

Barrow
Area Plan
2012-14



Cumbria County Council - Serving the people of Barrow

What we have done in Barrow

The County Council has:

- Funded advice to help people get out and stay out of debt – dealing with 236 debts totalling over £3.1 million between October 2010 and September 2011
- Helped over 30 new businesses start up creating over 40 new jobs
- Invested £14.6million to refurbish Vickerstown and St Georges Primary Schools
- Invested £10,000 to establish a youth council to help give local young people a voice and the opportunity to improve their area
- Given more than £10,000 to Barrow Association Football Club to fund local community projects to promote healthy lifestyles and tackle racism
- Funded over £50,000 to support activities for young people aged 0-19 to help increase their confidence and develop communication and team working skills
- Provided £14,000 to help support young people making the step up move from primary to secondary school to make sure they settled in well
- Work with Barrow Borough Council and partners to prevent young people from becoming homeless and effectively support those who do find themselves without a home

Our priorities for Barrow

- Economic Development
- Education and Skills
- Health and Well-being

What we will be doing in Barrow

The County Council will:

- Provide more support for new businesses and the growth of Barrow's economy and work with major employers in the area to secure investment and jobs
- Improve travel to support access to employment including working with communities to develop new and alternative local travel schemes
- Continue to improve the area's road network
- Work with schools to ensure young people are given the right skills to match our employment opportunities
- Transform learning through improvements to schools, including the upgrading of 2 primary schools and the rebuilding of another
- Support the delivery of a new academy building in 2013/14
- Support the roll out of superfast broadband through the Connecting Cumbria programme
- Build a new 60 bed care home which meets 21st century needs and provides a safe, caring environment
- Support more people to live independently in their own homes
- Modernise our library service
- Work with partners to tackle the issue of homelessness amongst young people in the area to ensure they are supported

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Furness Abbey

1. Foreword

I am very pleased to present the Area Plan for Barrow. The council delivers a broad range of services to the communities of Barrow and this is the first iteration of a comprehensive County Council plan for the area.

As local members we work together with all directorates and partners to understand the very local issues, challenges and opportunities within the area. We endeavour to listen to the needs of our communities which helps to shape the services delivered by the County Council in Barrow.

This plan sets out the challenges within the area; what the council has delivered and achieved in Barrow; and the focus for the future. It brings together in one place the story of the County Council in Barrow and how it is working across all of its services to deliver quality provision which meets very local need.



Cllr Ray Guselli
Chair of Local Committee for Barrow



Piel Castle

2. Executive Summary

This Area Plan provides a current snapshot of life in Barrow and how Cumbria County Council is working across directorates and with its partners to deliver relevant, quality services in support of local communities. Barrow is a great place to live and has much to offer, however, the area faces many social-economic challenges and is classed as the 29th most deprived district area in the country, with 2 of its wards being in the top 3% overall. The council is committed to playing a fundamental role in improving outcomes for the residents and businesses in Barrow, both immediately and in the longer term. The focus will be to address the widening gap between the area and the other districts of Cumbria and to tackle poverty.

Over the past year, the council has continued to effectively and consistently deliver its services in order to reach its previously agreed outcomes. There are many achievements and successes to celebrate and this plan sets out some of those highlights.

The Local Committee for Barrow has considered the data for the area and has agreed the following area priorities:

Economic Development

- attracting businesses to the area

Education and Skills

- getting local people appropriately skilled and into employment

Health and Well-being

- improving the health outcomes for local people through a strong partnership approach; understanding the specific health inequalities of the area and targeting the level and type of care accordingly; supporting young people in the area to reach their full potential

The Local Committee for Barrow is particularly interested in supporting local people to reach their full potential; raising aspirations and helping families stay out of poverty.

All of these priority areas cannot be tackled in isolation as they profoundly impact upon one another. Working with its partners, the County Council will focus its activity to help address these local priorities by assessing and tackling the attributing causes. This plan describes what you can expect from the County Council.

While Barrow Local Committee has always enjoyed an effective working relationship with Barrow Borough Council, there is now further opportunity to strengthen collaboration through increased joint planning and targeting of resources.

There are a range of key services and projects the council will be taking forward over the next three years to help tackle these issues and support better outcomes for people in Barrow. These are detailed in the plan.

The plan also sets out highlights and achievements over the past year.



The lighthouse on Walney Island

3. Introduction

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

The council has three key priorities:

- Challenging poverty in all its forms
- Ensuring vulnerable people receive the support they need
- Improving the chances in life of the most disadvantaged in Cumbria

Focusing our resources and efforts on these priorities will help the council deliver on its aspirations which are for Cumbria to be:

- A place with a thriving economy
- A great place to be a child and grow up
- A place to enjoy an independent and healthy life
- A place to live in a high quality and sustainable environment

The Barrow Area Plan describes how the council's priorities and aspirations will be delivered locally in Barrow – being clear about what needs to be tackled in the area and what the County Council will be doing locally to improve the quality of life for people in Barrow.

