

Copeland
Area Plan
2012-14



Cumbria County Council - Serving the people of Copeland

What we have done in Copeland

The County Council has:

- Invested over £250,000 in grants across the area;
- Put £57,000 in to fund a Money Advice service in Copeland;
- Invested an additional £10,000 to trial an extended Money Advice outreach service, installing five remote kiosks for people in rural parts of the district;
- Spent over £16,000 in 2011-12 to support the ongoing work of local credit unions in Copeland;
- Managed the Intensive Start Up Support (ISUS) programme providing advice and guidance to new businesses, resulting in 67 new starts and 77 jobs in Copeland in 2011/12;
- Supported the development of social enterprises including providing 13 business assists to the sector in West Cumbria;
- Promoted the inward investment opportunities available in West Cumbria, as well as supporting a number of manufacturing companies through the aftercare programme resulting in two more international companies in the nuclear and related field in 2011 being attracted to Westlakes Science Park;
- Assisted 57, 18-24 year olds in Copeland and Allerdale into work for a minimum of 6 months. The council assisted 102 long term incapacity benefit claimants in West Cumbria into jobs and 110 into training through the Return to Work programme in 2010.

Our priorities for Copeland

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

What we will be doing in Copeland

- Influencing the development of emerging national projects based in Copeland including proposals to build;
 - o a new Nuclear power station;
 - o a new high powered grid connection;
 - o an underground nuclear waste repository;
- Developing plans for a new secondary school for Whitehaven, including a review of the existing general and specialist support provision;
- Investing at least £30,000 in a new local Community Development Centre for Copeland;
- Supporting the roll out Superfast Broadband across the district through the Connecting Cumbria Project.
- Improving our highways and transport infrastructure.

Contents

1. Foreword	4
2. Executive Summary	5
3. Introduction	6
4. About Copeland	7
5. Highlights and Achievements	10
6. Where do we want to be?	13
7. Delivering our services	14
8. Monitoring the Plan	20
9. Appendix	21



St Bees Lighthouse

1. Foreword

I am pleased to present Cumbria County Council's Area Plan for Copeland. The plan sets out the challenges and opportunities within this part of the county and the direction the council will take in the future to support the area. It explains how we will work across all of our areas to deliver high quality services and support which meets local need.

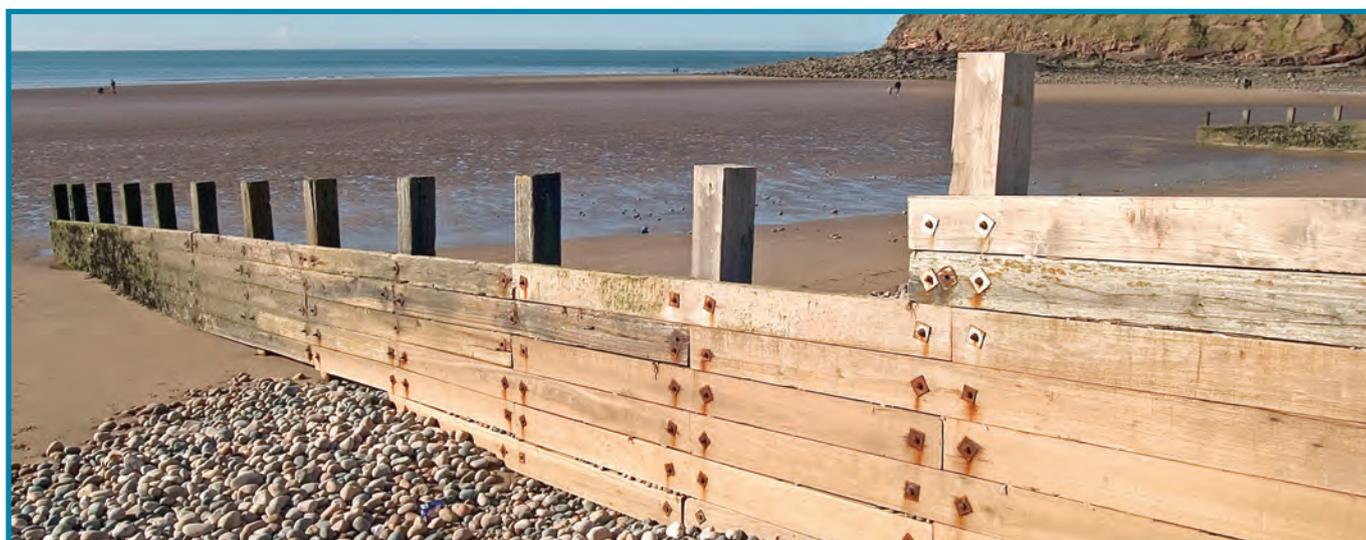
The plan captures the work and achievements of council officers and members over recent years. We have gathered a wide range of information about the issues that affect Copeland, and considered the work that needs to be done over the next few years. A plan such as this can only touch on some of the services we deliver. We recognise and celebrate the work that all of our teams do in Copeland.

We are determined to improve the lives of people who live in, work in or visit Copeland as part of the County Council's commitment to serving the people of Cumbria.

