Cumbria County Council

South Lakeland Area Plan 2014-17

Serving the people of Cumbria

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What we have done in South Lakeland

The county council has:

Promoted sustainable economic growth and created jobs by:

- Supporting community projects and festivals to encourage greater foot-fall in the main town centres
- Creating career opportunities for young people through the apprenticeship scheme to gain experience in small to medium sized businesses in the district

Improved Educational Achievement by:

- Continuing to increase attainment in our schools
- Providing opportunities for local people to re-skill, gain confidence and become work ready
- Supporting the local federation of schools to improve the experience of young people moving from primary to secondary school
- Supporting the South Lakeland Youth Council and providing opportunities for young people to get involved in local democracy

Improved Health and Well-being by:

- Helping people of all ages to lead healthier lifestyles and tackling local health issues relating to winter deaths
- Working with partners and communities to reduce poverty
- Helping people to get out and stay out of debt
- Helping those who are in most need by investing in the creation and development of a South Lakeland Credit Union
- Providing support for people in their homes, through the council's re-ablement project to help people regain their independence
- Ensuring safe routes to school through a network of School Crossing Patrols

Improved Transport Connections by:

- Supporting young people to travel around the area to access leisure and work through the A2B Now Scheme
- Working with communities to provide transport solutions which work for them
- Maintaining South Lakeland's road and transport networks
- Influencing the electrification of the Lakes Rail Line

Our focus for South Lakeland

- Promoting sustainable economic growth, and creating jobs
- Supporting Young People to achieve the best that they can
- Improving Health and Well-being and Tackling Poverty
- Providing safe and well maintained roads and an effective transport network

What we will do in South Lakeland 2014-17

The council will:

- Invest in Ulverston Victoria High School by remodelling and refurbishing the building to enhance the learning environment
- Set up and develop a Health and Wellbeing Forum in South Lakeland to coordinate projects to address key health issues across South Lakeland
- Complete the roll out of Superfast Broadband across South Lakeland through the Connecting Cumbria Project
- Improve maintenance of South Lakeland's highways network to ensure that it is in a safe and serviceable condition
- Improve public access to County Council services by delivering a network of service hubs across South Lakeland
- Improve access to South Ulverston to unlock employment land for business and housing development.
- Lobby for service and infrastructure improvements to the West Coast, Trans Pennine Express, and Northern rail lines
- Celebrate South Lakeland's heritage history and support the tourist and cultural business sector
- Work with our partner authorities as well as the two national parks to deliver joined up services

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

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1. Foreword

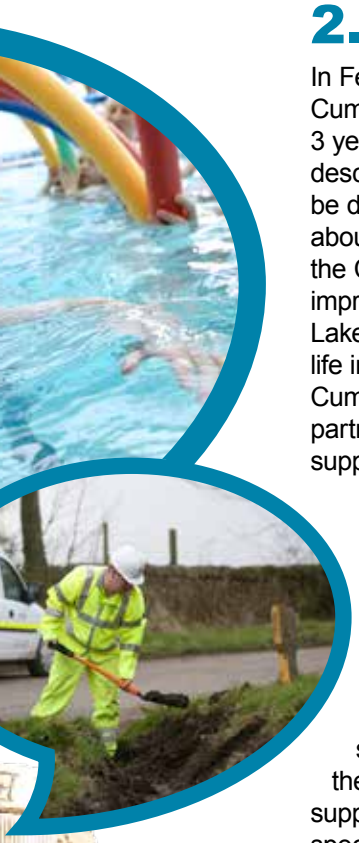
On behalf of South Lakeland Local Committee, I have great pleasure in presenting the 2014 – 17 Area Plan for the South Lakeland area. The county council is delivering a broad range of services in the local area which are brought together in this area specific plan. In addition, this plan sets out the major programmes of work being undertaken to deliver long term economic aspirations, what we will do to improve the health and well being of local people, the support we will provide to young people and how we will maintain and develop road and transport networks.

South Lakeland is the home to a diverse mix of businesses from very different sectors, including manufacturing, engineering, tourism, farming, pharmaceuticals etc. The associated supply chains also offer opportunities for local people and this Local Committee has long been committed to the growth of small to medium sized enterprises. GlaxoSmithKline in the south of the county is presently expanding as well as BAE Systems in a neighbouring district. In addition, maintaining the Lake District as a world class visitor destination is vitally important. Supporting local people to be able to benefit from these developments is essential and so we will ensure that the right help and assistance is available to those who need it.

The health and well-being of South Lakeland's communities is of great importance to local councillors and we will work with partners to tackle health inequalities and ensure people get the right care at the right time. Support through formal education, vocational training and also through a broad offer of local opportunities is how we intend to help young people to achieve and be the best that they can be.

