

**South Lakeland**  
The best place to

**live**



**work**  
& **visit**

South Lakeland Sustainable Community Strategy  
2008 – 2028



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# Statement and Executive Summary

Our Shared Vision is that...

*“By involving people and creating opportunities we will make South Lakeland the best place to live, work and visit....”*



South Lakeland District Council, Cumbria County Council, Cumbria Primary Care Trust, Cumbria Police, Lake District National Park Authority will work together and with others to achieve these outcomes through a number of Projects detailed in the Strategy



## We are committed to

### Accessing Services

- Improving the opportunities for accessing services including alternatives to traveling by car, to benefit the environment and to contribute to improving people's health

### Children and Young People

- Addressing the needs of young people and to create better opportunities for them

### Safe Communities

- Keeping crime low and providing reassurance to our communities

### Health and Well-being

- Continuing to improve the health and well-being of local people focusing on: -
  - Improving the quality of life for vulnerable groups
  - Developing equitable, high quality and accessible health and social care services, especially for the growing number of older people
  - Promotion of healthier, more active lifestyles and
  - Tackling factors such as smoking, physical inactivity and alcohol
  - Encouraging community involvement and engagement through arts and cultural activities.....
- Ensuring that there is an adequate workforce for the health and social care sector and other services to support the needs of increasing number of older people

### Housing to Meet Local Need

- Securing access to decent affordable homes for all in need in a sustainable way

### Involving Communities

- Working more closely with our communities and groups through
  - new structures which allow local area based neighbourhood management
  - new approaches to strengthen community engagement
  - enabling greater empowerment through capacity building within the community and voluntary sector

### Job Skills and Regeneration

- Making South Lakeland a successful, attractive and competitive place to live work and invest in by growing a sustainable economy and creating prosperity for everyone in South Lakeland by: -
  - Aligning education, vocational training and business needs to equip our workforce to meet current and future skills gaps, raising overall skills attainment levels to drive business productivity and future wage levels
  - Supporting local business growth and attracting new inward investment creating new opportunities on high quality employment sites
  - Realising the opportunities of specific locations, the heritage, cultural assets, accessibility and transport links to grow the economy whilst reducing the difference between average incomes and house prices
  - Raising awareness of the importance of South Lakeland due to its proximity and good transport links to rest of the North West and the city regions of Manchester & Liverpool

### Quality Environment

- Managing our natural resources prudently, to improve waste management, reduce pollution, protect and nurture plant and animal life and to protect and improve the man-made environment

# Welcome

## A Welcome from Mandy Dixon, Chair of South Lakeland Partnership

The first Community Strategy for South Lakeland was launched in 2004, since that time we have listened a lot and learnt a lot from the communities and people around South Lakeland. It is therefore right and timely that this document is updated in the light of our collective knowledge from that process and in the light of changes being issued by Central Government.

The Community Strategy is crucial in identifying, addressing and, most of all, delivering on the concerns, the aspirations and the big issues affecting the people of South Lakeland. It provides a Vision for the future of South Lakeland over the next 20 years. We want South Lakeland to be part of a dynamic county where everyone regardless of age, gender or race has a chance to play a full and fulfilling role, able to realize their aspirations. We need to create areas of choice and points of connection to challenge the inward looking culture that has prevailed of late.

South Lakeland Strategic Partnership brings together councils and other public bodies, local businesses and the voluntary and community sectors from across the District. The organizations involved are committed to working together to make sure that the strategy is properly planned, costed and delivered. It offers everyone the opportunity to be involved in developing our future. The Partnership itself will take responsibility for ensuring that specific projects, which particularly need to be pulled together across agencies, are implemented.

The Strategy focuses on long-term benefits with practical steps to achieve them. It is an evolving process for which we have a new set of key indicators, which will show our direction of travel. Clear targets will measure and evidence our success. We are already making progress and this can be seen in the way our vision statements have moved on.

Thank you for your interest and I hope this plan will have your support.



Mandy Dixon  
Chair of South Lakeland Partnership



### The Vision in 2004 .....

***“South Lakeland’s distinctive character, environment and location will continue to be important in providing opportunities for people who choose the district as a place to live, work and visit. These major assets will be safeguarded whilst a successful economy is developed and sustained”***

### Our shared vision is now .....

***“By involving people and creating opportunities we will make South Lakeland the best place to live, work and visit”***

# About the Community Strategy

## What is South Lakeland Strategic Partnership and who is involved?

South Lakeland Strategic Partnership is a group of people who are central to the success of the Community Strategy. The Partnership comprises an Executive, 8 thematic Partnerships and a wide-ranging number of associated organizations and individuals within what is known as the “Community Conference”.

The Executive group is made up of leaders from the local Councils, various agencies and communities. The Executive seeks to develop links across the main service deliverers encouraging new projects and initiatives and helping to set priorities.

## What is the Community Strategy?

Today no one person or organisation can solve all our problems or achieve all our aspirations. But if we work to the same plan in partnership – individuals, groups, council, public and private sector – then more is possible. The Community Strategy provides a single document, or “road map” which consolidates all the issues and allows us to work coherently.

The Community Strategy is concerned with both **long-term and short-term issues**. It is based on a long-term vision. It sets out what the key

issues are, how people have contributed and identifies opportunities for the area. It is also about getting people to **work together** on shorter-term projects that can make a difference in our communities.

In 2004 South Lakeland Partnership launched the first Community Strategy for South Lakeland District. The Partnership has now reviewed progress and the new Strategy is bringing our knowledge of local people’s concerns up to date, and focusing on what we can achieve.



## The Principles of Sustainability that underpin the Strategy

The Strategy seeks to support **sustainable communities** within the district. Sustainable communities are places where people want to live, work and visit, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

For communities to be sustainable, they must offer decent homes at prices people can afford, good public transport, health services, hospitals, shops and a clean, safe environment. People also need open public space where they can relax and interact and the ability to have a say on the way their neighbourhood is run. These things need to be provided together if a real difference is to be made.

Sustainable communities also need to embody the principles of sustainable development. They do this by balancing and integrating the social, economic and environmental components of their community, meeting the needs of existing and future generations and respecting the needs of other communities in the wider region or internationally to make their own communities sustainable

The Local Government and Public Involvement in Health Act (2007) strengthens the role of Local Strategic Partnerships, and partnership working across localities, and with the Sustainable Communities Act (2007), gives weight to the increasing importance of sustainability by formally mandating a sustainable community strategy.

This Strategy is about everyone working together to make a real difference for the district and its communities.

### **We will**

**Ensure our Community Strategy is sustainable through application of a thorough appraisal of what we set out to do**

**Ensure all Projects delivered through the Strategy are sustainable through assessment as part of a robust Project Management process**

# What makes South Lakeland Distinctive?

South Lakeland covers a large area covering over 600 square miles and including several notable market towns and villages. Although predominantly rural it has access to good communication links with the West Coast main line and the M6 running through the district. It has some especially distinctive characteristics: -

## • *Its Natural Environment*

It has a stunning landscape and varied natural heritage of flora and fauna. Includes parts of the Lake District National Park and Yorkshire Dales National Park (LDNP and YDNP), with the former currently seeking World Heritage Site status, an Area of outstanding Natural Beauty, a breathtaking coastal peninsula, part of Morecambe Bay, major lakes (Windermere and Coniston), the River Kent and Lancaster Canal.

## • *Its Scientific Inspiration*

Some of the greatest scientific minds are associated with the area. People like Sir John Dalton, Sir Arthur Eddington and Adam Sedgwick.

## • *Its People*

Prominent and varied communities with a multitude of associations, societies and interest groups anchored in strong traditions of community based activity. A strong and varied tradition of religious life from Christian to Buddhist practice which is reflected in architecture and place names. Whilst perceived as a wealthy area because of second homes and commuters there are significant problems for some people in obtaining homes and affording the prices of services.



## • *Its Heritage and Landmarks*

Significant landmarks informed by a rich texture of local history and historic built environment including Kendal Castle, Sizergh Castle, Levens Hall, Holker Hall and the Hoad.

## • *Its Literary Inheritance*

An area having attracted some of the county's most influential authors and poets such as William and Dorothy Wordsworth, John Ruskin, Beatrix Potter and Arthur Ransome.

## • *Its Artistic Inspiration*

More creative arts organisations, groups and artists in the region outside Manchester and Liverpool. A cluster of exceptional venues offering high quality exhibitions, collections such as the Wordsworth Trust at Dove Cottage, Abbot Hall, Grizedale, Blackwell, Brantwood and Lake District Summer Music.

## • *Its Festivals*

A wealth of festivals, events and shows of international and national significance.

## • *Its Attractions*

South Lakeland is well located as a significant visitor destination in the North West of England. A vast range of places for visitors including rail, boat and motor heritage, open farms, shops and outlets for high quality local produce. Internationally important organisations and venues such as Lanternhouse, Wordsworth Trust and Grizedale Arts. The natural landscape brings walkers to the Fells inspired by the writings of Alfred Wainwright.