Barrow Local Committee and the local managers of the council's services in Barrow have worked together to:

- understand the needs of the area and what needs to be improved
- plan where the focus of local County Council services needs to be in order to maximise opportunities and provide a joined up service to local people
- be clear about what the council will be delivering in Barrow over the next three years



Artist's impression of the new Barrow Care Home

4. About Barrow

Barrow's Geography and Demography

Barrow is in the south west corner of the county. The area is dominated by the town of Barrow, the second largest settlement in Cumbria. Geographically isolated, the district is a historic centre of the shipbuilding industry. It is also an area of outstanding beauty and historical interest. At its southernmost tip, the island of Piel lies half a mile from the mainland. It is accessed by boat and boasts its own 'king' and castle ruin. Walney Island has two nature reserves which support a wide range of wildlife. Barrow is also home to one of the oldest Abbeys in the country. Furness Abbey is over 700 years old and was once the second richest Cistercian monastery in England.

At 78 km², the urban district of Barrow is the smallest geographical area of any district in Cumbria. It is also the most densely populated district in the county with a population of 70,700, equating to 9.2 people per hectare. The district has the second lowest proportion of black and minority ethnic groups (4.1%).

Barrow is the only area in Cumbria where the population is in decline. Since 2001 the population has fallen by 1.8%, compared to a 1.4% rise for the county as a whole. The population is also ageing and since 2001 there has been a 10.8% rise in the number of residents aged over 65 years. Those aged 65 years and over make up 18.8% of the total population and 2.5% of Barrow's population is aged 85 years and over. This coincides with a 15% decline in the population aged between 0 to 14 years, the greatest fall in the county for this age range, although residents aged 14 years and under make up 16.8% of Barrow's total population, which is the greatest proportion across all districts in Cumbria.

Due to its geographically compact nature, Barrow is classed as one of Cumbria's key service centres with council services delivered on an area wide basis. However, the area is made up of 4 distinct areas which include the market town of Dalton-in-Furness, the dormitory town of Askam-in-Furness, the tight knit community of Walney Island and of course the main town of Barrow-in-Furness.

Income, Deprivation and Poverty in Barrow

Barrow is the most deprived district in Cumbria and one of the 10% most deprived districts in the country. The level of deprivation is not evenly spread across the district, with deprivation concentrated in the central areas of Barrow. Central ward in Barrow is the most deprived ward in the county. The mean house price in Central ward is more than £50,000 less than the district average while 8.7% of the population are claiming job seekers allowance, over double the rate for the district as a whole. 46.9% of children in Central ward are living in poverty compared to 22.1% for the district as a whole.

49% of children living in Central ward aged under 16 years are living in poverty compared to 22.5% for the district as a whole. Barrow district has the greatest proportion of children living in poverty with levels above the county (16%) and England (21.9%).

64.4% of Barrow's population is of working age, slightly above the county average. 4% of residents in Barrow are claiming job seekers allowance, the only district in Cumbria where this figure is above the national average. Overall, 16.6% of the population of Barrow is claiming some form of out of work benefit, significantly above the 11.5% average for Cumbria. 16.8% of the district's population have a household income of less than £10,000 per year, while 22.1% of children live in poverty. The median household income in Barrow is £22,835.

The district is the thirty second most deprived in England overall and the fifth most deprived for housing quality. The mean house price is £111,852, over £55,000 less than the county average. The median house price is £93,384, over £50,000 less than the county average.

28.5% of Barrow's households are living in fuel poverty, above both the county average of 28.1% and England at 18.4%.

Homelessness of young people is an issue in the area as over recent years there has been a significant increase in the number of young homeless people, along with inadequate provisions in the Barrow area to meet the needs of these young people and unfortunately the use of Bed & Breakfast provision has had to be utilised.

Barrow contains areas of housing market weakness and areas of poor quality environment therefore there is a need for improved housing stock and a broadened housing offer through new supply to meet needs.

Education, Skills and Barrow's Economy

The economy of Barrow was historically built on manufacturing, particularly ship building. While this is in decline it remains the cornerstone of the district's economy with many smaller companies embedded in the supply chain. BAE Systems is one the largest remaining shipyards in the UK and the largest employer in Barrow. There are 44,600 people of working age and 13,300 people of retirement age in the area. There are 29,600 people in employment in Barrow. 23% of these are employed in manufacturing considerably higher than the national average of 9%. The other large areas of employment are health (16.6%), wholesale and retail (16.2%), and business services (9.8%).

Barrow has the second highest proportion of its working age population educated to NVQ Level 4 or above (at 32.8%), above the average for Cumbria.

Only 52% of children attained 5 or more GCSEs at grades A*-C, including English and Maths. This is the second lowest in the county, below both county (56.3%) and national (57.9%) averages. The increase in the number of youth unemployed (16-24 yrs) in Barrow has been lower than nationally – UK 93% increase, Barrow 83% increase.

Employment in Barrow over the past 3 years (2008-2010) has remained stable compared to a fall of 1.2% nationally; and 76% of businesses registering for PAYE/VAT in 2007 in Barrow were still registered 3 years later which is 13% higher than the national average. There are 2,195 PAYE/VAT local units in Barrow, 17% in the professional, scientific, technical sector compared to 14% nationally.