As local elected councillors we are continually listening to the issues, concerns and ideas of the communities, which inform the shape of services delivered by the county council in South Lakeland. We want to build on the fact that South Lakeland is a great place to live, work and visit and so our focus for the next three years is set out in this Area Plan.

Cllr Geoff Cook
Chair of Local Committee for South Lakeland



2. Introduction

In February 2014 the Council agreed the Cumbria County Council Plan for the next 3 years. The South Lakeland 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 South Lakeland. It provides a current snapshot of life in South Lakeland and describes how Cumbria County Council is working with its partners to deliver relevant, quality services in support of local communities.

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 homes and provides a number of support services that are issues based or specific (eg. 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 (2010-2013) - 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
- Sandgate Hydrotherapy Pool

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 the data and existing assets for the area and has agreed the following areas will have a focus for the County Council in South Lakeland within the context of the council's broader set of priorities:

Promoting sustainable economic growth, and creating jobs

- Encouraging business growth and creating better paid jobs;
- Attracting more inward investment;
- Improving the skills of the workforce

Providing safe and well maintained roads and an effective transport network

- Maintaining and improving the condition and safety of the road networks;
- Communicating effectively and in a timely manner with the public
- Providing best value with the resources available
- Identifying major projects to improve access into and across the district

Supporting Young People to achieve the best that they can

- Supporting young people to stay, thrive and help to shape the future in South Lakeland;
- Improving young people's emotional health and well-being;
- Supporting young people to access high quality education and training, employment and leisure;
- Improving attainment in our schools

Improving health and wellbeing and tackling poverty

- Helping Young People to achieve and/or maintain a healthy weight
- Reducing smoking, alcohol consumption, drugs & legal highs among young people
- Reducing winter deaths and fuel poverty
- Providing appropriate care for older people
- Addressing mental health concerns

All of the above areas of focus cannot be tackled in isolation. They are interdependent and 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 South Lakeland; assessing and tackling the attributing 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 South Lakeland

South Lakeland – The Place

South Lakeland sits in the South East of Cumbria. The district contains some of the UK's finest natural environments; including some of the most well-known tourism areas of the Lake District National Park and parts of the Yorkshire Dales National Park.

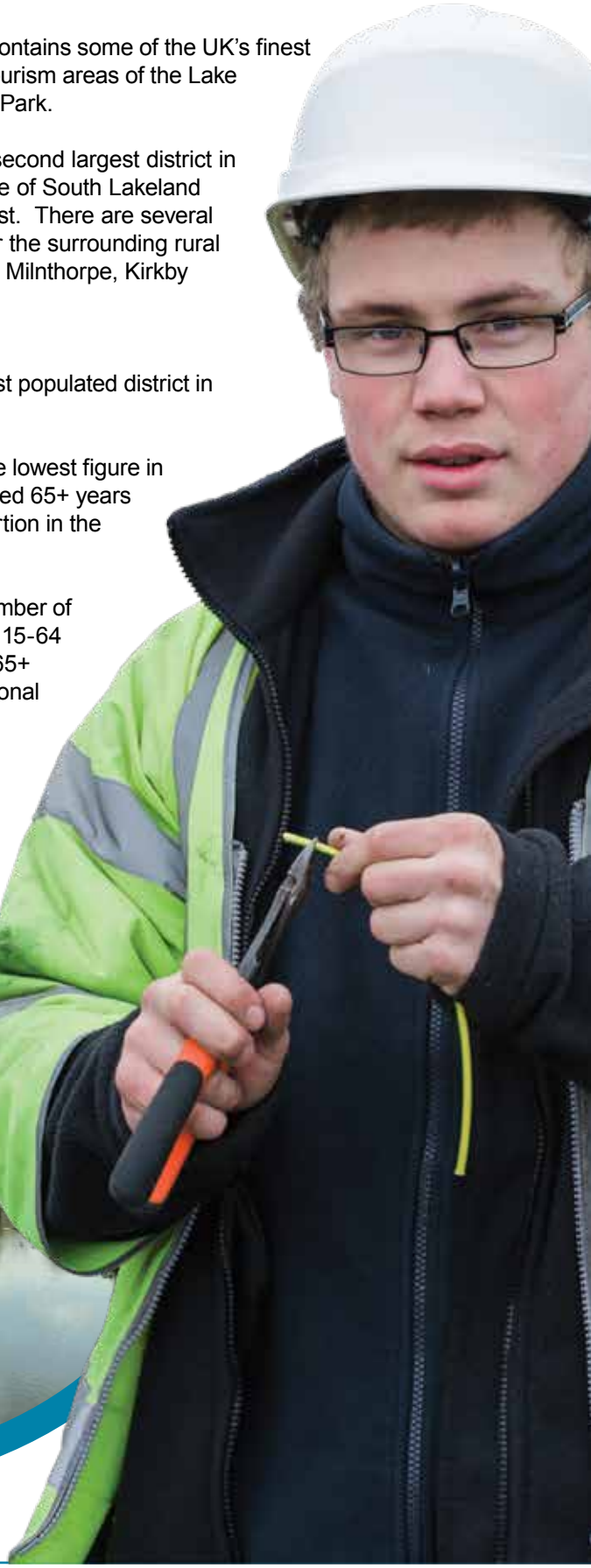
With a geographical area of 1,534 km2 South Lakeland is the second largest district in the county. Kendal is the largest town and administrative centre of South Lakeland with Ulverston in the west of the district being the second largest. There are several other towns spread across the district which provide a focus for the surrounding rural areas, including Windermere, Ambleside, Grange-Over-Sands, Milnthorpe, Kirkby Lonsdale and Sedbergh.

