

# Allerdale Area Plan 2014-17



## What we have done in Allerdale

### The county council has:

#### Promoted sustainable economic growth and created jobs by:

- Developing the Port of Workington as a key player in creating jobs and income for the area.
- Creating career opportunities for young people through apprenticeship schemes.
- Delivering superfast broadband via the Connecting Cumbria project.

#### Provided safe and well maintained roads and an improved transport network by:

- Improving access to healthy lifestyles and promoted tourism by completing an extension of the Hadrian's Cycleway.
- Completing the multi million pound award winning programme of bridge re-building following the devastating 2009 floods.

#### Improved health and wellbeing and tackled poverty by:

- Tackling health inequalities through the allocation of significant grants towards projects that addressed health needs in Allerdale.
- Safeguarding residents from rogue traders by developing No Cold Calling Zones in priority areas in Allerdale.
- Providing support for people in their homes, through the council's re-ablement project, which is a free time limited service to help people regain their independence.
- Helping those who are most in need by providing support to Allerdale credit union.
- Delivering a new Fire Station for Workington, from which a range of community health training is provided.

#### Improved educational achievement by:

- Funding dedicated support to young people in year 6 ready for secondary school to help raise educational standards in Allerdale.

**These are just a selection of the many projects we plan to undertake in Allerdale over the next few years – further information is set out later in the plan and on our website at [cumbria.gov.uk](http://cumbria.gov.uk)**

## Our focus for Allerdale

### Within the council's priorities for Cumbria, the council's local focus in Allerdale will remain on the following issues:

- Promoting sustainable economic growth, and creating jobs.
- Improving health and wellbeing and tackling poverty.
- Providing safe and well maintained roads and an effective transport network.
- Safeguarding children, to ensure that Cumbria is a great place to be a child and grow up (with particular emphasis on improving educational achievement).
- Supporting older and vulnerable people to live independent and healthy lives.

## What we will do in Allerdale 2014-17

### The council will:

- Deliver a new and successful secondary school for Workington.
- Further develop the Port of Workington (including developing plans for an upgrade to the current bridge access and an upgrade of the rail connection).
- Develop proposals to improve the strategic transport links across Allerdale (including the Workington and Maryport transport hubs).
- Complete the rollout of Superfast Broadband across Allerdale through the Connecting Cumbria Project.
- Improve public access to county council services by delivering a network of service hubs across Allerdale.
- Invest in extra care housing to enable people to live independently for as long as possible.
- Develop the Health & Wellbeing Forum in Allerdale to coordinate projects to address key health issues in Allerdale.

# Contents

## 1. Foreword

## 2. Introduction and priorities for Allerdale

## 3. About Allerdale

## 4. Highlights and achievements

## 5. Developing and delivering our services

Our overall focus in Allerdale for 2015 -17

Existing plans for delivery

Reshaping local services through the development of service hubs

## 6. Monitoring the plan

## 7. Key area contacts

## 1. Foreword

This plan describes what you can expect from the county council.

Many people are unaware of the vast range of services that the county council either delivers directly, commissions from others, or supports through funding, to and for people across Allerdale. This plan brings together in one place the story of the county council in Allerdale and how we are working to maintain high quality services and a level of support that meets local needs while addressing the serious budget pressures the county council finds itself in.

It builds on the aims and work set out in the plan we published in 2012 and refreshed in 2013. Within it we have reflected on the council's achievements over recent years, assessed our current position and the challenges that face us, and set priorities for action over the next few years.

A particular challenge that has affected all of us over the past few years and will continue to test us for the foreseeable future is the budgetary pressure that financial austerity measures have placed on public services. We must therefore find innovative ways to maintain services especially for vulnerable people, while facing unprecedented funding cuts.

The county councillors in Allerdale have worked with officers from across the council to develop this plan. We believe the county council has achieved much in Allerdale, and despite the financial position that we face, we expect it to continue to meet our high expectations for the people of Allerdale.

On behalf of your county councillors, I am proud to take this opportunity to support and endorse the work that county council officers and members do for you.



