

South  
Lakeland  
Area Plan  
2012-14



# Cumbria County Council - Serving the people of South Lakeland

## What we have done in South Lakeland

- Put funding into a dedicated scheme to help young people to move around the area to help them access leisure activities;
- Provided funding, councillor and staff support to enable young people in the area to take part in local democracy;
- Funded the Kendal Schools Federation to deliver a preventative programme of support to vulnerable young people and their families with the transition from primary to secondary school;
- Replaced the flood damaged bridge at Bouthrey;
- Provided advice and guidance to new businesses, resulting in 62 new starts and creating 67.5 jobs in South Lakeland;
- Promoted the inward investment opportunities available in South Lakeland and helped secure the new development at J36;
- Worked with Gilkes to help facilitate the regeneration of the Canal Head area to retain Gilkes in Kendal; and safeguard 150+ jobs as well as create opportunities for new employment, residential and commercial development.
- Funded additional apprenticeships in the area through small to medium sized employers, providing young people with greater opportunities to gain a skill or trade.

## Our priorities for South Lakeland

- Economic Development;
- Education and Skills;
- Travel and Accessibility;
- Health and Well-being.

## What we will be doing in South Lakeland

The County Council will be:

- Modernising library services;
- Continuing to support the young person's transport scheme (A2B Now scheme);
- Funding 3 village agents to support neighbourhood care in the area;
- Supporting the roll out of Superfast Broadband through the Connecting Cumbria Project;
- Transforming learning through improvements to local schools;
- Supporting people to live independently in their own homes, working with people to increase the take up of assistive technology and identifying opportunities for people to receive re-ablement support; as well as upgrading and modernising day care centres and older adult homes.

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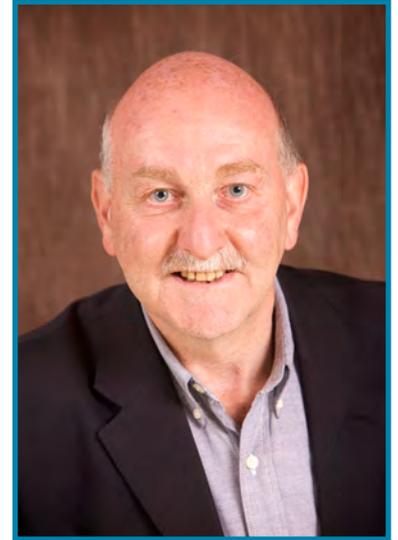
*A view of Sedbergh and surrounding area*

# 1. Foreword

On behalf of Cumbria County Council's South Lakeland Local Committee, I have great pleasure in presenting our new Area Plan for the South Lakeland area. The County Council is delivering a range of services in the local area which are highlighted and explained in this area specific plan.

South Lakeland is a diverse area and therefore it is vital that everyone understands the opportunities and challenges that presents so that we can deliver services efficiently, effectively and above all equitably. Local elected members are continually listening to the issues, concerns and ideas of their communities, which also shapes the services delivered by the County Council in South Lakeland.

This plan provides a snapshot of some of the council's key achievements in the area. Explaining how it is working with communities and partners to make a difference currently, and over the longer term. Our understanding of the area has enabled us to identify four key priorities for the coming three years. These are detailed in the Plan and will provide the focus for the future delivery of County Council services throughout the South Lakeland area.



**Cllr Geoff Cook**  
**Chair of Local Committee for South Lakeland**



*Hilltop view of Lake Windermere*

## 2. Executive Summary

This Area Plan provides a current snapshot of life in South Lakeland and how Cumbria County Council is working across directorates and with its partners to deliver relevant and quality services. South Lakeland is a great place to live and has much to offer, however there are still challenges to overcome in order to improve life in the area, such as tackling fuel poverty and improving accessibility.

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 South Lakeland has considered the data for the area and has agreed the following area priorities to target its resources:

### Economic Development

- attracting sustainable businesses and investment to the area and developing a local economy where wages are higher.

### Education and Skills

- making sure people are work ready and able to access jobs locally, for example increasing the number of people entering the caring profession in the area.

### Travel and Accessibility

- working to address the number of people killed or seriously injured on the local roads, helping people get to work, education and leisure, and supporting economic development in the area.

### Health and Well-being

- tackling issues of fuel poverty and winter deaths and providing support for the ageing population and people with disabilities; as well as working with partners to ensure the delivery of sufficient levels of specialist housing to meet the needs of all within the community.

