7) Creating wealth and diversified economy
- 8) Rural Regeneration
- 9) Housing

1. Sustainable Communities and well-being

The priority objectives in this chapter really are cross cutting and the basis of any sustainable community. The emphasis is on the communities themselves rather than the economic growth of individuals. At the core of a sustainable community is partnership working. Creating and strengthening a community is a multi-faceted task which requires all agencies to work together with the common goal of supporting and developing communities, and understanding the issues with which they are concerned.

In Cumbria this activity is supported by five active Local Strategic Partnerships, which are centred on the six District Authority areas . The LSPs are Carlisle LSP, Eden LSP, South Lakeland LSP, Furness Partnership and West Cumbria Partnership, which incorporates both Allerdale and Copeland Districts.

NB When the SRS was launched in October 04, there were only four LSPs but the Carlisle and Eden LSP has since split and two separate LSPs, Carlisle LSP and Eden LSP are now evolving.

Action against objectives

1.1 Strengthen role of LSPs

The Chair of each of the LSPs is on the CSP Executive Board which provides a strategic link between the LSP and the CSP, and the CSP Executive Board receives regular/progress reports. Summaries of the activities of the LSPs are also sent out for information with the papers for full CSP partner meetings. This important communication flow provides a geographical context to partnership activity in Cumbria recognising the similarities and differences between priorities. The LSPs are also playing a key role in the development of the LAA. This activity has been central to strengthening the role of all LSPs in the county with increased levels of cooperation and collaboration being experienced. The development of the CSP website has allowed an electronic link to be made to the websites of each of the LSPs creating at the same time an information hub for the whole county. The next step will be to increase the influencing role of LSPs through refreshed Sustainable Community Strategies at both district and county levels, and move LSP activity on from simply networking to really driving change in organisational delivery.

Countywide and district based LSP responses to the government national LSP consultation were provided. In many ways the LSPs in the county are already moving towards the anticipated strengthened role for LSPs by improving levels of partner engagement, increasing the links with the voluntary and community sector, working hard to increase the buy in and engagement of local elected members and actively seeking a role for scrutiny. The second phase of a major developmental piece of work focused on "Achieving Cumbrian Excellence", the ACE Programme, aims to identify and address the skills gap and knowledge amongst elected members around the partnerships in the county and in partnerships working.

In addition the Task Groups of the LSPs are broadly aligned with those of the CSP (Appendix B) and the Coordinators of the LSPs meet regularly together with the Manager of the CSP to discuss shared approaches to policy development, best practice etc.

Carlisle and Eden

Carlisle and Eden Local Strategic Partnership was established in 2002 and more recently ran 2 joint projects which came to completion in March 2006 – Rural Inclusion and VROOM (road safety).

Carlisle and Eden LSP held 3 developmental/performance management workshops in 2005 to guide future delivery.

Following developmental opportunities after flooding 2005, it was agreed that the specific issues facing Carlisle and Eden would be better addressed by establishing two separate LSPs.

Carlisle LSP

Carlisle LSP had its first meeting as a new body in March 2006. The LSP Forum, based on the City Vision partnership, will meet twice a year. An LSP Executive has been formed which met for the first time in April 2006, and 4 priority groups which mirror the development of the Local Area Agreement for Cumbria have been established. Chairs of the Priority Groups have been chosen. The Economic Development and Enterprise Priority Group is steering a new Economic Strategy for Carlisle in its Region.

A number of cross cutting themes have also been identified that reflect issues facing Carlisle and Cumbria;

- Cleaner, Greener, Safer communities
- Learning City
- Rural issues
- The environment, and
- Carlisle Renaissance,

These will provide the framework for the Sustainable Community Strategy that will be developed for Carlisle.

The LSP is working towards two objectives; evidence based, Local priority inputs into the LAA and a refreshed Sustainable Community Strategy, to be published in early 2007. The mechanisms and communications channels to achieve these aims are evolving and will form a solid foundation on which to build support for delivery of partner's projects during 2007.

Eden Local Strategic Partnership

Eden Local Strategic Partnership (LSP) was formed in November 2005 to improve key service delivery in the area. Since November, a steering group for Eden LSP has met five times, produced a document profiling Eden and its characteristics and used that document alongside local consultation results and government guidance to identify 3 priorities for action:

- Improving activities for teenagers
- Ensuring equitable access to services
- Enabling people to care for the environment

Eden LSP is now seeking to broaden and strengthen its membership. A series of working groups is being established or being approached about integration within the LSP. These are:

- Young People (including a focus on activities for teenagers)
- Ensuring equitable access to services (including affordable housing)
- Enabling people to care for the environment
- Health
- Carlisle and Eden Crime & Disorder Reduction Partnership
- Eden Council for Voluntary Services
- Eden Economic Forum
- Eden Sports and Physical Activity Alliance
- Eden Cultural Forum.

Within the LSP Steering group, lead members have been identified to establish Eden working groups to link to Cumbria Strategic Partnership's (CSP) thematic partnerships and the Local Area Agreement.

A Community Conference is scheduled for autumn 2006. Participants will be encouraged to express their views about the LSP's three priorities, the existing Community Strategy and to participate in action-planning to help deliver a refreshed Strategy and to add value to the three priorities.

South Lakeland LSP

South Lakeland LSP was established in 2002 in order to develop and implement a Community Strategy for South Lakeland. The LSP has developed a structure to help achieve the requirements of its role by creating multi-agency Task Groups for each of the main areas of activity covered in the Community Strategy. These areas are:

Priority issues

- Health and Well-being
- Jobs, Skills and Regeneration
- Affordable Housing
- Accessible Transport
- A Quality Environment

Cross Cutting

- Community Involvement
- Crime and Disorder Reduction
- Culture
- Children and Young People

There are currently 19 Members of South Lakeland LSP, each representing a section of interest feeding information both up and down between the Strategic Partnership and its supporting Task Groups.

There has been a lot of progress already achieved by the Strategic Partnership with some of its successes being:

- Fulfilling the prime role of “A Partnership of Partnerships” by being a fundamental contributor to the creation of “delivery focused working groups” such as Kendal, Windermere & South Lakes Tourist Action Group, Kendal Retail Association and Marketing Consortium and the Kendal Regeneration Partnership.
- Supporting the development of “Kirkland, Kendal’s Cultural Quarter” highlighting the synergy between the developing creative industries and the cultural assets of the Brewery Arts Centre and Abbot Hall. Supporting skills initiatives in this sector with Kendal College. (extension to vocational courses in craft subjects such as furniture manufacture and creative arts portfolio)
- Supporting and encouraging the expansion of the success of Kendal College CoVE (Centre of Vocational Excellence) in Hospitality and Catering to improve the standards of training and development available to the local hospitality and tourism industry thereby raising standards not only in the Lake District & immediate hinterland but through planned network development to all Cumbrian Colleges, delivered through Kendal College

- Being instrumental in reviewing the potential of the Lancaster Canal, Northern Reaches, as a major opportunity for delivering a transformational business environment and new tourism product, for property development and provision of new sustainable health and leisure benefits and nature conservation.
- Being instrumental in the formation of the Kendal Regeneration Partnership to focus on the actions necessary to capitalise on the inward investment opportunities in Kendal in a joined up sustainable way. To develop the base line plan to direct future development of this key South Lakeland Market Town and Rural Service Centre.

Several Task Groups are currently undergoing a review of their structure and Action Plans to help align the partnership with emerging LAA priorities. These revised Task Groups and Action Plans will present a robust and performance managed vehicle to deliver both LSP and LAA priorities.

The Partnership plans to hold a Community Conference in September 2006 with a focus on what has been achieved so far through partnership working in South Lakeland. The Community Conference along with updated Task group Action Plans will present an opportunity for the Community Strategy to be revised in the autumn

South Lakeland LSP is Supporting the successful South Lakes Federation, made up of 8 secondary schools, a local special school and Kendal FE College. Much of the Federations early work has focussed on the 14-19 vocational curriculum areas . Success include a peripatetic chef working with both the college & the schools and a new Young Apprentice Programme in hospitality and Performing Arts.

Furness Partnership

Furness Partnership has undertaken a gap analysis to identify new priorities, has reviewed its membership, and has had positive feedback from GONW and the members of the partnership. The Community Strategy is the driver for Barrow Borough Council's plan. There is a three year improvement plan and the Borough Council have made contributions to the community strategy. The partnership works in an action focused way largely facilitated through Neighbourhood Renewal Funding, which gives the partnership a strong role within the community and engages Local Authority Members and Officers, the private sector, the voluntary sector and sector leads successfully.

West Cumbria Strategic Partnership

West Cumbria Strategic Partnership covers the two Borough Council areas of Allerdale and Copeland, representing about a third of the area and population of the two-tier County of Cumbria. The County Council operates a devolved Committee structure, with Local Committees paralleling the two Borough Councils. Some other public services are organised on a West Cumbria basis; others on a broader geography. Governance is therefore complex. Nevertheless, West Cumbria has a clearly defined identity, with an urban core undergoing de-industrialisation, which contains almost 90,000 people, just over half the total population of the area, and straddles the two Boroughs. That urban core contains all of the most deprived (20% Index Multiple Deprivation; population 30,000) Super Output Areas in West Cumbria and is the priority area for Neighbourhood Renewal, although only the part within the Allerdale area can currently be supported by NRF.

A very positive feature (but which adds a further layer of complexity to LSP Governance) is the Memorandum of Agreement and the establishment of the Government-led West Cumbria Strategic Forum which is developing a Masterplan for the economic, social and environmental well-being of West Cumbria as a sustainable community, in response to the threat posed by nuclear decommissioning to the 40% of the economy which is driven by the nuclear industry.

The Partnership's New Commitment to Regeneration Strategy (1999) was the first attempt to bring together a plethora of regeneration-led ABIs. The Strategy's Action Plan was updated in 2002 as the first Floor Target Action Plan which integrated Neighbourhood Action Plans for the NR priority areas. But the Partnership's inability to bring this policy area into the mainstream of public service delivery has led to a thorough review of leadership, capacity, structures, learning needs, and working arrangements, led by the NRU Assignment Manager and Team.

Already in place are

- a strengthened Public Service Chief Executives' Group to drive delivery of NR targets into the mainstream,
- a Performance Group to put performance management at the centre of Partnership working.
- a Floor Targets baselines and trajectories report for each of the nine Localities (average popn 17,500) into which West Cumbria is divided (CRED July 2005)
- a strategic allocation process for NRF (and other funds), based on the Floor Target Baseline and Trajectory report

In process are

- a restructuring of the Board to improve representation and inclusion,
- a draft summary revised Sustainable Community Strategy, following the UK Sustainable Communities Plan model, for consultation during autumn 2006 and adoption in spring 2007; the summary Strategy will be an overarching framework with the detail appearing in the substantive Spatial Strategy, Masterplan. Transport Strategy etc.
- a refreshed “Community Gateway” to better align involvement of citizens and community groups across public services,
- strengthening the Co-ordination Unit by additional staffing including a Performance Monitoring specialist
- refocusing of thematic groups around (broadly) the LAA funding blocks,
- the production of Floor Target Action Plans to inform the development of the Cumbria LAA.

Lake District National Park Partnership

In February a new Lake District National Park Partnership was launched which includes sixteen strategic partners:

- Cumbria County Council,
- Allerdale, Eden, Copeland and South Lakeland District Councils
- North West Development Agency
- Rural Regeneration Cumbria/ Cumbria Vision
- Cumbria Tourism
- Environment Agency
- National Trust
- Natural England
- Friends of the Lake District
- Government Office North West
- National Park Authority
- English Heritage

The terms of reference of that Partnership are:

- Develop, agree and continuously review a vision for the Lake District National Park by engaging others;
- Develop, agree and monitor a delivery plan for the vision for the National Park by establishing clear roles for members of the partnership and other organisations;
- Provide strategic advice and recommendations to the National Park Authority in the creation, monitoring and review of policies for developing and managing the National Park and any issues related to its future. This will include the Lake District National Park Management Plan, the Local Development Framework and the State of Park Report.

1.2a Develop policies to deal with consequences of an aging population

The County Council has developed several strategies to deal with the changing demographics of an ageing population, - these include;

- Adult Social Care Directorate Service Plan
- Older People's Strategy – A shared vision for Cumbria
- County Commissioning Plan for Older People and their Carers
- Cumbria's Health and Well Being Strategy for Older people
- Cumbria Carers Strategy

A priority of the Adult Social Care Directorate is to:

- To increase independence and choice for older people and their carers

The directorate also has responsibility for the implementation of the Government's White Paper " *Our Health, Our Care, Our Say, a New Direction for Community Services*". This White Paper sets out challenging outcomes for adult social care to improve people's well being. These outcomes include improved health and emotional well being; improved quality of life; making a positive contribution; choice and control; freedom from discrimination; economic well being and personal dignity. The Older Persons Strategy therefore seeks to turn this vision into a reality for the older people of Cumbria.

The Cumbria Partnership Executive (CPE) brings together the leads in each of the NHS Trusts together with the Director of the new Adult Social Care Directorate of Cumbria County Council and even closer working is being developed. In addition the CPE acts as the Thematic Partnership (TP) of the CSP for Healthy Communities and Older People agenda and close collaboration with the other TPs of the CSP has highlighted areas for further joint working particularly around access issues etc.

