

COPELAND REGENERATION FRAMEWORK AND DELIVERY PLAN

EXECUTIVE MEMBER: Cllr Cath Giel, Portfolio Holder

LEAD OFFICER: Julie Betteridge, Head of Development Strategy

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SUMMARY: This report sets out the Copeland Regeneration Framework and Copeland Regeneration Delivery Plan and the detailed priorities for the Council's resources in 2009/10.

Members are recommended to

- a) note the national framework context and approach;
- b) comment on and agree the Copeland framework aims, five strategic objectives and performance indicators;
- c) Agree the 2009/10 Copeland Regeneration Delivery Plan priorities under each of the strategic objectives;
- d) Agree the delivery mechanism; and
- e) Note the project delivery profile for 2009/10.

1. INTRODUCTION

- 1.1 Copeland Borough Council have over the past four years been working closely with partners in developing and shaping the Energy Coast Masterplan, the sustainable community strategy for West Cumbria, Future Generations, the sustainable communities strategy for Cumbria and a range of thematic strategies and plans. In developing our framework and plan we have pro-actively linked with other key partners including the Lake District National Park and their Big Plan vision of aiming to be "an inspirational example of sustainable development in action".
- 1.2 A Copeland Regeneration Delivery Plan enables the Council to set out clearly its priorities and actions each year to focus on best use of resources.
- 1.3 The Council have undertaken a full consultation exercise on the priorities and opportunities for the Copeland Regeneration Delivery Plan in 2008 which resulted in a report to Executive in August 2008 setting out a list of objectives and opportunities.
- 1.4 This paper now sets out an approach referred to as Copeland Regeneration Framework. This Framework fits with the Governments approach through their Regeneration Framework and sets out our role and responsibilities in delivering on our local, sub regional, regional and national regeneration commitments. The Government Framework papers are in the Members Room. It sets out the Government's view

that “regeneration is a set of activities that reverse economic, social and physical decline in areas where market forces will not do this without support from government”.

- 1.5 Regeneration delivery continues to be through integrated programmes, projects and initiatives in Copeland and we work closely with partners and partnerships including West Cumbria Vision to develop and deliver these interventions and activities.

2. COPELAND REGENERATION FRAMEWORK

2.1 Vision

The vision of Copeland Borough Council is ‘To lead the transformation of West Cumbria to a prosperous future’.

2.2 Plan Aims

- a) To provide a framework with locally agreed direction and priorities to support a prosperous mixed economy and deliver social, economic and environmental well being for all Copeland residents
- b) To improve local and external perceptions of Copeland.
- c) To sustain and increase investment confidence in West Cumbria
- d) To enable all of Copeland to actively engage and benefit in regenerating Copeland.

2.3 Strategic Regeneration Objectives

These five strategic objectives each have a set of priority objectives which will be reviewed each year.

2.3.1 To enable a prosperous mixed economy

- Developing the knowledge based nuclear sector;
- Co-ordinate a pro-active approach to developing and diversifying into new employment sectors;
- Assisting sustainable procurement and supply chain opportunities;
- Increase investment and development in the tourism sector;
- Actively help to sustain and expand Copeland’s small business/social enterprise sector.

2.3.2 To facilitate vibrant communities

- To enable people to contribute and feel part of the area and its cultural heritage and future;
- Seek to achieve quality health impact and provision;

- To increase the opportunities for young people;
- To enable a balanced housing market where people with local connections can find, pay for and keep a decent home;
- To help develop locally distinctive quality places where people feel safe, able to access support and services and want to stay;
- Tackle remoteness by improving transport, services and ICT access.

2.3.3 To enhance Copeland Towns and Villages

- To develop and maintain a high quality urban environment and public areas;
- To increase local (employment) infrastructure to enable private, public and third sector investments and jobs;
- Increase the vitality of Copeland's cultural and heritage centres;
- Work in partnership to support local priorities and locally owned plans to ensure viable service centres for our rural and urban communities.

2.3.4 To provide sustainable opportunities for all

- Reduce worklessness, particularly in areas with high levels of economic and social disadvantage;
- Improve skills, training, education and knowledge to assist local quality of life and personal progression;
- To increase access to and availability of quality jobs from a range of employers;
- Increase entrepreneurial activity;
- To encourage and facilitate residents to play an active part in reducing the impact of climate change.

2.3.5 To manage and develop the Copeland area responsibly

- To support and encourage growth in the low carbon economy (including energy generation);
- To maximise the sustainable use and management of natural assets and environments;
- To facilitate best use of land to meet the future needs of Copeland communities and local economies.

2.4 The Copeland Regeneration Framework is for three years 2009-12, with an annual review and Annual Delivery Plan setting out the operational priorities for each year. Appendix 1 details the impact and outcome measures for the Copeland Regeneration Framework. The baseline detail for a number of indicators is still being gathered. These high level performance indicators will be monitored quarterly and reviewed annually. They are supported by a focused package of performance indicators for each of the project initiatives.

