Cumbria County Council





Serving the people of Cumbria

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What we have done in Copeland

The county council has:

Helped economic growth and created jobs by:

- Funding an apprenticeship scheme to help young people on their first steps into work
- Delivering superfast broadband via our ongoing Connecting Cumbria project
 Tackled inequalities in relation to poverty and health needs by:
- Allocating significant grants towards projects that addressed health needs in Copeland.
- Providing support for people in their homes, through our re-ablement project, which is a free time limited service to help people regain their independence.
- Helping those who are most in need through funding support to the credit unions in Copeland

Delivered customer focused and efficient services by:

 Holding regular community forums to ensure that local people have the chance to hear first about developments in their area and influence the way in which services are delivered

Our focus for Copeland in 2014-17

- Promoting sustainable economic growth, and create jobs
- Promoting health and well-being, and tackling poverty
- Providing safe and well maintained roads and an effective transport network
- Safeguarding children, and ensuring that Cumbria is a great place to be a child and grow up (with particular focus on improving educational achievement)
- To support older and vulnerable people to live independent and healthy lives

What we will do in Copeland

- Develop and implement plans for improved secondary school provision for Whitehaven
- Deliver improvements to the strategic transport links across Copeland (including work on the Whitehaven Streetscapes project and development of rail hubs in Whitehaven)
- Complete the rollout of superfast broadband across Copeland through the Connecting Cumbria project
- Improve public access to county council services by delivering a network of service hubs across Copeland

These are just a selection of the many projects we plan to undertake in Copeland over the next few years – further information is set out later in the plan and on our website at cumbria.gov.uk

Contents

- 1. Foreword
- 2. Introduction and priorities for Copeland
- 3. About Copeland
- 4. Highlights and achievements
- 5. Developing and delivering our services
 - Our overall focus for Copeland
 - Existing plans
 - Reshaping local services through the development of service hubs
- 6. Monitoring the plan
- 7. Key area contacts

1. Foreword

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 Copeland. This plan brings together in one place the story of the county council in Copeland and how we are working to deliver high quality services and a level of support that meets local needs while addressing the serious budget pressures the county council finds itself under as a result of central government austerity measures.

It builds on the aims and work set out in the plan we published in 2012. 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. By 2017 the council's budget is expected to have shrunk to three quarters of its 2010 size – we must therefore find innovative ways to maintain services especially for vulnerable people, while facing unprecedented funding cuts.

Whilst our main responsibility is to ensure that county council services are delivered in the best possible way, we are keen to work closely with partners from across the public sector and elsewhere to find ways to improve life in Copeland.

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

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



Frank Morgan Chair of Copeland Local Committee





2. Introduction

In February 2014 Cumbria County Council agreed its Council Plan for the next three years. The Copeland 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 Copeland.

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 council's 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 £88million 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 Copeland 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 eight 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.







Safeguarding children, and ensuring that Cumbria is a great place to be a child and grow up (with particular focus on 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 Copeland; 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 Copeland – where are we now?

Copeland – the place

Copeland sits in the west of the county. The district covers a geographical area of 732 km2 and spans 56 miles of coastline, it is predominantly rural in nature; with two thirds of land mass within the Lake District National Park.

The administrative centre of Copeland is the harbour town of Whitehaven with other market towns spread across the district - Egremont, Cleator Moor and Millom.

Despite having notable urban centres, Copeland has a significant rural aspect 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, especially in south Copeland.

Geography, population and demography.

With a population of 70,300 people, Copeland is the second least populated district in Cumbria.

Copeland has a lower proportion of 0-14 year olds than the national average and a higher proportion of residents aged over 65. Over the last decade, the number of 0-14 year olds has fallen in Copeland by 11.4%; the second greatest decrease in the county. At the same time, the number of residents aged 65+ increased by 20.5% (Cumbria +18.9%, national +14.9%).



Employment, income, earnings and wealth.

The manufacturing sector accounts for the greatest proportion of employment in Copeland (32.9%), while the professional and scientific sector accounts for the third greatest proportion (7.8%). Many of the jobs in both sectors are related to the nuclear industry, and while the district has derived considerable economic benefit from this, it is now very dependent on the nuclear industry for well-paid employment.