1.2b Develop policies to arrest the outflow of young people

The outflow of young people from Cumbria has been identified as a key countywide issue and as such has the attention of a range of partners. The establishment of a University of Cumbria, which will have a main base in Carlisle but will operate through a number of sites, is just one action that is aimed at addressing both the outflow but also in attracting and retaining young people to the county from elsewhere.

West Lakes Renaissance is supporting Furness Partnership to implement a strategy to address the significant problem of retention of 18-30 year olds in Barrow. This has begun with the completion of an audit of all participatory sports and the facilities in the area and support for an enhanced support package for the arts through the Local Arts Development Agency Action Plan.

The Retention Strategy details the following areas that could have an affect on attracting and retaining 18-30 year olds:

- University Education in Cumbria
- Participatory Sport
- Arts and Culture
- Evening Economy

Although this particular strategy focuses on the Barrow area it is clear that the benefits of a University in Cumbria will be to the whole of the county, attracting students from out of the county and encouraging Cumbrian undergraduates to stay in Cumbria. However it is acknowledged that if 18-30 year olds are to be retained in Cumbria there has to be worthwhile employment opportunities to secure or attract them back after completing their degrees etc.

In addition, Furness College, with support from West Lakes Renaissance and the Learning and Skills Council, is developing a new multi trades facility which is due for completion September 2006. This will enable the training of plumbers, electricians and other building trades people onsite in Barrow for the first time and ensure that opportunities arising from the construction programme are maximised, at the same time as increasing the skills base of the workforce.

Importantly, the Connexions Cumbria Business Plan is informed by the views of young people. A Young People's Forum assists in providing information to support performance monitoring and to inform service development. Specific work can take place with young people to understand why they chose to leave Cumbria which in turn can inform policy development designed to encourage young Cumbrians to stay in the county and expand their life opportunities through further and higher education. At the local level, Penrith Partnership worked with Aim Higher Cumbria to produce and distribute 'Eden Ahead', a directory of Eden businesses which support young people to pursue higher education while they work.

The establishment of the Children and Young People's Board and the Children and Young People's Partnership has brought together all key agencies involved in the delivery of services for young people and the development of both the Children's Plan and the Children and Young People's block of the LAA are providing opportunities for much greater levels of cooperation and alignment.

1.3 Tackle health inequalities and promote healthy living and working

During 2005 the National Health Service (NHS) in Cumbria has been very active in addressing the public health agenda and in seeking to reduce inequalities. That action has been driven largely by the White Paper "Choosing Health". Also NHS organisations are required to achieve smoke-free status by the end of 2006. NHS organisations also need to produce and implement their local delivery plans, and contribute to the development of the Local Area Agreement.

This has resulted in a recorded reduction of deaths from cardiovascular disease in all PCT' areas. The cancer mortality rate is also dropping however not to the same degree. It is hoped that all PCT's will achieve a reduction of 20% by the year 2010, from a baseline established in 1996.

Life expectancy in both genders is increasing in Cumbria, although it remains shorter than the national average. For males, the gap between the local life expectancy and the national one is not markedly changed. That is

disappointing in the light of the target, which is to reduce the level of inequality by 10 % by 2010. However in women, although there are annual fluctuations, the 10% target reduction in inequality had been achieved between 1998 and 2003, and if that achievement can be sustained, then the target will be achieved.

Health inequalities are also being tackled by various initiatives from a range of directorates within Cumbria County Council – some examples are given in the Health and Well Being Strategy. Joint working with the NHS Primary Care Trusts and other key partners, and the Councils role as a community leader are recognised as key elements to delivering this wide-ranging agenda. More details can be found on the County Council's website in: *Cumbria's Health and Well Being Strategy for Older people*.

1.4 Promote and deliver benefits of sport

Cumbria Sport Partnership is a partnership between Cumbria County Council, the 6 district Councils and Sport England and of agencies from the local community, education sector and sports governing bodies that are committed to working together through sport and physical activity to improve the quality of life for the people in Cumbria. This partnership has created a sub regional strategic framework 2006 – 2009 to promote and deliver the benefits of sport and physical activity.

The partnership has been awarded a further £750,000 core funding from the Regional Sports Board over the next 3 years to create the staffing structure that will lead on the implementation of the new strategy in partnership with other agencies.

In addition to the pure sport agenda which is to create the 'single system for sport' across Cumbria with links to the Regional Sports Plan, the partnership has selected the following priority themes where sport and physical activity can add value, they are:

- Unique Landscape Value for Outdoor Recreation and Sport
- Training, Skills, Education and Lifelong Learning
- Economic Impact and Sector Development
- Health and Well Being
- Sustainable, Safer and Stronger Communities

A separate Sport and the Economy Plan 2006 –2010 has been produced against the Economic Theme, which will be presented at the CSP meeting in September 2006.

One of the objectives of the sub regional strategy will be to promote and deliver programmes and activities to enable Cumbrians to enjoy and thrive in the landscape in which they live. Evidence suggests that little use is made of this by local people.

Examples of Activities

Training and Education e.g. training coaches and exercise instructors, linking in with new start and mentor schemes to enable individuals to start their own sport related business; training adults other than teachers to teach after school and extra-curricular activities in local communities; linking with a variety of sectors including the voluntary sector to train youngsters in Duke of Edinburgh, life skills and healthy eating.

Health e.g. GP referral schemes; Active Living for All Consortium; training care-home staff in an accredited chair-based aerobics courses in partnership with Age Concern, Cycling for Health in North Cumbria, Walking for Health across West Cumbria and Furness,

Safer Stronger Communities – provision of diversionary physical activities in Anti Social Behaviour ‘hot spot’ areas e.g. Football / Rugby in the Community in Barrow and West Cumbria; ‘Sport for All’ in partnership with Housing Associations; Youth Works in Egremont.

Connexions Cumbria coordinated a seven week activity programme to promote healthy lifestyles in a Whitehaven School which encouraged young people to engage in a range of physical activities including swimming, badminton, football, table tennis and squash, and attend a number of healthy lifestyle workshops. The aim was to improve attendance and behaviour, whilst developing confidence and self-esteem.

The young people had been identified by the school as being at risk of exclusion or underachieving. The evaluation of the programme demonstrated that young people’s attendance at school improved and they felt more confident about themselves as a result of participating.

Young people also had increased awareness about the benefits of exercise; recognised situations that made them feel stressed, were more able to manage their anger and could identify the risks posed by drugs and alcohol. All young people were accredited for their involvement.

Case Study: Connexions and Whitehaven rugby league development foundation:

Rugby league has a powerful and prominent position in the local culture, particularly amongst young men – messages about the importance of education and effort, the value of a healthy lifestyle and positive attitudes to achieve success have credibility with young people in this context.

Connexions Cumbria, the WRL Development Foundation and local schools work together to deliver the Try Time Targets programme. It aims to motivate and improve the behaviour of young people at risk, by encouraging their participation in Sport, using positive male role models to develop skills and a positive attitude.

Young people, aged 12-15, are identified by schools to take part in active rugby league skills sessions. Individual targets relating to teamwork, behaviour, fitness, focus and application, are set for each young person.

Programmes first took place in 2005. This year 34 young people have taken part, receiving accreditation from Connexions Cumbria and the Rugby Football League - 88% of the young people involved made positive progress against their targets.

Case study: Youth Works

Youth Works is a national project, delivered locally, that aims to reduce recorded crime and nuisance and arrest rates of young people. It also aims to provide young people with skills, capacity and motivation to become directly involved in their personal development and the regeneration of their local area.

Prior to Youth Works in Orgill and Smithfield estates, on the outskirts of Egremont, West Cumbria, there was little or no youth provision, reported youth crime was relatively high and anti-social behaviour by children and young people caused significant distress to local residents and businesses.

In total, 176 young people living on the estates attended Youth Works activities in its first full year. Of these, 28 were considered to be 'at risk' of becoming involved in offending behaviour and an increased likelihood of social exclusion. Anti-social behaviour statistics for this period show significant reductions of 20% and 24% in the main Orgill and Smithfield areas (Cumbria Constabulary 2003).

Sport and leisure activities introduced some 'fun' into the lives of the young people and helped to stop them causing trouble by keeping them off the street where they were vulnerable to committing crime, taking drugs and generally causing a nuisance. Only a few incidents relating to youth disorder have been reported to Copeland Homes, the principal social landlord in the area, since Youth Works started.

A group of ten Year 11 students, at Wyndham School, Egremont (in academic year 2003-2004) were at risk of disaffection following years of learnt bad behaviour, which was leading to probable unemployment. Youth Works, in partnership with Connexions, helped to create a different environment that encouraged learning and achievement. The group has left school and all 11 people have either got work or continue to study in a diverse range of opportunities, including:

- Joinery, mechanics and BTEC in computer studies at Lakes College
- The Armed Forces
- A Sports Course at Newton Rigg
- Worked Based Learning within the Construction Industry

Sustainability: following on from the lead body of the project being Groundwork West Cumbria, the local community have now been empowered to employ the project manager and develop a Charitable Limited Company with assistance through Voluntary Action Cumbria.

1.5 Promote diversity and equality proofing of strategies

The CSP is committed to embracing diversity in the county and to ensuring that we move towards a situation where all strategies are equality proofed. These values are now being integrated into the strategic approach of partner organisations. Cumbria County Council has a lead role in developing this work and its vision is to build pride in Cumbria. This means creating a community that embraces change and welcomes diversity. Diversity helps build communities by celebrating differences and combining our talents.

To achieve this, the County Council has committed to an ambitious agenda to remove discrimination from public life. This includes a range of commitments in a vision that will establish the Council as a community leader:

- No part of the Council discriminates against staff or members of the public.

- That Cumbria is a place free from racism, sexism, homophobia or discrimination on the grounds of disability, faith and age.
- That people can celebrate their sexuality openly.
- That the contribution of all groups is valued.
- That men and women enjoy a work/life balance.
- That disabled people are empowered to engage as citizens.
- That people of all faiths and those without faith can openly explore their cultures.
- That age is no barrier to success.

The CSP task group, the Cumbria Race and Diversity Partnership, (CRDP), was convened and key achievements of the CRDP to date include:

- Developing a forum that embraces the County Council, Police and criminal justice agencies, all District Councils, NHS Trusts, Learning and Skills Council, Council for Voluntary Services, Housing Associations and Churches Together.
- Developing an inter-agency protocol for dealing with illegal Gypsy/Traveller encampments.
- Commissioning of IODA to carry out research on BME views on life in Cumbria.
- IODA consultation with 495 people from BME groups – 1 in 20 BME people in the county.
- Launch of IODA consultation in Penrith – 100 participants as well as local newspaper, radio and TV coverage.
- Official recognition as a task-group of the Cumbria Strategic Partnership.
- Recognition in Cumbria County Council's CPA self assessment of the partnership as a good example of inclusive and innovative partnership working in Cumbria.

The partnership has recently changed its name to Cumbria Equality and Diversity Partnership (CEDP). This reflects a focus on 6 equality strands:

- Ethnicity
- Gender
- Disability
- Age
- Sexual orientation
- Religion/belief

The Equality and Diversity Partnership is linked to the CSP and work is continuing to find ways of making sure that this can operate as a cross cutting partnership which is able to influence and proof the approach taken by each of the Thematic Partnerships of the CSP.

The Community Involvement Task group of South Lakeland LSP has agreed within its action plan of 06/07 to hold one Equality & Diversity Forum each year. The first one will be held on 18th September 2006. SLDC has used this group to consult with regarding its Equality & Diversity Policy, which is

currently being approved by Council. They will continue to play an important role with future consultation for this policy.

1.6 Strengthen community safety programmes

Cumbria County Council also has the lead role in this area of work and has been raising awareness of its responsibilities under section 17 of the crime and disorder act by developing a staff handbook – Working Together to Cut Crime and Disorder. This encourages all departments to consider the impact on community safety in their everyday work, provides many examples of good practice, and will strengthen the community safety proofing of the council's work.

The Safer and Stronger Communities Fund agreement for Cumbria went live in April 2006. This was the first strand of the Local Area Agreement for Cumbria and is the result of negotiation between partners in Local Strategic Partnerships, Crime and Disorder Reduction Partnerships, the voluntary and community sector and other relevant bodies. This will be managed by the Safer and Stronger Communities thematic partnership within the CSP. The outcomes and targets will be a key driver to strengthen community safety programmes across Cumbria.

South Lakeland Crime and Disorder Reduction Partnership used *Building Safer Communities Funding*, to install a youth shelter in an identified hot spot area as part of a pilot project. The purpose of the shelter, which was planned and designed by local young people after consultation with Young Cumbria, was to provide young people with a safe meeting place that also protected them from bad weather. An evaluation showed that although there had been some problems with litter and graffiti, the shelter has been used for the very purpose it was built and provided a safe shelter for young people of all ages to meet and "hang out". Data from the police shows an approximate 20% decrease in calls for service relating to youth disorder in this area, although like for like comparisons cannot be made. The Crime and Disorder Reduction Partnership is now considering how this can be replicated in other areas of South Lakeland.

