

Allerdale
Area Plan
2012-14



Cumbria County Council - Serving the people of Allerdale

What we have done in Allerdale

The County Council has:

- Invested over £100,000 across Allerdale in grants to support local groups;
- Completed works on the replacement of Northside Road Bridge and Navvies Bridge following the floods of 2009;
- Secured investment of £3m of infrastructure works as part of a £5.7m programme to develop the Port of Workington;
- Drawn down and secured £1.04m of Rural Development Programme for England funding into Allerdale to assist micro enterprises to purchase equipment to increase productivity and create jobs;
- Managed the Intensive Start Up Support (ISUS) programme providing advice and guidance to new businesses, resulting in 22 new starts creating 20.5 jobs in Allerdale;
- Supported the development of social enterprises including providing 13 business assists to the sector in West Cumbria;
- Assisted Iggesund Paperboard to secure investment to construct a combined heat and power plant at Siddick.

Our priorities for Allerdale

- Improve the local economy;
- Tackle health inequalities;
- Improve transport connections;
- Raise educational achievement.

What we will be doing in Allerdale

- Developing the Port of Workington;
- Developing secondary schools provision in Workington using funds from the central government “Priority Schools Building Programme”;
- Ensuring pupil place provision meets identified need;
- Influencing the development of emerging national projects based in West Cumbria including proposals to build:
 - o a new nuclear power station in Copeland
 - o a new high powered grid connection
 - o an underground nuclear waste repository in West Cumbria
- Modernising library services;
- Rolling out superfast broadband through the Connecting Cumbria programme;
- Making day centre upgrades and modernising older adult homes.

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The construction of the new Northside road bridge at Workington has been a focal point for local people

1. Foreword

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

This 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 Allerdale, and have received a great deal of information from council officers about the work that needs to be done over the next few years.

We set 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 brings together in one place the story of the County Council in Allerdale and how it is working across all of its services to deliver high quality services and support which meet local need. A plan such as this can only contain a snapshot of some of the services we deliver, but as councillors we recognise and celebrate the work that all of our officers do in Allerdale.

We have used all of the input that we have been given to set the direction we want council services to follow over the next few years and have agreed a number of priorities.

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

We have over 5000 staff delivering over 800 different services in Cumbria and we are proud of the County Council's contribution towards making Cumbria a great place to live and work.



Councillor Eric Nicholson
Chair of Local Committee for Allerdale



The new water play park is one of the highlights of the £1.4m renovation of Silloth Green funded by Heritage Lottery Fund

2. Executive Summary

This Area Plan provides a current snapshot of life in Allerdale and how Cumbria County Council is working across directorates and with its partners to deliver relevant, quality services in support of local communities. Allerdale is a great place to live and has much to offer, however despite its many attractions, 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 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 Allerdale has considered the data for the area and has agreed the following area priorities to target its resources:

Improve the local economy

- encouraging business growth and creating jobs;
- enhancing the local economic infrastructure and improving the skills of the workforce.

Tackle health inequalities

- targeting areas where life chances are lower;
- ensuring that the forthcoming changes in public health arrangements are made in a way that maintains and improves the health of local people.

Improve transport connections

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

Raise educational achievement

- examining local schools provision;
- supporting projects that build on the abilities of young people, especially in those areas where significant gaps in attainment are evident.

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 it wishes to pursue longer term, more sustainable solutions in line with the developing county anti-poverty strategy.

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 Allerdale. These are detailed in the plan.