The County Council has over 5000 staff delivering over 800 different services in Cumbria and we are proud of our contribution to making Cumbria a great place to live and work.



Councillor Frank Morgan
Chair of Local Committee for Copeland



Beautiful beaches at St Bees

2. Executive Summary

This Area Plan provides a current snapshot of life in Copeland and how Cumbria County Council is working across directorates and with its partners to deliver relevant, quality services to support local communities. Copeland is a great place to live and has much to offer, however there are still challenges to overcome in order to improve life for many communities within the area.

Over the past year the council has continued to effectively and consistently deliver its services. There are many achievements and successes to celebrate, some of which are highlighted in this plan.

The Local Committee for Copeland has considered the data for the area and has agreed the following priorities to target its resources:

Improve the local economy

- encouraging business growth and creating jobs, enhancing the local economic infrastructure, improving the skills of the workforce, work in partnership with Britains Energy Coast to support the aspirations and delivery of the Economic Blueprint and where appropriate contribute to the implementation plan which reflects the Local Committee's key priorities for the area.

Tackle inequalities in relation to poverty and health needs

- addressing the issues highlighted in the Child Poverty Strategy and Joint Strategic Needs Assessment for the area.

Improve transport connections

- through the pursuit of major projects to ease access into and within the district, and by maintaining and improving the condition of our transport networks.

Deliver customer focused and efficient services

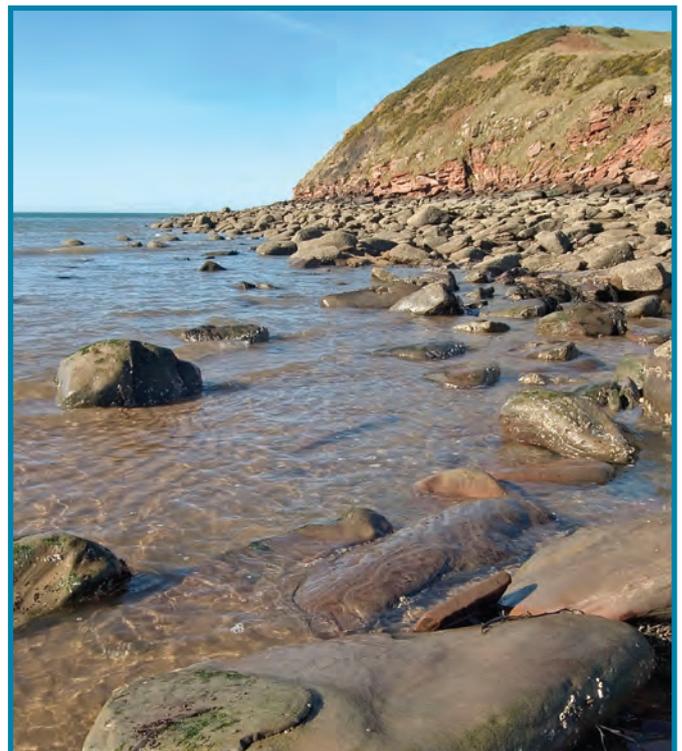
- extending the improvements we have made in keeping our services more attuned to the needs of changing communities.

The Local Committee is particularly interested in tackling poverty through various means, including immediate support through money advice and credit unions. At the same time it wishes to improve the local economy, tackle inequalities in relation to health needs, improve transport connections and deliver more customer focused and efficient services.

All of these priority areas must be tackled together. Working with its partners, the County Council will focus its activity to help address these local priorities by assessing and tackling the root causes. This plan describes what you can expect from the County Council.

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

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



Coastal view at St Bees

3. Introduction

The County Council plays a critical role in local communities. The County Council delivers and commissions a wide range of services, many of which are community based such as schools, libraries, care homes and children's centres. The council maintains highways, supports vulnerable people in their own homes and provides a number of other critical services including Trading Standards, Fire and Rescue.

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 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 Copeland Area Plan describes how the council's priorities and aspirations will be delivered. We are clear about what needs to be tackled in the area to improve the quality of life for people in Copeland.

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

- Understand the needs of the area and what should be improved;
- Plan where the focus of local County Council services needs to be in order to maximise opportunities and provide a comprehensive service for local people;
- Be clear about what the council will be delivering in Copeland over the next three years.

4. About Copeland

Copeland's geography and demography

Copeland sits in the west of Cumbria. It covers an area of 732 km², spanning 56 miles of coastline and is predominantly rural in nature; with two thirds of land mass within the Lake District National Park. Much of its population and economy is centred on the harbour town of Whitehaven, and smaller towns of Egremont, Cleator Moor and Millom.

With a population of 69,500 people, Copeland is the second least populated district in Cumbria. While the district's population total has remained relatively stable in recent years, +0.4% since 2001, the age profile is becoming older. Since 2001 the number of residents aged 0-15 years has fallen by 13.1%, the second greatest decrease in the county, while the number of residents aged over 65 years has increased by 15.2%, the second highest rise in the county.

