



# Copeland Partnership Plan

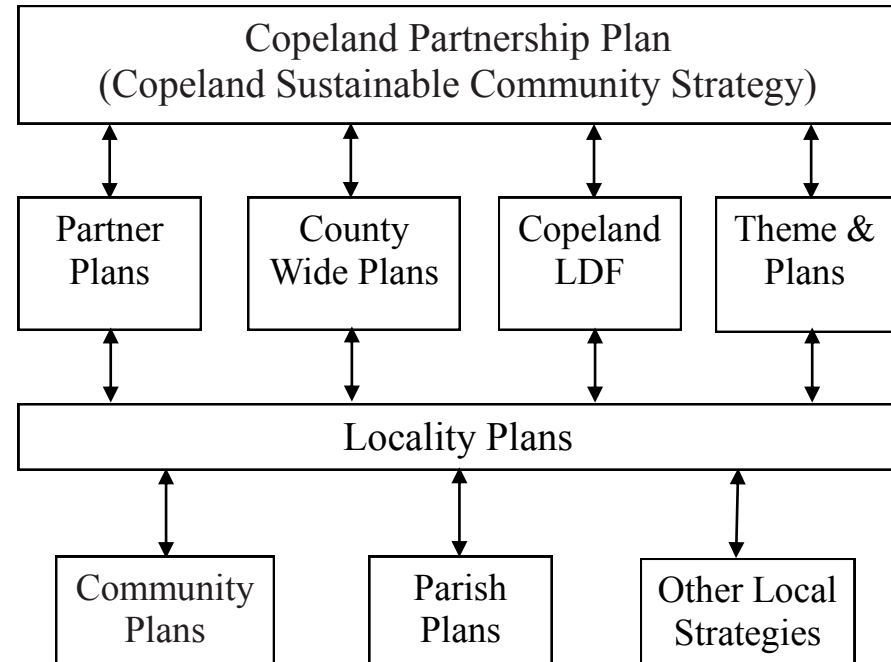
A strategy for sustainable communities in Copeland  
2011 - 2012

By working together the Copeland Partnership will improve lives,  
sustain communities and enhance the prosperity of Copeland

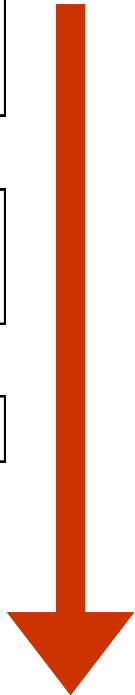
# Relationship with other Copeland Plans & Strategies



Strategic Local Priorities inform Corporate plans and Copeland Partnership Plan



Corporate Plans and Locality Plans are delivery mechanisms for Copeland Partnership Plan



# Foreword

By working together the Copeland Partnership will improve lives, sustain communities and enhance the prosperity of Copeland

The Copeland Partnership is the result of a consultation process to create a specific local strategic partnership arrangement for Copeland. The roots of the Copeland Partnership are in our six localities and it's structure has been built around existing partnership working and is assured in its streamlined delivery and ability to offer many routes of influence. This Copeland Partnership Plan sets out our ten year shared vision for maintaining and building sustainable communities throughout Copeland. This Partnership Plan has been developed to be smart, realistic and achievable. The single set of priority outcomes and measure of success are for all services in Copeland to focus on delivering to address local issues and community concerns.

The commitment from all stakeholder groups is for a dynamic fit for purpose strategy able to frame and shape service priorities across the borough. The core principle of the Partnership is to enable activity to take place at the appropriate level. Much of the detail of this strategy will be delivered through existing delivery and partnership arrangements under the Copeland Partnership umbrella. The Partnership will annually set out its priorities for additional shared activity and focus under each aim and review this and the priorities in this strategy at its open Conference. This will focus on looking to intervene earlier to offer more choice, support and opportunities to prevent the need for residents and communities to reach crisis, secondly, to assist with addressing current issues and situations and finally, to take a sustainable approach and prepare for future opportunities and choices to enable residents to access services and opportunities for a lifetime.

We recognise the importance for this strategy to set out outcomes that are valid and credible for local stakeholders. Over the next ten years we will be working closely together to maintain understanding of local issues and concerns and to deliver against shared priorities that will improve the quality of life, opportunity and choice for Copeland residents, families and communities. Ultimately we wish to ensure our communities are places where everyone has access to the services they need and is able to become involved in activities in their community.





