

**Copeland Borough Council submission into Sub Regional Action Plan
2008-11**

EXECUTIVE MEMBER: Councillor C Giel
LEAD OFFICER: Mike Tichford
REPORT AUTHOR: Peter Meadows

Summary and Recommendation:

The Council is required to input into a County investment planning process to secure future allocations of funding from the North West Development Agency (NWDA) . On this occasion NWDA has chosen Cumbria Vision to assemble a funding bid from public partners around the County – and directly relate them to the key themes for transformational growth identified in the emergent Cumbria Economic Plan (latest version August 2007). The funding bid will take the form of a 3 Year Sub Regional Action Plan covering the financial years 2008/09 – 2010/11.

This report summarises the process for arriving at an agreed schedule of priority projects for Copeland to be incorporated into the Cumbria Action Plan 2008-11.

The Executive is recommended to approve :

- a) Retrospective approval for the list of priority projects submitted on behalf of Copeland Borough Council for the Cumbria Vision deadline of 21st September 2007
- b) That the Council uses the current list as a basis upon which to build a wider list of projects to be submitted to NWDA when the bidding document is refreshed
- c) The process of authorising priorities constructed at haste to meet the urgent deadlines for this exercise

1. INTRODUCTION

- 1.1 The North West Development Agency (NWDA) has invited Cumbria Vision to work with its sub regional partners to construct a transformational economic plan for Cumbria – and associated Sub Regional Action Plan - for the financial accounting period 2008-11.
- 1.2 The challenge for the Executive membership of the Cumbria Strategic Partnership is 'to become the fastest growing economy in England'. The Cumbria Economic Plan is a starting point on this journey.

- 1.3 In performing this task for the NWDA a consultative deadline has been established by the latter which precludes those authorities without established strategic regeneration priorities from establishing the necessary political authorisation for submissions. The deadline for receipt of detailed project pro formas from Copeland Borough Council is 21 September 2007.
- 1.4 The current 'bidding process' is recognised by Cumbria Vision as imperfect , and it acknowledges that both the Cumbria Economic Plan and the Sub Regional Action Plan 2008-11 will need to be refreshed. So the current exercise is very much a belt and braces attempt to define the likely funding parameters for NWDA , and will be updated within the next 12 months based on the recognition of robust and transformative projects.

2. ARGUMENT

- 2.1 A summary of the challenges facing Cumbria is produced in Appendix A to this report – alongside the strategic priority themes that have been devised to make the necessary impacts and improvements. Cumbria Vision and its partners are seeking an annual investment allocation from NWDA for each of the 3 years from 2008/09 to 2010/11 of approximately £80 million.
- 2.2 Along with other partners Copeland Borough Council has been given a very tight deadline of 21 September 2007 to specify the high impact projects it wishes to put forward for NWDA funding in the period 2008-11. Projects within the plan have to be supported with a completed proforma supplied to Cumbria Vision .
- 2.3 West Lakes Renaissance (WLR) has been contacted to ensure it provides the necessary inputting of information based on the West Cumbria Masterplan and its current Business Plan 2007/08.
- 2.4 In order to mitigate against duplication with WLR it has been agreed that its contribution to this exercise will be forwarded to the Economic Development Service of Copeland Borough Council by Monday 17th September 2007, leaving the Council's officers with a further 2 days to tabulate the additional project proformas the Council wishes to see included and submitted to Cumbria Vision.
- 2.5 By 19th September the Council's Economic Development Service will have produced a first draft of the projects Copeland BC might wish to submit to Cumbria Vision. By 20th September 2007 this list will have been agreed with the following Members and Officers to provide provisional authorisation to these proposals.:

Members : Cllr C Giel , Cllr T Knowles

Officers : F McMorrow (Corp Dir Economic Prosperity and Sustainability)
M Tichford (Head of Regeneration)

- 2.6 This special measure is deemed necessary to ensure that the Council puts down a marker for NWDA support for key regeneration projects in Copeland in the restricted consultation period. Given the stated need by Cumbria Vision to keep the collective countywide bid under review , then Copeland Borough Council can modify the current baseline list as well.

3. OPTIONS TO BE CONSIDERED

- 3.1 It is regrettable that the tight deadline set by NWDA and Cumbria Vision in this case mitigates against an alternative means of responding to the consultation exercise

4. CONCLUSIONS

- 4.1 Copeland Borough Council needs to register an effective response to the call from Cumbria Vision for transformative regeneration projects to include in the Sub Regional Action Plan. Failure to do so would prejudice those valuable initiatives from potential receipt of NWDA funding.
- 4.2 Any submission made by Copeland Borough Council at this point in time is not set in stone for the next 3 financial years. It is important , however, to put a marker down for the area's fundable projects.
- 4.3 A special measure is required to allow senior officers and Members to agree a provisional list of Copeland priorities for the Cumbria Vision exercise.