1.7 Engage voluntary sector skills and experience

It has long been recognised that the Voluntary and Community Sector has a strong and important role in supporting community engagement and service delivery. Work is now underway to seek ways of ensuring that this complex sector can also be represented at the strategic level on the CSP and the LSPs. ChangeUp money is being used to support the development of an Infrastructure Forum which would bring together a range of infrastructure bodies countywide. At the same time extensive mapping of the sector has taken place and more effective communication approaches are being considered. The Children and Young People's Board has the support of a network of Voluntary and Community Sector agencies and consideration is being given to replicating this model for all the Thematic Partnerships of the CSP creating in effect a Community Gateway.

The Learning and Skills Council is working with the Voluntary and Community Sector to take forward strategies to implement 'Working Together'.

Communication and partnership relationships with Cumbria Learning Links (the consortia training umbrella for the sector in the county) have been strengthened, and an action plan has been developed. Analysis has been undertaken to determine the extent and impact of the LSC funding to the VCS and a stocktaking exercise designed to inform future actions will take place in the autumn.

Through the development of the Local Area Agreement for Cumbria the Cumbria Strategic Partnership is seeking to engage Voluntary and Community sector in developing the agreement and work is being undertaken by the County Council to help with some of the challenges that are a barrier to effective engagement.

1.8 Achieve greater integration of the work of agencies dealing in social exclusion

The South Lakes Federation has appointed a Curriculum Coordinator to develop provision for youngsters who are most at risk of failing in mainstream provision. Target students are encouraged to embark on a range of individual programmes both on and off site, more suited to their interest and aptitude than the more traditional school experience thus positively contributing to a feeling of worthiness and inclusion rather than exclusion.

Connexions Cumbria has played a lead role in the development of Cumbria's response to the 'Every Child Matters' agenda which looks to improve the outcomes of all children and young people. Sian Rees, Chief Executive of Connexions Cumbria, was seconded into the County Council to lead a multi-agency group working to develop a partnership approach that is critical to the development of children's trust arrangements. The governance arrangements for this agenda include a Children & Young People's Strategic Partnership Board (with representatives from all agencies named as having a 'duty to cooperate' under the Children Act and a representative from the voluntary sector reference group) as well as the Children & Young People's Strategic Partnership Forum (with a wide representation from the public bodies as well as community and voluntary groups). In all, over 400 different organisations and groups have been involved in some way in the development of the children's trust arrangements in Cumbria to date.

1.9 Implement sustainable waste programme

Cumbria County Council's Waste Management Team has been working with the District Authorities to create the new Joint Municipal Waste Management Strategy (JMWMS). This has the goal of *'providing management of municipal waste that contributes to a sustainable Cumbria'* and which seeks to implement a sustainable waste management programme with a defined purpose to *'ensure that the management of municipal waste maximizes the economic, environmental and social benefits to the people of Cumbria'*.

Cumbria County Council is taking a lead role in the Cumbria Strategic Waste Partnership which is charged with implementing the JMWMS together with other stakeholder agencies such as DEFRA, the Environment Agency and the Government Office North West. The Cumbria Strategic Waste Partnership recognises that Cumbria needs to reduce the volume of waste collected. The partnership has agreed to pool the Waste Performance and Efficiency Grant from DEFRA in 2006/7. This will enable us to identify and fund the most beneficial recycling schemes across the County.

Campaigns that have already taken place are Rewards for Schools and the Home Composting Initiative which has raised the profile of waste minimisation which will lead to the reduction in waste.

1.10 Embrace the principles of the Cumbria Biodiversity Action Plan

Cumbria's Biodiversity Action plan (BAP) was completed in 2001. It nests within a national and regional effort to ensure that we manage our natural heritage more effectively for the benefit of present and future generations. The Action Plan, addressing the needs of 21 species and 18 habitats, has been prepared to implement national biodiversity targets at a local level, but with a focus on local priorities. The actions contained for each species and habitat should be used to inform Local Authorities and District councils in the preparation of local plans and documents.

The Cumbria BAP is now informing the development of strategies countywide including Cumbria County Councils '*Council Plan*' 2006-9, Cumbria's Minerals and Waste Development Framework Sustainability Appraisal and South Lakeland District Councils Community Strategy. There is, however, much greater scope for engagement from District Councils with the Biodiversity Partnership, especially in light of the new Local Development Frameworks and Community Strategies. The requirements of the newly produced Planning Policy Statement 9 on Biodiversity and Geological Conservation should further the inclusion of Biodiversity within Local Plans. It is here that the Cumbrian BAP, as a priority list of species and habitats of conservation concern, can help local planners integrate practical nature conservation into council work practices.

1.11 Implement improved road safety measures

The Safer Roads for Cumbria Partnership is made up of the following groups:

- Cumbria County Council
- The Chamber of Commerce
- Cumbria Constabulary
- The Highways Agency
- Capita Symonds
- The Primary Care Trusts
- The Freight Transport Association
- Cumbria Safety Camera Partnership

The partnership works together to provide direction and leadership and to encourage the public to take responsibility for their own safety. The Partners are committed to improving road safety through:

- Education and Training
- Campaigns
- Engineering Measures
- Enforcement

An example of a campaign is one called "It wouldn't kill you" and highlights many factors affecting road accidents including for example drink and drugs, use of mobile phones, inappropriate speed and bad driving.

The campaign is not an alternative to existing road safety initiatives, but a joint coordinated approach to reinforce and strengthen the road safety message in Cumbria.

Cumbria police delivered driver safety training to Connexions Cumbria staff at their recent staff conference. This involved 75 colleagues. In addition, those who drive as part of their job have undertaken personal assessments to improve driver safety.

Case Study: Current Activity in Eden

Operation Takeaway (seizing uninsured vehicles)

Under 'Section 59', the parents of young people seen driving badly are written to and if the children are seen driving badly twice, the vehicle is seized. In addition drivers reported for driving without due care and attention are referred to driver improvement classes.

Driver type and risky route campaigns – these include a drink-drive reduction campaign during the World Cup and other campaigns focused on the use of seat belts, drugs, and vehicle safety.

Fire and Rescue Service – Hard-hitting road safety presentations to all Key Stage 3 students, some Key Stage 1 & 2 students, Young Farmers, Adult Education and Newton Rigg students.

Pedestrian and cycle safety training delivered to primary school students, cycle safety also to secondary students

Saferoads4Cumbria provides a van at key events involving young people

1.12 Identify and implement an agreed analytical/audit system to strengthen integrated working

The Cumbria Strategic Partnership has taken advice from the County Council and will aim to embed performance management principles in the refreshed Sustainable Community Strategy, using Performance Plus. The approach to be developed in the refreshed strategy will build upon that in the Local Area Agreement where reporting structures are key and baselines and targets will be agreed in partnership and imbedded within the agreement,

It is important that the Partnership's aims and objectives can be properly measured to provide evidence that the high levels of collaboration that it facilitates have made a difference. The development of the refreshed strategy will ensure that:

1. all targets can be clearly measured in terms of units (no., %, etc.) or in terms of a goal achieved. The County Council's Performance Unit will provide appropriate advice.
2. the quality of the data provided can be guaranteed. In this respect assurance of data quality may have to be provided from several public organisations.
3. information is shared and that there are effective mechanisms in place to support meaningful consultation.
4. records are kept of the following, where this information is not already collected within the Strategy itself.
 - o recording outcomes of specific initiatives, particularly what has changed.
 - o recording additional funds brought into the sub-region.
 - o recording the number of jobs and new businesses
 - o monitoring health, employment, education, tourist and waste reduction/energy saving, crime and safety trends
 - o recording of key events brought to the county – conferences, sports and cultural events etc.
 - o population surveys, possibly using or developing County and District Council surveys.

2 a) Barrow

2a.1 Reduce extent and intensity of deprivation in targeted wards

Barrow is the only district in Cumbria ranked as one of the 50 most deprived authority districts in England, and is the 2nd most deprived shire district authority area in England. Of the 13 wards in Barrow Borough, 6 are among the most deprived 10% in the country. About 44% of the population of the Borough live in these wards, which are Central, Risedale, Hindpool, Barrow Island, Ormsgill and Walney North.

To help improve living conditions and services in the most deprived neighbourhoods, the Government provides additional funding to local authorities responsible for these areas; this additional funding is called the Neighbourhood Renewal Fund (NRF). Barrow is one of 88 local authority areas in England that receives this extra funding and between 2001 and 2006 we will receive approximately £7.75m from the NRF. Funding through the NRF is not reserved for the Borough Council's own services or for spending on a particular activity, so it can be targeted to best meet local needs.

The problems of deprivation, and the ways in which we aim to address these problems in Barrow Borough, are detailed in the Local Neighbourhood Renewal Strategy, but the principal aims of the strategy are to:

- 'Bend' mainstream funds into the deprived areas of the Borough to improve the core services and make a lasting difference to those communities;
- Set priorities for targeted funds, principally the NRF;
- Improve the effectiveness of our partnership working;
- Facilitate and encourage the involvement of local communities.

“The Workshop” project directly addresses worklessness through engaging and supporting unemployed residents of Barrow Borough, in particular in its deprived wards, towards employment and self-employment through accessible, professional information, guidance and support.

“Encouraging Entrepreneurship in Furness” – this Furness project focuses on measures to develop an entrepreneurial culture and a “can do” attitude, from which will emerge the businesses and workforce required to complement physical regeneration plans.

Within the programme, a number of themes have been developed to focus on different target audiences; “Local Heroes” has encouraged excellent participation by young people, both with 14-19 year groups (schools, colleges) and the broader 18-35 group (creative events in particular).

Events have included local variations of Dragons’ Den, Enterprise (University) Challenge and Business Rocks involving both colleges and six secondary schools, together with a number of BAE Systems apprentices – totalling more than 200 students in the 14-19 group.

Promoting the creative sector opportunities has been particularly successful and events delivered in partnership with Shoreline Films (“SHINE”) and Fledgling Media (“ART means Business”) attracted 150 people largely from the 18-35 group.

Regular business start-up events and Masterclass speakers for businesses complete a comprehensive programme that will continue with the current West Lakes Renaissance funded project until 2009; new ideas being introduced will include an entrepreneur website (Go Furness) which will include an on-line Talent Bank – a service looking to promote business and employment opportunities and aiming to attract, as well as retain, young people in the area.

2a.2 Develop and secure funding and policy instruments and resources to secure housing market renewal

The former Office of the Deputy Prime Minister confirmed that resources of £18m were to be made available to the North West Regional Housing Board (RHB) to tackle low demand issues, outside the region's four existing Housing Market Renewal (HMR) Pathfinders. This funding is for an initial 2 years, with programmes becoming effective from April 2006. WLR, with support from GONW and NWDA, has been working with Barrow, Copeland, Allerdale and Cumbria County Councils, and key housing sector partners to develop the HMR Plan for Furness and West Cumbria.

2a.3 Implement regeneration strategies

West Lakes Renaissance is in place to lead on the implementation of regeneration strategies designed to tackle identified issues in Barrow. Funding totalling £167m, with further approval for £18m for West Allerdale, has been approved by The North West Development Agency through the West Lakes Renaissance Business Plan (2003 – 2014) in April 2004.

(Total programme = £185m for Furness / West Cumbria)

2a.4 Support retention and development of existing employment base

In 2003, Furness Enterprise identified a local shortage of domestic Plumbers and submitted a proposal to the Furness Partnership for re-skilling 12 redundant employees from BAE Systems to become qualified in Plumbing and eligible for Corgi registration. This was approved and funding support obtained from the Neighbourhood Renewal Fund, Learning & Skills Council and West Lakes Renaissance. Local advertisements attracted over 100 applicants, all of whom were put through a "theory test", before the successful 12 were taken on by local employers; in addition to the college training, the finding package provided a wage subsidy to employers. The lack of appropriate facilities (at the time) in Furness College necessitated the Plumbing NVQ Level 2 and Technical Certificate to be completed at Carlisle College - one day a week over 2 years - and gas training up to CORGI registered standard at Blackpool & Fylde College. The project completed early in 2006, with 9 trainees fully completing the course.

The success of this re-skilling encouraged Furness Enterprise to identify other "market gaps" in local skills. Through the Learning & Skills Council funded Redundancy Support Programme, more than 50 ex-BAE Systems Electricians

have completed Electrical Regs. 16th Edition Courses at Furness College and have obtained commercial/domestic employment. Similar opportunities have been identified in the construction sector and Furness Enterprise are developing proposals to deliver entry-level construction skills for unemployed people, in partnership with the college, private trainers and employers.

As a direct result of the Plumbers project, Furness College submitted plans to build a multi-skill new training facility, covering Plumbing, Electrical and Construction skills. Approved and supported by the North West Development Agency, West Lakes Renaissance and the Learning & Skills Council, this is due to open for the new college term in 2006.

2a.5 Increase the rate of new business information

The majority of new start businesses in Furness are not VAT registered and are mainly 'life-style' businesses. Over the last 5 years the level of new starts in Furness has dramatically increased. In 2005 a total of 137 new businesses were created through a variety of funding streams and a total of 212 new jobs were created within these new companies. Following start-up a series of monitoring visits are carried out to the young businesses providing them with advice and mentoring. This has resulted in a higher survival rate for new businesses. A report commissioned by Furness Enterprise in 2004 re-assessed the survival rates of businesses in the area. An overall increase was evident since the last research in 2002 when it was determined that 87% survived the first year and 65% were still trading after two years. It was encouraging in 2004 to see that this has risen substantially with 90.4% of businesses still operational after one year and 86% after two years.