**Gerald Humes**  
Chair of Allerdale  
Local Committee



**Eric Nicolson**  
Vice Chair of Allerdale  
Local Committee





## 2. Introduction

In February 2014 Cumbria County Council agreed its Council Plan for the next three years. The Allerdale Area Plan describes how the council's priorities will be delivered across the area – being clear about what needs to be tackled and what the county council will be doing locally to improve the quality of life for people in Allerdale.

The county council delivers and commissions a wide range of services, many of which, such as schools, libraries, care homes, children's centres and fire stations, are located in local communities. The council maintains highways, delivers support services to many vulnerable people in their own homes and provides a number of support services that are issue based or specific (e.g. Trading Standards, Fire and Rescue); therefore the county council plays a critical role in local communities.

However the government is taking a big bite out of the councils budget as part of its efforts to balance the nation's books. The county council has already made savings of £88million over the last three years (2010-13) – and another round of reductions in government grants over the next three years (2014-2017) means further savings of £88 million are needed. This adds up to one in every four pounds which the council used to receive to pay for services.

To meet the scale of the challenge Cumbria County Council will undergo significant change over the coming years. By 2017, the council will look, act, and feel like a different organisation.

So, faced with the twin challenges of reducing budgets and the need to maintain service delivery, work has begun to look afresh at how the county council delivers its services locally. The council is developing the concept of "service hubs" through a Delivery Plan that is being developed over the next few months and will sit alongside the Area Plan.

The county council is proud of the way in which it ensures that wherever possible the service that you receive is as locally accountable as possible. This is why there is continuing and increasing emphasis being placed within the council on the Local Committees' delegated responsibilities particularly with regard to the following services provided by the county council:

- Highway maintenance
- Minor highway improvements
- Delivery of major maintenance and improvement schemes
- Provision of School Crossing Patrols
- Money advice
- Support to 0-19 youth services
- Community grants

**As well as having direct responsibility for the budgets for the above services, the county councillors on the Allerdale Local Committee help influence how the council delivers all of its services. The council recognises the vital role played by local county councillors in representing the communities within their area.**

**All of the council's local work takes place within the framework of the county council plan, which has 8 key priorities:**

- To safeguard children, and ensure that Cumbria is a great place to be a child and grow up
- To enable communities to live safely and shape services locally
- To promote health and wellbeing, and tackle poverty
- To protect and enhance Cumbria's world class environment
- To provide safe and well maintained roads and an effective transport network
- To promote sustainable economic growth, and create jobs
- To support older and vulnerable people to live independent and healthy lives
- To be a modern and efficient council

# What we will focus on

The Local Committee has considered key local information about the area and has agreed the following will have a focus for the county council in Allerdale, within the context of the council's broader set of priorities:



## Promoting sustainable economic growth, and creating jobs

- Encouraging business growth and creating jobs.
- Enhancing the local economic infrastructure and improving the skills of the workforce.

## Providing safe and well maintained roads and an effective transport network

- Through the identification of major projects to ease access into and within the district.
- By maintaining and improving the condition of our transport networks.



## Improving health and wellbeing and tackling poverty

- Targeting areas where life chances are lower.
- Ensuring that the forthcoming changes in public health arrangements are made in a way that maintains and improves the health of local people,
- Supporting older and vulnerable people to live independent and healthy lives.







### Improving educational achievement

- Improving local schools provision;
- Supporting projects that build on the abilities of young people, especially in those areas where significant gaps in attainment are evident.



### Supporting older and vulnerable people to live independent and healthy lives

- Investing in extra care housing to enable people to live independently for as long as possible.
- Working with partners in the health sector to bring services, particularly for adults with combined health and social care needs, together.
- Focusing on prevention and proactive support for excluded and vulnerable adults, through the coordination of a range of key services including the Neighbourhood Care Independence programme and investment in support for carers.
- Ensuring adults at risk are free from harm and abuse in their home and community.



All of these issues cannot be tackled in isolation as they profoundly impact upon one another. Working with its partners, the county council will focus its activity to ensure it addresses its priorities and areas of focus within Allerdale; tackling the underlying causes of need; as well as building on the assets already existing in local communities.

To support this Area Plan a detailed delivery plan will be published later in the year.