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

- 5.1 Successful bidding within the context of the Sub Regional Action Plan 2008-11 will bolster capital and revenue projects across the Borough

6. PROJECT AND RISK MANAGEMENT

- 6.1 To be determined based upon the list of approved projects and their respective call upon Council accountable body provision. Projects will be identified on the basis of their need or not for this facility.

7. IMPACT ON CORPORATE PLAN

- 7.1 Positive by virtue of addressing the issue of local prosperity and providing a financial underpinning to the Council's broad regeneration aspirations , as well as the transformational West Cumbria Masterplan.
- 7.2 The Cumbria Action Plan 2008-11 will act as a resource prioritisation exercise for NWDA in its attempt to uplift regional economic performance. The scope of the plan allows Copeland the opportunity to:
- influence Regional Change
 - work with strong strategic partnerships
 - sustain/support local regeneration initiatives

List of Appendices

Appendix A - Cumbria Economic Plan – Executive summary

List of Background Documents:

Draft Cumbria Economic Plan 2008-11
Cumbria Vision : Draft Sub Regional Action Plan 2008-11
West Cumbria 'Energy Coast ' Masterplan (2007 – 2027)
Copeland Priority Projects Table (to be circulated at Executive Meeting)

List of Consultees:

West Lakes Renaissance (Rob Rimmer , Paul Crooks)

CHECKLIST FOR DEALING WITH KEY ISSUES

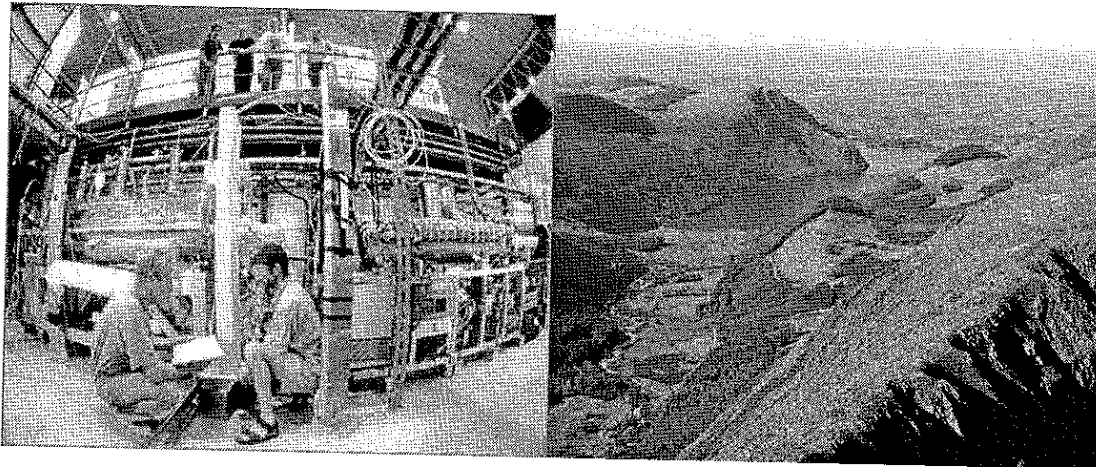
Please confirm against the issue if the key issues below have been addressed . This can be by either a short narrative or quoting the paragraph number in the report in which it has been covered.

Impact on Crime and Disorder	None
Impact on Sustainability	Yes – impacts upon regeneration projects which link economic opportunity and social cohesion
Impact on Rural Proofing	Yes New Rural Programme for Cumbria to be integrated into the Action Plan
Health and Safety Implications	None
Project and Risk Management	None

Impact on Equality and Diversity Issues	None
Children and Young Persons Implications	None
Human Rights Act Implications	None

Please say if this report will require the making of a Key Decision YES/NO ?

PART ONE: EXECUTIVE SUMMARY



Cumbria - The Lake District: Brains and Beauty

Cumbria is the most beautiful and unique county in England. There is no better place to live and work. - Home to The Lake District, flanked by the Pennines and mile-upon-mile of stunning coastline, nowhere else in England boasts such a rich variety of inspirational and exhilarating landscapes. Cumbria also possesses the brains to match this beauty and has proudly positioned itself as a world-leader in the maritime, engineering, and nuclear industries.