2a.6 Diversify the economy generally recognising the particular opportunities presented by the development of the tourism sector

Furness Enterprise has helped set up 137 new businesses in 2005. One of these businesses – Orchard House Bed & Breakfast - provides accommodation for short breaks to visitors to Ulverston. Deidre Hannah turned Orchard House into a comfortable, family run bed and breakfast. She attracts mainly visitors to Ulverston's many festivals and has made contact with the Conishead Priory, Welfare State International and Swarthmoor Hall to publicise her establishment.

Barrow Cruise Terminal – This potential project will develop new cruise facilities, to service the Cumbria cruise market, based on the existing deep water berth in Walney Channel at the Port of Barrow. The objective is to create facilities that allow Cumbria to realise its full potential as a Cruise destination, support existing regional and sub-regional investment strategies already underway and raise Cumbria's image and the ability to market Cumbria on an international scale.

2a.7 Develop through consistent and long-term marketing a new image for Barrow

West Cumbria and Furness Regeneration is a priority objective in Cumbria Tourism's Destination Management Plan 2006/07.

- **Waterfront Business Park Marketing project** – This is a targeted, professional marketing programme which will be aimed at attracting companies to occupy the new Waterfront Business Park in Barrow. It is a 2 year project and will be carried out by Furness Enterprise.
- **“Here Now” CD & Film** provides modern stills and footage for media & news reports.

2 b) West Cumbria

2b.1 Drive forward West Lakes Renaissance regeneration programme for urban West Cumbria (Workington, Whitehaven, Maryport and Cleator Moor localities)

West Lakes Renaissance in partnership with Local Authorities has several projects in place to develop West Cumbria; these include projects in Maryport, Westlakes Science & Technology Park, Whitehaven and Workington. These are detailed below:

Port of Workington: The Harbour Board has been established and a Business Plan has been prepared/agreed. There is a Development Strategy programme and the year 1 projects have commenced.

West Cumbria Development Agency (WCDA), with funding from West Lakes Renaissance and European Regional Development Fund has recently completed the refurbishment of Moss Bay House, an office block, part of its Managed Workspace portfolio and what was a former British Steel (Corus) building. A second redevelopment project is underway Ullswater Court workshops with funding from Workington Regeneration and ERDF and two more of the workspace buildings are earmarked for refurbishment in 2007. These are important improvements both to the stock of easy terms workspace to the small business sector and to the regeneration of a run-down industrial area

Other activity includes:

- **Workington Regeneration:** Railway station & Bus Interchange: Feasibility Study completed
- **Workington Regeneration:** Strategic acquisitions commenced, Site Investigations underway to establish market value
- **Workington Regeneration:** Derwent Valley - Development of Masterplan
- **Whitehaven Regeneration Programme:** Whitehaven Urban Design Framework - Final report approved
- **Whitehaven Regeneration Programme:** Pow Valley Sports Led Regeneration: completion of Phase 1

- **Whitehaven Regeneration Programme:** Whitehaven Pow Beck Improvements: Initial Development Plans completed. Final Negotiations are taking place with landowners and other key stakeholders. The next stage of the project will involve preparing a Feasibility study for the co-location of a new sports centre and concurrently preparing designs for the relocation of the Miners Welfare sports facilities and new access road.
- **Whitehaven Harbour:** Marina Phase 3 works complete
- **Maryport Regeneration:** BIP factory – Feasibility Study complete
- **Maryport Regeneration:** Town Centre Public Realm Masterplan completed
- **Maryport Regeneration:** The public realm strategy was commissioned in 2005 and it is hoped that during that study detailed designs for specific sites can start to be developed and lead to implementation beginning in 2006/07.
- **Maryport Regeneration: Elizabeth Dock Bridge, Maryport** – The design team has prepared initial designs for this bridge and over the next few weeks contract documentation will be finalised and the fabrication & construction contract will be let. The bridge should start on site this spring.
- **Harrington Marina:** Harbour Developments: commencement of Phase 1
- **Lillyhall Business Park:** West Cumbria Development Agency (WCDA) has embarked on a major office development on the Business Park. This will provide 25,000 square feet of flexible, quality managed office space and provides a much needed boost to the development of Lillyhall as an employment site. It will focus, though not exclusively on companies involved in the nuclear decommissioning sector and will be ready for occupancy in late 2007.

Market Town Initiatives

EGREMONT MARKET TOWN INITIATIVE: Egremont and Area Partnership is undertaking complementary activity to the MTI programme with West Lakes Renaissance which has supported a Gateway enhancement study- Projects are expected to be rolled out in 2006/07.

Industrial Estate redevelopment study is also being undertaken as part of a strategic assessment of Industrial Sites Bridge End is part of this assessment – still ongoing

Further projects have been identified but are subject to further detailed development.

MILLOM MARKET TOWN INITIATIVE: Millom and Haverigg Regeneration Partnership is undertaking complementary activity to the MTI programme with West Lakes Renaissance which has supported a Gateway Enhancement study – Projects are expected to be rolled out in 2007/08..

Further projects have been identified but are subject to further detailed development.

CLEATOR MOOR: Cleator Moor NE Partnership is working with West Lakes Renaissance which has supported a Gateway enhancement study- Projects are expected to be rolled out in 2007.08.

Industrial Estate redevelopment study is also being undertaken as part of a strategic assessment of Industrial Sites. Leconfield Industrial Estate is part of this assessment – still ongoing
Further projects have been identified but are subject to further detailed development.

2b.2 Develop and maximise opportunities at Derwent Forest

Discussions are still ongoing regarding the development of Derwent Forest. NWDA, Cumbria Vision, Allerdale Borough Council and Cumbria County Council have all been involved in scoping the possibilities for the site.

A £10 million funding package was approved in principle at the July 2005, the scheme is remitted to Cumbria Vision to test the private sector involvement of the project. Donaldsons were commissioned by West Lakes Renaissance to carry out a study into private sector engagement.

The response based on contact with 130 potential developers was that they needed:

- a) firm commitment to decontamination of the site,
- b) the site to be in public sector ownership and
- c) some element of housing to make the scheme viable.

This report and its conclusions has been accepted by WLR Board (unanimously) and by the Cumbria Vision Board. The project goes to the NWDA board for final approval on 14th September 2006. Funding of £8.4 million is sought from NWDA with £1.6m from European Regional Development Fund.

2b.3 Expand and maximise outcomes at Westlakes Science and Technology Park (WLSTP)

The completion of two new buildings, Robinson House and Kelton House in early 2006, brings the total accommodation at the science park to 265,000 square feet. The number of organisations in the park has risen to 45 at the end of 2005 and the site now has 1000 employees in 49 organisations. The Nuclear Decommissioning Agency has now relocated its headquarters to the business park. This will put the business park on track to fulfilling its ambition to be the premier knowledge based employment site in the county with a workplace for up to 1,500 by the end of 2006.

The Highways Agency's recommended improvements to the A595 were identified in West Lakes Renaissance's scoping study "Masterplan for Westlakes Science Park" May 2005.

2b.4 Uplift ambition and participation of local communities

West Cumbria Community Empowerment Network (CEN) supports all types of large and small community groups and voluntary organisations in West Cumbria, by encouraging participation. CEN is particularly keen to support newly formed groups and those who have not previously had a voice.

CEN is here to help communities get involved in local decision-making and take action to improve their neighbourhoods by helping community and voluntary groups to link up and get involved in Community Networks. These networks and their members are supported through the provision of small grants and staff time.

The CEN will be working with its members to develop Local Community Networks in West Cumbria, and aims to encourage local groups to join the local Community Network to help keep in touch with other people in the area who share the same commitment to making a neighbourhood a better place to live.

As well as the Local Community Networks, the CEN is working to develop Interest Community Networks with: older persons; young people; people with disabilities; and ethnic minorities in West Cumbria. The CEN also supports a wide range of smaller groups and organisations in the area, and helps networking between faith communities and the area's lesbian and gay communities.

Work is ongoing to further increase the level of participation of Voluntary and Community sector in the development of the Local Area Agreement both by improving levels of community engagement to inform its content and also by seeking ways of increasing the role of the sector in service delivery.

2b.5 Maximise the benefits from nuclear decommissioning and site conversion

In 2005 the Nuclear Decommissioning Agency (NDA) was established and the National headquarters has now been established in West Cumbria. Its aim is to achieve decommissioning faster and more cheaply than originally scheduled. There is a strong commitment to work closely with local communities and to make provision for continued community enhancement in the area. The NDA is a key stakeholder in the evolving West Cumbria Master Plan, has introduced a Chair of Epidemiology and is a strong supporter of the University of Cumbria.

Two studies have commenced. These studies will result in the production of two plans. Firstly, a 3-year **Nuclear Opportunities strategy and action plan** to facilitate the development of West Cumbria as a leading international locale for nuclear decommissioning and environmental restoration. The focused goals of this study will be: (i) appropriate business and investment activity to support the NDA's key remit of innovation, competitive, accelerated clean up; and (ii) the nuclear opportunities programme has contributed to the building of a sustainable diversified economy utilising nuclear expertise to expand geographically and sectorally. The NDA is aiming to create a hub of

excellence at West Lakes Science and Technology Park in relation to Nuclear Decommissioning. This will develop West Cumbria as a world renowned centre of excellence which acts as a springboard for exporting intelligent clean up, skills, and expertise around the globe. The second study will produce a 3-year strategic action plan for the West Cumbria Business Cluster.

West Cumbria Development Agency (WCDA), in partnership with West Lakes Renaissance (WLR), developed its "West Cumbria Supply Chain Project" to specifically help West Cumbrian Small and Medium Enterprises (SMEs) to "maximise the opportunities brought by nuclear decommissioning". The project sits within WLR's "Nuclear Opportunities Group" and runs from November 2005 until March 2007. So far it has helped 80 SMEs with diagnostic and consultancy work and has run 3 "Meet the Buyer" events which match large "buyer" companies with smaller "sellers" to encourage trade between them. WCDA/WLR are part of a consortium which is currently bidding to deliver a Region wide supply chain project

2b.6 Diversify and secure new image for West Coast, including

- a) bringing the coastal pearls to the market**
- b) taking lead on North West Coastal Trail and driving implementation**
- c) responding positively to Regional Parks initiative**

Whitehaven coast project is moving forward with commitments from English Partnerships, Land Restoration trust, and National Trust and projects managers being appointed. A commitment has been received for funding for Beacon to refurbish and relaunch from Heritage Lottery Fund, West Cumbria development Fund and final approval awaited from West Lakes Renaissance. Implementation plan for the Whitehaven Sea Change Programme is being developed by Local Authorities and West Lakes Renaissance.

2b.7 Mount a drive to secure dispersed public sector jobs

The public sector continues to be a very important and influential employer in Cumbria, and the CSP has worked to remind Government of its policies set out in the Lyons review promoting public sector job relocation to regions beyond the South East. Marked resistance among some big government departments is slowing down the process. However it should be recognised that commitments to relocation must be met and should be pursued as they form an integral part of the efficiency programme. The CSP has also helped Cumbrian partners lobby against threatened losses of high value public sector jobs – particularly associated with the restructuring of police and health sectors this year.

Both these proposals could have meant top jobs moving elsewhere in the region and the CSP provided a forum for lobbying to ensure any structural changes protected high value employment in Cumbria. The end result has been a single PCT for Cumbria and abandonment, for the time being, of the planned merger of police forces. It will, though, be important to sustain this argument in the future as other decisions are made about regionalization – particularly in the context of what the emerging West Cumbria spatial

masterplan, which designed to be a key influence on Government policy, has to say about the need to protect and enhance high value jobs.

2b.8 Nurture and support existing major employers to sustain their operations

In Barrow West Lakes Renaissance is addressing training needs through in the Construction Sector by funding with the LSC and others the Plumbing and multi-skills construction centre at Furness College.

In West Cumbria West Lakes Renaissance is supporting and assisting supply chains into the Nuclear Sector. In terms of existing contracts relating to Sellafield and future contracts that will come from the NDA.

Invest in Cumbria has at its core the management of the Cumbria Aftercare programme. The programme is endorsed and supported financially by NWDA's Enterprise and Innovation team. The primary purpose is to engage with large companies in Cumbria over the SME size band. The Investor development role is to look at ways of providing an interface between business and the public sector, particularly around the stimulation and promotion of expansion projects that have growth in terms of GVA by either capital investment or extra recruitment, or indeed a mixture of both. The service offered is commercially in confidence and enables local plant management to bid to their parent company, which normally resides outside of Cumbria, indeed outside the UK, for future investment projects within the Group. Retaining position on the investment cycle is a primary indicator in assessing the company's ability to sustain operations in Cumbria in the medium to long term.

Aftercare Case Study: Clark Door Limited - Carlisle

For more than 100 years Clark Door have been solving special requests for innovative and efficient solutions for doors to industry.

Whether it is for cold storage, or special applications inside factories or theatres and hospitals for acoustic, fire protection or clean rooms, customers can be assured the product is manufactured to the highest standard of BS EN ISO 9002 and more.

Managing Director, Mr Paul Ashley is proud of the fact that his business provides skilled work for over 80 employees at their site in Kingmoor Park, Carlisle and boast that 92% of his supply chain is local in Cumbria or the North West.