## • *Its Activities*

A range of visual arts activities with many private studios, galleries and workshops. One of the best Arts Centres of its kind in the country – The Brewery Arts Centre. A network of local venues for resident populations from the Coronation Hall to village halls. Museums and Libraries covering local life and industry, papermaking and Laurel and Hardy. A thriving music scene recognised for its quality and diversity with major Festivals and local amateur groups. An extensive and vibrant network of organised sports clubs and recreational facilities. An international centre for outdoor activities.

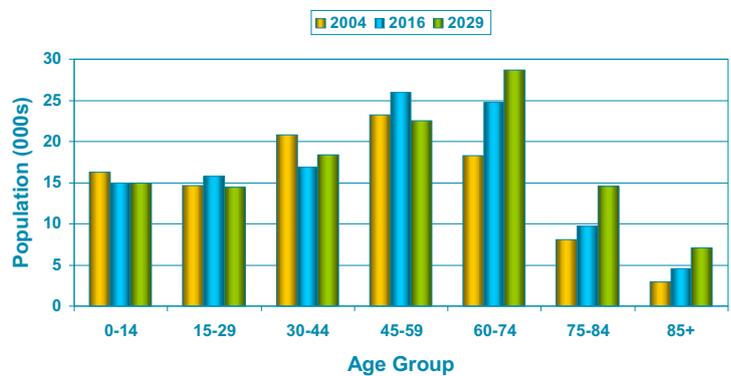
# Key Challenges for the Area

There are a number of challenges facing South Lakeland in the next few years. The essentially rural nature of the district by comparison to most of the other parts of Cumbria means there are particular problems including providing affordable housing to meet needs, facilitating economic growth and establishing effective transport opportunities. In addressing these challenges the wide-ranging potential effects of climate change will have to be taken into consideration.

South Lakeland's current estimated population of 104,800 is growing with a 10.4% increase from 1981 to 2006 compared with overall county growth of 3.1% and national growth of 8.2%. The largest increase is in the older age groups. There is, however, a corresponding fall in the number of young people. The forecast is for further growth to a population of 120,300 by 2029. There is expected to be an increase in the number of households from 45,252 in 2001 to 53,327 by 2021 an increase of 17.8%, most of which will be single occupancy households. The largest population increase was within the 45 – 59 age group, which has risen by 7000 people since 1981. Currently 29.3% of the population is over 60 and this figure is forecast to rise to 41.7% by 2029. There was a corresponding fall of 4,500 people in the 15 – 29 age group living within the district.

South Lakeland does not have deprivation as measured by the Government's Indices of Deprivation. However the perception that South Lakeland is an area of wealth masks the problems that exist for some households. There is a problem of poverty in the older population. People on fixed incomes often have to face increased charges whilst services are reduced. Clearly there are wealthy people in the area but they reside side by side with pockets of deprivation. The Government measures household income. However this doesn't recognise that individual incomes are often low where there are several occupants of a household. This is a problem for individuals needing their own homes. The cost of affording housing is exacerbated

**South Lakeland Population by Age Group 2004 - 2029**



by the higher costs of products and local transport in rural areas. There is a significant adverse relationship between the district average house price of £191,065 and the district household income of £19,500. Action to improve the ratio between these is required.

Whilst the population is large and rising people are spread across a large geographic area often in remote communities. The influx of migrant workers is putting further pressure on the provision of housing and other services particularly as they are predominantly in low wage employment. The rural nature of the area has impacts on the costs of direct services and the ability of people to access those services not closely available to them. The resources available to the area are not in step with its needs; due to the reducing government grant allocations to the district council and limited access to specific funding opportunities. This Strategy makes a case for a change to this.

## **We will**

***Lobby for additional resources to support our priorities through sub-regional, regional and national bodies as appropriate***

***Ensure our priorities are incorporated into Sub-regional strategic documents and delivery plans such as the Cumbria Community Strategy and the Local Area Agreement***

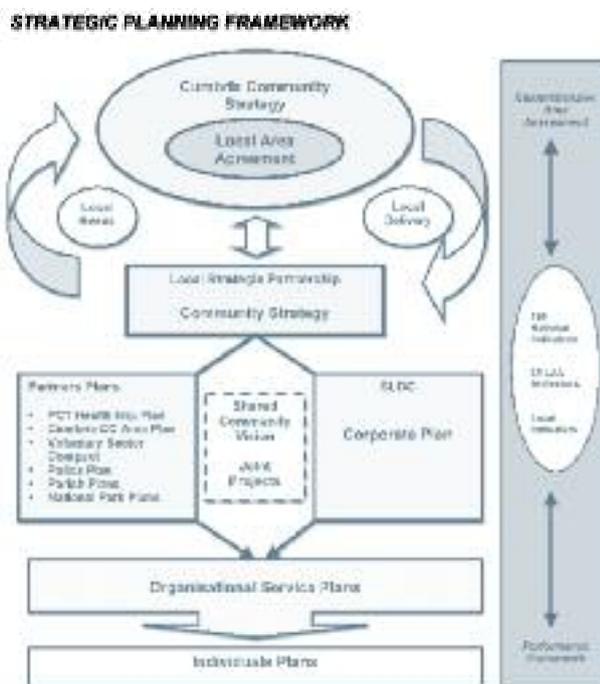
# South Lakeland's Place in the North West Region and Cumbria

## Local Needs – Local Delivery

The South Lakeland Partnership is seeking to address a number of issues. These are set out under the individual themed priorities later in the Strategy. However it is clear that the traditional methods of assessing problems actually mask the fact there are specific needs in communities in different parts of the district. There are particular geographic hotspots in the district with pockets of deprivation in towns and rural areas.

Solutions to these issues are affected by decisions at regional and sub-regional levels. South Lakeland is making a strong case for particular attention to address its challenges and looks to the Local Area Agreement (LAA), to enhance the support it needs to introduce improvements for the people of this part of the county.

The delivery of services to people in South Lakeland is undergoing fundamental change. The design of services is being better geared to reflect local peoples needs. However this is coupled with an increasing move to more sub-regional strategic planning. Strategy is increasingly being developed through partnerships at a Cumbria-wide level. The Cumbria Sustainable Community Strategy provides the strategic direction for the county. The local Community Strategy is, therefore, increasingly important in ensuring the interests of a largely rural area such as South Lakeland are co-ordinated so they can be reflected in the sub-regional context. Having influenced the sub-regional Strategy the agreed local priorities are then addressed through local delivery plans.



### The Local Area Agreement

The Local Area Agreement is increasingly being established as the delivery mechanism for the countywide Sustainable Community Strategy. South Lakeland Strategic Partnership has been proactively involved in the development of the first LAA. The involvement will be sustained in the development of the next version of the LAA which will have priorities agreed with government together with locally agreed priorities.

#### **We will**

**Ensure our Local Strategic Partnership and its underpinning structure of priority Task Groups is robust and able to facilitate delivery of shared projects**

**Demonstrate the commitment of all Partners to joint working to facilitate the delivery of priority Projects**

**Ensure the LSP is robustly linked to and involved in local delivery of priorities through emerging neighbourhood working arrangements**

#### **We will**

**Engage effectively in the process of developing and managing the Local Area Agreement to ensure the interests of South Lakeland are effectively reflected**

### “Strong and Prosperous Communities”

There is also a raft of activity, which will need to be delivered to meet the requirements of the Governments Local Government and Public Involvement in Health Act. The earlier White Paper sets out an agenda where the emphasis is on engaging communities and developing the places, which they identify with. To pursue this agenda the

White Paper has provided an opportunity to explore the potential of introducing change to the way local government is structured. Proposals are being developed for potential mechanisms for local delivery, which are different to the current arrangements. The recent work in developing the LAA has highlighted the importance of robust locality working to ensure different parts of the sub-region have co-ordinated activity to determine the needs and deliver at the right level.

**We will**  
**Ensure the Strategic Partnership is engaged in the development of neighbourhood working in South Lakeland**

**Spatial Planning and Local Development**

Another particularly important area of activity is the work going on with the Lake District National Park, Yorkshire Dales National Park and South Lakeland District Council to develop the three local Local Development Frameworks to reflect the spatial planning requirements of the Community Strategy. The new Community Strategy gives an opportunity to demonstrate the aspirational thinking that is now taking place. We can learn from other Local Authorities by being clear on what we want to achieve which is then followed through.

Whilst there are constraints provided by the Regional Spatial Strategies we have the power to change our district through the way we approach the Community Strategy and the Local Development Frameworks. We need to look to our partners in the area to make this change happen but we also need to co-operate with our neighbouring districts to maximise potential for the whole of Cumbria. For example, we can work with other authorities to promote job creation opportunities in their areas to improve access to jobs across boundaries. Investment in another area may benefit a neighbouring area – people may work in another part of the county but live or play in South Lakeland. This approach clearly needs to be accompanied by sustainable transport opportunities. Such active engagement with our neighbours can lead to a new way of thinking for the whole of Cumbria.

The Key Service Centres are the major drivers for the change that is promoted in this Community Strategy. The regeneration of Kendal in particular provides an opportunity for South Lakeland to be a significant economic driver for the whole of Cumbria whilst addressing economic decline specifically within the district.