The Local Committee is particularly interested in tackling poverty through various means, including very immediate support through money advice and credit unions. At the same time they wish to pursue a longer term, more sustainable solution through the attraction of businesses to the area and ensuring local people are appropriately skilled and are helped into employment. Young people will be supported and encouraged to reach their full potential and to live healthy, happy lives.

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.

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 South Lakeland. These are detailed in the plan.

The plan also sets out highlights and achievements over the past year and how the council has facilitated change to improve outcomes for communities.



*Farming - a vital element of South Lakeland's economy*

### 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 to communities 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 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 South Lakeland Area Plan describes how the council’s priorities and aspirations will be delivered locally in South Lakeland – 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 South Lakeland.

South Lakeland Local Committee and the local managers of the council’s services in South Lakeland 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 South Lakeland over the next three years.



*Beautiful view of Lake Windermere on a winter’s morning*

## 4. About South Lakeland

### South Lakeland's Geography and Demography

South Lakeland sits in the South East of Cumbria. The area contains some of the UK's finest natural environments, including some of the most well-known tourism areas of the Lake District National Park and parts of the Yorkshire Dales National Park. Kendal is the largest town and administrative centre of South Lakeland. With a geographical area of 1,534 km<sup>2</sup> and a population of 103,700, South Lakeland is the second largest and second most populated district in the county. While the area has good north-south road and rail links, given its rural nature many communities experience disadvantages in accessing services.

Over the last decade, South Lakeland's population has increased by 1.3%, very close to the county average.

The district's population is also ageing; since 2001 South Lakeland has experienced a 14.9% increase in residents aged over 65 years, a 1% decrease in working age residents (15-64 years) and a 7.6% decrease in residents aged 0-14 years. Residents aged over 65 make up 23.9% of South Lakeland's population which is the highest figure in Cumbria. Over 85s make up 3.5% and residents aged 14 and under make up 14.6% of South Lakeland's population, the lowest figure in Cumbria. This is also less than the national figure (17.5%).

Out of all of Cumbria's six district areas, South Lakeland has the highest proportion of residents aged over 65 years, perhaps reflecting the district's desirability as a place to retire. 6.3% of South Lakeland's population are from Black and Minority Ethnic (BME) groups and this is the highest proportion for any district in Cumbria.

### Education, Skills and South Lakeland's Economy

Levels of educational attainment in South Lakeland are high, as are the proportions of the working age population who are highly qualified. The area has the highest percentage in Cumbria of adults educated to 'NVQ Level 4 or above' at 41.1%, which also compares well to the England average of 31.1%. Just 6.6 % of the working age population have no qualifications, lower than the regional (12.1) and national (11.1) averages. 64.4% of children attained 5 or more GCSEs at grades A\*-C, including English and Maths, above the county average of 56.3% and the national average of 57.9%. However, there is a significant gap between the best and worst areas from just 27.3% in Coniston to 91.7% in Kendal Highgate.

Businesses across the county are reporting skills shortages in manufacturing, accommodation and food services, and wholesale and retail. Skill gaps are most apparent amongst skilled trade occupations. Lack of technical and practical, job-specific skills account for many skill gaps in Cumbria and in South Lakeland. These are specialist not only to the sector but also to individual businesses and as such it is difficult to identify the precise skills needed. There are also significant gaps in health and social care, management skills and general IT skills.

Tourism and recreation are significant and growing economic activities in South Lakeland. The area also has many important industrial employers. However, employment in the industrial sector has declined considerably since 2003. While South Lakeland experiences high rates of new firm formation, the rate of business closure in the area is above average, indicating high levels of churn.

High residential desirability and tourism generates a very high demand for housing in South Lakeland. However, this demand for housing distorts local housing markets and reduces the affordability of housing for residents on average earnings. There is also a considerable shortage of employment land ready for use in the district.

## Travel, CO<sub>2</sub> and Accessibility in the area

CO<sub>2</sub> emissions in the area are relatively high at 8.7 tonnes per capita, this is above the county average of 8.1 and falls within the bottom 10% in the North West region. South Lakeland is the second highest local authority in the region in terms of 'road transport' and 'domestic' emissions.

There are issues with the capacity of the road network in parts of the area which leads to congestion, which poses challenges to supporting business growth, tourism and housing development in the area. The rural nature of the area also means that sustainable modes of travel are needed to help people access local services and key service centres.

