

Eden
Area Plan
2012-14



Cumbria County Council - Serving the people of Eden

What we have done in Eden

The County Council has:

- Built a new fire station and resilience centre at Penrith and Children's Centres at Kirkby Stephen (part of the Links Building), Appleby and Penrith;
- Completed work on the footpath of Ravenstonedale to Newbiggin on Lune to improve pedestrian and cycle safety and support alternative transport provision in the Upper Eden;
- Transferred Centre 67 to Eden Community Outdoors to support the work being done there with the community, and transferred the Matterdale Education Trust assets to the Parish Council;
- Worked with Eden District Council and other members of the Vitality of Penrith Group to plan improvements to pedestrian movement between the New Squares and Booths developments and the town centre;
- Worked with local providers to trial a pilot transport scheme around Appleby to assist young people in accessing youth activities;
- Invested £42,000 in youth-related projects across Eden;
- Invested in Kirkby Stephen's Council Centre with a £10,000 cash injection to help improve the way it delivers services.

Our priorities for Eden

- Access to services;
- Development of strong communities;
- Supporting a better quality of jobs in the area.

What we will be doing in Eden

- Modernising library services;
- Opening new Fire Stations at Penrith and Patterdale;
- Supporting the roll out of Superfast Broadband through the Connecting Cumbria Project.

Contents

| | |
|--------------------------------|----|
| 1. Foreword | 4 |
| 2. Executive Summary | 5 |
| 3. Introduction | 6 |
| 4. About Eden | 7 |
| 5. Highlights and Achievements | 10 |
| 6. Where do we want to be? | 12 |
| 7. Delivering our services | 13 |
| 8. Monitoring the Plan | 19 |
| 9. Appendix | 20 |



A view of the Eden landscape

1. Foreword

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

It sets out the challenges and opportunities within this part of the county and the direction the council will take in the future to support the area. It brings together in one place the story of the County Council in Eden and how it is working across all of its services to deliver high quality services and support which meets local needs.

The Eden Local Committee has supported the development and endorses this plan. We value the opportunity the plan gives us to celebrate the achievements and monitor the service delivery of the County Council in Eden.



Councillor Martin Stephenson
Chair of Local Committee for Eden



Eddie Martin, Leader of Cumbria County Council officially opens Appleby Children's Centre

2. Executive Summary

This Area Plan provides a current snapshot of life in Eden and how Cumbria County Council is working across directorates and with its partners to deliver relevant, quality services in support of local communities. Eden is a great place to live and has much to offer, however there are still challenges to overcome in order to improve life for many communities within the area, such as tackling pockets of deprivation and improving accessibility for those living rural areas.

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

Access to services

- developing an Integrated Transport System and maintaining our existing transport network - supporting access in rural areas;
- maintenance and improvement of the key links in the network and the extension of the use of alternative transport methods;
- supporting a minimum level of service in each Key Service Centre that is customer focused and accessible.

Development of strong communities

- through community engagement, addressing rural isolation issues and supporting the development of Key Service Centre provision and local service centres as the hubs in the community;
- supporting the formation of a Credit Union for Eden that is accessible and open to everyone.

Supporting a better quality of jobs in the area

- through better use of the resources provided by the M6, A66 and the rail links of the West Coast mainline and Carlisle Settle line, the Eden area can be better marketed as an economic base for Cumbria and the region;
- the roll out of superfast broadband will bring opportunities for higher quality jobs that are flexible and support a reduced carbon footprint through less travel.

The Local Committee is particularly interested in tackling poverty through various means, including immediate support through money advice. At the same time it wishes to pursue longer term, more sustainable solutions through the establishment of a Credit Union, utilising the network of Key Service Centres as primary hubs.

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 which the council will be taking forward over the next three years to help tackle these issues and support better outcomes for people in Eden. These are detailed in the plan.

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



A view of Alston town centre

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 vulnerable people in their own homes and provides a number of support services that are issue based or specific (e.g. Trading Standards, Fire and Rescue), therefore the County Council plays a critical role in local communities.