However if we are to address some of the problems relating to economic regeneration and housing provision there will need to be a new approach to provide the required amount of site allocation for housing and employment. The Community Strategy will provide a challenging agenda for land allocations in the emerging

Local Development Frameworks (LDFs). The LDFs are a spatial expression of the Strategy. A number of the projects identified where development is involved will be delivered through the LDFs.

**We will**  
**Work closely with the planning authorities to ensure the Local Development Frameworks covering South Lakeland are a spatial reflection of the Community Strategy aspirations**

**Strategy into Action – Making the Case for Resources**

This document identifies a top line of priorities for the Community Strategy and develops clear targets to drive the strategy forward. The targets include new National Indicators (NIs). To demonstrate our contribution to delivering priorities we will ensure that indicator data is disaggregated to the district and in some cases to communities.

All key partners have been engaged in the development of the Community Strategy and will now contribute to making it happen through the thematic Task Groups. This will provide coordinated action and programmes so that each partner organisation can effectively deliver what in can in the Community Strategy.

South Lakeland Strategic Partnership aims to make a strong case for particular attention to address its challenges and is concerned that the Local Area Agreement needs to enhance the support needed to introduce improvements for the people of this part of the county. All the issues that need addressing require the participation of the citizens of South Lakeland.

**We will**  
**Demonstrate how the activities in the Strategy are achieved through performance management**  
**Lobby Government and others to secure appropriate funding to address the priority needs of the District**



# Accessing Services

## THE ISSUES

We need to improve people's ability to access services. This may be by either better opportunities for travelling as an alternative to using a car, to benefit the environment and to contribute to improving people's health. Or it may involve providing services in communities .....



## What the facts say

- Travelling in South Lakeland, particularly by public transport, is a challenge
- Most employed people in South Lakeland travel to work by car or van
- Only a small number use public transport
- Whilst there are some transport services for towns and larger villages there is significantly less provision in rural areas
- The east of the district benefits from good accessibility to the main national transport links, however the A590 and Furness rail line provide less reliable access for communities in the west of the district
- Inadequate transport causes problems for people in getting to new employment opportunities and accessing services and it can emphasise feelings of isolation

## What you have said

- 83% of people say they use a car to get to work with only 3% using public transport; 13% say they walk or cycle - 31% of journeys were less than 3 miles
- 88% of residents use a car to shop - 39% of journeys were less than 3 miles
- However when undertaking leisure pursuits car use reduces to 76% with 21% saying they walk or cycle - again 31% of journeys were less than 3 miles
- 21% of residents say they walk or cycle to their local medical clinic with 78% using a car - 61% of these journeys were less than 3 miles
- 73% of people are satisfied with local train services with 21% dissatisfied
- 57% are satisfied with local bus services but 39% are dissatisfied

## Progress so far

- Work has already started on preparing an Accessibility Action Plan for South Lakeland, which will aim to provide solutions to the difficulties that are identified in people accessing key services
- Currently information is being collated from a number of sources including Parish Plans, Market Town Plans in relation to difficulties with access to the following:
  - Health
  - Education (including other activities for young people)
  - Employment
  - Key Service Centres
- Projects are being produced which will not necessarily be about finding transport solutions as it may be that either the way the services are delivered or located needs to be examined. They may also be about encouraging walking/cycling
- Some strategic actions are being taken forward at a countywide as experience in other areas has shown that there are some issues that are common to all parts of Cumbria



## What we will do

***Cumbria County Council, supported by South Lakeland District Council and Cumbria Primary Care Trust and others, will facilitate the following projects:-***

### **Demand Responsive Transport extended**

- Rural Wheels, the demand responsive transport scheme, promoted and extended
- Its use in connection with personalized budgets investigated
- Distinction between Rural Wheels and Voluntary Car Scheme clarified

### **Community Transport supported**

- Community Transport within South Lakeland promoted
- Other Community Transport vehicles included within the Brokerage

### **Facilities developed in Rural Communities**

- Parish Councils supported in development of community projects which allow services to be delivered locally

### **Travel behaviours changed**

- Work Travel Plans adopted by key agencies and businesses

### **Access to Health improved**

- The transport implication of changes to services at Westmorland General and in localities through the Closer to Home proposals determined
- Healthy activities promoted

### **Rail use**

- Lakesline Community Rail Partnership promoted and supported
- Furness Line supported and promoted and supported and Community Rail Partnership established
- West Coast mainline supported and promoted

### **Young People**

- Free fares for Young People piloted in the Grange and Cartmel area
- Access to school, job opportunities and leisure facilities improved
- Develop a "pass" for young people to incorporate entry to facilities and for use on transport
- Develop the use of the Wheels to Work scheme

## How we will measure progress

- Access to services and facilities by public transport, walking and cycling
- Principal roads where maintenance should be considered
- People killed or seriously injured in road traffic accidents
- An Accessibility Action Plan will be completed by March 2008 and will be regularly monitored to ensure progress
- Increase in % of residents using public transport, cycling or walking to work or to leisure pursuits than previously
- Increase in number of people who feel it is easier to get to facilities in their area



## Targeting help where it is most needed

- Communities will be engaged in relation to making realistic improvements in access to local services. The intention of the Accessibility Planning process is to focus attention not just on how people access services but also on where they are located and how they are delivered. However, there needs also to be recognition that it will not be possible for

everyone to have the choice to access a number of destinations. The Accessibility Planning process will focus attention on assisting particularly disadvantaged groups and individuals. Information gathered as part of the planning process to provide evidence where this approach is taken

## How you could contribute

- If you go to work – can you leave the car at home one day a week?
- Use Public Transport when you can - especially if you expect roads to be busy
- Can you join or set up a car-sharing scheme?
- Ask your employer if they have a Work Place Travel Plan and if not do they intend to develop one

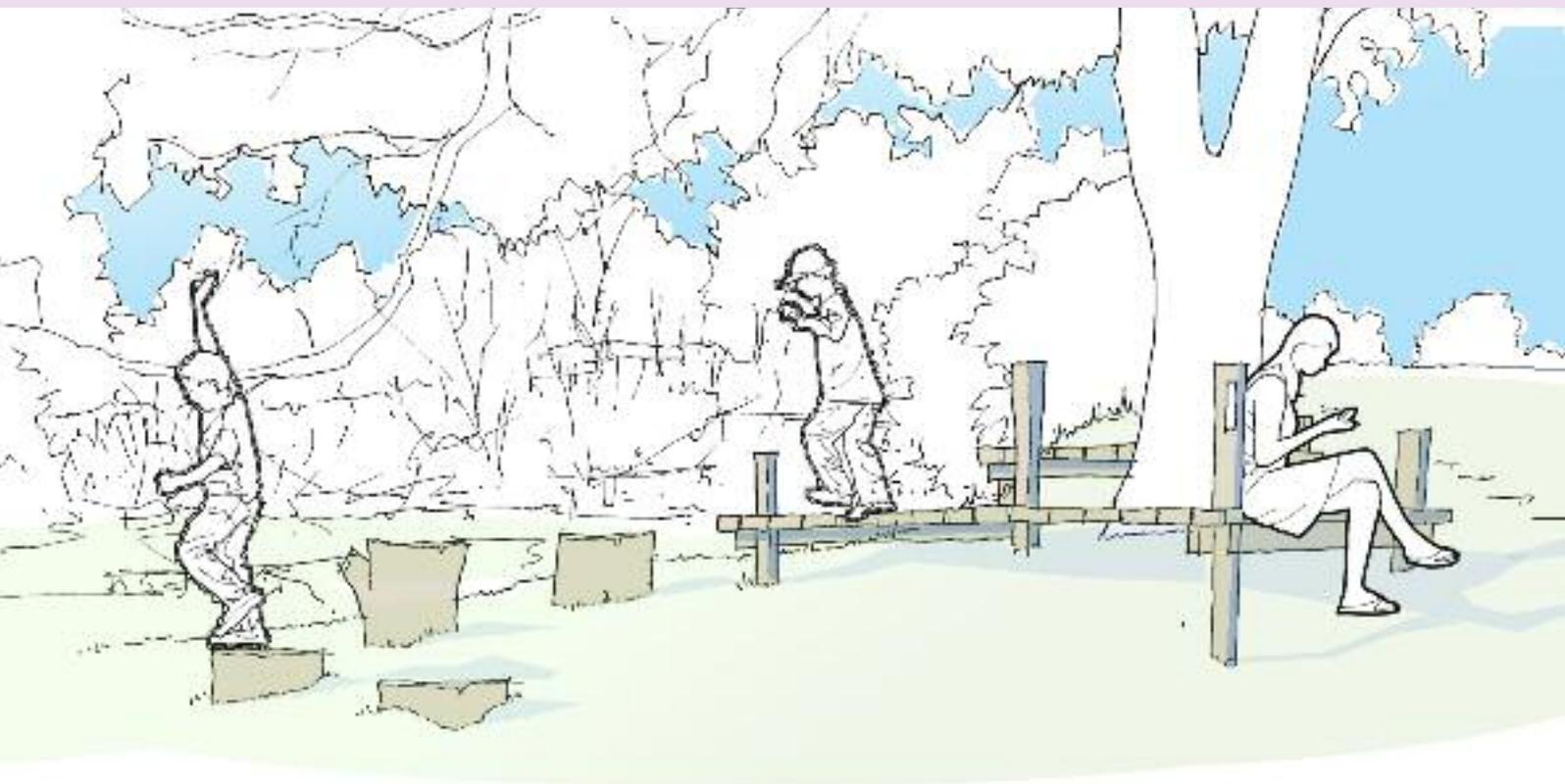


# Children and Young People

## THE ISSUES

We need to address the needs of young people and to create better opportunities for them. The Every Child Matters agenda requires a rethink of how Children's Services are delivered. A new multi-agency approach centred around children in need and organized in local delivery areas is required. Partners will configure their services to address the needs of these particular children but also how they will also deliver benefits to all...