Public services (public administration, education and health sectors) account for the second greatest proportion of the district's employment (23.5%).

Although the rate of new firm formation has been relatively low in Copeland, business survival rates are above the national average.

The overall rate of unemployment is below the national average, the youth unemployment rate (JSA claimants aged 16-24) is above the national average. Despite this there are some areas of the district, in particular in the most deprived areas, with significantly high levels of unemployment. Currently there are 1,128 people claiming Job Seekers Allowance.

Improving the local economy by creating employment opportunities is a priority for Copeland. Ensuring young people and current benefit claimants have the skills needed and are able to find employment is key.

Proportions of low-income households in Copeland are above national levels with more than 4,000 households receiving an income of less than £10,000. This number had been increasing year on year, however, more recently in the past year numbers have fallen.

Skills, education and training

Latest educational attainment figures confirm that 51.7% of pupils in Copeland attained five or more GCSEs at grades A*-C, including English and Maths; below the county average (56.3%) and the national average (58.6%).

Copeland has a lower percentage of working age adults educated to NVQ Level 4 or above compared to Cumbria and England.

Welfare and Benefit take-up.

13.1% of Copeland's working age population are claiming 'out of work' benefits, the second highest rate in the county and above the England average (11.3%).

7,040 people of working age (16-64years) are claiming some type of benefit. Most claimants are aged 45-54years. This is an issue for Copeland as claimant rates are the second highest in the county and are above both county and national levels.

Copeland has the second lowest percentage of households living in fuel poverty in Cumbria (19.1%), however, this proportion is higher than the England average (14.6%).

17.8% of children live in poverty; the second highest rate in Cumbria. In Sandwith ward, 44% of children live in poverty; the second highest rate of Cumbria's wards and significantly above the national average (20.1%).

Deprivation

Parts of Copeland 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 their remoteness and poor transport links, the towns of Egremont, Cleator Moor and Millom in particular experience disadvantage in attracting investment. Access to some of the district's rural areas is also poor; however recent improvements to links northwards have been improved by the Northern Development Route at Carlisle.

Health and well-being

In Copeland males and females are living shorter lives than the rest of England with a life expectancy of just over 77 years.

Particularly in this area there is an issue of obesity which has a major impact on health and wellbeing.

As well as excess weight, death from smoking is also higher than the national average.

Council assets and services

The council has services spread across Copeland, 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 692 km of roads and 6,442 streetlights in Copeland).

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. 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 Copeland, having regard to our reducing budgets



4. Highlights and achievements

The county council has delivered a number of key projects in the Copeland 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:

- Improve the local economy;
- Tackle inequalities in relation to poverty and health needs;
- Improve transport connections;
- Deliver customer focused and efficient services.



Driving the economy

The county council is the accountable body for the delivery of two rural development programmes.

The Rural Development Programme for England (RDPE) has coverage in Copeland via the Solway, Border and Eden programme, and the Cumbria Fells and Dales programme.

Case Study

Collectively they provided support for over 50 projects in Copeland between 2009 and 2014, providing over £950,000 of direct support to the area, and leveraging a further £1million. The projects supported jobs, skills and training places as well as wider community development and support.

The council has worked with the Cumbria Local Enterprise Partnership (LEP) to submit a strategic economic plan and an EU investment strategy to government. These documents provide the framework for being able to access external funding to support delivery of council and LEP economic priorities for 2015 onwards. The council is also the accountable body managing the Regional Growth Fund (RGF), Cumbria Infrastructure Fund (CIF) and Rural Growth Network (RGN) on behalf of the LEP. To date, the council has achieved the following through working with the LEP for the Copeland area:

- £450,000 loan from CIF committed by the LEP to enable a housing development at Mill Hill, Cleator Moor.
- Opening of the Rural Growth Network Business Hubs at Cleator Moor and Millom with further developments and RGN investment planned at Devonshire Road Industrial Park in Millom, providing managed workspace and skills training project.

We are also the accountable body for the Copeland Community Fund. This is an endowment fund for Copeland, topped up with additional investment each year. The investment is linked to a planning agreement for the Drigg Low Level Waste storage facility. Over the last three years many projects have been supported with investment.