Residents aged 14 years and under make up 15.8% of Copeland's total population, less than the national figure of 17.5% but slightly higher than the county average of 15.7%. Residents aged over 65 years account for 19% of Copeland's population, above the national average of 16.6% but lower compared to Cumbria at 20.5%. Residents aged over 85 years make up 2.2% of the population, above the national average of 2% but lower than the county at 2.7%. 3.7% of Copeland's population are from Black and Minority Ethnic (BME) groups and this proportion is the lowest of any district in the county.

Education, skills and Copeland's economy

Educational attainment in Copeland is generally comparable with the county average across key stages, with the exception of pass rates for GCSE English and Maths. In 2011 48% of pupils in Copeland achieved 5+ GCSEs at grades A*-C including English and Maths - the lowest proportion across the county's districts and below both the county average (56.3%) and the national average (57.9%).

Furthermore, the average proportion of residents with high level qualifications is comparatively low. Copeland has the lowest proportion of working age adults educated to NVQ Level 4 or above at 19.2%, below the average for Cumbria at 30.9%, and below England at 31.1%. The picture of educational infrastructure is one of significant contrast – on the one hand people are rightly proud of the recently completed West Lakes Academy building at Egremont, and on the other hand the buildings at Whitehaven School need to be replaced in the near future. To help improve conditions in the area, there will be a need to improve local skills to respond to new opportunities.



West Lakes Academy, Egremont

The proposed new University Technical College (UTC) which is to be built in Lillyhall, just over the border into Allerdale, is likely to have a significant effect on the education system across West Cumbria. The likelihood is that it may draw pupils from secondary schools in Copeland. The council will take care to manage any implications of this sensitively.

In recent decades the growth of local towns followed industrial and manufacturing development, but the decline in these industries combined with the area's comparative remoteness and less well developed transport links has meant that these towns have experienced some disadvantage in attracting investment. Access to some of the district's rural areas is also poor. Recent improvements to the A595 and links northwards through the Carlisle Northern Relief Road have assisted.

The nuclear industry has generated employment growth in Copeland over the last decade. While the district has derived considerable economic benefit from this, it is now very dependent on the sector for well-paid employment. In recent years Copeland has also experienced an increase in employment in hotels and restaurants, which has partially compensated for a fall in employment in retail and wholesale activities. Public service jobs account for 23% of total employment in the district. Up to 2008, employment in this sector remained fairly stable; however, the sector is now vulnerable to reductions in public spending on a national level.

There is a need for a range of major socioeconomic interventions to respond to the situation in Copeland. This will involve the delivery of new low carbon development and industries, and maximising opportunities around the development of new nuclear facilities and associated supply chains.

Although the rate of new company formation has been relatively low in Copeland, business survival rates have been well above average. The district has a considerable amount of available commercial and industrial land; however, while there are high quality sites available, there is an oversupply of poor quality units. A significant amount of the existing housing stock is also of low quality.

To help deliver sustainable development in Copeland the focus is on continued growth appropriate to Whitehaven. There is a need for moderate levels of growth focused at Egremont, Millom and Cleator Moor. There is also a need to provide housing and services to meet the needs of communities in more rural locations, including communities in the Lake District National Park.

Copeland needs more balanced housing markets, and to achieve this there will be a need for new homes and housing market renewal in Whitehaven. In many rural parts and into the Lake District National Park there will be a need for affordable homes. It will also be important to consider specialist care housing.

Health and well-being in the area

While average life expectancy in Copeland is only one year below the county average at 79 years (79.9 for Cumbria), it is the lowest of all districts in Cumbria and is below the England average of 80.2 years. The district is rated highest for years of life lost to circulatory disease, a slightly higher smoking prevalence than the average for Cumbria and the second highest number of hospital admissions attributable to alcohol. There is significant variation in life expectancy between wards and, as with those where crime and disorder are prevalent, the wards with the lowest life expectancies tend to be deprived areas found in the north of the district.

Copeland has the highest proportion of excess winter deaths at 23.9%, higher than Cumbria at 17%, and has the second highest number of years lost to cancer. Copeland has the lowest rate of infant mortality in Cumbria at 1.4 per 1,000 births, considerably below the national rate of 4.6 per 1,000 births

Copeland is the only district in Cumbria where overall levels of crime are rising; +4.4% in the past year. However, not all crimes are rising; while numbers of incidents of criminal damage, offences against the person, crimes against businesses and domestic violence have risen, levels of anti social behaviour, burglary, drug crime, theft from motor vehicles, theft of motor vehicles and deliberate fires have fallen. Community safety priorities are anti social behaviour, violent crime, domestic violence, drugs and alcohol abuse and the reduction of offending behaviour.

Copeland is ranked 3rd highest of 6 local committee areas for the rate of total crime, with 151 incidents per 1,000 people, above the average for Cumbria at 148.8 per 1,000. Copeland has the 2nd highest rate of domestic violence in Cumbria, after Barrow, with 17 incidents per 1,000 people compared with an average for Cumbria of 12.8 per 1,000.

The ageing population and dementia are issues for the area, along with the rest of the county. In terms of support services for people the rurality of the area poses challenges, however there is good partnership working in the area, a high uptake of independent living support and a low rate of admissions to residential care.

Copeland has seen the greatest decline in Cumbria for the number of people killed and seriously injured on the roads.