The county council successfully lobbied for extra carriages to be put on the Cumbrian Coastal Line over the 2012 summer holidays

3. Introduction

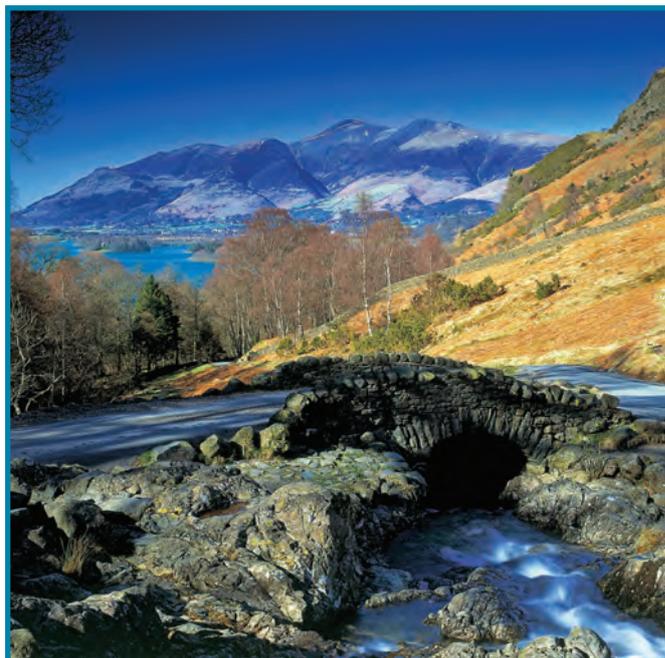
The County Council delivers and commissions a wide range of services, many of which, like schools, libraries, care homes and children's centres, are located in local communities. The council maintains highways, delivers support services to many vulnerable people in their own homes and provides a number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

The council has three key priorities:

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

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

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



View of Ashness Bridge

The Allerdale Area Plan describes how the council's priorities and aspirations will be delivered locally in Allerdale – 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 Allerdale.

The Allerdale Local Committee and the local managers of the council's services in Allerdale 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 Allerdale over the next three years.

4. About Allerdale

Allerdale's Geography and Demography

Allerdale is in north-west Cumbria. The district covers a geographical area of 1,242 km² and spans the Solway Coast Area of Outstanding Natural Beauty, northern parts of the Lake District National Park, including the tourist centre of Keswick, and the West Coast urban centres of Workington and Maryport.

There are some notable urban centres in the area, but Allerdale is predominantly rural in nature. Access to some rural areas is poor and towns can experience disadvantages in attracting investment due to remoteness and poor transport links. Whilst the main service centre is Workington, in the North and East of the district travel to work areas and community focus can gravitate towards Carlisle and Penrith.

The district's population total has remained relatively stable in recent years (+0.6% since 2001), however the age profile is becoming older with the number of residents aged over 65 years having increased by 13% and the number of residents aged 0-15 years having fallen by 7.5% since 2001. 73% of residents in Allerdale work in the area.



View of Keswick town and lake

Education, Skills and Allerdale's Economy

Public services jobs account for the greatest proportion of employment in Allerdale (28.6%) and tourism also plays a key role in the area's economy, with jobs in wholesale & retail and accommodation & food service activities accounting for 27% of employment.

Jobs within manufacturing account for a further 15.9% of Allerdale's employment, however employment within the tourism and manufacturing sectors has fallen over the last three years. There is a growing freight port at Workington, providing a link to the world's major trading hubs and the area has international business connections which are stronger than many other areas, with the Energy Coast and Lake District representing global brands.

In the rural north, agriculture is still an important sector for employment and the economy.

Allerdale has a considerable amount of available commercial and industrial land, and although there are high quality sites available, there is an oversupply of poor quality units.

In terms of skills, Allerdale has the third lowest percentage in the county of adults educated to NVQ Level 4 or above, at 30.2%. (Cumbria = 30.9%, England = 31.1%). The average proportion of residents with high level qualifications is comparatively low.

Travel, CO₂ and accessibility in the area

Allerdale is well connected to the national strategic road networks at the M6, A66 and A69 via the A66 and A595/A596 and to long distance rail networks via the Cumbria Coast Line. The A66 is a comparatively modern single carriageway for most of its length with sections of dual 2 lane carriageway and climbing lanes to allow overtaking. The A595 and 596 to Carlisle are less satisfactory and relatively unimproved with less reliable journey times and some community severance and disturbance and road safety issues.

Local businesses and community representatives are keen to see reduced journey times and improved journey time reliability between settlements in Allerdale and the rest of the North West region, the North East, UK and Europe. Such measures should include improvements of the A66 between Workington and Scotch Corner and A595 through Allerdale to Carlisle including further dual carriageway sections.