# Vision

## Our Purpose:

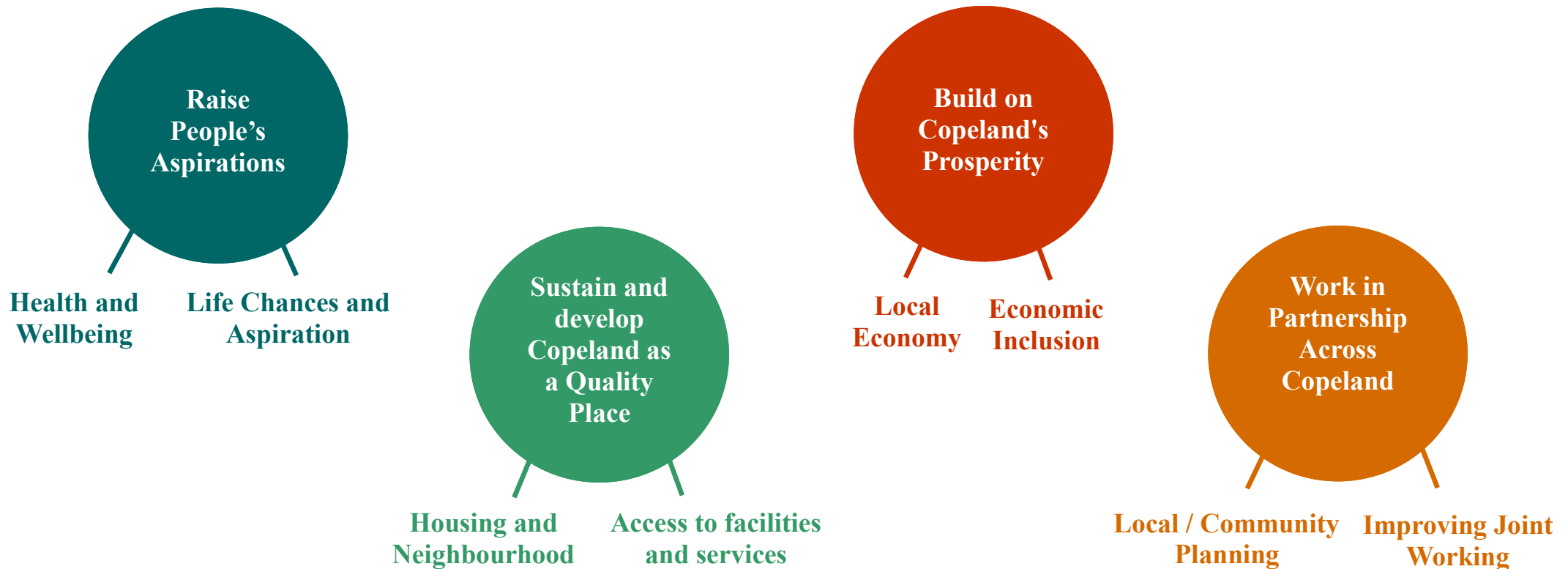
This Sustainable Community Strategy will enable Copeland to:

- Be a strong, diversified and well connected economy, with a growing, appropriately skilled population with high employment;
- Protect and enhance its special natural environments and be recognised by all as an area of outstanding natural beauty and vibrant lifestyle, which attracts a diverse population and visitor profile;
- Be home to a strong and healthy community, which offers (all of its) people a good quality of life and enables them to play a full part in their community and locality.
- Be globally recognised as a leading nuclear, energy, environment and related technology business cluster, building on its nuclear assets and its technology and research strengths.



# Our Aims:

In Responding to the Challenges facing Copeland together we are working towards four connected aims:



# Focusing on People

Together we will raise people's aspirations for themselves and for Copeland

In developing the strategy a number of strong messages were received. Local knowledge combined with updated data and evidence has led the Copeland Partnership to some core people priorities within our ten year plan. The discussions and statistics evidence a need for a particular focus on young people to provide opportunities and infrastructure to engage and enable them to live and work in the area. This will require early intervention on aspiration including early awareness of opportunities and careers for young people. Early intervention in supporting families who are in poverty is one priority for the Copeland Partnership in tackling child poverty and its impact.

