

Executive Report to Full Council – 14 June 2012

Strategic Leadership and Nuclear Portfolio – Councillor Elaine Woodburn

Nuclear Issues

Managing Radioactive Waste Safely Partnership

The Partnership has now received the report and findings from Phase 3 of the Public and Stakeholder Engagement (PSE3) which ran from November to March and has developed a programme of actions to respond to comments made through the consultation process to be used to help shape the Partnership's final report. Over 2300 people responded to this consultation via 1400 submissions. In addition the Partnership has received the results of the opinion survey carried out by Ipsos Mori on behalf of the Partnership, which surveyed the opinions of 4263 people across Cumbria. The results of the survey showed that 68% of Copeland respondents were supportive of moving to Stage 4 whilst in Allerdale it was 51%, in the rest of Cumbria 50% and in all Cumbria 53%. At its meeting on 22nd May the Partnership received reports on the consultations undertaken and agreed the timetable for taking forward the Final Report. Assuming no particular issues arise in the process it is planned that the Final Report will be agreed at a final meeting of the Partnership to be held on 19th July. The report will then be published and considered by the 3 local authorities, Copeland, Allerdale and Cumbria County Councils as identified 'Decision Making Bodies' (DMBs) in the Government's process. The three Councils will need to consider the report and to agree to participate or not in the next stage of the process, which starts the search for a site.

On 16th May it was announced that Shepway District Council in Kent would be commencing a programme of community consultation to seek the views of the local community on the potential to make an Expression of Interest to Government for a Geological Disposal Facility to be sited on Romney Marsh. This programme is scheduled to conclude at the end of June.

Nuclear New Build

Negotiations continue with NuGeneration Ltd regarding their proposals to develop the Moorside site for a new nuclear power station and the Council with County Council colleagues have had a number of meetings to progress a Planning Performance Agreement (PPA). Such an agreement ensures that the resource implications for the Councils of responding to the development consent process are identified and provided for. The PPA was the subject of a report to Executive on 29th May and subject to minor amendment and legal checking should be ready for signature by the end of June.

On Friday 11th May National Grid announced potential strategic route options for upgrading the electricity network to take the power generated from the Moorside project, and other

power generating activities in Copeland and elsewhere in West Cumbria, to the national market. The consultation process is seeking views from stakeholders on 6 potential route options. As part of this process colleagues from National Grid will be attending a Members briefing on 20th June and from this a Borough Council response to the consultation exercise will be reported to Executive on 10th July. Again the resource implications for the Council from the engagement with National Grid are the subject of a Planning Performance Agreement which is now agreed and signed by participating local authorities across Cumbria and Lancashire.

The third meeting of the New Nuclear Local Government Group which Copeland is a Member of met in Anglesey in April. The meeting received an update on nuclear new build developments at Hinkley Point in Somerset, arrangements for identifying a developer of a nuclear power plant at Wylfa on Anglesey, a National perspective on Grid enhancements from National Grid and provided an opportunity for discussion around areas of common interest such as supply chain, skills and community benefits.

Sellafield Ltd

As previously reported, Sellafield Ltd working with NDA, DECC, Civil Nuclear Constabulary and the Office for Nuclear Regulation have been developing a range of options to enhance security at the Sellafield site. This is part of a programme of continuous improvement, designed to enhance current security arrangements. Discussions with the company continue around the transport and vehicle access elements of this project. Preparations continue for the new off-site accommodation to move circa 200 employees to the Revenue Payments Agency (RPA) building in Workington by the end of May 2012. Longer term, the company plan to occupy the Albion Square office development in Whitehaven to its full capacity and are continuing to engage with the NDA, Copeland Borough Council and Britain's Energy Coast to pursue this development and other off-site opportunities.

As this project's key driver is to reduce the number of vehicles accessing the site on a daily basis, a review of Single Occupancy Vehicle Access (SOVA) pass allocation is underway. To date, over 300 SOVAs have been returned, which ultimately reduces the number of cars permitted to enter the site on a daily basis. Associated with the SOVA review, recent data capture and monitoring of the existing Yottenfews car park utilisation has revealed a daily uptake of around 55%, with a view to increasing this utilisation rate to 85% by October 2012.