Population and Demography

With a population of 103,500 South Lakeland is the second most populated district in Cumbria.

0-14 year olds make up 14% of South Lakeland's population; the lowest figure in Cumbria and below the national average (17.7%). Residents aged 65+ years account for 25.5% of the district's population; the highest proportion in the county and well above the national average (17%).

The district's population is ageing. Over the last decade, the number of 0-14 year olds in South Lakeland fell by 11% and the number of 15-64 year olds fell by 2.7%. Inversely, the number of residents aged 65+ years increased by 21%; a greater rise than the county and national averages of +18.9% and +14.9% respectively.



Employment, income, earnings and wealth.

Public services (public admin, education and health) account for the greatest proportion of employment in South Lakeland (23%).

Tourism also plays a key role in the area's economy, with accommodation & food accounting for the second greatest proportion of employment (18.5%) and retail accounting for the third greatest proportion (13.3%).

The rate of new business registrations is the highest in Cumbria, as is the business survival rate. The rate of self-employment in the district is also the highest in the county and well above the national average.

Furthermore, at just 0.9%, South Lakeland has the lowest unemployment rate in the county (Cumbria = 2.3%, UK = 3.2%), however the level of part-time employment in the district is above the national average and median weekly pay is below the national average; perhaps reflecting a lack of full-time employment opportunities.

The median household income in South Lakeland is £25,780, above the county average of £25,043 but below the national average of £28,024. Proportions of low-income households in South Lakeland are above national levels with more than 6,599 households receiving an income of less than £10,000.

Welfare and Benefit take-up

In South Lakeland there are 4,543 people claiming housing benefit. Approximately 70% of housing benefit claimants across the county are of working age with the greatest proportion of claimants accounting for those aged 35-64 years.

Changes to housing benefit criteria are more likely to impact on those who are living in rural areas and so this is a potential issue for South Lakeland because of its rurality.

Because of the make-up of rural communities and housing there will be less alternative affordable accommodation of appropriate size for individuals and families. There will be an issue of moving people out of their small communities into other areas.

Skills, Education and Training

Latest attainment figures confirm that 63.6% of pupils in South Lakeland attained 5 or more GCSEs at grades A*-C, including English and Maths; above the county and national averages of 56.3% and 58.6%.

39.6% of adults in the district are educated to NVQ Level 4 or above; higher than the Cumbria and England averages (30.1% and 34.2%).

Deprivation.

8% of children live in poverty; well below the county and national averages (14.9% and 20.6%), however there is variation across the district in relation to issues such as unemployment, attainment and child poverty.

For example, just 1.8% of children in Kendal Castle ward live in poverty compared to 20.8% in Ulverston East ward. 23.2% of households in South Lakeland live in fuel poverty; well above the England average (14.6%).

Accessibility and transport.

While the district has good north-south road and rail links, given its rural nature, many communities experience disadvantages in accessing services.

Health and well-being

South Lakeland has the second highest average life expectancies in Cumbria for males and females (79.5 and 82.1 years respectively).

As mentioned above, the district's population is ageing and the number of people with dementia is projected to rise. The area is second highest in the county for excess winter deaths, 12% compared to the Cumbria figure of 9%, while the rate of alcohol-specific hospital admissions for under 18s is above the national average.

Council assets and services

The Council has services spread across South Lakeland, from residential care homes, Children's Centres and Schools to Fire Stations, Libraries and much more. However, 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 2,143km of roads and 7,778 streetlights in South Lakeland).

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 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 South Lakeland, 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 South Lakeland 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 South Lakeland 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:

- Continue to support the young person's transport scheme (A2B Now);
- Transform learning through improvements to local schools
- Support people to live independently in their homes
- Upgrading and modernising day care centres and older adult residential homes
- Modernising our library service
- Supporting the apprenticeship programme with small to medium sized enterprises
- Support the roll out of Superfast Broadband through the Connecting Cumbria project

What we delivered

Case Study

Support People to live independently

Reablement, which was initially rolled out in South Lakeland and, continues to be implemented and extended has been a key way in which the council has supported people to continue to live independently. Over the past 12 months (January 2013- December 2013) 454 service users have benefitted from this free service.