Key customers include all the major food multiples for cold storage doors, the Tate Gallery, the Royal Opera House in Covent Garden and the BBC for acoustic doors and others include British Nuclear Group and the Atomic Energy Authority.

The company export 25% of current turnover and a recent contract has just been won to supply the Honk Kong rapid transit system with stainless steel doors. This emphasises the company have no problem exporting to the World from Cumbria.

The company suffered badly from the Carlisle flooding when their factory in the centre of the city was ruined.

Having found a new manufacturing site at Kingmoor Park, but with no offices, Invest in Cumbria helped the company secure financial support from Rural Regeneration Cumbria to create internal new offices at the new facility which prevented the company leaving Cumbria.

2b.9 Implement integrated programme to manage transition arising from nuclear restructuring through West Cumbria Strategic Forum

Grant Thornton has been appointed to consult with a range of stakeholders and prepare the West Cumbria Master Plan, working through 5 key working groups to cover

- Knowledge economy, enterprise and skills
- Infrastructure
- Energy and Nuclear
- Tourism and Leisure
- Social Infrastructure

The Operational group has met with consultants, Grant Thornton and with Terry Ponting, who has been appointed by Cumbria Vision to project manage the development of the Master Plan. *The Operational group consists of Jamie Reed MP, Cumbria Vision, three Local Authorities, WLR, British Nuclear Group, (BNG, (Steve Morgan, Commercial Director, Sellafield), and NWDA..*

An External challenge group is to be set up consisting of members of national standing and work is also continuing to develop a Communications portal and strategy.

Key priorities agreed including early wins (Derwent Forest, Pow Beck, A595 improvements around Westlakes, Nucleus, and other educational initiatives).

3 Carlisle

3.1 Expand and develop the Further and Higher Education sectors and develop the Learning City Branding

Further Education - Carlisle College has embarked on a £10.5 m. rebuilding programme and has commissioned a feasibility study for the creation of a 14-19 Vocational Learning Centre.

Higher Education - Student numbers in Carlisle continue to expand particularly in Art and Design, Health Studies and Teacher Education. Cumbria Institute of the Arts and St Martins College are collaborating on the establishment of the University of Cumbria, aiming at a September 2007 start, following the publication of the Harris report in September 2005. All 3 Higher Education establishments in Carlisle have invested significantly in their

infrastructure - the Learning Gateway Centre (St Martins College); ceramics facilities (Cumbria Institute of the Arts); and IT infrastructure (UCLan)

Learning City Branding - In December 2003, the City Vision Partnership proposed that Carlisle would benefit by becoming a Learning City and in March 2004 committed itself to realise Learning City status for Carlisle. The concept of the Learning City was first developed nationally in 1992 by the Learning Communities Network (LCN), which Carlisle City Council joined in April 2004. Five Working Groups were established at the same time, reporting regularly to the City Vision Partnership. To coincide with Adult Learners Week in late-May 2005 Learning City was officially launched with a week of events across the City.

3.2 Capitalise on existing trends and develop City as a cultural and sub-regional centre

The Carlisle Renaissance Development Framework and Movement Strategy study commenced in November 2005 and is set within the context of the January 2005 floods that affected over 2,000 homes and businesses in the City. In the immediate aftermath of the floods a Task Group of local, regional and national public sector organisations was convened to bring forward a long term vision for the regeneration of Carlisle. The brief that emerged from this process formed the basis for the appointment of the consultant team assigned with the considerable exercise of examining physical, economic and social change in the City over the next 10 to 15 years.

The study is also founded in the context of the Carlisle Renaissance Prospectus, launched by the Deputy Prime Minister in August 2005. This document establishes a collective vision and strategic objectives of the Task Group and Steering Group (or cross party group of elected members of Carlisle City Council and Cumbria County Council) together with a broad spatial strategy for the regeneration of the City's urban core.

The first stage of Stakeholder and Public Consultation based upon the emerging Development Framework and Movement Strategy was launched in January 2006. The purpose of this exercise was two-fold:

- To provide an opportunity for residents, businesses and stakeholder groups to put forward their views and ideas for the revitalisation of the City centre and improvements to movement into and around the City.
- To provide the City Council and County Council with information to support the development of future land use and transport policy through the Carlisle Local Plan and Area Transport Plan.

In total over 2500 people submitted their views and opinions and revealed a broad approval for the development of a number of potential "areas of opportunity" around Carlisle. Improvements to public transport provision across the City were also generally well supported.

The findings of this evaluation will be incorporated into proposals for the second stage consultation in September 2006

3.3 Promote commercial re-opening and development of Carlisle Airport

Carlisle Airport was acquired in April 2006 by WA Developments International, parent company of Eddie Stobart Group Ltd. Now under the management of Stobart Air Limited, the new company is in the process of preparing plans for a major investment in the Airport's infrastructure including new runway facilities.

Two options have been identified - to strengthen and resurface the existing runway which currently has a weight restriction of 12.5 tonnes. The second option is to build a second runway, which would run parallel to the first. In addition to upgrading the runway, plans include a multi-million pound departure and arrival terminal and control tower which has access from the A689.

In addition to the development of the airport for commercial passenger traffic, it is also projected that the additional infrastructure will allow WA Developments to expand their operation into air freight and distribution. The plans are at an early stage and require extensive consultation with local residents, the City and County Councils and various Government Authorities. The planned infrastructure will require an investment of approximately £20 million.

3.4 Secure improvement to hotel accommodation and convention facilities

Outline planning approval has been granted at Rosehill Estate near M6 junction 43 for a hotel within a business park development. A planning application for a hotel at Parkhouse [adjacent to M6 Junction 44] has not yet been determined [August 2006]. The aspiration to secure a high quality hotel within the City Centre is being progressed through Carlisle Renaissance.

3.5 Develop offer based on Hadrian's Wall World Heritage Site

Cumbria Tourism in its Destination Management Plan has named Carlisle Recovery and Hadrian's Wall as a priority Objective for the forth coming year. The Board intends to utilise the World Heritage Site Status to lever in tourists to the City and the West Coast.

Consultations are in hand to strengthen the interpretative resources in the City's historical quarter and improve it's connectivity with the town centre.

3.6 Develop and implement Carlisle City Vision regeneration strategy in targeted wards

Proposals for regeneration initiatives in the most deprived wards in Carlisle are now included within Carlisle Renaissance and have been incorporated into a programme of interventions for delivery in 2006/07. A longer term programme of economic initiatives tackling deprivation in Carlisle will be developed as part of the Economic Strategy for Carlisle that is due for completion early in 2007. Short term responses to address issues of

worklessness and job losses, especially in the most deprived wards, have been delivered in 2005 and 2006 through the Carlisle Employment Partnership.

4 The Lake District National Park

4.1 Secure continuous investment in physical and cultural landscape

Since November 2005 work has been underway to develop a new Vision for the Lake District National Park. This included visioning workshops in January and February 2006 to help inform the 25 year Vision for the National Park. In May 2006 the newly established Lake District National Park Partnership (see page 9 for Partnership details) agreed the final wording.

This new Vision sees all partners working together for a prosperous economy, vibrant communities, world class visitor experiences and all sustaining a spectacular landscape.

This new Vision has been endorsed by the Lake District National Park Authority and has now been endorsed by the other 15 strategic partners forming the Partnership.

24 delivery aims have been agreed to progress the 25 year Vision. For each delivery aim a single co-ordinating organisation has been agreed by the Partnership. Work is currently underway on establishing the outcomes and actions to secure delivery.

The new Vision will form the basis for the review of the National Park Management Plan and for taking forward the Local Development Framework.

The following aims are appropriate for securing continuous investment in physical and cultural landscape:

- Connect the special qualities of the National Park, including landscape features and cultural heritage, to the economy through imaginative approaches

In subsequent years we will report the progress made in delivering these aims.

Further integration has been assured by the invitation from CSP to LDNP to nominate a senior representative to join the CSP Executive Board.

4.2 Develop and implement innovative responses to

a) diversification of economic base

b) affordable housing

c) high quality themed tourism

The following delivery aims of the new Vision for the National Park are appropriate:

a) Diversification of the economic base:

- Adopt an active, consistent approach to all aspects of planning; from policy making and decision taking to making things happen. An approach that goes out of its way to develop ideas and deliver practical solutions;
- Coordinate a proactive approach to regenerating the rural economy to nurture vibrant, diverse and high value businesses;
- Encourage the development of small businesses and entrepreneurial aspirations, alongside the appropriate supportive infrastructure they need.

b) Affordable housing:

- Co-ordinate and develop a balanced housing market which will provide opportunities for people to live and work in the community

The Lake District National Park Authority has approved the Supplementary Planning Document – Demonstrating Housing Need. This will assist delivery of affordable housing within the National Park, ensuring any future housing within the National Park remains in perpetuity for local needs. The document forms another piece of the jigsaw in the National Park Authority becoming more active in working with partners to tackle this significant problem. Work is also progressing on simplifying legal agreements.

The Authority is also set to become a full partner of the Cumbria Sub Regional Housing Group which itself is currently preparing a Sub Regional Housing Strategy - the first of its kind in England. This Strategy brings together all those organisations involved in the delivery of housing, including the regional bodies such as Government Office and the Housing Corporate, the County and District Councils and the individual housing associations.

c) High quality themed tourism

- Promote a welcoming National Park to the world;
- Enhance the quality and diversity of the visitor's experience offering a unique, varied and memorable visit;
- Encourage visitors to stay longer and spend more on local goods and services;
- Encourage young people to enjoy the Lake District so that they want to return in later life
- Engender local pride and responsibility, securing the long term sustainability of the special qualities of the National Park.

In subsequent years we will report the progress made in delivering these aims.

Churches Together in Cumbria, as part of their Social Responsibility Forum have been looking into ways the Church can help affordable housing in the Lake District. Churches are being asked to consider selling land or buildings that they no longer require to Housing Associations or other not-for-profit organisations. Mitre Housing Association is engaged in this area and has a strong Church connection. Careful provision in the sale transfer for the property to remain for the required purposes in perpetuity. An example of this is of the Ambleside Methodist Church, where the former church building has been sold to 'Home' Housing Association. The premises are being redeveloped to provide 15 units of accommodation consisting of one and two bed apartments completion date is September 2006.

In addition the Diocese of Carlisle through Mitre Housing Association provides 130 homes for affordable housing in Appleby, Ashcroft, Belah, Bolton, Capel Stile, Cliburn, Greystoke, Lorton, Low Hesket, Windermere and Workington.

4.3 Deliver further and better ways to sustain farming and landscape stewardship

The following delivery aim of the new Vision for the National Park is appropriate;

- Actively support land managers in the task of sustainably managing the landscape: delivering environmental and economic benefits for themselves and the wider community, whilst retaining or adapting traditional skills.

In subsequent years we will report the progress made in delivering these aims

4.4 Promote further and better partnership working

Improved partnership working is a key aim for the Lake District National Park Authority.

In addition to linking to Cumbria Strategic Partnership and establishing the Lake District National Park Partnership the Lake District National Park Authority is looking at ways to strengthen links with local partnerships through active engagement in the development of the Management Plan, the Local Development Framework and the State of Park Report.

4.5 Engage more closely with LSP's on well-being agenda for residents in the Park

The Lake District National Park Partnership is now feeding into the Thematic Partnerships of the CSP and will work towards complementing, and adding value to the work of the CSP and LSP (CSP Structure Diagram Appendix C)

4.6 Build on image and reputation of the Lake District and its implications for the rest of Cumbria

The following delivery aims of the new Vision for the National Park are appropriate;

- Maximise the opportunities for the National Park to support the regeneration of Cumbria and wider regional or national initiatives

In subsequent years we will report the progress made in delivering these aims

4.7 Explore scope and need for World Heritage Site Bid

Through renewed partnership working the LDNPA is exploring the scope for a bid to be made under the UNESCO Cultural Landscape category. Three key meetings have taken place, chaired by Lord Clarke of Windermere, in October 2005, January 2006 and June 2006.

Cumbria County Council is now leading the work to explore the countywide benefits and possible disadvantages of gaining inscription if all stakeholders wish to bid for it. A specific Technical Advisory Group has been set up to look into and consult on the economic and social impacts of World Heritage Site. A further meeting will take place in the autumn of 2006 when partners will attend with a mandate to vote for continuing with the WHS Bid.

The following delivery aims of the new Vision for the National Park are appropriate;

- Celebrate what is special about the Lake District by promoting: its rich cultural heritage, local traditions, and products; and an appreciation of its spiritual value and sense of tranquillity.

In subsequent years we will report the progress made in delivering these aims

More information is available at www.lakedistrictwhs.org.uk

4.8 Develop leading edge approach to investment in biodiverse responses to hotel and restaurant developments

Activity against this objective is to be assessed and developed.

5 High Quality Tourism

Cumbria Tourism prepares a Destination Management Plan each year in consultation with its partners. The plan provides a framework and rationale for investment in the growing sector of tourism. The Vision for Tourism for Cumbria is set out below:

By 2015 the Lake District will have an unrivalled reputation for its high-quality landscape, accommodation, attractions, public realm, heritage and cultural offer, excellent customer care, and a year-round programme of activities and events centred on the area's unique culture. The benefits of tourism generated by the Lake District Brand will have cascaded out to embrace other parts of the County. Hadrian's Wall will have attained the status of "attack brand", and there will be a well presented range of thematic brands supporting tourism throughout Cumbria.

