



Cumbria Recovery Strategy



Have your say
consultation
document



**BUILDING A BETTER,
STRONGER AND
MORE RESILIENT
CUMBRIA FOR OUR
RESIDENTS, OUR
COMMUNITIES,
VISITORS AND
BUSINESSES**





Message to Cumbria's residents, communities and businesses

Cumbria is a unique place with strong communities who have come together to respond to the Covid-19 pandemic. Recovery will be demanding but our aim is to build a better place where people are healthy and safe and people want to visit, communities are connected and thriving and our economy is growing, sustainable and benefits everyone.

During Covid-19 an environment was created that provided a focus and sense of pace around keeping people safe, people were actively supporting each other within their communities. Elected members, services and all sectors of society embraced digital solutions and we witnessed people adapt and flex to work and live in new ways, show kindness and support for their neighbours and use public services responsibly.

For many of us the pandemic was, and continues to be, an extremely sad time. Families have lost loved ones and we are still unable to spend time with those closest to us and we have all had to adapt and learn a new way of living.

During this time we also observed how vital strong communities are, how important our health and wellbeing is and how essential our businesses are to the economic wellbeing of our county.

It has also been clear to see who has played a vital role in supporting us and protecting us when we are vulnerable. We are grateful to the thousands of key workers who have responded in an exceptional way to support our communities. Everyone, without exception, has pulled together to protect and support the most vulnerable people in our communities. During Covid-19 the importance of Cumbria's third sector, voluntary organisations and volunteers also became clear with thousands of volunteers mobilized to support Cumbria and its communities.

Businesses have faced the most challenging economic environment in living memory and yet have demonstrated significant resilience in continuing to trade, protect jobs, the health of their workforce and provide vital services to the nation. Going forward we will work with our businesses to support their recovery and to make sure that Cumbria benefits from future growth opportunities.

We believe that through effective recovery plans we can build a better future for us all.



As we reflect, now is also the time to look to the future. We need to think about how we can build a better life, embrace a different way of working and make plans to help support an inclusive, thriving and strong Cumbria.

Our approach to recovery builds on work already underway and retains many of our aspirations. It is designed to be embedded into the very heart of our existing governance structures, so that it becomes part of our everyday business.



RECOVERY PRIORITIES

Cumbria will **reflect, rethink** and **reimagine** a future where:



We are committed to **economic** recovery and ensuring that all businesses have the necessary support to grow their businesses in a way that is sustainable and resilient



Older people are valued as part of the community and supported to live as **independently** as possible



The **climate** is protected and we actively support sustainable, greener travel



Young people can fulfil their true potential and in particular a future where we attract and retain young people to address the current future workforce **skills** gap



Cumbria is a great place to work, a place where work is rewarding and all jobs enjoy and offer a good **work life** balance



Public services work together for the benefit of their communities, placing people and those in need at the very heart of all our services



We have happier, healthier **communities** with a clear focus on quality health and wellbeing



Everyone is encouraged to live, work and invest in Cumbria and 'Think Local' – supporting the **reinvention** of our town centres



You can do sustainable **business** anywhere



Communities are **strong, inclusive** and make time for each other. They are actively engaged in recovery and supported to thrive



The valuable role of voluntary organisations and **volunteers** is embraced and supported as an essential component to our future



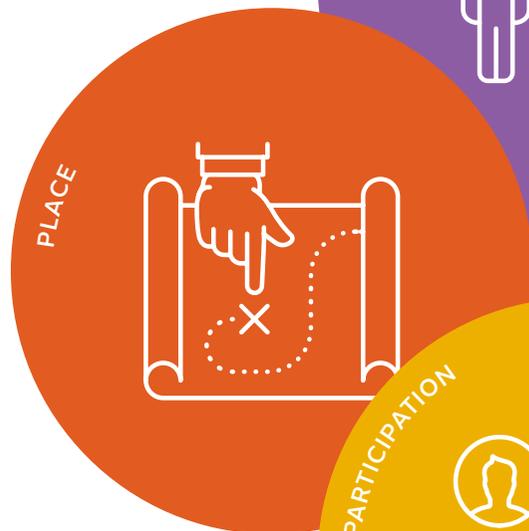
We have a range of high quality, energy efficient, **affordable homes** that meet the need of a changing population and workforce.

Our Recovery Strategy, principles and themes

The approach to recovery for Cumbria will be built around existing partnerships. Shaped by all partners at a county and local level. Recovery plans will be clearly articulated in their programmes and plans.

These plans will be monitored for success by Cumbria's Strategic Recovery Coordination Group.