## Income, Deprivation and Poverty in South Lakeland

In addition, unemployment and overall levels of deprivation are low. South Lakeland is the second least deprived area in Cumbria. Average household income in the area is £28,052, which is the highest in the county. 12% of its households have an income of less than £10,000, which is the lowest proportion in the county and below the county average of 13.8. However, workplace earnings in the district are below the national average. This is partly influenced by the number of family-run farms in the area, the rate of self-employment in the district which is well above average and because 17.7% of the working age population work in the hotel and restaurant sector. The proportion of people working for small businesses is also high, as is the level of part-time employment, perhaps reflecting a lack of full-time employment opportunities. South Lakeland has the second lowest 'out of work benefit' claimant rate in the county.

In terms of deprivation and poverty, fuel poverty is an issue, with 28.3% of South Lakeland's households living in fuel poverty, which is above the county average and falls within the bottom 10% nationally. Levels of fuel poverty are increasing year on year. In addition to this the area does not compare well to other areas of the county on excess winter deaths. The current rate of 20.1 is above the county (17), region (17.6) and national (18.1) averages.

In terms of child poverty 8.9% of all children (aged 0-19 years) are living in poverty and this is well below the county (15.4%) and national (21.2%) averages. However, there is a significant difference between the best and worst areas across the district, with just 2.1% in the Kendal Parks ward compared to 25.3% in the Ulverston East ward.

## Health and Well-being in the area

On issues of health and well-being South Lakeland has the second highest average life expectancy in Cumbria, and the highest average 'healthy life expectancy'. The district is also rated best in the county for healthy eating adults and has the lowest prevalence of smoking and drug misuse. However, South Lakeland has the highest proportion of working age residents with a disability and there is significant variation across the district's wards in terms of life expectancy and levels of crime. The area also has the second lowest number of years lost to cancer when compared to other areas, and there is also a significant issue regarding the rate of infant mortality in the district which is the highest in the county.

The population is ageing – and the number of people aged over 85 in the area is increasing. As with all parts of the county, the numbers of people with dementia creates a challenge. Use of assistive technology is lower in this area than others, however the rate of residential care admissions is low as well. Uptake of personal budgets is good. Having no acute hospital near the area means that residents needing to go to hospital must travel some distance.

South Lakeland is a very safe place to live. The area has the second lowest crime rate in Cumbria and is the seventh least deprived district in England in terms of crime. What's more, in the past year crime in South Lakeland has fallen by 6.1%, the second largest decline in the county. The area has the lowest rates of anti social behaviour, burglary from dwellings and theft of a motor vehicle in the county and has experienced the greatest decline in the number of deliberate fires. However, despite declining levels of crime overall, levels of drug crime, hate crime and domestic violence are on the rise in South Lakeland, as are hospital admissions for alcohol attributable conditions. The area also has the joint highest rate of people killed and seriously injured on the roads within Cumbria. The community safety priorities are anti social behaviour, violent crime, domestic violence, drugs and alcohol and the reduction of offending behaviour.

## 5. Highlights and Achievements

### Direct support to Communities

A total amount of £55,000 has benefitted 76 voluntary and community groups in South Lakeland in 2011/12 which were supported through the Local Committee's Neighbourhood Forums. This funding has enabled groups to secure additional matched funding of over £293,329 to deliver their projects. A further £71,513 has been targeted at activities for young people aged 0-19 with over 17 local voluntary and community groups being supported. An additional amount of £10,000 has been targeted at various activities for Looked After Children which have been identified by the children.

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.

### Helping Communities to get out of poverty

This last year the development of the South Lakeland Credit Union has progressed, with volunteers driving it forward and a good number of pledges received to date. 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 Citizens Advice Bureau is also providing Money Advice services in the area, funded by the council, which are assisting a record number of clients and are providing an essential service to help people get out and stay out of debt. Over 1,009 debts totalling £3.7 million had been dealt with up to September 2011.

### Supporting people to be independent in their own homes

In December 2010 South Lakeland became the pilot site in Cumbria for the introduction of the re-ablement service which has now been rolled out county wide. This was aimed at supporting people to retain their independence and being able to continue to live at home with the support they needed.



### Young Person's Transport – A2B Now Scheme

Over £40,000 has been put into a dedicated scheme to enable young people to move around the area to help them access leisure activities. Over 530 young people aged 5 to 19 in South Lakeland have benefited from this scheme during the last year.

### Establishment of a Youth Council for South Lakeland

Funding, in addition to councillor and staff support, has been provided to enable young people in the South Lakeland area to have a voice. The development of the South Lakeland Youth Council has been fully supported to enable young people to take part in local democracy and start to think about the contribution they can make. The Youth Council is presently developing a business plan of their own which is based on feedback from all of the schools represented, which will set out realistic and achievable goals.