### 3. About Allerdale – where are we now?

#### Allerdale – The place

Allerdale sits in North West Cumbria. The district covers a geographical area of 1,242 km<sup>2</sup> and spans the Solway Coast Area of Outstanding Natural Beauty, northern parts of the Lake District National Park, and the urbanised West coast.

The largest town is Workington in the South West of Allerdale, with Maryport and a range of other market towns spread across the district - Cockermouth, Wigton, Aspatria and Silloth.

Despite having notable urban centres, Allerdale is predominantly rural in nature with smaller villages and hamlets spread widely. Due to the nature of that population spread, people in some parts of the district have social, educational and work links with neighbouring districts.

#### Geography, population and demography.

With a population of 96,300 people, Allerdale is the third most populated district in Cumbria.

Overall, the district's population has increased by 2.6% over the last decade. 21.7% of the population is aged over 65 years and the age profile is becoming older; with the number of residents aged over 65 years having increased by 20.8% and the number of residents aged 0-14 years having fallen by 9% since 2002. There is a recognised trend in Allerdale as in the rest of Cumbria whereby many young people leave the area to pursue higher education or job opportunities, then choose to remain elsewhere.







## Employment, income, earnings and wealth.

Public service jobs (public administration, education and health sectors) account for the greatest proportion of employment in Allerdale (27.1%).

Jobs within manufacturing account for the second greatest proportion of Allerdale's employment (15.8%); although employment within this sector has fallen in over the last three years.

Tourism also plays a key role in the area's economy, with accommodation and food accounting for 11.1% of employment and retail accounting for 12.6% of employment.

The overall level of unemployment (Job Seekers' Allowance (JSA) claimant rate) is below the national average (Allerdale = 2.8%, UK = 3.2%). However youth unemployment (JSA claimant rate for those aged 16-24) is above the national average (Allerdale = 5.8%, UK = 4.7%).

There are some parts of the district, in particular in deprived, urban areas, with significantly high levels of unemployment.

## Skills, education and training

Most recent attainment figures for 16 year olds confirm that 58.3% of pupils in Allerdale attained 5 or more GCSEs at grades A\*-C, including English and Maths and this was close to the county and national averages of 56.4% and 60.4% respectively.

Allerdale has the third highest percentage in the county of adults educated to NVQ Level 4 or above (Allerdale = 28.4%, Cumbria = 30.1%, England = 34.2%).

## Welfare and benefit take-up.

21.5% of Allerdale's households live in fuel poverty. Though this proportion is in line with the county average it is much higher than the national average of 14.6%.

Currently there are 1,496 people claiming Job Seekers Allowance, however, numbers have been falling over the past year.

With changes to the welfare system, it is crucial that the local economy is able to support those who will be removed from benefits and are available for work; sufficient employment and vacancies need to be available to support this supply.

Overall, 11.2% of the working age population of Allerdale is claiming some form of out of work benefit, above the 10.3% average for Cumbria and above the national average of 10.9%.

### Deprivation.

Parts of Allerdale experience high levels of deprivation; in these less affluent areas unemployment is high, while household incomes and educational attainment are low. These communities generally suffer comparatively poor health, low mortality rates and other wellbeing challenges.

### Accessibility and transport.

Due to its position the district can experience some challenges in attracting employers and investment due to its perceived comparative remoteness from main transport links, such as the M6 and West Coast mainline. Improvements, such as links to the M6 northwards via the Carlisle Northern Development Route, have helped, but more needs to be done. The council continues to promote a range of alternative transport methods, through the Port of Workington and by means of improvements to the Cumbrian coastal railway line.

### Health and well-being

One in five people living in Allerdale have a long-term health problem or disability, which is above the county and national average.

The area is rated highest in Cumbria for mortality from cardiovascular disease and has higher mortality rates than the national average in relation to cancer and suicide.

The district is also higher than the national average in relation to under 18 conceptions and child obesity.

Although the district is close to the national average in relation to males and females of all ages admitted to hospital with conditions that are attributable to alcohol, Allerdale has the fifth highest rate of under 18s admitted into hospital with alcohol specific conditions in England.

