

**'A Culture for
Change'**

**A CULTURAL
STRATEGY FOR
COPELAND**

FINAL REPORT

September 2002

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AREA MAP

Copeland – Did You Know

- Copeland is host to an annual biggest 'Liar' competition and the Maritime Festival
- The C2C cycle route finishes, in Whitehaven Harbour
- Sellafield is the major employer in the area, but the 'service industry' is developing through a new 'call centre'
- Part of the Western Lakes, Copeland offers a beautiful coastline, and fantastic countryside for walking and climbing, fishing and cycling
- Copeland used to be the main import/export UK destination for rum, through Whitehaven Harbour
- Tourism provides the main potential for inward investment and economic growth
- Copeland's population is ageing, and there are some significant areas of deprivation in the Borough
- There are higher than average numbers of young people, but many move away from the area for higher education or employment
- There is a diverse and vibrant voluntary sector, particularly in the arts
- Whitehaven has an important maritime heritage, mirrored through coalmining elsewhere in the Borough
- Annual events include the Egremont Crab Fair, and Gurning Competition
- Famous people from the area include Thomas Jefferson

FOREWORD

The creation of the Cultural Strategy represents a significant opportunity for the communities of Copeland. A beautiful, largely unspoilt area of Cumbria, Copeland has experienced massive change in recent years with the demise of traditional heavy industries, the extensive reliance on Sellafield for work, and more recently, the move to service-based employment.

Despite these changes to the lives and culture of local communities, other external influences and opportunities have not been experienced to the same extent in the Borough; for example there has been little significant external investment, despite the strength of the voluntary and public sectors.

'A Culture for Change' is about bringing together the people and communities of Copeland, to develop cultural activities, which can help shape the area in the future. It is a strategy about change for the benefit of the local people.

This 'change' covers the range of activities provided, where opportunities are located, how they are delivered, and which partners are involved.

The need for this cultural change is important, to reflect and address identified community need, contribute to quality of life, and raise the profile and benefits of cultural activities.

We support 'A Culture for Change' and look forward to working with our communities to implement the Action Plans, and through this process, involve an ever increasing number of people in cultural opportunity and activity, which in itself will help overcome many of the issues identified at local level.

Councillor John Henney

The Vision of ‘A Culture for Change’

‘a Borough where cultural activity is recognised as having a central place in the community,

where it contributes to quality of life,

and helps to address local identified priorities;

cultural activity provides the opportunity for development and improvement, through partnership, communication and a shared agenda for change for the benefit of the people of the Borough.’

SECTION I – INTRODUCTION

Introduction

Why ‘A Culture for Change’

- 1.1 Cultural provision is at the heart of social inclusion, neighbourhood renewal, rural and urban regeneration. Cultural provision is also an integral part of ensuring a healthy, equitable and educated society.
- 1.2 ‘A Culture for Change’ is about you, your community, and your way of life. It is an inclusive strategy, and responds to the need for all local authorities to develop cultural strategies.
- 1.3 The Copeland Cultural Strategy is an overarching document, which is about identifying, defining, planning, co-ordinating and developing the priorities for cultural provision in the area. These priorities are based on the identified needs of the local community.
- 1.4 Cultural activities can increase the quality of life for both individuals, and communities. Involvement, or interest, in such activities can help communities come together, providing a focus for everyday life.
- 1.5 ‘A Culture for Change’ is aspirational, it places cultural activities at the heart of the community, to facilitate integration and the coming together of interest, tradition and expectation for both individuals and communities.

The Context for the Cultural Strategy

- 1.6 The Department of Culture, Media and Sport (DCMS) Guidance for Local Authorities on Local Cultural Strategies (Creating Opportunities, December 2000) defines ‘Culture’ as having both a material and value dimension, covering a wide range of activities including arts, sports, parks, libraries, museums, the built heritage and environment, tourism and play.

The guidance states that:

‘The main aim of a cultural strategy is to promote the cultural well-being of the area..... As such it gives a clear rationale for why the local authority funds, manages, supports, encourages or regulates certain services and activities; it provides the basis from which an authority can best determine its own contribution to the well-being of the community..... Local cultural strategies need to be inclusive and reflect the local community’s overall ways of life, its experiences, activities, choices, values and uniqueness..... They should be holistic in approach.’

- 1.7 The Cultural Strategy for Copeland has been developed in accordance with the above guidance.

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What are “Cultural Activities”?

- 1.8 The cultural activities, are any form of activity in which individuals and groups of people engage outside of work and academic environments. Cultural activities can mean anything from a walk in the park, a visit to a cinema, a restaurant, an art gallery or a museum, taking part in a game of football with a group of friends, assisting with a theatre production or taking the children to the playground.
- 1.9 Cultural activities help to form the distinctive character of a local area and engender a real sense of local pride. These activities support a number of jobs and help to regenerate local communities, as well as playing a key role in encouraging life long learning, promoting inclusion, healthy living and the well being of local communities.

The Benefits of ‘A Culture for Change’

- 1.10 The specific benefits for Copeland of developing a Cultural Strategy are:
- The opportunity to put cultural provision at the heart of Council's corporate priorities; economic regeneration and the provision of opportunities for cultural activity and participation will assist in addressing the cross-cutting issues and corporate priorities of social inclusion, community safety, life-long learning, community regeneration, and the promotion of healthier lifestyles
 - The identification of the key issues facing local people in respect of accessing and developing cultural provision
 - The opportunity to further promote the image of the area
 - The opportunity to address current issues facing the existing services, facilities, and resources
 - Clarification of the expectations of local people from the Council and other agencies
 - The opportunity to confirm existing internal and external partnerships, and to identify potential future partnerships to deliver corporate and cross-cutting priorities
 - Prioritisation of future service provision and delivery mechanisms
 - Confirmation of the need to raise awareness of existing provision and opportunities, and to co-ordinate future dissemination of information
 - The opportunity to review the current service and delivery of the service to ensure that future provision reflects, and responds to, the identified needs of local communities

SECTION I – INTRODUCTION

- The opportunity to attract external funding through the development of a framework document to support bids for external funding from e.g. the Lottery and other fund distributors

1.11 The above points establish the framework for the Copeland Cultural Strategy, which is a Strategy about :

- Recognising the need for change
- Working in partnership to achieve change
- Celebrating and recognising diversity
- Supporting the development of communities

1.12 The provision of cultural facilities, opportunities and services also contributes significantly to the Council's identified mission of:

‘ through partnership and teamwork, we will develop new opportunities, ensure everyone has access to value for money services, and achieve the best possible quality of life for the people of Copeland’.

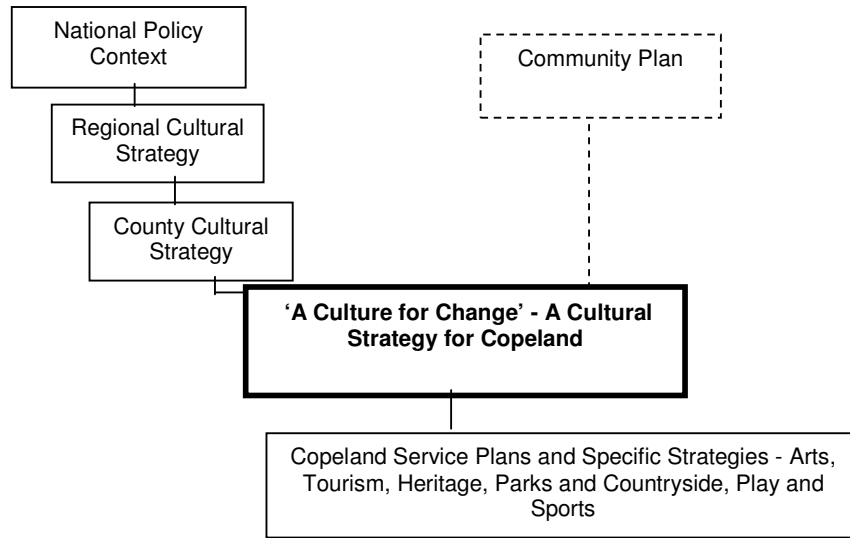
What is ‘A Culture for Change’ about?

1.13 The range of activities to be included in this Strategy include arts and entertainment, sport and recreation, parks and open spaces, play, heritage and tourism, libraries, children’s play, countryside and museums.

SECTION II- THE CONTEXT FOR CULTURAL PROVISION

Introduction

- 2.1 'A Culture For Change' provides the framework and link between the national, regional and local context for the provision of cultural activity in the area. The relationship between these strategies and plans can be illustrated as follows:



----- denotes to be written

Why Cultural Services are Important

- 2.2 Despite being a discretionary service, the impact of cultural services on local communities and in delivering the Council's corporate objectives can be immense. Cultural services have natural links to a number of key statutory services; these links range from the delivery of sport in formal education, to land use planning, to partnership working to deliver Health Improvement Strategies, to the role of the arts in facilitating community development, or the impact of the built heritage and the natural environment on local quality of life, and economic development through tourism. Local Authority cultural services are often the only, or one of few, services accessed by the local community through choice. This choice is very personal, and may be governed by individual interest, or by communities of interest.
- 2.3 Key headline statistics summarised in the following sections 'indicate a service of great importance and significant impact locally, regionally and nationally'.
- An estimated 80 million visits are made to local authority swimming pools and sports halls in England every year
 - An estimated 1.5 billion visits take place to public parks each year
 - About 7.5 million adults and 2.1 million children use parks for formal or informal sports each year

¹ From "Realising the Potential of Cultural Services", Fred Coalter, Centre for Leisure Research

SECTION II– THE CONTEXT FOR CULTURAL PROVISION

- Local councils make around 21,000 playgrounds and play areas available
- Sports related expenditure accounts for £13 billion of consumer expenditure in the UK with sport-related employment at over 435,000
- In urban areas, parks and open space have a significant amenity value, and provide a contrast to the built environment
- Urban parks can be used to as an educational resource for a wide range of subjects in formal and informal settings
- Tourism can contribute to the protection and maintenance of the built and natural environments
- Themed tourism e.g. built heritage is responsible for attracting significant tourism
- 77% of adults attended at least one arts event in the last year
- During the same period, more than four out of five adults participated in an arts or cultural activity

2.4 An effective cultural service can make a valuable contribution to the “cross-cutting” agenda as evidenced in recent research *“Realising the Potential of Cultural Services”* (Centre for Leisure Research, November 2001). A poor service can limit the ability of a local authority to impact on, and address, issues such as deprivation, social exclusion and community development, community safety, health, social and environmental regeneration and education (formal and informal).

2.5 Key findings from *“Realising the Potential of Cultural Services”*¹ illustrate the importance of providing good quality, accessible cultural services, and include:

A positive contribution to improving health...

- people with active lifestyles are at lower risk of contracting coronary, cardiovascular and respiratory diseases than those with sedentary lifestyles
- participation in activity programmes can impact upon psychological health and increase feelings of well-being
- factors affecting successful activity provision include the need for appropriate and convenient facilities
- urban parks, open spaces and the countryside have the potential to provide an environment which is an antidote to the stresses of urban living and can contribute to a sense of well-being
- the provision of play facilities is regarded as having potential to contribute positively to the physical and mental well-being of children
- the opportunities for a sense of achievement and social activity provided by arts projects can contribute to a reduced sense of isolation, improved mental health and a sense of well being

An important role in community safety and crime prevention...

- there are strong theoretical arguments for the potentially positive contribution sport can make to reducing the propensity to commit crime
- sport appears to be most effective when combined with programmes which seek to address wider personal and social development
- it is claimed that play can contribute to the reduction of anti-social behaviour, vandalism and crime, either in terms of “diversion” or via developing increased self control and self discipline through positive play experiences

SECTION II– THE CONTEXT FOR CULTURAL PROVISION

- Indicative longitudinal findings suggest that those who attend *pre-school programmes* (with some directed play) have lower arrest rates than non-attendees
- As with any activity which facilitates social interaction, arts projects have the potential to reduce social isolation and to permit the development of both individual and organisational capacities

Cultural provision can make a valuable environmental contribution:

- Sports facilities can make an important contribution to the physical infrastructure of communities, providing a social focus for communities
- In urban areas parks and open space have a significant amenity value and provide a contrast to the built environment
- Parks and trees have proven ecological value in urban areas by removing toxins from the air
- Appropriate management can enhance the quality of urban parks, open spaces and the countryside to the benefit of residents, visitors and wildlife
- Playgrounds and play areas can make an important contribution to community environments
- The implementation of public art policy can enhance the quality of the built and natural environment

A key contribution to community development:

- Because of its high social and economic value, volunteering in sport offers possibilities for the development of a sense of self-esteem and social purpose
- “bottom-up” approaches, which build on and assist (or emerging) programmes, provide a greater sense of involvement and ownership. Where sports provide a contribution to wider aspects of the community they are more likely to be sustainable
- play has the potential to contribute towards certain social benefits such as tackling the social exclusion of children
- art encourages participation around mutual interests and provides opportunities for communities to develop around these interests

A positive contribution to social development and lifelong learning:

- urban parks, open spaces and the countryside can be used as an educational resource for a wide range of subjects in both formal and informal settings
- outdoor education and outdoor activity programmes are regarded as suitable educational tools for addressing issues associated with juvenile delinquency and for dealing with those who do not perform well in the traditional classroom environment
- The play group is regarded as a major context for learning social skills, for social communication and for facilitating social integration
- Evidence suggests that play may contribute to the educational development of children in both informal and formal settings
- Play is regarded as providing opportunities for language development
- Many theorists claim that the opportunity to play can improve the ability to use tools, find solutions to problems and increase creativity

SECTION II– THE CONTEXT FOR CULTURAL PROVISION

- The *salience* of sports for many young people enables them to have indirect impacts on cognitive and emotional development, which may contribute to better academic performance
- The salience of sports can be used to attract under-achieving pupils to educational programmes
- The conservation of the built and natural heritage can assist in the development of communities and individuals through learning about our past heritage and culture
- Research evidence points to the educational value of including arts in the processes of education, play and lifelong learning
- Teachers' perceptions are that young people who have participated in such processes have benefited through increased creativity and confidence

An economic impact:

- Culture can make a direct economic impact through employment and indirect impact through the free labour of volunteers.
- The provision of arts, heritage and tourism attractions, or events, can contribute positively to a local economy, through both employment, and income generation
- The generic and art-specific processes involved in arts projects have the potential to increase the employability of some participants - both via developing confidence and specific skills. These processes can also assist in the professional development of artists and other professionals (teachers, youth and play workers)

Other National Policies and Influences on Cultural Provision

Best Value

- 2.6 Since April 2000, local authorities in England have been required to replace CCT legislation with an alternative procurement procedure based on Best Value. The essential feature of Best Value is the continuous improvement of services in terms of economy, effectiveness and efficiency through annual performance review including fundamental service reviews every five years. The implementation of Best Value will include greater involvement of local people, transparency, accountability, and the establishment of national and local indicators of performance.

The Disability Discrimination Act (DDA)

- 2.7 A wide ranging piece of legislation aimed at ending discrimination against disabled people came into effect on 2nd December 1995. Under the Act, providers will have to remove barriers that prevent access and take reasonable steps to provide aids that will help a disabled person to use services. The DDA requires that statutory agencies address the accessibility requirements of existing buildings in line with the legislation.

SECTION II– THE CONTEXT FOR CULTURAL PROVISION

Education Reforms

- 2.8 Ongoing education reforms and changes to the National Curriculum have had a major influence on the teaching of physical education. Pressures on school budgets and the drive to raise standards of academic performance have tended to reduce the amount of time spent on PE in both the curriculum and extra curricular activities in many schools. However, recognition of the problem is growing and changes to the National Curriculum combined with new schemes like Sport England's Active Schools programme are aimed at generating cultural opportunities for school age children. This approach is mirrored in the arts through after school arts activity funded by the Foundation for Youth Music.
- 2.9 Arts initiatives have developed significantly through education e.g. 'Creative Partnerships', which facilitate the provision of arts activities both within, and as an extra curricular activity, developed in partnership with the school. The scheme provides the opportunity for young people and teachers to work directly with cultural and creative people and organisations. £40 million was awarded to Creative Partnerships through the Arts Council of England as part of the Government's Comprehensive Review (CSR 2000) for a two year pilot programme to run from April 2002 to March 2004. The current pilots are running in sixteen areas across England and each involves between 15 to 25 schools. The next phase of Creative Partnerships represents an opportunity for Copeland to work in partnership with its neighbouring authorities and Cumbria LEA.

Planning Policy

- 2.10 Changing national planning policy guidance continues to influence cultural supply and demand as it begins to be reflected in Local Plans. The emergence of Agenda 21 also impacts on sports, arts, and other cultural developments. Local authorities will need to ensure that development is sustainable, i.e. well located to centres of population and accessible by means of transport other than car. Similarly, national planning policy is exerting growing pressure on the retention of existing open spaces and playing field sites for recreational use. This is reflected across other key planning documents, such as PPG3 Housing, which precludes against using amenity or open space to satisfy housing demands. The recent draft revisions to PPG17, and the National Playing Field Association NPFA standards will also impact on future provision of cultural facilities and opportunities.

