

CUMBRIA COMMUNITY STRATEGY

EXECUTIVE MEMBER: Councillor E Woodburn
LEAD OFFICER: Chief Executive
REPORT AUTHOR: Hilary Mitchell

Summary and Recommendation: The report sets out a proposed response to a new draft strategy.

Executive are asked to endorse the response to the new draft Cumbria Community Strategy contained in this report.

1. INTRODUCTION

- 1.1 The Cumbria Strategic Partnership has drafted a Community Strategy for the whole of Cumbria. This is a long term vision for the county and builds on existing strategies and plans, including the West Cumbria Sustainable Communities Strategy and the Cumbria Agreement. The draft Cumbria Community Strategy is attached to this report.
- 1.2 Although this document covers the whole of Cumbria, it is intended to work in combination with the West Cumbria Sustainable Communities Strategy "Future Generation", which gives more detail and focus for West Cumbrian issues.

2. ARGUMENT

- 2.1 The Cumbria Strategic Partnership is the body which brings together all the agencies and public services authorities delivering and agencies delivering services for the public in Cumbria. Its long term strategy for the county has not been set out except by inference in the plans of individual agencies, and the Cumbria Agreement which is currently a one year delivery plan.
- 2.2 The Cumbria Strategic Partnership has a statutory role as it is now the body through which the Government will channel funding associated with targets in the Cumbria Agreement. Cumbria County Council is therefore required to publish a Community Strategy, and other agencies are required to co-operate with it to ensure that objectives and targets are achieved.

2.3 The process for drafting the Cumbria Community Strategy has included a review of other strategies and plans, including "Future Generation". The West Cumbria Strategic Partnership Co-Ordination Unit have also contributed to this work, and are seeking the views of agencies in West Cumbria. Further information about how this work has been undertaken are described on the website : www.cumbriastrategicpartnership.org.uk

2.4 The West Cumbria Strategic Partnership has prepared the following response on the draft Cumbria Community Strategy for consideration by partners in West Cumbria:

- *The Strategy is written around traditional service areas and there is little read-through between sections, meaning that important links between issues such as health and economic well-being are missed. These links are an important part of addressing issues faced in West Cumbria.*
- *The Strategy does not give readers much of a sense of what Cumbria is like and in many of the sections, the text could apply to anywhere in the country. There is no description of different parts of the county so the particular needs of West Cumbria, such as the need to diversify the local economy, are not mentioned. It also fails to mention the variations in quality of life between different communities in Cumbria.*
- *The document fails to commit partners to the principle of narrowing the gap between the worst and the best quality of life in Cumbria. There is a danger that the Strategy will not support disadvantaged areas being targeted and prioritised. This is a key principle in West Cumbria's Sustainable Community Strategy and for its Strategic Partnership.*
- *The Strategy does not recognise the importance of strong and effective leadership in creating sustainable communities, which is a key theme in the West Cumbria Strategy.*
- *There is no commitment to supporting equality of opportunity, except for in the case of access to services.*

2.5 The Executive is asked to endorse these comments, and add any other views it wishes to be sent to Cumbria Strategic Partnership.

3. OPTIONS TO BE CONSIDERED

3.1 Not to make a response to the consultation on the Cumbria Community Strategy.

3.2 To agree to respond using the points listed above.

3.3 To make another response.

4. CONCLUSIONS

- 4.1 In order to maximise the opportunities for West Cumbria to benefit from the Cumbria Community Strategy, it is recommended that the Executive agrees to respond using the points listed above, and adds any other views reflecting the West Cumbria priorities.

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

- 5.1 There are no additional financial or human resource implications as a result of this report.

6. PROJECT AND RISK MANAGEMENT

- 6.1 Project management for development of the Cumbria Community Strategy is being provided by the Cumbria Strategic Partnership
- 6.2 Risk management, as far as Copeland Borough Council is concerned, will require minimal controls or mitigation.

