

COPELAND REGENERATION PLAN RESOURCES

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WHAT BENEFITS WILL THESE PROPOSALS BRING TO COPELAND RESIDENTS

The Copeland Regeneration Plan sets out five strategic objectives to deliver against an indicator set to improve residents prosperity and quality of life. The use of Working Neighbourhood Fund (WNF) and Local Authority Business Growth Incentive (LABGI) resources has been important to underpin and deliver projects within the Plan. Additional external and area based resources continue to be made available to Copeland to deliver against key regeneration objectives.

WHY HAS THIS REPORT COME TO THE EXECUTIVE? (eg Key Decision, Policy recommendation for Full Council, at request of Council,etc.)

The resources detailed within this report are both revisions to existing agreed spending profiles and new resources for allocation against strategic objectives. These resources are essential to the delivery of the priority projects within the Copeland Regeneration Plan 2009-12.

RECOMMENDATION:

Executive are requested to:

- a) endorse the strategic objectives of the Copeland Regeneration Plan and priority areas for activity in 2010/11;
- b) agree the revised Working Neighbourhood Fund spend profile at Appendix B;
- c) approve the use of LABGI received in 2009/10 and 2010/11 (£54,020) as proposed in 2.3 by March 2012 and agree the revisions to the spend profile of existing LABGI as set out in Appendix C;
- d) approve the allocation of the £200,000 Seaside Towns Grant from the DCLG to the developing Copeland Coastal Park Initiative. The detail spend for this initiative to be the subject of a further report for decision to the Executive in September 2010.

1. INTRODUCTION

- 1.1 The Copeland Regeneration Framework and Plan priorities for 2009-12 was approved by the Executive in June 2009. An annual review will be hosted by the Council's Overview and Scrutiny.
- 1.2 The Executive approved a revised Working Neighbourhood Fund spend profile in January 2010 and an additional £85,126 spend allocation. This profile highlighted how 85% of the Fund has been allocated and used to deliver additional activities to support our communities and focus on the impact of worklessness. The Executive agreed in September 2009 to the South Whitehaven Neighbourhood Management Initiative carrying forward up to £74,450 into 2010/11 to complete spend by September 2010.
- 1.3 The Executive approved a package of £317,000 LABGI funding to business and sector support activities in April 2009 to be spent by end of March 2011. This complemented the earlier two LABGI approvals in October 2006 and November 2007 where £468,199 was spent during 2007-9 and £111,801 was carried forward into the 2009/10 spend profile. The Council spent £79,286 from all three LABGI approvals in 2009/10 and set up contracts and commitments as approved to projects and partnership activities during 2009-11. The council has now received its 2009/10 LABGI allocation of £25,434 and is due to receive a 2010/11 allocation of £28,586. Both these latter incomes are currently unallocated.
- 1.4 The Council received £52,632 for the empty shops initiative from DCLG and Executive agreed an action plan in September 2009 with the funding to be spent by March 2011. £41,941 is being carried forward to deliver against the action plan for 2010/11.
- 1.5 The Council was chosen by DCLG to receive a £200,000 grant under the Seaside Towns Initiative. This grant, already received by the Council, is linked to worklessness and regeneration activity to support deprived communities in seaside towns and areas.
- 1.6 The Executive considered a report on climate change in May 2009 and agreed to the use of the climate change area based grant of £22,500 over three years 2008-11 to underpin a focused worker, possibly shared with a neighbouring authority. The council has also received an annual grant of £16,800 over the same period to contribute to habitat regulation work.

2. ARGUMENT

- 2.1 The regeneration plan projects for 2010/11 are currently being assessed against the project criteria agreed by Executive in August 2008. This will continue existing projects including major developments ie Albion Square,

Pow Beck Valley Community Stadium and public realm and identify additional priority projects. Key criteria include viability, availability of resources to deliver and strategic fit with objectives and performance targets. The Economic Development Overview and Scrutiny reviewed the first year performance and assessed the continued relevance of the Copeland Regeneration Framework strategic objectives. The Committee at its meeting in April confirmed the strategic objectives and revised the priorities within each objective. The framework and revised priorities for 2010/11 is reproduced in Appendix A.