Transport Policy

- 2.11 The Government is committed to an integrated transport policy to tackle congestion and pollution. Government objectives include:
- More real transport choices
 - Better buses and trains
 - A better deal for the motorist
 - Better maintained roads
 - A railway working for the passengers
 - More money for public transport

SECTION II– THE CONTEXT FOR CULTURAL PROVISION

- Non freight on the railways – i.e. increased passenger usage
- Safer and more secure transport systems
- The development of cycle routes through Sustrans e.g. C2C route across Cumbria

- 2.12 Transport affects the accessibility of cultural provision from some communities. Public transport is often available, at a cost, but it is harder to travel around the rural areas, due to limited public services.

The National Lottery

- 2.13 The National Lottery began in November 1994. 28% of the proceeds from the lottery are allocated to 'Good Causes'. Initially there were five Good Causes: Lottery Sports Fund, Arts Council of England, Heritage Lottery Fund, National Lotteries Charities Board and The Millennium Commission.
- 2.14 The National Lottery Act 1998 revised the structure of the National Lottery introducing the New Opportunities Fund (NOF) and a National Endowment for Science, Technology and the Arts (NESTA), discontinuing the Millennium Commission and redistributing the percentage of income allocated to each Good Cause. The new Act paves the way for a more decentralised approach to distributing grants, encouraging solicited applications and joint working between the distributing bodies.

Spaces for Sport and Arts

- 2.15 "Spaces for Sport and Arts" aimed to address the need flagged by the 1998 OFSTED report, which described the accommodation of one in eight primary schools as being inadequate in some respects. The "lack of sufficient outdoor or indoor accommodation for the teaching of physical education" is critical, as is the need for appropriate indoor space for participation, and potentially performance in a range of arts activity.
- 2.16 There are 19,000 primary schools in England and most are conveniently located to serve the educational needs of young children in their catchment areas or communities. This makes them well placed to serve other community needs for sport, arts and social facilities, learning opportunities, access to the national grid for learning and childcare. Those who are, or are at risk, of being socially excluded also often see primary schools as less threatening places than other types of local authority 'institution'.
- 2.17 "Spaces for Sport and Arts" is an innovative collaboration between Government - the Department for Culture, Media and Sport and the Department for Education and Employment - and three National Lottery distribution bodies - Sport England, the New Opportunities Fund and the Arts Council of England. As such, the scheme aims to bring with it flexibility to encourage creative approaches.

Strategic Sports Alliance

- 2.18 This is a new tranche of Lottery Funding, under the auspices of New Opportunities Fund. The funding will be targeted at schools, for the development of sports

SECTION II– THE CONTEXT FOR CULTURAL PROVISION

facilities, and is specifically linked to requirements for curriculum delivery. Schools in deprived areas are a specific target of this new fund. Such facilities will also have a role to play in terms of provision for communities at local level.

Cultural Provision

Department of Culture, Media and Sport (DCMS) - New Cultural Framework

- 2.19 The DCMS announced its intention in its document *A New Cultural Framework* to establish a stronger regional focus for its policies and programmes, with greater strategic coherence between cultural activities at a regional level. This includes the creation of regional consortia, which draw representation from a wide range of interests, including local government and the creative industries. These bodies will be responsible for drawing up a cultural strategy for the region and will assist in guiding the development and targeting of lottery and other public funding.

Regional Context

- 2.20 The Cultural Strategy for England's North West (CSENW - July 2001) was developed through the North West Cultural Consortium (NWCC). The NWCC was established in 2000 by the Department of Culture, Media and Sport (DCMS) and works to:

- Provide the main focus and channel for debating, representing and developing the whole spectrum of cultural and creative interests in the regions
- Encourage and promote a cross-cutting approach in order to develop a regional cultural strategy for achieving regional and national objectives
- Champion the role of cultural and creative interests

- 2.21 The work undertaken in developing the CSENW was the first time that all agencies had formally worked in partnership. The development process included extensive consultation and a mapping exercise. This work has increased the understanding the benefits of culture in the region and its impact upon the wider agenda. The development process also raised the complex mix of public, private and voluntary sectors and the need to find a means to engage all these diverse interests in cultural development and delivery. The North West Development Agency strategy is set out in *England's North West - a Strategy towards 2020*. This shows how culture can support the regional Vision which:

- Attracts and retains the skills and the talented - *culture and quality of life are key factors in why people go to the NW and will stay*
- Brings everyone into the main stream of community life -*culture is at the root of healthy and productive communities and individuals*
- Nurtures its environment, heritage and culture -*central to the Strategy towards 2020*
- Kindles creativity and competitiveness -*the Cultural Strategy sets out how this can happen*

SECTION II- THE CONTEXT FOR CULTURAL PROVISION

- Transforms the image -and culture is critical to how places are recognised and perceived (by all who live in the region and visitors)
- Strengthens its infrastructure - cultural buildings and the culture of the urban and rural environment are key aspects of the infrastructure
- Creates a vehicle for new investment -culture brings in major new investment whether from the private sector, from the European Union or from the Lottery

2.22 The *Regional Planning Guidance* sets out the North West Regional Assembly's vision for the future; its key objectives match and provide synergy with those of NWDA and also the Regional Cultural Strategy.

Vision and Aims

2.23 The Cultural Strategy for England's North West sets out the vision and aims by placing culture and creativity at the heart of individual and collective experience and well being. NWCC will be a strong and confident advocate for culture in the future of the north-west. Together with its partners cultural opportunity will be celebrated and culture will be used to realise the social and economic aspirations of the region. The key objectives are set out in the following table.

Culture enriches all aspects of our social and community life and we aim to:

- Help develop an infrastructure of activity and facilities across the public, voluntary and private sectors that ensures access to cultural opportunity
- Encourage an understanding of the importance of culture in all aspects of life in the north west, and to ensure that provision is responsive to and respects diverse cultural needs
- Support opportunities for learning about, sharing and understanding culture as part of belief, the quality of life and the framework for sustainability.

Culture and creativity are central to economic prosperity and growth and we aim to:

- Develop a sustainable cultural economy and to build on the existing clusters of businesses in all parts of the region
- Ensure that more of the region's citizens gain and sustain employment in the cultural industries through promotion and export, and the exchange of ideas, skills and products
- Promote the benefits of culture and creative innovation to businesses and visitors including the attraction of inward investment.

Culture is what makes places distinctive, building on our inheritance and environment and our capacity for innovation, we aim to :

- Promote the role of culture in enhancing self -esteem and community pride
- Ensure the region's rich inheritance and contemporary culture is central to the external image
- Make culture central to the development of all aspects of our environment.

Table - Cultural Strategy for England's North West (July 2001)

SECTION II- THE CONTEXT FOR CULTURAL PROVISION

Strategic Objectives and Opportunities (5 + 5)

2.24 The Cultural Strategy for England's North West describes 5 Strategic Objectives and 5 Strategic Opportunities that will be used to deliver the aims of the Cultural Strategy. The 5 Strategic Objectives outline themes around which specific actions are being developed, while the 5 Strategic Opportunities present a set of ideas for action. These reflect the key strategies at regional and **local** level along with ideas and initiatives that are being developed across the region. The 5 Strategic Objectives are supported through a set of guiding principles, these are:

- NWCC's remit is strategic, not executive; its role is based on encouragement, advocacy, persuasion, partnership and leadership; the cultural strategy reflects this
- The CSEnw focuses on "high level" strategic initiatives - action achieved through new partnership to produce synergy and does not focus on existing structures; a number of exemplary partnerships already exist and the NWCC wishes to further develop this approach
- Action must be clear and achievable - that which NWCC and its partners can influence to effect change in a major identifiable way and deliver wider benefit and growth
- The CSEnw must deliver real benefit across the members of the NWCC and must add value to the work of voluntary, private and public bodies and organisations that deliver cultural policy and activity on the ground
- Key partners in the delivery of the CSEnw include NWDA, NWRA and GO-NW

2.25 Each objective is followed by a number of proposed actions and these are being developed (as at July 2010) into an Action Plan. The 5 Strategic Objectives cover the following:

- Advocacy - making the case for the role of culture and creativity within all aspects of regional policy
 - advocating the benefits of culture to the wider economy
 - continuing to argue for public and private sector investment
 - ensuring research is undertaken to produce data to make the case for culture
 - ensuring that culture and creativity are part of school life
- Image - making culture central to the NW self-image and the external marketing of the region as a place to live, learn, work visit and do business with
 - encouraging positive press and media coverage of the NW region's culture
 - supporting campaigns to show all aspects of the NW at its best
 - working to ensure all NW region's cultural assets are fully accessible
- Cultural Economy - developing a sustainable as well as innovative cultural and creative economy and ensuring that talented people are attracted and retained in the NW
 - working with partners to ensure that business support structures are in place for the cultural sector
 - working with agencies like NWDA to ensure an integrated and joined up approach to understanding the needs of each of the cultural sectors
 - helping to develop new and sustainable models of financial investment to ensure the sustainability of the NW cultural infrastructure

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- ensuring regular and targeted support for the development of ICT across the cultural sectors
- recognising the cultural needs of both urban and rural areas on an equitable basis
- Social Economy - developing the role of culture in sustainable, healthy communities that work in education and employment
 - encouraging the development of cultural policies and activity in the field of health and regeneration
 - seeking to ensure that cultural agencies and local authorities recognise the importance of voluntary and amateur sector in culture
 - working to ensure that pathways to entry and progression (linked to education and training) are geared to the needs of the cultural industries
- Environment - promotion of heritage and landscape as central to the culture of the NW region - pride in diversity, history and sense of place - and cultures role in developing excellent design and planning in the public realm
 - encourage the development of high standards of design including best practice in public art programmes, especially NWDA commitment to public art in the region
 - working with tourism agencies, to ensure better signage and branding across the cultural sector
 - encouraging a strategic overview of architecture by working to ensure consistently high standards of design are employed in the NW new and redeveloped infrastructure, the potential of a "percent for culture" will be examined

The 5 Strategic Opportunities

2.26 NWCC and its partners wish to identify a number of prestigious high profile projects or themes that will bring culture "centre stage" to demonstrate its importance to the quality of life in the NW region. The guiding principles for the 5 Strategic Opportunities are to:

- Achieve medium to long term benefit across the region as well as making a national and international impact in culture
- Add value to existing policy priorities
- Provide demonstrable and tangible long term cultural impacts in all of the CSENW aims
- Acknowledge the importance of education and lifelong learning and seek to link with relevant initiatives such as Creative Partnerships
- Involve new partnerships and open up new sources of finance
- Deliver sustainable activities or legacies to the region

The 5 Strategic Opportunities are:

- Dynamic Heritage - NW heritage in both urban and rural settings offers potential for development linked to wider issues. Actions include:
 - making the most of diverse industrial and technological heritage, including a regional assessment of the potential for local community volunteer programmes
 - developing the role of centres of faith

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- supporting the increase in the number of World Heritage Sites
- developing the potential of the NW region's waterways
- Making Places - culture will be used to transform specific urban and rural areas, adding new high profile facilities and activities. Actions include:
 - developing new rural and urban environmental regeneration initiatives, through a range of green initiatives linked to the Countryside Agency and other rural agencies
 - supporting the development of the coastal strip linked to the *Sea Change* report and including plans for **West Cumbria**, Blackpool and Southport
- Cultural Learning - education has a close engagement with culture, and new opportunities need to be co-ordinated across the region. Actions include:
 - undertaking a campaign to establish the NW as the pre-eminent region in the UK for cultural learning
 - building clear links with Lifelong Learning structures to ensure that culture is fully reflected and delivered
 - work with higher education through North West Universities Association and Higher Education North West to extend cultural opportunities across the region
 - develop cultural schemes through local and national partnerships, to promote learning about science and sustainable environments
- Creative Communities - culture is a catalyst for community and personal development. The NWCC will lead on assessing these developments and will look at how past and planned initiatives can be built upon and sustained. Actions include:
 - developing new and existing clusters of cultural activity, this will have an immediate and particular resonance **for communities in rural areas** that have suffered the effects of Foot and Mouth disease
 - undertaking an examination of the potential for region-wide initiatives celebrating cultural diversity and the role of culture in promoting understanding and community harmony
 - working with Lottery distributors to support and develop corporate initiatives designed to reach communities where there is currently little uptake and ensure sustained development
- Core Cities - the NW has the two great cities of Manchester and Liverpool. These together have an unrivalled critical mass of cultural history and heritage and each has its own distinctive culture. Actions include:
 - supporting the Commonwealth Games 2002
 - supporting Liverpool's bid for European Capital of Culture 2008 as a regional, national and international celebration of culture in the NW
 - working with NWDA to support and implement proposals for the Liverpool-Manchester Vision initiative, of the five target sectors, three are cultural - creative industries, tourism and sports related industries
 - Playing a key role in promoting culture and cultural exchange in the Eurocities network
 - Monitoring the critical mass of activity of all aspects of culture, to ensure investment is sustained

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Conclusion - The Key to Delivery

- 2.27 The NWCC aims to ensure that all parts of the region and all of its communities are included in the delivery of the CSEW and will depend upon a flexible and structured network to achieve this. The role of local authorities alongside that of cultural agencies is crucial in identifying partners across the region. The key role of the NWCC is to identify what needs to be done and make sure that all relevant parts of the delivery structure are engaged. Most importantly the role of the NWCC will be about facilitation - advocating for the importance of culture, acting as a forum where partnerships can be brokered, making sure resources are there and are wisely used.

Sub Regional Context

Cultural Strategy for Cumbria

- 2.28 The development of a Cultural Strategy for Cumbria was based on a Cultural Mapping Audit of the County (2001) to identify the extent of existing cultural provision, and the issues to be addressed in the future. The County Council's vision for culture is:-

‘ Culture plays a crucial role in our lives. It helps us discover more about our surroundings, our history and ourselves, it regenerates communities and brings people together; it contributes to the local economy; it makes our leisure time more enjoyable; and it makes us distinctive – as individuals and as a county.’

- 2.29 *Culture is one of Cumbria's real assets, and we want to create an environment where everyone has the opportunity to take part in a diverse range of cultural activity of the highest quality’.*

This Vision is realised through four main themes, and related objectives.

Cumbria Cultural Strategy

- 2.30 The Cumbria Cultural Strategy was developed through a mapping audit and consultation. Strategic Priorities identified are:

Investment and Regeneration

- | | |
|-------------|--|
| Objective 1 | To invest in the cultural infrastructure of Cumbria |
| Objective 2 | To forge partnerships to deliver the Strategy's action plans |
| Objective 3 | To maximise the level of external investment in Cumbria |
| Objective 4 | To use cultural activities to deliver social regeneration objectives |
| Objective 5 | To accommodate opportunities for cultural activity by strategic planning of facility provision |

SECTION II– THE CONTEXT FOR CULTURAL PROVISION

Creating Opportunities

- | | |
|-------------|---|
| Objective 6 | To establish a framework of opportunities in life-long learning |
| Objective 7 | To optimise the use of existing cultural assets |
| Objective 8 | To support creative and cultural industries |

Quality of Life

- | | |
|--------------|--|
| Objective 9 | To advance social inclusion and community cohesion through cultural activities |
| Objective 10 | To promote cultural activities that contribute to health and well-being |

Access

- | | |
|--------------|--|
| Objective 11 | To encourage the widest possible access to cultural activity |
| Objective 12 | To support the voluntary sector to enhance its effectiveness |

- 2.31 These objectives and themes are reflected at local level through the consultation undertaken in Copeland. 'A Culture for Change' aims to address these countywide issues at local level, to improve access and opportunity to cultural activity for Copeland's communities.

Local Strategic Context

Corporate Objectives

- 2.32 The Council's overarching mission is:

"through partnership and teamwork, we will develop new opportunities, ensure everyone has access to value for money services and achieve the best possible quality of life for the people of Copeland."

- 2.33 The Core Values are:

- Clear Vision
- Strategic thinking
- Equality
- Innovation
- Rewarding/ Adapting
- Corporate working
- Pride in ourselves
- Investment in People
- Good Communications
- High Standards

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2.34 The Corporate Objectives are:

Improving Jobs. The goal: A sustainable, competitive and diverse economy throughout Copeland, providing a good range of employment opportunities for all sectors of the community.

Health and Community Safety. The goal: Levels of health, wealth and community safety, which are, on average, as good or better than the regional average.

Making Copeland a Better Place to Live and Work.

The goal: Copeland recognised as having an above average quality of life so that people chose to live, work and spend their leisure time in the Borough.

Improving and Protecting the Environment.

The goal: Rural and urban environments that can be enjoyed by all people, now and for generations to come, and which contribute towards their health, quality of life and economic prospects.

An Accountable, Efficient and Effective Council.

The goal: To make the most efficient and effective use of all the resources available to the council, and those partner organisations over which the council has influence, including people, money, capital assets and information.