In terms of benefits, 16.4% of the working age population in Barrow is still on out of work benefits, placing Barrow 52nd out of 380 local authorities (where 1 is worst). The national average is 12.1%.

Long term Job Seekers Allowance (JSA) claimant rates are lower in Barrow than nationally – 0.5% of JSA claimants in Barrow have been claiming for over a year compared to 0.7% nationally. For youth JSA claimants (16-24 yrs) 0.3% have been claiming more than a year in Barrow compared to 0.5% nationally.

Travel, CO₂ and accessibility in the area

The local economy in Barrow depends on long distance connections to West Cumbria, M6 and the rest of the UK by road and railway – and transport links are limited. There are rail links which connect the town to the north of the county via the slow west coast line and south out of the county. Road links both to the south and north exist, however the A590 serves as the only road in and out of the town, which is reduced to a single lane for a large proportion of the journey to the motorway network.

Infrastructure has been put in place recently to support the Waterfront development – with a new road being opened up to improve access.

Those people who use cars are now tending to visit out of town developments, which means people are not going into the centre of Barrow. The pattern of school transport has also changed with the opening of the academy. This will change significantly once the academy build is complete and the pupils are all accommodated on one site rather than the two sites at present. Within the same area, the new 60 bed care home is under construction, which will add to increased transport movements and will require timely planning to address potential congestion at peak times.

Given the health issues in the area and location of the hospital, there is work to do to engage with health colleagues on how to support people to get to and from the hospital. A dial-a-ride scheme is presently in place for the most vulnerable in the community and nearly all buses are low floor, which enables people with accessibility issues to use them.

Barrow has the second lowest CO₂ emissions per capita in the county at 6.2 tonnes.

Health and Well-being in the area

The area has a life expectancy of 79.1 years and the lowest healthy life expectancy in Cumbria at just 66.8 years. The Barrow area has the highest number of years lost due to circulatory disease which may be attributable to the high prevalence of smoking and the lowest level of healthy eating adults in Cumbria. It has the third highest number of years lost to cancer. Barrow has the greatest number of hospital admissions attributable to alcohol and is the third most deprived district nationally for health.

The area has the lowest proportion of excess winter deaths at 6.8% compared to 17% for Cumbria. Barrow has the second highest rate of infant mortality in Cumbria at 5.2 per 1,000 births, which is above the national rate of 4.6.

Barrow has the highest rate of total crime than any other district in Cumbria at a rate of 195.2 incidents per 1,000 people, above the average for Cumbria of 148.8 per 1,000. Barrow also has the highest rate of domestic violence in Cumbria with 19.1 incidents per 1,000 people compared to an average for Cumbria of 12.8 per 1,000. The community safety priorities are anti-social behaviour, violent crime, domestic violence, drugs and alcohol and the reduction of offending behaviour.

Communities tell the council that the things that matter to them most are the liveability issues which affect their neighbourhoods, such as street lighting, parking, litter and speeding. The top reported issues include:

- the reduction of litter and dog fouling
- parking issues
- repaired street lighting
- speed of cars in residential areas
- removal of weeds
- youth disorder

5. Highlights and Achievements

The County Council has delivered a number of key projects in the Barrow 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.

Helping individuals and communities to get out of poverty

This last year significant progress was made with the Barrow Credit Union Study Group. Once firmly in place it will offer affordable credit and prevent the most vulnerable in the community from using door step lenders or even loan sharks. The council has provided funding over the past two years to the development of a credit union for the area and this will shortly come to fruition when the credit union is established and becomes fully operational over the coming year. As a result of council funding, the Citizen's Advice Bureau is also providing Money Advice services in the area - assisting a record number of clients and providing an essential service to help people get out and stay out of debt. The Money Advice services in Barrow have together dealt with 236 debts totalling over £3.1 million between October 2010 and September 2011.

Supporting local voluntary and community groups

On behalf of the Local Committee for Barrow, the Area Support Team has supported over 90 voluntary and community groups to access funding. In addition to helping groups access Local Committee's grant funds, the team has been able to signpost and advise on how to effectively draw down match funding.

A total amount of £45,000 has benefited 23 voluntary and community groups in Barrow in 2011/12 which were supported through the Local Committee's Neighbourhood Grants Panel. This funding also enabled groups to lever in additional matched funding of over £81,245 to deliver their projects.

The types of projects this grant giving supports are varied - for example the Barrow Parish Nurse Project funds exercise classes which helps encourage people to stay healthy and lose weight.

A further £106,584 has been targeted at activities for young people aged 0-19 with over 27 local voluntary and community groups being supported. The Local Member's Revenue Scheme, which allocates funding to each County Councillor for the benefit of their division, has seen 43 community projects receive funds to provide additional activities as well as highways and public realm improvements.

Engagement with communities

The council's in-house Area Support Team has used their expertise to carry out high quality engagement with service users for both internal directorates and external partners.

Undertaking engagement with and for internal directorates has enabled the council to find out whether its services are meeting the needs of its service users. It enables the council to target its resources effectively when planning ahead ensuring service delivery is cost-effective and efficient.

Examples of engagement carried out this year include the Library Modernisation, Care Home Modernisation, Highways and Transportation, Neighbourhood Care, Families with Children with Disabilities and much more.