### Apprenticeship scheme

The council's countywide apprenticeship scheme has been enhanced in the South Lakeland area through additional funding of £30,000 to encourage small to medium sized employers throughout South Lakeland to get involved and provide an apprenticeship. Young people in South Lakeland have been supported to take up these opportunities to learn a valuable new skill or trade.

### Support for children and young people

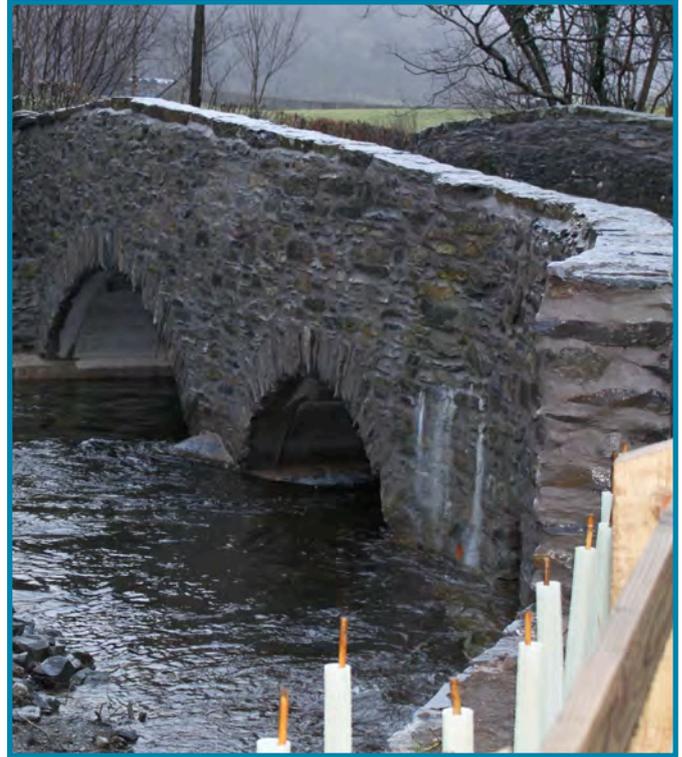
The council has funded the Kendal Schools Federation to deliver a preventative programme of support to vulnerable young people and their families with the transition from primary to secondary school, providing family workers to work alongside counsellors on issues of bullying, self confidence and other challenges.

## Highways and Transport

The council has delivered a £1.4m programme of additional highway maintenance work via Government funding for “winter damage repairs” on time and on budget.

The council has replaced the flood damaged bridge at Bouthrey and worked in partnership with Kendal Town Council to develop a network of sites for speed indication signs to be deployed in Kendal to help reduce speed in the area.

The community in Dent is also being supported by the council to develop its own local sustainable transport solution, which will be the first scheduled bus service in the area and which will be managed and operated by volunteers.



*Completed work at Bouthrey Bridge*



*Official opening of Bouthrey Bridge*

## Economic Growth

The council has managed the Intensive Start Up Support (ISUS) programme which provided advice and guidance to new businesses and resulted in 62 new starts and the creation of 67.5 jobs in South Lakeland.

In managing the Cumbria Social Enterprise Partnership the council has delivered a programme of business support to social enterprises including The Quaker Tapestry in Kendal, Roots and Shoots in Ulverston, Growing Well, Kendal County FC and Keppleway. Through the County Council's Community Regeneration Fund we have made funding available for the development of social enterprises across South Lakeland.

The work of Invest in Cumbria has promoted inward investment opportunities available in South Lakeland, as well as provided investor development advice to a number of medium sized companies through the aftercare programme and helped secure the new development at J36.

The council has worked with Gilkes to help facilitate the regeneration of the Canal Head area to retain Gilkes in Kendal and safeguard 150+ jobs as well as create opportunities for new employment, residential and commercial development.

The council assisted 36 long term incapacity benefit claimants in Eden/South Lakeland into jobs and 62 into training through the Return to Work programme in 2010. We have also liaised with the University of Cumbria and the National Park to retain educational use on the former Charlotte Mason site.

The council has also worked with South Lakeland District Council and with GlaxoSmithKline (GSK) to put a site in place for the company's new £350m biopharmaceutical factory. The new plant is the key component in a new £500m package of investment in life sciences in the UK by GSK, which will create up to 1,000 new jobs.

## Use of council assets to support local communities

The council has utilised land within the Broughton farm estate to deliver benefits to the local community, including making land available for allotments, selling Greenslack Farm so that it can be brought back into use and making land available to Keppleway so they can offer a wider range of activities to support the sustainability of the social enterprise.

## Engagement with communities

The council has engaged with communities to find out whether their services are meeting the needs of service users. This 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, Highways schemes, Transportation services, Neighbourhood Care, work with parish councils through Local Area Partnerships plus much more.