In more detail these include the relevant objectives of:

- Improving the quality of life for residents of Copeland Borough Council
- Promoting and provide equal access to high quality services
- Developing successful partnership arrangements with the public, private and voluntary sector
- Economic and social regeneration

(Extract from the 2020 Policy Plan)

Performance Management and Improvement (District Audit 2001/2002)

2.35 This report, and the process highlights the key issues and problems for CBC, and identifies the need for change in the way services are prioritised, resourced and delivered. This change will need to be supported through more effective management structures, and better use of available resources.

Local Plan

2.36 The Copeland Local Plan is a set of principles and detailed policies/proposals, which guide the development of land and change over time. It is the basis of all the Council's decisions on planning applications in the Borough outside the National Park and a major influence on the direction of public and private sector investment in the area. A separate Local Plan prepared by the National Park Authority covers

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the Lake District. This presents a number of planning issues to be addressed in the Borough.

- 2.37 Local Plans are a statutory 10 year obligation and the current Copeland Local Plan covered the period 1991-2001.

Community Facilities

- 2.38 Community Facilities such as community centres and public halls are viewed by the Council as important and essential focal points for local residents and community groups. The current Local Plan policies have sought to both encourage new development and protect existing provision.

Community Safety

- 2.39 The Copeland Community Safety Strategy 1999-2002 focuses on 4 key areas; fear of crime, drug and alcohol misuse, violence and public disorder and nuisance. Copeland's crime and disorder audit, carried out in 1998 identified Harbour, Mirehouse, Hillcrest/Hensingham and Egremont wards as having the highest levels of crime. The Council and its partners aim to address issues of community safety in these and all areas of the Borough.

Recreation Opportunities

- 2.40 The Council currently seeks to protect our recreational facilities.
- 2.41 Copeland is included in The Sports Action Zone (SAZ) for West Cumbria and Barrow. The SAZ have produced a draft Needs Assessment and Action Plan (2001-2006) which aims to target the most deprived wards in the area. Issues to be addressed include the encouragement of more innovative approaches to sport in rural areas and greater youth participation in sport, especially in South Whitehaven.
- 2.42 It is also identified that activities in the borough tend to be focused on 'traditional' sports and has tended to be more male orientated. Also noted is the lack of opportunities for both those with physical disabilities and those willing to partake in motorised sports.

Community Plan

- 2.43 Copeland's Community Plan is in the process of development, as the Local Strategic Partnership (LSP) becomes established, and their local remit emerges.

Tourism

National Context

- 2.44 Tourism is now the world's largest industry, accounting for 12% of the World's Gross Domestic Product (GDP), and 7% of all UK employment.

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The Tourism Market

- 2.45 Reflecting the transition towards a service economy, tourism has become one of the key drivers of the British economy in recent years, supporting approximately 2m jobs, 7% of total UK employment (Source: Financial Times, 2001).
- 2.46 The 3 main markets contributing towards the growth in the tourism market are illustrated in the following table.

UK Tourism Market by Sector by Volume and Value (m trips and £bn), 2000			
	Domestic Tourism	Tourism Abroad	Incoming Tourism
Volume (million trips)	132.0	56.5	25.3
Value (bn)£	15.0	23.9	12.8
+ - spending within the UK or abroad, excluding international fares			

Source: Keynote estimates for 2000 based on United Kingdom Tourism Survey (1994-1999), sponsored by the four National Tourist Boards, undertaken by NOP/International Passenger Survey (NB – Slight variation in gross value attributable to different sources)

- 2.47 As can be seen from the table, although the scale of domestic tourism is significantly greater than travel abroad, encompassing 132 million, 'staying' trips, nevertheless the spending (£15bn) is considerably less than the amount spent on travel overseas (£29.91bn).
- 2.48 Similarly, inbound tourism, accounts for 25.3m trips with a spend of £12.8bn (2000 figures) is significantly less. Lack of growth in the inbound tourism market can be attributed to a number of factors including the strength of sterling and the overall strength of the UK economy.
- 2.49 Other key sectors of note include the following:

Short Breaks – In 2000, expenditure on short breaks by UK residents reached £4.62bn (source: Key note 2001) – with year-on-year increases noted since 1996. Key to the growth within this sector has been an increased penetration of the market particularly amongst single travellers, with an increased propensity towards repeat visits noted

Business Tourism – Year 2000 data issued by the British Tourism Partnership highlight the business tourism sector as a significant segment of the UK tourism market, representing 29% of all inbound tourism visits and generating £15bn in expenditure per annum. Growth in business tourism is estimated at 53% since 1990 – in excess of growth in the overall tourism market, with some 'spin off' to the leisure, market noted, with research by the British Tourism Partnership (2000) estimating that 40% of business visitors return with their families

Heritage – heritage plays an important role in UK tourism, generating an estimated 79m visits during 1999, of which 33% were of foreign origin (source: Heritage Lottery Fund, 2000). In particular, historic buildings (+20%) and museums/art

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galleries (+17%) have enjoyed significant increases in throughput, with gardens 'consolidating' their position in the period 1993-2000 (source: BTA).

- 2.50 The official county tourist board is Cumbria Tourist Board, which works in partnership with:
- English Tourism Council
 - British Tourist Authority
 - Cumbria County Council
 - Cumbrian Local Authorities
 - Commercial Members'
- 2.51 The Cumbria Tourist Board aims to 'guide the development of the tourism industry' in Cumbria to bring about 'economic, social and environmental benefits throughout the County'. Its role includes:
- Marketing and promotion
 - Information for visitors
 - Stimulating investment and development
 - Research
 - Tourism policy issues
 - Training for the industry
- 2.52 The Cumbria Tourist Board and the North West Tourist Board have 'signed up' to the Government's national tourism strategy 'Tomorrow's Tourism', which aims to promote sustainable tourism and provide a framework for 'tourism to flourish'.
- 2.53 The Cumbria Tourist Board Regional Tourism Strategy provides the framework for the development of tourism in Cumbria, and in its constituent authorities. The target for tourism development is a 25% increase across Cumbria, despite the decreases projected across the UK.
- 2.54 The key themes are identified as:
- Tourism as a driving force for urban and rural regeneration
 - A partnership approach to the effective delivery of key strategy aims
 - Maximising the economic and social benefits of tourism
 - Sustainable development of innovative niche markets
 - Improving access to tourism for employees and potential visitors
 - Investment in people – career opportunities and human resource development for tourism employees
 - Integrated promotion of cultural, heritage and countryside attractions
- 2.55 Tourism across Cumbria is sustained by numerous small businesses, creating wealth which, in the main, is retained in the local economy and thus helps support other local industries. Tourism is also encouraged through initiatives such as the Blue Flag Beach Award (various have been awarded). In Copeland, the visitor attractions e.g. the Beacon, the Harbour and the Rum Story, attract visitors to Whitehaven, who may also visit shops, pubs and other attractions.

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- 2.56 The County Joint Structure Plan identifies a number of key issues in relation to tourism:
- Tourism creates continuous pressures for development, some of it appropriate and out of character with its setting
 - There is recognition that tourism must be seen in its environmental context
 - The tourist industry and the environment are independent
 - The environment and heritage must remain the basis for tourism development in the future
 - Tourism gives rise to many of the traffic problems experienced by the National Parks
- 2.57 Policies relating to tourism development are included in the County Joint Structure plan:
- Tourism and the National Parks
 - Traffic in the National Parks
 - Tourism outside of the National Parks
- 2.58 Tourism is vitally important to the Cumbrian economy. It is a major tourist destination, and is the first such world destination to be awarded Green Globe Destination status.
- 2.59 As many as 20% of Cumbria's population is involved in tourism (North West Development Agency Research).
- 2.60 Copeland is part of the Western Lakes Tourism Initiative, which aims to raise the profile of areas outside the main Lake District.

Arts

National Context

The Government's Policy development of the National Strategy for Neighbourhood Renewal

- 2.61 This Strategy highlights the role that arts and culture can play in developing and sustaining communities. Within the strategy there are 18 Policy Action team (PAT) reports. PAT 10 focuses specifically on the arts (and sports). But there are also links, for the arts, to a number of reports including Skills (PAT 2); Neighbourhood Management (PAT 4); Community Self - Help (PAT 9); Schools Plus (PAT 11) and Young People (PAT 12). These reports highlight the importance of the arts in contributing meaningfully to the planning process within these different agendas.

Changes to plans for support of the arts in England

- 2.62 On April 1st 2002, the Arts Council of England and the 10 Regional Arts Boards joined together to form a single organisation. The work of the North West Arts Board (NWAB) will continue within the context of the regional office of the single

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organisation. As part of the restructure, Cumbria is included in the area covered by the NWAB.

2.63 As a reflection of the new focused outlines set out in *A New Cultural Framework*, the national arts funding systems have acquired a different emphasis. As a consequence the Arts Council of England has advocated in its document *Working Together for the Arts* that a new national funding organisation be created with nine formally constituted regional councils to which it will delegate more of its funding and functions than the Arts Council previously delegated to the Regional Arts Boards. This effectively happened during the period 2000 -2002, but has now been replaced with the one single arts organisation since 1st April 2002.

2.64 The Arts Council of England (ACE) aims to :

- Support and encourage arts practice across all cultures
- Champion the excellent and the challenging
- Provide more opportunities to experience the arts
- Speak up for the arts in all of their forms

2.65 The Arts Council distributes public money from the Government and the National Lottery to artists and arts organisations. In the current year 2002 -2003 the Government grant is £297 million. In 2001 -2002 ACE received £208 million of Lottery funds. ACE emphasises work in the areas of research, advocacy and developing national arts policy and developing major new initiatives, such as Creative Partnerships.

2.66 The ACE through it's funding programme seeks to support the highest artistic achievements and to make those available to as many people as possible; to encourage new work and new audiences; to bring challenging art to all sections of the community; and to celebrate cultural diversity. The following Lottery arts funded programmes are available and funded directly by ACE:

- Arts Capital Programme
- National Touring Programme
- Recovery Programme
- Stabilisation programme

The following arts lottery schemes are run by other bodies:

- Awards for All
- Film Council
- National Foundation for Youth Music
- Regional Arts Lottery Programme (delegated down to ACE regional offices)

2.67 The arts content of the Copeland cultural strategy is linked to two further regional plans. These are the county cultural strategy and the policies and funding criteria of the North West Arts Board (NWAB). Both these bodies support activity in the region that fulfils their cultural aims.

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- 2.68 It is therefore important that Copeland's own art objectives dovetail with regional strategies.

North West Arts Board

- 2.69 North West Arts Board (NWAB) is the regional agency responsible for supporting and developing arts throughout the region. Its funding criteria stress artistic quality, opportunities for participation and involvement, the educational value of the work and the contribution to artistic life and multicultural traditions.

- 2.70 North West Arts Board aims to:

- Support work that is adventurous, creative, challenging and exciting
- Work with partners to help the arts and creative industries grow and to unlock new funds for them
- Change perceptions about the arts and artists role in society
- Plan for growth in the arts

- 2.71 North West Arts Board has a number of concerns that inform the development of the Copeland Cultural Strategy, these are:

- The arts should reach all parts of the region and as many people as possible
- Individuals should have the widest opportunity to engage with all kinds of art
- Artistic talent should be encouraged and developed
- The north west should be seen as a leader in the arts and creative industries
- That art plays a full and active part in the regeneration and sustainability of the north west region

- 2.72 The development priorities for the NWAB are used when considering the allocation of funds, and should be in mind when Copeland arts organisations develop funding applications. The NWAB priorities are:

- To develop the arts and artists of African, Caribbean, Chinese and South Asian communities
- To develop opportunities for people from low income neighbourhoods to engage in the arts and for the arts to play a role in the regeneration of such neighbourhoods
- To develop disabled artists and disability arts and to increase access to the arts for disabled people

NWAB's key aims are to support and develop the arts in the north-west, to help make them central to people's lives and a vital element of the region's culture. NWAB works to encourage the maximum amount of high quality arts activity in the region and to increase access to the arts for the region's many different communities. In particular NWAB support the arts by:

- Providing core funding for the region's strategic arts organisations
- Developing new arts opportunities and access through active partnerships with local authorities and other agencies

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- Offering project funding for individuals and organisations through a range of artform, training and other schemes
- Administering the Regional Arts Lottery Programme for the north west
- Delivering specialist arts information, advice and advocacy services

Cumbria County

- 2.73 The responsibility for the arts in Cumbria transferred from Northern Arts to the North West Arts Board (NWAB) on April 1 2002. Both the Regional Arts Board and the Arts Council of England have provided concrete assurances that all existing funding, both revenue and Lottery, commitments will be honoured for the subsequent two years. NWAB has undertaken to involve Cumbria in all matters relating to the emerging north west structures of the RDA, Regional Cultural Consortia and its Local Authority Forum. However the administrative arrangements for all 10 Regional Arts Boards are fundamentally changing and have been subsumed into one single arts funding and development organisation. This will have a core centre and regional offices. Cumbria will be affected by these changes

Cumbria - The Creative Industries

- 2.74 A new report "Employing Creativity - Skills Development in Creative Industries in the North West of England" (launched on 27 June 2002) identifies a creative industries sector which has grown by almost 30% over the past decade and employs over 100,000 people. However the report highlights the need to bring sector and training providers together to meet skills shortages and create new partnerships, especially in education and business support. The report will become the "flagship" document for skills development in the creative industries, and will influence regional policy makers, practitioners and training providers in the sector.
- 2.75 Cumbria is receiving an extra £50 million in regeneration funding post "Foot and Mouth" through the Rural Action Zone scheme. One priority is developing the "creative industries" and that includes the visual arts, new media, film and photography. Anyone working in these sectors is likely to be able to receive grant aid to develop their practice, to receive training, buy new equipment, market their work or set up artist's co-operatives.
- 2.76 Cumbria College of Art and Design's Business Response centre is leading the way in strengthening partnerships with the tourism industry, with the setting up of clusters of arts businesses and by encouraging graduates to develop their skills within the County rather than going elsewhere.
- 2.77 (Note - The Creative industries are defined as, "those industries which have their origin in individual creativity, skill and talent which have a potential for wealth and job creation through the generation and exploitation of intellectual property". The industry includes advertising, architecture, the arts, crafts, design, designer fashion, film and video, interactive leisure software, music, performing arts, publishing, computer services, libraries, museums, galleries and the visual arts.)

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Cumbria Cultural Strategy

- 2.78 The Cumbria Cultural Strategy recognises the significant role that arts play in education, health and community development. Artists that are skilled in these areas are well placed to take up residencies, commissions and run workshops.
- 2.79 Public art is now widely recognised as a way to enhance local identity, celebrate diversity and increase community pride.

Arts in Cumbria - Raising the Profile

- 2.80 Although there is a strong tradition of visual arts in Cumbria, the challenge remains to raise the profile - across Cumbria in the North West and nationally.
- 2.81 Although the geography and size of the county does create barriers, there is a Cumbria Arts Network, which provides networking opportunities for artists.
- 2.82 The recent transfer of responsibility for Cumbria from Northern Arts to North West Arts Board presents a challenge. It will take time for artists to get to know the way that NWAB works and training days, meetings, seminars and workshops are being organised to assist in induction.

Cumbria Arts in Education

- 2.83 Cumbria Arts in Education started as a pilot scheme, hosted by the Rosehill Theatre - Whitehaven, in 1986. Cumbria arts in education advocates the unique contribution to inspiration and creativity that artists bring to a learning environment. It is one of the very few organisations of its kind in the country and it advises and supports educational providers and artists who wish to work together. Cumbria Arts in Education continues to work with Copeland (and Allerdale) Districts most recently in the "Beyond Belief project. The work is structured as a trilogy, and is being led by the internationally renowned composer/sound artist John Kefala - Kerr. Work for the first part of the trilogy was developed with pupils from St. Benedicts RC School - Whitehaven, Distington Primary School and Valley Junior School - both Whitehaven and user groups from the Whitehaven Sports Centre.

Cumbria - Local Arts Development Agencies

- 2.84 Historically partnership between Northern Arts and the local authorities in its region established local arts development agencies (LADA's), to be the key vehicle for delivering arts opportunity at local level. This strategy will be continued by NWAB.
- 2.85 Local Arts Development Agencies (LADAs) are supported either through the relevant local authority, or through local authority grant aid, plus a grant aid budget from NWAB which is related to the level of the local authority's contribution.
- 2.86 The NWAB is able to provide a direct means of supporting arts development programmes in a local authority area through its LADA. The key function of the

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LADA is to work closely with, develop and support local promoters and arts organisations to deliver a range of arts opportunities at local level, in partnership.

- 2.87 In Cumbria, the LADA has been a lead agency in substantial cultural investment, which has included large scale public art projects.
- 2.88 In Copeland, the LADA is integrated into Copeland Borough Council, and has a track record of delivering touring and workshop programmes, education projects and residencies. The LADA has a partnership with neighbouring Allerdale.

Parks and Countryside

European Policy

R86 (11)

- 2.89 The Council of Europe Recommendation No. R(86)11 of the Committee of Ministers to Member States on Urban Open Space contains the following statement which, whilst not policy clearly sets out the value of urban green space to much wider quality of life issues.