- 2.2 The Council has used WNF to commission activity through the Copeland Worklessness Partnership and agreed Worklessness Framework. Successful delivery of the Copeland Future Jobs Fund initiative has been underpinned by WNF with much of the planned spend taking place in 2010/11. The other activities using WNF are progressing and delivery plans are regularly reprofiled in line with current outputs and target outcomes. The revisions to the spend profile for the remaining two years of delivery 2010-2012 is detailed at Appendix B and is linked to planned commissions and project spend during this period. The revision includes the carrying forward of £63,000 against the South Whitehaven Neighbourhood Management Initiative to complete their commitments.
- 2.3 The business and regeneration support programme funded through LABGI continues to deliver effectively with clear plans to deliver till March 2011. 47 business grants have been given out in 2009/10 directly or through partner agencies creating or sustaining 35 Copeland based jobs. The tourism development resource is supporting a range of projects across the borough and in support of the six priority development areas agreed by the West Cumbria Tourism Partnership with the Council as a key partner and Board member. The planned programme of resources from the previous LABGI programmes will continue to be delivered against their agreed action plan. The unallocated £54,020 LABGI is now proposed to be included in an extended LABGI programme to a) contribute £25,434 LABGI to the retail initiatives developing within the empty shops action plan including enabling a Market Street initiative in Whitehaven to bring empty shops around the market place into use in partnership with shop owners and the Chamber of Commerce to offer incubation type arrangements for new businesses wishing to try out their business in retail premises in Whitehaven; and b) allocate £28,586 to priority business sector developments (agriculture and retail) during 2010-12.
- 2.4 The initial scoping of the seaside town initiative for Copeland has been undertaken within an integrated approach of linking the quality coast activity with seaside town and area development linked to worklessness,

enterprise development, tourism developments and cultural and environmental regeneration.

- 2.5 A framework is being developed to enable partnership delivery of a “Copeland Coastal Park Initiative”. The initiative recognises our seaside towns and villages, embracing how to develop the future of seaside /coastal economies in Copeland and linking deprived communities to opportunities. We will be working with a wide range of partners to identify what we currently have and what issues and developing a draft framework linking quality beach with other creative developments to get more visitors, jobs and opportunities for local people including environment, climate change, sports economy, worklessness and skills, enterprise, tourism, community action and physical developments. We are already working with beach advisory groups and developing a package of physical developments to enhance beach access and quality, bidding for a second round of future jobs fund for seasonal employment, participating in the West Cumbria Tourism Partnership with its six priority development areas including quality accommodation, food, coast, access and culture and adventure opportunities. Enterprise development projects are currently delivering across the borough. The initiative is able to draw on the Seaside Town Grant as one part of the package of funding. It will also pull in existing commitments and project developments including a LABGI tourism allocation agreed by Executive in April 2009 and WNF projects. Other potential funding sources to support the framework include nuclear socio economic funding and RDPE.
- 2.6 The development of the Climate Change Action Plan has been actively linked with the LDF development. The additional area based grant over 2008-11 offers direct resources to expand the climate change aspects of the work to investigate and understand the detail of these aspects to developing our planning policy. In particular we will be using this resource along with the habitats three year resource to deliver a package of specialist advice and guidance in a temporary expansion of the LDF team, commissioning impact studies as needed and supporting small physical works.