The council has three key priorities:

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

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

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

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

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

4. About Eden

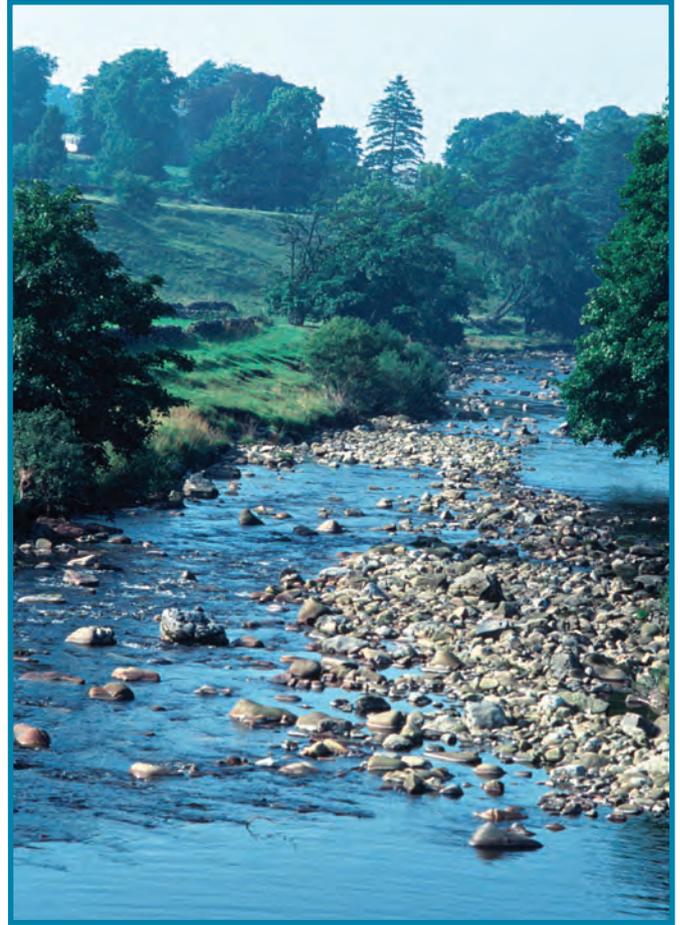
Eden's Geography and Demography

Eden sits in the east of Cumbria. The administrative centre of the area is the market town of Penrith, which is the area's foremost settlement, and much of Eden's population is scattered in small villages through wide rural areas, with Alston, Appleby and Kirby Stephen being important settlements in this context. Given the dispersal of the population, the provision of services is a particular challenge.

Eden is predominantly rural in nature and has a rich and varied natural landscape which includes sections of the Lake District National Park, the Eden Valley and the moorlands that make up the North Pennines; (an Area of Outstanding Natural Beauty).

Covering an area of 2,142 km², Eden is Cumbria's largest district in terms of land mass. With a population of 51,800 people, Eden is the least populated district in Cumbria. Eden also has the lowest population density in the county by far; just 24 people per km². While Eden has good North-South road and rail links, given the rural nature of the district with its sparse population, many communities experience disadvantages in accessing services.

Over the last decade Eden's population has been increasing faster than any other district in Cumbria, having grown by 3.9% since 2001. Eden's population is also ageing; since 2001 the district has experienced the greatest increase in residents aged over 65 years in the county. Residents aged over 65 years make up 21.8% of Eden's population, more than the national and Cumbria figures (16.6% and 20.5% respectively). Over 85s make up 2.9% of the population, higher than the national and county figures (2% and 2.7% respectively). Residents aged 14 years and under make up 15.6% of Eden's population, less than the national figure (17.5%) and the average for Cumbria (15.7%). The latest statistics show that 4.8% of Eden's population are from Black and Minority Ethnic (BME) groups, a proportion that is very similar to the county average.



A view of Eden's natural environment

Education, Skills and Eden's Economy

Educational attainment in Eden is high and the working age population is well qualified. Eden has the third highest proportion of its working age population educated to NVQ Level 4 or above at 32.6%, above the average for Cumbria at 30.9%, and England at 31.1%. 64.4% of children attained 5 or more GCSEs at grades A*-C, including English and Maths. This is the second highest in the county; the county average is 56.3% and national average is 57.9%.

Workplace earnings in the district are below the national average. Partly influenced by the number of family-run farms in the area, the rate of self-employment in the area is well above average. 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.

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

Residential desirability and tourism generates a very high demand for housing in Eden. This demand for housing distorts local housing markets and reduces the affordability of housing for residents on average earnings. It has also been identified that there is a considerable shortage of employment land ready for use in the area.

Travel, CO₂ and accessibility in the area

There are four key service centres (Penrith, Appleby, Alston and Kirkby Stephen), with Penrith being recognised as the main centre for the Eden area. Due to the rural nature of Eden, the communities of Eden also rely on Local Service Centres (e.g. Shap) and Key Service Centres located outside the Eden area (Keswick, Kendal, Hexham and Brampton).