Installation of the new outer perimeter fence is on-going. Visible works are currently underway between the WAMAC and Main gates, Ponsonby track and Golf course sectors. To date, approximately 800m of fence has been installed. In addition the fencing team have recently been tasked with delivering an acceleration programme which will see the installation of approximately 6,000m of fence – essentially creating a double fence around the site, by October 2012. Some of this work will require planning permission.

Vehicle Stopping Devices have now been installed at the Calder, North and WAMAC gates and Main Gate works are now underway and are scheduled to last through to September 2012.

The CNC Police recruitment is now complete and the first Cumbria Constabulary, Civil Nuclear Constabulary and SL Memorandum of Understanding has now been signed enabling a permanent constabulary presence at Sellafield. Introduction of the new Guard Force is also well underway with personnel now mobilised at the North, WAMAC, Calder and Main gates. To date, nearly 80% of personnel recruited are from within the local area.

Finance and Resources Portfolio – Councillor Gillian Troughton

Finance

Year end work for 2011-12 is taking place and the provisional outturn reports were presented to Executive on 29th May.

Copeland took the Chair of the Revenues and Benefits shared service Strategic Board from May 2012. Capacity has been added into the service to enable continued improvement in the current service performance whilst planning for and implementing the changes to council tax benefit and the localisation of business rates, as well as the transition to Universal Credit. This has been funded through a grant for this purpose from central government. Statements of intent have recently been received from central government on both the localisation of business rates and council tax benefits schemes, although the relevant legislation has yet to pass through Parliament. Intensive work (internally, within the shared service and with the other precepting authorities) is being undertaken, as the timescales to enable adoption of a local scheme by 31st January 2013, as required in the draft legislation are extremely short.

Property and Asset Management

Remedial work to correct a landslip on the new part of Whitehaven Cemetery is taking place. The topsoil removed is being used to form a bund (earth bank) to protect the Wagon Road from rock falls from the Bransty cliffs. This is the final piece of work on this stretch of cliffs: the soil nailing is now grassing over and drainage working effectively, and a high strength fence is installed at Redness Point to catch rocks and protect the Wagon Road. Together these schemes should ensure they are safe for at least 75 years.

Performance and Transformation Portfolio – Councillor John Bowman

Staffing and Human Resources

Attendance Management:

Following the introduction of the Council's revised Attendance Management Policy & Procedure on 1 April 2011, a major improvement in attendance has been achieved for the full year 2011/12.

Against a target level for the year of 8 days lost to sickness absence per employee on average, the level achieved was 7.81 days. Compared with 2010/11's 9.95 days, this result represented a 21.5% improvement.

Partnership working by HR staff, line managers, employees and the Occupational Health Service has brought about this encouraging result. Continuing attention to health and welfare matters should enable us to make further improvements and impact positively on our organisational capacity at a time of stretched resources.

Training and Development for Officers

How Copeland moves forward with its training and development for employees has been the subject of consultation and discussion with employees and managers. With the current budgetary concerns it is essential that training is carried out in the most efficient way. The Core Curriculum was launched on the 1st April 2012 and sets out the priority areas that Copeland will focus on in the coming 12 months. Any 'core' training identified will be delivered in-house as much as possible with the aim of cutting down travel expenses. The Learning at Work page on the intranet is to be updated as training is arranged. Individual requests which are identified through the Appraisal process will need the support of the relevant Head of Service and be authorised by the Training Panel.

The core training programme for staff has been commissioned, published on the Intranet for the next quarter. Sessions delivered to date include principles of project management, time management, handling difficult conversations, Data Protection, ICT skills and use of Microsoft products such as excel and word.

Following consultation with employees and unions the new competency framework has been launched through the Appraisal process. Line managers have undertaken training in the structure of the framework and are currently agreeing with individuals the appropriate level for each category. There are 8 categories which are split into 4 levels. Each job profile will have a Personal Competency framework describing the positive behaviours that the organisation expects. The new framework replaces the existing competency framework and will be used across the HR processes of recruitment and selection training and development and appraisal.

Policy and Transformation Update

Equality

The consultation process on the completed Equality Scheme which incorporates the Equality objectives for the Council's compliance with the Public Sector Equality Duty has now ended. The Equality Scheme will now be presented to the CLT & Executive for formal adoption on 10th July. The Action Plan and scheme will be uploaded to the Covalent system for monitoring and reporting.