5.1 Uplift and broaden tourism offer

Cumbria Tourism outlines seven priority activities within their Destination Management Plan 2006-7 which are designed to uplift and broaden the tourism offer. The seven projects total over £153 million investment over the next ten years and will require a mix of public and private finance to deliver. In addition to the activities for improving destination management they have identified five key geographical/ themes as a focus for tourism activity in Cumbria, these are:

- Lake District Renaissance
- Hadrian's Wall and Carlisle Recovery
- West Cumbria and Furness Regeneration
- The Natural Economy/ Outdoor Experiences
- Tourism industry support and infrastructure

West Lakes Renaissance has supported a series of highly successful events including the Whitehaven Maritime Festival, Maryport Blues Festival, Egremont Crab Fair and the Power and Glory speed boat event in Barrow as well as one-off events such as The Endeavour and Grand Turk / Bounty Tall Ships.

WOW or Windermere on the Water was a brand new festival based on and around the Lake which hoped to inspire the imaginations of all those attending with street music, dance, theatre and fireworks! WOW was branded as a 'must see' event by not only the local press but also *The Sunday Times* and *Guardian*. The event took place over two days in June and presented an exciting new addition to the national outdoor events calendar. Results of a survey carried out during the event indicated that 80% of people who attended the Festival were visitors, 90% of which said they would come back to the area for a similar event.

The project came out of the Lakes MTI partnership (SLDC, CCC & NWRDA) working in partnership with CTB, Kendal Windermere & South Lakes Tourism Action Group, National Trust, Lake District National Park and the private sector.

5.2 Recognise impact of tourism industry environmentally and work in partnership to accommodate it in a sustainable fashion

The Tourism and Conservation Partnership is supported by Cumbria Tourism, National Trust, English Nature and the Lake District National Park Authority. They provide a non-political partnership between tourism businesses, conservation organisations, and the local community in the Lake District. Many private businesses have pledged their support to the partnership and enable visitors to contribute to conservation projects. The fundraising techniques used are hassle-free and fruitful and therefore appeal to busy businesses. They include Visitor Payback, donation boxes, percentage of sales income and proceeds from events. The partnership expects to raise £150,000 in 2006/7. The funds raised have been used for different projects, the partnership has grouped them into themes which are; Dry stone walls, Hedgerows, Riverbank Fencing, Footpath/Bridleway Enhancement and Red

Squirrels. Information on Partnership can be found in the acknowledgements page.

5.3 Develop tourism in slipstream areas of Lake District especially Furness, West Cumbria and in the Eden and Upper Lune Valleys, Northern Borderlands and Solway

Cumbria Tourism has specific projects to develop these areas. In Furness the CTB is supporting the Furness Abbey Masterplan; Barrow Waterfront and the Cruise Terminal Development. Hadrian's Wall and Carlisle Recovery are also priorities. This project will utilise the World Heritage Site status of Hadrian's Wall to ensure the tourism industry contributes to the renaissance of Carlisle. The Roman Heritage also extends westwards into Solway, Maryport and Ravensglass this can be built upon as a further attraction to visitors. Local tourism partnerships such as the Lake District Peninsulas Tourism Partnership are very actively involved in developing their tourism product with local tourism attractions.

5.4 Implement co-ordinated 'grow our own' skill training

The Chef Apprentice and Receptionist Apprentice schemes are being continued and are increasingly being funded through the private sector.

5.5 Promote world-class product development and investment

Invest in Cumbria is engaged with West Lakes Renaissance and other partners in attracting companies to the County as a result of decommissioning activity in the nuclear sector. The key to attracting these companies, of which many are from the United States, is the innovation that they offer in terms of both product and service. This inward investment complements other cutting edge manufacturing that resided in Cumbria over a multiplicity of processes within the manufacturing sector as well as secondary and process operations. The attraction of this new business along with the strong indigenous industrial base enhances the product being developed in the sub-region and raises the profile when promoting investment opportunities outside Cumbria.

5.6 Develop tourism potential of Hadrian's Wall World Heritage Site

As stated above Cumbria Tourism has listed this as a priority objective, linking the status of the Wall to Carlisle as a tourism destination.

See 3.5 above

5.7 Develop proposal for a National Gallery of Landscape painting

The proposal to develop a National Gallery of Landscape Painting has been superseded by the Lowther Castle and Gardens Project. This is still in development but a feasibility study is planned. Lowther Castle is a Grade 11* listed building built during the height of the romantic period of architecture in the early 19th Century. The magnificent castle, surrounded by 500 acres of parkland, lies derelict and has been closed to the public for over 50 years. Once approved this bold and ambitious project would transform the site into an international tourism attraction and community resource. The ruins of the castle will house the main attraction – an exhibition that explores the themes

of cultural landscape and identity. Throughout the grounds there will be new performance venues for conferences and festivals, including a 900 capacity performance space being developed with assistance from the Royal National Theatre and an outdoor arena seating over 5,000 people. The entire project will be set within 140 acres of gardens to be developed through a competition and invitations to world class designers. The whole project will cost in excess of £100 million but is estimated to attract up to 750,000 visitors a year when fully developed.

5.8 Implement Renaissance of Lake District Masterplan

In the Cumbria Tourism's Destination Management Plan 2006/07 a priority objective is to revitalise the core Lake District product and the quality of the business experience in and around the park. Implementing the renaissance requires partnership working from both public and the private sector.

The private sector and Cumbria Tourism have re-established visitor information services in Grasmere, Coniston, Hawkshead, Pooley Bridge and at Waterhead, Ambleside. There is also interest re-opening visitor information services in Seatoller, Borrowdale.

A bid for EU Regional Action Plan and RDA funding has been for a public realm improvement scheme for Windermere which will provide additional car parking, street enhancement and road junction improvements. Also at the bid stage are the proposals for an accommodation quality improvement scheme (Tourism Connects), it is anticipated that approval for these programmes will be made in September 2006.

Cumbria Tourism is contributing to the new Lake District National Park Partnership, taking the lead on many aims and objectives.

6 Strategic Communications

6.1 Seek to improve road and rail links between West Coast and M6 corridor and West Coast Mainline

On December 1st 2004 the multi million pound A590 High & Low Newton dual carriage way by-pass scheme was given Ministerial approval. In March 2005 the Highways Agency invited tenders for the bypass to be submitted by the end of May 2005, subsequently the Agency has awarded the contract to Laing O'Rourke in July 2005. Work has started on site and the new road is expected to open in spring 2008 . The approved budget has been increased from £22,09million to £35.3 million. The proposed bypass will be 3.8km of dual carriageway road running between Lindale Bypass and Barrow Banks.

Barrow Borough Council, Furness Enterprise, South Lakeland District Council, South Lakeland Local Strategic Partnership and Cumbria County Council have lobbied extensively for this improvement to take place.

The Parton Lillyhall Improvement was approved to proceed following a Public Inquiry in July 2006. Works are expected to start in January 2007 and be completed in October 2008.

6.2 Promote development of Morecambe Bay Bridge along with major road improvements from Furness to Scotland up the West Coast

West Lakes Renaissance has funded a Bridge across the Bay Energy feasibility study. The project is referenced in the Local Transport Plan for Cumbria 2006-2011 (LTP2), recognising that this ambitious proposal would have very substantial environmental impacts across a wide area and If it were implemented, significant improvements would be required to the A595/A5093 south of Sellafield to properly realise the benefits.

The Morecambe Bay Bridge company intend to carry out an environmental impact study the results of which will be used by all sides should it get to public inquiry stage. The cost of this is likely to be at least £2million and the most likely funder would be NWDA since the project has implications not just for Cumbria but for Lancashire as well.

6.3 Promote the case for national investment to upgrade and secure the future of the Cumbrian Coast rail line

The importance of the line is referred to in LTP2 and is taken into account in the ongoing discussions surrounding restructuring of the nuclear industry.

The County Council is pressing Cumbria's case for investment in the Cumbrian Coast Line (and other routes) with Network Rail as part of their future programmes. The Council is leading the creation of a Community Rail Partnership for the Coast Line to strengthen the line's future.

6.4 Lobby for improvements to access to Cumbria and links to east and south link in with the Government's Northern Way growth zone.

Temple Sowerby By-pass is now being constructed.

A lobbying document is currently being developed through the Cumbria Transport Forum for strategic transport improvements that are beyond the scope and remit of the Local Transport Plan. The document will follow the format of the Sub Regional Spatial Strategy.

6.5 Support commercial re-opening Carlisle Airport/helicopter services

The new owner of Carlisle Airport is concentrating on the work needed to upgrade the Airport infrastructure to a standard that will facilitate the operation of passenger and freight services. [See paragraph 3.3] Helicopter charter , private flying training and aircraft maintenance are available at the Airport.

6.6 Secure and market broadband

Project ACCESS was established to ensure availability of affordable broadband for 95% of cumbrian businesses and citizens.

In November 2005 the necessary telecommunications networks and systems were completed to deliver this and provide a comprehensive telecommunications network for the public sector in the county

In January 2006 a major marketing program began to encourage Cumbria businesses take up broadband and access to The Internet.

Studies show that reach is between 96% and 98% of the county.

7 Creating wealth and diversified economy

7.1 Develop and implement an integrated approach to identifying demand for delivery of skills

The Cumbria Learning and Skills Council has worked with key local and regional partners such as Job Centre + and NWDA to produce a Regional Statement of Skills Priorities which clearly articulates the underpinning demand for skills from employers. This document provides the backcloth for the learning provider network such as Further Education colleges and Work Based learning providers to ensure that the type and level of provision that they offer clearly meets local and Regional needs. This process will be further refined for the production of the 2007/10 statement.

7.2 Rationalise and adapt advice/mentoring available for small businesses

The Cumbria Local Enterprise Agency Network (CLEAN) works closely with the Business Link operator, Activ8 to provide a comprehensive and integrated approach to advice and support for small businesses.

7.3 Work closely with existing large companies to facilitate their continuing viability

The Cumbria Local Enterprise Network in conjunction with the Business Link operator, Activ8, has worked extensively with large companies such as Kimberly-Clark and McBrides to help (for instance) local management obtain new capital investment thereby securing local jobs. This new investment has been helped by CLEAN members working with the NWDA securing grants under Select Finance for Investment and other schemes.

7.4 Promote a customer based approach to leading edge industries

The Cumbria Local Enterprise Agency Network in conjunction with Activ8 have worked extensively, for instance, with companies like MARL and Oxley who are leading companies in the photonics industrial revolution which will see conventional industrial and domestic lighting replaced by solid state systems.

7.5 Develop opportunities arising from nuclear decommissioning

The development of the Nuclear Decommissioning Agency NDA has recruited expertise from the Nuclear sector and other industries from Cumbria and further afield. The NDA's HQ is at Westlakes Science and Technology Park.

The NDA will be contributing over £20 million to the funding of three initiatives based in West Cumbria:

- Nuclear Institute
- National Nuclear Skills Academy
- New academic position of Chair of Epidemiology

7.6 Seize opportunities in creative industries and sport / recreation outdoor education sector

Cumbria Sport Partnership in partnership with West Lakes Renaissance, Rural Regeneration Cumbria, Sport England, Learning and Skills Council and Sport England has commissioned a Sport and the Economy Study 2006-2010. This study is the first in England to look at the relationship between Sport and the Economy; the consultants carrying out the research have done similar studies on the economy in other areas of the country after their work was completed, Investment in those geographical areas significantly increased.

The study has looked at all aspects of sport including Economic Impact and Sector Development, from this Sustainable Cumbria – Sports Economy Action Plan 2006-2010 will be created.

The basis of the draft action plan covers various proposed actions covering the time span 2006-2010. It is proposed that an investment prospectus is developed with key partners seeking to attract between £1m and £3m for 2007-2009 delivery period. Programmes will be tendered out and help to achieve shared sport economic outcomes including job creation, business start-up and retention, business brokerage, tackling worklessness, launching healthy workplace initiatives, development of social enterprise, excellence and world-class, events programme and development, visitor economy and activity tourism etc.

Creative Cumbria was formed towards the end of 2005 as a sub-regional *Creative Industries Partnership*, forming part of a regional and national network of agencies created to lead the economic development of the creative industries.

The creative industries are one of the fastest growing sectors in the economy expanding at a rate of 6% compared to 3% for the economy as a whole. The North West has a thriving creative industry sector contributing £6 billion per annum to the UK economy. The cluster of creative industries in this region is the UK's second biggest outside London and the South East and is home to 26,000 companies employing 140,000 people, or 5% of the total workforce.

Summary of the situation to date in Cumbria:

- It is well documented that Cumbria's economy is underperforming; one principal reason is that Creative Industries in Cumbria are grossly underperforming and have not provided the 'replacement' economy that has been achieved in many other regions.

- Creative Industries in Cumbria operates at less than half to a quarter of the value it should have in a typical economy.
- The visionary objective is to at least double the size of the sector which is currently valued at around £104 million in GVA. This could create 4,000 jobs.

Creative Cumbria has developed a robust strategy that has been accepted and adopted across the County. In order to achieve the transformational change required a two-headed approach is needed:

1. Create a new market based on inward migration of businesses locating in Cumbria to serve national and international markets.
2. Maximise the development of indigenous business in those creative industry sub-sectors that offer Cumbria the best opportunities for success.

