

More detail of our four 'ambitions.'

The 2017/18 Corporate Delivery Plan main priorities and key deliverables are proposed as follows:

### **1 Town Centre Regeneration**

- To complete the partnership masterplanning activity for Whitehaven looking at town centre opportunities including following up on the growth deal bid and looking for other external resources to enable early delivery against the Final Whitehaven Masterplan.
- To work with partners in each of the other three towns to agree priority plans and opportunities for each setting out delivery arrangements and funding required.
- Continue our growth work to maintain appropriate land supply across the borough to facilitate commercial development and new housing.
- Improve the environmental quality of our towns and major settlements through joint activity and a focus on community planning and engagement to enhance use of parks and open spaces. The Council will in 2016/17 look at a Parks Trust model and grow its recycling service as part of the commitment to a new environmental policy in quarter 4 of this current year.

### **2 Commercialisation**

- Use our Commercial Strategy to further increase our income generation and ensure increased sustainability and financial self-sufficiency within the Council and for its services to our residents and commercial customers. The 2016/17 branding for our commercial services will be launched along with a linked website offer. We will look to set up a trading company if needed and as set out in the Commercial Strategy.
- Exploring opportunities from feasibility work on energy company and district heating potential to ensure any progression is financially viable and able to assist the residents of Copeland. To embed the financial inclusion intervention set up in 2016/17 with iChoosr to assist residents with reducing energy bills.
- Continue our journey of creating a commercial culture within the Council through embedding the commercial awareness and skill base of staff and members to ensure commercialisation is a core attitude within the Council's delivery approach to our Corporate Strategy.
- Use and build on our experience and good practice of commercial and collaborative delivery models of existing and trade services when expanding our commercial approach within our services.

### **3 Employment, Skills and Social Wellbeing**

- Working with a wide range of partners and stakeholders on community benefit and socio-economic opportunities and resources to focus on social inclusion and in particular employment, skills and social wellbeing for all borough residents.
- Use our social inclusion investment programme in 2017/18 to attract external funding to enhance our existing programme and resources targeted at specific social impact interventions in line with our policy priority areas.

- To work closely with our statutory, voluntary and community sector partners and stakeholders to understand the impact of welfare reform on Copeland residents and work closely to minimise this impact.
- Deliver an expanded Council apprenticeship programme with 5 apprentices during 2017/18 and offering traineeship and placement opportunities as a contribution to the Copeland skills and work partnership delivery. We will be using our apprenticeship levy resources to ensure quality training and support is in place.
- Combine efforts on obtaining resources to develop local aspirations and learning opportunities.
- Continue to take a key role in the Copeland Health and Wellbeing Forum driving initiatives to meet gaps in need and address long standing health inequalities impacting on our residents.
- Engage actively within Cumbria to obtain resources and target interventions to address the impact on families, individuals and communities of domestic abuse.

#### **4 Strengthen the Way We Operate**

- Following our major support services review process in 2016/17 and the detailed review of all the Council's finances we will now focus in 2017/18 on embedding the new skills, commercial approaches and professional back office delivery.
- Additional cost neutral resources from our Planning Performance Agreements will again be used to effect quality responses and updates on strategic and local evidence to strengthen our policy resources for National Significant Infrastructure Projects and corporate and growth frameworks.
- Maintain our focus on our customers as set out in our Customer Strategy as we increase spend and activity towards an integrated digitally enabled council which includes an improved website, online planning solution and increased electronic interaction with council services. The Council began in 2016/17 to harness the potential of technology to improve performance and this remains our priority within the Corporate Strategy.