Our guiding principles for recovery will be 'Selflessness, Integrity, Objectivity, Accountability, Openness, Honesty, Leadership'.



Recovery Themes





A SUSTAINABLE, GROWING ECONOMY FOR CUMBRIA



PROSPERITY

Cumbria's economy will develop sustainably, with growth particularly focussed on tackling poverty and providing quality employment for all.

Priorities for Recovery

- › Working in partnership to ensure Cumbria's for businesses can continue to operate in a Covid-19 secure way
- › Build on the Cumbria wide plan to rethink our economic future making sure that Cumbria's needs and opportunities are effectively addressed
- › Develop the areas where Cumbria has genuine competitive advantage and there is policy and investment traction
- › Work with government to secure investment and policy support for Cumbria
- › Ensure at the heart of recovery activity is Inclusive Growth, Making sure that Inclusive Growth, net zero/decarbonisation and increased productivity are at the heart of recovery
- › Work with key business sectors to implement sectoral recovery plans
- › Develop and implement a Poverty Framework to ensure priorities and work programmes reflect the impact of poverty and contribute to our ambitions.



MEASURES OF PROGRESS

- › Economic Impact Assessment developed and implemented
- › Accurate understanding of Economic Impact available and used to inform activity
- › Impact on Cumbria's economy is less detrimental than forecasted in July 2020
- › Effective package of mitigation measures in place to offset the worst economic impacts including increased financial and policy support from central government
- › Reduced number of children living in poverty.



SAFE, HEALTHY
AND FULFILLING
LIVES FOR ALL



PEOPLE

Everyone in Cumbria will have the opportunity to develop and use their skills and talents in a way that recognises the value they bring to society and to enjoy a safe, healthy, varied and fulfilling life whilst achieving their potential.

Priorities for Recovery

- › Work to minimise the impact of Covid-19 on health inequalities and the health and wellbeing of people and communities – including due to poor Mental Health, Misuse of Substances and experience of Domestic Abuse throughout the pandemic
- › Implementation of the Early Help Strategy to support schools and the wider Safeguarding system to minimise demand across the system and improve educational outcomes for children and young people
- › Learn from this experience and work towards building a better health, care and wellbeing care system that serves all the people and communities of Cumbria
- › The instigation of measures to mitigate identified risks to population mental wellbeing and mental health arising from Covid-19
- › Increase proportion of the population with basic skills, including digital skills, enabling access to better work and improved prospects.



MEASURES OF PROGRESS

- › Reduced numbers of people reporting as feeling isolated
- › Reduced numbers of children and young people Not in Education, Employment or Training
- › Improved educational outcomes for all children
- › Reduced number of children receiving statutory services
- › Self-reported measure of people's wellbeing (Healthwatch)
- › Reduction in the rate of people being admitted to hospital for substance misuse harms
- › Increase in the number/proportion of people reporting feeling safe and supported
- › Reduction of repeat Domestic Abuse incidents.



**CUMBRIA, AN
ATTRACTIVE
PLACE TO
WORK AND LIVE**



PLACE

Cumbria's physical infrastructure will promote health and wellbeing with access to good quality suitable housing to meet needs, high quality urban environment with good access to the services needed for a healthy and safe life. All contributing to making Cumbria an attractive place to live, work and visit and encouraging sustainable growth.

Priorities for Recovery

- › Seek funding support for infrastructure that can unlock economic growth, employment and housing
- › Support housing market recovery through the key themes of the Cumbria Housing Statement
- › Promote health and wellbeing with access to good quality housing to meet identified need
- › Work collaboratively to identify projects and seek external funding opportunities that can support local recovery
- › Seek opportunities to use Government place programmes to progress Recovery Priorities
- › Deliver the Cumbria Digital infrastructure Strategy primarily focusing on the impacts of Covid-19
- › We will implement plans to safely manage Cumbria as the UNESCO tourist destination that is first-class for visitors and our communities.



MEASURES OF PROGRESS

- › Reduction in homelessness and the number of rough sleepers
- › More homes are delivered across the County
- › New ways of working – digital connectivity
- › Effective delivery of agreed programmes within Town Deals and Borderlands
- › Increased property transactions and private lettings back to pre COVID-19 levels.



**STRONG,
INCLUSIVE
AND THRIVING
COMMUNITIES**



PARTICIPATION

Cumbrian communities will be strong, resilient and inclusive, with well-developed social networks and widespread engagement with community life.