Young people have in recent years increasingly had to seek employment and higher education opportunities elsewhere. As a result there is a fall in the number of young people. This is compounded, as they may not be eligible for being "local" in terms of housing eligibility, for example, if and when they return. This issue is addressed more fully in the Jobs, Skills and Regeneration section.





## What the facts say

- A local Needs Analysis is currently being completed to demonstrate the evidence for the priorities and the areas for targeting action

## Progress so far

- A new partnership structure has been introduced throughout Cumbria to re-shape the way Children's Services are delivered. This involves a Childrens Trust at Sub-Regional level with Local Planning Groups at district level
- A new Children and Young Peoples Plan for Cumbria has been produced which sets out priorities for the 5 themes of Every Child Matters. Local priorities will be drawn from these as informed by the needs analysis
- A pilot local delivery platform (LDP) for focusing integrated working has been established in Kendal which is now known as the Kendal Community Partnership
- A multi agency support team (MAST) has been operational in the Kendal areas since November 2006 as the Local Delivery Platform pilot for integrated services
- The MAST covers the following the children and families in Queen Katherine School age 11 to 14; Brantfield Nursery 0-5 years, St Thomas Primary school 0 -11 years. Stramongate, Castle Park, Ghylside and Kirkbie Kendal Schools. The team operates in an integrated way using the tools of Common Assessment Framework and Lead professional to provide an intervention plan for the child and family using the team around the child approach
- An open space study will assess the needs for different types of play space and for different age groups
- A new Play Partnership has been established which has facilitated a Play Strategy and this has been complemented by funding from Play England for projects

## What you have said

At the "Speed Dating" event during Democracy week in October 2007 young people raised the following main issues in conversations with local councilors:-

- Need to improve the negative image of young people and ensure they can play a more active role in decision making
- Provide improved youth facilities and involve young people in the planning, fundraising and implementation of projects
- Need better public transport with improved access through cost, timetabling and frequency of services
- Expect local leaders to address climate change issues

## What we will do

*The County Council will lead the process of development of new ways of working in South Lakeland to deliver projects with its partners to address the following priorities:-*

**Be Healthy - The negative impact of compromised parenting (i.e. alcohol, drugs and domestic violence) on children is reduced**

- An extensive data collection exercise undertaken to provide baseline data focusing on problematic drug and/or alcohol use and domestic abuse/violence to inform service delivery linked to identify need
- Correlate data with local intelligence in pilot areas
- Planning and resource allocation targeted and reconfigured to integrate service delivery
- Identify children and young people at risk through Lead Professional and Common Assessment Framework
- Develop workforce through integrated working training

**Be Healthy - Children and young people's participation in rewarding play, leisure and recreational activities is increased**

- All partner organizations work to improve engagement with children and their families
- Play Strategy implemented and funded projects delivered
- Involvement of young people in democratic and other local activity developed
- Specific facilities such as Youth Shelters and Multi Use Games Areas (MUGAs) provided
- A Sport and Recreation Plan for children and Young People prepared and implemented
- Opportunities for children and young people to be creative and to participate in the arts provided

**Achieve Economic Well-being - Young people only move into independent accommodation when they can be successful**

- Local needs analysis completed
- Accommodation and support issues for specific vulnerable young people identified and addressed
- Accommodation issues affecting young people identified referred to the County Young People Housing Panel and the Local Planning Group, to inform commissioning and resource planning

**Make a Positive Contribution - Children and young people with severe disabilities are able to participate and achieve their full potential**

- The needs of children and young people are matched against current service delivery to provide a gap analysis for future service planning
- Improved communication between partners to share information and improve connectivity including engaging local support groups

**Enjoy and Achieve - Educational attainment, enthusiasm and enjoyment of children and young people at all key stages is improved**

- Formalise a multi-agency system linking to voluntary and private providers for early identification of children and young people who may potentially require additional support

**Stay Safe - Experiences of bullying are reduced**

- Explore definitions of bullying and mechanisms for data collection
- Investigate potential pilot at a local school for students to explore the issue of bullying the outcomes to influence further action planning

## How we will measure progress

- Young peoples participation in positive activities
- Children and Young Peoples participation in high quality PE and sport
- Effectiveness of child and adolescent mental health
- Hospital admissions caused by unintentional and deliberate injuries to children and young people
- Children becoming the subject of a Child Protection Plan for a second or subsequent time
- Under 18 conception rate
- 16-18 year olds not in education, training and employment
- Care leavers in suitable accommodation
- Care leavers in education, employment and/or training at age 19
- Reduced incidence of referrals to social care for child protection, repeat referrals and repeat incidence of abuse of children
- Educational attainment as measured through the statutory education and early years indicators
- No of supporting people service users supported to maintain independent living aged 16 or over

## Targeting help where it is most needed

- The Every Child Matters Agenda is targeted to meet the needs of vulnerable children
- The Local Planning Group has identified a specific work stream for engaging with children, young people and their families

## How you could contribute

- Make time to talk to any young people you know
- Encourage and support the young people you know to make the most of their opportunities



# Safe Communities

## THE ISSUES

We need to keep crime low and provide reassurance to our communities. South Lakeland has some of the lowest crime figures in the North-West Region. However there are issues of concern to people and there are crime hotspot areas which need targeted actions.....

Alcohol misuse is a significant problem. There are links between this and violent offences, anti-social behaviour and criminal damage. There are many different ideas and perceptions about what constitutes anti social behaviour. Although it can have a critical impact on people's quality of life, its diverse nature makes it difficult to manage and is not always criminal activity. Locally, young people congregating in large groups intimidate some residents. This can and does lead to both an increased perception of anti-social behaviour and also an increase in calls for service to the police. Survey work conducted in South Lakeland by "Streetsafe" operations indicate that litter and dog fouling are other main examples of anti social behaviour



## What the facts say

- Crime in South Lakeland is significantly lower than for the country as a whole
- Between 2005/06 and 2006/07, the district figures show:-
- British Crime Survey Comparator crimes 2006 /07 were 3,169 down 5.1%
- Burglaries were down 17.5 % at 2.02 per 1,000 population
- Vehicle crime was 3.2 per 1,000 population
- Robbery was less than 1 crime per 1,000 population
- Violent offences reduced by 17%
- Criminal damage rose by 1.9%
- Anti social behaviour rose by 13% to 7370 recorded incidents
- There were 30.8 crimes per 1,000 population, based on BCS crime types



## What you have said

- Residents perceive South Lakeland as a relatively safe place to live and fear of crime is lower than in Cumbria overall. 11% of South Lakeland residents said they feel unsafe outside after dark compared with 21% in Cumbria and around 30% nationally
- Anti-social behaviour is a key concern for people in South Lakeland and 60% of residents do not feel well informed about what is being done to combat it

## Progress so far

- South Lakeland Crime and Disorder Reduction Partnership (CDRP) uses crime theme task groups to target action where needed
- A multi agency approach to the responsible management of licensed premises has contributed to an overall 17 % reduction in violent offences in 2006 /07
- Agencies take part in multi agency “Streetsafe” operations, with an undertaking to respond to community concerns and provide reassurance to local residents
- Police Community Support Officers work with SLDC officers to enforce new powers under the Clean Neighbourhoods and Environment Act to target litter and dog fouling
- We are working with the Cumbria Domestic Violence Strategic Board to shape the service delivery in South Lakeland for victims of domestic violence
- A Designated Public Places Order has been established to combat anti social behaviour and nuisance related alcohol consumption in public places
- Community Safety events took place in Kendal town centre in April 2007 and Ulverston in 2008 to promote South Lakeland as a safe place to live and visit, with low levels of crime. This will be an annual event
- A dedicated detached youth worker to engage with young people in their own environment, to challenge behaviour, build confidence and to plan their own activities and access funding
- Opportunities for community and family mediation are provided by RESOLVE Mediation Service
- Through Cumbria Alcohol and Drug Advisory Service, a specialist worker is employed to work with young people at risk of offending behaviour
- Neighbourhood Watch Association develops new watches across South Lakeland and provides a range of information through the Voice Connect messaging system
- Cumbria Police provide additional high visibility patrols in identified “hot spot” locations
- Through partnership work, we are delivering play and recreation initiatives to divert young people from nuisance behaviour and crime including the provision of youth shelters and Multi Use Games Areas
- Improvements to CCTV provision in Kendal and Ulverston
- Development of multi-agency groups to determine actions against prolific offenders and young people at risk of offending