3. 2009/10 PRIORITIES

- 3.1 Project and operational priorities for the first year of the Plan have been developed from the existing project activity, our current commitments to the Energy Coast Masterplan and through the 2009/10 Corporate Improvement Plan development. Our key issue is one of capacity and teams are stretched delivering their current service plan commitments. As regeneration is about time limited intervention a number of the 2009/10 project priorities utilise external funding including our area based grant, the Working Neighbourhoods Fund.
- 3.2 Projects are developed as an ongoing outcome of service delivery including the progression of forward plans for local programmes such as the Egremont and Millom MTIs. These along with projects in the pipeline within the Energy Coast Masterplan and West Cumbria Vision programme which we have been partners in developing will be taken through the project appraisal to identify their fit and priority for our limited resource support. As the year progresses we will be able to identify and review priorities for our active involvement in regeneration interventions.

4. CONCLUSIONS

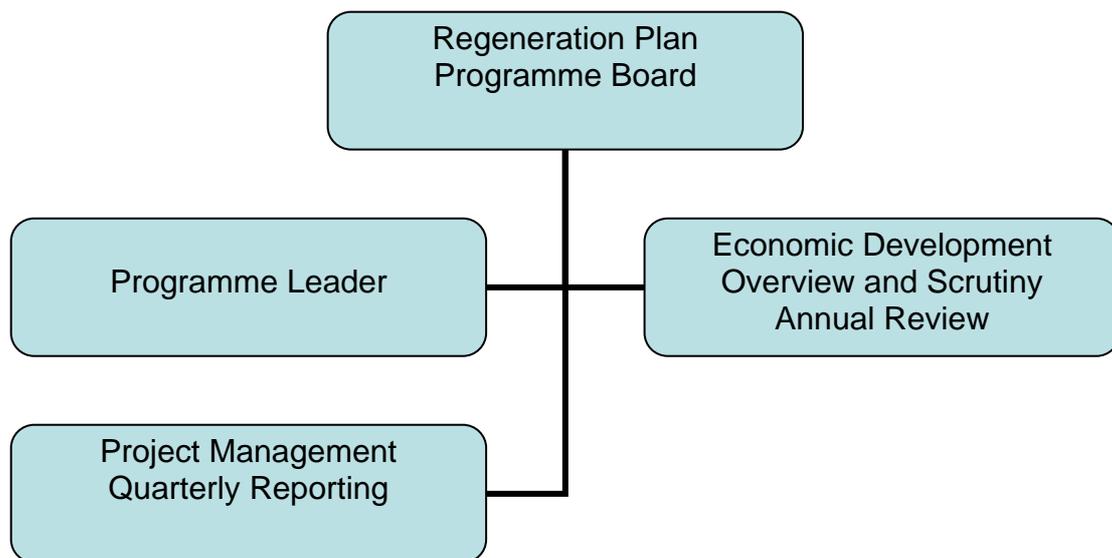
- 4.1 Copeland is a core partner in the West Cumbria and Cumbria regeneration partnership and strategy activity. What we have been striving to put in place for over a year is a mechanism to frame the range of regeneration interventions we prioritise as an authority. This Framework and Annual Delivery Plan takes a leadership role in setting our priorities for our use of resources in response to local needs and demands from our residents, communities of interest including business and neighbourhoods and in working with our public, private and third sector partners in delivering to key regeneration strategies focusing on the West Coast.
- 4.2 Our regeneration focus continues to be playing an effective role in helping to create the right conditions for economic, social and environmental well being of our residents. This Plan offers the tool to enable us to set our priorities and target our resources within a wider strategic context. The Government Regeneration Framework highlights the Local Authority role as needing to be fully cognisant of the needs of local residents and business and using these to drive our regeneration interventions. It details our role in helping our places to adapt and take account of local assets. The Government uses the framework to position councils as local leaders able to maintain the momentum in difficult times and use its civic leadership to bring together the key stakeholders of residents, third sector, public and private bodies to target investment.

5. FINANCIAL AND HUMAN RESOURCES IMPLICATIONS (INCLUDING SOURCES OF FINANCE)

- 5.1.1 The intention of the Plan is to focus resources against clearly agreed priorities and strategic direction. To this aim the Plan will be managed and directed by existing resources and individual programmes, project and initiatives are and will be assessed against the deliverability criteria, previously agreed by Executive in August 2008 and reproduced at Appendix 2.
- 5.1.2 The Council allocates resources to major projects and new initiatives on a case by case basis with other priority projects detailed in the Corporate Improvement Plan and Service Plans annually.
- 5.1.3 At its meeting in August 2008, the Executive agreed to £200,000 WNF be allocated to underpin the development and delivery of the Copeland Regeneration Delivery Plan.

