

## **Cumbria Vision: Strategy Action Plans 2008, Consultation Period**

**Head of Service:** Tim Capper, Heads of Democratic Services  
**Report Author:** Neil White, Scrutiny Support Officer

**Recommendation: that the presentation from Cumbria Vision be received and considered.**

### **BACKGROUND**

Cumbria Vision has started a public consultation period that's end at 17.00 on Friday 5 September 2008 on a set of Strategy Action Plans which sit beneath Cumbria's Economic Plan which was previously published in October 2007 and revised in 2008.

To underpin the Economic Plan, Cumbria Vision has produced 12 strategic action plans, 6 of which relate to Cumbria's priority industry sectors and 6 to interconnected cross cutting themes:

- |                                       |                                  |
|---------------------------------------|----------------------------------|
| • Energy & Environmental Technology   | • Employment, Education & Skills |
| • Tourism                             | • Rural and Agriculture          |
| • Specialist Manufacturing            | • Business & Enterprise          |
| • Food & Drink                        | • Housing                        |
| • Digital, Cultural & Creative        | • Connectivity                   |
| • Outdoor Sport, Recreation & Leisure | • Sustainable Communities*       |

\*(Cumbria Vision have advised that the feedback from consultation so far indicates that Sustainable Communities is a fundamental issue which should guide the delivery of the whole Economic Plan. It is therefore proposed that this be incorporated into the body of the Economic Plan rather than be a separate Strategic Action Plan).

The purpose of these Strategy Action Plans is to bridge the gap between the strategy as outlined in the Economic Plan and the delivery of the actions which will be outlined in the next Sub-regional Action Plan (Due for release in December 2008). Each document accordingly takes a long term view when seeking to provide clarity and strategic prioritisation to an otherwise 'wish-list' of projects and programmes.

These Strategy Action Plans contain the key actions which Cumbria Vision think will ensure delivery of the Economic Plan. Crucially, as a result of the current consultation, subsequent prioritisation of the key actions within each action plan will form the lynchpin for the projects proposed in the Sub-regional Action Plan.

These Strategy Action Plans represent work in progress. They attempt both to look up to 20 years ahead and at the same time to provide, where possible and evidenced, hard targets and economic impact over the next 10 years. The Strategy Action Plans thus begin to describe a future Cumbria and show, through aspiration, what the spatial impact of the Economic Plan could be across the 4 distinct delivery areas in the county; Barrow, Carlisle, West Coast, South Lakes & Eden.

Whilst these Strategy Action Plans take account of existing Cumbrian strategies, they also canvass new aspirations for future economic growth. Each document is therefore deliberately challenging and ambitious, yet remains non-prescriptive in nature.

The plans attempt to identify the complex linkages and inter-relationships between our strategies for each of priority industry sectors. In parallel they assess what would be the combined impact of these sectoral aspirations on key cross-cutting themes, for example, how the spatial patterns of growth may necessitate the provision of appropriate housing, connectivity, employment land etc. The intention is to open up debate on whether current strategies are consistent with likely patterns of development in terms of employment, skills, infrastructure and the like, if we were to grow in accordance with our aspirations.

In drafting these Strategy Action Plans Cumbria Vision states that a significant amount of consultation debate has already taken place with interested parties. We are now seeking a wider range of views from Cumbria's businesses, farmers, voluntary organisations and community bodies as well as individual members of the public who wish to comment.

Whilst all comments are welcome, Cumbria Vision would appreciate, in particular, comments which will aid the prioritisation of the key actions. For example: What do you think would or would not work? Where should they be focussing most of their attention? What key actions would achieve the greatest results: or alternatively, which would bring little benefit?

The Executive summary for each of the plans is at Appendix "A". A copy of the full plans are available in the members room and on the council's website under the link for this committee meeting.

Cumbria Vision have been asked to come along to this meeting to give a presentation on these plans and are as yet unable to confirm who will attend.

## **COPELAND RESPONSE**

Officers are considering an initial response to the Strategy Action Plans and that part will follow.

The Committee will be asked to consider what response it wishes to send to Cumbria Vision on the action plans on behalf of the council.

### **List of Appendices**

Appendix "A" – Cumbria Vision Strategy Action Plans Executive Summaries

### **List of Background Documents:**

None