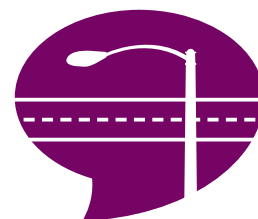
### Council assets and services

The council has services spread across Allerdale, from residential care homes, Children's Centres, Schools, to Fire Stations, Libraries and much more. But our buildings are only part of the picture – it has been estimated that we provide around 800 different services. These range from comparatively small (we run two Registry offices) to multi million pound services (our highways service maintains approximately 1,477km of roads and 9,527 streetlights in Allerdale).

It is usual for the council to undertake individual reviews of its services and estate, to ensure we provide the best outcomes possible for local people. This has resulted in facilities such as the recently opened Workington Fire Station and the hotly anticipated new secondary school for Workington.

However, a key aspect of our work over the next three years will be to undertake a more fundamental review of the council's services and estate in the light of the changing needs of people in Allerdale, having regard to our reducing budgets.

Much of the information is shown at a district wide level. However, in preparation of this plan officers and councillors considered more detailed information down to ward level and below. Those sources reinforced views that whilst some district based indices appear to show performance is close to county and national averages, within Allerdale there are significant variances, with some communities suffering disadvantage in respect of several factors.



## 4. Highlights and achievements

The county council has delivered a number of key projects in the Allerdale area over the last year and it invests significant time and resources in delivering services which help meet the needs of people and businesses in the area.

### In the last Area Plan we said we would:

- Develop the Port of Workington.
- Develop secondary schools provision in Workington using funds from the central government “Priority Schools Building Programme”.
- Ensure pupil place provision meets identified need.
- Modernise library services.
- Roll out superfast broadband through the Connecting Cumbria programme.
- Make day centre upgrades and modernising older adult homes.





# What we delivered

## Case Study

### Developing the Port of Workington

The council has made progress towards the vision and objectives set down in the Gillespie's Investment Strategy, managed by the Harbour Board. Significant investment for the port has been secured and infrastructure works undertaken, with new customers secured. The overall outcome has been that the profile of the Port of Workington has been raised and it has recovered well from the impact of the 2009 flooding, with a general improvement in the Port's trading position.

## Case Study

### Supporting health and wellbeing

An Allerdale Health and Wellbeing forum is being formed to address the underlying health challenges that affect local people. The council is exploring the implementation of a Smoke Free playground policy across the district to improve the life chances of our young people.

The rate of NHS Health check uptake in the district has increased over recent years thanks to the work the council does in partnership across the area.

Occupational Therapists and colleagues in the Archives Service have worked together to increase the resources available to support people with dementia in Allerdale. The council has appointed two occupational therapists to work with the re-ablement team to improve outcomes and capacity thereby increasing the numbers of people benefitting from this service.



 **Case Study**

### Innovation in library services

Book drop launched in Thursby. Set up as a partnership between the library service and the Thursby community, the service will be managed on a day-to-day basis by local volunteers. Book drops are just one of a number of possible improvements being looked at across the county to make the library service more accessible and inclusive.



 **Case Study**

### Delivering improvements in schools provision

Significant work has been undertaken across Allerdale to improve school standards. Whilst much more work will be necessary over the next few years, especially in the field of secondary education, OFSTED inspection outcomes show improved primary provision in the district. Pupil attainment by age seven and eleven has been on an improving trend over the last three years in reading, writing and mathematics. These outcomes also compare favourably with countywide and national averages. A developing local alliance between schools, the local authority and other key educational partners across Allerdale and Copeland will ensure increased collaborative working between and across schools. This is enhanced by the successful application in 2013 for a nationally funded teaching alliance for schools in the Cockermouth area which will further enhance school to school support.

As a result of national agreement a University Technical College (UTC) provision is now being shaped. Leadership of the UTC is in place and working positively with colleagues to ensure their educational offer complements that of local schools. However, following disappointing inspection outcomes for Southfield and Stainburn schools, the county council is now proactively working towards proposed closure of both schools and use of the Priority Schools Building Programme funding to make the much desired single secondary school for Workington a reality.