7. IMPACT ON CORPORATE PLAN

- 7.1 Delivers objective 1.3.8 in Strong Strategic Partnerships : Work with the Cumbria Strategic partnership to deliver its strategic programme. In addition a number of the Council's other objectives will be enabled through strong partnership working at Cumbria-wide level.

List of Appendices

Appendix A – draft Cumbria Community Strategy

List of Background Documents: Strong and Prosperous Communities;

Local Government Act 2000;

Local Strategic Partnership : Shaping Their Future;

Local Government and Public Involvement in Health Act 2007.

List of Consultees:

Deputy Leader, Corporate Team

CHECKLIST FOR DEALING WITH KEY ISSUES

Impact on Crime and Disorder	The Cumbria Community Strategy contains objectives to make improvements in this key issue.
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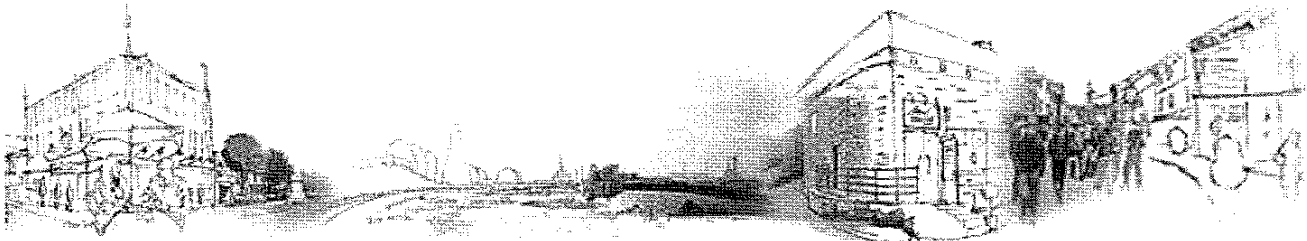
Impact on Sustainability	The Cumbria Community Strategy contains objectives to make improvements in this key issue.
Impact on Rural Proofing	The Cumbria Community Strategy contains objectives to make improvements in this key issue.
Health and Safety Implications	The Cumbria Community Strategy contains objectives to make improvements in this key issue.
Project and Risk Management	The Cumbria Community Strategy contains objectives to make improvements in this key issue.
Impact on Equality and Diversity Issues	The Cumbria Community Strategy contains objectives to make improvements in this key issue.
Children and Young Persons Implications	The Cumbria Community Strategy contains objectives to make improvements in this key issue.
Human Rights Act Implications	The Cumbria Community Strategy contains objectives to make improvements in this key issue.
Section 151 Officer's Comments	
Monitoring Officer's Comments	No comments on the contents of the report.

Please say if this report will require the making of a Key Decision YES



CUMBRIA STRATEGIC PARTNERSHIP
THE PARTNERSHIP VOICE FOR CUMBRIA

Cumbria Community Strategy Consultation Draft 10 September 2007



COMMUNITY STRATEGY Discussion paper

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Issue Date	Issue Number	Page Number	Reason for change	Authors
11-07-07	1			SF HB DB
11-07-07	2	ALL	Initial discussions with lead officers	
31-07-07	3	5 and new Older People page	Feedback on initial paper	SF
16-08-07	4	4 - the Cumbria story	Text added	Dan Bloomer
20-08-07	5	ALL	Sense Check Comments	SF CK
22-08-07	6	ALL	Sense Check Comments	SS DMc
28-08-07	7	ALL	Compatibility Comments	CK HB SF
28-08-07	8	ALL	Compatibility Comments	SS AG
05-09-07	9	7, 9, 14	CSP Exec agreed changes	CSP Executive

1. Foreword (1 page)

Bill Lowther

This will contain

- How we developed the strategy
- How we will deliver the strategy in partnership and link to the LAA
- The role of the CSP
- Aspirations for the future

2. The Cumbria Story (1 page)

Context

Cumbria is a large county with a population of around half a million people. The county contains the largest National Park in the country, has its highest mountain and deepest lake. It is home to the largest deposit of nuclear waste in the UK while it is also the base of operations for World Rally Champions *M-Sport*. Settlements in the county range from numerous single rural residences to towns with populations in excess of 60,000 people. The communities that are formed within and between these settlements are equally diverse with a wide range of strengths to build on and issues to tackle.