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

## Health and Well-being

The council has delivered a high number of Home Fire Safety visits across the area which has helped reduce the number of accidental dwelling fires in South Lakeland by almost 10% from this time last year, and to help tackle safety in people's homes 388 electric blankets were tested by the council in the Barrow and South Lakeland Area, with replacement blankets being offered where those had failed. Successful prevention activities have enabled the council to reduce the number of fires significantly, resulting in fewer risks to our communities and Fire Fighters.

In the past 2 years we have reduced the number of anti social deliberate 'secondary' fires (rubbish, wheelie bins, grass and gorse, etc) in the South Lakeland area from 90 in 2009, to just 56 in 2011.

## Keeping people safe

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



*Vital transport links in South Lakeland*

## 6. Where do we want to be?

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

### **Economic Development**

Attracting sustainable businesses and investment to the area and developing a local economy where wages are higher.

### **Education and Skills**

Making sure people are work ready and able to access jobs locally by broadening the local skills market to meet local gaps.

### **Travel and Accessibility**

Improving travel to work times and CO<sub>2</sub> emissions, working to address the number of people killed or seriously injured on the local roads, helping people get to work, education and leisure and supporting economic development in the area.

### **Health and Well-being**

Tackling issues of fuel poverty and winter deaths and providing support for the ageing population and people with disabilities, and helping improve access to accommodation for homeless young people.



*Apprenticeship scheme*



*Rail is key to South Lakeland's transport links*



*The council provides equipment to enable independent living*

## 7. Delivering our services

The council delivers a wide range of services in South Lakeland – some of which are focused on particular individuals or groups of people who live in the area (for example children in the care of the local authority or older adults living in care homes) and some of which are available for 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 South Lakeland, there are some key projects and areas of work in which the council will invest resources which will help deliver the council's priorities and aspirations in South Lakeland, 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 South Lakeland will include:

- Modernising library services;
- Supporting the roll out of Superfast Broadband through the Connecting Cumbria Programme;
- Transforming learning through improvements to local schools.



*Connecting Cumbria will deliver Superfast Broadband to many homes in Cumbria*

### Economic Development

The council will be working to support the opening of a diverse range of business development opportunities within the area. European Regional Development Funding (ERDF) will be sought in 2012 to deliver a new business start up programme. Assistance will also be given to supporting the establishment and expansion of the social enterprise sector throughout the area. Trading Standards will be working closely with the tourism industry to provide business advice to small and medium sized businesses in the South Lakeland area.

Now that major investment has been confirmed for a biopharmaceutical facility, the council will continue to work with GSK Ulverston to ensure the opportunities arising from this major development are fully realised. Invest In Cumbria will also support the development of business opportunities in the digital and creative sector; and the council will continue to work with Gilkes, including their development partner GenR8, to unlock the regeneration of Kendal Canal Head.

The council will encourage the successful Connecting Cumbria bidder to expand their Investment Programme in Kendal and commence the rollout in Autumn 2012 to provide superfast broadband to over 90% of properties in Cumbria by 2015. The council will seek to ensure the long-term improvements in outcomes from this project are optimised, including a growth in economic activity and competitiveness, digital inclusion and the delivery of public sector efficiencies.

Through the RDPE, funding will be provided up to the end of the 2007-13 Programme to add value to primary agriculture and forestry products, modernise agricultural holdings, improve woodland management for fuel, develop on farm renewable energy and support farm diversification and training.

Subject to a successful Rural Growth Network bid to Defra, the council will look to develop rural business hubs, including starter units in key settlements in rural South Lakeland.

The council will continue to work with the National Park and South Lakeland District Council to improve The Glebe, including supporting a Stage 1 application for funding from the Heritage Lottery Funding under their Parks for People programme.

The council will liaise with Oxley to help evaluate the options to consolidate business activities and ensure that there is sufficient land in the on-going Employment Land Allocations process.

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 long-term outcomes and support local organisations in being able to bid for and win public sector contracts, within the overall context of delivering value for money and meeting the needs of service users.

To support access to employment the council will develop travel plans with local companies and will also seek out and use those opportunities which will support business investment and growth along the M6 corridor in South Lakeland, and maximise opportunities to support advanced manufacturing as a key growth sector. With the significant private sector investment by GSK, there is an ability to increase the opportunities for local people to up- skill, live close to where they work and in doing so reduce travel and carbon emissions and increase spend in the Ulverston areas.