**Case Study**

**Driving the economy**

Through its responsibility for the delivery of Rural Development Programmes the council has provided support for over 110 projects in Allerdale between 2009 and 2014, providing over £1.2 million of direct support to the area, and leveraging a further £1.2 million of investment. The projects have supported jobs, skills and training places as well as wider community development and support.

The county council has worked with the LEP (Local Enterprise Partnership) to submit plans to Government as a basis to access external funding in support of the delivery of our economic priorities for 2015 onwards. To date, the council has achieved the following through working with the LEP for the Allerdale area:

- 2 grants have been provided with a total of £156,397 Rural Growth Fund grant invested to create 13 jobs and safeguard a further four jobs.
- £1 million in loans from Community Infrastructure Fund committed by the LEP to four projects including Brayton Lakeside Lodges and Forth Engineering.
- Opening of the Rural Growth Network Business Hub at Wigton, with further developments and £400k of RGN investment planned at Blencathra Business Park, Threlkeld.
- Business support and networking opportunities via Rural Growth Network.



**Case Study**

**Maintaining and Improving our Transport Connections**

The council's work to rectify the problems created by severe weather has continued across Allerdale with the award winning multi million pounds "Reconnecting Workington" programme of bridge re-construction now completed.

As part of the ongoing extension of the Hadrian's Cycleway we opened a stretch from Allonby to Maryport, which further enhances the network of cycle ways and public rights of way that we support and maintain. Through this work the council is supporting tourism in the area and putting resources in place to encourage people to adopt healthy lifestyles.







### Case Study

#### Improving care

A great deal is happening in Allerdale with care provision. There is a continuing programme of rationalisation of day centres with some closing because of the outdated and unsuitable nature of the buildings, and there are reviews taking place on other centres because they are far less popular with customers than they used to be. The council has retendered for day centre transport to try to make the user's experience better, by way of shorter journeys and to reduce costs. And a number of Older Adult Homes and the county council's homes have been upgraded to dementia friendly standards.

Services across Allerdale are delivered around the needs of natural communities with an increasing focus on working more seamlessly with the NHS to avoid unnecessary hospital admissions, to support timely discharges and to avoid unnecessary admissions into residential and nursing care, keeping people at home for as long as possible.

The provision of extra care housing in Allerdale is seen as a real alternative to residential care for older adults and those with disabilities. A scheme has been approved in Wigton, which has received county council and grant funding. It is anticipated this will be completed in 2015. We are planning further extra care services across the district, such as the recently announced development in Workington.

The council also has a new Neighbourhood Care Independence Programme developed in partnership with third sector organisations to promote independence, safety and wellbeing with people who do not necessarily come into contact with health and social care services.

### Case Study

#### Keeping allerdale safe

Through direct operations and preventative activity across the whole of Cumbria the Fire Service has:

- reduced all incidents attended by 34%.
- seen a reduction in fires by 47%.
- reduced dwelling fires by 32% (last 6 years).
- increased Home Safety checks by 53% (average 17,000 per annum).
- reduced the number of people injured in fires by 69%.
- reduced deliberate fires by 65%.

Through the Junior Citizen's Scheme children from schools across Allerdale received information and education on Fire Safety, Road Safety, First Aid, Stranger Danger, Internet Safety, Drugs and Alcohol, Equality and Diversity and Water Safety.

## 5. Developing and delivering our services

### Our overall focus in Allerdale for 2014-17

- Promoting sustainable economic growth, and creating jobs.
- Improving health and wellbeing and tackling poverty.
- Providing safe and well maintained roads and an effective transport network.
- Improving educational achievement.
- Supporting older and vulnerable people to live independent and healthy lives.