This diversity is something to celebrate. It is why 16 million people visit Cumbria each year. It provides, however, a unique and unenviable challenge – to improve the quality of life across a county containing a huge variety of priorities. Each area will have its own priority issues. We cannot tackle them all at once. It is important to identify the biggest issues that impact on different parts of the county, tackling those which are of greatest concern and where we can have the biggest influence. The broad themes, outlined below, are inherently interlinked within communities.

ACCESS, TRANSPORT AND INFRASTRUCTURE

More than half of Cumbria's population lives in areas defined as rural, the county has a very low population density and is located away from large centres of population elsewhere in the UK. These facts provide a challenge to public agencies to ensure all communities have equitable access to the services they need against a backdrop of limited resources. Any enhancement of infrastructure must be safe, for both the public and the environment.

CHILDREN AND YOUNG PEOPLE

Like many other rural areas in the UK many young people leave Cumbria for work or study and do not return. This loss of young people feeds directly into an ageing of the overall population. A key priority of this strategy, therefore, is to slow this loss by maximising the life chances of children and young people in Cumbria.

ECONOMY

The economy of Cumbria has undergone a challenging period over the last ten years. This long-term economic decline, however, has been halted in recent years and the county now boasts the fastest growing economy of any sub-region in the northwest. We aim to maintain this recent trend by boosting skills, improving infrastructure and increasing the number of high-value jobs available to the labour force.

ENVIRONMENT

Cumbria has what is arguably the most outstanding natural environment in the UK. The built environment of the county should match this while we work to play our part in tackling climate change and minimise the waste generated by residents, business and visitors.

HEALTHY COMMUNITIES

The user experience of health services is central to the success of this theme. While life expectancy in Cumbria is higher than the national average there are differences between parts of the county of up to 13 years. This strategy aims to reduce this gap by increasing life expectancy in lagging areas.

HERITAGE AND CULTURE

The depth of Cumbria's cultural heritage and diversity should be exploited to benefit both residents and visitors. The development of the existing cultural and creative infrastructure will be the starting point.

HOUSING AND PLANNING

The provision of affordable housing in parts of Cumbria is as intense as in any part of the UK. This challenge, however, runs in parallel to the demands of housing market renewal in other areas of the county. Ensuring that both these needs are met in a sustainable manner requires a balanced approach to the development of Cumbria's housing market.

OLDER PEOPLE

Cumbria's population is ageing at a faster rate than the UK average. This trend has a number of causes but one key component is the in-migration of older adults, principally to rural parts of the county. Ensuring that this rapidly growing sector of the population has equitable access to the services they require and are recognised for the value they bring to communities are crucial aims of this strategy.

SAFER COMMUNITIES

Cumbria is a safe county. The low levels of crime, countywide, must be maintained. This can be achieved by targeting areas where crime rates are highest and also tackling some of the underlying causes of crime such as alcohol and illegal drugs.

STRONGER COMMUNITIES

Cumbria encompasses a wide range of communities, located in a vibrant city and rural hamlets. This diversity must be reflected in the public services provided taking into account local need. Taping into communities as a resource is also crucial, from a source for volunteering to influencing local decision making.

3. The Vision (1 page)

Cumbria is a county which has high aspirations, has unrivalled quality of life, celebrates its successes and inspires ourselves and others.

It will be county where

- Jobs and services are accessible to all
- There is the best for every child, young person and their families
- There is a strong dynamic, diverse sustainable Cumbria positively positioned to compete in the global economy
- Our built environment is cleaner and greener, and our exceptional natural environment and countryside is protected and enhanced for current and future generations
- We all live healthier lives and enjoy high quality services
- Our diverse heritage and culture is celebrated and residents and visitors enjoy a wide variety of recreation, sporting, artistic and cultural opportunities
- Housing needs are met and decent, high quality and affordable homes help create communities where people want to live
- We will improve the health and well being of older people
- Our communities continue to be safe and secure
- People respect and value each other and feel able to influence in the decisions that affect them and their communities

Theme: Access / transport / infrastructure

Vision

Jobs and services are accessible to all our communities and Cumbria is better connected to the rest of the UK and beyond

Outcomes

- Cumbria's roads are safe to use
- People can access services easily
- The environmental impact from the way we travel is minimised
- Cumbria is well connected to the rest of the UK and beyond
- Cumbria has good internal transport links

How will we know we are getting there?