The larger settlements in the area all have rail stations with the exceptions of Cockermouth and Keswick. The rail line provides an hourly passenger service to Carlisle and Whitehaven and carries substantial volumes of freight mainly to the Port of Workington and Sellafield. There are plans for enhanced service frequencies and rolling stock capacity and for better station facilities and interchange arrangements.

Allerdale has the second highest CO₂ emissions per capita of the districts in Cumbria - 10.7 tonnes compared to a Cumbria figure of 9 and an England figure of 7.1.

Income, Deprivation and Poverty in Allerdale

Educational attainment and household incomes in Allerdale are generally comparable with county averages and levels of unemployment are below the national average. However parts of Allerdale experience high levels of deprivation. In these deprived areas unemployment is high, while household incomes and educational attainment are low.

Workington and Maryport contain wards classified as “considerably more deprived than the England average” on the Index of Multiple Deprivation, all with high rates of worklessness. Allerdale’s average household income is £25,319 which is lower than the county average of £26,004 and 14.3% of households in the area have an income of less than £10,000. This is higher than the average in England of 11.9%.

27.7% of Allerdale’s households live in fuel poverty – not the highest area in Cumbria – but significantly higher than the figure of 18.4% of households in England. In terms of unemployment / benefit claimants Allerdale has the joint third highest out of work benefit claimant rate in the County at 12%. (Cumbria = 11.3%, England = 11.9%). The gap between the performance of pupils eligible for free school meals and the ‘rest’ is significantly above the Cumbria average.

The average house price to household income ratio for Allerdale is just below the county average, however this masks significant differences within the area. For example, in some of the area’s rural wards this affordability ratio is very high, whereas in certain urban wards house prices are very low. A significant amount of the existing housing stock is of low quality.

Health and Well-being in the area

Overall levels of crime in Allerdale have fallen by 5% recently, but rates remain higher than the Cumbrian average and incidents of business crime and rates of domestic violence are on the rise, as are the number of people killed or seriously injured on Allerdale’s roads. Crime and disorder in Allerdale is most prevalent in deprived areas and there have also been high numbers of incidents in certain forms of crime within popular tourist centres, especially Keswick. Community safety priorities are to address anti social behaviour, violent crime, domestic violence, drugs and alcohol and the reduction of offending behaviour.

The area is rated highest in Cumbria for years of life lost from suicide and also has significant issues around alcohol misuse, with Allerdale having the fourth highest rate of under 18s admitted into hospital with alcohol specific conditions in England.

The latest statistics for the district show that there is a higher than national average level of obesity amongst primary school children and lower than national average rates of conception for those aged 16 and under.

5. Highlights and Achievements

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

Direct support to communities

Allerdale Local Committee has invested over £400,000 across Allerdale in the past year on projects and services that have benefitted people of all ages and from all areas, both through decisions made at its meetings and by grants given at neighbourhood forums and its grants panel. The council has supported organisations to use council funding to match with other monies and thereby enhance projects in the area. Grant giving of this kind has enabled local community groups to deliver projects which they have identified and which contribute to the improvement of their communities. The council values the work of community organisations in developing community life and delivering services to local people. This work by the 3rd sector provides a significant contribution to the lives of people in Allerdale, and the council's financial support to this work through grant funding for these organisations is a matter of pride to us.

Support to tackle poverty

The council has funded the ongoing work of local credit unions in Allerdale and has sponsored a project to extend the take up of the credit union's services through a new public awareness raising campaign. The uptake in the area has risen significantly from 1510 members in 2010 to 2619 in 2012. The council has also financed a Money Advice service in Allerdale, delivered by the Citizen's Advice Bureau, which dealt with 1,495 debts totalling £3.6 million to September 2011.

Engaging with local communities

Local members have held regular neighbourhood forums and other engagement events across Allerdale throughout the past year, enabling residents, organisations and businesses to be informed about the work of the council and its partners and have a direct

influence on proposed changes in the area. 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.