### Existing plans for delivery

Over the next three years the county council will invest resources in its priorities and aspirations for the Allerdale area through the provision of targeted services and transformational projects. As mentioned earlier this will have to be done in the context of reducing budgets and the need to save a further £88 million in 2014-17. Details of the more significant projects are detailed below (with more details to be set out in the Area Delivery Plan later this year):

### To safeguard children, and ensure that Allerdale is a great place to be a child and grow up we will:

- Through the work of school improvement teams and key partners within the Cumbrian Alliance of System Leaders (CASL) work with all schools, in particular secondary schools to develop and improve the attainment of young people in Allerdale.
- Deliver a single new secondary academy for Workington through the Central Government Priority Schools Building Programme.
- Work to ensure there will be sufficient school places to address the effects of potential new housing growth, by securing funding for an extension at Bridekirk; with potential further investment at Beckstones in Harrington, St Bridget's in Brigham and Dearham Academy.
- Work to ensure there will be sufficient school places to address the effects of potential new housing growth.
- Work with communities and providers to challenge young people's risk taking behaviours that affect their health and wellbeing (obesity, alcohol, substance misuse, safe sex).
- Through the social care teams, work with children and families to support their development and meet their needs.
- Increase the recruitment of foster carers and adopters in Allerdale.
- Support the Children in Care Council to have a greater impact on services for children looked after in Allerdale.
- Enhance accommodation options for care leavers in Allerdale.
- Work with partners focusing on early intervention and developing the role of children's centres in delivering early help.
- Review the arrangements for the Youth Council in Allerdale and develop closer links with the Local Committee.
- Deliver a youth service contract that will have a focus on early help and prevention.









**To enable communities to live safely and shape services locally we will:**

- Support initiatives and measures to enable children to walk and cycle to school and to improve safety around schools and in residential areas.
- Provide road awareness training to all year 12 and 13 pupils.
- Deliver a range of preventative activity, to reduce the risk of fire, road traffic collision and other potentially life threatening situations to the people of Allerdale, based around education and direct intervention.

**To promote health and wellbeing, and tackle poverty we will:**

- Develop the Health and Wellbeing Forum in Allerdale to coordinate projects to address key health issues in Allerdale:
  - Premature mortality (cancer, heart disease and stroke)
  - Childhood obesity
  - Smoking
  - Alcohol-related harm
  - Substance misuse
  - Accidents and suicides
  - Ageing well (dementia, active ageing).
- Support Credit Unions to provide saving and borrowing across Allerdale at an affordable rate.
- Provide a money advice service that supports Allerdale residents.
- Provide access to information, advice and resources through the library service.
- Support local projects such as food banks that deliver local help to individuals and families in Allerdale who are most in need.

**To protect and enhance Allerdale's world class environment we will:**

- Through the Making Space for Water/Flood team, work to tackle existing and future issues and deliver solutions.
- Support communities to be resilient to unforeseen events like flooding and develop their capacity to respond.

**To provide safe and well maintained roads and an effective transport network we will:**

- Work with partners and local communities to review bus services around Allerdale and implement on street parking charges in towns across the area.
- Develop proposals for integrated transport hubs around Workington and Maryport Railway Stations.





**To promote sustainable economic growth, and create jobs we will:**

- Secure superfast broadband roll out across allerdale.
- Work with Allerdale Borough Council as Local Planning Authority to deliver key development projects, particularly those that support existing and new jobs, unlock new housing developments and open up opportunities for economic expansion and mitigate the effects of new development through the District Local Plan process.
- Identify necessary infrastructure required to support development and economic growth and maximise investment through government grant and developer contributions.
- Deliver the council's apprenticeship scheme to support small and medium businesses and other opportunities.
- Work in partnership with the Local Economic Partnership (LEP) to support delivery of projects and programmes in the LEP's Strategic Economic Plan and the EU Investment Strategy.
- Manage the current LEP programmes, including Regional Growth Fund, Cumbria Infrastructure Fund, Rural Growth Network and Devolved Major Transport Funding that will help unlock job creation in the local area.
- Work with the LEP's Employment and Skills Commission to secure investment in skills and training for the local economy and develop programmes of activity to improve social inclusion.

**To support older and vulnerable people to live independent and healthy lives we will:**

- Deliver new extra care housing provision in Allerdale.
- Increase the numbers of people accessing prevention services to promote independence safety and wellbeing.
- Increase the numbers of informal carers accessing support and advice.
- Work with primary care communities and GPs to improve care coordination for those with chronic conditions.