- More people find it easier and safer to access - places of learning, leisure and employment, health services and shops
- There are fewer people killed or seriously injured on Cumbria's roads
- A higher proportion of journeys are made by public or community transport
- There will be better connectivity – road, rail, air, sea and ICT capacity and capability
- Carbon dioxide emissions from travel are stabilised and then reduced
- Satisfaction with all transport infrastructure is increased
- More people can access work easily

Key Actions

- Support all Key Service Centres to offer a minimum range of services
- Support Marina and Port developments at Barrow, Whitehaven and Workington
- Improve rail passenger provision including Cumbria Coast Railway and Lakeland Branch lines
- Provide community transport to all Key Service Centres
- Support the development of Carlisle Airport
- Ensure transport policy is joined up
- Continue improvements to east/west road links (A66, A590, A595)

Theme: Children & Young People

Vision

There is the best for every child, young person and their families. Enabling children and young people to stay safe, be healthy, enjoy and achieve, make a positive contribution and achieve economic wellbeing

Outcomes

- Children and young people are safe
- Children and young people are healthy
- Children and young people enjoy and achieve
(There are opportunities for young people to get involved in activities that they are interested in which are motivating young people to achieve)
- Children and young people make a positive contribution
- Children and young people achieve economic well being
(Young people are educated to a high level in the county and are able to gain employment here afterwards & therefore stay in the county)

How will we know we are getting there?

- Teenage Pregnancy rates will fall in Cumbria
- Educational attainment will improve and the gap narrowed between disadvantaged groups, for example children looked after and the general population
- Fewer young people enter the criminal justice system
- More young people are involved in positive activities
- More young people will be involved in democratic processes
- More young people are in education employment or training
- More local young people will enter higher education with continuation into local employment
- Attendance at school will be increased

Key Actions

- Target activity to reduce teenage pregnancy in Carlisle, Barrow, Workington and Whitehaven
- Reduce inequalities in areas of high need and for identified vulnerable groups and for every child to have the opportunity to realise their full potential and maximise their life chances
- Focus on providing early intervention and better family support and preventative services
- Focus on the delivery of better integrated, multi-agency services at a **local** level, being more sensitive and responsive to local needs and demands for services
- Deliver more family support services to be delivered at a local level through Extended Schools and Children's Centres, enabling parents to access skills and employment
- Develop opportunities for learning and skill development, better engaging young people and encouraging their desire to learn and achieve
- Enhance HE and FE opportunities through the development of Cumbrian colleges and the University of Cumbria

Theme: The Economy

Vision:

There is a strong, dynamic, diverse and sustainable Cumbria positively positioned in the global economy

Outcomes:

- An environmentally and socially responsible productive, competitive, and thriving business sector
- A well qualified and productive workforce that meets industry needs
- Better employment and career prospects
- A physical and communication infrastructure that enhances the attractiveness of Cumbria to businesses and aims to mitigate its environmental impacts
- A diverse Cumbrian economy

How will we know we are getting there?