The roll out of the referral system (Strata) across the county enables Health and Social Care to share information securely and efficiently and promotes a real step forward towards a completely paperless system that tracks people's transition from Acute and Community Hospitals back to the community. It enables agencies to work together with shared information to produce better assessments, support and outcomes for people as they return home.

Adult Social Care continues to enhance and improve multi agency working in promoting safety and well-being of adults at risk of harm, abuse or neglect. Focus is aimed at achieving good outcomes for service users and South Lakeland has recently been involved in a national pilot scheme for Making Safeguarding Personal, which will be developed even further.

Case Study

The Young Persons Transport Scheme – A2B Now

The Local Committee set aside a total of £75K for 2013/14 to continue the A2B Now scheme, ensuring young people throughout South Lakeland could travel around the area inexpensively. The card provides concessionary travel for young people aged between 5 and 19 living in South Lakeland and entitles the holder to travel for £1 (single) or £1.80 (return), and can be used at any time at weekends and school holidays. During term time normal full fare is payable before 9.30am and between 3pm and 5pm.

After paying just £5 young people were able to use their smart card for all journeys in South Lakeland as well as on any bus starting its journey in South Lakeland and heading to Barrow, Keswick, Penrith, Kirkby Stephen or Lancaster.

By January 2014, 873 young people had applied for a card and had collectively undertaken a total of 16,000 journeys around the district using their cards.

Case Study

Transform learning through improvements to local schools

Ulverston Victoria High School is to undergo major remodelling and refurbishment which will transform the school by providing a modern learning environment for its students and the wider local community for many years to come. Cumbria County Council is funding the £3million scheme which will reduce the number of buildings occupied by the school. It will provide a sixth form library, Special Educational Needs facilities, new walkways around the site and extended dining and social areas. At the same time, there will be significant investment in planned maintenance works to reduce disruption to the school and its students.

Case Study

Modernising the Library Service

Cumbria Libraries are committed to working with communities to help them to shape services locally in response to changing need. One such example is the Dent Library Link which was developed in partnership with Dent Parish Council, Dent Reading Room Committee and a number of other organisations in the surrounding area. It centred on the refurbishment of the Reading Room in the village and the launch of Dent Library Link.

Dent Library Link has brought the community together to regenerate the old Reading Rooms. The Library Link is managed by volunteers from the local community and is now accessible to the community for fifteen hours every week. Previously the only library service was via the mobile library. Cumbria Libraries support the Library Link with the provision of books, a self-issue machine for checking books out and with help from library staff to exchange book stock

The community has enjoyed

- Increased access to library services in a rurally-isolated location
- The regeneration of a previously run-down community building into a hub which has enhanced the village

Rita Corpe of the Parish Council has told us, "The library is very important and well used. Users range in age from a few months to 95 and come from throughout the dale. Above all it has become a meeting place for all to enjoy"

Case Study

Upgrading and modernising day care centres and older adult residential homes

More info to follow re. Whinfell and Windmill Day Centres, Kendal improvements

Case Study

Connecting Cumbria

The County Council entered into the Connecting Cumbria contract with BT to roll out superfast broadband across the county. Plans are underway to fibre enable several exchanges in South Lakeland over the next 2 years including Flookburgh, Grange Over Sands, Newby Bridge, Ambleside, Windermere, Sedbergh, Burton, Milnthorpe, Arnside, Sedgwick and Crosthwaite

Case Study

Supporting the Apprenticeship Programme

The Local Committee has supported 31 additional apprenticeships in the district to enable young people to gain employment experience with small to medium sized employers in the district. As the programme is rolled out the council evaluates progress with the participating employers. To date we have spoken to six employers and of those four have retained their apprentice in employment, one young person has gone on to permanent employment with another organisation, and one has returned to full-time education.

St Mary's Hospice, based in Ulverston, is one of the employers who were supported to take on an apprentice. Joss Tooze is a Level 2 Warehousing & Storage Apprentice with St Mary's Hospice, and is doing his Apprenticeship with Gen II Training in Ulverston. Joss has been working in St Mary's Furniture Warehouse,

Having completed his A-Levels, Joss was looking for an Apprenticeship that would enable him to combine theoretical knowledge with the opportunity to do something practical. He says that as soon as he saw the vacancy advertised at St Mary's that it would be the right thing for him, as it would offer a wide variety of tasks, and the chance to learn new skills.

Now almost exactly twelve months through his eighteen month Apprenticeship, Joss is really enjoying his work for the Warehouse, and has amply demonstrated his worth. He says "Doing my Apprenticeship with St Mary's Hospice has given me the chance to show that I can get on with something and make a success of it."

The Trustees of St Mary's Hospice have committed to supporting Joss through to his Level 3 qualification, and it will be great to see him continue to develop his knowledge and experience, as well as generating much-needed revenue for the Hospice with his sharp sales skills!