Travel, CO₂ and accessibility in the area

Alongside Workington, Whitehaven has a regionally significant role as a service centre and it will be important that its development continues. Quality of life in Copeland's towns and villages could be significantly enhanced by improvements in public transport, education, health and recreational facilities and services. To achieve change there is a need for significant transport and social infrastructure interventions. Copeland has the lowest CO₂ emissions per capita in Cumbria at 4.8 tonnes. (Cumbria = 8.1 tonnes and England = 7.1 tonnes).

Income, deprivation and poverty in Copeland

Copeland is the second most deprived area in Cumbria after Barrow, with an overall deprivation score of 25.17. (Cumbria has a score of 21.06, and England 21.54). It is ranked 77 out of 326 local authorities across England (1 = worst, 326 = best). The average household income in Copeland is £26,109, higher than the county average of £26,004 but falling behind Carlisle, Eden and South Lakeland. 13.9% of households have an income of less than £10,000, above the average for Cumbria at 13.8%, and England at 11.9%.

25.5% of households live in fuel poverty, below the county average of 28.1% but higher than England at 18.4%. 13.9% of Copeland's working age population are claiming 'out of work' benefits, the second highest claimant rate in the county and is above both the average for Cumbria at 11.2%, and England at 12%.

18.4% of children under 16 years (0-15years) living in Copeland are living in poverty, the second highest district in Cumbria. Sandwith ward has the second highest proportion of children living in poverty in the county at 47%, significantly higher than the county average of 16% and England at 22%. Levels of child poverty differ considerably across the district.

5. Highlights and Achievements

The County Council is proud of the significant time and resources it invests in Copeland to deliver services that help meet the needs of people and organisations in the area. The council aims to shape and commission services, act as community leader, and drive forward change and improvement.

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

Grant giving to local groups and people

The County Council has invested in local people and organisations at Copeland Local Committee meetings, through public neighbourhood forums and at its grants panel, with over £250,000 spent across Copeland in the past year on projects and services that have benefited people of all ages and from all areas. This has meant organisations have used the council's resources to match fund and draw down other monies, thereby further enhancing projects in the area. Grant giving of this kind enables local community groups to deliver projects which they have identified and which contribute to the improvement of their communities.

Supporting new businesses

The council has managed the Intensive Start Up Support (ISUS) programme which provides advice and guidance to new businesses, resulting in 67 new starts and 77 jobs in Copeland in 2011/12. The council has supported the development of social enterprises including providing 13 business assists to the sector in West Cumbria.

Attracting investment

The council has promoted the inward investment opportunities available in West Cumbria and supported a number of manufacturing companies through the aftercare programme. This resulted in two more international companies in the nuclear and related field being attracted to Westlakes Science Park in 2011. The County Council was successful in securing significant investment to establish a new academy in Egremont. This 21st century state of the art school opened in the new building in Spring 2012.

Supporting people into work

In 2010 the council commissioned Experian to research the skills needs, audit provision and forecast future growth sectors, resulting in the Work and Skills Plan. Through the countywide £1.4m Future Jobs Fund, the council has assisted 57, 18-24 year olds in West Cumbria into work for a minimum of 6 months. The council assisted 102 long term incapacity benefit claimants in West Cumbria into jobs and 110 into training through the Return to Work programme in 2010.

Providing area highways and transport

The council has worked with Direct Rail Services (DRS), Northern Rail, and Sellafield Ltd to implement a Sellafield Pilot Rail service. The train consisted of three reserved carriages for the Sellafield workforce and one additional carriage for members of the public. The service runs from Monday to Friday with the capacity of up to 186 people.

The council is working with the Highways Agency to understand traffic issues and improve the road infrastructure.

Supporting those in need

The Local Committee has been particularly enthusiastic about partnership work carried out with our Trading Standards team in Copeland on financial inclusion and tackling poverty.

As well as investing over £57,000 to fund a Money Advice service in Copeland (delivered by the Citizen's Advice Bureau), the council has just provided an additional £10,000 to trial an extended outreach service, installing five remote kiosks for people in rural parts of the district. This is a new initiative, but already the council has received enquiries from partner agencies about the scope to use these facilities to allow people to access their services. Between October 2010 and September 2011, the money advice service dealt with 696 debts totalling £1.4 million.

Helping tackle poverty

The County Council has spent over £16,000 in 2011-12 to support the ongoing work of local credit unions in Copeland and have provided additional funds to support projects to extend the take up of the credit unions' services among younger people. Following previous County Council investment we have seen a 26% increase in credit union membership across the four Copeland credit unions between 2009-10 and 2010-11.

The "Copeland Week of Action", organised by our Trading Standards team saw a partnership awareness raising campaign about illegal money lending and offered financial incentives for residents to join local credit unions. Whitehaven, Egremont & District credit union gained 73 new members through this campaign and 31 staff and Councillors attended enhanced awareness sessions. This represented an increase in adult membership of 3% in just one week. 160 students from local schools also got involved by holding special assemblies and creating posters to mark the week.