- More businesses meet Environmental Standard ISO 14001
- More businesses adopt environmental policies (for example becoming members of CBEN - Cumbria Business Environment Network)
- Skill levels of the Cumbria population are improved
- There will be better connectivity – road, rail, air, sea and ICT capacity and capability
- More wealth generating business will be located in Cumbria
- More people will be in better paid jobs
- There is a higher level of participation in the labour market
- Business productivity is increased
- Worklessness is reduced
- Fewer people are unable to work due to ill health

Key Actions

- Support the following sectors:
 - Nuclear, energy and environmental technologies
 - Specialist manufacturing
 - Tourism
 - Digital and Creative Industries
 - Food and Drink
 - Outdoor education and recreation
 - Health and Care
- Develop the supply of high quality employment sites and premises
- Strengthen links between the education system and employment
- Support Marina and Port developments at Barrow, Whitehaven and Workington
- Support the West Cumbria Masterplan
- Support the University of Cumbria
- Support Carlisle Renaissance
- Support Lowther Estate developments
- Support Derwent Forrest
- Carry out an audit of business support delivery mechanisms to match competencies and skills with those needed to succeed in a global evolving economy

Theme: Our built and natural environment

Vision

Our built environment is cleaner and greener and the high quality natural environment and countryside is protected and enhanced for current and future generations

Outcomes

- There are cleaner and greener public spaces
- The impact of environmental change is minimised
- The natural environment is protected and enhanced
- More people enjoy the natural environment in Cumbria
- There is efficient waste management and waste is minimised
- Biodiversity is enhanced
- Our built environment is well planned and energy efficient
- People take pride in and responsibility for their local environment

How will we know we are getting there?

- More people report satisfaction with their local area
- Carbon emissions are reduced
- Energy efficiency is improved
- An increased number of local people access the countryside
- The total amount of waste produced is decreased and the proportion that is recycled is increased
- All new development minimises its impact on bio diversity

Key Actions

- Review planning policy to ensure increase the proportion of new houses and business accomodation that are carbon neutral
- Maintain and improve the quality of footpaths and bridle ways
- Put Plans in place to address climate change
- Increase renewable energy generation

Theme: Healthy Communities

Vision:

We all live healthier lives and enjoy high quality services that meet whatever health and social care needs we have

Outcomes

- People live as independently as possible in their own homes or in a place they call home and have maximum control of their lives
- Health and social care services are of a high quality and will be responsive
- People live long lives and choose healthy active lives
- People's well-being is improved

How will we know we are getting there?

- There are increased numbers of vulnerable people living at home independently
- More people are satisfied with the services they have received
- There is increased participation in sport and active recreation
- There is Increased life expectancy
- There will be fewer health inequalities between parts of the county

Key Actions

- Activity to support vulnerable people living in their own homes
- Activity to address health inequalities in the county, particularly life expectancy in areas of Barrow, West Cumbria and Carlisle
- Activity will be undertaken to support the use of alcohol more responsibly
- Activity will be undertaken to prevent drug use
- Activity to reduce Smoking
- Activity to increase levels sport and activity

Theme: Heritage and Culture

Vision:

Our diverse heritage and culture is celebrated and residents and visitors enjoy a wide variety of recreation, sporting, artistic and cultural opportunities

Outcome

- A prosperous Cumbria through developing the cultural and creative infrastructure of Cumbria
- Individual lives are enriched, communities are strengthened and places where people live are improved through culture and sport
- Cumbria's cultural life, including libraries, sport, physical activity, parks and open spaces, heritage and the arts, and the outdoors meet the needs of the community
- Our local culture and our status as a visitor destination are celebrated
- Diversity in our communities is celebrated

How will we know we are getting there?

- There is increased participation in sport and active recreation
- There is an increased number of young people participating in sports, arts, creative industry, higher education and evening economy
- More people visit Cumbria to experience our cultural offer
- There are more opportunities for young people to develop their creative ambition within the county
- There is an increased number of people who feel that their area is a place where people from different backgrounds get on well together

Key Actions

- Pursue World Heritage Site Inscription
- Build effective links with Liverpool to share celebrations and legacy of Capital of Culture 2008
- Ensure Cultural legacy from 2012 Olympics is celebrated in Cumbria
- Develop Culture Cumbria and the Cumbria Sports economy Partnership as the delivery bodies for the enhancement of sports and cultural activity across the county
- Deliver proposed national academy for outdoor skills
- Increase integration of Culture into the county's tourism, regeneration and economic strategies

Theme: Housing and planning

Vision

Housing needs are met and decent, high quality and affordable homes help create communities where people want to live

Outcomes

- The quality, quantity and affordability of housing meets the needs of all Cumbria's communities
- Cumbria's residential and business sites are developed sustainably
- People live as independently as possible in their own homes or in a place they call home
- There are decent homes and environments
- The homeless are housed

How will we know we are getting there?