## What we will do

*The principal statutory partners (the Police, South Lakeland District Council, Cumbria County Council, Cumbria PCT, Cumbria Fire & Rescue Service, and the Health Authority) will work with others to deliver projects to achieve the following benefits:-*

### Reduce Anti-social behaviour

- High profile police work in hot spot areas and times to target youth disorder
- Facilitate and offer a range of diversionary activities with support from a dedicated detached youth worker
- Target young people at risk of offending through referral to Prevent & Deter worker
- Maintain support for and utilise the (YISP) and Antisocial Behaviour Order process
- Schedule school attendance and exclusion sweeps

### Reduce Violent Crime

- Targeted activity to address violent crime and criminal damage
- Multi agency licensing education and enforcement work
- Exclusions from licensed premises through local Barwatch schemes
- Increase detections through high visibility police patrols at key times and through use of CCTV provision
- Develop campaign with PCT to target the impacts of alcohol misuse

### Reduce Criminal Damage

- Target work in identified areas, based on education, enforcement and prevention tactics, including Streetsafe operations
- Maintain support for enforcement action through dedicated policing of identified hot spot areas including Operation SMART and test purchase operations
- Schedule school attendance and exclusion sweeps

### Reduce Acquisitive Crime

- Support and develop Business Against Crime Partnership in the district
- Development of Neighbourhood Watch Association, promoting new watches and Voice Connect messaging system
- Target hardening measures to reduce levels of burglary and vehicle crime
- Promote self-help through Lock It or Lose It campaigns

### Reduce the harm caused by illegal drugs

- Improve links to the work of the Cumbria Drugs and Alcohol Team
- Facilitate a better understanding of local drug markets

## Improve services for victims of domestic violence

- Support services for victims of Domestic Violence, raise awareness of Domestic Violence and encourage people to use services
- Develop the role of Independent Domestic Violence Advisors in South Lakeland
- Implement Multi Agency Risk Assessment Conferences for those at greatest risk from domestic violence
- Implement Specialist Domestic Violence Courts in South Cumbria
- Targeted publicity campaigns at key times

## Reassure the Public, reducing the fear of crime

- Further improvements to Neighbourhood Watch
- Multi agency Streetsafe operations to raise awareness of ongoing work in communities
- Promote CDRP and low levels of crime in line with Communication & Marketing Strategy
- Support and develop Business Against Crime Partnership in district
- Maintain CCTV provision through the work of the CCTV User group
- Engage communities in local activities to challenge perceptions

## How we will measure progress

- Young offenders access to suitable accommodation
- Assault with injury crime rate
- Reoffending rate of prolific and priority offenders
- Drug related (class A) offending rate
- Perceptions of drunk or rowdy behaviour as a problem
- Repeat incidents of domestic violence
- First time entrants to the Youth Justice system aged 10-17
- No of domestic violence incidents reported to Police
- Increase % of convictions for domestic violence related offences
- % of recorded domestic violence incidents are repeated offences reported to Police
- Perceptions of anti-social behaviour
- Perceptions and dealing with concerns about anti-social behaviour
- Perceptions of drug use as a problem

## Targeting help where it is most needed

- The Review of the Crime and Disorder Act requires Partnerships to involve communities in the production of their local Delivery Plans and a programme of consultation is in place to identify concerns and influence our priorities
- The Crime and Disorder Partnership targets its activities to areas where there is evidence of need based on analysis of recorded and reported crime

## How you could contribute

- Talk to your neighbours, join or start a Neighbourhood Watch group or a Tenants group
- Report any crime that you see
- Improve security on your property
- Follow crime prevention and safety advice
- Get involved in community projects



# Health and Well-being

## THE ISSUES

We will focus on continuing to improve the health and well-being of local people..... We need to improve the quality of life for vulnerable groups, increase access to quality health care particularly for older people. We will promote healthier, more active lifestyles and tackle factors such as smoking, physical inactivity and alcohol misuse, as well as encouraging community participation and engagement in arts and cultural activities.....

We also need to focus on developing equitable, high quality and accessible health and social care services, especially for the growing number of older people. Consultation under the theme Closer to Home promises a radical look at the way that health and social care are provided, suggesting a much more joined-up working between the NHS and local authorities. The approach will ensure that patient care is at the heart of all decision-making and offer new ways of engaging people in the development of health and social care in their communities.



## What the facts say

- In South Lakeland overall, male life expectancy is 78.6 years and female life expectancy is 82.7 years, so on average men and women live longer lives than in the North West and England. Whilst this is higher than the regional and national average there is a significant gap in life expectancy between the poorest and the most affluent areas of South Lakeland
- There is a wide variation in household income among residents. Small rural communities may contain pockets of deprivation, which are often too small to show up statistically, and for lower income residents, health issues may be compounded by geographical isolation and paucity of services
- The geographically dispersed population presents challenges in relation to access to both health care services and healthy lifestyles
- There are a number of health indicators, which cause concern. Alcohol misuse is a significant problem in terms of health. Obesity trends are rising among both adults and children. Smoking still kills at least 191 people every year and around 102 people die or are seriously injured on the roads in South Lakeland each year
- South Lakeland faces particular challenges addressing the needs of its growing population of older people. Currently 29.8% of the population is over 60 and this figure is forecast to rise to 35.8% by 2021. The birth rate and death rate are both expected to decline over the next few years in line with national trends
- Whilst some industries are declining, the growing need for care sector services to meet the needs of an aging population provides future opportunities for employment. However, recruitment to this sector is problematic and private and voluntary organizations in South Lakeland highlight difficulties in recruiting and retaining staff
- In recent years there has been considerable concern at the lack of national health dental treatment being available
- There has been a decrease of 39% in the number of deaths from heart disease, strokes and cancer in the last 10 years
- Alcohol misuse is a significant problem in the North West and it is estimated that 19.7% of adults in South Lakeland binge drink. This is less than the regional but higher than the national average
- South Lakeland has a lower than average proportion of low birth weight babies with only 5% being born under 2500g. This figure is considerably lower than the national average



## What you have said

- In a recent survey 61% of people said Health Services were most important in making the area a good place to live but only 27% felt it was in most need of improving
- 83% of people said they were happy or very happy taking all things together
- 65% of people said their health was good or very good whilst 30% said it was fair or bad
- 22% of people indicated they had a long-term illness, health problem or disability
- 27% said they smoked cigarettes
- Whilst 36% of people said they ate less than 4 portions of fruit and vegetables on a typical day, 61% said they ate 5 or more portions
- 14% of males said they drank more than 21 units of alcohol in an average week; 12% of women said they drank more than 14 units
- 84% of those surveyed said that they took moderate exercise each week with 53% more than 3 times a week
- With vigorous exercise 50% said they were active each week with 15% more than 3 times a week
- 8% of people assessed themselves obese

## Progress so far

The Health and Well-being agenda is largely delivered by agencies working in partnership. The South Lakeland Health and Well-being Task Group prioritises and oversees programmes of work designed to progress health and well-being. These include:

- The establishment of a South Lakeland Sport and Physical Activity Alliance of organizations working in partnership to promote participation in Sport and Physical Activity
- The development of a number of activities to reduce harm relating to smoking and alcohol
- The development in South Lakeland of the Cumbria Healthy Schools Programme
- The development of an Arts Strategy and associated Action Plan for South Lakeland to improve access and participation in a wide range of arts activities

- Linking with other partners to improve access to services and health promoting activities for vulnerable groups, including older people
- Supporting a range of actions to help older people age successfully and remain independent for as long as possible
- Cumbria PCT is consulting on how health and social care services should be redesigned for the future, to meet changing needs and demands. The consultation called Closer to Home sets out options for allowing people to spend less time in hospital and more time being cared for in their communities and homes
- Adult Social Care through the Care Sector Alliance Cumbria supports the recruitment and retention of care staff in the private and voluntary sector through a range of initiatives

## What we will do

***Cumbria PCT will work with South Lakeland District Council and Cumbria County Council and others to deliver the following projects:-***

### Better Health Equity

- Projects to target action to identified areas of local deprivation and health inequalities
- Service redesign of health and social care to improve access through Closer to Home
- The Accessibility and Transport Action Plan will address the issue of accessing health services

### Better Support for Healthy Living

- Project to develop initiatives to increase participation in physical activity using the natural environment
- Support proposals for a Sports Village
- Explore opportunities for the area from the 2012 Olympics
- Development of a South Lakeland Alcohol Strategy
- Co-ordinate and develop a range of local actions on smoking and healthy eating

### Healthy Children

- Evaluate current activity and consider new requirements for inclusion in a Children and Young People's Sport and Recreation Plan
- Develop a leisure pass for use by young people which promotes access to sport, arts and recreational activity and related transport services

### Older people able to stay active, independent and healthy for as long as possible

- Project to scope the needs, workforce issues and actions required

### More Participation in arts and cultural activity

- Promote and support local Festivals
- Facilitate community arts development
- Support regularly funded organizations
- Pursue opportunities to include Kendal Museum in educational activity
- Consider best method of ensuring culture addressed in future

## How we will measure progress

- 16+ current smoking rate prevalence
- Alcohol-harm related hospital admission rates
- Children and Young Peoples participation in high quality PE and sport
- Social Care clients receiving Self Directed Support (Direct payments and Individual Budgets)
- Engagement in the arts
- Length of waiting time for major adaptations
- No of people setting a quit date still not smoking at 4 weeks
- Self reported measure of peoples overall health and well-being
- Mortality rate from all circulatory diseases at ages under 75
- Adult participation in sport
- Visits to Museums
- Healthy life expectancy at age 65
- Young peoples participation in positive activity
- Satisfaction of people over 65 with both home and neighbourhood
- The extent to which older people receive the support they need to live independently in their home

## Targeting help where it is most needed

- As nearly 30% of South Lakeland's population is over 60 the projects will identify actions to enable people to stay active, independent and healthy for as long as possible

## How you could contribute

- If your journey is less than 1 mile – walk
- Eat 5 portions of fruit and vegetables a day
- Support a friend to stop smoking
- If you drink more than the recommended levels of alcohol reduce your consumption
- Encourage friends and family to engage in sport or cultural activity



# Housing to Meet Local Need

## THE ISSUES

We need to provide access to homes to meet local need in a sustainable way.....There are significant numbers of people in housing need. This problem is compounded by the high cost of housing in an area, which is attractive to second home and holiday home owners.