6. PROJECT AND RISK MANAGEMENT

- 6.1 The strategic and Programme lead within the Council for this work is the Head of Development Strategy.
- 6.2 The Plan has the following management structure:



- 6.3 The Council is revising its project management structure and systems in 2009-10. All projects within the plan will have a project manager which may or may not be within the council as a number of the projects are in partnership with other agencies and stakeholders. Projects will report quarterly on impact and by exception on delivery targets to the Programme Board.
- 6.4 The programme will be included within the Strategic Risk Register annual assessment. As projects develop and are ready to be included in the plan, each project will be assessed against the agreed criteria and project risk template. The Plan has four key delivery principles:

- Link and fit with other strategies and plans
- To use, build and enhance partnership working and joint delivery
- To work within the Cumbria Engagement Strategy and framework
- To ensure effective communication within the project management systems and adhere to the Council's communication procedures.

7. IMPACT ON CORPORATE PLAN

- 7.1 This Plan directs and prioritises our resources in support of our well being commitments. It delivers our sustainable approach to promoting prosperity, delivering quality of life for Copeland residents and providing leadership on key regeneration activity to enable transformational change across the borough in support of the Energy Coast Masterplan.
- 7.2 This will deliver on core national and local indicators on economic and social regeneration.

List of Appendices

- Appendix 1 Plan Performance Indicators
Appendix 2 Project profile 2009/10

Background Documents

Plan Development File and Energy Coast Masterplan

List of Consultees

Portfolio Holder – Cllr Cath Giel
Corporate Team.

CHECKLIST FOR DEALING WITH KEY ISSUES

Please confirm against the issue if the key issues below have been addressed. This can be by either a short narrative or quoting the paragraph number in the report in which it has been covered.

Impact on Crime and Disorder	Supports
Impact on Sustainability	Supports
Impact on Rural Proofing	Positive
Health and Safety Implications	Supports
Impact on Equality and Diversity Issues	Positive
Children and Young Persons Implications	Supports
Human Rights Act Implications	Supports
Section 151 Officer Comments	The Medium Term Financial Strategy assumed the Earmarked Reserve for the Regeneration Delivery Plan (i.e. Working Neighbourhoods) would be

	utilized over three year period 2008/09 to 2010/11. The three year period has been revised to be 2009/10 to 2011/12 and this will need to be reflected in the budget planning process for 2010/11 onwards to reflect this re-profiling of the reserve.
Monitoring Officer Comments	No comment

Please say if this report will require the making of a Key Decision No

Appendix 1:

Indicator	Baseline	2012	2020	Data Source
Strategic Aims				
1 Co-ordinated Framework				
Delivery against targets quarterly monitoring		90%		% targets
Clear Plans developed and agreed for all localities	0	5		Copeland Borough Council
2 Improve local and external perceptions				
NI 5 Overall / General satisfaction with the local area	84.6%	87.6%		LAA target
Tourism opinion survey outcomes				To be detailed
3 Sustain and Increase Investment Confidence				
Increase our Population to fuel investment confidence	70,300	72,200	75,100	MYE (2006) & ONS sub national projections 2008
Percentage of young people	10.24%	11.20%	13.10%	Target national average by 2020 (baseline 2006)
Inward Investment annual net flow of companies?				To be detailed
4 All to actively engage and benefit				
NI 4 Percentage of people who feel they can influence decisions in their locality	28.8%	32.8%		LAA Target
NI 7 Environment for a thriving third sector	17.4%	22.5%		LAA Target
Strategic Objectives				
1 To enable and Healthy and Diverse Local Economy				
NI 171 New Business Registration Rate	54.7 / 10,000	55.7 / 10,000		LAA Indicator
Manufacturing + Service minus Sellafield	19357	1/3 of way to UK av	UK av	ABI Sectoral Data

Total Number of employee jobs	29,276	30,550	33,000	ABI 2006
Total Number of jobs	32,000	33,500	36,500	Labour Force Survey 2008
BNF Site workforce	11055	11,000		BNF quarterly reports 2008 & ERM Report 2003
Jobs in hospital	1719	1719		2006 ABI
Tourism Revenue	£94.68m	£120.8m	£178.5m	STEAM 2007 data with 5% annual increase
To facilitate vibrant communities				
5+ GCSE A-C No of Schools inc Maths/English	0 out of 5	TBA	TBA	DfES Performance Tables (47 schools in Cumbria)
LI 7 Reduce health inequalities in All Age All Cause Mortality Rate	803	716		Compare to national average
Average price / code sustainable homes/ type				
NI 110 Young Peoples participation in positive activities	73.4%	79.6%		LAA target
Package Place survey outputs				
NI 155 no of affordable homes delivered				
NI 159 Supply of ready to develop housing sites				
Tackle remoteness by developing the web/ICT based business sector	425	700	2000	ABI SIC 7210,7221,7222
NI 187 Fuel Poverty indicator				LAA Target to be established
NI154 Net additional homes provided		80		LAA Target
To enhance Copeland Towns				
Public Realm Improvements				
X acres of serviced land available				
Buildings Available for occupation				
To provide sustainable opportunities for all				
No of LSOA's in worst 10% nationally	4	3	0	IMD 2007
NI 163 Proportion of population qualified to at least Level 2 or higher	70.8%	78.04%		LAA Target
Wage levels (Copeland and Key Whitehaven SOA)				To be established