High quality community engagement is important to ensure successful delivery of services to the public and avoids a top-down approach. It provides the public with greater opportunity to participate and influence local decision-making in their communities.

Health and Well-being

Barrow Local Committee has continued to support the Barrow Sports Council which is made up of local sports clubs and agencies who work together to improve sporting and leisure provision in the local area. At the same time they work with local communities to encourage people of all ages to take part in sport or physical activity. Examples include promoting Women and Girls Sport through the provision of taster sessions and keeping young people active during the school holidays with the Holiday Sports Programme.

Barrow Local Committee supports the Sports Equity project which, working with parents, organises targeted activities for children with a disability which meet their needs. This year's Christmas Party in the Park was attended by 49 children with disabilities.

Over the last 2 years the council has reduced the number of anti social deliberate 'secondary' fires (rubbish, wheelie bins, grass and gorse etc) in Barrow from 166 in 2009 to just 104 in 2011. Key areas of success have been Ormsgill, Barrow Island and Hindpool. A contributing factor in Hindpool has been the continued success of the Alleygates Scheme and the council's commitment to ensure that over 70 gates are fully maintained and in working order. Another key area of success in relation to reducing deliberate 'secondary' fires has been Walney Island. There were 43 deliberate secondary fires in 2009 and this figure is now down to 29 in 2011.

The council has delivered a high number of Home Fire Safety visits across the area, with crews and community safety staff undertaking around 350 home visits in the Barrow area each month. Through this targeted approach to prevention the council has managed to reduce the number of accidental dwelling fires in Barrow Town from 44 in 2009 to 35 in 2011; in Dalton the council has halved the number of accidental dwelling fires from 8 in 2009 to only 4 in 2011.

The council has introduced a new service called Reablement in Barrow which aims to help people to remain independent and live at home longer. The council has also developed an Assistive Technology Suite at Jubilee House on Abbey Road. This facility has on display the different types of equipment available to support individuals to remain safe at home.

The use of "Just Checking" kits has also been introduced to assist in the planning of an individual's support needs. These kits are a monitoring system that records an individual's activity within their home and provides a more accurate account of when support is required and enables more appropriate interventions to be put in place.

Helping people into work

There has been a 5.2% reduction in the number of people claiming out of work benefits in Barrow in the past 4 years compared to an increase of 8.9% nationally. This equates to 400 fewer people on out of work benefits in the area and this success contributed to Cumbria being awarded a "green flag" by the Audit Commission for tackling worklessness. The council has helped with this by working with delivery partners, assisted 81 long term incapacity benefit claimants into work and 125 into training through the Council's Return to Work Programme.

Through the Countywide Intensive Start Up Support Programme (ISUS), the council assisted the creation of 31 new businesses and the creation of 40 jobs. Furthermore, 51 unemployed 18- 24 year olds were assisted into work in 15 Barrow based companies as part of the Future Jobs Fund initiative.

The council has employed 12 young people in Barrow on the Apprenticeship Programme and a further 2 are being recruited to the Fire and Rescue Service.

Roads and transport

In 2009 around the Barrow area the council responded to 16 Road Traffic Collisions and this number reduced to 11 in 2011.

The council constructed a new Port access road taking all port traffic out of the residential streets of Barrow Island; and acquired, reclaimed and serviced 5 hectares of land for employment use as part of phase 1 of the Ramsden Business Park at the 22 ha Waterfront site.

Supporting development and the economy

The council helped to secure the development at Cocken Lake, Barrow that now employs around 300 people, which is a £5m capital investment. The council also helped to facilitate the development of the new Furness College by selling the access land at Channelside for incorporation in their build, completed a 15 year programme of new developments at Furness Business Park and negotiated a new lease to Barrow Boat Club.

A multi use games area at Mill Lane, Walney and Hindpool has also been provided, and the council has carried out access improvements to footpaths and cycleways at Roose to the Abbey, Abbotswood, Westfield Trail and Cavendish Dock.

The council undertook landscaping and environmental improvements at the Northern Slag Bank, South Walney Nature Reserve, Buccleuch Dock Promenade and land adjacent to Waterside House; and carried out the reclamation and planting of the North Slag Bank.

Support for Youth Councils and young people

The Local Committee invested £10,000 to support the development of the Youth Council which helps to fund the ongoing development of the youth council as it plays an increasingly important role in representing the views of young people in the Barrow area. Youth councils give young people the opportunity to have their voice heard, have an impact on making decisions, make improvements in their area and meet other young people keen to influence what happens in the area.

Barrow Association Football Club received more than £10,000 from the council to support two community projects – to help with their anti-racism and healthy lifestyle campaigns. The money was used to support the Kick It Out initiative, which saw the club's community team visit 35 local primary schools to educate children about the causes and consequences of racism; and it supported a new healthy schools project to help combat childhood obesity.

The council has also invested in new play equipment to help a local school to develop extra curriculum activities which will benefit the children now and in the future.

The council invested £14.6 million in the Vickerstown and St Georges Primary Schools and St Bernard's Secondary school.

Tackling crime and supporting communities

To help tackle Door Step Crime the council has responded to 90 incidents of Door Step Crime in the area, tested electric blankets and provided Community and Business Talks.