Further examples of local service delivery and projects include:

Case Study

Junior Citizen Scheme

Through the Junior Citizens Scheme in 2013, 710 children from 42 schools in South Lakeland received information and education on Fire Safety, Road Safety, First Aid, Stranger Danger, Internet Safety, Drugs & Alcohol, Equality & Diversity and Water Safety. Key safety messages were delivered through active participation in workgroups and scenarios around:

- Personal Safety – "Stranger Danger", Road Safety, Home Fire Safety
- Crime Prevention – information about drugs and alcohol
- Basic Life Skills – Information about the dangers of drugs, alcohol, smoking and internet
- safety, basic first aid
- Fear of Crime – working together with crime reduction agencies and promoting the
- positive aspects of policing the community
- Youth Disorder – discussing and addressing anti-social behaviour
- Community Safety – water safety, and the course as a whole
- Community Cohesion – equality and diversity

The scheme promotes acceptable behaviour, citizenship and safety while breaking down the barriers between young people and Partner Agencies who facilitate the event. The Junior Citizen Scheme provides a "Stepping Stone" for students moving from Primary to Secondary School. The students are given a brief overview of a number of personal, social and community subjects while interacting with partner agencies and peers from other schools. Each student was presented with a Certificate and follow up booklet that reinforced the learning of the day and provided the opportunity for further in-depth discussion with teachers and classmates. The success of the Junior Citizen Scheme is based upon its contribution to the continued reduction in youth crime and antisocial behaviour, improved road and home safety figures and reduced incidents of traffic collisions and deliberate fire setting.

Case Study

Supporting local businesses

The County Council is working on behalf of the Local Enterprise Partnership (LEP) to deliver support direct to local businesses across the county by investing funding from the LEP's Regional Growth Fund (RGF) programme, the Rural Growth Network (RGN) and Cumbria Infrastructure Fund (CIF). Within South Lakeland, the Council has achieved the following through working with the LEP;

- Over £1.1 million invested from RGF in 9 businesses including expansion of both Wilsons of Kendal and Hawkshead Relish. This investment is expected to create 77 jobs and leverage £3.6 million of private sector investment.
- £636,000 is committed in loans from CIF to support 5 projects including unlocking a residential site in Kendal to deliver 94 new homes, 50% of which will be affordable.
- Opening of the RGN Business Hubs at Ambleside, Ulverston and Sedbergh with further RGN investment in managed workspace at Ambleside and Ulverston.
- Business support and networking opportunities via RGN.

Case Study

Creating learning opportunities for schools

Cumbria Archive Service has been using the archive of Alfred Wainwright (1907-1991), author of the famous Pictorial Guides to the Lakeland Fells to provide stimulating learning resources and activities for local schools. Supported by a Heritage Lottery Fund grant, a pilot project with primary schools in Kendal and Old Hutton supported cross-curricular topics in English, History and Geography.

The schools have used the archive to develop children's research skills, write biographies, develop their own guides to the local area and study the impact of a significant local figure. The workshops involved historical investigations which were then brought to life through story telling, drama and art activities.

So far over 250 pupils have either visited the Cumbria Archive Centre in Kendal or have worked with a range of loans kits in their schools. These pilot sessions have generated a great deal of interest from other schools and the Archive Service is rolling out the workshops around Cumbria. Feedback from the schools shows the value of using local archives to stimulate children's interest to learn about their local surroundings.

Case Study

A Fair deal for Wellbeing? Discussion Kit

This discussion kit has been designed to get people thinking more about their wellbeing or that of their community and to consider what action could be taken to improve it in their area. It is focused around the five ways to wellbeing, which were developed to reflect the kinds of behaviour that individuals can build into their daily lives to improve their own mental health and wellbeing and by extension the collective wellbeing of their communities. The five ways to wellbeing are:

- Connect – with the people around you
- Be active – go for a walk or do some gardening
- Take notice – be curious, reflect on your experiences
- Keep learning – try something new
- Give – volunteer your time or skills

People with high levels of wellbeing are much more likely to be able to make sustainable lifestyle changes, be in good health, manage and recover from illness sooner and use health services better than those with poor levels of wellbeing.

Developed by Our Life (a social enterprise) in partnership with NHS North West, the North West Public Health Observatory, Cumbria Public Health and NHS Liverpool, 'A Fair Deal for Wellbeing?' enables small groups of citizens to organise their own discussion about this complex issue. Through the use of a set of cards, groups can consider a range of opinions before suggesting what they think is the best course of action. The kit can be used in groups of up to 10 people or as few as three and allows people to lead their own deliberative processes in whichever venue they like, with whoever they want to.

In Cumbria, a 'Training the Trainers' course was held to widen the pool of trainers and a wide variety of organisations, groups and communities have now used the Discussion Kit. In South Lakeland, Public Health has so far delivered sessions for Age UK Village Agents and Leisure Centre staff Future plans include delivering training at parish level and with professionals/community members who have regular contact with vulnerable people.