NI153 Working Age People claiming out of benefits in the worst performing neighbourhoods	31.9%	28.9%		LAA target
NI 117 16 to 18 year olds who are not in education, training and employment (NEET)	5.2%	4.8%		LAA target
Package of 4 LSOA employment levels (one in each Town)				ABI data with 3% annual increase
Claimant Rate League Table (91 out of 354)	TBA	TBA	TBA	ONS monthly unemployment data
To manage and develop the Copeland area responsibly				
Quality coast Awards	0	4	4	Copeland B.C.
LDF and supplementary guidance in place	None	All		Copeland BC
Urban Derelict sites	240 ha			NLUD Survey 2007
NI 186 Per capita reduction in CO2 emissions in Copeland	10.8 tonnes	11.5% reduction		LAA Target

Appendix 2:

B 2009/10 Priority Project Assessment to date

A Project Criteria Checklist (agreed by Exec in August 2008)

- Fit with strategic objectives;
- Impact against targets;
- Value for Money (cost against impact);
- Potential resources and funding availability;
- Practical deliverability;
- Capacity (CBC/partners/other);
- Community support.

	Project	Strategic Fit	Impact	VfM	Resourced	Deliverable	Capacity	Support
	Enable a prosperous mixed economy							
1	Business Growth Initiative	1	1	1	1	1	Ext	1
2	Business Grants and Incentives	1	1	1	1	1	CBC	1
3	New Start Business Development	1	1	1	1	1	Ext	1
4	Business Networks Initiative	1	1		1	1	Networks	1
5	Tourism – WLDTP	1	1	1	1	1	Ext	1
6	Whitehaven Hotel Development	1	1					
7	Albion Square development phase	1	1	1	1	1	yes	1
8	Pow Beck Valley Sports Village - Shared Stadium	1	1				yes	1
9	Nuclear New Build	1	1					1
	Facilitate vibrant communities							
10	Locality Working Development	1	1	1	1	1	yes	1
11	Mid Copeland locality pilot	1			1	1	WNF	1
12	North East Copeland Locality Pilot	1			1	1	WNF	1
13	Community Safety S17 Officer workplan	1	1	1	1	1	yes	1
14	Locality Housing Assessments	1	1	1	1	1	yes	1

	Project	Strategic Fit	Impact	VfM	Resourced	Deliverable	Capacity	Support
15	Strategic Housing Improvement Plan	1						1
16	Joint Health Improvement Post	1	1	1	1	1	yes	1
17	Community Regeneration Initiatives	1						
18	Youth Engagement Initiative	1	1	1	1	1	CBC	1
19	Arts Inclusion Programme	1	1	1	1	1	yes	1
	Enhance Copeland towns and villages							
20	Whitehaven Public Realm Projects	1	1	1	1	1	yes	1
21	Cleator Moor Square Initiative	1	1					1
22	Phoenix Enterprise Centre Development	1	1					
23	Whitehaven Office Space Initiative	1	1					
24	Millom Business Premises Initiative	1	1					
25	Whitehaven Traffic Infrastructure Initiative	1	1					
26	Whitehaven Heritage Initiative	1	1					
27	Dilapidated Buildings Priority Action	1	1	1	1	1	CBC	1
28	Whitehaven Marketing Strategy	1						
	Provide sustainable opportunities for all							
29	Worklessness Fund – Opportunities Initiative	1	1	1	1	1	yes	1
30	Community Initiatives – WNF	1	1	1	1	1	yes	1
31	NW Coalfield Programme	1			1			
32	South Whitehaven Neighbourhood Management Initiative	1	1	1	1	1	yes	1
33	Community Regeneration Initiative	1	1	1	1	1	CBC	1
34	West Cumbria Worklessness Action Plan	1	1					1
35	Heritage Volunteers Initiative	1	1	1				1
	Manage and develop the Copeland area responsibly							
36	LDF	1	1	1	1	1	CBC +	1

							Ext	
	Project	Strategic Fit	Impact	VfM	Resourced	Deliverable	Capacity	Support
37	Copeland Climate Change Implementation Plan	1	1					1
38	Quality Beach Initiative	2	1					1
39	Local Brownfield Strategy Development	1	1	1	1	1	CBC + partners	1