What we delivered





Tackling inequalities in relation to poverty and health needs

Over the past couple of years the council commissioned and funded a new Community Development Centre Service for Copeland. In a departure from the traditional model of CDCs, the Copeland CDC comprises of specially commissioned sessions taking place in towns and villages across Copeland where people suffer disadvantage, with many people receiving advice, training and support.

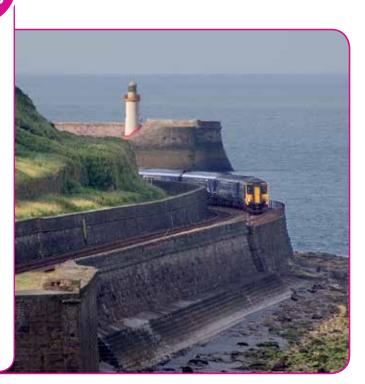
We host and are the accountable body for Cumbria Social Enterprise Partnership. The partnership provides start-up support and wider business support and networking for social enterprises across Copeland (and the county).

As well as performing their traditional and much needed role of saving life in emergencies, the Fire and Rescue Service in Copeland undertake a range of projects that help to make people safer. For example, they carry out "Home Accident Reduction Interventions", - these involve providing help to victims of domestic abuse to make their homes safer. They also deliver the highly impactive road awareness training for secondary schools, 6th forms and colleges, which has helped reduce casualty figures year on year.

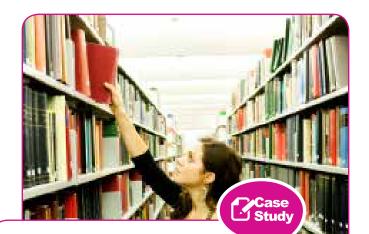
Improving transport connections

Since we published our last

Copeland plan the council has brought two external services back in-house to create a completely restructured highways department with local teams working hard to maintain and improve our roads. As well as managing an extensive maintenance programme the department also has responsibility for design and delivery of road improvements and new projects. For instance much work has been done and is still to complete in the area of the major new Albion Square office developments in Whitehaven. Officers from within the team also play an important part in ensuring that other public bodies keep the transport network in its best condition for road users. The department does its best to ensure that utility companies reinstate public roads after they complete their work, and also work with the Highways Agency (which has responsibility for all trunk roads).







Modernising library provision

Our library service has taken steps to respond to the central government policy drive towards "digital by default", where many government services are available online. By providing increased online access and support in our libraries we're helping local people access services such as job search. We now support mental health drop in sessions and work with the Royal British Legion, and local credit unions. In addition, officers from our library service help improve literacy levels by running two national, annual reading programmes: the Six Book Challenge, for adults, which runs between January and June, and the Summer Reading Challenge for children, which runs during the summer holidays. Last summer 555 children took part in the Summer Reading Challenge.



Caring for Copeland

The council's health and social care teams (formerly adult social care) have worked closely with colleagues in other council departments and with partner agencies such as within the health sector to improve the lives of vulnerable people. Examples include our care assessments, which can trigger fire safety check referrals and separately our signposting to third sector support as part of the prevention agenda. Re-ablement services are well used in Copeland – the people of Copeland are the highest users of Telecare/assisted technology in Cumbria. We also deploy "Just Checking" technology for dementia patients to monitor their movements and safety in the home.

The council already has two extra care housing facilities in Copeland, with the potential for another to be initiated. As a result of our partnership with Cumbria Clinical Commissioning Group and the NHS Partnership Trust, a new stint (intermediate care) team provides support to vulnerable people six days a week. An interim beds pilot scheme has proven very successful by employing our officers in care homes to work with residents and staff to minimise unnecessary hospital admissions. The council has also formed an integrated discharge team at Whitehaven Hospital to avoid unsafe discharges and improve patients' transition back home.



Connecting Cumbria

The county council entered into the Connecting Cumbria contract with BT to rollout superfast broadband across the county. All properties in the intervention area in Copeland (34,460) will receive a 2mb/s service at least. Of these properties 33,237 will receive a service in excess of 24 mb/s by December 2015. By the time this plan is published it is expected that Whitehaven, Cleator Moor and Millom will be fibre enabled.