This work has been recognised at a national level. A member of staff from Whitehaven/Egremont credit union recently won the Trading Standards local heroes award for her contribution to financial inclusion and her support in tackling illegal money lending in West Cumbria. This is a nationally recognised award scheme administered by the Trading Standards Institute to celebrate outstanding local contributions to consumer protection and the protection of individuals.



A host of local services under one roof at the Local Links centre based in Whitehaven Library

Community engagement – giving Copeland a stronger voice

Local members have held regular neighbourhood forums and other engagement events across Copeland throughout the past year, informing residents, organisations and businesses about the work of the council and its partners and have a direct influence on proposed changes. Examples include extensive consultation on proposals to change residential care arrangements in the district; a two stage review of library provision; and local community transport planning. Local members are always prepared to listen and learn from local people.

Protecting life and property

The County Council has undertaken preventative and protection work to reduce the total number of incidents and Fire Service call outs across the area. Successful prevention activities have enabled the council to reduce the number of fires significantly, resulting in fewer risks to local communities and fire fighters.

The council has delivered a young fire fighters programme aimed at giving disadvantaged youngsters the opportunity to work as part of a team, increase their self confidence, and learn skills to help them in later life. This has run successfully from different fire stations in the county.

Crews of fire fighters and community safety staff undertake a high number of home fire safety visits in West Cumbria each month. Last year, 4,791 of these visits were carried out across Allerdale and Copeland.



Young people get a taste of life as firefighters

Keeping people safe

The council works 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 through this work since it started.

Trading Standards work in partnership with Citizens Advice Bureau (CAB) in Copeland to tackle consumer detriment and poverty. People on low incomes are often those most impacted by unfair trading. Loan sharks, doorstep selling, scams are often targeted at specific groups of consumers. Trading Standards offer consumer advice and assistance to vulnerable consumers, disadvantaged groups or those who are unable to help themselves. A Trading Standards advice surgery has been opened in Whitehaven CAB to help make the service more accessible to residents in Copeland.

Copeland's first No Cold Calling Zone (NCCZ) was launched in Egremont in January 2012, and since then another area in Hensingham has been introduced. The zones have been set up to help crack down on doorstep crime and were the first to be launched by Trading Standards in the Copeland area. Cumbria County Council's Trading Standards service set up the zone in conjunction with Cumbria Police and West Cumbria Community Safety Partnership with the support of local elected members and residents. The aim of the zone is to place power in the residents' hands, particularly the elderly, giving them the confidence to say no to bogus callers and rogue traders, bogus officials and thieves.

6. Where do we want to be?

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

Improve the local economy

By encouraging business growth and creating jobs, enhancing the local economic infrastructure, improving the skills of the workforce, engaging effectively in nuclear development and energy related programmes; and seeking to influence national policy to secure maximum benefit for Cumbria.

Tackle inequalities in relation to poverty and health needs

Addressing the issues highlighted in the Child Poverty Strategy and Joint Strategic Needs Assessment for the area.

Improve transport connections

Through the pursuit of major projects to ease access into and within the district, and by maintaining and improving the condition of road and rail transport networks.

Deliver customer focused and efficient services

The primary focus will be to extend the improvements the council has made in keeping its services more attuned to the needs of changing communities.



Cllr John Woolley, former Chairman of Cumbria County Council attends a children's reading event at Whitehaven Library

7. Delivering our services

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

There are some key projects and areas of work which the council will invest resources in which will help deliver the councils priorities and aspirations, 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 Copeland will include:

- Influencing the development of emerging national projects based in Copeland including:
 - o a new nuclear power station;
 - o a new high powered grid connection;
 - o an underground nuclear waste repository;
- Developing plans for a new secondary school for Whitehaven, including a review of the existing general and specialist support provision;
- Investing at least £30,000 in a new local Community Development Centre for Copeland;
- Supporting the roll out of Superfast Broadband across the district through the Connecting Cumbria project.



Connecting Cumbria will deliver Superfast Broadband to many homes in Cumbria

Improve the local economy

Ahead of raising the educational achievement of our young people and supporting projects that build on their abilities, it is essential that the council looks towards the replacement of the existing Whitehaven School buildings and the provision of a new educational campus for the town. Such a development should involve a re-commissioned and state of the art school to replace Mayfield, and might also provide a purpose built youth facility for the town. Discussion needs to take place with partners to establish the feasibility of redeveloping other local facilities at the same time.

Cumbria is poised to realise billions of pounds of investment over the next 15 years by the energy industry, particularly the nuclear sector. The County Council, working with other partners, has an important role to play in realising benefits on behalf of our communities. Our aim is to ensure maximum benefit will be secured from nuclear (and wider energy) related investments in order to sustain the future economic prosperity of the local economy, support physical regeneration and build social capital.

The plans for a new generation nuclear power station of up to 3.6GW on land adjacent to Sellafield could mean up to £8bn of investment and up to five thousand jobs being created at the peak of each reactor construction – with 700 jobs for the 60 year lifetime of the reactors. This would have a major impact on the economy of the area. The council is working closely with NuGeneration Ltd (NuGen) to ensure that the maximum benefit can be secured from this investment and sustain the future economic prosperity of the area and the wider county. The council will work with NuGen on the potential payment of 'Community Benefit Contributions' (CBC) in relation to the Moorside Nuclear Power Station scheme. The council will aim to ensure local communities are able to benefit as much as possible.