Access to services in the area is the biggest challenge and remains an underlying priority for the council. In order to enable services to be provided that are accessible, of best quality, efficient and cost effective, the overriding priority for the County Council must necessarily be to focus development on the four Key Service Centres within Eden, the inter-connecting travel routes and, to a lesser extent, the 46 Local Service Centres.

Eden also has the highest CO₂ emissions per capita at 11.7 tonnes. (Cumbria = 8.1, England = 6.4).

Health and Well-being in the area

Average life expectancy in Eden is the highest in Cumbria at 81.3 years, above the county average of 79.9 years and the England average of 80.2 years. The district is also rated lowest in the county in relation to years of life lost to cancer and circulatory disease, and hospital admissions for conditions attributable to alcohol abuse. However, Eden has a slightly higher than average proportion of working age residents with a disability and there is significant variation across the district's wards in life expectancy. Eden has the second lowest rate of infant mortality in Cumbria (2.1 per 1,000 births). This is considerably below the national rate which is 4.6 per 1,000 births. Eden has the second lowest indicator for excess winter deaths (14.7% compared to the county figure of 17%).

Signposting to support services is not as strong as in some other areas of the county, however there is good use of assistive technology and a low rate of admissions to residential care. Use of personal budgets is not as high as in some areas of the county, and the ageing population and increasing levels of dementia are an issue, which is consistent across the county.

The area has a higher than national average level of obesity amongst primary school children in year 6 and lower than national average rates of conception for those aged 16 and under.



Rail is key to Eden's transport links

Eden is a very safe place to live. The district has the lowest overall levels of crime in Cumbria and is the third least deprived district in terms of crime in England with 92.8 incidents per 1,000 compared to 148.8 for Cumbria. What's more, levels of crime fell by 6.8% last year, the most significant fall in the county. However, regardless of this overall decline, levels of drug related crime are on the rise, and despite Eden having the lowest rate of domestic violence in Cumbria (4.7 incidents per 1,000 compared to 12.8 for Cumbria) levels of domestic violence are also increasing. The community safety priorities are anti social behaviour, violent crime, domestic violence, drugs and alcohol and the reduction of offending behaviour.

Eden has the highest rate of people killed and seriously injured on the roads within Cumbria and these numbers are rising.

Income, Deprivation and Poverty in Eden

Unemployment and overall levels of deprivation are low. Eden is the least deprived area in Cumbria and is ranked 211 out of 326 local authorities (1=worst, 326=best). In terms of child poverty 9.6% of children under 16 years are living in poverty which is the second lowest rank in the county, below the average for Cumbria at 16% and below the national figure of 21.9%.

Eden also has the second lowest 'out of work benefit' claimant rate in the county at 6.3%, below the average for Cumbria at 11.2% and below the average for England at 11.9%. Eden's average (median) household income is £27,344, higher than the county average of £26,004. 12.3% of households in Eden have an income of less than £10,000, which is below the average for Cumbria at 13.8% and below the average for England at 11.9%.

In Eden 38.3% of households are living in fuel poverty. This figure is the fourth highest of all local authority areas across England and is above the county average of 28.1% and the average for England at 18.4%.



Farming - a vital element of Eden's economy



Firefighters demonstrate cutting into a vehicle to extract road traffic collision casualties



The council provides equipment to enable independent living

5. Highlights and Achievements

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

Supporting development in the area

The council approved alterations to the highway to help support the New Squares development in Penrith, and has been working with Eden District Council and other members of the Vitality of Penrith Group (which includes local businesses and voluntary organisations) to plan improvements to pedestrian movement between the New Squares and Booths developments and the town centre. Effective linkage between the new developments and the centre of the town is aimed at increasing footfall and boosting Penrith's economy.

Supporting young people to access activities

The council put a pilot transport scheme in place in Appleby to help take young people to activities. The 'Catch a Ride' pilot was developed by the County Council, Eden Community Outdoors and Heart of Eden Development Trust. The council provided funding through Eden Local Committee to help establish a new youth club session from 6.45pm to 8.45pm on Thursday evenings and young people registered with Rural Wheels to book their place to the club on a timetabled transport service.

The council also invested more than £42,000 in a variety of youth-related projects across Eden – to the Guides to help purchase laptops; to support a digital arts project for young people across Eden; towards the cost of summer camp activities in Appleby; to help Eden Young Parents Group to fund a summer trip for young parents and children; to the Army Cadet Force for new training equipment; and to the Sunbeams Music Trust to contribute towards the cost of delivering weekly music sessions for disadvantaged and/or disabled children.