“Urban parks and green spaces are an essential part of the urban heritage and infrastructure, being a strong element in the architectural and landscape character of towns and cities, providing a sense of place and engendering civic pride. They are important for enabling social interaction and fostering community development. Public green spaces help to conserve natural systems, including carbon, water and other natural cycles, within the urban environment, supporting ecosystems and providing the contrast of living elements in both designed landscapes and conserved wildlife habitats within our urban settlements. Parks and green spaces are supportive of social and economic objectives and activities. In particular the provision of public parks helps to reduce the inequalities, poor health and social exclusion in deprived areas and reduces the inherent tension between the many social and ethnic groups who form the wider community. Providing for the recreational and cultural needs of a community assists the economic revival of cities, increasing their attractiveness as a place for business investment, to live, work and take our culture”

- 2.90 This statement sets out clearly the benefits of urban parks and green spaces and their potential contribution to social, cultural and economic regeneration as well as to the notion of sustainable cities, biodiversity and health. All of these issues are extremely relevant to current national agendas and this statement points the way to a more central role for urban green space in addressing many issues of urban society.

National Context

- 2.91 At national level, the value of parks, open space and the countryside is increasingly being recognised. A number of national policies and strategies are being developed e.g. revised PPG17, to protect such amenities and enhance the quality of life.

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Government Guidance

- 2.92 There is no single national policy document that guides the strategic planning of parks and open spaces however there are major initiatives currently underway (June 2002) which, whilst not addressing this statement, will generate a significant change to this. These include the review of Planning Policy Guidance number 17, the revision of the National Playing Fields Association (NPFA) 6-acre standard and the report due out on May 7th 2002 of the government's Urban Green Spaces Task Force. These will be considered later but the first consideration in the context of open space planning, provision and protection needs to be to investigate what guidance exists from government about development plans – i.e. unitary development plans and local plans.
- 2.93 Current planning practice is guided by the Town and Country Planning Act 1990, the Planning and Compensation Act 1991, Planning Policy Guidance Notes (PPGs) and Regional Planning Guidance (RPGs). PPGs that currently affect open space planning are PPG1, PPG3 and PPG12.

PPG 17 Sport and Recreation

- 2.94 In addition to the above PPGs there is the current review of Planning Policy Guidance Number 17 (PPG 17) 'Sport and Recreation'.

NPFA

- 2.95 In 2001 the National Playing Fields Association (NPFA) published its draft revision of its 6-Acre Standard, a quantitative methodology which only looks at outdoor play space not all open space provision.
- 2.96 The standard is designed for both existing provision and to guide the scale of provision in new development. It is very much targeted at outdoor play, games, sport and other physical recreation and aims to be flexible enough to be applied when assessing playing pitch requirements, preparing a recreation strategy, designing new developments or producing policies for a development plan.

English Nature – Accessible Natural Greenspace in Towns

- 2.97 A useful addition to the literature especially when considering the less formal aspect of green space provision. It defines natural green space as

“Land, water and geological features which have been naturally colonised by plants and animals and which are accessible on foot to large numbers of residents.”
English Nature (1995) p6

- 2.98 The “less intensively managed” parts of parks are included within this definition as are sections of “encapsulated countryside” within open space.

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- 2.99 “Green Spaces, Better Places” – Final report of the Urban Green Spaces Taskforce, DTLR 2002.
- 2.100 This document provides the most comprehensive review of the current state of urban green space undertaken at this level, this review is intended only to focus on its findings and recommendations with respect to strategic planning.
- 2.101 The report makes a strong case for the need for a strategic policy framework for urban parks and green spaces, seeing them as an essential tool to guide the work of different sections of local authorities and to ensure that their future is considered at the highest of levels.

Regional Context

- 2.102 Cumbria County Council, through the Cumbria Joint Structure Plan, and the Countryside Strategy highlight the contribution and value of open space, parks and the countryside to quality of life for local communities. County Council policy is to safeguard and conserve the natural environment, and protect such areas from development.
- 2.103 At regional level, there are a number of Agenda 21 partnerships, which are carrying forward local initiatives with partners. Copeland Borough Council is part of the West Cumbria LA21.
- 2.104 There are a raft of agencies and strategies covering Cumbria in relation to the countryside. Key for Copeland is the Lakes National Park Development Plan, as two thirds of the Borough is in the National Park.
- 2.105 The Heritage Coast, St Bees Head is also part of Copeland Borough.
- 2.106 Copeland has plans to establish a Millennium Green at Bighill, Cleator Moor, in partnership with the Countryside Agency.

Heritage

National Context

- 2.107 The Department of Culture, Media and Sport (DCMS) aims to develop the museum sector in parallel with other aspects of cultural provision. They want to focus on maximising access to make museums matter within their own communities, (May 2000 policy guidance document).
- 2.108 Main policy objectives are:
- Social inclusion as a mainstream priority
 - Maximising access
 - Use of IT to assist access
 - Emphasis on outreach activities
 - Consultation with target groups
 - Collecting to reflect cultural social diversity

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- Emphasis on learning opportunities
- Aim to run programmes, which aim to improve lives of people at risk of exclusion
- Act as agents of social change

2.109 The DCMS puts forward a 6-point strategy based on a proactive approach to social inclusion. It identifies the challenges as, broadly, engendering community ownership/community partnership and integrating museums, galleries and archives into the wider service network. The need for sustainability and resources and the potential for IT are also emphasised. Of critical importance is the need for cultural change in the museum system, and the importance of demonstrating the benefits and outcomes of what museums do.

2.110 A significant national step in joined-up practice for the broader sector has been the establishment of Resource, the Council for Museums, Archives and Libraries. Nationally representing the three areas, among its priorities are encouraging and piloting cross domain cooperation and projects the three areas, advocacy of the impact and value of the sector and developing the use of IT.

Regional Context

2.111 The North West Museums Service is the main regional agency providing advisory and other services and grant aid encouraging, leading and partnering museums improvement. It is a key partner in the generation of external funding. It is also active in projects such as the development of regional education policies. The North West Regional Museums Strategy reflects many of the identified DCMS priorities, but highlights the core function of the sector as:

‘to ensure the continued preservation and development of the museums collections of the North West as an invaluable cultural resource reflecting the human and natural history of the region and the wider world’.

2.112 It highlights the need for access, the contribution made to lifelong learning, training and staff development. It advocates a collaborative approach to developing the contribution of museums to the regional economy and quality of life in the North West.

2.113 In Copeland the Beacon offers a pro-active outreach education programme, which is central to its role in the regeneration of both Whitehaven and the area. Outreach work is also undertaken through Millom Museum, the Haig Mine and Florence Mine, and the library. This includes provision of transport for the schools to the museums to facilitate and encourage access.

Play

National Context

2.114 At national level, ‘play’ strategy and policy is developed through:

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- Early Years Development – delivering the National Childcare strategy
- Play Policy Partnerships
- Early Years Co-ordinators

2.115 The Cumbria Early Years Strategic Plan provides the framework for the development and support of childcare provision.

2.116 The Cumbrian Play Forum and the Cumbrian Play Policy provide a framework provision across the County. The policy recognises the importance of children's play, and aims to develop a comprehensive and consistent approach to its delivery. It also aims to highlight the contribution of 'play' in addressing the wider social agenda.

Sport

National Context

A Sporting Future for All – The Government's Plan for Sport

2.117 The Government's Plan for Sport is a statement of the Government's determination that sport in education, sport in the community and "world class" sport should contribute fully to the social and cultural well being of the nation. It clearly sets out the Government's view of where sport "fits" and the vision for sporting provision throughout England. Local authorities have a key role in delivering this vision. The Copeland Sports Plan has been developed in consideration to the aims and objectives of this plan. Key actions and outputs of the Government's Plan include

Sport in Education

2.118 The Plan focuses on three areas for action

- Education facilities and playing fields
- PE and sport in schools
- Teacher training and continuing professional development

2.119 Key commitments include:

- Tightening controls on proposals to dispose of and develop on school playing fields
- £581m to improve school sports facilities via the New Opportunities Fund Round 3
- The development of at least 200 Specialist Sports Colleges and 1,000 School Sport Co-ordinators
- The review of initial teacher training

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Sport in the Community

2.120 The Plan for Sport identifies a number of focal areas, including:

- Community Provision – indoor and outdoor
- Social Inclusion and Community Development through Sport
- The development of sport in the community
- Training, development and support of key workers in sport

2.121 Key commitments include:

- Recommendations to Local Authorities to undertake research into existing services and facilities in all sectors within their Boundaries, and develop relevant strategies
- Encouraging Local Authorities to develop a comprehensive audit of all outdoor playing fields and set targets for per capita provision
- The further reinforcement of playing fields protection
- Encouraging Local Planning Authorities to consider both public and commercial provision when drawing up development plan policies for sport and recreation
- Ensure the advocacy for sport is clear and coherent and encourage greater inter-agency working
- Addressing the financial burdens on small sports clubs
- Ensure that funding decision making is carried out as close to grass roots as possible
- Addressing issues around decreasing participation rates displayed amongst school leavers
- Ensure that coaching programmes are accessible and widely available and the establishment of a Coaching Task Force
- Ensure that National Governing Bodies are supported to develop and implement volunteering strategies. The DCMS has allocated £4million to underpin training and support for young people aged 14-19 to develop leadership skills and to volunteer in their communities.
- Establish club develop and accreditation programmes
- Ensure improved co-ordination of training and development opportunities

National Governing Bodies and World Class Programmes

2.122 The Government's Plan for Sport identifies a commitment to improving the structure of sporting opportunities for elite athletes. The need for work with National Governing Bodies (NGB's) at 3 levels is identified:

- NGB grassroots and School Sports Associations investment
- NGB devolved powers
- NGBs, World Class and UKSI

England, The Sporting Nation – A Strategy (Sport England)

2.123 The Strategy sets out Sport England's vision and strategic framework for the provision of sporting opportunities in England. A clear theme emerging from the

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strategy is one of joint responsibility and the need for joint effort in tackling problems, offering more opportunities and achievement of success.

2.124 The vision for sport, to which the Copeland Sports Plan should seek to facilitate provision on a local level, is the creation of a sporting nation providing equal opportunities²:

- For everyone to develop the skills and competence to enable sport to be enjoyed
- For all to follow a lifestyle which includes active participation in sport and recreation
- For people to achieve their personal goals at whatever their chosen level of involvement in sport
- For developing excellence and for achieving success in sport at the highest level

2.125 The framework for sporting opportunity is very much a continuum moving from foundation, through regular participation and performance to excellence. The current programme of Sport England initiatives seeks to deliver opportunities through this approach. The Copeland Sports Plan seeks to establish and guide the role of Copeland Borough Council within this framework.

Sport England Initiatives

Active Sports, Active Communities and Active Schools

2.126 The Active Sports, Active Communities and Active Schools programmes provide three of the key elements to the delivery of Sport England's Sports development aims and objectives. They are key to the delivery of the **more people** and **more places** initiatives, which in turn provides the basis for improving standards to deliver **more medals**.

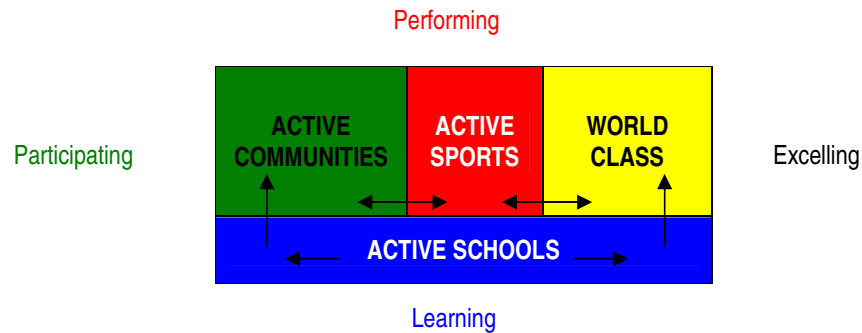
Active Sports

2.127 Active Sports is a five-year development programme targeting nine sports. The aim of the programme is to build on good practice within the delivery of current opportunities at a local level. The delivery of Active Sports is via Sports Partnerships, which are responsible for the co-ordination of local resources and services. Copeland Borough Council is a partner in the Cumbria Sport Partnership.

² Taken from *England, the sporting nation – a strategy* Sport England pg.3

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Fig 2.1 – The Active Programme



2.128 Nine of the nation's most popular sports are involved in the Active Sports programmes, although the principles, services and other resources could be applied to other sports of local significance. Generally, the Active Sports Programme consists of four stages:

- Stage 1 – Local schemes providing new local opportunities
- Stage 2 – Club development
- Stage 3 – Assessment
- Stage 4 – Development squads

2.129 If successfully delivered the Active Sports programme will provide

- More coaches, better quality coaching and more coaching opportunities for young people to improve their performance
- More and easier access to sporting opportunities to compete and develop skills, providing the foundations for lifelong involvement
- More opportunities for young people to join clubs
- A standard approach in delivering child protection and sports equity policies

Active Communities

2.130 Active Communities is a “framework” comprising services, products and sources of funding provided by Sport England, often in partnership with other organisations and agencies, to assist individuals and organisations to create their own Active Communities. This framework is focussed on five core areas:

- Promoting social justice
- Increasing participation in sport
- Developing community sports leaders
- Developing community sports programmes and facilities
- Planning for sport and recreation

2.131 Active Communities is about increasing participation opportunities in any form of sport, recreation and physical activity for everyone within a defined geographical

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community. With regard to Copeland this includes all residents of the Borough. Successful delivery and establishment of Active Communities will result in:

- High levels of community awareness of sport and recreation opportunities available
- A variety of good quality sport and recreation of opportunities
- Inclusive sporting opportunities
- Opportunities for regular participation
- Pathways in place for progression in chosen sports
- Opportunities that link with other appropriate programmes
- A strong local sporting identity
- Local community involvement with decision making about sport
- A strong voluntary sports sector working in a co-ordinated way with both the public and private sectors
- A good standard and range of sport and recreation facilities that are appropriate to community need
- An agreed forward plan or strategy for sport and recreation developed through consultation with the local community
- Sporting opportunities that are stable and sustainable for the future
- Sufficient human and financial resources to achieve the desired provision of opportunity

Active Schools

2.132 The Active Schools programme provides schools and teachers with the support, training and resources they need to deliver the best possible physical education and sporting opportunities. Active Schools consists of a range of products and support services to facilitate the delivery of opportunities. Key elements of the programme include:

- Activemark and Activemark Gold Awards to promote good practice and innovation in the delivery of physical activity programmes within primary schools
- Sportsmark and Sportsmark Gold awards to promote good practice and innovation in the delivery of physical activity programmes within secondary schools and special schools with secondary-aged pupils.
- School Sport Coordinators to develop improve links between schools and local sports clubs, establishing and supporting after-school and inter-school programmes and developing leadership and coaching programmes for senior students.
- Coaching for Teachers
- Support resources and workshops
- TOP Play and TOP Sport

2.133 The results of a successful Active Schools programme will

- Help schools and teachers deliver the best possible physical education and sporting opportunities
- Encourage children to take part in sport, both inside and outside of school

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- Forge, develop and enhance links between schools, sports clubs and the local community
- Increase the quantity and quality of training opportunities
- Help schools improve their sports facilities for community use

Regional Context

2.134 There are three main Sport England Programmes in Cumbria. These are:

- The Active Sport Programme delivered by 'Cumbria Sport Partnership'
- Sport Action Zone (Allerdale, Barrow, and Copeland)
- School Sports Coordinator Programme

Libraries

National Context

2.135 Libraries are now part of the national policy framework of the DCMS. The establishment of Re:source, the Council for Museums, Archives and Libraries has given libraries a single, national voice.

2.136 The priorities for Re:source are:

- encouraging and piloting cross-domain cooperation
- projects across the three areas
- developing the use of IT

Regional Context

2.137 There are 53 public branch libraries in Cumbria, 7 mobile libraries and one prison based library. There are a high number of library branches per head of population, which reflects the sparse rural communities spread across a large area.