There is an increase in migrant workers to the area, which in turn impacts on housing need. The numbers of homelessness applications have been high and the pool of properties available for re-housing has reduced significantly due to the Government's Right to Buy policy and a constraint on movement up the housing market caused by high house prices.

Trying to redress the housing imbalance through the provision of affordable homes is fraught with difficulties in acquiring appropriate sites in the areas of most need. Demand forecasting shows a strong need for both social rented housing and affordable owner occupied accommodation. The most fundamental challenge for South Lakeland is to ensure local housing markets, deliver a broad range of affordable housing including addressing the problem of affordability amongst buyers and renters along with meeting the particular housing needs of the 30,600 residents in South Lakeland over 60.



## What the facts say

- Housing prices compare with parts of the south-east (the average price now well exceeds £200,000) but a large number of residents in South Lakeland are in low wage employment
- There is an adverse relationship between the district average house price of £191,065 and the district household income of £19,500
- In fact 77% of those in employment work in relatively low wage service sectors such as distribution, hotels and restaurants
- 80.4% of houses are owner-occupied and this proportion is much higher than both the regional and national levels. However privately rented homes are below regional figures at only 11.1%
- 8.5 % of dwellings in the district are rented from the Council, Housing Association or a Social Landlord. The Social Rented Housing stock is in good condition generally
- 3,606 properties registered by Council Tax as being Second Homes are distributed across the district but nearly half are located in the Central Lakes area
- There are over 3400 local households in housing need who need affordable housing
- The 2002 Private Sector Housing Stock Condition Survey estimated 1,114 properties were unfit
- 14% of households are at risk of fuel poverty
- The number of applicants on the housing register rose from 1552 on 1 April 2001 to 3255 on 1 April 2006



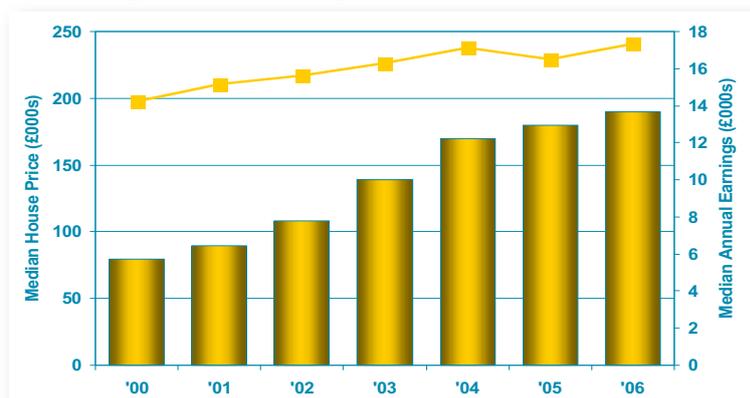
## What you have said

- In a recent survey 53% of people said affordable housing was most important in making this area a good place to live
- 57% of people said they were dissatisfied that there was adequate suitable housing

## Progress so far

- A Programme of affordable homes has been delivered over period 2001 – 2006
- An Interim Planning Approach To Housing (IPATH) has been established to deliver more affordable housing pending the introduction of new policies through the Local Development Frameworks (LDF's)
- Resources from additional Council Tax from Second Home owners has been directly allocated to affordable housing initiatives
- We have contributed to the production of a Cumbria Housing Strategy which includes additional actions for delivery

## Housing Affordability



## What we will do

***South Lakeland District Council will work with its partners, principally the Lake District National Park Authority and Cumbria Housing Trust, to deliver the following projects to achieve the following benefits-***

### **Increase provision of affordable housing through the planning system**

- Facilitate Housing Needs Surveys in determined parishes within a 2 year timetable
- Inform the new set of Core Strategy and Development Control policies for the three LDFs
- Strategic Housing Land Allocation Assessment to be facilitated to inform allocations policy in LDFs to influence planning authorities affordable housing policies
- "Northern Affordable Homes" Model promoted
- Pilot Investing in Communities Project

### **Increase provision of affordable homes through public funding**

- Use additional resources from Second Homes Council Tax to ensure it is used to support provision of housing
- Use Regional Housing Pot funds
- Use of Housing Corporation funds to schemes in the district

### **Better Use of Housing Stock**

- A clear definition of "Second Homes" established, and a set of criteria to determine the application of planning controls and Council Tax developed, to support lobbying activity for changes to legislation

### **Secure additional land/buildings for affordable housing**

- Review property holdings and list sites for disposal
- Target non statutory organisations with land holdings, such as the National Trust, in South Lakeland to encourage release of sites
- Publicity campaign targeted to get private landowners to release land
- Use of available powers to secure sites
- Development of community land trusts

### **Improved energy efficiency of all residential accommodation in the District**

- Ensure planning policies incorporate necessary requirements to support energy efficiency

## How we will measure progress

- Supply of ready to develop housing
- Net additional homes provided
- Tackling fuel poverty – people receiving income based benefits for living in homes with low energy efficiency rating
- 430 affordable homes provided through public funding by 31 March 2011
- 280 affordable homes provided through private funding by 31 March 2011
- 500 local occupancy homes (some of which will be affordable) facilitated in the private sector through planning policies by 31 March 2011
- No. of homeless single young people



## Targeting help where it is most needed

- Over half the population is unhappy with the amount of affordable housing in the district and one of the biggest problems faced by housing developers is the allocation of suitable land. Projects within the Housing to Meet Needs Action Plan are designed to encourage the planning authorities to address this issue
- Parish Plans and Local Housing Surveys provide communities with the opportunity to promote their housing needs
- Parish Councils will continue to be encouraged to provide information on housing use in their area

## How you could contribute

- Consider energy efficiency measures in your home
- Contact the Council if you feel you may be eligible for assistance with measures to make your home fuel efficient
- Contact the Council if you are aware of any sites suitable for affordable housing



# Involving Communities

## THE ISSUES

We need to work more closely with our communities and groups.....The key to strong communities lies in achieving a balance between active participation and better communication. There is recognition that we need new approaches to strengthen community engagement enabling greater empowerment through capacity building within the community and voluntary sector, and new structures, which allow local area, based neighbourhood management.



### What the facts say

- The population of South Lakeland is 99.2% White British. Other groups make up approximately 0.8% of the population. Although small in number these groups have doubled since 1991. There has been an increase in-migrant workers to there area attracted by work in the tourism and hospitality sector.
- Approximately 79% of residents state their religion to be Christian with the remainder being: no religion 13.2%; Buddhist 0.4%; Others 0.7%.

### What you have said

- In a recent survey 42% of people did not agree that they could influence decisions that affect their local area
- 41% said they would like to know what the Council is doing but were happy to let the Council to get on with job
- 41% said they would like to have more of a say in what the Council does
- 55% of people feel South Lakeland is a place where people get on well together

## Progress so far

- Community Engagement Strategies developed
- Equalities role developed including development of Equality and Diversity Partnership
- Young people engaged in local democracy activity
- Statements of Community Involvement adopted by planning authorities
- “Place Detectives” consultation events in conservation areas
- Parish Profiles being developed (e.g. Coniston)
- 30 Parish Plans completed

## What we will do

***South Lakeland District Council and Cumbria County Council will work with Parish Councils and the voluntary sector to deliver projects as follows:-***

**Service Users, Citizens and partners are enabled to participate in shaping their future through involvement and delivery of services**

- Community Development Project delivers increased locality involvement (including neighbourhood service delivery arrangements, delegation of services, area forums, capacity building, asset transfer etc)
- Children & Young People Local Democracy Participation Project improves involvement
- Multi-agency and public involvement in Service Design Project

**Partner organizations are alive to their communities' changing views and aspirations through robust communications**

- The Community Intelligence Project to provide co-ordinated collection and analysis of local information

**Partners work together on joint approaches to addressing issues of equality and diversity**

- South Lakeland Equality & Diversity Partnership (SLEDP) maintained and supported
- Determine involvement of SLEDP in Service Design Project

## How we will measure progress

- % of people who feel that they can influence decisions in their locality
- Overall satisfaction with the local area
- % of people who believe people from different backgrounds get on well together in their local area
- “Hear by Right” Level 1 standard achieved by main agencies to help engagement with young people
- Participation in regular volunteering
- % of people feel they belong to their neighbourhood
- Civic participation
- No. of parishes producing or have produced community plans
- No. of Quality Parishes approved



## Targeting help where it is most needed

- A recent survey told us that almost half the population felt they could not influence decisions in their area. This section sets out to address this through increasing community engagement and by helping organisations make their services easily accessible to the public
- Only 55% of people feel that South Lakeland is a place where people get on well together. The Equality and Diversity Partnership will help identify needs and concerns of minority groups and support communities in addressing issues

## How you could contribute

- Get involved in community activity
- Respond to invitations to express your views
- Get involved in local decision making

# Jobs Skills & Regeneration

## THE ISSUES

We need to grow the local economy in a sustainable way to create prosperity by supporting local businesses, providing more sites for new development to encourage the growth of indigenous businesses and attract inward investment to directly improve the number of better paid jobs with an aim of reducing the growing gap between earnings and house prices...