Copeland Borough Council were the Lead organiser for the first West Cumbria Equality Partnership Event which was held on 27th April 2012 at the Lakes College. This event brought together Service Users with a disability and Service Providers to discuss face to face

the barriers and issues regarding the Service delivery. Feedback has been very positive and we hope to develop this further in the future.

In recognition of the partnership working between the Council and the Copeland Disability Forum (CDF) the Equality Officer was awarded the Mayor Metherall Award at the CDF Annual Meeting.

GIS

Following the new GIS system which has been rolled out internally via the intranet, further tools have been added to the system so that users can edit information. A pilot project is to be run in Housing Options so that housing grants and empty properties can be captured and maintained by the Housing Options team. This in turn supports other improvements by feeding information directly into other back-office systems such as Land Charges, allowing changes to be picked up immediately.

There have also been developments to increase the capability of the public-facing website, and there is now the opportunity to quickly create custom designed web-mapping pages. This will include the MyProperty webpage which will be launched alongside the new website. This also means that other bespoke web-mapping pages can be created. For example, Land Charges Personal Searches, 'What's In My Locality' page, or planning and building control applications.

Customer Services

The 10 week trial of rural surgeries is concluding and now undergoing review.

Joint working with the Citizen's Advice Bureau (CAB) is proving to be successful in supporting residents. Joint surgeries have taken place at Eskdale Green and Ennerdale and a further two are planned in the next couple of weeks.

The CAB continues to run surgeries at the Copeland Centre every Thursday from 9-1pm. The surgeries are very popular and the high number of appointments demonstrates there is high demand for this service.

Copeland Direct is currently going through a trial rota review and this has already had a positive impact on performance by reducing the number of lost calls over this period by one third.

The Cash Office has recently undergone an audit report which recognised the service as good, the highest result possible.

Locality Working

The Fourth Copeland Partnership will take place on 3rd July with invitations out by 25th May. The updates will inform the Partnership of progress on actions agreed at the December conference of the West Cumbria Child Poverty Action Group and Inspira's aspiration raising activity, along with summary positions regarding economic opportunities, the Green Deal and activity of the Community Safety Partnership. Workshops will focus on young people's priorities led by the Copeland Youth Council, and Financial Inclusion led by Citizens' Advice

Bureau. These two areas will contribute to completing the detail on the Sustainable Community Strategy Action Plan.

In all localities, partnership work with a range of agencies has continued to increase, including in April and May, work with the County Council's Community Transport team. In Whitehaven a working group to look at the interaction of community and commercial public transport has been established, with the objective of also addressing issues around transport for health services. Community Transport work is also planned in the first two quarters of the year for North East and South Copeland, with other areas being engaged in the latter part of the year. In South Copeland an all agency group, including County Council Children Services is meeting with the partnership to look at provision of services for young people. In Whitehaven, the partnership is contributing to continuation of the Citizens' Advice Bureau service at Catherine Street and engaging with partners to plan how it can promote financial inclusion.

The localities team continues to support community regeneration activity across the localities including for example, helping Mid Copeland to establish a creative solution to access into and out of the valleys of Wasdale and Eskdale, connecting with the rail services north and south at Seascale station on Saturdays through the summer. In West Copeland, the Partnership and parishes now have access to a lengthsman two days per week, with maintenance of the Castle Park also being taken on by the community. Funding from Copeland BC has been used to lever additional funding and the project will seek to extend the ways that communities are able to engage with their environment and its upkeep, encouraging adoption of open spaces that have no ownership at present.

Housing, Planning and Community Safety Portfolio – Councillor George Clements

Planning Policy

Core Strategy on deposit

The Submission version of the Council's **Core Strategy and Development Management Policies DPD** went out to public consultation on 31st May. This is for a 6 weeks period during which people can respond with objections or expressions of support. They can also request to take part or be represented at the Examination hearings which are likely to be held next February. I will be reporting back to Full Council in September/October with suggested alterations to the documents before submission to the Secretary of State.