Cllr Norman Clarkson, Chairman of Cumbria County Council enjoys 'Sellafield Stories' at Whitehaven Local studies Centre

The National Grid has been asked to connect a number of new energy projects to the national electricity network, including the new nuclear power station at Moorside. Six strategic route options are currently being considered, four of which run through the district of Copeland. The County Council has secured a Planning Performance Agreement with the National Grid which means the council will have a voice in ensuring the environment is protected in any development; and that the communities' interests are considered and all opportunities are maximised. The council will also act as accountable body for the project.

The plans for a new generation nuclear power station on land adjacent to Sellafield in Copeland will have a major impact on the economy of the area. This development will require significant improvements to the strategic infrastructure and local transport links in Copeland. Copeland Local Committee has supported the aspirations of the West Cumbria Economic Blueprint which seeks to encourage new and exciting inward investment opportunities for the West Coast.

The council will also actively influence Britain's Energy Coast to use resources to deliver the Council priorities; and work to ensure that local companies can benefit from the supply chain to the nuclear industry and build up the necessary skills to bid for a diversified portfolio of contracts.

The council will support the development of key economic related projects and assets such as new transport arrangements in Whitehaven and carrying out feasibility studies, such as for West Lakes Xtreme - an extreme sports centre based in Cleator Moor.

The council will support the rollout of the Connected Cumbria programme which will commence in autumn 2012 to provide superfast broadband to over 90% of properties in West Cumbria by 2015. The council will seek to ensure the long-term improvements from the Connecting Cumbria programme are optimised including a growth in economic activity and competitiveness, digital inclusion and the delivery of public sector efficiencies.

The council has started engagement in the preparation of the Minerals and Waste Local Plan. Government has tasked local authorities to have development plans in place before April 2013. In the County Council's case, the new Local Plan will be drawing on the evidence collected in the preparation of the Cumbria Minerals and Waste Local Development Framework, setting out policy on the provision of an adequate supply of minerals and waste facilities. The intention is to establish the essential infrastructure requirements for Cumbria's regeneration and development initiatives. Particular focus will also be given to addressing the planning implications of the nuclear waste legacy and seeing community interests recognised.

Cumbria County Council is a consultee on the development of the Copeland Borough Council Core Strategy and Development Management Plan to support new development appropriate to the size and role of the area. To deliver the sustainable development of Copeland, it is considered that major growth should be focused at Whitehaven.

Moderate levels of growth should also be focused at Egremont, Millom and Cleator Moor. Housing, jobs and services of appropriate scales should also be encouraged where it can meet the needs of communities in local service centres and other appropriate locations.

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

Our involvement in the borough council's work is also aimed at ensuring that developers contribute to our objectives, mitigate their impact on infrastructure and provide replacement where necessary. Our aim is ensure that the wider Cumbrian community does not pay an unfair price for this.

Tackle inequalities in relation to poverty and health needs

The council will initially prioritise spending by targeting areas where life chances are lower; and by ensuring that the forthcoming changes in public health arrangements are made in a way that maintains and improve the health of local people. There is ample baseline evidence and strategic commitments to show the problems that beset our communities in these areas – our priority will also be to develop a specific action plan over the next 12 months to deliver projects that tackle these problems.

Upgrades will be made to Cumbria Care day centres at Hensingham, Cross Keys and Richmond Annex, Whitehaven; and the older adult homes at Powbeck, Whitehaven will be modernised.

Investment will be made available through a match funding process to support independent sector residential nursing care homes to help improve them to become dementia friendly environments; and the council will also be investing in dementia advisors to support families and carers in the area.

The council will be putting personal budgets in place for carers to help them get the support they need. The council currently offers an annual health assessment with their GP to people known to the community with learning disabilities and is linked to their specific needs. There are plans to extend this offer to other groups of people such as people with an enduring mental health problem, and people on the autism spectrum.

Where appropriate, people with social care needs who are currently placed outside their local area will have services designed for them to enable them to return to more local services.

The implementation of a new 're-ablement' service which helps an individual regain independence at home has been a real success in Copeland which has seen people in the community supported to overcome health and social care needs and live independently at home. In Copeland, there is a high take-up of assistive technology, such as Telecare, which helps people to stay independent at home with access to help and support when required.

Investment in a Community Development Centre for the area will enable local people to have access to learning and skill development. This will help tackle poverty.

Improve transport connections

The council will seek significant improvements to the key strategic road routes through Copeland, particularly the A595 and A5086, which are vital to the sustained development of the local economy and to ensuring there is good connectivity with the rest of the UK by road. This supports one of the main priorities of the Local Transport Plan namely that strategic road links are able to support the Cumbrian economy. The council will work with the Department for Transport and nuclear industry to secure the required improvements to the key strategic road routes as well as the necessary improvements to the Cumbria Coast rail line. Maximising the benefits of the rail network is a key priority of the Local Transport Plan.

The council is working towards integrated transport within the West Cumbria Economic Blueprint. The transport implications and opportunities arising from any proposed developments will be fully assessed and improvements identified where necessary.