Over the coming months, Creative Cumbria will play a pivotal role refining the business case for Cumbria, developing the marketing plan and scoping the investment that will be required to attract creative businesses from outside the region and help to retain and develop its home-grown businesses and skilled professionals.

7.7 Pursue large-scale civil service relocation

Invest in Cumbria is attending Government relocation Conferences and following up where intelligence alerts them to potential relocations. They are in dialogue with the Cumbrian MP's to assist with this strategy. The Nuclear Decommissioning Authority is designated as a public service relocation. To date (Jan 06) 180 jobs have been created.

See 2b.7

Invest in Cumbria is also monitoring the position with the Rural Payments Agency (DEFRA) with regard to expansion at Carlisle and Workington.

7.8 Maximise contributing of public sector purchasing and contracts

CLEAN with Activ8 and the NWDA are seeking to develop a public sector supply chain project which will help small to medium sized companies better access public sector contracts in Cumbria.

7.9 Promote and enable social enterprises

The West Cumbria Social Enterprise Hub was established in 2005 and has since recruited a local manager and established an office base at Salterbeck Oval Centre, Workington. All of the grant programmes have been established, e.g. for feasibility studies and start-up grants, an official launch has been held and the scheme is progressing well.

Economic Inclusion Manager- in post at West Lakes Renaissance

Barrow Social Enterprise Network - The project intends to grow and strengthen a dynamic and sustainable social enterprise sector and help to create a more entrepreneurial culture and a growing social economy in Barrow through a partnership of local organisations already working with social enterprises. This partnership will build on and join together existing financial support, community, business and workforce development. This project is managed by Furness Enterprise working with a group of partners such as Community Action Furness.

8 Rural Regeneration

Rural Regeneration Cumbria began operations on 1 April 2003, as the first rural regeneration company in the UK. It was established as a not-for-profit public company, limited by guarantee and was created by the Northwest Development Agency and Cumbria County Council to respond to structural weaknesses in the rural Cumbrian economy that were highlighted by the foot and mouth crisis in 2001. Rural Regeneration Cumbria is now more than half way through managing a five year £39 million Cumbria Rural Action Zone Programme (CRAZ) of NWDA funding and well over half way through managing a £6.2 million Objective 2 ERDF programme of European funding as well as co-coordinating the efforts of numerous partner organisations and funding bodies to deliver a meaningful and targeted strategy of economic regeneration for rural Cumbria.

By 31 March 2006 more than £30 million of NWDA's £39 million of grant funding had been awarded to over 100 projects and over 400 projects and organisations had benefited from RRC services and support. The success of the Company during this period has been built around a strong programme management team with real experience in agriculture, tourism, business development and community regeneration. Rural Regeneration Cumbria is working effectively in partnership, managing to preserve its role as a strategic body and helping partners to become more efficient and effective in their delivery of programmes and projects. Although all of Rural Regeneration Cumbria's assets and liabilities will transfer to Cumbria Vision on 1 September 2006, we don't expect this to have any material effect on the progress made towards the completion of the Cumbria Rural Action Zone Programme by 31 March 2008.

Cumbria Community Foundation is a registered charity which provides grants for different sectors of the Community. One of their Strategic Aims is Rural Community Regeneration and nearly 200 grants have been awarded in this area totalling nearly £500,000.

8.1 Provide leadership to uplift aspirations and to celebrate the distinctness of rural Cumbria

To be an effective voice for the regeneration of rural Cumbria, Rural Regeneration Cumbria has been much more than a funding agency for

regeneration projects. It has also provided leadership to help transform the rural economy of Cumbria. It has aimed to:

- develop knowledge and commission research on particular regeneration related themes such as affordable housing, outdoor education and recreation
- continue to develop new marketable products in response to growth potential such as the Festivals and Shows Toolkit (FAST)
- influence and contribute to the formation of policy at local, regional, national and European levels where policy will impact on the rural economy such as European rural development regulations
- provide consultancy and advice to partner agencies and project sponsors
- participate in and create time limited allegiances and strategic partnerships to help to deliver the broad ranging rural regeneration agenda
- advocate the needs and opportunities of rural Cumbria in all relevant regional, national and European forums
- inform the policies of key strategic partners such as Cumbria Learning and Skills Council
- secure additional resources for the regeneration of rural Cumbria via, for example, the European Commission's EQUAL Programme
- continue to build a world class image for rural Cumbria.

8.2 Help the creation of new rural start up business

Business Link Cumbria supports the development of new businesses in rural areas. The POINT programme continues to create new small businesses and jobs and is on target to achieve the creation of some 1,350 new businesses before its conclusion in December 2006. For the year ending April 2006, targets were met on the following:

- Intensive Assistance
- Rural Business starting trading
- Farm Enterprises starting trading
- Rural Pre-starts

8.3 Assist the expansion and diversification of existing rural business

In 2005-2006, Rural Regeneration Cumbria (RRC) has continued to support Small and Medium Sized Enterprises (SMEs) across the county with a diverse range of projects and professional input. With partners, RRC has continued to promote the County as a great place to live and do business. Following a concerted campaign, Cumbria now has broadband coverage in nearly 100% of the County coupled with an increasingly impressive range of business premises from small units to large scale developments. RRC has offered focussed expertise and support to SMEs, concentrating assistance on developing indigenous businesses in growth sectors as identified in the "New Landscapes" Strategy. In addition, RRC has worked to attract and retain businesses across growth sectors in the County and to encourage potential large-scale inward investments.

Direct capital assistance to SMEs across the County continues via the Small Business Capital Grants Scheme which supports the expansion of SMEs

leading to the creation of new employment opportunities. In 2005-2006, of the 26 successful applicants to the Small Business Capital Grants scheme, each business created at least one full time job as a result of its expansion with an average grant of £7,500. To date Small Business Capital Grants has awarded £202,000, leveraging in over £602,000 of private finance. The success of this scheme to date ensures its continuation in a revised format within the programme of Cumbria Vision.

The Cultural Business Venture continues to provide revenue support to businesses in this key sector to enable them to expand. Nearly 100 businesses have received assistance with projects covering marketing and equipment purchases. Grants awarded total nearly £100,000 over 30 businesses. The recent evaluation of the project highlighted the importance of working with Business Link to provide diagnostic checks as a part of the application process. To supplement this project, the Creative Industries Sector Champion for Creative Cumbria is hosted within RRC to add specialist expertise and to develop the Digital and Creative Industries in Cumbria as a key growth sector as identified by the 2006 "Regional Economic Strategy".

RRC continues to work with partners to identify, acquire and service potential employment sites within the major market towns in Cumbria as well as to construct new speculative workspace. One such example is the refurbishment of derelict properties on the site occupied by M-Sport in Cockermouth to provide managed workspace targeted at the Creative Industries sector.

8.4 Develop high quality rural tourism initiatives including both high energy and low energy short breaks with dedicated marketing

Tourism remains a key growth industry for Cumbria and over the past year it has been an area of significant activity for Rural Regeneration Cumbria. The Lakes + Marketing Scheme progresses with continued support of Cumbria Tourism's (CTB) marketing activity building upon the experience of the past few years of support. RRC has now invested £4 million into this £5.6 million scheme of marketing investment to deliver a significant four year integrated overseas and domestic tourism marketing plan for Cumbria. Rural Regeneration Cumbria has also worked closely with CTB to develop Tourism Connect – Phase 1 to build upon the 'Better than the Best' Accommodation Improvement Programme which is a key strand of the Lake District Renaissance signature project to rejuvenate the visitor economy of Cumbria and the Lake District. Tourism Connect Phase 1 will learn from 'Better than the Best', and build upon that experience, but will be even more ambitious in assisting accommodation providers to raise their performance.

RRC's Events Development Fund is a three year programme which encourages the development of new and existing events in Cumbria. Events are now part of the everyday life and culture of the County. They offer a wide programme of activity which clearly have a wider role in the economy, particularly the tourism 'offer', by supporting accommodation, catering and other service sectors as well as the venues that rely on events for their on-going viability. The Cumbrian Events Development Programme aims to

extend the capacity of events as an important economic driver in Cumbria, particularly the potential to increase the numbers of visitors from outside Cumbria as well as make an important contribution to Cumbria's profile as an attractive place to work, live and invest.

RRC continues to support the development of the 'Tourism and Conservation Partnership' which aims to make Cumbria a leading example of sustainable tourism destinations through the visitor payback approach to funding conservation work and by supporting the Partnership to deliver their accreditation scheme for responsible businesses. 'The Wealth of Wildlife' project was also launched by the Cumbria Biodiversity Partnership in April 2006 which seeks, as part of its objective, to attract new visitors to the County to see Cumbria's wildlife and take an active part in conservation and habitat restoration.

Cumbria Tourism has played a significant role in finding a sustainable future for Cumbria's Tourism Information Centres following the closure of some of them. Significant RRC support was given to negotiating a solution that has seen several of the centres re-open in a new format and continue their important work.

There is no room for complacency in the development of the Cumbrian tourism offer as it is competing in a global marketplace where consumers can easily switch allegiance to emerging destinations that offer increasingly high quality product at competitive prices. The Cumbrian tourism industry needs to focus on quality and high value activity.

8.5 Develop agricultural sector through the provision of leadership, diversification and farmer co-operation and collective marketing

The past year saw the Farming Connect Cumbria project progress rapidly towards committing its £9.7million of investment. Approximately 1500 farmers are now registered out of a target of 1583, with approximately 1400 allocated to advisors. More than 900 farmers have had business reports completed by their business advisors, and more than 1000 environmental reports have been completed. More than 500 capital grants have been offered and accepted, all of which have been subject to an impressive level of scrutiny by the grants panel. More than 60 technical consultancy grants have been offered and accepted. The average capital grant claimed has been approximately £9,000. An evaluation of the project started in the past year, and is being carried out by Scottish Agricultural College and findings have already informed improvements to elements of the project. It became clear in the past year that the demand for on-farm investment is far greater than even a scheme like this can provide and managing the expectation of support has been a challenge.

Rural Regeneration Cumbria is committed to making the case for further on-farm investment, especially investment that puts Cumbrian agricultural businesses on a footing that enables them to innovate and improve efficiency to compete in a global marketplace. This industry faces hard challenges in the next few years as it changes to cope with a post-CAP-reform marketplace. RRC continues to support the producers of livestock within the County directly

through the continuing employment of a specialist advisor for the production and marketing of Red Meat. Industry specific knowledge applied to methods of production and processing is driving down costs of production and adding value to the products.

Working across the whole industry, RRC has been able to work with partners to influence policy, promote co-operation and good practice.

8.6 Promote, market and support further development of Cumbria food, clothing and craft products

Made in Cumbria, established in 1989, is an economic development initiative of Cumbria County Council promoting and assisting the county's, craft, giftware, design led and food sectors. In 2000 an independent trading arm was created, Made in Cumbria Trading Ltd, a non profit making company limited by guarantee through which they run their own owned and operated retail outlet. Made in Cumbria has a membership of over 500 companies, generating nearly £4m of income each year for members and has been one of the leading "made in" schemes in the country. Made in Cumbria is a flexible, creative and vibrant organisation that is continually innovative and has a diverse portfolio of activities. Made in Cumbria is financed by a combination of private sector money (members participating in activities and shop sales), grant aid, with a contribution from Cumbria County Council as well as the provision of premises and management, including financial and cash flow support.

The County Council has stated that it wishes to see the Made in Cumbria initiative grow to ensure that the services offered by the brand secures the maximum potential contribution to the Cumbrian economy. In recognition of the potential economic benefits to be derived from the development of the local produce sectors a number of other initiatives have been developed regionally and locally. The private sector has also recognised the business opportunities offered within the local produce sectors. As a result it has become extremely important to review Made in Cumbria's role within this sector to ensure the initiative's services are meeting real need and to ensure that duplication of effort is avoided.

8.7 Improve access to jobs, rural services and education opportunities

For many of our rural populations, maintaining an acceptable quality of life is something which has to be worked at, often against a background of serious challenges. Poor transport links, inadequate access to services, the closure of small businesses, and limited work, social and leisure opportunities: these are just some of the issues which are unique to those living outside Cumbria's urban areas. Rural Regeneration Cumbria's Community Regeneration programme has a clear structure which involves three levels of intervention:

The Cumbria Rural Infrastructure Programme (CRISP) supports innovative and creative ways of retaining existing town and village services that are under threat addressing the decline of services in rural Cumbria such as post offices, banks, village stores, butchers, transport infrastructure and fuel services. CRISP is managed and supported by Cumbria County Council who contribute £255,000 with an additional £600,000 in grant support from RRC. In 2005-2006, a total of 17 projects were funded with a total commitment of £313,626. The most popular type of projects were linked to childcare and nursery provision. This probably reflects the high level of support given to this sector, through Sure Start, and through the provision of nursery vouchers by the government.

One of the success stories of the past year has been the establishment of the **Strengthening Rural Communities** Programme. This is managed and supported by the Cumbria Community Foundation and is designed to support initiatives which benefit groups of disadvantaged people such as children, young people and older people. RRC has committed £750,000 over a three year period to the programme with Cumbria Community Foundation and Cumbria County Council contributing a further £100,000 each. In 2005-2006 Strengthening Rural Communities made 55 grants committing £331,207 in total. 22 jobs were safeguarded, 31 volunteers supported. 15 new part time jobs and 2 full time jobs were created with over 800 learning opportunities delivered.