3. OPTIONS TO BE CONSIDERED

- 3.1 Executive are requested to endorse the strategic objectives of the Copeland Regeneration Plan and priority areas for 2010/11 and note the action planned to assess existing and new projects and set out the 2010/11 Priority Projects.
- 3.2 Executive are requested to continue its commitment to funding regeneration plan projects using government grants and agree to revised schedules of existing commitments. Specifically:

- 3.2.1 To agree the revised Working Neighbourhood Fund spend profile at appendix B completing in March 2012.
- 3.2.2 To approve the spend of the unallocated additional £25,434 in 2009/10 and £28,586 proposed for 2010/11 LABGI resources by March 2012 as proposed in 2.3 and to align the existing action plan commitments from previous LABGI to enable some elements of spend into 2011/12 as detailed in Appendix C to support business strategy activities within the Regeneration Plan 2009-12.
- 3.2.3 To agree to ring fencing the £200,000 Seaside Towns Grant, already received, for the Copeland Seaside Places Initiative. The initial draft framework to be used to engage partners is attached at Appendix D.

4. CONCLUSIONS

- 4.1 The Copeland Regeneration Plan is delivered by a package of internal resources, including staff time, external funding and partnership activity.
- 4.2 This report enables the Executive to see, agree and endorse the continued and additional use of a range of resources to deliver activities against each of the five strategic objectives. The Council has been clear of its commitment to work through partnership approaches to maximise use of existing resources in the borough and to lead on developments to fill gaps in enabling local opportunities for residents, regenerating the local economy and building sustainable communities.

5. WHAT ARE THE LEGAL, FINANCIAL AND HUMAN RESOURCES IMPLICATIONS?

- 5.1 The grants are held within earmarked reserves, detailed in the Medium Term Financial Strategy, and drawn down as required.
- 5.2 A number of the projects have fixed term staff appointments, including the Future Jobs Fund participants who are all Copeland Borough Council employees. Any redundancy cost implications have been factored into the budgets.

6. HOW WILL THE PROPOSALS BE PROJECT MANAGED AND HOW ARE THE RISKS GOING TO BE MANAGED?

- 6.1 The Copeland Regeneration Plan is managed by the Head of Development Strategy. Individual projects and initiatives have their own partnership delivery and project management arrangements.

7. WHAT MEASURABLE OUTCOMES OR OUTPUTS WILL ARISE FROM THIS REPORT?

- 7.1 The Plan has a set of outcome performance targets which are being monitored annually to understand and monitor the impact of actions and resources for Copeland residents and stakeholder organisations.
- 7.2 Each project has its own set of outcomes and outputs in contribution to the basket of regeneration indicators for the borough.

List of Appendices

Appendix A – Copeland Regeneration Framework priorities 2010/11
Appendix B - Revised WNF Commitments 2010-12
Appendix C - Updated LABGI commitments 2010-12
Appendix D - Copeland Coastal Park Initiative Framework

List of Background Documents:

Regeneration Plan, OSC and Executive reports and minutes.

Appendix A COPELAND REGENERATION FRAMEWORK 2009-12

1 Vision

The vision of Copeland Borough Council is 'To lead the transformation of West Cumbria to a prosperous future'.

2 Plan Aims

- a) To provide a framework with locally agreed direction and priorities to support a prosperous mixed economy and deliver social, economic and environmental well being for all Copeland residents
- b) To improve local and external perceptions of Copeland.
- c) To sustain and increase investment confidence in West Cumbria
- d) To enable all of Copeland to actively engage and benefit in regenerating Copeland.

3 Strategic Regeneration Objectives

These five strategic objectives each have a set of priority objectives which have been reviewed for 2010/11.

3.1 To enable a prosperous mixed economy

- Enabling the nuclear sector;
- Co-ordinate a pro-active approach to developing and diversifying into new employment sectors:
 - Increase investment and development in the tourism sector;
 - Coastal regeneration;
 - Agricultural sector;
 - Creative industries;
 - Low carbon;
- Actively help to sustain and expand Copeland's small business/social enterprise sector.