Investment in local services

The council provided Kirkby Stephen's Council Centre with a £10,000 cash injection to help improve the way it delivers services, which will assist with a transition to a more sustainable future for the centre.



Official opening of Kirkby Stephen Local Links



Local schoolchildren join in the fun at Local Links official opening

Kirkby Stephen Council Centre was created to provide public access to a range of county, district and parish council services. The investment was made to help develop and extend the services offered to the public to better suit their needs.

Provision of library services

The council put a new library scheme offering weekend reading sessions in place - 'Stories on Saturday'. This will see teenage volunteers helping to host weekly sessions for children between the ages of five - seven and will allow the children and their parents to discuss and explore books which the children have read. The aims of the project are to work with children to develop their interest in books and reading and to encourage the use of libraries at the weekend.

Supporting people to stay out of poverty

We invested in the local Credit Union study group and also funded The Money Advice service in Penrith (delivered by the Citizen's Advice Bureau) which has dealt with a large number of debts and helped to support local people in saving and staying out of financial crisis.

Improving pedestrian and cyclist safety

The footpath/cycleway has been completed at Ravenstonedale to Newbiggin on Lune to improve pedestrian and cyclist safety and support alternative transport provision in the Upper Eden and tourist sectors.

Keeping people safe

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

Sharing our assets with the community

The council agreed to transfer Centre 67 to Eden Community Outdoors to support the work being done there with the community. The Alston Railway and Station House were transferred to the Alston Moor Steam Railway and the Matterdale Education Trust assets were transferred to the Parish Council.

Providing new facilities in the area

The council has built two new Community Fire Stations at Patterdale and Penrith and built Children's Centres at Kirkby Stephen (part of the Links Building), Appleby and Penrith.



Official opening of new footpath at Kirkby Stephen



New Patterdale Fire Station



An artist's impression of Cumbria Fire and Rescue Service's new headquarters in Penrith

6. Where do we want to be?

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

Access to services

Our priority is to have a well maintained transport network with accessible transport provision that integrates with community need. Key issues include the maintenance and improvement of the key links in the network and the extension of the use of alternative transport methods' and also supporting a minimum level of service in each Key Service Centre that is customer focused and accessible.

Development of strong communities

Through community engagement, addressing rural isolation issues, and supporting the development of Key Service Centre provision and local service centres as the hubs in the community. Supporting the formation of a Credit Union for Eden that is accessible and open to everyone.



Ironbridge opening at Sockbridge near Penrith

Supporting a better quality of jobs in the area

Through better use of the resource provided by the M6, A66 and the rail links of West Coast mainline and Carlisle-Settle line, the Eden area can be better marketed as an economic base for Cumbria and the region. The roll out of superfast broadband will bring opportunities for higher quality jobs that are flexible and support a reduced carbon footprint through less travel.



Vital transport links in Eden

7. Delivering our services

The council delivers and commissions a wide range of services in Eden – 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 and a much broader range of people (for example library and archive services, community transport in rural areas, road maintenance, adult education).

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

- Increasing primary school places where there is an identified need;
- Modernising Library Services;
- New Fire Stations at Penrith as well as Patterdale;
- Supporting the roll out Superfast Broadband through the Connecting Cumbria Project.

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

Access to services

Helping people access the services they need and to travel to work is a priority in Eden. The council will provide support for this in a number of ways.

In terms of infrastructure and the role that plays support accessibility, key issues include the maintenance and improvement of the key links in the road network and the extension of the use of alternative transport methods. The focus in Penrith will be to facilitate development and make changes to the traffic system to keep traffic flowing.

A shared footway/cycleway with lighting improvements on Carleton Avenue in Penrith is being delivered during 2012/13 which will further support the development of a high quality walking and cycling network for the town.

Comprehensive train 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.

A forward plan, covering essential investment in both rail infrastructure and services to cope with increased passenger and freight movements, is in the course of preparation and 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.



Councillor Gary Strong, county council Chairman John Woolley and Chief Fire Officer Dominic Harrison join Patterdale firefighters at the opening of the new station

The council will build on its effective links with communities in the area to understand and help provide sustainable transport solutions that meet local needs outside Penrith and the key transport corridors. Most bus services in the area are funded by the council either directly or indirectly. In areas where there are no scheduled bus services there is good coverage with the Rural Wheels and volunteer driver provision. The Eden Valley is fortunate to have the Fellrunner service which provides scheduled bus services and is both managed and operated by local volunteers.