Connecting communities

This year the replacement Northside Road Bridge will be opened. This will be a modern structure that has been designed to meet current and predicted future transport needs and to fit well into the local landscape. The new Navvies Bridge was opened in 2011 to replace the foot and cycle bridge lost in the 2009 floods. The Distington bypass opened in 2009 and has eased traffic problems between Workington and Whitehaven. A substantial network of off road cycleways has been developed in the area over recent years, and local improvements to walk and cycle routes to schools have been implemented.



The new Navvies Bridge is a landmark structure for Workington

Supporting economic growth

The council has secured investment of £3m of infrastructure works as part of a £5.7m programme to develop the Port of Workington. The Port of Workington Development Plan sets out a growth strategy for the future and has the support of the local authorities and businesses. The container terminal has been expanded as a result of this and a new high

capacity crane purchased to handle heavy lift cargos on behalf of the nuclear, offshore and civil construction sectors. This has allowed the volumes of wood pulp and log handling to be expanded and new cargo activities were introduced, including peat moss and solid recovered fuel.

The council has managed the operation of the Solway, Border and Eden and the Fells and Dales Local Action Groups, which have in turn supported a wide range of projects aimed at improving the productivity of land based industries, micro enterprises, training, enhancing the environment and maintaining sustainable communities. The council, with partners, has drawn down and secured £1.04m of Rural Development Programme for England funding into Allerdale to assist micro enterprises to purchase equipment to increase productivity and create jobs. The local authorities in Cumbria and Lancashire have secured a Planning Performance Agreement with National Grid to coordinate joint planning authority engagement through the North West Coast Connections Project. This means the council will have an opportunity to ensure consideration is given to local communities' interests and the local landscape and environment in the development of major projects – having a voice in influencing the positive opportunities development will bring and trying to minimise any negative impact in the area.

The council has completed a brand protection study (in support of West Cumbrian business and tourism) through the West Cumbria Managing Radioactive Waste Safely (MRWS) Partnership and more than 800 people have attended public participation events across Cumbria in relation to the MRWS process.



The newly restored Victorian pagoda at Silloth Green

Support to businesses

The council has managed the Intensive Start Up Support (ISUS) programme, providing advice and guidance to new businesses and resulting in 22 new starts creating 20.5 jobs in Allerdale in 2011/12.

The County Council has also 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 as well as supporting a number of manufacturing companies through the aftercare programme, resulting in two more international companies being attracted to Westlakes Science Park in the nuclear and related field in 2011. The council, in conjunction with other partners, also assisted Iggesund Paperboard to secure investment to construct a combined heat and power plant at Siddick.

Delivery of major projects

The council has acted as client or project manager to deliver a number of infrastructure/environmental schemes including securing external funding for a range of activities - £1.4m Silloth Green restoration and enhancement, the "highly commended" £1.7m Navvies bridge replacement and the marketing and sale of Derwent Forest for a mixed use development.

In order to improve the skills of the workforce and tackle disadvantage the council has secured investment to support the commencement of the £6m 3,000m² Construction Skills Centre, Lakes College, Lillyhall.

Helping people into work

Through the countywide £1.4m Future Jobs Fund, the council has assisted fifty seven 18-24 year olds in Allerdale and Copeland into work for a minimum of 6 months. The council also assisted 102 long term incapacity benefit claimants in West Cumbria into jobs and 110 into training through the Return to Work programme in 2010.

Improved connectivity

The council has worked with Direct Rail Services (DRS), Northern Rail, and Sellafield Ltd to implement a Sellafield Pilot Rail service. The train consists 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. Small station improvements have been implemented including the innovative and award winning Harrington Hump that improves access where station platforms are low.

Keeping people safe

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



Young people get a taste of life as firefighters

The council has delivered a Young Fire Fighters programme aimed at giving disadvantaged youngsters the opportunity to work as part of a team and to increase their self confidence, equipping them with skills to help them in later life. This has run successfully from Workington, Cockermouth and Silloth Fire Stations.