## *In summary South Lakeland's economic prosperity is faced with some key challenges*

- An increasing older population, which will give rise to increasing demands on health and social provision and skills
- The loss of 4200+ young people over a 10-year period since 2001, a figure known to be rising, resulting in a fall in the number of those economically active with labour shortages likely in key industries and service areas
- The effect of migrant working population in the Tourism Sector
- Lack of affordable housing schemes connected to or within easy access of key service centres or employment hubs within the rural community for younger working people to put down roots and build a future in the area
- The ratio of house prices to average earnings in 2005 was 1: 7.5 and rising
- Skills & vocational training opportunities are needed and the new University of Cumbria must be a driver to help attract and retain young people, utilising the Ambleside campus and Kendal College
- Encouragement is needed for business start-ups and enterprise
- There is real evidence of pent up demand for good quality, well located, serviced employment sites in the key service centres especially around Kendal but also in the more rural locations in the National Park. This constrained supply of sites is stifling indigenous growth of business as well as inward investment
- Recognition of under used economic assets - the general accessibility of South Lakeland has not yet been used to the County's full advantage. Its proximity to the M6 corridor and the West Coast Main Line can contribute to transformational economic regeneration if a more strategic sub regional employment land allocation was determined
- Continued and sustainable support (proactive not reactive) for key service centres like the regeneration of Kendal is important to provide benefits to the district and further afield. Projects such as the restoration of the Northern Reaches of the Lancaster Canal and the Kendal Economic Regeneration Action Plan will act as a catalyst for new activity. It needs a new coordinated approach to resolve the issues. Benefits to Kendal will help the region and sub-region. Continued support for the Market Town Initiative Programme in Ulverston & The Lakes is vital to complete pipeline projects such as the Windermere Waterfront Master Plan

*Increasing activity in South Lakeland can offer high return for relatively low input and is fundamental to the health of Cumbria as a whole.*

## **What the facts say**

- Job opportunities in the tourism sector have risen by over 1000 between 2004 and 2006 nearly 2500 jobs have been lost in other sectors
- At present the area is dominated by the perceived relatively low value added industries of retail and hospitality. Therefore there is a need to improve the quality and productivity of the existing business stock, to increase profitability and subsequently salary levels to contribute to improvement in GVA figures
- The lack of good quality and readily available employment land both in and outside our key service areas inhibits investment, as demand is not addressed
- House prices are high, whilst earnings are low with a low ratio between average house price (£191,065) and household income (£19,500) of 0.10
- There are fewer financial services jobs than in the rest of the North West and we should focus on attracting more high value employment in insurance, investment
- The retail sector and the growth of the cultural and creative sector are highly dependent on South Lakeland's attractiveness as a tourist destination
- Tourist numbers have increased from 4.6m to 4.9m between 2000 and 2005
- Targeted educational programmes are showing some improved wages and career structures (e.g. chefs, marketing) supporting the need for more activity
- Tourism employs 10900 people and supports a further 18748
- Although South Lakeland is perceived as affluent two areas fall within the English Indices of the most deprived areas Ulverston East falls within the top 20% and Kendal Highgate within the top 30%
- Household Income data masks reality of households with people "multi-jobbing" or several people on lower incomes or older people on limited retirement income
- Pockets of deprivation can be highlighted by the fact that 9.3% of children under 16 live in "low income households", although this is much less than the national average in a district regarded as "affluent" it is a cause for concern
- A recent report by Sheffield Hallam University on Unemployment Rates looked at a wider range of benefits than just "claimant count" this shows South Lakeland's real level of unemployment as 3.4% (compared to the normal count of 0.9%)
- There are pockets of higher unemployment with 26% of those unemployed being under the age of 24
- The economic activity rate in east Cumbria stands at 83% with the 2004 Gross Value Added figure still comparatively low at £14,262 per head
- Only 1.9% of those employed work within agriculture, forestry or fishing
- Employment in manufacturing is declining and is currently only 10.7% of the total



## What you have said

- In a recent survey 32% of people felt that wage levels/cost of living needed improving
- 30% thought job prospects were most in need of improving
- While 72% were satisfied with the provision of adult education

## Progress so far

- Kendal, Windermere and South Lakes Tourism Action Group created to co-ordinate a district wide partnership to support the development of tourism in the brand area, supported by Cumbria Tourism
- The District Council completed The Employment Land & Premises Study Final Report 2005
- The South Lakeland Employment & Housing Land Search study has been commissioned and is in progress.
- North West Development Agency & District Council's Knowledge based Employment site study
- South Lakes Development Trust was incorporated in 2004 to deliver the Markets Town's Initiative for The Windermere & Lakes Parishes
- Major private sector refurbishment schemes and upgrading of hotels e.g. Waterhead, Storrs Hall, Low Wood, Lakeside and Castle Green
- New investment in the "budget" hotel sector with the completion of the Prizet Travel Lodge
- Major investment seen in Visitor Attractions at Beatrix Potter/ The Old Laundry Bowness, the Jerwood Centre at the Wordsworth Trust, Grasmere
- Public Realm enhancements like Wainwrights Yard & the new Booths development in Kendal, the demolition of K Village prior to the mixed use redevelopment on the site, the opening of the Royal Hotel mixed use development scheme, Bowness as well as the Peppercorn Lane Car park improvements in Kirkland and the progression of the Crescent Road Scheme in Windermere
- Formation of the Lakes Line Community Partnership in April 2006
- Northern Reaches Canal Restoration - completion of the Options & Issues stage resulting in a preferred option
- Kendal College Campus Enhancement scheme commenced 2007 to improve facilities including Hairdressing, Heritage Construction, IT Facilities, Plumbing and Electrical Engineering
- Cumbria Chamber of Commerce and Cumbria Rural Enterprise Agency merger announced Dec 2007
- The Rural Small Buildings Grant and the Rural Planning Facilitation Scheme amongst many schemes to assist rural regeneration set up and by Cumbria Rural Enterprise Agency
- A590 High Low Newton Bypass opened Spring 2008

## What we will do

***South Lakeland District Council will co-ordinate and lead activity with other partners to deliver the following projects:-***

### **Improved Skills to match current and future need**

- Champion cultural change to ensure training programmes and business needs are aligned through development of a representative body to improve understanding and facilitation of individual projects
- Relevant bodies will work together to ensure local key sectors fully reflected in University of Cumbria Programmes

### **Increased access to employment, economic activity and better-paid employment opportunities**

- Undertake a scoping study to identify the mix of under utilised and under privileged groups and what barriers they have to employment and training needs
- Undertake a co-ordination role to ensure delivery of Action Plans from Cumbria Vision bid process
- Co-ordinate local partners active contribution to influence Cumbria Vision's Economic Plan particularly on knowledge based opportunities
- Co-ordinate action to ensure the sustainability of re-generation activity in key service centres
- Identify and develop supply chain improvements and opportunities to drive value added activities down the supply chain, enabling local suppliers to compete and supply into world class industries
- Develop a strategy and partnership to assist existing specialist manufacturers to improve market share and business excellence
- Champion closer working partnerships between Cumbria Tourism the County and District Councils to maximise the benefit to area of the tourism sector as a key economic driver
- Increased training provision in Design and Engineering

### **Improved economic infrastructure**

- Ensure through Local Development Frameworks planning, delivery and consultation process is effective in providing high quality employment sites
- Engage with Accessibility Action Plan to ensure future infrastructure needs assessed and informed

### **Increase in new business ventures**

- Promote schemes for use of Local Authority Business Grant Initiative or subsequent Government incentive schemes
- Increase the number of social enterprises supported
- Strengthen the developing enterprise culture in education and create links with start up programmes and existing skills gaps in current and developing business sectors