The council will also work to increase the ability of local young people to access the key facilities they want, and the pilot transport project around the Heart of Eden will be monitored closely to capture learning and opportunities. The new “Catch a Ride” scheme started earlier this year and has given young people in the Appleby area an opportunity to access youth facilities in the evening. There is a need to do further work to support access opportunities for young people in the Eden area.

Eden has the highest number of KSIs in the county and the council will help tackle this through maintenance of a safe road network and junction improvements, and provision of road awareness training in conjunction with other partners such as the Police.

Good communication across an area such as Eden can be challenging. Modern communications may provide a significant response to these challenges and the roll out of Superfast and Fast Broadband is a key opportunity. The council will be working with the provider of Broadband in the area to maximise opportunities which should help people with communications and will 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 continued development of Local Links offices in the area is also important to the council and a solution for Appleby is being developed.

Development of strong communities

The council will work closely with parish councils and parish councillors as key communicators regarding issues that the community have made us aware of. Within each service area there are varying degrees of opportunity to ensure parish councils are better informed. This will be developed ensuring that local County Councillors are an integral part of any new communication processes.

The council will also work with our communities to help tackle the issue of dependence on high cost fuels by delivering projects that our communities support and by providing advice on home safety and community projects.



Young people get a taste of life as firefighters

The Fire & Rescue Service will be engaging with children under 16 through partnership working, in particular with those who are disadvantaged due to poverty, where they will run team building sessions in order to build confidence and self esteem. The council will also be working with Newton Rigg College to develop firefighter experience days and the Fire Service will continue to regularly visit Eden Rural Foyer to meet with the young people and impart knowledge on fire safety related matters. We are seen as role models to the youths, actively engaging and getting to know them. The council will also be developing Service Delivery Hubs to ensure greater accessibility to services by young people in rural areas.



Young athletes battle it out at the Cumbria School Games

To help tackle issues with healthy weight, the council will be delivering 'Let's Cook' programmes in Alston and Kirkby Stephen schools to encourage more children and young people to adopt healthy lifestyles which will impact on all aspects of their lives.

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 are 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. 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 and readiness for school, parenting and family support, child and family health and well being; and links to Jobcentre Plus.

The council has commissioned Inspira Cumbria to provide a range of services for young people 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 voice 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.

The new fire stations will also play a role in supporting local communities as they will provide facilities which local people can use and benefit from.

The council will continue to play an active role in Appleby Horse Fair, protecting the community from unfair or illegal practices. In terms of Animal Health, there is a known TB hotspot in the Eden area which Trading Standards are working closely with DEFRA on.

To support people living independently at home the council's 're-ablement' service has been introduced. In Eden, this is showing signs of real success by seeing people in our community supported to overcome health and social care needs and live independently at home. There is also a higher take up of assistive technology, than of previous years, such as Telecare, which helps people retain their independence at home with access to help and support when required.

The council currently offers an annual health assessment with their GP 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.



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

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.

The council is investing in dementia advisors to help provide guidance and information for people who have this condition, and it will be developing personalised budgets for people with mental health needs as well as implementing personal budgets for carers to ensure they get the support they need.

The council will also be working to develop existing assets in the community and grants will be awarded to help promote volunteering and lunch clubs.

The council also provides an archive service 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. This service helps support official enquiries and investigations, helps people come to terms with traumatic events, and encourages community spirit.

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

The main library in the area will begin to act as the hub for a network of community library facilities across the area. Over time these networks will eventually replace the current mobile library service with a growing number of library service points. Existing library branches and community facilities such as village halls, shops, pubs and community centres will be utilised more 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 it will also provide services to specific target groups who need additional support.

By offering library services in this way, the council 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 its 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 Registration Service has also been changed so that it is easier for people to register and access information around births, deaths and marriages. People using the service can now choose the most convenient office for them to use which means that 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.

Supporting a better quality of jobs in the area

Despite the high levels of employment in Eden there is a dependence on low paid and part time work, particularly in the rural areas. The district has strong links with Carlisle with respect to economic activity, employment land supply, tourism and access to higher education and health care services.

The location of Penrith with direct access to the M6 and West Coast Main Line means it acts as a strategic location, increasingly attracting the regional headquarters of organisations requiring good communications, and this strength needs to be built upon. Investment in Penrith will be essential in addressing economic challenges through broadening the provision of new added value opportunities and the promotion of enterprise through the delivery of necessary infrastructure.