Fire and Rescue Service fitting a home smoke alarm

Crews of fire fighters and community safety staff have undertaken around 200 Home Fire Safety in the Allerdale area each month. Last year, 4,791 of these visits were carried out across Allerdale and Copeland. Instances of house fires in the county are reducing through our efforts.

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 as a result of this.

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

The council has put in place a "Children in Care Council" which will give those young people who are looked after a formal voice to enable them to share their views and help shape services.

Helping people live independently

The council's implementation of a new service called 'reablement', which aims to regain an individual's independence at home, has been extremely successful in Allerdale and has seen people in the community supported to overcome health and social care needs and live independently at home.

Youth Engagement

A local Youth Council has been set up through the County Council which supports 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 & readiness for school, parenting and family support, child and family health and well being and links to Jobcentre Plus.

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



Connecting Classrooms cluster visit from Taiwan to Cumbria



Cumbria County Council Leader Eddie Martin with musicians from Cockermouth School, who are also in the Cumbria Youth Orchestra, at the Celebrating Youth launch

6. Where do we want to be?

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

Improve transport connections

Through the pursuit of local sustainable transport measures to encourage access on foot, by cycle and bus, and larger projects to improve access into and within the district and by maintaining and improving the condition of our transport networks.

Improve the local economy

By encouraging business growth and creating jobs, enhancing the local economic infrastructure and improving the skills of the workforce.

Raise educational achievement

By examining local school provision and by supporting projects that build on the abilities of young people, especially in those areas where significant gaps in attainment are evident

Tackle health inequalities

By addressing the issues highlighted in the Joint Strategic Needs Assessment for the area - targeting areas where life chances are lower and by ensuring that the forthcoming changes in public health arrangements are implemented in a way that maintains and improves the health of local people.

Improving council services

By ensuring that at a time of national pressure on local government funding we continue to provide responsive and effective services, improving our performance wherever possible.

(Further details of council priorities and services, as well as the Council's aims and objectives for Cumbria, are set out in the Council Plan. The approach to service delivery and programmes for change and improvement are set out in the council's approved strategic plans including the Local Transport Plan, Children and Young Peoples Plan, and Directorate service plans. These are available on the council's website.)



Cumbria County Council Chairman Norman Clarkson meets students at Lakes College excited about the new £7m Britain's Energy Coast Construction Skills Centre to open in 2013

7. Delivering our services

The council delivers a wide range of services in Allerdale, 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 of which are available and to a much broader range of people (for example library and archive services, community transport in rural areas, road maintenance and adult education).

In terms of the council's delivery of services in Allerdale there are some key projects and areas of work which the council will invest resources in to help to deliver the council's priorities and aspirations in Allerdale – 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 Allerdale will include:

- Developing the Port of Workington;
- Developing secondary schools provision in Workington using funds from the central government “Priority Schools Building Programme”;
- Ensuring pupil place provision meets identified need, working closely with the district council and potential developers to secure contributions towards new places where appropriate
- Influencing the development of emerging national projects based in West Cumbria including proposals to build:
 - o a new nuclear power station in Copeland
 - o a new high powered grid connection
 - o an underground nuclear waste repository in West Cumbria
- Modernising library services;
- Rolling out Superfast Broadband to all parts of the area through the Connecting Cumbria programme;
- Making day centre upgrades at Princess St and 21a Carlton Rd, Workington;
- Modernising older adult homes at Inglewood, Wigton and Parkside, Maryport;
- Working with stakeholders and the local community to review and further improve the services provided at Park Lodge, Aspatria and Richmond Park, Workington.

Improve transport connections

In Allerdale the County Council will maintain the infrastructure of roads, bridges, pavements and public rights of way to a good condition so they are open and available for people and goods to move efficiently to, from and within the area. The council will invest around £4.5m in maintaining the local road network in Allerdale.

Given the particular challenges Allerdale faces in terms of its connectivity to the rest of the county and beyond, the council will work with the Department for Transport, the Local Enterprise Partnership and other bodies to ensure the strategic improvements to the A595, A66, Cumbria Coast Rail Line and Workington and Silloth ports are delivered. Councillors are particularly keen to ensure that economic development is enhanced through transport links within Workington between the port and the south of the town and to the A66.