**To be a modern and efficient council we will:**

- Re-design service delivery within Allerdale area to generate efficiencies, which contribute to a planned £2m countywide saving for 2015/16.
- Implement Better Places for Work in Allerdale to ensure staff can work flexibly and utilise technology to support their work.
- Review and rationalise the buildings we need in Allerdale to deliver services.
- Work in partnership with communities and other organisations to deliver services.



## Reshaping local services through the development of service hubs

The council delivers a wide range of services in Allerdale, some of which are focused on particular individuals or groups of people who live in the area (for example children in the care of the local authority and older adults living in care homes) and some of which are available to a much broader range of people (for example library and archive services, community transport in rural areas, road maintenance and adult education).

The council wants to deliver these services in the most effective and efficient way possible. This means understanding where and how local people prefer to access local services. This may also include recognising where people do their shopping, banking, where they work and access leisure facilities. A better understanding of these factors will enable the council to shape its services to ensure they are in the most appropriate places and can reach the largest number of people. Some people prefer to access our services in person whereas others are comfortable to use other means, such as telephone and the internet. This of course will depend on the nature of the particular service and the requirements of the individual.

The council has begun to explore in greater detail where local people in Allerdale access services and the changing requirements of the area. The model of “service hubs” for Allerdale will recognise the importance of the main towns, Workington, Maryport, Cockermouth, Keswick, Wigton, Aspatria and Silloth. Many people see these towns as not merely residential and business centres but also natural hubs for community activity.

However, the complexity of modern life means that people travel, work and engage with each other in a range of ways that don't necessarily reflect historical government boundaries. As this work develops the council will endeavour to reflect this complexity in its planning and service delivery, although we recognise that our aspirations will have to be realistic given the financial challenges that we face.

The council will be undertaking further work to develop service hubs for each part of Allerdale, using a wide range of customer and service information. The model will be completed as part of the development of the Area Delivery Plan over the next few months.

### How can you get involved?

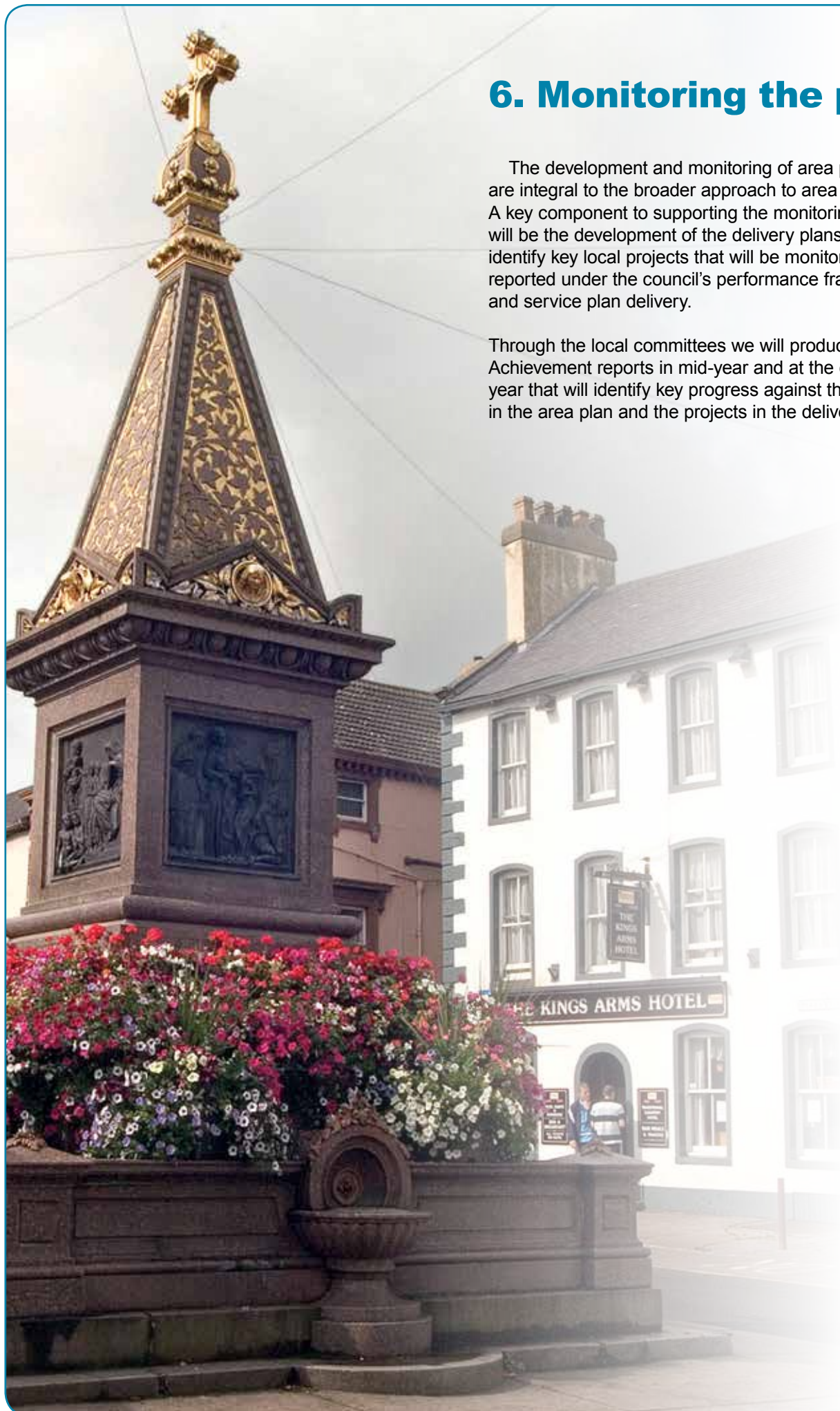
Working together with local residents will be key to help us reshape our services in Allerdale especially given the scale of the challenges that Cumbria County Council is facing with the need to save £88 million over the next three years. Therefore we would encourage you to get involved and have your say on this plan and on the areas of focus that we talk about within it. To have your say you can either go online to **Cumbria.gov.uk** or contact your local councillor as listed on the back of this document.