Whitehaven Planning

We have begun work on a **South Whitehaven Plan** in association with Home Group and Story Homes. This is another SPD which is both a development brief for the proposed new housing area south of Woodhouse and an attempt to breathe life back into the Housing Market Renewal initiative for the existing estates at Woodhouse and Greenbank. The work kicked off with an exhibition at St Peter's Hall on 31st May. The planning policy team has been working closely with Emma Dickinson, the Council's Youth Engagement Officer and workshop events have been arranged for local young people at Young Cumbria and

Whitehaven School. In addition further work is planned over the next few weeks with local primary schools and the Harbour Youth Project looking at both the South Whitehaven and Town Centre and Harbourside plans. The results of these consultation events will inform the Plans as they are developed over the coming months.

The Planning Policy Team have been working closely with Emma Dickinson, the Council's Youth Engagement Officer to engage young people in several new planning documents for Copeland. Building on the successful work already undertaken with local schools and youth groups on the Whitehaven Town Centre & Harbourside SPD, consultation events have been arranged for local young people at Young Cumbria and Whitehaven School looking at issues related to the emerging South Whitehaven Plan. The South Whitehaven Plan will include proposals for improvements to the Woodhouse area and building around 600 new homes in the area over the next 15-20 years. In addition further work is planned over the next few weeks with local primary schools and the Harbour Youth Project looking at both the South Whitehaven and Town Centre and Harbourside plans. The results of these consultation events will inform the Plans as they are developed over the coming months.

Encouraging better quality design

Over the last few weeks there have also been workshop events for those interested in how we can encourage better quality design in our new developments. These are to assist the production of our **Planning Design SPD** which both Councillor Blackwell and I are keen to see completed and added to the Council's LDF documents.

Development Control

The Council's Development Control function managed to achieve top quartile performance again in 2011/12 for the speed of determination of planning applications. Top quartile performance means we determined over 82% of major application, 84% of minor applications and 92% of "other" applications within the proscribed timescales. Over the period a total of 480 applications were determined. In addition and in responding to our satisfaction survey 96% of respondents stated that they are "very" or "fairly" satisfied with the service provided.

Building Control

The Council's Building Control service is one of those which in general quietly get on with their work on a day to day basis without anyone paying too much attention to the vital role they play. Examples of the work they have been involved in recently include the former Sekers Site at Hensingham. Development of the site has been delayed due to economic circumstances. The site's Nottingham based owners had intended to leave the demolished buildings on the site until such time as new building works could be started. However, due to the negative effect the appearance of the site was having on public amenity our team pressed the owners for action, over a number of months, culminating in the recent improvement of the site.

Another example is the former bus depot at Bransty Row. Building works to the former Bus Station and associated buildings have been ongoing since the end of 2011 following surveys by the building control team. These surveys identified major issues that were viewed as potentially being detrimental to public safety. The roof to one of the buildings, the former Bus Depot, was found to have serious roof defects. Because of the substantial costs involved in either replacing the roof or demolishing the building, the owners were reluctant to carry out the necessary works. Since the situation could not be allowed to continue the owners were informed of the intention to progress the matter to the Magistrates' Court. As a result, and in advance of magistrate's action being taken, we received a Notice of Intended Demolition from them. The owners have also submitted a parallel planning application for the demolition, which should result in a substantial improvement to an important gateway into Whitehaven.

In the Market Place, Egremont a small mixed retail/residential development site next to the Wheatsheaf Hotel has remained dormant for approximately 18 months, since a lorry crashed into and damaged the partially built structure. Having previously engaged contractors to improve the safety of the partially developed site, the team recently obtained an Order from the Magistrates' Court to carry out works to the gable end of the Wheatsheaf Hotel. The gable end was exposed by the development site, which because of its age was deteriorating and beginning to present a danger to public safety. Just as the works were being commissioned on gaining the Magistrates Order to carry out necessary improvement works on the Council's behalf, contractors employed by the brewery who are seeking to sell the Hotel stepped in to renovate the gable. A good result nonetheless.

Housing

New Affordable Homes

The Council's strategic housing target of enabling the completion of 53 new affordable homes in 2012/13 is now virtually unstoppable. Between April and this meeting 29 new homes for rent will be completed at Grammerscroft in Millom. During the summer a further 24 rented homes will be completed at the formerly stalled site at Jefferson Park in Whitehaven. Both developments are by the Home Housing Group.