2.138 Some libraries are part of school sites, and others share with the Archive Service.

2.139 North West Library Services has developed a regional strategy for library provision. Its main aims are:

- to create a coherent regional voice for libraries and information services of all kinds
- to advocate for local authority libraries locally, regionally and nationally
- to develop partnerships and joint working in libraries and information within and outside the local authority library sector
- to look for collaborative opportunities with other cultural agencies

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Archives

National Context

2.140 The Public Records Office was previously the focus of national archives. The National Council for Archives has now been established as the lead body at national level. Under the DCMS, archives are partners with libraries and museums. The following priorities are identified for Archives in 'Centres for Social change – Museums, Galleries and Archives for All' (May 2000, DCMS):

- Social inclusion as a mainstream priority
- Maximising access
- Use of IT to assist access
- Emphasis on outreach activities
- Consultation with target groups
- Collecting to reflect cultural social diversity
- Emphasis on learning opportunities
- Aim to run programmes, which aim to improve lives of people at risk of exclusion
- Act as agents of social change

Regional Context

2.141 Regional Archive Councils have developed from the establishment of the National Council for Archives. The North West Archive Council has developed a strategy with the following aims:

- Resourcing the regional body to work as a development partner for the sector
- Coordinating collections development
- Developing access, actual and virtual
- Targeting conservation on at-risk collections
- Innovating through ICT
- Reaching new target groups
- Delivery of more coherent services to users and non users
- Improve records management
- Increase access to electronic archives
- Collaborative training

Education

National Context

2.142 At National level, there are a number of new education initiatives, linked to the cultural sector. These include:

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- Education Action Zones of different kinds, and offering different levels of opportunity for cultural intervention
- Space for Sports and the Arts, for the primary schools, but likely to have a follow up in the secondary sector
- The Music Standards Fund
- The increasing emphasis on specialist status for schools
- Creative partnerships
- The development of the Arts Mark Scheme

2.143 A further key factor is the range of opportunity offered by ICT, both at the individual and the institutional levels, including major initiatives like the National Grid for Learning and the University for Industry.

2.144 'All Our Futures: Creativity, Culture, and Education' and other similar recent reports have influenced the priority for education to link with, and reflect cultural activities and opportunities. The current Government has real commitment to develop increased opportunities for lifelong learning, to help combat issues of social inclusion.

2.145 The links between 'Learning to Succeed' (Government White Paper) and the PAT10 report are key documents for future partnerships with cultural providers.

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Copeland Borough – A Profile

Population

- 3.1 The 'Resident population, mid 1998 (numbers)'¹ for Copeland Borough Council gave an approximate population of some 70,000 people. This figures is significantly lower than both 1981 and 1991 figures representing a continued decline in numbers despite job creation by larger employers such as the energy plant at Sellafield.
- 3.2 The greatest concentration of population is in the north where, in close proximity, are located the towns of Whitehaven port, Egeremont, and Cleator Moor. Whitehaven remains the main industrial area with the other two, as old farming towns, inheriting the rolling hinterland of patchwork fields. A breakdown of the population details for the Borough can be seen in table 3.1

Table 3.1 Population figures for Copeland Borough Council

The 'Percentage of the resident population who were aged under sixteen, mid 1998' ¹	'Percentage of the resident population aged 16-59, mid 1998' ²	'Percentage of the resident population aged 60 or over, mid 1998' ³
20%	59%	21%

Source: 1-3 Dataset: K3 Office for National Statistics

- 3.3 The table highlights figures above the national average for the under 16yrs old population group. The proportions of elderly in the population are around average with 21% of residents over pensionable age in 1998. A similar percentage – 20% - is aged under 16 years, giving the area a relatively youthful age profile.
- 3.4 At a national level the picture differs. Key trends highlighted in the 1998 based National Population Projections produced by the Government's Actuary's Department are detailed below and include a number of key issues that will affect the delivery of cultural services.
- 3.5 The UK population is projected to increase gradually from 59.2m (1998) to 63.6m by 2021, equivalent to annual growth of 0.3%. This century is expected to see a markedly older age distribution with the average age rising from 36.9 years to 41.8 years by 2021. The number of children aged under 16 is projected to fall by 6.5% from 12.1m in 1998 to 11.3m in 2001 and then remain at around this level over the next ten years.
- 3.6 The number of people of working age (currently defined as 16-64 for men and 16-59 for women) is projected to rise by 6% from 36.4m (1998) to 38.5m in 2011, with the number of people over pensionable age to increase by 11% from 10.7m (1998) to 11.9m in 2011. The population of pensionable aged individuals is anticipated to exceed the number of children by 2008.

Migration

- 3.7 The Borough of Copeland has a higher than average birthrate and as a result replaces itself naturally and has so far offset any severe effects of outward

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migration. That is, in any given period the number of deaths and migratory people roughly equals the number of births. Significant population growth therefore is dependent on greater in-migration, however the characteristics of current migratory patterns reveal despite having zero net migratory figures young people moving out of the area whilst older people are migrating in.

- 3.8 There is some evidence that this is economic migration - out-migration is notably highest amongst young people (below 34 years of age), possibly moving out of the area to find work.
- 3.9 In-migration is more evenly spread across age groups, with perhaps a disproportionate amount of movement into CBC amongst the 50-69 age group (around retirement age). Migration takes place between CBC and to cities in two main areas, those in the North-West, and those in the South-East (notably London). The North West of England is also both a draw for the economic migrant and the source of much of the retirement migration into the area. Currently in-migration by asylum seekers is not an issue in Copeland Borough.

Tourism

- 3.10 The area of Copeland Borough Council has immense tourism potential which is as yet relatively underused. This is due to both geographical and thus transportation factors, and under exploitation through limited and relatively unsophisticated marketing techniques and planning.
- 3.11 Despite this tourism is already a vital employer in the area bringing in an estimated £40 million annually. This of course has been greatly affected by foot and mouth disease and subsequent restrictions on access to the countryside and National Park land, Copeland's primary tourism resource.
- 3.12 In the past few years several partnership activities have led to a number of schemes and with funding from a number of local, National and European sources producing a growing wealth and variety of visitor attractions including the Beacon and the Ravenglass-Eskadale Railway.

The Labour Market

- 3.13 The 'Region in Figures' document registers the 2001 figures by local authority. This gives the total population within Copeland Borough Council as 72,000. In opposition to national trends, unemployment has declined significantly since 1993, with a claimant count of almost 10% in September 2001, significantly higher than the overall rate of 3.5% recorded in England.
- 3.14 During the May-July period of 2001 the International Labour Organisation (ILO) average national unemployment rate was 5%, a drop of 0.3% from the previous year. These positive trends for the national figure however mask a significant disparity between areas within the UK. This is clearly evident in Copeland Borough Council, especially in some wards this can be evidenced in a number of wards, which display above average rates of unemployment.

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The Economy

- 3.15 Like many of the UK's regions and their boroughs, the North West in general and Copeland Borough Council in particular has experienced high levels of unemployment due to decline in both manufacturing and agricultural industries.
- 3.16 Today the area's economy remains dominated by the British Nuclear fuel's Sellafield Works, approximately half the jobs available in the borough. However the work at the plant which was until recently in general decline is sporadic leading to periods of unemployment for skilled, semi-skilled and manual workers between the contact periods. This situation is mirrored by Vickers Ship yard whose redundancies, despite being situated in Barrow has Service sector employment is a growth sector in terms of contribution to GDP, but is still weak and a slow growth area compared to the County as a whole and national figures. Many employment figures' do not contain figures for farm and agricultural worker and thus belies the recent problems facing the industry.
- 3.17 The table below shows the numbers for income support, Job Seekers Allowance claimants, and numbers for all employee jobs as of September 1998.

Table 2.2 Figures in numbers for Income support and Job Seekers Allowance claimants, and All employee jobs as of September 1998

Income Support claimants, August 1998 (numbers) ¹	Jobseeker's Allowance claimants, August 1998 (numbers) ²	All employee jobs, September 1998 (numbers) ³
4520	2440	27400

1 Dataset: D2 Source: DWP Information Centre Analytical Services Division ONS

2 Dataset: I1 Source: DWP Information Centre Analytical Services Division ONS

3 Dataset: J2 Source: DTLR ONS

Indicators of Deprivation

- 3.18 Within England wards have been measured against nationally defined criteria to reveal the average levels of deprivation experienced by residents. These have then been ranked to indicate the relative deprivation within the ward when set against all others. The table below sets out the details of these scores for the wards within the district of Copeland Borough Council and include the overall ranking in the index of multiple deprivation and the ranking given for four key domains.
- 3.19 Widely publicised Indices of Deprivation 2000, average ward scores, ranks Copeland Borough Council 72 out of 354 districts. However the Index of Multiple Deprivation does not always highlight the deprivation experienced as data used to identify deprivation must be uniformly available at ward (electoral division) level. Indicators which would mark Copeland as deprived have not always been included in the index e.g. data from the New Earnings Survey, which consistently places Copeland Borough Council at the lower end of wage tables. Other indicators also distort Copeland deprivation i.e. the absence of data relating to deprivation experienced by the elderly for example.

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- 3.20 The table below details of a range of year 2000 indices of deprivation ranking and scores.

Copeland Borough Council Deprivation Figures

Indices of Deprivation 2000, number of employment deprived ¹	6239
Indices of Deprivation 2000, rank of employment scale (out of 354 districts) ²	147
Indices of Deprivation 2000, number of income deprived ³	16631
Indices of Deprivation 2000, rank of income scale (out of 354 districts) ⁴	212
Indices of Deprivation 2000, average of Ward scores ⁵	33.01
Indices of Deprivation 2000, rank of average of Ward scores (out of 354 districts) ⁶	72
Indices of Deprivation 2000, average of Ward ranks ⁷	6139.89
Indices of Deprivation 2000, rank of average of Ward ranks (out of 354 districts) ⁸	14.77
Indices of Deprivation 2000, extent score ⁹ Indices of Deprivation 2000, extent rank (out of 354 districts) ¹⁰	81
Indices of Deprivation 2000, local concentration score ¹¹	8147.50
Indices of Deprivation 2000, local concentration rank (out of 354 districts) ¹²	57

1-12 Dataset: J2 Source:DTLR

- 3.21 The above table shows the borough to lie at the lower end of scale. However this does not reflect a uniformly deprived Borough. Instead the area contains significant and marked polarisation in the deprivation levels, with both high and low ranking canceling each other out. In fact a number of the wards in Copeland are in the list of the 1628 most deprived in England (this 20% represents Sport England's targets for sports action). The table below shows the ranking in the index of multiple deprivation out of 8014 wards.

Table

Ward Name and code	Rank in the index of multiple deprivation (out of 8414)
Mirehouse West (16UEFY)	84
Sandwith (16UEFX)	96
Cleator Moor South (16UEFE)	739
Mirehouse East (16UEFX)	805
Distington (16EUFF)	892
Frizington (16UEFK)	906
Harbour (16UEFM)	908
Cleator Moor North (16UEFD)	1174
Hensingham (16UEFP)	1175
Kells (16UEFT)	1547
Holborn Hill (16UEFR)	1573
Howgate (16UEFS)	1622
Egremont North (16UEFG)	1636

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- 3.22 However the rural nature of much of the Borough also means there are specific types of deprivation that are not picked up by the index. For example, earnings data at small area levels is a better indicator of economic deprivation / poverty in rural areas than benefits data (small rural communities have been shown to be less likely to take up benefits they are entitled to, due to lack of information, poor access to transport, and higher degrees of social stigma than in urban areas, amongst other reasons).
- 3.23 The disadvantaged nature of some wards, as revealed through levels of unemployment, is further underlined by the Deprivation Index data. This ranks the wards of Mirehouse West, Sandwith and Cleator Moor South, Mirehouse East, Distington, Frizington and Harbour as displaying the highest levels of overall deprivation, all higher than 1000, of all wards in the borough. The Indices of Deprivation ranking takes into consideration a range of determining factors, including claimant levels of income support, numbers of lone parents claiming support, the number of incapacity benefit and family credit claimants, unemployment levels, long-term unemployment figures and economic activity rates.

Local Profile Summary

- 3.24 The headline factors which shape the character of the area, and impact on culture can be summarised as:
- Maritime prominence
 - Coal Mining Heritage
 - Reliance on relatively few major employers e.g. Sellafield
 - Higher than average numbers of young people
 - Significant and localised deprivation
 - Poor transport infrastructure
 - Limited infrastructure and communications mean that fewer cultural workers live in Copeland than in other parts of Cumbria
 - The physical infrastructure limits participation in cultural activities
 - Regeneration that is founded on the borough's trade and industries seems to be having an impact on the perceptions of the area, particularly in Whitehaven
 - Copeland Council investment focus on the area's traditions and cultural strengths
 - Copeland Council provision and support for cultural activity supplements the independent and voluntary sector
- 3.25 Copeland is a combination of concentrated urban and largely rural spaces. It is a coastal district between the mountains of the Lake District and the Irish Sea. There are distinct areas of affluence, but equally, significant pockets of deprivation in the area. Whilst overall there is a range of cultural services and provision, the access to this provision is significantly affected by individual transport, socio-economic status, and awareness of what is available. These factors are particularly acute for young and older residents.

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Existing Cultural Provision

Tourism

- 3.26 Recent redevelopment of the harbour has taken place, widening the area's capacity for tourism and culture, and providing the desired new focus of the town, as a catalyst for regeneration. Attractions are connected with the area's industry, past and present. The major tourist attractions are the Beacon and the Rum Story. The Beacon has an exhibition gallery and is one of the focal point for the community arts programme. The 'Rum Story', as the name infers, charts the historical relationship between the area and the Atlantic maritime trade.

Additional attractions include:

- Ravenglass-Eskdale railway
- Sellafield Visitors' Centre
- Eskdale Mill
- Florence Mine at Egremont
- Muncaster Castle (one of the top 20 attractions in Cumbria)
- The Lake District National Park – two thirds of the Borough is in the National Park
- C2C Cycle Route
- St Bees Head

Arts

- 3.27 Whitehaven Civic Hall and Cleator Moor Civic Hall are the principal performance venues managed by Council. They provide a varied programme of events from big named performers to local amateur societies. Both venues are located in their respective town centres. A couple of miles to the north of Whitehaven the Rosehill Theatre and Barn are located. Managed by a trust, the theatre seeks to provide a mixed programme.
- 3.28 The Copeland Arts Development Agency (LADA), formed in 1993, is located in the Commercial and Cultural Services Department of Copeland Council. The LADA has a full time permanent Arts Development Officer and a full time temporary Arts Development Assistant. The LADA was substantially funded through a three year Service Level Agreement introduced by Northern Arts in 2000, now transferred to North West Arts.
- 3.29 The LADA takes a developmental and strategic approach to its work. This has three distinct strands:
- LADA led developments - in response to local, regional and national priorities
 - Arts/organisation led activities - supported through finance and/or advice by LADA
 - Advice and grant support to voluntary organisations

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- 3.30 The LADA does not prioritise its programme in terms of art forms, but responds broadly to the requirements of individual groups. Recent activities include performing, visual and media arts. However the LADA does prioritise groups working in arts in education, rural and socially excluded communities and target areas including Whitehaven, Distington, Millom and outlying rural areas.

The LADA has supported a wide range of initiatives including:

- The Gateway Commission
- Artists in residence in schools
- Distington inter-generation arts project
- West Cumbria Rural Touring Scheme
- Millom Arts programme
- Rosehill Theatre organisational development
- Feasibility for a media centre in Whitehaven
- Early Years work
- Quondam Theatre - new writing
- Literature development with Cumbria County Literature Development Officer
- Carnival development
- Local arts initiative scheme

- 3.31 Copeland Council owns, manages and funds the Beacon, Whitehaven. Because of declining visitor numbers and income in recent years, Copeland Borough Council recognises that recent developments in Whitehaven provide new opportunities for the attraction. The Beacon represents opportunities for arts and cultural development initiatives, both for residents and visitors to the area. Visitor numbers for 2001/2002, and early 2002/2003 indicate an increase in visitor numbers to this facility. The Beacon comprises:

- Visitor Facilities - Reception, Shop, Catering and Toilets
- Harbour Gallery - a free entry exhibition space
- Painting Store, Library and Photographic Library
- Education Suite
- Quest Trail
- Museums Services and Resource Centre
- Heritage and Outreach Services
- Tourism Services
- The Copeland Collection – stored at Haig (paintings and museum exhibits)

- 3.32 The Beacon Harbour Gallery is of regional importance. This is because it is the only purpose built, publicly funded, visual arts exhibition space in the whole of West Cumbria. The exhibition gallery in the Beacon is one of the focal points in the Borough for the Community Arts Programme.

- 3.33 Paul Scott has been appointed as Artist in Residence - Visual Arts Curator. He has lived in the area for 20 years and enjoys an international reputation as an artist, author, curator and is a world authority on the graphic development of ceramic art.

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- 3.34 Paul has planned an exhibition programme that addresses the need to develop new audiences for the Beacon. He aims to bring national and international exhibitions to West Cumbria, to develop exhibitions that refer to the Beacon's rich collection, and to celebrate the visual arts that have originated in Cumbria.
- 3.35 Exhibitions will be co-ordinated through an innovative workshop programme involving artists working within the community, through existing and new groups. The exhibitions and workshop programme will involve Cumbria Arts In Education West Cumbria College and the Cumbria Institute for the Arts.
- 3.36 Many of the region's cultural activities are unique. The 'World's Biggest Liar' Competition, which takes place annually is promoted by Copeland Borough Council, but originates from the 19th Century. Another feature traditional 'folk' event is the Egremont Crab Fair, which includes the Gurning competition.

Heritage

- 3.37 Whitehaven, with an economy based on shipping and coal, is the principal centre for Copeland. Its history is documented through both the Haig Colliery Mining Museum, and the Whitehaven Maritime Festival. The Beacon's collection and exhibitions also tell the history of the area. The Beacon Museum in Whitehaven originated through the process of the town and harbour regeneration.
- 3.38 In the south of the district a voluntary and independent charitable organisation operates the Millom Folk Museum. The Millom Palladium is managed and programmed by an independent trust.
- 3.39 Other museums also include the Florence Mine Heritage Centre (iron ore), Egremont, and the RAF Museum at Haverigg.

