

COPELAND DEVELOPMENT AND REGENERATION DELIVERY PLAN

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SUMMARY:

This report sets out the framework and proposed first year priorities of the Copeland Regeneration Delivery Plan to accompany a presentation to the Committee.

1. BACKGROUND

- 1.1 A Stage 1 report setting out policy principles and underpinning evidence and consultation for the Plan was agreed by the Council's Executive in August 2008. This has been developed into a cohesive framework as set out in this paper.
- 1.2 The plan is a working document. The aims and objectives set a defined direction to prioritise activity and resources within Copeland, specifically for the Council. The Executive have allocated a range of resources from the Working Neighbourhood funding to underpin early implementation of the Plan.
- 1.3 This Committee is invited to provide feedback on the framework, its performance measures and priorities as the key document for driving our economic, social and environmental strategic activities and interventions.

2. PLAN FRAMEWORK

2.1 Vision

To lead the transformation of West Cumbria to a prosperous future

Thought: Do we need an additional Strap Line - will the vision do?

2.2 Plan Aims

- a) To provide a co-ordinated framework with locally agreed priorities to deliver sustainable social, economic and environmental prosperity for Copeland residents and in support of a healthy and diverse local economy. (Annual Review)

or

To provide a framework with locally agreed priorities to support a prosperous mixed economy and ensure social inclusion across Copeland.

Or

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
 - Population – measure: stabilise (or grow) our population
 - Skills - measure: skill level and availability against need
 - Economy – measure: net job levels, diversification, business growth
 - Environment – measure: climate change NIs
 - Cultural – measure: satisfaction levels, local engagement
- d) To enable all of Copeland to actively engage and benefit in regenerating Copeland. (Specific Measure: Locality Plans)

2.3 Strategic Regeneration Objectives

2.3.1 To enable a prosperous mixed economy

Focus on our priority sectors:

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

2.3.2 To facilitate vibrant communities

- 2.1 To enable people to contribute and feel part of the area and its cultural heritage and future.
- 2.2 Seek to achieve quality health provision
- 2.3 To increase the opportunities for young people
- 2.4 To enable a balanced housing market where people with local connections can find, pay for and keep a decent home.
- 2.5 To help develop locally distinctive quality places where people feel safe, able to access support and services and want to stay
- 2.6 Tackle remoteness by improving transport, services and ICT access

2.3.3 To enhance Copeland Towns and Villages

- 3.1 To develop and maintain a high quality urban environment and public areas
- 3.2 To increase local (employment) infrastructure to enable private, public and third sector investments and jobs
- 3.3 Increase the vitality of Copeland's cultural and heritage centres
- 3.4 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

- 2.4 Reduce worklessness, particularly in areas with high levels of economic and social disadvantage
- 2.5 Improve skills, training, education and knowledge to assist local quality of life and personal progression
- 4.3 To increase access to and availability of quality jobs from a range of employers
- 4.4 Increase entrepreneurial activity
- 4.5 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

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

2.4 Outcome Targets and Measures

- 2.4.1 A working table will be presented to the Committee for discussion on appropriateness of outcome indicators.
- 2.4.2 Work is continuing to complete the development of proposed targets so they can be agreed by the Executive in May 2009 and taken to Full Council in June 2009. Each objective will have a current baseline and proposed targets for both 2012 and 2020. Targets will need to be kept under annual review to make sure they remain relevant to changing circumstances.

2.5 Projects

- 2.5.1 The projects list is developing from existing work, new developments and potential ideas. This list will be assessed against the evaluation criteria agreed by Executive in 2008. Recommended priorities will then be considered by the Executive. It should be noted that the delivery plan will identify both, projects the Council will lead on, and projects we believe to be a priority but will ask others to lead. Priority projects will

not, therefore, be limited by our own capacity to deliver. This will allow our leadership role to be fully supported. However, those projects that we lead, will of course need to match our capacity.

2.5.2 The Executive have agreed a set of criteria for evaluating projects for inclusion in the Plan. These are:

1. Impact against targets
2. Value for money (cost against impact)
3. Potential funding availability
4. Practical deliverability (are there barriers that prevent delivery)
5. Capacity to deliver either with Council resources or within partner resources
6. Community support

2.5.3 Assessment of projects/initiatives against these criteria will initially produce a ranking developed by officers. This will be reviewed by a working group of Members to produce a final ranking and priority within the delivery plan. As Members are the elected representatives of the community they will provide the input under evaluation criteria 6. This process will then be undertaken by the Programme Board at least annually as part of the Plan review and update and as required through the year to ensure the Plan is able to deliver fit for purpose projects.