- There is an increased proportion of new homes sold that are affordable
- There is an increased proportion of homes meeting decent homes standards
- There is an increased number of people living independently at home
- There are more new and existing energy efficient homes
- There is increased use of brownfield land for development
- There is increased construction and conversion of new housing to meet current and future needs
- New residential developments comply with the code for sustainable homes minimum standards

Key Actions

- Ensure that property developments are given planning consent on basis that an increased proportion of homes are affordable
- Ensure decent homes standards are met
- Encourage developers to build new houses and business accommodation that are carbon neutral
- Activity to support older people living in their own homes
- Influence private housing rented sector to move to low carbon housing
- Implement Phase 2 of the Furness and West Cumbria HMR Programme
- Improved services that help prevent people from becoming homeless

Theme: Older People

Vision

We will improve the health and well being of older people

Outcomes

- The contribution older people make to the community is recognized and celebrated
- Older people have access to the full range of leisure, learning, cultural, employment and social activities that help maintain healthy and active lifestyles
- Older people who do require help to remain independent receive personalized and responsive services that promote independence and enable older people to live in their own home or in a place they call home

How will we know we are getting there?

- More older people are involved in their communities
- More older people participate in physical activities and in life long learning
- More older people live at home independently
- More people find it easier and safer to access - places of learning, leisure and employment, health services and shops

Key Actions

- Activity to increase the number of people over 50 who are:
 - Members of parish/district/county councils
 - Registered as volunteers with voluntary agencies
 - Numbers of new social enterprises managed by and employing retired people
- Increase the number of people over age 50 participating in physical activity more at least once a week at leisure centres
- Increase the number of people over age 50 undertaking courses at adult education
- Increase the number of older people receiving social care services at home (PAF indicator)
- Develop and implement affordable warmth schemes to enable retro-fitting elderly people's houses with higher levels of insulation and energy efficient, affordable heating systems

Theme: Safer Communities

Vision

Our communities continue to be safe, secure cohesive and confident

Outcomes

- Cumbria is a safe place with fewer crimes committed
- People feel safe
- People use alcohol responsibly
- Less harm will be caused by illegal drugs
- Less people will be Killed and seriously injured on Cumbria's roads

How will we know we are getting there?

- There will be a year on year reduction in the crime rate
- More people will tell us that they feel safer in their communities
- More Local Communities will be more involved in keeping their communities safe
- There will be a reduction in level of Domestic Violence (Safer and stronger Thematic Partnership are working on the words for this)
- There will be less adults self reporting drinking alcohol above the recommended weekly limit
- More drug misusing offenders will be directed into treatment
- There will be less accidental fires
- There are fewer people killed or seriously injured on Cumbria's roads

Key Actions

- Increase Neighbourhood Policing
- Roll out Neighbourhood management across the county
- The crime gap will be narrowed between those areas experiencing the highest level of crime and the Cumbrian average
- Drug and alcohol related crime is reduced

Theme: Stronger Communities

Vision

People respect and value each other and feel able to influence the decisions that affect them and their communities

Outcomes

- Local Communities embrace their diversity and are stronger as a result
- People feel able to influence and shape services to ensure they are responsive to their needs
- People are involved in making decisions that affect them
- People feel part of their communities and get on well together

How will we know we are getting there?

- More people feel that their area is a place where people from different backgrounds get on well together
- More people will tell us they feel they can influence decisions that affect their neighbourhoods
- More people think services are responsive to their needs
- More people are volunteering
- More people are satisfied with their local area as a place to live
- More people are engaged in the democratic process

Key Actions

- Ensure public organisations consult local people on key issues
- Provide capacity building programmes for local communities
- Support volunteering
- Run intergenerational and mixed communities events
- Support School Councils
- Roll out Neighbourhood management across the county