3.2 To facilitate vibrant communities

- To enable people to contribute and feel part of the area and its cultural heritage, specifically through locality working;
- Seek to achieve quality health impact and provision;
- To increase the opportunities for young people;
- To enable a balanced housing market where people with local connections can find, pay for and keep a decent home through a strategic housing strategy and investment plan;
- To help develop locally distinctive quality places where people feel safe, able to access support and services and want to stay;
- Tackle remoteness by improving transport, services and ICT access;
- Assist an increase in capacity and resources in the third sector.

3.3 To enhance Copeland Towns and Villages

- To develop and maintain a high quality urban environment and public areas;
- To increase local (employment) infrastructure to enable private, public and third sector investments and jobs through brownfield and town centre developments;
- Increase the vitality of Copeland's cultural and heritage centres;
- Work in partnership to support local priorities and locally owned plans to ensure viable service centres for our rural and urban communities.

3.4 To provide sustainable opportunities for all

- Reduce worklessness, particularly in areas with high levels of economic and social disadvantage through building on partnership successes;
- Improve skills, training, education and knowledge to assist local quality of life and personal progression;
- To increase access to and availability of quality jobs from a range of employers;
- Increase entrepreneurial activity;
- To encourage and facilitate residents to play an active part in reducing the impact of climate change.

3.5 To manage and develop the Copeland area responsibly

- To support and encourage growth in the low carbon economy (including energy generation);
- To maximise the sustainable use and management of natural assets and environments with a focus on coastal issues;
- To facilitate best use of land to meet the future needs of Copeland communities and local economies;
- Development and embedding of Design guidance.

- 4 The Copeland Regeneration Framework is for three years 2009-12, with an annual review and Annual Delivery Plan setting out the operational priorities for each year. The impact and outcome measures for the Copeland Regeneration Framework have been set for the three years of the plan. These high level performance indicators will be monitored quarterly and reviewed annually. They are supported by a focused package of performance indicators for each of the project initiatives.

Appendix B Existing WNF commitments April 2010

Overview

| <i>Detail</i> | <i>Total</i> | <i>Actual</i> | <i>Actual</i> | <i>Budget</i> | <i>Budget</i> |
|-----------------------------------|------------------|----------------|----------------|------------------|----------------|
| | | <i>2008/9</i> | <i>2009/10</i> | <i>2010/11</i> | <i>2011/12</i> |
| | £ | £ | £ | £ | £ |
| Regeneration Strategy Development | 214,126 | | 11,610 | 156,195 | 46,321 |
| SWNMI | 720,000 | 460,000 | 197,000 | 63,000 | |
| Locality Working | 500,000 | | 67,218 | 199,642 | 233,140 |
| Worklessness Fund | 1,051,000 | | 205,000 | 766,000 | 80,000 |
| Community Initiatives Pot | 175,000 | | 18,000 | 130,000 | 27,000 |
| Management Fee | 405,000 | 300,000 | | 105,000 | |
| Total | 3,085,126 | 760,000 | 498,828 | 1,419,837 | 406,681 |

Appendix C Updated LABGI commitments 2010-12

| <i>Detail</i> | <i>Total</i> | <i>Budget</i> | <i>Budget</i> |
|---------------------------------------|----------------|----------------|----------------|
| | | <i>2010/11</i> | <i>2011/12</i> |
| | £ | £ | £ |
| Existing | | | |
| Enterprise Development | 99,370 | 99,370 | 0 |
| Business Grants | 72,927 | 37,927 | 35,000 |
| Tourism Developments | 50,000 | 29,000 | 21,000 |
| Whitehaven Regeneration | 94,783 | 35,876 | 55,000 |
| Business Networks | 36,342 | 31,342 | 5,000 |
| Total Existing | 349,515 | 233,515 | 116,000 |
| New Commitments | | | |
| Empty Shops Retail initiative | 25,434 | 14,020 | 11,414 |
| Additional retail sector developments | 28,586 | 15,000 | 13,586 |
| Total | 385,251 | 298,959 | 86,292 |

Appendix D Copeland Coastal Park Initiative Initial Draft Framework

Context: To set out a Seaside and Coastal Regeneration Strategy linked to the Shoreline Management Plan and linked strategies and plans including worklessness, enterprise, cultural, energy coast and locality plans. This strategy will be an integral part of the Council's Copeland Regeneration Plan.