A Quality Parishes Programme aimed at capacity building for parish councils has been developed by the Cumbria Association of Local Councils (CALC). A RRC grant of £136,500 was approved in 2004 for this three year development programme

8.8 Promote the regeneration of Cumbria's market towns

The need to refurbish the appearance of some of Cumbria's market towns has increasingly been identified as an important priority by NWDA. Their Market Towns Initiative has already done much to regenerate "tired" areas and bring them up to standards which both visitors and residents expect. Longtown, at the heart of the foot and mouth crisis of 2001, has been granted £86,000 towards the improvement of its town centre, which lies on the A7 tourist route between Carlisle and Hawick. The scheme, managed by Carlisle City Council, will be completed in 2006. Major schemes at Egremont, in Copeland, at Cockermouth and Keswick, in Allerdale, and at Bowness and Windermere, in South Lakeland, are being developed and are scheduled to commence in 2007.

South Lakeland Local Strategic Partnership is instrumental in the formation of the Kendal Regeneration Partnership to focus on the actions necessary to capitalise on the inward investment opportunities in Kendal in a joined up sustainable way. The Partnership will continue to develop the base line plan to

direct future development of this key South Lakeland Market Town and Rural Service Centre.

8.9 Champion pilot programmes and challenges to ill-fitting policies, promote change and forward looking policies

Cumbria's capacity to challenge national policies has grown through more effective engagement in regional and thus national policy making. With three seats on the North West Regional Assembly Executive Board, and chairmanship for 2006-7 of the full Assembly, Cumbria's influence is now carefully and successfully managed. Over the past year, lobbying through the NWRA and other routes has succeeded in a number of areas including;

- making a special case for Cumbria to receive a top slice of the national allocation of European funding for the UK post 2006
- creating a Primary Care Trust with boundaries coterminous to the county and Cumbria Strategic Partnership, recognizing the need for stronger partnerships at sub regional level
- a relatively strong Assisted Area Status map for Cumbria compared with the rest of the region
- a Regional Spatial Strategy which more effectively recognizes the distinctiveness of Cumbria and sets a more positive context than earlier drafts which characterized the county as a largely passive playground in the context of city regions
- a Sub Regional Spatial Strategy, recognized as best practice at regional level, aligning spatial planning policy to the sub regional strategy, Sustainable Cumbria
- Pathfinder status for procurement from the voluntary sector – participation in national ground breaking work with HM Treasury on procurement of local services through the voluntary sector, ensuring national policy better takes account of the Cumbria context
- Research work with the Home Office on the impact of increasing numbers of migrant workers in low wage sectors of Cumbria's tourism and leisure economy – helping build a better national picture of this in the context of a county which has limited experience or national profile to date with respect to ethnic diversity

8.10 Secure the location of national HQ of Countryside Agency

This has relocated elsewhere although efforts by Cumbria Inward Investment Agency are continuing to promote Cumbria as a location for public and private sector businesses to relocate to.

9 Housing

Housing markets in Cumbria are as diverse as any in the country, with areas of market failure in the West and severe affordability issues in the central areas and in some communities where economic growth is a key priority. Nevertheless, the level of joint working to identify and address these problems is being held up as national good practice for two tier authorities such as Cumbria.

Structurally, the Cumbrian housing environment is dealing with several wider issues:

- Merger of housing and planning boards at regional level
- Demotion of housing within the Northern Way from a first to second level priority
- Further government emphasis on home ownership rather than affordable renting
- Continued “freefall” of house prices, predicting huge further increases and deepening affordability issues
- Further shifts in planning policy/guidance to influence type and location of affordable housing

9.1 Challenge existing funding rules and planning guidance to provide solutions to the lack of affordable housing and housing market failure

All the Local Authorities in Cumbria are full partner members of the Cumbria Sub Regional Housing Group which itself has just received confirmation that its Sub Regional Housing Strategy - the first of its kind in England- is assessed as fit for purpose by Government Office North West. This Strategy brings together all those organisations involved in the delivery of housing, including the regional bodies such as Government Office and the Housing Corporation, the County and District Councils, Lake District National Park and the individual housing associations. The Strategy is being followed by 20 detailed housing market assessments which will

- secure our existing investment
- evidence the need for further funds
- feed into the new Local Development Frameworks to ensure better planning outcomes for housing

The importance of this joint working, to a robust and shared methodology, cannot be overemphasised. It forms a strong argument for increased numbers of new dwellings allowed within the RSS and strengthens Cumbria’s case for being regarded within RHS, RES and RSS as a relatively autonomous Sub Region.

9.2 To engage with the Economic Strategy and work with business and communities

There are strong Linkages between the Housing Strategy and the Sub Regional Spatial Strategy and these will be updated in the forthcoming review of the SRHS. The Housing Strategy will hopefully influence the emerging Sub Regional economic vision, given the key role that housing has in supporting economic investment.

9.3 Develop case and secure funding for a co-ordinated attack on areas of housing market failure

ODPM has confirmed that resources of £18m were to be made available to the North West Regional Housing Board (RHB) to tackle low demand issues, outside the region’s four existing Housing Market Renewal (HMR) Pathfinders. £9m has been allocated to West Lakes Renaissance and the remainder is being funded through the 3 local authorities. The Barrow clearance and regeneration work is progressing and detailed feasibilities are being worked up in Allerdale and Copeland. There is still no certainty over second stage

funding which is due in April 2008. The agenda is strongly linked into the Safer and Stronger Communities Thematic Partnership.

9.4 Develop further supported housing

Strong linkages have been created between the Cumbria Housing Strategy and Cumbria Supporting People Strategy, in respect especially of

- reprioritising contracts within a reduced budget and
- exploring emerging themes, such as the Extra Care agenda for the growing Cumbrian elderly population.

Improve the Condition of Housing Stock

Of significant concern is the condition of housing generally. All social housing in the County will achieve Government's Decent Homes Standard by 2010. There are national targets for achieving a lower standard for 70% of private homes occupied by vulnerable households by 2010; these are not backed by any clear funding mechanism. Private rented properties are dealt with through the Housing Health and Safety Rating System and where applicable Houses in Multiple Occupation have been licensed. Cumbria is currently developing shared targets for empty homes; again there is no additional funding for these priorities.

Significant progress has been made in developing a joint framework for delivering Disabled Facilities Grants, again an exemplar of good practice.

Cumbria County Council has a responsibility in providing supported housing. There is a strategy in place to create Extra Care Housing which describes a type of housing, care and support that falls somewhere between traditional sheltered housing and residential care.

Extra care housing varies considerably in design and service delivery. Defining elements of extra care housing include:

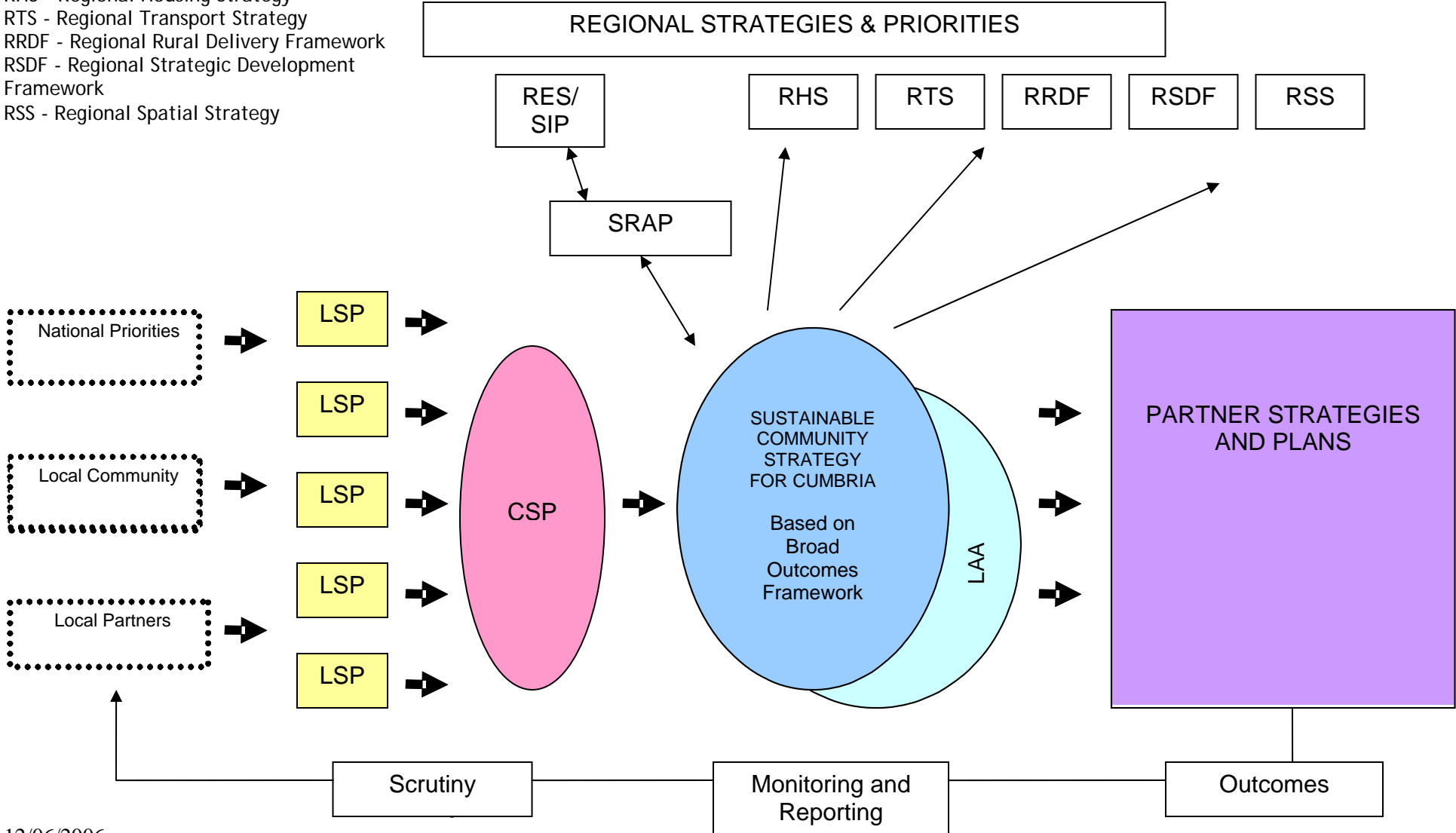
- Living at home, not in a home.
- Having one's own front door.
- The provision of culturally sensitive services delivered within a familiar locality.
- Flexible care delivery based on individual need – that can increase or decrease according to circumstances.
- The opportunity to maintain or improve independent living skills.
- The provision of accessible buildings with smart technology that makes independent living possible for people with physical or cognitive disabilities including dementia.
- Building a real community including mixed tenures and mixed abilities, which contributes to the wider community and benefits from other services (leisure, IT, art, culture etc.).

The development of further Extra Care Housing Schemes in Cumbria is described in the *Cumbria Extra Care Housing Strategy 2005-10*. The development of supported housing initiatives, and the review of existing sheltered housing and community alarm services is described in the *Cumbria*

Supporting People 5-year Strategy. Both of these documents are publicly available by contacting the Count Council.

SUSTAINABLE COMMUNITY STRATEGY/LOCAL AREA AGREEMENT

RES - Regional Economic Strategy
SIP - Strategic Investment Plan
RHS - Regional Housing Strategy
RTS - Regional Transport Strategy
RRDF - Regional Rural Delivery Framework
RSDF - Regional Strategic Development Framework
RSS - Regional Spatial Strategy



Communicating between the CSP/CSP Thematic Partnerships and the LSP/LSP Task Groups

	Cross Cutting Partnership						
CSP Thematic Partnerships	Children and Young People's Board	Healthier Communities and Older People	Safer and Stronger Communities	Economic Development and Enterprise	Cumbria Waste Partnership		
					Planning, Transport and Housing		
					Cumbria Highways		
					Environment and Heritage		
					Cumbria Cultural Forum		
					Cumbria Sport Partnership		
					Equality and Diversity Task Group		
					Cumbria Rural Forum		
Furness Partnership	No specific Task Group	Health Task Group	CDRP	Employment Task Group Regeneration Task Group	Housing Task Group	Environment Children & Young People	
Carlisle LSP	C&YP Priority Group	HCOP Priority Group	SSCF/CDRP Priority Group	Economic Priority Group	Cross Cutting Groups Rural, Environmental issues, Carlisle Renaissance, Cleaner Greener Safer Carlisle, Learning City		
Eden LSP	Young People- (incl activities for teenagers)	Health	Carlisle and Eden CDRP	Eden Economic Forum	Eden SPAA		
Eden CVS			Environment				
			Equit. access to services incl affordable housing				
			Eden Cultural Forum				
West Cumbria Strategic Partnership	CYPB	HCOP	Stronger	Safer	ED&E	Living Environment (inc Cleaner Safer Greener)	
South Lakeland LSP	CYPB	Health and Well Being	CDRP/ Community Involvement Group/ Environment Group		Job Skills	2 Task Groups Affordable Housing, Accessible Transport	2 Task Groups Quality Environment, Culture

CUMBRIA STRATEGIC PARTNERSHIP