Delivering customer focussed services

The Copeland local committee has worked closely with its area support team to help local community organisations and local people deliver projects and priorities. Supporting projects in local areas is at the heart of the role of the Council's local committees, and in many instances acts as the catalyst to draw in considerable match funding into the area.

Grants have been given through community forums, through our 0-19 years budget to help young people, and from individual councillor budgets. The range of recipients and projects can seem almost endless.

For example a recent grant of over £16,000 was made to a project run by the Howgill Centre for families who are experiencing or have recently experienced difficulties or change. This enabled the centre to draw down a similar sum from other sources, so that they could continue to provide a great range of support for children and families. Grants like this show the council's commitment to supporting vulnerable people.

At the other extreme, councillors have supported a wide range of environmental and structural improvements, such as a recent councillor's award towards a scheme to tackle coastal erosion and another towards the purchase of gardening equipment for an allotment society.

Funding is made available to all age groups and all backgrounds, supporting people and organisations across the whole of Copeland.

5. Developing and delivering our services

Our overall focus in Copeland 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 Copeland 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 £88million 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 Cumbria is a great place to be a child and grow up (with particular focus on improving educational achievement we will:

- Through the work of our school improvement teams work with primary schools, secondary schools and other providers to develop and improve the attainment or our young people in Copeland.
 - Develop and deliver a new secondary school for Whitehaven
- Work with communities and providers to challenge young people's risk taking behaviours that affect their health and wellbeing (obesity, alcohol, safe sex)

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

- Develop the Health and Wellbeing Forum in Copeland to coordinate projects to address key health issues in Copeland
 - 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 Copeland at an affordable rate
- Provide a money advice service that supports Copeland 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 Copeland who are most in need.
- Take steps to identify how rural deprivation affects our communities and deal with its impact.









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To protect and enhance Copeland'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.
- Work with partners such as the Lake District National Park Authority on projects that safeguard our special setting.

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

- Develop, promote and implement the approaches and measures set out in the local transport plan, including the Albion Square and Whitehaven town centre streetscapes.
- Work with partners and local communities to:
 - review bus services around Copeland.
 - implement on street parking charges in Whitehaven.
- Develop proposals for integrated transport hub(s) around the Whitehaven railway stations.

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

- Secure superfast broadband roll out across Copeland.
- Work with Copeland 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.
- Implement the LTP to 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 Enterprise Partnership (LEP) to support delivery of projects and programmes in the LEP's Strategic Enterprise 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
- Work with partner agencies to draw down resources from European funding streams in order to address the priorities of localities in Copeland, providing match funding where necessary.

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

- Review extra care housing provision in Copeland.
- 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 Copeland area to generate efficiencies which contribute to a planned £2million countywide saving for 2015/16.
- Implement Better Places for Work in Copeland to ensure staff can work flexibly and utilise technology to support their work.
- Review and rationalise the buildings we need in Copeland 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 Copeland, 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 Copeland access services and the changing requirements of the area. The model of service hubs for Copeland will recognise the importance of the main towns, Whitehaven, Egremont, Cleator Moor and Millom. Many people see these towns as not merely residential and business centres but also natural hubs for community activity. (In addition councillors intend to review service provision across the mid Copeland area, due to its comparative remoteness from the market towns.)

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 Copeland, 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 Copeland especially given the scale of the challenges that Cumbria County Counc⁷ are facing with £88million to save 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 at the back of this document.





Serving the people of Cumbria

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 delivery plans.

7. Key Area Contacts

Councillors for Copeland

Electoral Division	Councillor	Contact Details
Bransty	Eileen Weir	01946 692669
Cleator Moor East and Frizington	Tim Knowles	01946 811687
Cleator Moor West	Frank Morgan (Chair)	01946 830759
Egremont	David Southward MBE	01946 841476
Egremont North and St Bees	Henry Wormstrup	01946 61996
Gosforth	Norman Clarkson	01946 841126
Hensingham and Hillcrest	Christine Wharrier	01946 696928
Howgate	Susan Hayman	01946 861968
Kells and Sandwith	Wendy Skillicorn (Vice-Chair)	07935 360996
Millom	Brian Crawford	01229 777648
Millom Without	Keith Hitchen	019467 24710
Mirehouse	Mike Hawkins	01946 65447

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

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