5. Developing and delivering our services

Our overall focus in South Lakeland for 2014-17

- Promoting sustainable economic growth, and creating jobs
- Supporting Young People to achieve the best that they can
- Improving Health and Well-being and tackling poverty
- Providing safe and well maintained roads and an effective transport network

Existing plans for delivery

Over the next three years the County Council will invest resources in its priorities and aspirations for the South Lakeland 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 2014-2017. In respect of the focus for the South Lakeland area, details of some of the key projects are provided below (with more details to be set out in the Area Delivery Plan later this year).

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

- Support Young People to achieve the best that they can
- Improve the attainment of our young people in South Lakeland through the work of our School Improvement Team, the Cumbrian Alliance of System Leaders, schools and other providers
- Support schools to improve where necessary as identified by Ofsted
- Ensure there will be sufficient school places to address the effects of new housing growth, particularly within the south and west of Kendal
- Maximise capital investment opportunities for our schools, focusing on those in greatest need.
- Invest in Ulverston Victoria High School to remodel and refurbish the building to enhance the learning environment
- Implement the Local Transport Plan Strategy priorities including: Supporting initiatives and measures to enable children to walk and cycle to school and to improve safety around schools and in residential areas
- Focus on early intervention and develop the role of Children's Centres in delivering early help
- Deliver a Youth Service contract which will have a focus on early help and prevention
- Support the South Lakeland Youth Council and continue to develop closer links with the Local Committee for South Lakeland
- Work with children and their families to support their development and meet their needs through our social care teams
- Support the Children in Care Council to have greater impact on services for Children Looked After in South Lakeland
- Enhance accommodation options for care leavers in South Lakeland
- Challenge young people's risk taking behaviours that effect their health and wellbeing, including obesity, alcohol, safe sex and road awareness
- Increase the recruitment of foster carers and adopters in South Lakeland

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

- Develop an integrated wellness service, within the development of the service hub framework, to support people to make healthy choices
- Establish a Health & Wellbeing Forum for South Lakeland to coordinate projects across organisations to address key health issues in the area
- Develop and promote infrastructure and initiatives that encourage and facilitate active travel and help to improve health including Rights of Way, walk to school and work
- Work with South Lakeland District Council on Air Quality Management Areas and manage traffic speeds to make walking and cycling more attractive
- Work to establish the credit union in the area to provide affordable loans and encourage saving
- Provide access for people to a money advice service in the area and undertake preventative work to help people avoid getting into debt
- Provide people with access to an advocacy service in each area, with local drop ins taking place to offer advice and support
- Invest in Community Development Centres support activity focusing on employability; supporting people on low incomes; raising educational attainment; and healthy lifestyles
- Fund a range of cultural events and activities in South Lakeland
- Develop educational and outreach activities for the archive service, including partnerships, to maximise opportunities for young people, adults and communities to engage with local heritage

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

- Improve maintenance of the existing highway, roads and paths (including winter service) to ensure that people and goods can move around safely by different forms of transport.
- Work more closely with South Lakeland District Council, parishes and the national parks on highway cleansing, condition monitoring, development control comments and other matters
- Implement the South Lakeland Highways Strategy in order to concentrate our efforts and resources on the work most important to the public
- Develop, promote and implement the approaches and measures set out in the Local Transport Plan, including:-
  - Maintain the existing highway infrastructure
  - Work with partners to develop rail services and passenger facilities
  - Support communities to improve accessibility to services for people without access to a car
  - Maximise opportunities for investment in new Highways &Transport infrastructure and service through development and grant funding.
- Improve accessibility for people with impaired mobility
- Develop sustainable community transport solutions through work with communities and the Third Sector
- Work to ensure we retain and improve local rail services, infrastructure and connectivity through active engagement in the national refranchising and investment programmes

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

- Prevent people from losing their independence by working more closely with local communities and facilitating prevention services
- Develop short term rehabilitation programmes and provide assistive technology to reduce dependence on longer term support
- Support people in their own homes for as long as possible before considering a change in accommodation
- Protect adults at risk from harm by ensuring the best outcomes for individuals, working effectively with our customers and partners and aiming for the highest standards of safeguarding recording
- Personalise our services ensuring people have maximum choice and control over the support they receive
- Invest in extra care housing to accommodate people with a range of needs
- Invest in Residential Care Homes to achieve the Dementia Gold Standard
- Ensure the most vulnerable within our communities remain safe from fire and other emergencies
- Deliver a rehabilitation service to assist people in their recovery from illness or accident through the Sandgate Hydrotherapy Pool

