

WEST CUMBRIA DELIVERY TEAM / WHITEHAVEN DELIVERY TEAM

EXECUTIVE MEMBER: Cllr M Ashbrook
LEAD OFFICER: Michael Tichford, Head of Regeneration
REPORT AUTHOR: Michael Tichford, Head of Regeneration

Summary: Following approval in principle for a West Cumbria Delivery Team (WCDT) this report gives operational detail, staffing and a draft programme for final approval.

Recommendation:	That the document 'West Cumbria Delivery Team Prospectus' and the proposals contained within it be approved, with agreement on any further changes being delegated to the Deputy Leader and Chief Executive.
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Impact on delivering the Corporate Plan: The West Cumbria Delivery Team proposal is essential to deliver key regeneration objectives within the Corporate Plan and to respond to future demands. The proposal also advances the delivery of efficient and effective services within a partnership environment.

Impact on other statutory objectives (e.g. crime & disorder, LA21): The successful delivery of regeneration projects will have a positive impact on community safety, environmental quality, addressing worklessness and equalities.

Financial and human resource implications: The reports recommends making available to the WCDT a 0.5 FTE project officer and a 0.5 FTE planning officer. This will be resourced from within existing staffing and funding (including PDG). The Whitehaven Regeneration Programme will gain an additional 2 posts funded from WLR. The Business Liaison post is externally funded from the Local Authority Business Growth Initiative. Implementation of the WCDT proposal will support Council resources in the delivery of projects, in Regeneration and support services such as finance and legal.

Project & Risk Management: The WCDT programme and annual delivery plan will require endorsement by the Council. The WCDT manager will be employed by Cumbria County Council and line managed by West Lakes Renaissance, reporting to the Chief Executive and subject to proven processes and systems employed by these organisations. All projects developed and delivered by the WCDT will be subject to a Project Management Agreement between the team and the client, who will most often be either of the two district councils or the county council. Quarterly reviews of progress will be reported to partners and overall governance provided through the West Lakes Renaissance Board. Reports will be made to the Council's Executive and/or OSC and representations made through the Deputy Leader, as the Authorities representative, direct to the West Lakes Renaissance Board.

Key Decision Status

- Financial: Yes

- Ward: N/A

Other Ward Implications: None

1. INTRODUCTION

- 1.1 At the Executive meeting in October 2006, it was agreed to support the development of the West Cumbria Delivery Team in order to enhance the partner's ability to regenerate the area. The team would do this through developing and implementing regeneration projects. In the main these will be projects funded by West Lakes Renaissance, however, it is intended that the medium term work programme will include projects funded from other sources, such as the Market Town Initiative and Coalfields Communities. The WCDT is a partnership between Copeland and Allendale Borough Council's, Cumbria County Council and West Lakes Renaissance.
- 1.2 A new post created within West Lakes Renaissance is proposed to manage the WCDT. The post holder will also be responsible for the co-ordination of the Housing Market Renewal programme.

2. ARGUMENT

- 2.1 Appendix 1 is a prospectus that clarifies the operational of the WCDT with staffing details and an initial project list.
- 2.2 The WCDT proposal includes dedicated resources to deliver the Whitehaven Regeneration Programme. To drive the Programme forward WLR has proposed the creation of two new posts to complement the existing full time post at WLR. It is therefore proposed that the Whitehaven Delivery Team would have a Programme Manager supported by two full time Project Managers (all funded by WLR) as well as a FTE post funded by CBC (made up by part-time secondment / assignment of: a planner; and a project manager. Appendix 2 shows the proposed Whitehaven Delivery Team.
- 2.3 The WCDT will work on a dispersed model, recognising that it is based in the main on existing teams in Copeland, Workington and Maryport. It would be desirable for the Whitehaven Delivery Team to have a presence within Whitehaven; however, this will bring considerable additional costs. This issue will be the subject of further negotiation at the Whitehaven Regeneration Steering Group."
- 2.4 Funding has been secured for a 0.5 FTE post of Business Liaison Officer to support the development of the town centre from an operational perspective and to develop better links between traders and stakeholder groups in the town. They will promote the town centre, support traders and work on such initiatives as a Business Improvement District. A key element of the work will be to take traders through the changes and help them to maximise take up of new opportunities arising through the Whitehaven Regeneration Programme. Additional funding will be required to make this the full time post that is required. Currently this is being pursued through the options of a bid to WLR or working the proposal into the existing team outlined above or securing other funding.
- 2.5 The proposed team is a significant increase in resources to deliver the Whitehaven Regeneration Programme, however, the first priority is to recruit to the manager post to bring a dedicated resource to lead the process. Other resources can be brought in as the programme develops.
- 2.6 WLR has indicated a willingness to support a proposal for an officer to support Cleator Moor and Millom in developing projects, as this is not currently manageable within the existing resources available to the Market Town Initiative Officers or Regeneration Manager for North East

Copeland. The resource will likely be available on a project by project basis rather than a staff member.

- 2.7 Indications are that there will be Coalfields Communities funding available for West Cumbria from April 2008, for three years. The current scheme finishes in September 2007. Cllr Wormstrup has been negotiating securing part of the funding to provide a project officer and this post could be an additional resource within the WCDT. The Coalfields programme creates a major demand to develop projects, often with groups that have no experience of managing projects or external funding and this resource would be invaluable in ensuring successful delivery of projects.
- 2.8 The Executive raised issues about the governance of the WCDT, concerned about the allocation of resources across West Cumbria. The officer team developing the proposal have examined this issue and recommend that rather than create an additional board governance be through existing partner organisations agreeing both the medium term programme and the annual delivery plan. Control of individual projects will be through a Project Management Agreement. Additional projects that come forward will have to be resourced so as not to affect existing initiatives and will not be brought into the programme without the agreement of partners. It should be noted that the WCDT would not decide on the allocation of resources.
- 2.9 The draft 'Agreed Work Programme' (Appendix 1) requires further development and now provides a broad indication of the likely scale of the programme.

3. CONCLUSION

- 3.1 The demand on West Cumbria partners to deliver regeneration projects is escalating beyond the capacity and resources of existing processes. This proposal will increase resources, make better use of resources, bring better co-ordination and enhance partnership working. With the WCDT in place the sub region will be better able to respond to existing needs and better prepared to deal with future programmes.

List of Appendices

Appendix 1 West Cumbria Delivery Team Prospectus

Appendix 2 Whitehaven Regeneration Programme Delivery Structures

List of Background Documents: Report to Executive September 2006

List of Consultees: Corporate Team
Community Regeneration Manager
Economic Development Manager
Portfolio Holder for Economic Infrastructure
Portfolio Holder for Business Support