Before the end of the current National Affordable Housing Programme in 2015 further developments will be completed by Home Group, Two Castles Housing Association and Impact Housing Association.

Existing Stock

Improving the energy efficiency of existing housing is a priority for achieving carbon emissions reductions and combating fuel poverty in our communities. The Cumbria Warm Homes Project has delivered 134 energy efficiency installations in Copeland to date, all in the private sector.

Social housing too is receiving attention. The Community Energy Savings Programme at Sandwith Ward (Woodhouse and Greenbank) comprises around 500 dwellings and began on 2 April 2012. It will cease by the end of October and is funded by British Gas under their

obligations from carbon emissions reduction targets. By 22 May the following has been achieved:

21 full heating systems installed

20 boilers replaced

84 flue extensions completed

174 cavity wall insulations. The programme also includes external wall insulation.

There is also a European Regional Development Fund Programme in operation which I shall include in my next report.

A Borough-wide private sector stock condition survey has been completed and will be presented to the Strategic Housing Panel on 19 June.

Disabled Facilities Grants (DFGs)

In 2011/12 we completed 100 DFGs and took an average of 9 weeks from receipt of referral to grant approval. This is the most we have achieved in the shortest time and they were delivered within budget. Since April we have reduced the time to grant approval to under 9 weeks, which is ahead of target.

Cumbria Choice

We recently held a well-attended training workshop for Councillors on the choice based lettings scheme. The policy is undergoing its first annual review and I intend reporting further on this and its consultation in my next report.

Community Safety

A copy of a letter sent to all licensees for the Euro 2012 initiative is attached to this report for your information.

Environment and Sustainability Portfolio – Councillor Allan Holliday

Bathing Water Quality

All of Copeland's designated bathing water beaches of Haverigg, Silecroft, Seascale and St Bees are sampled by the Environment Agency for water quality during the bathing season of May to September. The results of the first sampling of the season this year are that all four beaches met the higher guideline standard.

Bathing water quality standards are set in the Bathing Water Directive as maximum allowed level of bacteria in bathing waters – the bacteria concerned are E-coli and intestinal Enterococci. These bacteria indicate faecal pollution from either humans or animals. So our quality coast awards really are an outward sign of our high quality bathing water.

Currently all designated bathing waters must meet the mandatory standard and efforts should be made to meet the higher guideline standard. This will change from 2015 when the permitted levels of bacteria will be much tighter. Bathing waters meeting the new standard will be classed as Excellent, Good or Sufficient, gaining a Poor if they do not.

Water Quality results over the whole bathing season will determine overall classification of the bathing water – 16 out of 20 samples must pass the E-coli standard and 18 out of 20 samples must pass the intestinal Enterococci standard.

Sampling is undertaken by the Environment Agency and Copeland, as a bathing water controller, displays the results on notice boards at the beaches, provides information at each bathing water on its current classification and advice against bathing where water quality fails the mandatory standard (from 2015 water that is classified as Poor)

Our officers and the Environment Agency are working together to maintain, and improve where possible, bathing water quality with the objective that bathing waters in Copeland continue to meet the higher standard, and from 2015, within the new classifications are rated Excellent, Good or Sufficient

Carbon Management Plan

Carbon Management Board will agree the carbon reduction projects for contributing to our 2012/13 5% carbon reduction target. One of the key projects for year 3 of the plan is the work with North Country Leisure on energy saving measures in their four operational centres. Once implemented this project will offer an annual efficiency saving to the Council's NCL contract of £20,121 and contribute 145.2 CO₂ tonnes per annum. In addition our planned maintenance programme with NCL will install a low energy use air handling plant at the Whitehaven Swimming Pool during this current year again resulting in an annual expected efficiency saving to the NCL contract of £20,000.

Regeneration and Economic Development Portfolio – Councillor Phil Greatorex

Economic Blueprint

Britain's Energy Coast is launching its Economic Blueprint on 15th June 2012. Energy Coast partners are working with the consultants GVA on the implementation plan which will set out the strategic plan for BEC to action the Economic Blueprint and enable strategic investment discussion and opportunities. This Implementation Plan will be presented for agreement to the next meeting of the BEC Board.