The Whitehaven Eastern Development Road has been identified as a major scheme. The proposed route would connect the recently opened Howgate and Distington bypass and provide further development opportunities in and around the Whitehaven area. This will compliment the ongoing redevelopment of the town centre making the town more accessible and



View of the Cumbrian coast railway near Whitehaven

Steps will be taken to address the absence of a suitable relief road for the stretch of the A595 South of Calderbridge.

Sellafield has recently been identified for the location of a new nuclear power station. Transport improvements to support Nuclear New Build have been identified. The council will make sure that highway and transport improvements are made alongside Nuclear New Build and associated development. The emerging Local Development Framework will provide an opportunity to ensure that land use and transport planning are integrated. The council will support delivery of the Sellafield Transport and Access Plan for improved transport infrastructure and relocation of over 1000 Sellafield staff to new offices in Whitehaven.

The County Council is also seeking to develop transport hubs in order to expand and improve managed parking facilities at existing railway stations in the area to enable park and ride for travel to work. This will be supported by other interventions at other locations in existing settlements to improve access to bus passenger transport. This will support current Sellafield operations and Nuclear New Build.

Work will take place with the Department for Transport and nuclear industry to secure the necessary improvements to the Cumbria Coast rail line as maximising the benefits of the rail network is a priority. As a result of discussions, a forward plan is being prepared, covering essential investment in both rail infrastructure and services to cope with increased

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

The council will aim to support Whitehaven's role as the principal service centre for the area and help it to accommodate housing and employment growth. Transport improvement schemes have been identified that will help facilitate the development of the town's economy, including improvements to Coach Road on the south side of the town centre to improve links in to the town and support the proposed redevelopment of the recreation ground complex and the Corkickle area.

The Pow Beck Spine Road scheme will further support the development of Coach Road. This will vastly improve access to the town from the south including from St Bees and newly developed areas such as Woodhouse and the old Rhodia site.

Whitehaven Streetscapes is a major scheme which would provide public realm improvements for the centre of the town. This scheme provides high quality infrastructure which encourages the safe interaction of vehicles and pedestrians while reducing street clutter and giving a more open and cosmopolitan atmosphere. Improving access to essential services from rural areas is a key issue and the council's approach will be based around improving access on foot, by bike, through demand responsive transport and community transport initiatives, and by opportunities to increase use of the Cumbria Coast railway line.

The council will also work with local communities to improve the transport choices in the rural areas as communities do have an appetite to develop their own solutions. Work will be done with a range of organisations to understand what people in these areas want. There may be a range of transport solutions depending on the extent to which a community wishes to take ownership of the scheme.



Rural Wheels offers a responsive, demand-driven alternative to buses

A Travel Strategy will be developed which will address travel issues and include the development of community transport services.

The Seascale to Gosforth multi-user path is a long standing aspiration of the local community. This route will encourage residents to take full advantage of the services and facilities in their adjacent communities while encouraging a healthier, safer life style with the added advantage of employees at Sellafield living in the area and being able to make their journeys on foot and by bike.

The proposed Shore Road footway at Silecroft will provide a safe and direct access from the village to the coast for both residents and visitors.

Deliver customer focused and efficient services

The council will continue the process of property rationalisation to ensure that we have the right people in the right places, thereby freeing up capital assets for

reinvestment into better service delivery. The council recognises the impact our 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 our 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