The council will be starting engagement in June 2012 in the preparation of the Minerals and Waste Local Plan. Government has tasked local authorities to get up to date 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 in the new Local Plan to addressing the planning implications of the nuclear waste legacy and seeing community interests recognised.

Cumbria County Council will engage in the development of the South Lakeland Local Plan and other plans and strategies looking to support new development appropriate to the size and role of the district. To deliver the sustainable development of South Lakeland, it is considered that significant development should be focused at Kendal and Ulverston. Moderate levels of growth should be focused at Sedbergh, Grange-over-Sands, Milnthorpe and Kirkby Lonsdale. 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 including Ambleside, Bowness and Windermere, Coniston, Hawkshead, Staveley, Broughton in Furness, Grasmere and Backbarrow/Haverthwaite in the Lake District.

Through this process, encouragement will be given to the provision of an appropriate mix of employment sites, new housing development and affordable housing in particular. These are needed to support the area's sustainable development and Kendal has an important role in this respect.

Development in Ulverston should serve to assist in sustaining the regeneration of other nearby areas by supporting an increase in its catchment's population. The complementary development of Ulverston should be further promoted by the encouragement of high value business.

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 closely with South Lakeland District Council as the Community Infrastructure Levy is developed to ensure sufficient infrastructure is in place to support the sustainable development of the district.

## Education and Skills

To support education and skills the council will explore local opportunities to help people into employment in those areas of South Lakeland which are particularly affected, such as Ulverston. This will be through partnership working and will be particularly targeted to achieve sustainable training and employment among priority groups.

The council will continue to work with the local Schools Federation to help young people in South Lakeland successfully make the transition from primary to secondary school and to pick up any issues early in order to completely support them and their families.

The Local Committee will continue to supplement the council's Pathways Apprenticeship scheme to give more young people who are not presently in employment, education or training an opportunity to develop new skills and become work ready. These apprenticeships will be targeted at small to medium sized enterprises.

## Travel and Accessibility

In order to help people access employment we will work to improve travel to work times and the council will be maintaining and improving South Lakeland's highways and transport infrastructure by putting in place new arrangements for reactive and minor maintenance work.

A Travel Strategy will be developed which will address travel issues and will include the development of community transport services. The intention is to work locally across the council to facilitate transport solutions.

The council will continue to work with a range of organisations to understand what people in the area want and to facilitate transport solutions. The council will explore whether it is able to achieve this by working with these organisations to provide it themselves – for example through voluntary car schemes or community buses.



*Windermere Ferry - owned and operated by Cumbria County Council*

Comprehensive station development plans, reflecting the potential growth in passenger numbers and necessary improvements and enhancements to station facilities, are 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 links with other methods of transport.

A forward plan covering essential investment in both rail infrastructure and services to cope with increased passenger and freight movements, is being prepared.

A target group in South Lakeland is young people and the continued investment by the council in the A2BNow scheme helps them to access leisure activities and come together. The council asked the young people what they thought of the scheme and they told us that it provides them with a life-line. The council is now working on making improvements to the scheme following suggestions from the young people.

The council (along with the Lake District National Park) will also work with public and private sector partners to deliver a package of sustainable transport schemes through investment in the GO Lakes Travel Programme. Through this Programme £4.89 million is being invested in the central and southern Lake District directed at measures to encourage visitors to travel around on foot, by bike, on public transport and by electric cars.

The council will also work with local planning authorities, Parish Councils, Local Area Partnerships and businesses to identify and deliver the highway infrastructure improvements necessary to secure sustainable delivery of the local planning authority's Local Development Frameworks.

Sustainable transport improvements in Kendal, including Highgate Footway Enhancements, will take place in 2012/13 and there will be council support for community led projects including Hawkshead Village Enhancements; Sedbergh Townscape Initiative and Broughton Village Traffic Calming.

A programme will be put in place to ensure the removal of street clutter from urban streets and rural roads, including the removal of unnecessary sign lighting equipment following relaxations in national requirements for the illumination of traffic signs.

## Health and Well-being

A key priority for the council is to support people to remain in their own homes for as long as possible in order to maintain their independence. In South Lakeland we are fortunate to have extra care housing schemes which offer a viable alternative to residential care. Over the coming year in South Lakeland the council will focus on a preventative approach which will mean working with people to increase the take up of assistive technology, where rates have been low, and identifying opportunities for people to receive re-ablement support.

To enable people in their own homes to access support when they need it the council has introduced the use of "Just Checking" kits 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. The council will fund dementia advisors to help provide advice and guidance to people suffering from this condition; and will be funding improvements in services for older people – supporting them if they have a hospital discharge; helping reduce social isolation and providing end of life care. Personalised budgets will also be implemented for carers to help them get the support they need.