The council has also worked closely with the Illegal Money Lending Team in the Barrow Area in order to raise the awareness of illegal loan sharks; and worked closely with the Illicit Tobacco Team, again in order to raise awareness of illicit tobacco and the damage which can be done by it.

The council has also worked with communities to identify and designate Cold Calling Zones in various parts of the town, including Vickerstown, parts of Hawcoat, Holbeck and West Shore, to protect the most vulnerable communities from door step crime and opportunists.

Keeping people safe

The County Council has undertaken preventative and protection work to reduce the total number of incidents the Fire and Rescue Service is called out to across Barrow. Successful prevention activities have enabled the council to reduce the number of fires significantly, resulting in fewer risks to our communities and Fire Fighters.

The council has also worked with the Cumbria Road Safety Partnership to tackle road casualties through engineering measures, education and training and enforcement. Road casualties have been reduced year on year.

6. Where do we want to be?

We know what life is like in Barrow from what you have told us and the information and intelligence we have. We also know what the challenges and opportunities are in order to achieve the council's priorities and aspirations in Barrow. Therefore to get to where we want to be the focus of the council's activity and services in Barrow over the next three years will be on:

Economic Development

We want to attract new and diversified businesses to the area, building on the fact that advanced manufacturing in Barrow and the Furness peninsula is a key area of strength to build upon and the current Government commitment to the Astute and Successor programmes for BAE. We want people to be able to access well paid employment; and we want young people to choose to return to the area following university to contribute to the economy. We know that geographical isolation needs to be addressed through the radical improvement of Barrow's communication links of rail, road and sea; we need to encourage greater entrepreneurial spirit and support the start-up of new businesses in the local area; and we need to support initiatives to improve and diversify Barrow's housing offer.

Education and Skills

We want to get local people appropriately skilled and into employment; we want to improve educational attainment and skill levels as well as lift aspirations and develop greater confidence to achieve; we want to tackle the high degree of worklessness and the number of families living in poverty; we want to ensure we have the correct skills in place and a strong, agile workforce to help attract greater inward investment.

Health and Well-being

We want to support young people to reach their potential; we want to tackle health outcomes by working with partners; we need to target the level and type of care provided; we need to ensure there is support for the ageing population in the area; we need to increase household incomes to improve living conditions, better nutrition and overall sense of well-being. Working with partners to secure the delivery of sufficient levels of specialist housing is important to meet the needs of all within the community.



Extensive refurbishment of Vickerstown School in Barrow

7. Delivering our services

The council delivers and commissions a wide range of services in Barrow – 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 or older adults living in care homes) and some of which are available to a much broader range of people (for example library and archive services, community transport in rural areas, road maintenance and adult education).

In terms of the council's delivery of services in Barrow, there are some key projects and areas of work in which the council will invest resources to help to deliver the council's priorities and aspirations in Barrow – with a particular focus on those issues set out earlier in this plan.

Over the next three years the key transformation projects the County Council will be delivering in Barrow will include:

- Modernising care in the area – with the building of a new 60 bed care home
- Modernising primary schools in the area – upgrading 2 primary schools and rebuilding one
- Supporting the delivery of a new academy building in 2013/14

Additional information on how the council will deliver on each of the local priorities is described below.



View of Piel Castle

Economic Development

The Barrow area has, over the past 5 years, received significant investment from a variety of sources. Whilst NWDA funding has now ended, the council intends to investigate other sources such as the Growing Places Fund and Regional Growth Fund and explore new financial instruments like Tax Increment Financing and the Community Infrastructure Levy etc to support the continued growth of the Barrow economy.

The council is currently dealing with a number of potential development enquiries including a 100,000sq. ft. new build on Furness Business Park, the expansion of St. Andrews Engineering and a proposed 200,000sq. ft. investment on a 15 acre site at Waterfront.

Looking to the future, Invest in Cumbria will work with the Chamber of Commerce to offer a range of investment services to the Barrow business community.

The council will bid for European Regeneration Development Fund to deliver a countywide business start up programme which will help encourage entrepreneurialism in Barrow. The council will seek to ensure the long-term improvements in outcomes from the Connecting Cumbria programme (to achieve superfast broadband coverage across Cumbria) are optimised, including a growth in economic activity and competitiveness, digital inclusion and the delivery of public sector efficiencies.

The council will seek to maximise the opportunities to support advanced manufacturing as a key growth sector in the Barrow and Furness peninsula, which is already a key area of strength to build upon. With the current Government commitment to the Astute and Successor programmes for BAE, there is an ability to increase the opportunities for local people to up-skill and live close to where they work and in doing so reduce travel and carbon emissions and increase spend in the Barrow area.

The council will look to maximise the local benefit of the significant investment in the advanced manufacturing and pharmaceutical industry through strengthening the supply chain and encouraging diversification; facilitate investment by the private sector through its access to planning tools and negotiate community benefits packages from all major development proposals.

The council will also support knowledge transfer and skills sharing between major employers to minimise the effect of 'skills poaching' on business growth development.