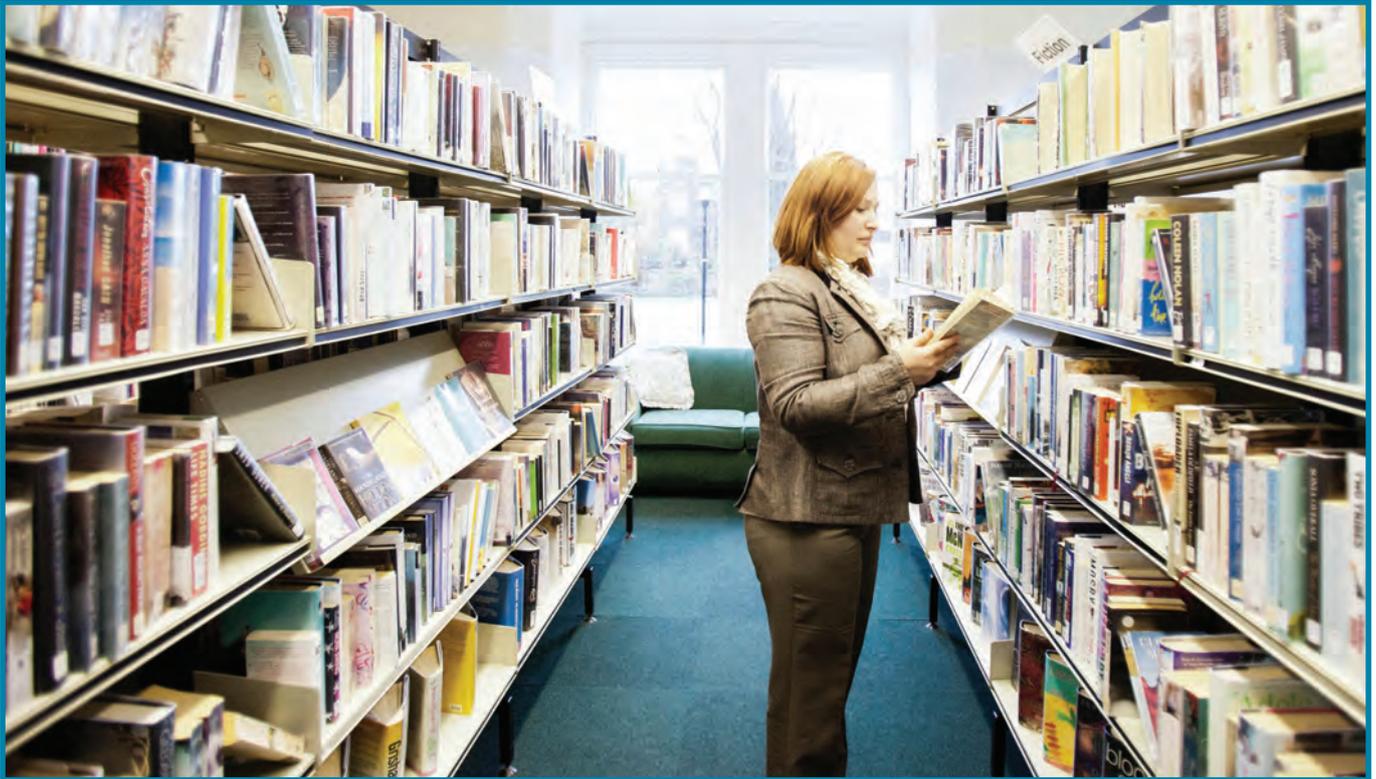


The council carries out vital restoration work on the county's archives

The provision of an archive centre in Whitehaven is important to supporting the County Council and other official organisations to make informed decisions about the delivery of public services – as well as helping people understand our past. This service supports official enquiries and investigations and helps people come to terms with traumatic events.

Over the coming year the council will modernise the library service – working with the third sector in particular to explore the broader community benefits of libraries. This will include a review of Local Links and customer services to consider how we will extend access to the public.

The council will reshape the library service to become more proactive, having more direct engagement with the communities they serve.



Customer using local library

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 and more.

This enhanced network will form an integral part of the existing public library service and provide services to specific target groups who need additional support. It will be supported by mobile library staff.

Offering library services in this way will help support community facilities by developing them to provide increased and more sustainable access to library services within communities.

The council will be marketing and promoting our existing services, particularly those aimed at the more vulnerable in society through the provision of large print books, downloadable audio books and the promotion of health and wellbeing through our “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. Opening hours have also been extended.

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

Local councillors play a vital role on behalf of the public of Copeland in ensuring that council services contribute to improvements in the lives of local people. In addition, the council devolves significant funds to its local committees, and local members are committed to spend that money in addressing agreed council priorities.

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 Copeland will help identify areas of concern, opportunities for improvement, and inform and refresh the Area Plan, Service Plans and future council priorities and aspirations.



The Beacon at Whitehaven

9. Appendix - Key Area Contacts

Councillors for Copeland District

Electoral Division	Councillor	Contact Details
Cleator Moor South and Egremont	Frank Irving Morgan (Chair)	01946 830759
Kells and Sandwith	Wendy Skillicorn (Vice-Chair)	01946 692628
Bransty	Graham Robert Phillip Melville Roberts	01946 692860
Cleator Moor North and Frizington	Timothy John (Tim) Knowles	01946 811687
Distington and Moresby	Archibald Campbell (Cam) Ross	01946 861552
Gosforth and Ennerdale	Norman Clarkson	01946 841126
Hensingham and Arlecdon	Michael Hawkins	01946 65447
Hillcrest	Andrew William Wonnacott	01946 328573
Millom	Raymond Sidney Cole	01229 774378
Mirehouse	John Woolley	01946 695804
Seascale and Whicham	Susan Elizabeth (Sue) Brown	01229 774666
St Bees and Egremont	David Edward Southward MBE	01946 841476

Area Planning Leads for Copeland

Directorate	Service	Copeland Area Lead	Contact
	Area Support	Ted Thwaites Angela Jones	01946 505019 01539 713584
Adult and Local Services	Social Care	Melinda Hughes	01946 506323
	Older People	Jackie Dodd	01228 221553
	Local Services	Alayne Cowling Bruce Bennison	01946 506407 01228 227305
Children's Services	Children and Families	Lyn Burns Assistant Director	01228 226859
Environment	Highways	Paul Little	01946 506017
	Transportation	Cheryl Cowperthwaite Gina Borley	01228 226757 01228 606755
	Economic Development	David Ingham	01228 226681
	Planning and Sustainability	Paul Feehily	01228 226476
Resources	Property	Mike Smith Frank Blenkarn David Wiggins	07717 003727 01228 673248 01228 673251
Safer & Stronger	Fire and Rescue	Nick O'Key	01900 706031
	Resilience and Risk	John Greenbank	01900 706074

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

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

如果您希望通过母语了解此信息，
请致电 01228 606060

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

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

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

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