Evidence and local messages focused on more attention to addressing parent poverty to offer children opportunities to break from this family poverty cycle. Children and young people living in poverty face a greater risk of poor health and failing to reach their full potential and there is a documented link between access to quality employment and child poverty. Copeland's health profile across all ages highlights persistent areas of poor health compared to the national average and significant discrepancy between healthy life expectancy in different neighbourhoods within the area.



We want to see	We will measure changes and progress in	We will prioritise
<ul style="list-style-type: none"> <li>• A healthy community</li> <li>• <b>Young people see a future for themselves in Copeland</b></li> <li>• Older people's needs integrated into service delivery</li> <li>• <b>Opportunities for skills and lifelong learning</b></li> <li>• People believe that they can make difference</li> <li>• <b>People able to access the support they need to live with adequate resources</b></li> <li>• Less children living in and affected by poverty</li> </ul>	<ul style="list-style-type: none"> <li>• Residents' health profile</li> <li>• <b>Our population profile</b></li> <li>• Young people into work and training and off NEET register</li> <li>• <b>Educational attainment</b></li> <li>• Skills levels</li> <li>• <b>Older persons poverty indicators</b></li> <li>• Residents' access to services</li> <li>• <b>Persistent poverty and changes in child poverty indicators</b></li> </ul>	<ul style="list-style-type: none"> <li>• A shift towards earlier interventions on health inequalities and poverty</li> <li>• <b>Helping young people reach their full potential</b></li> <li>• Enabling people to access the housing and support that they need, when they need it</li> <li>• <b>Ensure that our residents are educated and equipped to apply for employment opportunities</b></li> <li>• The promotion of healthy living</li> <li>• <b>Boosting confidence and aspiration</b></li> <li>• Tackling poverty and its effects</li> </ul>

# Focusing on Place:

Together we will sustain and develop Copeland as a quality place for successive generations to live, work and play.

Copeland is a district area within Cumbria County and is located on the western edge of the county. The population of Copeland is 70,400, evenly split between males and females. Like other parts of the country it has a proportion of people living in the least affluent circumstances together with a proportion of people who are living in affluent circumstances. These communities are often located in close proximity to each other. Copeland's geography presents some of our greatest challenges. The area is perceived as being remote and difficult to get to providing a set of barriers for Investment. Infrastructure improvements are needed to facilitate investment and growth. The area is most densely populated along the coastal fringe with low rural population density experiencing problems in accessing services. Copeland is home to over 60% of country's nuclear waste, concentrated around the Sellafield area with new commercial developments targeted to support settlements. There is a key role for the Copeland Partnership in tackling these challenges.





We want to see	We will measure changes and progress in	We will prioritise
<ul style="list-style-type: none"> <li>• Current low levels of crime and anti-social behaviour maintain and reduce</li> <li>• <b>Easy access into, out of and within, Copeland</b></li> <li>• Distinctive local landscapes and biodiversity conserved and enhanced</li> <li>• <b>Copeland town and villages where people want to live, work and play</b></li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining or reducing the low levels of local crime and anti-social behaviour</li> <li>• <b>Addressing domestic violence</b></li> <li>• Locality Transport issues</li> <li>• <b>Enabling local pride</b></li> <li>• Affordable warmth</li> <li>• <b>Facilitating the right housing offer to support economic growth and community sustainability</b></li> <li>• Making the best use of existing housing stock</li> <li>• <b>Settlement based developments to keep existing business and residents and attract new</b></li> </ul>	<ul style="list-style-type: none"> <li>• Crime and community safety levels</li> <li>• <b>Quality of Life Indicators</b></li> <li>• Quality and location of services</li> <li>• <b>Communication links</b></li> <li>• Landscape, townscape, seascape and environmental quality</li> <li>• <b>Housing conditions and affordability</b></li> <li>• Sustainability of our settlements</li> <li>• <b>Regeneration and new build developments and impacts</b></li> </ul>

# Focusing on Prosperity

Together we will build on Copeland's prosperity

Copeland is full of economic contrasts being home to neighbourhoods with the highest and the lowest household income per capita in Cumbria. Census information together with the Index of Multiple Deprivation shows that some communities in Copeland have the most significant levels of disadvantage in England and levels of long term worklessness are a key priority. The area contains the North West region's largest single employment site at Sellafield and activity is also focused around its associated supply chain and research capacity. The decline of the area's Industry has been gradual although there has been some developing sectors such as Tourism this has not been of a significant scale to counter the decline in traditional industries. The small business and social enterprise sector play an important part in our settlements.