3. DELIVERY PRINCIPLES

3.1 This plan draws on, links and directly fits with a range of other strategies and plans to ensure an integrated and focused approach, noticeably:

- Energy Coast Masterplan
- West Cumbria and Cumbria Sustainable Community Strategies
- Lake District Big Plan
- Copeland Corporate Plan

3.2 To use, build and enhance partnership working and joint delivery. Early work on the Plan included a number of reviews of existing delivery organisations/arrangements where urgent strengthening is considered important. These organisations will work closely with the emerging delivery arrangements for West Cumbria, the West Cumbria Vision Board.

a) A delivery vehicle for Whitehaven is being considered by key partners. This organisation could be private sector led, with input from Copeland Borough Council, Whitehaven Harbour Commissioners and other stakeholders. It could be directly responsible for leading projects in Whitehaven Town Centre, Bransty/North Shore and Pow Beck/Ginns. A Whitehaven regeneration partnership could also have a town centre management role, ensuring that new developments and public realm improvements are maintained.

b) All three town regeneration partnerships will be reviewed to ensure arrangements are fit for purpose in the light of our emerging locality working arrangements.

c) An enhanced Western Lake District Tourism Partnership has been agreed partners. Its role is to create a strategy and action plan for West Cumbria, linking the Energy Coast to the Adventure Capital brand for Cumbria.

3.3 To work within the Cumbria Engagement Strategy and framework to meet our Strategic Aim D.

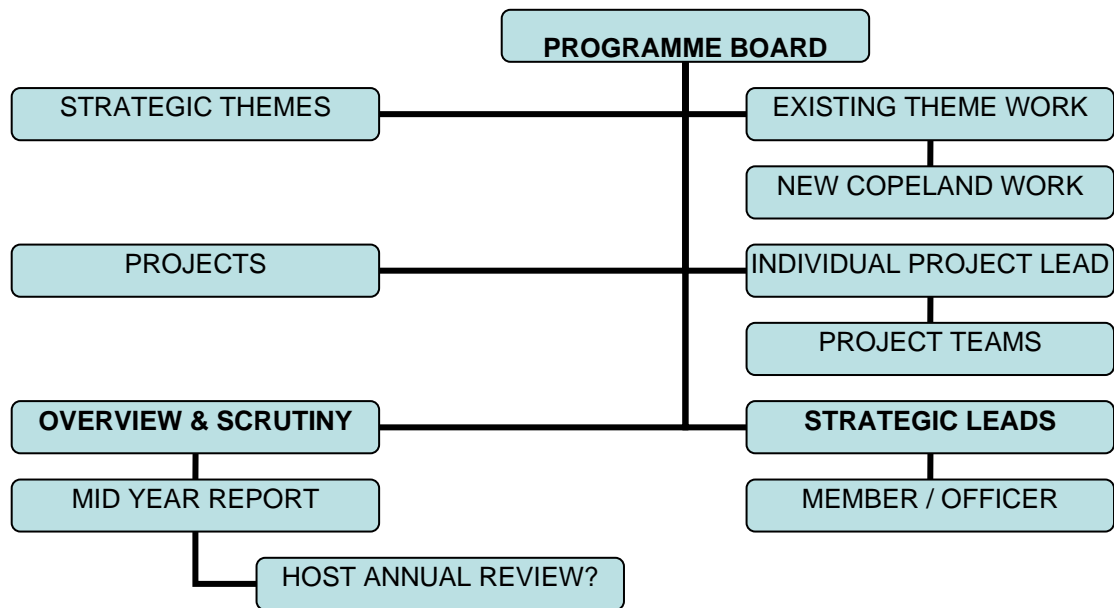
3.4 A communication plan will be a core project to ensure we effectively meet our strategic engagement aim.

3.5 The Plan will be reviewed and updated annually in line with the ongoing evidence base in the borough, its localities and sub region.

4. INTERIM PRIORITIES

4.1.1 Whilst the full delivery plan is being prepared there are some clear and urgent priorities that have emerged from strategic analysis and discussions with stakeholders. It has been important that no momentum was lost during the development of this approach. These priorities include projects that the Council has already committed to and is actively delivering, including the LDF, housing improvement plan, nuclear futures, the development of the worklessness framework, business support, premises and brownfield strategy developments, market town initiatives and the Whitehaven Regeneration Programme. The projects themselves range from shorter term “quick wins” to longer term, transformational projects.

5. PLAN MANAGEMENT



6. SUMMARY

- 6.1 This framework is supported by a table of outcome measures and targets for each of the strategic aims and objectives which will be presented to this committee. The Plan will list the projects against the strategic objectives and actions with priority ranking. There will be working documents linked to each action and projects as part of the Copeland Borough Council revised project and programme management process and toolkit.
- 6.2 This document is preparatory reading for the presentation to the Committee at its meeting in April.