Parks and Countryside

- 3.40 CBC has responsibility for a wide range of parks, bowling greens, allotments, pitches and play areas. The Grounds Maintenance contracts are currently managed in house. There is no Parks strategy, but a strategic review is planned as part of the Best Value Review.
- 3.41 The main parks in the Borough include:
- Millom Park
 - Castle Park, Whitehaven Park
 - Egremont Castle Gardens
 - Trinity Gardens, Whitehaven
 - St Nicholas Gardens, Whitehaven
- 3.42 Copeland Borough Council has identified a number of target groups to which specific parks initiatives are focussed. These include:

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- Teen Spaces – currently four sites, two of which have skate park facilities. Two ‘teen spaces’ have goal/basketball posts installed. One new site is currently being developed in partnership with the Young Person’s Librarian. This initiative has involved young people in the consultation, design, fund raising and implementation phases.
- Theatre in the Park – staged at Castle Park, Whitehaven
- Gardens for the Disabled – this is a joint initiative with local disability groups, which has resulted in the provision of raised beds in e.g. Trinity Gardens
- A labyrinth in Trinity Gardens – this meditation and contemplation area was funded through the Millennium Commission.
- A number of tree planting initiatives with local schools in the area.

Play Areas

- 3.43 Currently, CBC has a policy of providing a small number of large strategic play sites across the Borough. The most recent survey of playgrounds in the Borough was undertaken in 1995; this identified a shortfall in provision across the Borough, with the exception of Millom, against the National Playing Fields Association (NPFA) standard of 2.4ha per 1000 population.
- 3.44 There are a total of 62 play sites in the Borough.
- 3.45 Within the Borough there are also a number of initiatives linked to play and the development of future provision. These include:
- The establishment of a number of Parent and Toddler Groups in the Whitehaven area
 - Octopus – managed and funded through the Howgill Sure Start project, this facility provides a crèche whilst parents or carers are undertaking training
 - Millom – the Healthy Living Initiative, which incorporates the development of four new play areas to serve the needs of the local community
 - Cleator Moor – the provision of breakfast clubs and out of school hours provision through the Healthy Living Initiative
 - Sure Start Project – this project creates opportunities for play in the Whitehaven area
 - Story Sacks – Managed by the County Young Persons Librarian, this project was piloted in Distington, and has subsequently extended to Cleator Moor, South Whitehaven, and Millom. The project provides a collection of story books, games and activities for community use.

Sport

Facilities

- 3.46 Copeland Borough Council currently owns and manages the following purpose built sport and recreation facilities:
- Whitehaven Sports Centre

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- Copeland Swimming pool
- Cleator Moor Artificial Turf Pitch
- 14 Sports pitches

- 3.47 These facilities provide a range of sport and recreation opportunities for the local community, including the provision for team sports and a range of junior sports courses. Most local schools use the Whitehaven swimming pool for their curriculum PE lessons. The Council are about to undertake some improvements to the Sports Centre (i.e. install a lift, improve changing facilities) which should improve access to the facility for disabled users as well as improving the general quality of the facility for all users.
- 3.48 The Council also works in partnership with the Local Education Authority to assist in the provision of other indoor sport and recreation facilities including Wyndham Sports Centre and Pool. The provision of the swimming pool at Wyndham Sports Centre will be grant aided by Copeland Borough Council, and managed by Cumbria Contract Services on behalf of the County Council until April 2003. A Trust is currently being established to operate the facility.
- 3.49 In addition to the above facilities the Council also owns and manages the following community facilities which can be used for a range of community recreational activities:
- Whitehaven Civic Hall
 - Cleator Moor Civic Hall
- 3.50 These facilities are not purpose built sport and recreation centres, but have space within them that can be adapted for a range of activities for local people of all ages and abilities.
- 3.51 The Cleator Moor Bowls Centre, which was closed due a decline in usage, has now re-opened. The facility was previously managed by Cleator Moor Leisure and Development Trust, and the Council will soon have to decide on the appropriate way forward for the long term future of the facility.
- 3.52 The Bowls Centre is adjacent to the Cleator Moor Artificial Turf Pitch and they are directly managed from the Copeland Swimming Pool. There is long term potential for the sites to be retained under a single management structure if the Council decides that the bowls facility should be positioned within the Council's control and direct management.

Sports Development

- 3.53 The Council has one Sports Development Officer who has an office base at the Whitehaven Sports Centre. The main focus for the Officer is to deliver the National Initiatives Programme in partnership with Cumbria Sport. These initiatives include Active Sports, Active Communities, the Tops Programme and a range of Summer Activities for young people in the community. Although the Officer has an office base in the Whitehaven Sports Centre, she is not required to, or responsible for

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developing programmes within the facility. The main focus for the Officer is to develop and deliver initiatives in the community within an outreach framework.

- 3.54 The Officer links closely with the Sports Development Officer at Allerdale Borough Council, specifically in relation to Coach Education programmes, where each Officer recognises that their individual area will often not have enough demand to fill a course. The Officer has successfully identified and managed her own work programme and priorities even though there has been no specific strategic framework on which to base this.
- 3.55 The Council also houses the Sport Action Zone Officer who is responsible for developing the initiative within the boundary of West Cumbria and Barrow. The area specifically includes the three boroughs of Copeland, Allerdale and Barrow in Furness.
- 3.56 The Sport Action Zone (SAZ) Manager has undertaken a Needs Assessment of the Sport Action Zone area. This Needs Assessment identifies the priorities for the Zone over the next five years and provided the justification for the release of the Magnet Fund of £350,000 from Sport England.
- 3.57 The successful application to secure SAZ status for Barrow and West Cumbria presents Copeland Borough Council with a unique opportunity to work strategically across the authority in the provision of sporting opportunities for disadvantaged people throughout the borough. This will not only include the Council Sports Development Officer working alongside the SAZ Manager, but will also include other key partners such as Leisure Centre Managers, Economic Regeneration, Community Development, Youth Services and the Housing Department.
- 3.58 The SAZ programme is linked into initiatives in Copeland such as the Grant Aid Scheme and the Summer Programme (outreach holiday provision).

Libraries

- 3.59 Cumbria County Council manages the library service throughout the county. The services are broken into groups, in this case the Whitehaven Group. A number of future service developments are set out in the Whitehaven Group Business Plan 2001-2002. These are:
- Frizington - refurbish library in conjunction with Frizington Community Development Centre
 - St Bees - Potential developments at St Bees Library
 - Whitehaven Mobile - New mobile library for the Whitehaven group
 - Distington - New Library built at Distington, as an extension to Distington community Centre
 - Storysacks - projects will be in Whitehaven, Mirehouse, Kells, Cleator Moor and Frizington libraries by the end of 2002 IT - It promotes in all branches and "taster" sessions offered
 - Homework Clubs - To be established in Whitehaven and Cleator Moor libraries
 - Revenue - Ways of increasing revenue at all branches will be investigated

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- Gallery area and display areas - to be promoted in all libraries
- Self issuing terminal to be set up at Whitehaven library
- Establishing reading groups at some libraries

3.60 There has been Writer in Residence Initiatives in Whitehaven through joint collaboration with the County Literature Officer.

Archives

3.61 The County Archive Service has one of its four Record Offices in Whitehaven. This is a new office, and aims at the access priority.

3.62 This office has doubled the use of the Archive Service on its own as it has become a minor visitor attraction for those trying to trace their family history and West Cumbrian roots.

Education

3.63 There are limited Higher Education and University facilities in Cumbria. In Copeland, partnerships with schools are developing through both sports e.g. School Sports Co-ordinators, potential Sports College bids, and the proposed development of Lottery funded community sports facilities, and the arts, but there is significant opportunity to further develop such partnerships. Whilst some schools have achieved Sportsmark, or Sportsmark Gold, there is potential for further such achievements.

3.64 Other partnerships have included health initiatives through Healthy Schools, and environment projects e.g. tree planting.

3.65 The rural aspect of much of the Borough makes the organisation of out of school activities problematic, as many children are unable to access transport other than the school bus.

Architecture and the Built Environment

3.66 As a Georgian town, Whitehaven has older buildings, those that have been adapted e.g. the Rum Store and new construction e.g. the Beacon.

3.67 The regeneration of the town and harbour has provided good opportunity to integrate public art into the redeveloped urban landscape.

Health

3.68 Health initiatives in the Borough include the Healthy Living Initiative, which covers a number of the areas in Copeland.

3.69 Health is a major issue for many of the people in the local communities, as a consequence of the effects of the former coalmining industry.

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Partnerships

- 3.70 Although there are some excellent examples of partnership working in the Borough e.g. skatepark development, community safety partnerships with the local police, parks-based initiatives, the SAZ, etc, there is significant potential to further develop this approach, not only in Copeland, but also across the County.
- 3.71 A partnership approach across all forms of cultural provision will help to underpin sustainability, and optimise the resources that are available to develop and extend both facility and outreach provision.

Main Cultural Achievements in the last Ten Years

- 3.72 Copeland is justifiably proud of its heritage, natural environment, and cultural provision. In the last ten years, the Borough has seen the:
- re-development of the harbour, linked to the regeneration of Whitehaven
 - the opening of the Beacon and the Rum Story
 - the development of a skateboard park, through local community partnership
 - community based initiatives in parks, school sport, the arts, and education
 - the development of the Rosehill Theatre as a major arts venue for the Borough.
 - the imaginative programming of Whitehaven Civic Hall bringing new audiences to the arts in Copeland
 - the continuing development of the Copeland Local Arts Development Agency
 - the implementation of the Western Lakes tourism initiative
 - the staging and subsequent growth of the Maritime Festival
 - the development of the C2C cycle route (Sustrans)
 - Designation of Market Town Initiative for Egremont
 - Development and improvement of some Borough play areas.

SECTION IV – KEY ISSUES FOR FUTURE CULTURAL PROVISION IN COPELAND

Key Issues for Future Cultural Provision in Copeland

- 4.1 The key issues for the future cultural provision in Copeland are identified and summarised below. Key Issues are detailed under generic and specific headings.

Key Issues – Generic

- The existing public sector management structures for cultural provision do not facilitate the overall development of services, because service areas are not integrated, and there is little co-ordination between them
- The current voluntary sector is strong in terms of numbers, but tends to be inward looking and geographically focused
- Overall, issues of geographical location and rural isolation affect levels of participation in cultural activities, which therefore places an even greater emphasis on the need for co-ordination and the development of new and alternative methods of service delivery
- Accessibility to provision is key – transport, programming and cost are key factors. In addition some clubs and organisations do not have the current capacity to increase membership or accommodate new members, because there is a need to develop more qualified coaches, and trained volunteers
- There are a number of existing, and proposed, initiatives for the Borough, but there are few 'joined-up' approaches to optimise the opportunities for cultural participation and development
- Funding boundaries often exclude certain sections of the community from accessing funding e.g. West Cumbria boundary
- The population distribution is sparse throughout the borough
- There is little measurement of the impact of cultural activities on the wider social agenda (although a project with West Cumbria CVS and the University of Northumberland is being initiated with initial findings expected in August 2002)
- There appears to be little use of the natural resources by residents, specifically the coastline, for cultural activities
- The existence of BNFL (Sellafield) skews specific deprivation indices within the borough
- There is a reliance on a single economic base within the area i.e. BNFL
- There is difficulty in obtaining sponsorship for cultural events
- CBC is unable to take up or optimise some sources of external funding that are available, because there are inadequate levels of match funding available
- Partnership working is not widespread, and there is significant reliance on a tourism industry, without an integrated infrastructure to support it. The lack of a cohesive, community based vision for the area has been a critical factor in the above – a gap which 'A Culture for Change' seeks to address
- The Council and its partners need to consider the needs of the areas of the Borough outside of Objective 4 Status, to ensure provision is strategic, rather than funding led.

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Key Issues – Specific

Arts

Voluntary Arts Clubs and Organisations

- Consultation revealed funding and youth membership to be key issues. Arts organisations need support in developing funding applications and attracting new young members
- Arts organisations reported problems in recruiting and retaining volunteers. These organisations are looking to increase membership. However only one, of those consulted, recognised the link with schools as a way forward. Organisations are starting to produce their own development plans
- Organisations expressed concerns about changes within RAB and ACE, and felt that these were compounded by transfer of responsibility from Northern Arts to North West Arts Board
- Organisations felt that they suffered from a lack of advice, support and knowledge of funding opportunities. However organisations, that were consulted by SLL, were able to identify external funding sources that they had applied to for funding
- Organisations identified a lack of specialist facilities, although consultation demonstrated that the majority of organisations are satisfied with current venues. This is further compounded by a lack of knowledge of what is available for organisations to use, a resources directory was suggested to alleviate this concern
- Voluntary arts organisations are committed to work with professional artists, but are concerned about costs and require assistance in this respect
- Organisations expressed an Interest in the development of a Copeland Arts Network, and thought that this would be best co-ordinated by Copeland Council. The rationale for this would be the coming together, of arts organisations and artists, to exchange information and discuss issues of mutual interest across art forms or to explore arts and cultural topics

LADA/CBC and the Arts

- Consultation revealed concerns about the priority that CBC accorded to the arts, prioritisation of resources and specifically why certain organisations were supported and others were not. This perception may be ameliorated through the development of the local cultural strategy and continued consultation about its implementation
- There appears to be a conflict between strategic development and service delivery. The LADA has increasingly adopted a strategic approach to its work by developing policies that support arts organisations and artists in Copeland
- The positioning of LADA to influence policy was questioned. Is the LADA able to influence the areas that are important to the arts constituency - funding, regeneration etc?

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- With the changes in arts funding at national and regional levels, arts organisations expressed concerns about continuing support and finance for current projects, support to artists, arts development and support to voluntary organisations
- Although assurances have been made for continuation of the current LADA funding agreement, there are concerns about what happens after this period
- Consultation revealed the desirability of raising the profile of arts among Copeland members and officers
- Organisations felt that more resources need to be secured to support the arts
- The need to stimulate cultural development was raised (Both Arts for Arts Sake and how arts fits the wider agenda – e.g. how arts can help alleviate the effects of social exclusion)
- Organisations felt that the arrangements for LADA current project funding, priorities and rationale for resource/support allocation should be reviewed
- Better co-ordination between policy developers and service deliverers was a felt to be a priority amongst consultees
- Certain aspects of arts policy development are required e.g. Public Arts
- The opportunity to refocus the Beacon is considered to be an important opportunity for the development of arts within Copeland
- It is felt that young people generally are missing out on arts facilities and services
- The development of the cultural strategy should aim to improve support structures, stop migration of artists and value artists locally
- The need for more arts space was raised but consultees were non-specific about their requirements apart from the identification of the opportunity that the redevelopment of the Beacon may represent
- Residents place a high value on rural touring and outreach projects and would like to see current initiatives supported and developed

Participation in Arts

- Surveys, carried out by SLL demonstrated the following (in order of preference):
 - The most popular activities at local level are - Cinema, Musical Events, Arts and Crafts, Theatre, Playing Music, Dancing
 - Types of facility visited include – Visual Arts Centre, Community Centre, Performing Arts Centre:
 - The most popular type of events are – traditional, festive, performing arts, visual arts, carnival and festivals:
 - Key reasons for attendance at arts events and activities are - location, cost, programme:
 - The most effective use of media is through – local newspaper adverts, local radio, local newspaper articles

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Members Consultation (Arts)

- Opinion varied between good/satisfactory and poor in terms of arts provision, with a significant factor being a low level of awareness as to the level of arts provision within Copeland. Clearly the promotion of the local cultural strategy and best value service review will address, in part, this issue. The other area for development that may raise the profile of the arts among Copeland members could be the development of the Copeland Arts Network. This would allow the local arts organisations and artists to express their views about provision and development to Copeland Council

Arts Buildings and Venues

- There exists a wide range of general venues, arts specific facilities, schools and community halls. However, apart from The Beacon, and the new Cleator Moor Civic Hall, the buildings are suffering from lack of maintenance and are not necessarily fit for “arts” purpose
- There are proposed new arts developments at Millom (Gallery extension, Arts Education, Theatre potential)
- A recent report, produced by Haley Sharpe Consultants considers the opportunities to refurbish and relaunch the Beacon
- Concerns remain about the future sustainability of Rosehill Theatre funding
- The potential exists to consider new arts space in Whitehaven and development of a “cultural quarter” around Whitehaven Civic Hall and Library. This could be connected via IT Broadband, soon to develop in Cumbria
- Whitehaven Civic Hall, is perceived to have improved in terms of programme over the past two years. Current unused space within the Civic Hall could be considered for use as an arts training resource. Some initial work has been carried out on this subject by the venue manager with Cumbria College of Art and Design
- Castle Park has been identified as a potential site for open air performance. There may also be potential for this type of usage in Millom Park, and Egremont Castle Gardens.
- There remains a perception that Whitehaven gets the majority of resources for arts in the Borough
- Some arts specific venues are inaccessible e.g. Rosehill, because as its location, and poor public transport infrastructure

Arts Partnerships

4.2 Copeland enjoys a number of arts partnerships, many of which have developed through the work of the Copeland LADA, these include:

- Other LA's and LADA's especially Allerdale
- Cumbria County Council
- Local Strategic Partnership
- Other cultural providers – museums, libraries, sports centres

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- Copeland artists and arts organisations
- Schools and Lifelong Learning
- Other educational establishments
- Community and village halls
- Cumbria Youth Service
- Cumbria Arts in Education
- ACE/RAB/DCMS
- Regional agencies - NWDA, NWCC
- There is a need to identify and recognise the economic and social impact of arts and the creative industries in Copeland in terms of their contribution to quality of life, and the development of local communities.

