

# Regeneration Plan – Key Objectives

APPENDIX 1  
EXEC 12 08 08

1	Increase our population to fuel investment confidence
2	Growing Job numbers to support growth and wealth
3	Developing the knowledge based nuclear sector
4	Diversifying into new sustainable employment sectors
5	Retain Sellafield based employment
6	Increase the vitality of Copeland's Commercial centre at Whitehaven
7	Increasing Tourism spend to support investment and jobs
8	Decreasing inequalities between Neighbourhoods and Communities
9	Increasing proportion of young people staying in Copeland
10	Develop and maintain a high quality urban environment and public areas
11	Shorter travel times to regional/national transport interchanges
12	Support the achievement of top quartile educational attainment in Copeland Schools
13	Support the Development of facilities that attract Higher Education Students to the area in order to develop the knowledge based economy
14	Seek to achieve quality health provision
15	Creating a balanced Housing Market to ensure quality accommodation and meet population growth needs
16	Leisure and Cultural facilities to be perceived as high quality
17	Reduce worklessness particularly in areas of need
18	Improving external perception of Copeland
19	Increase local business formation rates
20	Increase employment accommodation to accommodate growth in non-Sellafield employment
21	Tackle remoteness by developing the web/ICT based business sector
22	Clear plans developed and agreed for all localities