## How we will measure progress

- The ratio between average income and average house prices improved
- Increase district incomes above inflation
- VAT registered businesses in the area showing growth
- Increased supply of high quality employment sites
- More young people completing apprenticeship frameworks
- The number of young people progressing to Higher Education grown to 50% of the available cohort by 2010
- Increase the number of young people from low income backgrounds progressing to higher Education
- Reduce the number of 16-18 year olds who are not in education, training and employment
- Improve the percentage of working age population qualified to at least Level 2 or higher
- Improve the percentage of adults with learning disabilities in employment
- To improve the quality and design of our built environment aimed at realizing the opportunities from individual locations to serve the needs of both local people and our visitors
- The number of people claiming incapacity benefit for at least 6 months helped into employment is helped to increase
- Major regeneration projects delivered –
  - Kendal Economic Regeneration Action Plan,
  - Kendal Canal Head Area Action Plan
  - A major new employment area in the Kendal area to include provision of incubation units
  - Significant Creative Industry clusters and regeneration opportunities exist around Kendal College, The Brewery Arts Centre, Kendal Museum, Abbot Hall and Kirkland - "Kendal's Cultural Quarter"
  - Ulverston Canal Masterplan
  - Windermere & Bowness Master Plan
  - Windermere Waterfront
  - Ambleside & Waterhead Master Plan
  - Brockhole Redevelopment
  - Grange Promenade

## Targeting help where it is most needed

- 32% of people in South Lakes told us that wage levels need improving we need to respond by realizing the opportunities from individual locations through major regeneration schemes
- We need to equip our population with higher levels of workplace skills, matching training to market place needs and shortages
- The shortage of suitable premises and business land for the growth of small, medium and large indigenous business urgently needs attention
- Statistics show that there are a high percentage of young people leaving South Lakeland each year. The strategy intends to provide direct links between education and business enterprise, by supporting the development of the University of Cumbria and Cumbria Higher Learning
- Transport issues have a major effect on access to Jobs, Skills and Regeneration Projects, on economic prosperity in general and must be tackled as a matter of extreme urgency

## How you could contribute

- Consider further and higher education opportunities locally
- Support local businesses
- Recognise the need for local employers to become more involved by taking on an apprentice to complete the “work” element of training courses



# Quality Environment

## THE ISSUES

We need to manage our natural resources prudently, to improve waste management, reduce pollution, protect and nurture plant and animal life and to protect and improve the man-made environment.....;

A large percentage of the district is rural, green field land and new development is focused in the existing built up areas. Key issues for the new Local Development Framework (LDF) are the location and type of new housing and the provision of key employment sites. Additional priority areas include the capacity of transport and access routes. However, the protection and improvement of the environment will need to be addressed alongside these issues.

*The climate change agenda will require specific actions to be developed through the next phase of the Community Strategy.*





### What the facts say

- Air quality: Nitrogen Dioxide is monitored at 20 sites around the District and levels continue to decline in the majority of locations. However, levels are still above the Government's objective in Lowther Street, Kendal, which has been declared an Air Quality Management Area
- 4000 contaminated land sites identified
- Industrial emissions to air from 62 sites are currently regulated
- Water quality: Approximately 2,500 properties in the District have the quality of their private water supplies tested, with properties which fail to meet standards given advice on water treatment measures
- 30% of waste recycled (including amount collected etc)

### Progress so far

- All three Local Development Frameworks are under development and these will amongst other things address how best use can be made of land in the district to support achieving the Community Strategy
- Proportion of household waste recycled and composted increasing
- All households are served by kerbside collection of two recyclables
- Kendal Castle and Grange-over-Sands achieve Green Flag Standard
- Cumbria Biodiversity Action Plan being delivered
- Environmental Stewardship Scheme
- Rights of Way Improvement Programme
- North West Development Agency's Natural Economy Programme

### What you have said

- Access to natural environment seen as important in South Lakeland with 40% of those asked identifying it as such
- 33% of people consider clean streets as also important
- 42% said roads and pavements were in a poor condition and needed improving, 22% thought this was a serious problem
- 17% said the environment had got worse whilst only 2% said it was better
- 67% thought dog fouling was a problem, 17% considered it a serious problem
- 59% thought rubbish and litter was an issue with 14% considering it to be a serious problem

## What we will do

***South Lakeland District Council, Lake District National Park, Yorkshire Dales National Park, Cumbria County Council with others including the Biodiversity Partnership, will facilitate the following projects:-***

### Conserve, enhance and promote the natural and historic environment

- Guidance on the balance required between biodiversity and development produced to inform planning policies
- Actions taken to ensure the sustainability of key re-generation activity

### Recognise the environment as an essential factor in the local economy

- Traditional land based skills shortage addressed and training delivery enhanced
- Existing Farming Connect project sustained and promoted by lobbying on its benefits
- A range of opportunities for geological/environmental training is available to support local jobs

### Climate Change addressed

- Climate change addressed, with Environmental Task Group acting as local co-ordination group for local implementation of countywide Climate Change Strategy

### A clean, green and healthy environment

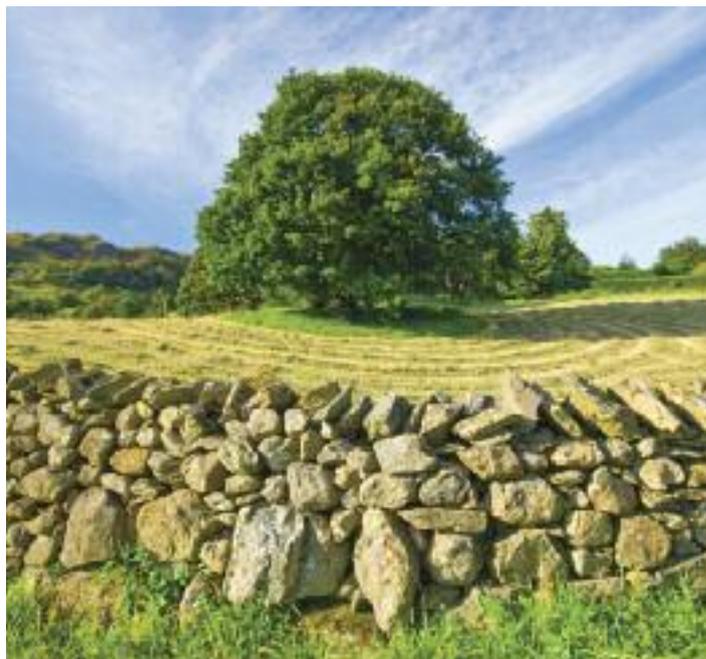
- An approach to improve recycling of business waste determined and implemented
- Travel Plans software rolled out to all relevant agencies and businesses to assist in travel plan development
- Air Quality improved
- All contaminated land sites are suitable for their use

### Better engagement with the community on environmental issues

- Co-ordinated promotion of messages from projects

## How we will measure progress

- Per capita CO2 emissions in the LA area
- CO2 reduction from LA operations
- Municipal waste landfilled
- Improved local biodiversity – active management of local sites
- Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting)
- % conservation areas with character appraisals and management plans
- Adapting to climate change
- Household waste recycled or composted
- Improved street and environmental cleanliness (fly tipping)
- No. of Green Flag Awards received for green spaces
- % of rural businesses provided with environmental advice
- % of land and farm businesses in Environmental Stewardship Schemes
- % of Rights of Way which pass “ease of use” standards
- Number of sustainable Travel Plans implemented



## What you have said

- We will seek to help households reduce energy and water consumption to increase efficiency. We will help local people

to recycle, reduce and reuse waste through promotional activity such as roadshows

## How you could contribute

- Minimise what you waste
- Increase the amount you recycle
- Reduce energy use – turn heating down, turn lights off, use low energy light bulbs, turn off electrical equipment
- Don't leave taps or hosepipes running
- Re-use carrier bags
- Buy local and “in season” produce

## How we Perform

We will ensure the projects and targets identified in this Strategy are fully monitored and evaluated. The responsible agencies within the South Lakeland Strategic Partnership will manage the work through robust Project Management. Multi-agency Task Groups responsible for each priority theme will monitor the projects.

We will report on the progress made at the end of the year to allow people to assess whether we have been successful in our intentions.

## Sustainability

This Strategy has been independently assessed to ensure it is sustainable in its approach. In addition a set of Project Plans are in production to deliver what we say we will. The individual projects we undertake will also be assessed to ensure they are sustainable.

## Assessment of Risk

The Government has recently introduced a Performance Management Framework, which will include something called a Comprehensive Area Assessment (CAA). This will look at the robustness of multi-agency arrangements for delivering better outcomes for local people. The process requires our Plans to be assessed against risk to ensure delivery of the outcomes. This Strategy has been risk assessed to contribute to any future CAA for this area. Actions to mitigate the risks will be undertaken.

## What You Can Do

You are already involved because you have read this document and will have views that you can share with us. We must all continue to work together if we are to achieve the outcomes set out above. Further details of how you can get involved and continue to have your say can be obtained from contacting the below.

## Contact

**South Lakeland Strategic Partnership**  
**[www.southlakelandsp.org.uk](http://www.southlakelandsp.org.uk)**

*On behalf of the SLSP please contact:*

Strategy and Performance Group  
South Lakeland District Council  
South Lakeland House  
Lowther Street  
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Tel: 01539 733333

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South Lakeland  
**Strategic  
Partnership**

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