Health

- There are poor levels of health, with a widening gap between South Whitehaven and the healthiest wards in Cumbria. The population suffers from high incidence of diseases that are regarded as synonymous with disadvantage i.e. heart disease, cancer, respiratory disease
- There is a poor level of health awareness and a lack of community services that contribute to well being
- South Whitehaven has no Primary Health Care provision other than those provided on a home visit basis
- There is a need to promote the impact that cultural activities can bring to the health agenda and ensure the inclusion of cultural activities is promoted within the local health group for West Cumbria
- There is a need to develop a co-ordinated approach to the development of sports and physical activity opportunities and joined-up working with the North Cumbria Health Action Zone and Primary Care Trust. This should link to the SAZ and School Sports Coordinator programmes

Countryside

- The area could be marketed more effectively for cultural activities, with specific examples being the coast to coast (C2C) cycle path. Most countryside activities appear to be promoted to tourists and not residents
- The Coastline does not appear to be used, or promoted as a key cultural resource, with the exception of the Maritime Festival
- There does not appear to be a strategic and planned approach to the development of countryside activities; participation eg walking tends to be on an individual and informal basis

Heritage

- Marketing is poor and needs to be a priority for Heritage venues. There are significant visitor numbers to the Copeland area – e.g. visitor figures for the Sellafield Visitor Centre are high.

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- The Council already provide significant support and curatorial advice to local museums, but there is potential to offer more assistance with financial accounting, in addition to grant aid.

Sport and Leisure

The Need for Improved Strategic Planning

- The Borough Sports Development Strategy needs updating. There is no current strategy to direct the current sports development service provided by the Council.
- There is no Sports Facility strategy for the Borough. The absence also of a County Sports Facility Strategy raises an issue with new funding streams. The New Opportunities Fund (NOF3) has made £4.6m available to improve school sports facilities / services both for school pupils and the local community. The LEA will distribute this funding. The primary focus of this money is the development of sports facilities to support the delivery of the school curriculum. Community use of such facilities will be an added benefit. Ability to deliver the curriculum, OFSTED reports and the condition of existing facilities will be critical in the allocation of NOF3 money.
- There is no strategic framework for the provision of sports pitches
- There are no formal criteria for the Elite Athletes Grants Initiative, although Council policy has required written recommendation from the Borough's Sports Development Officer, and for the individual to be of County standard.

Integration

- There is a lack of joined up working between the existing public sector functions of sports development and facility management, and therefore there are missed opportunities in the effective delivery of sporting opportunities.
- The increasing recognition of sports contribution to the wider "cross-cutting" agenda raises a number of key issues relating to the availability of funding, project priorities and eligibility. Key funding initiatives such as the Social Regeneration Budget (SRB) and Coalfields Community Chest are not always Borough wide. Whilst this creates many funding opportunities for some communities, others miss out.

Voluntary Sector – Its Role and Effectiveness

- The voluntary sports sector is strong in terms of numbers, but tends to be inward looking and geographically focused. This is caused in part by a

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significant number of national, regional and local initiatives, which may focus on specific geographical areas rather than being issue or theme led. This results in a poor and fragmented infrastructure for sport.

Demographic trends

- The borough has a significant elderly population, which presents issues for access to facilities and services, programming and sporting preferences. Disability issues also need to be considered, as age is often a “disabler” in itself. It is estimated that 85% of disability is age related. It is believed that 70% of people with a disability live below the National Poverty line. These factors present implications for access to sporting opportunities.

Optimising Funding Opportunities

- Often specific initiatives are led by a single agenda and are focussed on one theme. This can limit the potential role of sport in meeting these aims and the realisation of sports role in community development.
- The funding criteria of many key funding agencies are dependent upon need as assessed by the Multiple Indices of Deprivation. With the majority of funding agencies using this measure as a guide there is a danger that external funding is directed at a few key areas within the district. The Council and its partners need to work to ensure that all areas of the Borough benefit from external investment, to improve and develop cultural provision.

Lack of Co-ordination between Service Providers

- There is little co-ordination between CBC, local schools and the voluntary sector in terms of facility and activity provision, and insufficient resources in some cases. The work of the schools sport co-ordinator is beginning to address this issue. There is, however, further potential to improve linkages between the roles and responsibilities of all agencies providing sporting opportunities. There is currently confusion over the long-term commitment of some partners to the Active Sport Partnership, but Copeland Borough’s commitment to this initiative is clear.
- Provision of sports facilities needs to reflect sports development needs, and be more strategically planned to maximise partnerships and funding opportunities.

Communication Infrastructure

- There is a need for an improved communication infrastructure for voluntary sports clubs and art organisations within the borough, to improve the sharing of good practice.

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Activities for Young People

- There is no co-ordination of activities for young people, especially during school holidays with no one agency or partnership willing to take on responsibility. These activities need to be more complementary.

Facilities for Young People

- There is a lack of specific facilities for young people. Most provision targeted at young people caters for the traditional sports, rather than reflecting youth culture. Skate parks and “wheels” facilities are perceived to be in large demand. A strategic approach is required to ensure that young people have a choice of relevant facilities around the district. This is being addressed in part through the provision of “teen” spaces in play areas.

Internal Investment in Sports Facilities

- There has been little significant internal investment in sports facilities, services within Copeland borough in recent years outside of basic maintenance requirements.

External Investment

- There has been no significant external investment in provision, except the establishment of SAZ.

Coaching Infrastructure

- There is a need to improve, develop and extend the current coaching infrastructure. The number of coaches in the borough is perceived to be very low. This issue affects other aspects of sport, including access and the capacity of clubs to increase membership and widen the range of opportunities offered, particularly for young people.
- There are limited exit routes and pathways to excellence within the borough due to its location and low numbers of coaches

Policy on School Sport

- The Council does not currently have a clear policy regarding school sport, which could hinder the ability to apply for and secure external funding which is increasingly linked to the development of school sports facilities.

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Clubs and Club Links

- Club structure, size and expertise varies greatly in Copeland which presents issues regarding the quality and consistency of sporting opportunity offered within different areas of the borough.
- No overarching sports forum exists to deliver a co-ordinated approach to club development and offer advice on a range of issues, including child protection, funding, coaching and general health and safety. Equally, there are no sports specific development or coaching groups in existence in the District to focus on developing the infrastructure and opportunities for participation.

Sports Infrastructure

- There are issues surrounding the “representation” of young people, and the best means of “obtaining” and acting on their views.
- Public transport, as a key element of the sporting infrastructure is poor and does not complement community programming of sports facilities.
- There is no overarching communication framework for the Borough relating to sport. This raises key issues for effective two-way communication and marketing. The consultation exercises undertaken as part of the study has identified an issue with the marketing of some activities, facilities and services. The consultation undertaken revealed a low awareness of the Borough Council's Leisure Card scheme.

Community Safety

- There are significant issues of drug misuse, petty crime and vandalism to address, principally in relation to young people, who feel they have ‘nothing to do’
- There is an issue relating to some funding to combat social problems. For example, initiatives to tackle drug problems are not always most effectively distributed to the most deprived areas – more affluent areas often experience serious problems due to young people having higher levels of disposable income
- There is a need to recognise the contribution sport can make to community safety initiatives, especially within those wards which have the highest recorded crime rates

Other Local Factors

- 4.3 The recent foot and mouth crisis has had a far-reaching impact on Cumbria as a whole, and, specifically on the local agricultural industry within Copeland. In some circumstances the crisis led to the further isolation of some rural communities, and had a direct affect on those employed in agriculture, in addition to specific impacts such as a cancellation of inter-school sporting

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competition. Although the area is now clear of foot and mouth, the impact of the crisis will be felt for a number of years.

Play

- There is no existing strategy / service plan to guide provision of play areas
- Play areas vary greatly with regard to size and quality across the Borough
- Play areas in the villages generally lack any equipment for older children. Transport and access issues make it difficult for some children to access neighbourhood facilities with a greater range of provision
- The Council is seeking to reduce, rather than increase the number of play areas provided. The Council has developed some new play areas within the last 5 years but this has not been on a strategic basis.
- Vandalism is a key issue for most play areas
- The Greenbank play area has now been opened, but the Community Association still has issues with the installation.

Tourism

- There needs to be a better balance between services focused on tourists and residents.
- The dominance of the central lakes area affects visitor perception of the Copeland area
- There is a need to establish West Cumbria as a tourist destination in its own right, not just part of the 'circuit'. To support this, the following need to be addressed:
 - infrastructure needs (roads, signage, accommodation etc)
 - provision of toilets in Whitehaven Harbour
 - more focused marketing and promotion - build on some of the strengths e.g. highest mountain, deepest lake, smallest church, biggest liar competition
 - perception of remote location
 - image of Copeland "doesn't look or feel like a tourist destination"
- **Public Sector Tourism structure**
 - There is a perceived lack of commitment because of dual roles undertaken by staff
 - The tourism function is part of several departments
 - There is little leadership from council - tourism development "seen as private sector issue"
 - There is opportunity to strengthen links with partners (e.g. Allerdale, particularly since this authority has recently withdrawn from tourism)
- There is a lack of understanding of the value and importance of tourism
- There is a need to secure funding in order to implement a new 5-year plan for tourism or build on West Cumbria Tourist Partnership and on-going investment in assets e.g. The Beacon
- Need to encourage broader partnerships between tourism-linked agencies e.g. rail

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- Improve training for providers including those perceived to be on the periphery of tourism e.g. taxis, traffic wardens - need to encourage "can do" philosophy
- There is opportunity to further develop the existing events programme in the Borough, given that it is 'valued' by both residents and tourists
- Although there appears to be a plentiful supply of visitor accommodation, both the quality and mix of accommodation types is poor
- It is difficult to balance the growth of tourism with land use policies of the National Park

Education

- There is significant potential for local schools to be a priority focus for involvement in a range of cultural activities, but this will require more effective communication and co-ordination between providers
- There is no clear strategy for the development of school facilities. Some facilities are in a poor state. This factor is a key issue in specific areas, particularly Millom and Egremont where the school facilities serve the wider community.
- For schools to invest in facilities they need a commitment from the Borough towards revenue support
- Linked to the above issue there is no county-wide strategy for allocation of NOF3 money (£4.6m for Cumbria). Funding will in part be guided by the County Council's Asset Management Plan
- No school in Copeland Borough is currently seeking Specialist Sports College Status (St Benedicts were preparing a bid, but the School has decided to progress an Engineering Status bid)
- No formal dual-use agreements exist

Community Development

- Whilst new employment, and inward investment opportunities are being developed e.g. new Call Centre, Outlet Village, this will require a shift in traditional expectations of employment and working patterns
- Individual communities tend to be quite inward looking, and do not identify themselves with neighbouring villages, towns or communities
- There is scope for schools to perform more of a role in the provision of community based cultural facilities and services
- There is a general need to improve communication and awareness of cultural provision, opportunities and providers, and where information can be obtained.
e.g. West Cumbria Council for Voluntary Service
- There is significant potential to work more closely with neighbouring Boroughs to develop cultural activity and opportunity, linked through local planning and other corporate policies.

- 4.4 These key issues need to be addressed through strategic planning for future provision of cultural activities and opportunities. As an enabler, the Council should be:

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- Establishing the strategic framework
- Identifying the priorities
- Setting the agenda and direction
- Engaging with partners
- Adequately resourcing its roles and responsibilities

- 4.5 'A Culture for Change', the Copeland Cultural Strategy, provides the framework and future priorities for cultural provision. The strategic framework will be prioritised against the following key themes, which reflect the key issues identified for cultural provision.

Key Themes

- Young people (involvement, access, facilities, awareness, representation)
- Rural isolation (access, transport, funding)
- The potential of cultural provision to effect change
- Access, transport and communication
- Co-ordination, integration and sustainability
- Partnership
- Strengthening communities
- Health
- Tourism
- Education
- Lifelong Learning
- Economic regeneration

- 4.6 These themes highlight the priorities at local level, to be addressed by, and through, cultural provision and opportunity.

SECTION V – STRATEGIC PRIORITIES FOR CULTURAL PROVISION

Addressing the Key Issues

- 5.1 Located in western Cumbria, Copeland is perceived as being 'remote' and geographically isolated, with poor transport routes. This perception, held both internally and externally, is key to many of the issues facing the Borough in relation to cultural provision and activity.
- 5.2 'Accessibility' – physical, intellectual and in equity terms – is the critical factor in relation to the future planning and provision of cultural activities and opportunities. The natural geography and topography of the area make it difficult and slow to travel around, albeit not impossible. The sparse population, over a wide area, means that communication links between some communities (of interest and place) are not well established or developed. Communities can be very insular because of the area's rurality, and this in turn results in a degree of parochialism. Many people, and particularly the old or young, are unwilling, and/or unable, to travel.
- 5.3 It is impossible for any one agency to provide everything for everyone in the Borough; geography, cost and unsustainability mitigate against this approach. The Council, as one such agency, needs to prioritise the provision it makes, and resource it adequately. To do this, the Council first of all needs to identify the rationale for provision of cultural activities and opportunities. The recognition of the 'value' of cultural opportunities in relation to quality of life and the national social agenda, and the contribution involvement in such activities can make to the development of individuals and communities is key. From this recognition will come the definition of the Council's future role as an enabler and facilitator.
- 5.4 In this role, the Council will:
- Make optimum use of existing provision and resources through more effective and strategic planning, communication and co-ordination
 - The adoption of a proactive partnership approach internally, and externally
 - Improve access to facilities, services and opportunities
 - Address the factors of rural isolation
 - Increase awareness of cultural provision and its role in relation to improve quality of life, health, social interaction etc.
 - Define the priorities for future cultural provision, to attract external investment
 - Prioritise provision of opportunities for young people to experience a wide range of cultural activities
- 5.5 In its enabling role, the Council needs to respond to the themes and objectives of the Cumbria County Cultural Strategy, which are as follows.

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Investment and Regeneration	
Objective 1	To invest in the cultural infrastructure of Cumbria
Objective 2	To forge partnerships to deliver the Strategy's action plans
Objective 3	To maximise the level of external investment in Cumbria
Objective 4	To use cultural activities to deliver social regeneration objectives
Objective 5	To accommodate opportunities for cultural activity by strategic planning of facility provision

Creating Opportunities	
Objective 6	To establish a framework of opportunities in life-long learning
Objective 7	To optimise the use of existing cultural assets
Objective 8	To support creative and cultural industries

Quality of Life	
Objective 9	To advance social inclusion and community cohesion through cultural activities
Objective 10	To promote cultural activities that contribute to health and well-being

Access	
Objective 11	To encourage the widest possible access to cultural Activity
Objective 12	To support the voluntary sector to enhance its effectiveness

5.6 In order to respond to these countywide objectives at local level, the Council needs to:

- Adopt a strategic approach to provision across the Borough, rather than on the basis of each small community
- Identify the roles required of partner agencies and organisations through this strategic framework
- Work more closely and proactively with partners, both in and outside the Borough to optimise resources
- Seek to attract external funding and inward investment through strategic partnerships
- Focus on quality rather than quantity
- Actively develop the infrastructure and capacity of the voluntary sector, e.g. coaching courses, management training, advice on funding, provision of contacts and information to enable them to deliver
- Act as the co-ordinator of cultural activity and opportunity

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- Capitalise on the partnership potential of neighbouring boroughs and the County – think wider than Copeland
- Encourage other agencies to be proactive in addressing issues such as transport, health and community safety, within the cultural framework
- Raise awareness of cultural activity and opportunities at local level, and the benefits of participation
- Recognise and address the disparities and inequalities e.g. health, income, economic resources, evident in the Borough through appropriate cultural provision and initiatives, which bring people together

5.7 Change, in approach, direction and organisational culture, is critical for future cultural activities in Copeland. There is an opportunity for CBC to lead on, and drive through this change, which will benefit the local community, and address current issues such as:

- Lack of external funding
- Poor quality facilities
- Lack of strategic planning

5.8 Taking a proactive approach will help the Council lead the process, and facilitate the 'cultural change' necessary to move Copeland and its communities forward.