## 6. Monitoring the plan

The development and monitoring of area plans are integral to the broader approach to area planning. A key component to supporting the monitoring process will be the development of the delivery plans, which will identify key local projects that will be monitored and reported under the council's performance framework and service plan delivery.

Through the local committees we will produce Achievement reports in mid-year and at the end of year that will identify key progress against the priorities in the area plan and the projects in the deliver plans.



## 7. Key Area Contacts

### Councillors for Allerdale

Electoral Division	Councillor	Contact Details
Aspatria	Jim Lister	016973 23253
Bothel and Wharrels	Alan Bowness	016973 71322
Cockermouth North	Eric Nicholson	01900 827944
Cockermouth South	Alan Kennon	07787 551073
Dearham and Broughton	Alan Clark	01900 601642
Harrington	Marjorie Rae	01946 831004
Keswick	Andrew Lysser	017687 78833
Maryport North	Carni McCarron-Holmes	01900 812834
Maryport South	Keith Little	01900 812981
Moss Bay and Moorclose	Gerald Humes	01900 63976
St John's	Joe Holliday	01900 66319
St Michael's	Alan Barry	01900 604289
Seaton	Celia Tibble	01900 601302
Solway Coast	Tony Markley	016973 31998
Thursby	Duncan Fairbairn	016973 43160
Wigton	Roger Liddle	016973 61665



If you require this document in another format (eg CD, audio cassette, Braille or large type) or in another language, please telephone 01228 606060.

আপনি যদি এই তথ্য আপনার নিজের ভাষায় পেতে চান তাহলে অনুগ্রহ করে 01228 606060 নম্বরে টেলিফোন করুন।

如果您希望通过母语了解此信息，  
请致电 01228 606060

**Jeigu norėtumėte gauti šią informaciją savo kalba,  
skambinkite telefonu 01228 606060**

**W celu uzyskania informacji w Państwa języku proszę  
zatelefonować pod numer 01228 606060**

**Se quiser aceder a esta informação na sua língua,  
telefone para o 01228 606060**

**Bu bilgiyi kendi dilinizde görmek istiyorsanız lütfen  
01228 606060 numaralı telefonu arayınız**