Priorities for Recovery

- › We will continue to encourage neighbourliness and informal community action. We will build further on the asset based approach to ensure communities continue to thrive and are even more resilient for future emergency events
- › Continue to learn and adapt from our experience (and that of others), building on positive changes and letting go of unhelpful ways of working, and support people as they learn to work in new ways
- › Building on the community response to Covid-19 - supporting people and communities in Cumbria to thrive
- › Adopt a collaborative co-production approach, involving a wide range of people, communities and organisations.

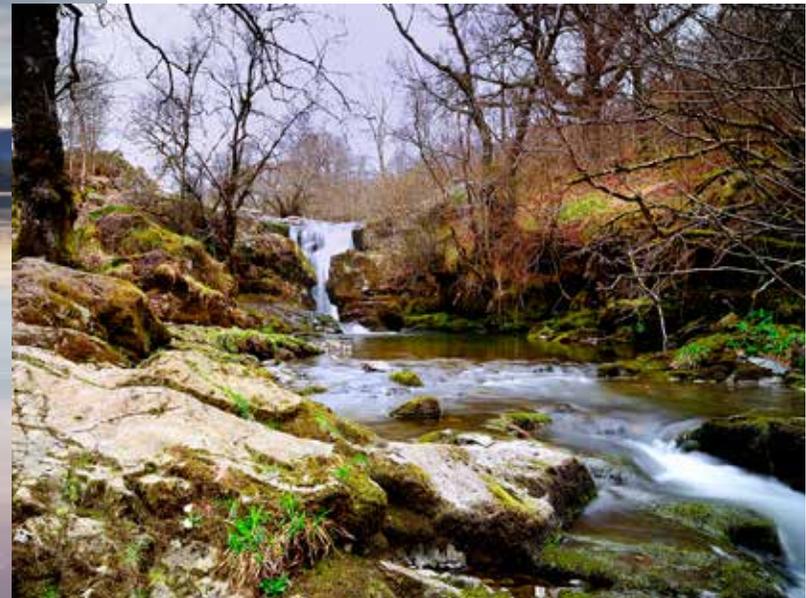


MEASURES OF PROGRESS

- › Stronger communities: reduction in the gap - indices of deprivation
- › Social inclusion: self-isolation, proportion of adult social care users who have as much social contact as they would like
- › Service user feedback: reporting improved access to services
- › Better ways of working between public sector and community/voluntary groups with evidence of greater co-production.



PROTECTED AND ENHANCED ENVIRONMENT IN CUMBRIA



PLANET

Cumbria's natural environment will be protected and enhanced. Sustainability will be at the heart of future development and Cumbria will reduce its ecological footprint even as it develops economically.

Priorities for Recovery

- › To achieve a net zero carbon position for the county by 2037 and to mitigate the likely impact of existing climate change in a way that delivers better public health, reduced inequalities, a healthier environment and thriving local economies.
- › Increase active travel provision - making it easy for people to walk, cycle and work remotely
- › Support the wellbeing of people and the environment through access to nature, ability to exercise and access to essential services
- › Develop low carbon infrastructure that supports local economic recovery from coronavirus
- › Embrace the natural environment to support Cumbrian farmers and farming and harnessing new technologies.



MEASURES OF PROGRESS

- › Reduced fuel consumption & mileage
- › Reduced carbon emissions
- › Preparation of a nature recovery strategy
- › New ways of working and learning – digital connectivity
- › Funding and plans in place for more joined up walking and cycling networks (LCWIPs).

HAVE YOUR SAY

Recovery will be a long-term process that requires a flexible and sustainable approach, as there are still many unknowns. Many of the impacts of Covid-19 are still not yet clear, and the national approach to recovery is also still emerging.

But we are committed to starting to make effective recovery plans for our future now.

That is why we have produced this document outlining our suggested recovery plans and priority areas.

We really do want to hear from you about these important recovery plans. Please take time to fill in this survey at **cumbriarecovery.org** and give us your thoughts, ideas and suggestions.

We have used our knowledge and understanding of the impacts of Covid-19 and we have engaged with partners across the systems to develop a draft Recovery Strategy. We will use your feedback to refine our thinking and reflect this in the final Cumbria Recovery Strategy - to be published in 2021.

We firmly believe 'Together we can' - build a better future for us all and your voice in shaping these plans are essential.

**Signed on behalf of all partners
from Cumbria's Strategic Recovery
Coordination Group**





RECOVERY WILL BE
DEMANDING BUT OUR AIM
IS TO BUILD A BETTER PLACE
WHERE PEOPLE ARE HEALTHY
AND SAFE, COMMUNITIES ARE
CONNECTED AND THRIVING
AND OUR ECONOMY IS
GROWING, SUSTAINABLE
AND BENEFITS EVERYONE.

Contact

COVID.recovery@cumbria.gov.uk

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