.....**And yet** despite the obvious beauty of the county, Cumbria is facing a range of underlying economic challenges that arise partly from the geography and history of the county, and partly from the many external factors that have had a negative impact over the past two decades; The 2001 Foot and Mouth Disease outbreak, competition from low-cost airlines and global tourism, the decline of traditional manufacturing industries and the decommissioning of the Sellafield nuclear site. In short, we are facing a significant number of problems that need to be addressed if we are to secure a healthy economic future for the county:

Cumbria Vision's ultimate aim is to make the county's economy as attractive to businesses and investors as its landscape is to the visitors from around the world who flock here each year. This is a huge challenge for a sparsely populated county that has some of the most isolated and deprived communities in the UK.

We are building on the county's identity and grasping opportunities to create a strong, sustainable and prosperous economy that ensures we have the perfect package of brains and beauty well into the future.

Cumbria Today – The Challenges

- Slowest growing UK economy in England 1995-2005
- Average earnings more than £3,000 below UK
- Dependency on declining sectors and under-representation in Growth sectors
- Low levels of higher skills
- Around 2000 (net) 19-34 year olds leaving the county each year
- Problems of appropriate, affordable housing; House building in most areas is inappropriate and does not meet demand
- Pockets of extreme worklessness in urban areas and underemployment in rural areas
- Real Infrastructure / connectivity problems, worse perception outside the county.
- Rurality – Poor access to services, education, housing and job opportunities
- Delivery Capacity

Meeting the challenges – The Strategy for Cumbria

To achieve our vision for Cumbria, we need a two-pronged approach - capitalizing on the many existing strengths of the county, and by encouraging growth in areas with growth potential where we are underperforming. The following tables list the areas where we can derive maximum benefit, centred on the 3 key themes of *Business, Education, and Infrastructure*. Underlying these priorities are 3 cross-cutting themes. It is these priorities and themes that are the key to future economic success.

STRATEGIC PRIORITIES

1. Business, Enterprise & Employment <ul style="list-style-type: none"> ▪ Business development - Key Sectors <ul style="list-style-type: none"> • Nuclear, energy and environmental technologies • Specialist Manufacturing • Tourism • Food and Drink • Digital, Cultural and Creative industries • Outdoor Sport, Education and Recreation ▪ Business services and support – Key sectors Developing Business services and business support infrastructure ▪ Employment Reducing pockets of worklessness, tackling rural under-employment and increasing access to higher-paid jobs 	2. Education and Skills <ul style="list-style-type: none"> ▪ Higher Education and the Distributed Learning Network Developing FE and HE access for everyone in Cumbria ▪ The Nuclear Skills Programme Delivery of the National Nuclear Skills Academy ▪ Knowledge transfer, research and development Developing KT, R&D across the county ▪ An Integrated Skills Strategy Provide a clear path of education and training opportunity for all levels of the workforce. ▪ The 14-19 Agenda Delivery through the County 14-19 Strategic Partnership
3. Infrastructure <ul style="list-style-type: none"> ▪ Connectivity Road, Rail, Air and Sea ▪ Strategic Employment Sites and Premises Increasing supply of appropriate land and premises to attract new business ▪ Information Communications Technology Develop ICT provision and skills to keep pace with technological change ▪ Housing Increase supply of appropriate and affordable housing to meet current and future demand ▪ Improving the built environment Address public realm, accessibility and traffic issues in Key Settlements 	4. Cross-cutting themes <ul style="list-style-type: none"> The Rural Economy The Natural Environment Health, Education, Public Services and the Third sector

Delivering the Strategy

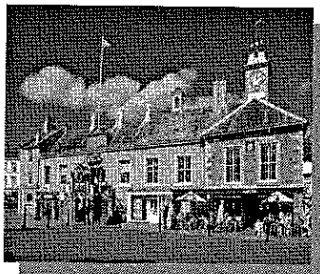
The time has come for change in Cumbria – and with the scale of the challenges that the county faces, the change must be great in scale and effect. The focus for the county must shift from small-scale, fragmented interventions that arise as responses to local problems: Strategic, transformational projects are required to make a sustained impact on the economic well-being of the county. The maps below illustrate some major spatial and transformational projects that will begin the delivery of this strategy.