The council currently offers an annual health assessment with their GP for to people known to the community with learning disabilities. This is 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. Also 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 their local area.

Work will also continue to increase the number of people receiving a personal budget – which also enables them to live independently. The Adult and Local Services Locality Team that has been established in the area will also start to operate as a community resource, enhancing the ability of individuals, communities and populations to maintain and sustain health and well-being.

The council will also be making upgrades to Windmill Day Care Centre, Kendal and modernising Older Adult Homes at Applethwaite Green, Windermere, Croftside, Milnthorpe, Elmhurst, Ulverston, Maudes Meadow, Kendal, Riverside, Kendal and The Abbey, Kendal.

The council will fund three village agents in the area to help support communities to become strong in their own right and build on the assets they already have. This will help encourage local volunteering to support people in their own homes and signpost people to support which will help them maintain their independence.

To help tackle fuel poverty and reduce winter deaths the council will be working with Age UK and South Lakeland District Council to signpost people in the area to support. To help support people with dementia the council is funding a new scheme where people can access funding to make changes in their homes which will help keep them safe and independent.

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 Accident and Emergency departments when young people present with these issues. They will work with the young person and their family to help avoid future recurrences.

The council is also 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.

The council has put a “Children in Care Council” in place which will give those young people who are looked after a formal voice to enable them to share their views and help shape services, and the local Youth Council has been set up through the County Council to support the engagement of young people in influencing and designing their services.

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 also commissioned Inspira Cumbria to provide a range of services for young people until March 2013 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 they are focused in particular on the needs of those who are vulnerable and on reducing young people’s risk taking behaviour. The council will promote a scheme to reduce risk taking behaviour amongst young people during the main summer holidays.



The Fire Service will be improving the safety of our communities in South Lakeland through the delivery of first aid training to schools and other community groups. They will aim to train a number of staff to deliver the British Heart Foundation's Heartstart programme.

The council will also work with partners to reduce the impact of wildfire on our communities and to respond effectively, using appropriate resources, should incidents occur. It will work with community self help groups to increase local resilience against flooding and will engage with communities in activities to reduce risk, such as Road Awareness Training (RAT) to help tackle road deaths in the area, and the Young Fire-fighters programme which is aimed at keeping down the level of deliberate fires in the area.

The council's modernisation of library services will also provide a more fit for purpose solution to the area – updating Arnside library, working with the community in Dent to develop a library link supported by volunteers, and developing stronger links with Lancashire to maximise opportunities to access their libraries offer. The council will reshape the library service to become more proactive by 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 and more.

This enhanced network will form an integral part of the existing public library service and will complement it. It will be supported by peripatetic library staff and provide 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 helping them to provide greatly increased and more sustainable access to library services within their own communities.

The council will be marketing and promoting its existing services, 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 its Well Read programme.

The council's Archive Service in the area supports the County Council and other official organisations to make informed decisions about the delivery of public services – as well as helping people understand the past.

This service helps support official enquiries and investigations, helps people come to terms with traumatic events, and encourages community spirit. The Registration Service has been re-organised so that it is easier for people to register and access information around births, deaths and marriages. Customers can now choose which office within Cumbria they consider to be most convenient, and the service is more effective and flexible, with longer opening hours in the main offices. There will be also be a continued expansion of e-bookings for registration services and on-line certificate order facilities (thus offering a 24/7 facility), and further use of technology and ICT to aid service delivery.