Developed from the strategic objectives of the Copeland Regeneration Plan –

- Enterprise and sector development
- Sustainable cultural communities
- Improved seaside places
- Opportunities for individuals
- Environmental improvements and management

Vision: To enhance and celebrate Copeland's coast.

Purpose: To develop and deliver a 5-year integrated coastal programme under the banner of a Coastal Park to improve facilities, get more visitors, increase jobs and opportunities for local people.

Reasons/Aims: To focus attention on an under utilised and under promoted Copeland economic and environmental asset.
An integrated approach to the wider community, environment and economic development of Copeland's seaside places and coast to deliver improved seaside communities well being.
To enable a co-ordinated approach to existing and new projects and programmes engaging and benefitting Copeland's coastal towns and villages.

Strategic Objectives of Programme

- Strategic Objective 1: Partnership and Engagement
- Strategic Objective 2: Sustainable Communities, Worklessness & Skills
- Strategic Objective 3: Environmental Improvements & Access
- Strategic Objective 4: Tourism

SO1 – Partnership and Engagement

- a. Coastal Community Partnership – build on the work of the Beach Advisory Groups to develop a partnership to ensure engagement at community level along Copeland's coast.
- b. Coastal Park Partnership – made up of relevant organisations / stakeholders to ensure co-ordinated approach to management of Copeland's coast.
- c. Community events along the coast to secure engagement of all.
- d. Co-ordination and links to existing plans and projects.

SO2 – Sustainable Communities

- a. Worklessness and skills projects in support of Copeland's Worklessness Framework eg. Intermediate Labour Market (ILM). Environment Management, heritage skills and farming.
- b. Health and wellbeing initiatives across Copeland.
- c. Identify local issues and projects within key settlements linked to their coastal places.

SO3 – Environment & Access

- a. Build on Quality Coast Awards.
- b. Shoreline management planning and delivery.
- c. Improvements to Copeland Coastal Path and Cycleway.
- d. Existing projects linkages and expansion eg. The National Trust's Colourful Coast.

SO4 - Tourism

- a. Physical improvements – quality accommodation, public realm.
- b. Heritage and Culture.

- c. Copeland opportunities for Adventure Capital developments.
- d. Improving and enhancing tourist destinations.

How will we know we have been successful?

Alongside delivering to the Copeland Regeneration Plan indicator set, the following outcomes will have been achieved in our coastal settlements.

SO1 - Partnerships and Engagement

- A Coastal network / partnership is established.
- Cultural events across and along the coast.

SO2 - Sustainable Communities

- Number of additional local jobs, training and volunteering opportunities created.
- Improvements in health and wellbeing.

SO3 - Environment & Access

- Copeland Coastal Park is recognised and promoted by communities and partners
- Improved access at Copeland beaches.
- Enhanced facilities at Copeland beaches.
- Improved footpaths and cycleways along the coast.
- A design brief for the coast, linked to the LDF and planning guidance for our seaside towns and villages.

SO4 - Tourism

- Increased tourism offer in Copeland, including outdoor adventure .
- Increased visitor numbers.
- Increased number of accredited accommodation establishments.

What towns and villages will the Copeland Coastal Park include?

Towns

Whitehaven
St Bees
Seascale
Millom

Villages

Haverigg
Silecroft
Bootle
Ravenglass
Lowca
Parton

Delivery mechanisms:

Parish Plans, Locality areas, Regeneration Plans, LDF

Potential Funding and Resources

- Seaside Towns Grant
- NDA
- Lottery funding

- RDPE
- WLD Tourism Partnership (incl BEC WC resources)
- Existing and Match funding with other initiatives