We want to see	We will measure changes and progress in	We will prioritise
<ul style="list-style-type: none"> <li>• Dynamism, entrepreneurship and centres of excellence for developing technology and local job opportunities</li> <li>• <b>Narrowing of the local income gap</b></li> <li>• More diversity in our local economy to create a wider range of jobs for residents</li> <li>• <b>Local business sustained and grown</b></li> <li>• Stronger use of our economic and local strengths to attract more spend in Copeland</li> <li>• <b>Stronger physical connectivity</b></li> <li>• A break in the cycle of intergenerational Worklessness</li> </ul>	<ul style="list-style-type: none"> <li>• Technology innovation</li> <li>• <b>Business start-up and growth</b></li> <li>• Social development and economic indicators</li> <li>• <b>Changes in employment, employment sectors and worklessness</b></li> <li>• Numbers and availability of jobs locally</li> <li>• <b>Skill levels in our economy and communities</b></li> <li>• Incomes and Debt</li> <li>• <b>Our Copeland economy profile</b></li> <li>• Broadband and Wi-Fi access</li> <li>• <b>Britain's Energy Coast benefits</b></li> </ul>	<ul style="list-style-type: none"> <li>• Developing entrepreneurship</li> <li>• <b>Encourage trades skills and the development of the construction sector</b></li> <li>• Socio economic activity</li> <li>• <b>Settlement focused developments</b></li> <li>• Tackling debt and financial exclusion</li> <li>• <b>Diversifying the local economy by playing to Copeland's strengths</b></li> <li>• Maintaining and building on local business and jobs</li> <li>• <b>Work and skills interventions that prepare local people for opportunities and available jobs</b></li> <li>• Improved local access to technology/broadband and skills</li> <li>• <b>Tackling worklessness in our urban and rural neighbourhoods</b></li> </ul>

# Focusing on Partnership

Together we will work in Partnership across Copeland

Besides the views of local leaders and people from across the community, evidence about the area, its conditions, problems and prospects from a wide range of sources has informed this strategy. This strategy is developed following a line of partnership activity and continued active involvement. The delivery of this strategy will be undertaken at a range of levels particularly locality, Copeland, West Cumbria and Cumbria. The locality mechanisms agreed under the previous West Cumbria Partnership arrangements have been developed as the pillars on which this Plan and the Copeland Partnership are rooted.





We want to see	We will measure changes and progress in	We will prioritise
<ul style="list-style-type: none"> <li>• Strong locality partnerships with plans involving local people in influencing local services</li> <li>• <b>Joint working throughout the public, private and voluntary sectors to deliver best value services that meet local needs</b></li> <li>• All Copeland parish, town and wards covered by current community plans</li> </ul>	<ul style="list-style-type: none"> <li>• Youth participation</li> <li>• <b>Existing access points to get community, residents and businesses engaged</b></li> <li>• An annual focus on shared additional action</li> <li>• <b>Business and services providing local opportunities in partnership with schools, providers, childcare, etc.</b></li> <li>• Improved and increased Information</li> </ul>	<ul style="list-style-type: none"> <li>• Involvement from all sectors</li> <li>• <b>Relationships at locality level</b></li> <li>• Regular performance information to show improvement linked to local priorities and evidence</li> <li>• <b>Community involvement</b></li> <li>• Delivery against partnership actions</li> <li>• <b>Number of active groups in the area</b></li> <li>• Use of the Partnership website</li> </ul>
We will measure Partnership performance using:		We will report progress against our priorities through:
<ul style="list-style-type: none"> <li>• A package of indicators setting out improvement areas that all partners in Copeland can focus on delivering against;</li> <li>• <b>Theme strategies and action plan monitoring;</b></li> <li>• Monitoring the delivery of borough-wide &amp; locality priorities agreed by the Copeland Partnership in theme partnership and individual partner's service plans;</li> </ul>		<ul style="list-style-type: none"> <li>• Locality based monitoring;</li> <li>• <b>An Annual Copeland Progress Report;</b></li> <li>• Twice Yearly Copeland Partnership update</li> <li>• <b>The Annual LDF Monitoring Report</b></li> </ul>