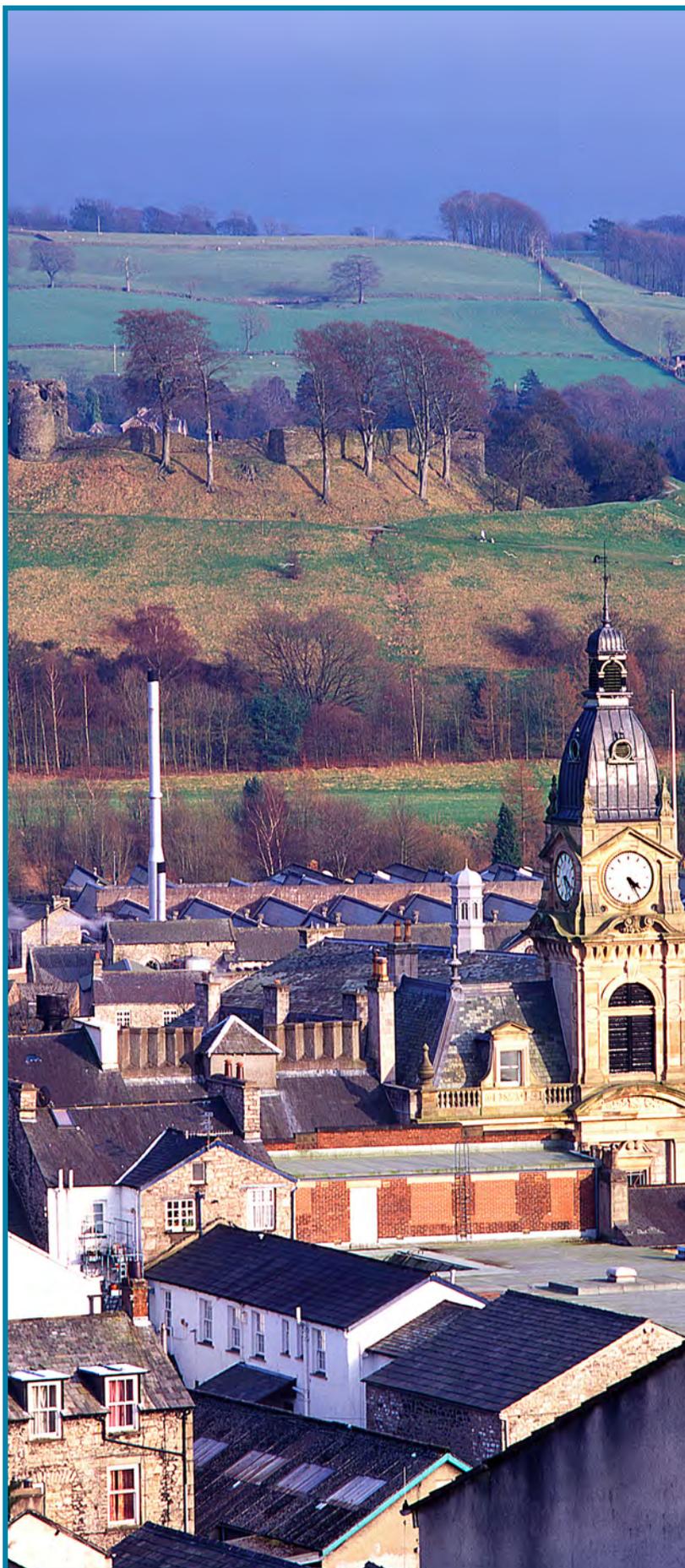


*Cumbria County Council's impressive Kendal Library*

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



*Kendal Town Centre and surrounding area*

## 9. Appendix - Key Area Contacts

### Councillors for South Lakeland

Electoral Division	Councillor	Contact Details
Kendal Highgate	Geoff Cook (Chair)	01539 740133
Low Furness	Janet Willis (Vice-Chair)	01229 861250
Sedbergh and Kirkby Lonsdale	Kevin Lancaster	015396 20800
Upper Kent	Stan Collins	01539 821086
Grange	Bill Wearing	015395 32482
Kendal Strickland and Fell	John McCreesh	01539 720849
Kendal Nether	Clare Feeney-Johnson	01539 422939
Kendal Castle	Tom Clare	01539 725946
Kendal South	Brenda Gray	015395 61135
Lyth Valley	Jim Bland	015395 68576
Windermere	Jo Stephenson	015394 45448
Lakes	David Earnshaw	015394 33573
Ulverston East	Peter Hornby	01229 585416
Ulverston West	James Airey	01229 588461
High Furness	Claire Salisbury	015394 36611
Kent Estuary	Ian Stewart	015395 62391
Cartmel	Rod Wilson	015395 36673
Lower Kentdale	Roger Bingham	015395 63694

## Area Planning Leads for South Lakeland

Directorate	Service	South Lakeland Area Lead	Contact
Chief Executives Office	Area Support	Karen Johnson	01539 713157
Adult and Local Services	Social Care	Gill Nixon-Smith	01539 713320
	Local Services	Davina Jenkins	01229 407821
Children's Services	Schools and Learning	Caroline Sutton Assistant Director	01228 226097
Environment	Highways and Transportation	Keith Masser	01539 713006
	Integrated Transportation	Cheryl Cowperthwaite	01228 226757
	Economic Development	David Ingham	01228 226681
	Planning and Sustainability	Paul Feehily	01228 226476
Resources	Property	Mike Smith Frank Blenkarn Paul Robinson	07717 003727 01228 673248 07920 072086
Safer & Stronger	Fire and Rescue	Jon Griffiths	01539 713630
	Resilience and Risk	Sheralee Cornthwaite	01539 713595





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