Transport connections in the area

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

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 linkages with other methods of transport.

It is evident from current Rural Wheels activity that there is a need to develop community transport provision in parts of Allerdale where bus service provision is not sustainable. The aim will be to consider a range of solutions, working with local organisations and communities which will address unmet travel needs.

The council will support bus services that are not provided by the commercial operations of bus companies where they meet agreed criteria; as well as providing home to school transport and transport for vulnerable adults to day care facilities.

The issues with accessibility in the area will also be helped by the continued development of Voluntary Social Car Schemes and the council will further develop Community Transport provision in the area through improved usage of community vehicles. The council will ensure communities in Allerdale are aware of the range of transport options available through improved and targeted marketing.

Encouraging more leisure journeys on foot and by bike is an essential part of the council's approach to tackling the challenges around transport and carbon emissions. There is a substantial gap in the cycle route from Kendal to Keswick on the A591 that would need measures within the highway and off highway to create an attractive cycling route between Grasmere and Keswick. Some options have been developed and are await funding opportunities.

The Wigton Sustainable Transport scheme will link into the first phase of the cycle network for the town opened in 2011 and provide safe and attractive cycling and walking routes linking two schools, a residential area, a recreational area and an employment site. Other towns will be considered for similar projects to enhance local walking and cycling opportunities for both access and recreation purposes.

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



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

Improve the local economy

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 Allerdale. Allerdale 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 seek to influence national policy to secure the maximum benefit for Cumbria in relation to nuclear development and energy related programmes; and lobby for further infrastructure investment. The County Council will also seek to secure the maximum community benefit from nuclear and energy related developments 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.



Port of Workington

There is great potential from the Port of Workington in supporting the Energy Coast and reducing carbon emissions from road transport. The Port has an ambitious development plan that will support economic growth in West Cumbria linked to the nuclear and energy sectors and provision of intermodal freight facilities. The council's aim is to facilitate the development of the Port as appropriate, in line with the strategic development of ports across West Cumbria.

The Port will, continue to pursue the implementation of a 10 year investment programme, including the refurbishment of berths 1 and 2, as well as considering expansion to the Port, the warehousing facilities, the introduction of a new sea based container service to Europe and providing a strategic asset to support the growth of West Cumbria's economy.



Shipping minister Mike Penning MP (second from right) visited the Port of Workington in July 2012 to learn more about the £5.7m investment programme funded by Britain's Energy Coast

To enable some of the larger development sites to come forward for housing and employment there is a need to provide good quality strategic highway and transport access, funded through developer funding. This may include new or improved road routes to better connect the A66 to industrial, employment and development sites to the west of the town centre. New improved access by road, passenger transport, bike and on foot will be required to enable development of the former Corus steelworks for housing and employment. The new road access arrangements will need to connect to other existing and potential employment areas west of Workington. This will enable improved access to and from the town centre and help give an attractive gateway to the town.

The council will work with community bus operators and train operators to encourage greater use of the services. This, together with improved access to the railway station on foot and by bike to and increased car parking will increase the role of the railway in achieving economic and transport outcomes. The Workington Transport Hub scheme will also contribute to opening up the Corus and Derwent Howe sites.

Transport will also be key to the success of Derwent Forest, therefore the council will be working with other organisations to make sure the transport implications and requirements are assessed adequately to support this development.

A vital aspect to supporting economic regeneration in Allerdale is the availability of accessible employment land. Lillyhall is a key strategic employment site well connected to the main road network but in need of enhanced bus services and better access on foot and by bike. Funding from developers will be needed to ensure the required transport improvements. The council will work with the Homes and Communities Agency to improve the marketing of Lillyhall and maximise opportunities for the disposal of employment sites no longer required to be in public ownership. The council will also progress the Construction Skills Centre at Lillyhall which will be complete by summer 2013 in time for the new academic year.