SOME MAJOR PROJECTS

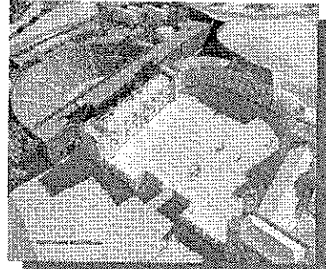
Carlisle Airport



Carlisle Renaissance



Lowther Castle & Gardens



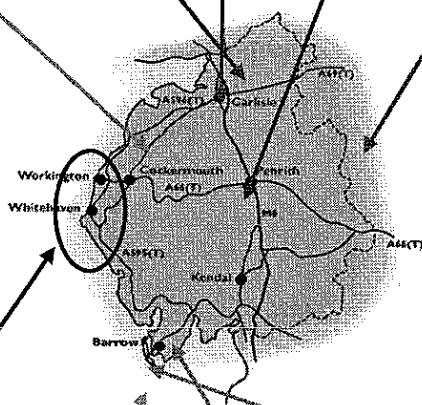
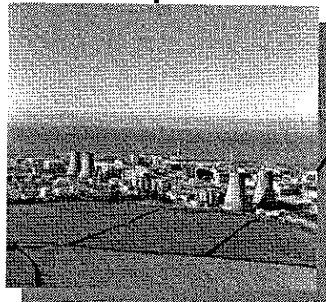
Derwent Forest



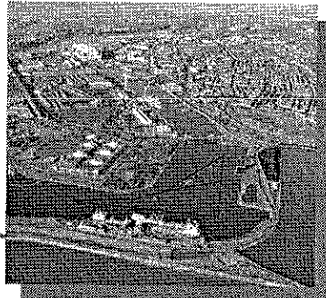
Rural Action



West Cumbria Spatial Masterplan



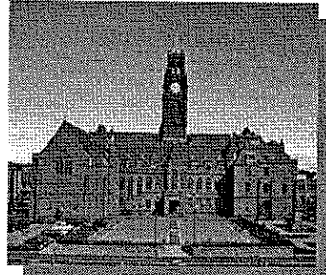
**The Waterfront
Barrow-in-Furness**



University of Cumbria



**Barrow in Furness
Regeneration Action Plan**



Strategy and Partnership

The key element to the success of this Strategy will be to develop the delivery capacity of organisations within Cumbria. There are currently over 90 publicly-funded organisations in Cumbria involved in regeneration, all operating with separate infrastructures, and in many cases duplicating activities with one or more other bodies. In many cases these organisations lack the critical mass, expertise and continuity of funding to deliver transformational projects. A fundamental first step in delivering the Economic Plan will be to review delivery structures within the county and identify opportunities for development of organisations that can meet the demands of major projects.

Cumbria Vision exists to provide strategic leadership, policy development and oversee the implementation of the Cumbria Economic Plan. Cumbria Vision will provide an effective voice for Cumbria on economic development issues and will seek to influence regional and national policy to ensure economic growth in the County.

This Economic Plan sets out the strategy for ensuring that by 2020 we can achieve our vision of being the 'Fastest growing economy in England'. This Strategy will only be delivered by a partnership approach to implementation involving the public, private and Third sectors

This is not Cumbria Vision's Economic Plan; it is the Economic Plan for Cumbria, and it is endorsed by the Executive membership of the Cumbria Strategic Partnership

Allerdale Borough Council Cumbria	Eden District Council
Arts Council North West	Eden Homes
Borough of Barrow-in-Furness	Eden Local Strategic Partnership
Business Link	English Nature
Carlisle City Council	Environment Agency
Carlisle Partnership	Furness Partnership
CBI North West	Government Office for the North West
Churches Together in Cumbria	Invest in Cumbria
Connexions Cumbria	Job Centre Plus
Copeland Borough Council	Kendal College
Culture Cumbria	Lake District National Park Authority
Cumbria Association of Councils for Voluntary Service	Learning and Skills Council
Cumbria Association of Local Councils	National Farmers Union
Cumbria Chamber of Commerce and Industry	National Probation Service
Cumbria Community Foundation	Natural England
Cumbria Constabulary	North West Development Agency
Cumbria County Council	South Lakeland District Council
Cumbria Fire and Rescue Service	South Lakeland Strategic Partnership
Cumbria Local Enterprise Agency Network	Sport England North-West
Cumbria Primary Care NHS Trust	Sure Start
Cumbria Rural Enterprise Agency	The National Trust
Cumbria Rural Housing Trust	University Of Cumbria
Cumbria Sport	Voluntary Action Cumbria
Cumbria Strategic Partnership	West Cumbria Strategic Partnership
Cumbria Sub-Regional Housing Group	West Lakes Renaissance
Cumbria Tourism	Youth Offending Service
Cumbria Vision	