Copeland Coastal Initiative

The Council has submitted a bid to the Coastal Communities Fund on behalf of the Copeland Coastal Partnership. The bid was developed in partnership and will support growth in the tourism sector, improve infrastructure and enhance the visitor experience. Success with the bid would create over 100 permanent jobs. The bid was for £551,745 from the Big Lottery Coastal Communities Fund to deliver activities in local economies and communities the length of the Copeland Coast. The outcome of the submission is expected late May/early June and if successful will be looking to projects to start on the ground in the autumn.

The Coastal Initiative has also launched its marine litter campaign to help draw attention to the problem whilst encouraging people to get out along our coast. New artwork is on display on two waste vehicles regarding marine litter, there have been several beach cleans with more planned, and we are hoping to engage with the European 'Fishing for Litter' campaign later in the year which sees fishermen collecting litter out at sea.

We have also launched a coastal photography competition (closing date 31st July). Neither Council employees nor members can enter. However we would ask you to encourage as many people as possible to enter as alongside great prizes with winning entries being displayed at the Beacon later in the year, this is a real opportunity to generate some stunning images of our coast.

Celebrating World Environment Month – 'Coastal Conversation'

The Council is partnering with UCLAN and the Samuel Lindow Foundation for a coastal conversation focusing on coastal citizenship, environment and tourism issues for coastal areas. The joint event planned for Friday, 6th July, morning at the Samuel Lindow Building at Westlakes will link with the UCLAN campus in Pyla, Cyprus, to share issues and good practice. The Council is strengthening its links with UCLAN in support of the coastal initiative and developing our tourism sector.

Youth Volunteer Programme Proposal

A Youth Volunteer Programme proposal is being developed by Copeland Borough Council, Cumbria CVS and Inspira. It will create new volunteering opportunities in third sector organisations and create an imaginative route to skills development and possible accreditation for volunteers lacking in confidence, motivation and opportunity. The focus of recruitment will be on young people aged 16-25, especially those not in education, employment or training.

Skills 4 You Proposal

A Skills 4 You proposal is being developed by Copeland Borough Council, Ways into Successful Enterprise, and Home to Work. The aim of this project is to provide unemployed people with practical work experience and training in a bespoke workspace as a first step towards gaining employment skills and further participation in learning.

Both proposals are at Business Planning stage and subject to securing funding.

Ways into Successful Enterprise (WISE)

Another successful awards event was held in March this year to celebrate the successes and achievements of WISE's recent businesses in five categories, including most enterprising, change through enterprise, best for the environment, training and learning, leadership and an overall winner. This event brought together the private and public sector, educational organisations and established and new businesses to celebrate enterprise. It highlighted

the benefits of partnership working and what we can achieve together and was a huge success.

WISE has now become a recognised brand within communities and with business support partners, who recognise the value of this approach. Funding is currently being sought for the continuation of the project but funding is subject to a review of business support in West Cumbria which is being undertaken by Energy Coast West Cumbria. The contracts for the Enterprise Coaches have now been extended until the end of October 2012 but it is hoped to have other funding in place before then. An ERDF funding bid has been submitted, led by the Cumbria Chamber of Commerce, and the outcome of this will be known in June 2012. Discussions have taken place with Cumbria Chamber of Commerce and A4E for WISE to deliver the self-employment elements of their programmes and this will fund a small part of the WISE project going forward.

Whitehaven Old Town Townscape Heritage Initiative (THI)

The Council heard in May of its success with a first round pass on our THI bid for Old Whitehaven of £707,300 from the Heritage Lottery Fund. This pass means that our scheme meets the Heritage Lottery Criteria for funding and has the potential to deliver high quality benefits and value for money. We will now lead a development phase working closely with private, public and third sector partners to set out our THI proposals in detail for assessment and decision by the Heritage Lottery Fund. The successful first round pass has required extensive work with local business and property owners in the proposed Whitehaven Old Town boundary. A copy of the bid is available within the member's room.

Town Teams bidding for "Portas Pilot"

The first round bid by Whitehaven Town Team was one of 371 bids and was not one of the successful 12 Portas Pilots. The Whitehaven bid is automatically re entered into round 2 at the end of June 2012. Meanwhile, the Whitehaven Town Team, supported by the Council, is continuing with setting out an action plan to deliver some of the proposals to improve the cultural heart of the Town. The Council has been assisting a Cleator Moor Town Team with their bid to round 2.