The council has started engagement in the preparation of the Minerals & 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 is engaging in the development of the Allerdale draft core planning strategy and other plans and strategies to support new development appropriate to the size and role of the area.

Through discussion about the draft core planning strategy we seek to ensure 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.

Balanced housing markets will be created through refurbishment, clearance and renewal and by enabling new houses to be built within the wider area. There is a need for choice, quality and flexibility in the land allocations being made for employment and housing. This is considered essential to enable the rapid economic and social transitions that can be delivered through key schemes.

To help achieve necessary sustainable growth it will be necessary for developers to directly mitigate their impact on infrastructure and services and provide new services and facilities as needed, and a key part of our response on this, and our subsequent work with developers, is to ensure that this happens.

The council will support the development of key economic related projects and assets such as new transport arrangements in Workington and Whitehaven, mixed developments around Maryport harbour as part of its Forward Strategy and maximising economic benefits arising from the excavations at Camp Farm.

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

The County Council will work with the nuclear industry and major infrastructure providers to identify a package of key socio-economic projects and funding sources to help support the growth of the West Cumbria economy. Other planned activity includes identifying the necessary skills and support to ensure the workforce needs are met and working with Sellafield Ltd to develop a procurement strategy to support the local supply chain.

The national proposals regarding Managing Radioactive Waste Safely have included ongoing discussions regarding the possibility of building of an underground waste repository in West Cumbria. The council will take an active role in reviewing and commenting on these proposals as they are brought forward.



Young person enjoying new play facilities at Silloth

In recognition of the impact the council's procurement has on the local economy, the council will continue to ensure local suppliers have access to our contracting opportunities. Where practicable, and acting within the boundaries of procurement legislation, the council's procurement activities will aim to positively impact on the local economy, deliver better longer-term outcomes and support local organisations in being able to bid for and win public sector contracts, within an overall context of delivering value for money and meeting the needs of service users.

Raise educational achievement of young people

The Government has recently announced that a University Technical College is to be constructed in West Cumbria, specialising in the energy sector and engineering, and the council will work to ensure that the new facility complements school provision in the area. The council is anxious to address the issue of secondary school provision across the district, but particularly to focus on the future of the secondary schools in Workington. At the time of going to press, the council was awaiting the full details of a successful bid to government for support for this work.

The council has committed to extending and improving Youth Participation across the county. In Allerdale the council has directly supported the development of locality youth forums and the creation of an Allerdale Youth Network. The Local Committee has also recently extended funding for "Celebrating Youth" events and a "Children in Care" council. This will actively promote work in the area that celebrates the achievements of young people, builds confidence and raises aspirations. Whilst this work is in development, councillors have expressed a desire to look carefully at the level and extent of youth service provision within the area. Over the life of this plan, councillors will work with officers to review these developments and work to ensure that recently re-commissioned youth participation contracts are implemented effectively across Allerdale.

The Fire and Rescue Service will pilot a comprehensive educational and development scheme called Community Fire Cadets, which will lengthen the time spent with disadvantaged young people to up to 4 years, giving an opportunity for the service to extend contact time and make real differences to the more vulnerable young people who otherwise may not be exposed to good male/female role models at home and who may also participate in such dangerous activities as fire setting. The target age will be 14 – 18 years. The council will also evaluate the education packages that our Fire Crews and specialist Community Safety Advisors deliver to local schools.



Mo Fowler from Age UK and Christine Kelly, a Cumbria County Council social worker, get to grips with Telecare

Reduce health inequalities

Plans are in place to improve dementia care provision within the district in older adult homes at Inglewood, Wigton and Parkside, Maryport. A pilot project is also running in the area that offers grants of up to £500 to individuals and families to make changes in their own homes to help make them dementia friendly.

The council's intention is also to work with stakeholders, including existing homes and the local community, to explore the potential for the development of extra care housing schemes in Workington and Aspatria. This will involve developing a proposal and business case for consideration by Cabinet at a future date.