The construction of a mechanical biological treatment plant (MBT) at Sowerby Woods Industrial Estate, Barrow is due to be completed shortly. Once operational this plant will treat waste collected by Eden District Council, South Lakeland District Council and Barrow Borough Council, thereby diverting this waste from landfill.

The council's development of the £6m 60 bed Barrow care home will also have an economic benefit as the council recognises the impact its procurement has on the local economy and will continue to ensure local suppliers have access to our contracting opportunities. Where practicable and acting within the boundaries of procurement legislation, the council's procurement activities will aim to positively impact on the local economy, deliver better longer-term outcomes and support local organisations in being able to bid for and win public sector contracts, within a overall context of delivering value for money and meeting the needs of service users.

As a key enabler of economic growth in the area, the council's work to maintain and enhance the highway network is vital to help the local economy. The focus will be to enable access to new employment and housing development, ensure effective traffic management, and enhance the public realm in the town centre, developing access on foot and by bike.

In order to address geographical isolation the council will work with the Department for Transport and nuclear industry development bodies to secure journey time reliability improvements to the A590, A5094, A595 north to Sellafield, and improvements to services along the Furness and Cumbria Coast rail lines. The council will also work with the Highways Agency with the aim of securing the required improvements to the A590 to enable new development to come forward in Barrow. The Abbey Road route enhancements will provide significant public realm improvements in the town centre and will act as an attractive gateway into the town.

To facilitate economic development emphasis will be given to supporting Barrow's strategic employment sites, the Port and the Waterfront redevelopment; and to support better access to employment sites in Barrow, a system of linked traffic signals on all routes into the town is proposed.

A scheme has been identified to provide pedestrian improvements in the town centre including better pedestrian access to bus stops; and the potential for a town centre transport interchange is being explored to improve links between bus services and the rail station. This should help address the present under-use of bus services and improve access.

Once outside Barrow, there are fewer scheduled bus services and the council will work with a range of organisations to facilitate alternative transport solutions where a need has been identified.

The strategic importance of the Cumbrian Coast railway, particularly in relation to nuclear and other energy-related developments, has been recognised by the Department for Transport. A forward plan, covering essential investment in both rail infrastructure and services to cope with increased passenger and freight movements, is in the course of preparation.

Comprehensive station development plans, reflecting the potential growth in passenger numbers and necessary improvements and enhancements to station facilities are also currently being prepared. These plans include passenger facilities such as new shelters, car-parking facilities, the provision of on-platform customer information screens and enhanced linkages with other methods of transport.

Over the next few years a review of traffic management in Barrow town centre will be a priority. This will allow significant improvements to traffic circulation, pedestrian and bus movements and the public realm to be undertaken. Car parking improvements will be a key part of the overall approach with a review being undertaken of parking provision with the aim of ensuring there is the correct balance between business and resident's parking.

The council's approach will continue to support walking and cycling as a means to access jobs and education. A travel strategy will be developed setting out the council's approach to addressing travel needs within Barrow. This will enable priorities to be identified for the area including travel for education and learning, young people and vulnerable adults.

The linking of the Furness Abbey shared footway/ cycleway with the Westfield Trail and the docks will provide an attractive route to encourage access on foot and by bike for employment and leisure purposes. It will form an important part of the proposed Barrow cycle network.

The Minerals and Waste Local Plan will be developed over the coming year to establish the essential infrastructure requirements for Cumbria's regeneration and development initiatives. Particular focus will also be given to address the planning implications of the nuclear waste legacy and ensuring community interests recognised.

Cumbria County Council is expecting to be consulted on a proposed 80mw biomass power station in Barrow (Roosecote) and will be considering the impacts of the development on the area as part of its statutory responsibilities under the Planning Act 2008.

The council will also be engaging with a developer of a proposed Walney extension wind farm extension and in due course will consider the impact of the proposed development; and working to ensure the views of local communities are considered as part of the planning process.

To deliver the sustainable development of Barrow, major growth should be focused at Barrow and moderate levels of growth should be focused at Dalton-in-Furness. However it will also be important that development should take place in local service centres and other locations to help sustain local services and to meet local needs. To take this forward the council will engage in the development of the Barrow Local Plan and other related plans and strategies to support new development appropriate to the size and role of the area.

Through this process support will be given to the provision of an appropriate mix of employment sites, new housing development and housing market renewal. These are needed to support the area's sustainable development.

To help achieve necessary sustainable growth it will be necessary for developers to directly mitigate their impact on infrastructure or provide new necessary infrastructure as per emerging County Council policy in this regard. The council will work with a range of partners to ensure these local needs are taken into consideration.

Education and Skills

The council will continue with the construction of Barrow Island Primary School and Walney Secondary School at a cost of £8.9m. The council's capital programme of investment has led to the start of construction of the £24.9m Furness Academy and is expected to be completed in 2 years time. This will support the educational attainment of young people in the area – helping them be ready for work.

The council will help improve the aspirations of young people by encouraging participation in education and widening the range of positive leisure activities open to them. The council will listen to young people and the ideas they have for their area and give them a voice through the Furness Youth Council and encourage greater involvement in local democracy. The council has also put in place a Children in Care Council which will give those young people who are looked after a formal voice to enable them to share their views and help shape services.