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

- Secure superfast Broadband roll out across South Lakeland
- Develop identified employment sites that have capacity
- Deliver the Council's apprenticeship scheme to support small and medium sized businesses and other opportunities.
- Implement the Local Transport Plan to identify necessary infrastructure required to support development and economic growth and maximise investment through government grant and developer contributions
- Deliver the spatial plan for the South Lakeland area: Housing, employment & retail development
- Focus on the identified Local Enterprise Partnership Priorities to develop infrastructure that enables development in the South Lakeland area
- Utilise our land and property assets to facilitate and stimulate economic development

In addition to the four key areas of focus, there are further activities which will be delivered in the South Lakeland area to support local communities which are detailed below:

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

- Deliver preventative activity to reduce the risk to the people of South Lakeland of fire, road traffic collision, accidents in the home and other potentially life threatening situations
- Implement the Cumbria Road Safety Partnership Plan to reduce road casualties including child pedestrians and cyclists
- Establish a hierarchy of key service hubs in the area i.e. Kendal, Ulverston, Ambleside, Windermere, Sedbergh, Kirkby Lonsdale, Milnthorpe and Grange to allow local people access to library services, support from Community Development Centres, Children's Centres, Schools etc
- Support community groups to deliver local community projects through grant investment
- Work with community groups to enable the transfer of council assets to the communities
- Engage with communities on issues that matter to them and seek local solutions
- Deliver a modern Library Service that is accessible to all; encouraging reading, providing books, supporting learning across all ages, brokering access to a wide range of types of information, acting as a community space, linking to other public and community services, and supporting digital participation
- Implement the Local Transport Plan including traffic management measures

To protect and enhance South Lakeland's world class environment we will:

- Ensure an adequate response to deal with any environmental issues: example flooding and Wildfire
- Engage with communities affected by local floods and provide analysis and solutions to local flooding issues
- Support communities to be resilient to unforeseen events like flooding and develop their capacity to respond
- Implement the Local Transport Plan Strategy to increase the proportion of trips by sustainable travel modes and, through the planning process, reduce the need to travel
- Minimise the negative visual impact of highway infrastructure
- Work with South Lakeland District Council as Local Planning Authority to deliver the Local Plan process to promote and achieve a sustainable environment for the district
- Provide appropriate disposal outlets for South Lakeland District Council kerbside residual waste collections work closely with South Lakeland as appropriate on their current strategic waste service review
- Provide a Household Waste Recycling Centre in Kendal, Ambleside, Grange-over-sands and Ulverston for householders to deposit and recycle their household waste, in accordance with statutory requirements
- Work collaboratively with local partners on operational and strategic development of waste management infrastructure across the County and within South Lakeland
- Deliver and support waste prevention measures through work with local partners and communities

To be a modern and efficient council we will:

- Implement Better Places for Work in South Lakeland to ensure staff can work flexibly and utilise technology to support their work.
- Consolidate the amount of office space used by the county council in South Lakeland
- Recognise communities and individuals as our greatest assets and work with them to improve services
- Review council service needs within the area to inform the rationalisation of buildings across South Lakeland, investing in the buildings we retain and disposing of those that do not support service delivery
- Develop new ways of commissioning and procuring services which promotes the local supply chain and the Voluntary Sector
- Shape our services to best meet local need by promoting diverse services in South Lakeland, including developing community assets to support those requiring less formal care and ensuring South Lakeland has high quality service providers for those who require more formal care
- Work collaboratively with other organisations, individuals and their carers to ensure that individuals receive the appropriate support at the right time always recognising the importance of early intervention
- Target our resources where they are needed most, and build in future sustainability, to modernise the Archive Service
- Develop digital preservation strategies to ensure the long term preservation of the digital archives of Cumbria County Council and the wider community of Cumbria
- Develop electronic, online services to deliver 24/7 Archive & Library services for the public

Reshaping local services through the development of service hubs

The council delivers a wide range of services in South Lakeland, 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, 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. By understanding this, the council can 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 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.

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 in the face of the financial challenges that we face.