## Copeland Partnership Core Performance Indicators

PEOPLE	
<i>We want to see</i>	<i>We will measure</i>
A healthy community	Life expectancy at birth Healthy life expectancy at 65 Under 18 alcohol admissions Numbers of Obese Children Smoking Cessation numbers
Young people see a future for themselves in Copeland	Population numbers and detail Change by age and location NEET (Not in employment, education, training) Register Young people into work and training
Older people's needs integrated into service delivery	IDAOPi Copeland wards – older persons poverty
Opportunities for skills and life long learning	NVQ skills levels (annual population survey) GCSE pass rates (5 Grade A-C) Participation rates in adult education
People believe that they can make a difference	Local volunteering rates % people / young people who feel they can Influence decisions in their neighbourhood
People able to access the support they need to live with adequate resources	Benefit take-up rates Credit Union membership rates CAB referrals Excess winter deaths
Less children living in and affected by poverty	Take up of working tax credit IDACi Copeland wards – child poverty – Changes Take up of affordable warmth scheme in targeted areas

PLACE	
<i>We want to see</i>	<i>We will measure</i>
Current low levels of crime and anti-social behavior maintain and reduce	Domestic abuse number of repeat incidents Rate of violent crime (including low level public order through to serious violent crime) Reported repeat victimisation rates"
Easy access into, out of and within, Copeland	Access to Broadband Total % of completed housing sites within 30 mins of key services by public transport
Distinctive local landscapes and biodiversity conserved and enhanced	CO2 emissions per capita (reduction targets) Proportion of local sites where positives conservation management has been or is being implemented
Copeland town and villages where people want to live, work and play	Improved street and environmental cleanliness Housing Affordability / ratio of house price to income New Affordable housing / Net additional homes Changes in stock condition Empty homes number, time and types Maintain the number of settlements with 4 services % people who feel safe in their area

PROSPERITY	
<i>We want to see</i>	<i>We will measure</i>
Dynamism, entrepreneurship and centers of excellence for developing technology and local job opportunities	Inward investment
Narrowing of the local income gap	Household income difference – mean and SOA 10% Wage levels – mean and SOA 10%
More diversity in our local economy to create a wider range of jobs for residents	New business registration rate Total number of jobs + Sellafield Copeland job ratio People aged 16-74 in employment by sector
Stronger physical connectivity	Covered elsewhere
Local business sustained and grown	Empty shops / retail closures in Copeland towns compared to national and other similar towns Small business employment levels / growth
Stronger use of our economic and local strengths to attract more spend in Copeland	Visitor levels and spend and as % Cumbria Visitor overall level of satisfaction with their visit / return visitor levels
A break in the cycle of intergenerational worklessness	Working age population skill levels Overall employment rate Claimant rates Availability of jobs locally 16-18 year olds not in education, employment or training

PARTNERSHIP	
<i>We want to see</i>	<i>We will measure</i>
Strong locality partnerships with plans involving local people in influencing local services	Update locality plans with partners / community % people / young people who feel they can influence decisions in their neighbourhood
Joint working throughout the public, private and voluntary sector to deliver best value services that meet local needs	Number of actions in existing locality plans successfully delivered through joint working  No of neighbourhoods in worst 10% & 20% nationally Copeland IMD ranking
All Copeland parish, town and wards covered by current community plans	Number of current plans

## Copeland Partnership Principles:

- Create added value through focussing partnership work on those problems and issues that no one organisation can solve on its own.
- Aim for excellence through continuous improvement.
- Create a learning culture in how we do things.
- Encourage public engagement and participation.
- Promote equality and diversity.
- Work to create sustainable and cohesive communities.
- Stimulate a facilitating and enabling culture in our organisations.
- Take in to account the aims of other relevant strategies.
- Maximise the potential contribution of the voluntary and community sectors.

## Copeland's Communities are sustainable through:

- A flourishing and diverse local economy;
- Communities that work with access to opportunities;
- Places to live, work and play that are affordable, safe and considerate of the environment;
- A well designed and built and natural environment along our coast, in our settlements, across our landscape;
- Improved connections linking people to jobs, health, schools and local services;
- Building on our heritage and community strengths;
- Public, private, community and voluntary services that are appropriate to people needs and accessible to all;
- Inclusive and responsible participation and representation.



[www.copeland.gov.uk](http://www.copeland.gov.uk)

Some images courtesy of Partners and Brian Sherwen