Through its Celebrating Youth programme, the council will actively promote work in the area that celebrates the achievements of young people, builds confidence and raises aspirations.

Investment in the Community Development Centre Network will also ensure that support is provided locally to help people develop skills to support them into work.

Given the difficulty to recruit engineers in the local area, the council will be putting in place construction and electrotechnical engineering apprenticeships. These will range from pre-apprenticeship to a higher level.

Health and Well-being

In order to address the issue of homelessness of young people in the area, the council will work with key partners in the public and private sectors and the young people housing support panel in order to ensure that young people aged 16 and 17 who need it are receiving support at the right time.

Under the leadership of Health, the council will work with partners to deliver the 'Love Barrow Families' project in Central and Hindpool Wards to targeted families and young people to support those living in greatest deprivation. In addition, partners are working to try to reduce child poverty with developments around Credit Unions and through promoting the take up of free school meals. The council will also develop our Focus Families programme, working with partner organisations to provide focused and targeted support to particular families in the area.

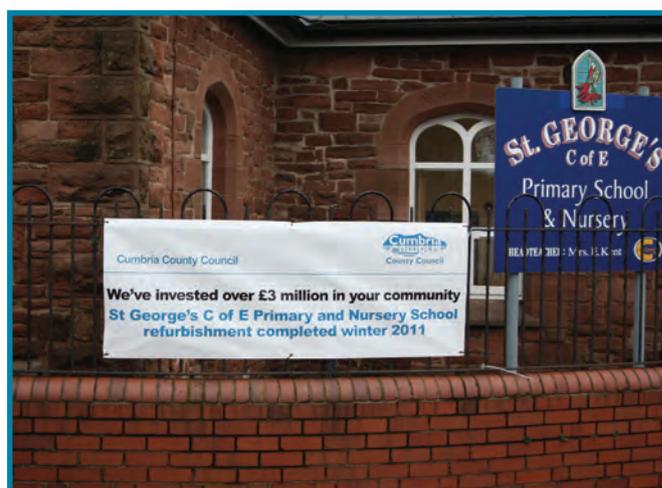
The council will work with the Police and other partners to provide evening drop in services in a place of safety for those young people who are at risk or vulnerable on the streets under the 'Stay Safe' initiative. This has included those in possession of alcohol, those who are too young to be out late at night and those involved in anti-social behaviour. In order to address the issue of increasing numbers of admissions of young people to hospital for alcohol related matters, the council is funding specialist workers who will attend the Accident and Emergency department when young people present with these issues. They will work with the young person and their family to help avoid future recurrences.

The council will be working with providers of commissioned services such as Inspira Cumbria to develop a programme of work which will be aimed at tackling teenage pregnancy and supporting teenage parents.

In order to support children and their families in the area on a range of issues, the County Council commissions the provision of both centre-based activities and outreach services in local communities through Children's Centres.

The services offered are provided by a range of agencies and focus on child development, learning and readiness for school; parenting and family support; child and family health and well being; and links to Jobcentre Plus.

The council has commissioned Inspira Cumbria to provide a range of services for young people including information, advice, guidance and support to help young people into work and learning. They also provide a youth participation service for the council which helps young people's voices to be heard by decision makers. Support is also provided to the voluntary and community youth sector to help develop its infrastructure to deliver quality youth work. Youth work sessions are available for all young people, but are focused in particular on the needs of those who are vulnerable and on reducing young people's risk taking behaviour.



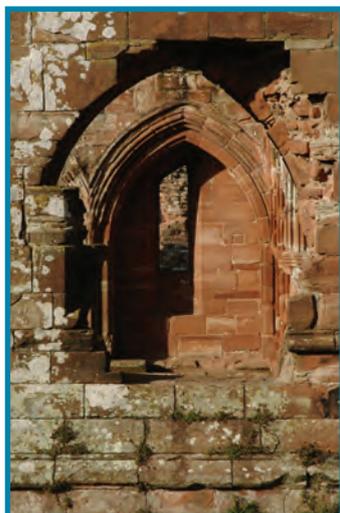
Opening of St George's C of E Primary and Nursery School, Barrow

Given the pockets of deprivation across Barrow the council will target its fire prevention activities to those most in need of our services. In particular, these include single person's households, socially rented accommodation, sick or disabled, or people who have never worked. A review of fire deaths and casualties in Cumbria indicates that those over the age of 70 are most at risk, particularly when combined with smoking and deprivation. For the Barrow area the challenge of preventative work is to address increased risk and target resources effectively.

Home Fire Safety Visits will continue to be delivered, with emphasis on reaching vulnerable groups known to be at increased fire risk. The main causes of accidental dwelling fires are leaving cooking appliances and equipment unattended or smoking related incidents. Key areas in the area to target are Central, Ormsgill and Barrow Island. There is also work to be done to address the number of fires in Central Ward and the council will continue to work with the Neighbourhood Management Team (NMT) in Barrow to help to reduce these.

The council will also work with Police colleagues and other partner agencies to reduce anti-social behaviour, in particular deliberate nuisance small fires, to support work with young people and deliver focused youth engagement activities.