Whitehaven Marketing Group

The Whitehaven Marketing Group, which is led by West Cumbria Tourism, has developed a 12 month programme of activity designed to gain coverage for the town, its attractions and tourism businesses. The group is made up of representatives from the Council, Whitehaven's business groups and attractions and local media organisations, all of whom are committed to marketing and promoting Whitehaven as a visitor destination both locally and nationally. At the core of the group's activity is public relations and the group is looking at hosting a PR stunt to attract further media coverage which will be held in mid July.

The strapline for the new Western Lake District campaign is 'The Other Side of the Lakes'. This has been rolled out in May and 15 months of marketing activity by West Cumbria

Tourism will follow with Whitehaven being linked into all of this work and there will be dedicated Whitehaven pages on the Western Lake District website www.western-lakedistrict.co.uk/Whitehaven

Leisure Culture and Youth Portfolio – Councillor Hugh Branney

Olympic Torch in Whitehaven

The Torch route in Whitehaven is taking place on the longest day, Thursday June 21st. The council has been working closely with Cumbria County Council, the Police, Harbour Commissioners, Schools, North Country Leisure, the Lions and other organisations to co-ordinate the transport and event planning when the torch arrives mid afternoon. Experience elsewhere suggests we may have a large turnout from the local community. There are a range of supporting events taking place during the afternoon ranging from sports to music. The four torch bearers, three from Copeland and one from Ulverston are being invited to a local civic reception the week before the torch reaches Copeland.

A package of external resources has helped fund our Olympic Roadshow pre work with schools on arts to help decorate the route and sports.

Please check our Facebook & Twitter pages for up to date information on Olympic Plans in Copeland.

Twitter @copelandsports

Facebook – facebook.com – Copeland Olympic Programme

Copeland's Free Weekend of Sport

To celebrate the start of the Olympic Games Copeland BC are working with Sports Facilities, clubs & Organisations to provide free sports activities & taster sessions. The free weekend will take place on 21st & 22nd July at venues right across the Borough. We want as many people taking part in sport & physical activity over the weekend as well as highlighting the sporting opportunities that are on offer throughout the Borough.

Venues already signed up & committed to providing activity are:

Millom Recreation Centre
Whitehaven Harbour Youth Project
Whitehaven Sports Centre
Cumbria Sports Academy
Copeland Swimming pool
Egremont RUFC

National and County recognition for The Beacon

The Beacon has received "Highly Commended" in the Access for All category at the Visit England Tourism Awards. Our success has been due to providing for social, intellectual, ethnic and emotional access as well as physical access to our facilities and services. The award means that we rank in the top six accessible tourism facilities in the country.

At the Cumbria Tourism Awards on 24th May, The Beacon was a finalist in the “Sustainable Tourism” category. This award results from Copeland taking part in the Greener Museums programme, in house training and staff sustainability commitments as well as investment in low energy lighting,, heating and cooling systems. The Beacon was able to reduce its energy consumption by 26% from 2010/11 to 2011/12 and every member of the team has their own personal carbon footprint for personal commuting as well as business travel.

Crown Jewels in Whitehaven

In the lead up to the Diamond Jubilee celebrations, The Beacon added extra sparkle with a loan of Crown Jewels from Royal Exhibitions in London. Usually on loan to Commonwealth countries, the exact replicas of the Imperial State Crown, St Edwards Crown, the Queen Mother’s Crown and Queen Mary’s Crown, along with the Sovereign’s orb and sceptre were on display at The Beacon from 14 to 27 May, 2012. With interest from the public and media (local press, Radio Cumbria and Border TV), additional income was generated during the loan period to easily cover all costs associated with the loan and it’s exhibition.

Creative People and Places

A Creative Copeland consortium bid has been made to the Arts Council in April this year. The proposal focuses on increasing arts participation across the Borough and sets out a three year programme developing community based arts and culture in everyday life and business. A key element of the £2m grant application will be action research and a focus on longer term social and economic opportunities and outcomes for our residents.