Strategic Priorities for Cultural Provision

5.9 The principles underpinning the strategic priorities for future cultural provision are:

- The contribution made by, and through, cultural provision, to both local quality of life, and the wider social agenda
- Partnership, planning and prioritisation
- A shared agenda for constructive change

5.10 Given the large number of key issues identified in respect of cultural activity and opportunity in Copeland, these have been prioritised under discrete areas of cultural provision, to ensure change and development in that area, and the establishment of realistic and achievable action plans.

5.11 From the identification of key issues, six strategic priorities have emerged, which reflect the four countrywide themes for the development of cultural provision.

5.12 Copeland's strategic priorities are:

SP1	Promoting the role of culture and cultural provision in individual development and community regeneration
SP2	Addressing the needs and aspirations of young people

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SP3	Developing partnerships to make more effective use of existing provision and the development of new opportunities
SP4	Improving communication and strategic planning amongst cultural providers, to raise awareness of opportunities and activities
SP5	Using cultural provision to develop a positive and attractive image for the borough
SP6	Supporting and developing the infrastructure for local cultural provision, to facilitate increased participation in cultural activities

5.13 It is important that there is a clear link made between the social agenda (social inclusion, access, community safety), which is important for CBC and the local community within the above strategic priorities, and the future charging and funding mechanisms for cultural provision. Cultural provision, in the public and voluntary sectors needs to be adequately resourced and funded in order that it can address the social agenda. It needs to be resourced in relation to the outcomes it can deliver in relation to community regeneration, the needs of young people, social inclusion etc, which in turn contribute significantly to the objectives of CBC, and not just be bottom line driven. Charging policies involving concessionary use, and targeted subsidies e.g. leisure cards are critically important to ensure cultural provision is available and accessible to all. Equally, grant aid to external organisations in the cultural sector need to be linked to the contribution made at local level to the social agenda, and therefore the corporate priorities of CBC. This will ensure that resources will be used to benefit as many local people as possible, through the infrastructure development of local providers.

5.14 The strategic objectives for each area of cultural provision are summarised below. Implementation of the strategies is detailed in the cultural strategy action plans.

Tourism

SO1	To use focused marketing to further develop the image of the borough, through the Western Lakes Partnership, as a destination in its own right, through promotion of its natural environment and cultural opportunities
SO2	To develop an improved tourism infrastructure, e.g. accommodation range and quality, signage, food and beverage, roads, etc
SO3	To improve communication between tourism providers through partnership initiatives for training, marketing, and service delivery

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Arts

SO4	To further develop sub regional and regional working, in order to maximise artistic opportunity and funding potential for Copeland residents and visitors
SO5	To develop the arts advocacy role and increase levels of understanding about what the arts can achieve
SO6	To develop new and stronger partnerships at local and regional levels
SO7	To lobby funders about core costs, project sustainability and good practice in Copeland
SO8	To develop the arts sector, by encouraging the involvement of young people, assisting in the development of the Copeland Arts Network, providing information to arts organisations and explaining the "big agendas"

Heritage

SO9	To develop a partnership approach to marketing and promotion of heritage sites
SO10	To provide increased and targeted advice and support for heritage attractions and organisations

Parks and Countryside

SO11	The development of a Parks and Open Spaces Strategy to guide future provision (location, type, etc), and provide the strategic 'fit' for external funding bids
SO12	To work with young people to develop more 'teen space' facilities in local communities
SO13	To promote the borough's natural environment, coastline and other key sites more effectively

Play

SO14	The development of a play strategy to guide future provision, play areas and outreach, and provide a link to the Local Plan to optimise Section 106 agreements
SO15	To identify a hierarchy of play site provision across the borough, to ensure all young people have access to quality, equipped facilities appropriate to their needs
SO16	To work with young people to provide appropriate play facilities, encourage 'ownership' of provision, and address issues of community safety

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Sport

S017	To develop a borough Sports Facility Strategy, which coordinates provision across the public, commercial and voluntary sectors, to provide a strategic framework to support the development of new / refurbishment of existing facilities through external funding opportunities
S018	To ensure sports development needs drive future provision in the borough, through the development of closer links between schools, clubs, CBC facilities, the voluntary sector, the SAZ, other initiatives and sports development resources, to assist in addressing the wider social agenda
S019	To ensure a targeted and coordinated approach to provision of sports opportunities for young people – curriculum, after-school, holidays, clubs
S020	To develop the local sporting infrastructure through club and coach development and volunteer training
S021	To focus sports development resources on local clubs, and their specific development needs

Libraries

S022	To achieve the National Library Standards as set out in the Cumbria Annual Library Plan
S023	To contribute to the cross-cutting agenda - social inclusion, lifelong learning
S024	To continue to innovate and to find new ways of delivering the library service, particularly through IT applications

Archives

S025	To promote the Lifelong Learning potential of the Whitehaven Records Office (Archives Service) - advice for teachers, National Curriculum materials and Adult Education
S026	To promote the Tourism potential of the Whitehaven Records Office (Archives Service) - Family History and Research Services, and other similar records e.g. Egremont Town Council burial records

SECTION V – STRATEGIC PRIORITIES FOR CULTURAL PROVISION

Education

SO27	To establish more effective partnerships with schools across the range of cultural provision, to ensure facilities, activities and opportunities are strategic and coordinated
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SO28	To develop and extend existing opportunities for lifelong learning across the borough to encourage participation in cultural activity
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Architecture and the Built Environment

SO29	To ensure both new build, and refurbishment of existing buildings, reflects the local character of Copeland, and wherever possible incorporates significant public art
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5.15 It should be recognised that these are local objectives for Copeland, and that CBC is not actually responsible for the developing of:

- Library services
- Archives services
- Education services
- Archives and the Built Environment services
- Heritage services
- Health services

5.16 The identified local objectives are therefore issues, which CBC will need to address in partnership with the County, through countywide strategies and initiatives. CBC's role will be to influence and facilitate these objectives through partnership, and a 'joined-up' approach.

5.17 For this reason, these service areas are not included in the following Cultural Action plans, because CBC is not the single funder or decision maker in relation to service delivery.

5.18 The Cultural Action Plans are deliberately focussed, to ensure change and progression, in relation to cultural opportunity and activity. There are a huge number of key issues to address, but limited resources. The Action Plans are therefore prioritised, to ensure realistic achievement; the critical key issues for each area of cultural provision have been identified for action, to ensure progress across a range of cultural areas, which will 'prime' developmental, beneficial and sustainable change.

NB. Timescales to be completed with CBC.

SECTION V – STRATEGIC PRIORITIES FOR CULTURAL PROVISION

CULTURAL ACTION PLANS

Cultural Area	Strategic Priority	Strategic Objectives	Action	Partners	Links to CBC Objectives
TOURISM	SP5	SO1, SO3	<ul style="list-style-type: none"> Develop a coordinated marketing plan for Copeland Continue to develop the tourism partnership with Allerdale Identify and promote the assets of the area, e.g. coastline, heritage, environment, fishing in the harbour or from the beaches, water sports, events etc 	<ul style="list-style-type: none"> CBC Cumbria Tourist Board English Tourism Board Local tourism providers Commercial sector Voluntary sector 	<ul style="list-style-type: none"> A sustainable competitive and diverse economy Rural and urban environments that can be enjoyed by all people, contributing to health, quality of life and economic prospects To make the most efficient and effective use of all resources available to the Council
	SP6	SO2	<ul style="list-style-type: none"> Establish and develop a local tourism forum to link local interests, and provide a focus for tourism in the borough Identify an address training needs across the sector Work with partners to grow, and diversify the tourism infrastructure for the benefit of the borough 		

SECTION V – STRATEGIC PRIORITIES FOR CULTURAL PROVISION

Theme	Cultural Area	Strategic Priority	Strategic Objectives	Action	Partners	Links to CBC Objectives
<ul style="list-style-type: none"> Coordination, integration and sustainability Partnership Tourism and economic regeneration The potential of cultural provision to effect change Young people Health Strengthening communities Lifelong learning Access, communication and transport Rural isolation 	ARTS	SP1/SP4	SO 5	<ul style="list-style-type: none"> Advocate the benefits of the arts - tourism, economic regeneration, health, strengthening communities and Lifelong Learning 	<ul style="list-style-type: none"> CBC Local schools Local arts organisations Local artists Cumbria Council Cumbria Arts in Education NWAB?NWDA 	<ul style="list-style-type: none"> A sustainable competitive and diverse economy Rural and urban environments that can be enjoyed by all people, contributing to health, quality of life and economic prospects To make the most efficient and effective use of all resources available to the Council Copeland recognised as having an above average quality of life Health, wealth and community safety are as good as, or better than, the region's average
		SP2	SO 8	<ul style="list-style-type: none"> Engage Young People in the arts, develop Copeland Arts Network, provide information on the arts and explain the Big Picture 		
		SP3	SO 6	<ul style="list-style-type: none"> Consolidate existing and identify new arts partnerships. Addressing infrastructure improvements to the Beacon, Civic Halls, Village/Community Halls, local arts groups 		
		SP4	SO 7	<ul style="list-style-type: none"> Lobby funding organisations re: core costs, arts project sustainability and identify new funding streams 		
		SP6	SO 4	<ul style="list-style-type: none"> To integrate the LADA 3 year plan, Copeland Arts Strategy within the LCS. To explore new ways of working with partner authorities (local and County) and regionally with NWAB and NWDA 		
Theme	Cultural Area	Strategic Priority	Strategic Objectives	Action	Partners	Links to CBC Objectives
<ul style="list-style-type: none"> Coordination, integration and sustainability Partnership Tourism and economic regeneration The potential of cultural provision to effect change Young people Health Strengthening communities Lifelong learning 	PARKS AND COUNTRYSIDE	SP6	SO11	<ul style="list-style-type: none"> Develop a parks and open spaces strategy (to include pitches) Identify the potential for establishing 'Friends of Parks' groups 	<ul style="list-style-type: none"> CBC LDNP Countryside Commission Cumbria County Council Local communities 	<ul style="list-style-type: none"> A sustainable competitive and diverse economy Rural and urban environments that can be enjoyed by all people, contributing to health, quality of life and economic prospects To make the most efficient and effective use of all resources available to the Council Copeland recognised as having an above average quality of life
		SP5	SO13	<ul style="list-style-type: none"> Develop closer links with tourism approach Continue to develop innovative parks-based projects in partnership 		
		SP2	SO12	<ul style="list-style-type: none"> Establish further 'Young People's Parks' groups to develop local provision appropriate to their needs 		

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Theme	Cultural Area	Strategic Priority	Strategic Objectives	Action	Partners	Links to CBC Objectives
<ul style="list-style-type: none"> • Coordination, integration and sustainability • Partnership • Tourism and economic regeneration • The potential of cultural provision to effect change • Young people • Health • Strengthening communities • Lifelong learning • Access, communication and transport • Rural isolation 	PLAY	SP1	SO15	<ul style="list-style-type: none"> • Undertake detailed audit of playsite provision in the Borough with reference to population location and catchment areas. Benchmark should be NPFA provision standards. 	<ul style="list-style-type: none"> • CBC Early Years Partnership • Voluntary Groups • education 	<ul style="list-style-type: none"> • A sustainable competitive and diverse economy • Rural and urban environments that can be enjoyed by all people, contributing to health, quality of life and economic prospects • To make the most efficient and effective use of all resources available to the Council • Copeland recognised as having an above average quality of life • Health, wealth and community safety are as good as, or better than, the region's average
		SP2	SO14	<ul style="list-style-type: none"> • using the identified site hierarchy, develop a play strategy for the Borough, and link to Local Plan policies to ensure optimum use of external funding opportunities. 		
		SP3	SO14	<ul style="list-style-type: none"> • using the identified site hierarchy, develop a play strategy for the Borough, and link to Local Plan policies to ensure optimum use of external funding opportunities. 		
		SP4	SO16	<ul style="list-style-type: none"> • establish specific groups involving local young people, ideas for play provision as part of the strategy development, to engender ownership and start to address localised vandalism issues 		

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Theme	Cultural Area	Strategic Priority	Strategic Objectives	Action	Partners	Links to CBC Objectives
<ul style="list-style-type: none"> • Coordination, integration and sustainability • Partnership • Tourism and economic regeneration • The potential of cultural provision to effect change • Young people • Health • Strengthening communities • Lifelong learning • Access, communication and transport • Rural isolation 	SPORT	SP1 SP2	SO18 SO19	<ul style="list-style-type: none"> • Link the delivery of sports services with wider community development work, such as neighbourhood based work and Police led initiatives 	<ul style="list-style-type: none"> • CBC • Local schools • Local clubs • Sport England • SAZ • School sports coordinator • Active sports • Cumbrian sport 	<ul style="list-style-type: none"> • A sustainable competitive and diverse economy • Rural and urban environments that can be enjoyed by all people, contributing to health, quality of life and economic prospects • To make the most efficient and effective use of all resources available to the Council • Copeland recognised as having an above average quality of life • Health, wealth and community safety are as good as, or better than, the region's average
				<ul style="list-style-type: none"> • Develop a clear position with regard to the LEA and School Sport: • Support the widest feasible use of school sports facilities outside of school hours • To maintain, and where possible develop the existing dual use arrangements with Cumbria County Council • Assist in the implementation of School Sport Co-ordinator Action Plans • Work towards a more co-ordinated approach to Voluntary sector provision to better serve the needs of the local community • Provide opportunities and encourage young people, either at school / college, through their club or in their own time to acquire appropriate leadership and coaching qualifications e.g. JSLA, CSLA, Millennium Volunteers Programme 		

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Theme	Cultural Area	Strategic Priority	Strategic Objectives	Action	Partners	Links to CBC Objectives
		SP3	SO1	<ul style="list-style-type: none"> Continue to, and further develop with relevant partners' sport and recreation activities in rural locations by providing outreach programmes to village halls and community centres. Develop a hierarchy of geographical areas for development priority for Built facilities Outdoor facilities Develop a refurbishment framework and undertake a rolling programme of facility refurbishment and enhancement to ensure the current network of CBC facilities are maintained and meet the needs of CBC residents and sports development priorities Explore and further develop the potential for greater co-operation between facility management and sports development, and where required aim to develop greater sports development focus for the existing facilities through: Regular liaison meetings between centre managers and the Sports Development Officer to discuss programming opportunities and issues of mutual concern Assessment of current block bookings at centres, with priorities given to clubs offering programmes which encourage sustainability and progression options for young people The promotion of school link programmes and programmes, which focus on the needs of young people communicate the opportunities for sport in a co-ordinated way across the Borough. 		

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Theme	Cultural Area	Strategic Priority	Strategic Objectives	Action	Partners	Links to CBC Objectives
				<ul style="list-style-type: none"> • Sports bodies, organisations and providers should work in partnership with health related agencies, to share information and communicate the opportunities for sport in a co-ordinated way across the Borough. • All agencies should work together to ensure the Cumbria Youth Games provide a focus for continued partnerships and long term sustainable sports development in Copeland • CBC should continue to support the work of the Cumbria Sports Partnership; working with local clubs, youth organisations and schools to develop agreed mechanisms and structures for participating in the Cumbria Youth Games. • accessible open days to break down any non-inclusive perceptions of potential partnerships • Explore the possibility of developing a mentoring / introduction to sport programme and work with clubs to offer accessible open days to break down any non-inclusive perceptions of potential partnerships • Work in partnership with the Sport For Health Manager in the development and co-ordination of GP Referral Schemes 		

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Theme	Cultural Area	Strategic Priority	Strategic Objectives	Action	Partners	Links to CBC Objectives
		SP4	SO21	<ul style="list-style-type: none"> Review the GP Referral scheme, exploring the potential for its enhancement and linking with self-help groups, and use of community facilities (including non-sports facilities). This review should be conducted in consideration of the Healthy Living Initiative. Link the delivery of sports services with wider community development work, such as neighbourhood based work and Police led initiatives Assess the adequacy of the quantity and quality of the existing supply of coaches for each of the focus sports (to be delivered from April 2002 onwards) and take appropriate action where necessary Support the continuing professional development (CPD) of coaches and leaders through consideration of various initiatives: Assisting coaches in accessing appropriate CPD opportunities 		

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Theme	Cultural Area	Strategic Priority	Strategic Objectives	Action	Partners	Links to CBC Objectives
		SP6	SO17, SO20	<ul style="list-style-type: none"> Development of a Coaches Forum (as part of a Borough Wide Sports Forum) to address generic coaching issues in Copeland Support the regional coach database in partnership with Sport England (NW) Provide opportunities and encourage all personnel involved in sports instruction and organisation, from parents, teachers, club officials and sports centre staff to acquire appropriate coaching and leadership qualifications Liase with Sport England to obtain a copy of the Facility Planning Model Analysis (FPM) for the area, in order to assess the supply and demand relationship for sports halls and swimming pools. This should be undertaken as a Cumbria wide initiative to assess the adequacy of current, and future facility needs on a County level The future provision and development of facilities should be based on both sports development and community development needs and priorities for CBC, in addition to relevant regional/national agencies including the West Cumbria and Barrow SAZ and Cumbria Sport. 		