The council will continue to lead inward investment activity and promote a strong Cumbrian brand, liaise with existing businesses to facilitate future investment, support the diversification of the economy to deliver opportunities which create high value jobs, and facilitate projects that regenerate and boost the vibrancy of agreed growth hubs.



Customer using local library

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

Along with Penrith, other key service centre towns need to accommodate moderate levels of development which will provide service centres for the large rural areas.

Given the difficulties surrounding housing affordability, an important issue in Eden will be meeting affordable housing needs and the delivery of general market housing and necessary related infrastructure in appropriate locations. Penrith should be the focus for significant levels of new housing and employment development and it will be important that this is supported by appropriate infrastructure provision such as education and highways and transport improvements.

To help maximise development opportunities in the area for housing and jobs, the council will work with the district council to consider how best to secure resources from development to ensure the services and infrastructure for which it is responsible will be adequately covered, and to make sure development has a complementary rather than a negative effect on communities.

The County Council will engage in the development of Eden's Local Development Plan documents and other plans and strategies looking to support new development appropriate to the size and role of the district, including, the provision of employment sites and new housing development needed to support the district's sustainable development, which can be accommodated (or be made to be accommodated) by infrastructure.

Reflecting its role, significant growth should be focused in the Penrith area while moderate levels of growth should take place at Appleby, Alston and Kirkby Stephen. It will also be important that appropriate scales of development take place in local service centres and other locations where it can help sustain local services and meet local needs.

To help achieve the sustainable growth of Eden 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 started engagement in the preparation of the Minerals & Waste Local Plan in June 2012. 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.

The provision of an integrated travel system will also support jobs in the area. The council will be encouraging business growth and job creation, improving the skills of the workforce, tackling disadvantage, supporting communities and strengthening the rural economy by working with the Rural Development Programme for England.

Specifically there are challenges to ensure Newton Rigg continues to provide educational opportunities and training for diverse jobs. Looking for opportunities and best use of investment to develop the infrastructure in a manner that supports our existing communities will be key to our delivery and the improvement in access to employment.

The council will be investing in learning in the area, which will also support this priority, through the provision of additional school places where there is an identified need. The council will work with the district council and potential housing developers to ensure school places for pupils meets demand, securing financial contributions where appropriate.

There will be a focus on increasing aspirations and opportunities into work for young people through encouraging achievement at 16 and developing real employability skills by working in partnership with the private sector in the area.

The council will deliver Consumer and Business Education Talks in the area, empowering, informing and educating consumers on their legal rights and protecting them from financial loss and harm.



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



Penrith Town Centre

9. Appendix - Key Area Contacts

Councillors for Eden

| Electoral Division | Councillor | Contact Details |
|--------------------------|---------------------------|-----------------|
| Appleby | Martin Stephenson (Chair) | 017683 51378 |
| Penrith West | Helen Fearon (Vice-Chair) | 01768 892731 |
| Penrith East | Patricia Bell | 01768 217160 |
| Penrith North | Hilary Carrick | 01768 898147 |
| Eden Lakes | Thomas Lowther | 01931 712284 |
| Greystoke and Hesket | Albert (Bert) Richardson | 01768 483704 |
| Alston and East Fellside | Mary Robinson | 01768 896147 |
| Penrith Rural | Gary Strong | 01228 599436 |
| Kirkby Stephen | Peter Thornton | 01539 823640 |

Lead Officers for Eden

| Directorate | Service | Eden Area Lead | Contact |
|--------------------------|-----------------------------|----------------------|--------------|
| Chief Executives Office | Area Support | David Sheard | 01228 226746 |
| Adult and Local Services | Social Care | | |
| | Older People | Adrienne Halliwell | 01768 812222 |
| | Local Services | Mike Lister | 01228 227320 |
| Children's Services | Strategy and Commissioning | John Macilwraith | 01228 226833 |
| Environment | Highways | Rob Lawley | 01768 812149 |
| | Transportation | Rob Lawley | 01768 812149 |
| | Economic Development | Alison Hatcher | 01228 226691 |
| | Planning and Sustainability | Paul Feehily | 01228 226476 |
| Resources | Property | David Kirkwood | 01228 673239 |
| Safer & Stronger | Fire and Rescue | Justin Robinson | 01228 221669 |
| | Trading Standards | Sheralee Cornthwaite | 01539 713595 |

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

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

如果您希望通过母语了解此信息，
请致电 01228 606060

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

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

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

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