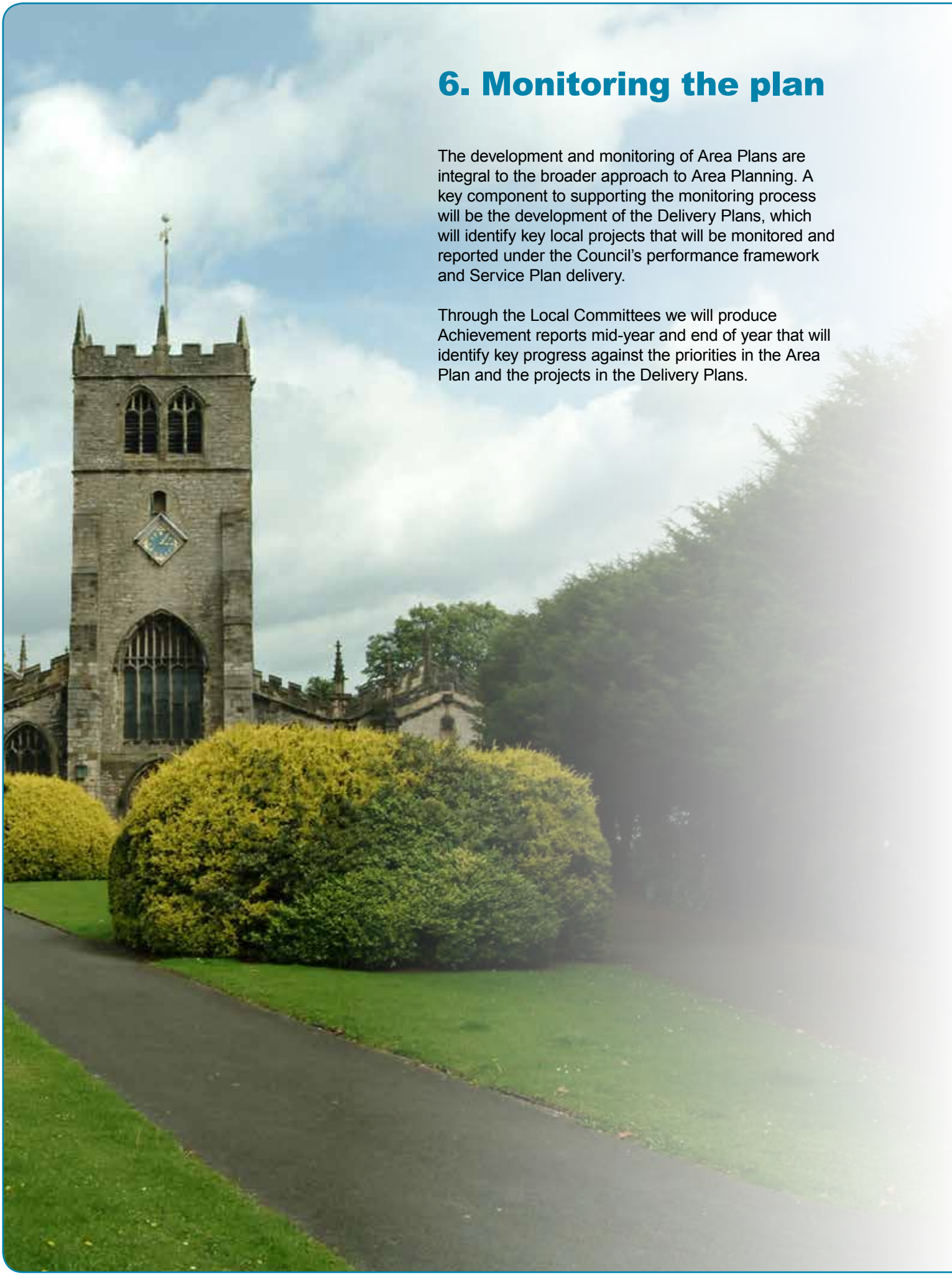
The county council does not deliver its services in isolation. There is strong recognition that delivering services will be done in the context of understanding other statutory provision. Work will be done to map what other organisations and public bodies deliverer so that the county council can work closely with these partners to align delivery and support for the benefit of the communities of South Lakeland.

The council has begun to explore in greater detail where local people in South Lakeland and the wider area access services and the changing requirements.

The model of "service hubs" for South Lakeland will recognise the importance of the main urban towns of Kendal and Ulverston, and the smaller rural towns of Grange-Over-Sands, Milnthorpe, Kirkby Lonsdale, Sedbergh, Windermere and Ambleside. Many people see these towns as not merely residential and business centres but also natural hubs for community activity.

How can you get Involved?

Working together with local residents will be key to help us reshape our services in South Lakeland especially given the scale of the challenges that Cumbria County Council are facing with £88 million 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.



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 mid-year and 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 South Lakeland

Electoral Division	Councillor	Contact Details
Cartmel	Rod Wilson	015395 36673
Grange	Bill Wearing	015395 32482
High Furness	David Fletcher	01229 860234
Kendal Castle	Clare Feeney-Johnson	01539 422939
Kendal Highgate	Geoff Cook (Chair)	01539 740133
Kendal Nether	Shirley Evans	01539 737068
Kendal South	Brenda Gray	015395 61135
Kendal Strickland & Fell	John McCreesh (Vice Chair)	01539 720849
Kent Estuary	Ian Stewart	015395 62391
Lakes	Heidi Halliday	015394 31472
Lower Kentdale	Roger Bingham	015395 63694
Low Furness	Janet Willis	07976 763067
Lyth Valley	Jim Bland	015395 68576
Sedbergh & Kirkby Lonsdale	Nick Cotton	015242 71477
Ulverston East	Mark Wilson	01229 586404
Ulverston West	James Airey	01229 868088
Upper Kent	Stan Collins	01539 821086
Windermere	Colin Jones	

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**

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