

Objective:	Key actions to achieve the objective:
PRIORITY 3	Create a physical environment that increases Copeland's ability to compete in future global economy
Economic Infrastructure	<ul style="list-style-type: none"> ▪ Seek improvements in access to and within Copeland by: <ul style="list-style-type: none"> ○ Opposing the detrunking of the A595 south of Calderbridge; ○ Influencing government to ensure the A595 Parton-Lillyhall improvement is delivered; ○ Securing commitment for Pow Beck link road and Coach Road roundabout; ○ Ensuring Regional Economic Strategy (RES)/Regional Spatial Strategy (RSS)/Local Transport plans prioritise highway improvements within Copeland and to A66 within the Regional Transport Strategy ▪ Increase the stock of business accommodation: <ul style="list-style-type: none"> ○ Increase business floor space ○ Complete Cleator Moor former Co-op building
Head of Regeneration	<ul style="list-style-type: none"> ▪ Achieve environmental improvements at key locations: <ul style="list-style-type: none"> ○ Start on site for Millom Network Centre (providing skills training and business development support) ○ Complete expenditure for Cleator Moor Townscape Heritage Initiative (THI) ○ Complete the Egremont Community Resource Centre feasibility (community enterprise support for unemployed inc. legal advice and workspace)
Targets	<ul style="list-style-type: none"> ▪ PI_E31 - By Apr 06, secure Governmental agreement not to detrunk A595 south of Calderbridge ▪ PI_E32 - Continue to influence government action to ensure A595 Parton/Lillyhall Improvement to ensure that the bypass is completed by 2007 ▪ PI_E33 - By Apr 06, secure commitment to funding for Pow Beck link road and Coach Road roundabout ▪ PI_E34 - By Dec 06, ensure RES/RSS/Local Transport plans prioritise highways improvements within Copeland and to A66 by within Regional Transport Strategy ▪ PI_E35 - By Apr 06, increase business floor space by 6000 m² ▪ PI_E36 -By Apr 06, complete Cleator Moor former Co-op building ▪ PI_E37 - By Oct 06, as a joint owner of Westlakes Estates ensure completion of 5,000m² new business space at Westlakes ▪ PI_E38 - By Feb 06, develop action plan to re-launch one Copeland industrial estate, with the aim of increasing occupancy ▪ PI_E39 - By Apr 06, as a joint owner of Westlakes Estates gain commitment to additional education floor space at Westlakes

- PI_E310 – By Mar 06, secure commitment to a major development that brings new jobs to Whitehaven Town Centre
- PI_E311 – By Apr 06, develop a pilot initiative for attracting small ICT based businesses to Copeland
- PI_E312 – By Apr 06, start on site for Millom Network Centre
- PI_E313 – By Sep 05, complete Community Resource Centre feasibility
- PI_E314 – By Dec 05, complete expenditure on Cleator Moor THI

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Objective:	Key actions to achieve the objective:	
PRIORITY 6	Transform the external image of Copeland	
Business Growth	<ul style="list-style-type: none"> • Develop a joint strategy with partners • Agree and begin implementing a programme 	
Head of Regeneration		
Targets	<ul style="list-style-type: none"> ★ ■ PI_E61 – By Jul 05, agree process for developing a strategy with partners • PI_E62 – By Nov 05, agree strategy • PI_E63 – By Jan 06, programme agreed • PI_E64 – By Jan 06, delivery mechanism agreed • PI_E65 – By Mar 06, funding agreed ★ ■ PI_E66 – By Apr 07, Programme starts 	

Objective	Key actions to achieve the objective:
PRIORITY 5	Maximise economic development opportunities arising from nuclear industry, including training and job opportunities and spending through local businesses:
Leader	<ul style="list-style-type: none"> ▪ Seek commitment to Nuclear College/Research Lab ▪ Seek agreement to workforce training redeployment plans funded by the NDA ▪ Seek approval of a framework for support to local supplies ▪ Start implementation of supply chain development programme ▪ Agree a mechanism to monitor the Memorandum of Agreement (MOA)
Head of Sustainability & Nuclear Policy	<ul style="list-style-type: none"> ▪ PI_N51 - Secure 50 jobs in follow on investment by April 2006 ▪ PI_N52 - Secure commitment to invest in major Nuclear College/Research Lab by April 2006 ▪ PI_N53 - Seek agreement to workforce training redeployment plans funded by the NDA within their strategy by Dec 2005 ▪ PI_N54 - Seek final approval of a Framework for support to local suppliers through Annex 6 of the MOA by Oct 2005 ▪ PI_N55 - Start implementation of supply chain development programme by March 2006 ▪ PI_N56 - Establish an agreed mechanism to monitor the Memorandum of Agreement signed by the NDA by Oct 2005
Objective	Key actions to achieve the objective:
PRIORITY 6	Seek a better informed community with the opportunity to be involved in decisions
Leader	<ul style="list-style-type: none"> ▪ Secure funding for effective engagement processes ▪ Establish an interactive website
Head of Sustainability & Nuclear Policy	
Targets	<ul style="list-style-type: none"> ▪ PI_N61 - Establish and secure funding for effective engagement processes, on issues of concern to the community by December 2005 ▪ PI_N62 - Establish an interactive website to provide information and collect views from citizens by October 2005