Youth Engagement Portfolio update

‘The Friday Night Project’ – Youth providers in Copeland have been working on a collaborative project to provide more activity for young people at key times. The group (Youthwork Copeland) looked at current gaps in provision and anti-social behaviour statistics to determine when young people are more likely to be involved with anti-social behaviour. From this it was determined that there needed to be more activity on Friday nights in all parts of Copeland and Youthwork Copeland put a collaborative bid into Copeland Community Fund for £49 962 which has been awarded!

Copeland Youth Council met the MP Jamie Reed last month to present and talk through their work and priorities. Copeland Borough Council portfolio holder and a member of the Copeland Area Committee were also present. Copeland Youth Council’s priorities will be the focus of July’s Copeland Partnership Conference. Members of the youth council will introduce what are important issues for young people and workshops will focus on how individuals/agencies attending the conference can work towards actions on the youth council’s action plan. The Youth Council are planning to present to Full Council at its next meeting in August 2012.

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My Reference
Your Reference

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CUMBRIA
CONSTABULARY
SAFER STRONGER CUMBRIA

NOT PROTECTIVELY MARKED

24th April 2012

Dear Licensee,

Euro 2012

Please find enclosed a sheet entitled Euro 2012, "Dos and Don'ts."

I want to highlight some of the key points.

Door Supervisors need to be easily recognisable in Hi Viz clothing to protect themselves, you, your other staff and your customers. When wearing black they are not recognisable as door staff and they provide no deterrent. Customers need to know who to talk to when there is a problem and can easily find a door supervisor in Hi Viz clothing. Wearing Hi Viz clothing, they will prevent violent crime, theft and damage in your premises. If a door supervisor, wearing black clothing, is assaulted whilst ejecting somebody the offender can use the defence that they did not know it was a Door Supervisor taking hold of them.

The Challenge 25 scheme is the new national standard and needs to be enforced at the door to prevent young people entering the premises. Young people under the age of 18 are getting into many of our licensed premises and you need to ensure that you are in a position to prevent this happening. Police are now stepping up checks again regarding under age youths in Pubs and Clubs.

You need to contact the Police at the first hint of a problem. We will never criticise you for such calls. All too often we are hearing about people being assaulted after the event and not at the time. The ultimate is a call to us when the problem is building up rather than the person who is assaulted contacting us after the event. Having easily recognisable door staff with a Pub Watch radio will assist in this greatly.

CCTV is vitally important and you need to have a modern system which can produce clear images from which offenders can be identified. If an assault occurs in your premises which is not covered on CCTV you should review and improving your security arrangements. Images need to be retained for a minimum of a month (31 days).

Plastic and polycarbonate drinking vessels reduce the risk of injury to customers and staff and during a high risk football match our belief is that the risk of injury is high in any licensed premises. Don't take the risk. Use plastic.

We want to work with Licensees to improve security everywhere. A real concern is the poor attendance at some of our Pub Watch schemes. Pub Watch is a fantastic scheme which, when working properly with good communication between premises, can make a huge difference. When some premises do not support the scheme, it becomes less effective.

Please be aware that if there are problems at your premises and you have failed to heed the advice that has been given to you, enforcement action will be taken. This could include an expedited application to review your Premise Licence.

Yours Sincerely,

Sgt Richard Farnworth

Sgt Richard Farnworth

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My Reference
Your Reference

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CUMBRIA
CONSTABULARY
SAFER STRONGER CUMBRIA

NOT PROTECTIVELY MARKED

Euro 2012 Dos and don'ts

If you choose to show Euro 2012 in your premises

Do:

- Have enough bar staff
- Use registered door staff
- Have your Door Staff wear Hi Viz clothing
- Control admission
- Enforce challenge 25 scheme at the door
- Use the Pub Watch radio
- Contact the Police at the first hint of a problem
- Liaise with other licensees
- Check your CCTV is working
- Use plastic or polycarbonate glasses
- Serve food

Don't

- Extend your hours
- Use any drink promotions
- Reduce the price of any drinks
- Let under 18s in
- Let too many customers in
- Let anyone take drinks outside
- Breach any of your Premise Licence conditions

If you wish to discuss any of the above points please contact
Sgt Richard Farnworth by ringing 101