The council also intends to further develop the use of high level home care services, supported by assistive technology, allowing people to remain supported at home. These are services that combine a traditional domiciliary home care service with basic nursing tasks. Funding of £130,000 is being made available to provide training for local care home staff, and integrated service co-ordinators are also being put in place to support people to return home after a stay in hospital, making sure they return to a warm, safe environment.

The council currently offers an annual health assessment with their GP to people known to the community to have learning disabilities and this is linked to their specific needs. There are plans to extend this to other groups, 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 also have services designed for them to enable them to return to their local area.

The council will be working through the Cumbria Road Safety Partnership to reduce the number of people killed or injured in road traffic collisions on our roads, concentrating on those locations, routes and users disproportionately affected, and the Fire Service will work with Police colleagues and other partner agencies to reduce anti-social behaviour, in particular deliberate nuisance small fires.

The council also plays a part in encouraging healthy lifestyles by incorporating physical exercise in day to day life through walking and cycling initiatives and by supporting and putting in place measures that make the local environment less obesogenic.

Workington and its surrounding area will benefit from the building of a new Fire Station and local offices in Moorclose, Workington - due for completion in 2013. This will provide community facilities as well.

To help improve the safety of communities in Allerdale the service plans to deliver first aid training to schools and other community groups and over the next 12 months County Council staff will be trained to deliver the British Heart Foundation's Heartstart programme.

Improving Services

The council will reshape the library service in the area to become more proactive, having more direct engagement with the communities they serve. The main library in the area will begin to act as the hub for a network of community library facilities across the area. Over time these networks will eventually replace the current mobile library service with a growing number of library service points. Existing library branches and community facilities, such as village halls, shops, pubs and community centres, will be utilised more and more. This enhanced network will form an integral part of the existing public library service and will complement it will be supported by peripatetic library staff and will 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 supporting them to provide greatly increased and more sustainable access to library services within their own communities. The council will be marketing and promoting our existing services, particularly those aimed at the more vulnerable in society – the provision of large print books and downloadable audio books and the promotion of health and wellbeing through our Well Read programme for example.

The council provides an archive service in the area which is important in 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. The service helps support official enquiries and investigations, helps people come to terms with traumatic events, and encourages community spirit.

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 to use, which means a more effective and flexible service for the public is provided, in addition to longer opening hours for the main offices. There will be a continued expansion of e-bookings for registration services and on-line certificate ordering facilities, thus offering a 24/7 facility, and further use of technology & ICT to aid service delivery.



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



Wigton Town Centre

9. Appendix - Key Area Contacts

Councillors for Allerdale

Electoral Division	Councillor	Contact Details
Cockermouth East	Eric William Nicholson (Chair)	01900 827944
Moorclose	Gerald Humes (Vice-Chair)	01900 63976
St Michael's	Alan Lawrence Barry	01900 604289
Maryport West	William (Bill) Cameron	01900 812783
Moss Bay	Barbara Ann Cannon	01900 834702
Wigton	Joseph Cowell	016973 43479
Bowness Thursby and Caldbeck	Duncan Stewart Fairbairn	016973 43160
Seaton	Trevor Matthew Fee	01900 61635
St John's	Joseph Simon (Joe) Holliday	01900 66319
Cockermouth West	Alan Kennon	01900 826368
Maryport East	Keith Anthony Little	01900 812981
Solway Coast	Anthony James (Tony) Markley	016973 31998
Dearham and Broughton	Eddie Martin	01900 819918
Harrington, Clifton and Stainburn	Marjorie Rae	01946 831004
Aspatria	Jim Lister	016973 20894
Keswick and Derwent	Ronald Munby MBE	01900 825355

Lead Officers for Allerdale

Directorate	Service	Allerdale Area Lead	Contact
Chief Executives Office	Area Support	Ted Thwaites	01900 706013
Adult and Local Services	Social Care	Gordon Barwick	01900 706924
	Older People	Mark Hastings	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	Jonathon Smith	01946 506598
	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 (Workington) Justin Robinson (North Allerdale)	01900 706031 01228 221688
	Resilience and Risk	John Greenbank	01900 706074

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