Objective:	Key actions to achieve the objective:	
PRIORITY 2	Influence responsible bodies to increase the range of job options by improving the level of skills and qualifications of local people	
Economic Infrastructure	<ul style="list-style-type: none"> ▪ Work with the relevant accountable bodies to ensure sufficient resource is made available to deal with the personal development needs of Copeland residents ▪ Review strategies & action plans of accountable bodies and report on needs, gaps and changes needed 	
Head of Regeneration	<ul style="list-style-type: none"> ▪ Develop a Council policy statement on our ambitions for skills development and nurturing of entrepreneurial spirit within Copeland ▪ Secure commitment in the NDA strategy to retrain current workforce for decommissioning ▪ Secure commitment in the NDA strategy to produce workforce deployment plans to deal with any downsizing identified in nuclear site plans ▪ Develop proposals for a campaign for attracting skilled and entrepreneurial individuals in key sectors to Copeland 	
Targets	<ul style="list-style-type: none"> ▪ PI_E21 - By Jan 06, prepare a report on needs and resource gaps (and identify areas for Council influence or action) ▪ PI_E22 – By Apr 06, produce a Council policy on the skills development of Copeland’s people ▪ PI_E23 – By Apr 06, establish a skills baseline, and define targets for improvement ▪ PI_E23 - By Feb 06, secure inclusion in NDA strategy a commitment to retrain current workforce for decommissioning ▪ PI_E24 - By Apr 06, secure inclusion in NDA strategy a commitment to produce workforce redeployment plans to deal with any downsizing identified in nuclear site plans ▪ PI_E25 - By Dec 05, report on proposals for a campaign for attracting skilled and entrepreneurial individuals in key sectors to Copeland 	

Objective:	Key actions to achieve the objective:
PRIORITY 4	Create a business environment that increases Copeland's ability to compete in the future global economy
Business Growth	<ul style="list-style-type: none"> ▪ Encourage ICT use and development in local business ▪ Work with partners to develop university campus proposals in Copeland
Head of Regeneration	<ul style="list-style-type: none"> ▪ Develop and implement a strengthened tourism promotion package for Copeland ▪ Strengthen Copeland tourist product offer ▪ Ensure attractive and vibrant town centres
Targets	<ul style="list-style-type: none"> ▪ PI_E41 – By Dec 06, achieve outputs from Connecting Copeland Business Support Project: <ul style="list-style-type: none"> ○ Total SMEs Assisted 120 ○ SMEs introducing new processes 80 ○ Increased sales £900,000 ▪ PI_E42 – Ensure maximum broadband connectivity for <u>all parts</u> of the Borough by May 2006 ▪ PI_E43 – Develop proposals for 'ICT Development Zone' by March 2006 ▪ PI_E44 – By Dec 05, agree initial proposal for university campus development through West Cumbria Strategic Forum ▪ PI_E45 – By Apr 06, ensure University campus proposals included in NDA Strategic Plan and Socio Economic Plan ▪ PI_E46 – By Feb 06, ensure University campus proposals included in new Regional Economic Strategy * PI_E47 – By Jul 06, principle of new tourism promotional package agreed ▪ PI_E48 – By Nov 06, Business Plan and structure agreed for new tourism promotional package ▪ PI_E49 - By Jan 06, funding for new tourism promotional package committed ▪ PI_E410 – By Apr 06, new tourism promotional package operational ▪ PI_E411 – By Oct 05, secure funding for Beacon refurbishment ▪ PI_E412 – By Sep 05, appoint project manager to develop detailed scheme for Haig Colliery ▪ PI_E413 – By Mar 06, secure solution to revenue funding of West Cumbria cycleways ▪ PI_E414 – By Jun 05, Secure additional match funding for Whitehaven town centre management * PI_E415 – By Dec 06, Develop a tourism and cultural strategy options paper * PI_E416 – By Mar 06, secure major retail development commitment ▪ PI_E417 – By Sep 05, prepare site options to facilitate refurbishment or redevelopment of hospital facilities within Copeland * PI_E418 – By Dec 05, review with health and other major employers the difficulties of recruitment of skilled personnel

_____ and potential for a joint approach to resolving this issue

Objective:	Key actions to achieve the objective:
PRIORITY 5	Create a step change in the rate of transformation of Copeland's economy
Business Growth	<ul style="list-style-type: none"> ▪ Deliver the Economic Development Best Value Review action plan ▪ Further develop and clarify our vision for the future of Copeland with our stakeholders ▪ Ensure local, county and regional strategy frameworks support planned rate of transition ▪ Continue to work with national and regional partners to develop and implement a West Cumbria Strategic Forum Strategy and Action Plan
Head of Regeneration	<ul style="list-style-type: none"> ▪ Increase external investment with economic transformation ▪ Review existing delivery mechanisms with partners
Targets	<ul style="list-style-type: none"> * PI_E51 – By Jul 05, agree a process with partners to clarify transformation vision ▪ PI_E52 – By Dec 06, finalise transformation vision ▪ PI_E53 – By Oct 05, ensure Regional Economic Strategy policies support our plans ▪ PI_E54 – By Sep 05, ensure Regional Spatial Strategy supports our plans ▪ PI_E55 – By Oct 05, ensure Regional Housing Strategy supports our plans ▪ PI_E56 - By Jul 05*, agree key transformational schemes through the West Cumbria Strategic Forum (WCSF) ▪ PI_E57 – By Dec 05*, finalise Action Plan through the WCSF ▪ PI_E58 – By Apr 06*, agree project plans and funding for key transformational schemes through the WCSF ▪ PI_E59 – By May 06, increase £ levered by Council expenditure ▪ PI_E510 – By Sep 05, agree first operational plan for Egremont and Millom and start implementing ▪ PI_E511 – By Aug 05, agree second year delivery plan within NW Coalfields Programme ▪ PI_E512 – Retain the same number of jobs in the Copeland travel to work area as in 2002# ▪ PI_E513 – Deliver the Economic Development Best Value Review action plan according to agreed timescales <p>* timescale subject to WCSF agreement # We do not collect this data ourselves, therefore reporting of this PI is subject to the established frequency of data collection</p>