The use of assistive technology will be promoted in the area, given that usage is lower in this area than in other parts of the county; and the council will support people with dementia to make alterations in their own homes aimed at helping them maintain their independence.



*Furness Abbey
arch window*

The council will also be working towards modernising care services in Barrow and the new 60 bed residential home will meet the "Dementia Gold Standard" for design.

In partnership with our colleagues in Health we will be rolling out training to our commissioned homecare providers in the area to provide Generic Domiciliary Home Support. This service aims to provide some health related support to individuals at home that can either support early discharge from or prevent admission to hospital. This service can work alongside other support in place to ensure individuals' needs are met.

The council will also continue to promote the use of direct payments and personal budgets; and work with people to provide nutritional advice, and signposting to support services and support from local volunteers.

Work will also take place with two local GPs to develop a new service available to all adults which aims at helping people before they reach a crisis point. The council will also be developing personal budgets for people with mental health needs.

The council currently offers an annual health assessment with their GP to people with learning disabilities, linked to their specific needs. There are plans to extend this to other groups of people such as people with an enduring mental health problem and people on the autism spectrum.

In terms of library service provision, the council will modernise the library service to become more proactive, having more direct engagement with the communities they serve. The main library in the area will begin to act as the hub for a network of community library facilities across the area. Over time these networks will eventually replace the current mobile library service with a growing number of library service points. Existing library branches and community facilities such as village halls, shops, pubs and community centres will be utilised more. The council will be talking to local people to understand their needs and local opportunities.

This enhanced network will form an integral part of the existing public library service - complemented and supported by peripatetic library staff, and providing services to specific target groups who need additional support.

Offering library services in this way will help support what can be fragile community facilities by supporting them to provide greatly increased and more sustainable access to library services within their own communities.

The council will also be marketing and promoting existing services through libraries, particularly those aimed at the more vulnerable in society – through the provision of large print books and downloadable audio books and the promotion of health and wellbeing through the Well Read programme for example.

The Registration Service has been changed so that it is easier for people to register and access information around births, deaths and marriages. People using the service can now choose the most convenient office for them to use, which means a more effective and flexible service for the public is provided – in addition to longer opening hours for the main offices.

There will be a continued expansion of e-bookings for registration services and on-line certificate ordering facilities (thus offering a 24/7 facility), and seeking further use of technology & ICT to aid service delivery.

In terms of road accidents, the council will work to reduce the number of people killed or seriously injured in road traffic collisions on our roads, particularly on the A590 and coastal roads across the area by working in partnership and deliver key road awareness training (RAT) to reduce the number of Road Traffic Collisions (RTC) and associated injuries and deaths on our roads.

In support of local businesses, the Fire and Rescue Service will work with the business community across the Barrow area and deliver risk based protection activity as there are a number of large scale industrial sites within the Barrow area. These are generally located either within or adjacent to the urban centre of Barrow and the council will continue to work closely with these businesses to ensure effective planning is in place to mitigate the effects of any potential incident.



View of cranes at Barrow

8. Monitoring the Plan

The development and monitoring of Area Plans are components of a broader approach to Area Planning. Plans will be regularly monitored to enable discussion on progress toward achievement of priorities, and to agree actions where progress is not being made at the rate expected.

The regular monitoring of performance against priorities for Barrow will help identify areas of concern, opportunities for improvement, and inform the refresh of the Area Plan, Service Plans and future council priorities and aspirations.



Walney Channel

9. Appendix - Key Area Contacts

Councillors for Barrow and District

Electoral Division	Councillor	Contact Details
Roosecote	Ray Guselli (Chair)	01229 830739
Walney South	David Marcus (Vice-Chair)	01229 470629
Dalton North	Jill Heath	01229 465051
Dalton South	Bill Bleasdale	01229 468804
Hawcoat	David Roberts	01229 811994
Hindpool	Anne Burns	01229 471824
Newbarns	Tina Macur	01229 836148
Old Barrow	Oliver Pearson	01229 836367
Ormsgill	Jim Hamezian	01229 829454
Parkside	Lisa Hammond	01229 823071
Risedale	Kevin Hamilton	01229 407312
Walney North	Mel Worth	07779 247957

Area Planning Leads for Barrow-in-Furness

Directorate	Service	Barrow Area Lead	Contact
Chief Executives Office	Area Support	Karen Johnson	01229 407578
Adult and Local Services	Social Care	Louise Freeman	01229 407618
	Local Services	Tom Holliday Bruce Bennison	01539 713526 01228 227305
Children's Services	Schools and Learning	Caroline Sutton Assistant Director	01228 226097
Environment	Highways and Transportation	Nick Raymond	01229 407311
	Integrated Transport	Cheryl Cowperthwaite	01228 226757
	Economic Development	David Ingham	01228 226681
	Planning and Sustainability	Paul Feehily	01228 226476
Resources	Property	Mike Smith	07717 003727
		Frank Blenkarn	01228 673248
		Paul Robinson	07920 072086
Safer & Stronger	Fire and Rescue	Steve Healey	01228 221668
	Resilience and Risk	Sheralee Cornthwaite	01539 713595

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

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skambinkite telefonu 01228 606060**

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