



South Lakeland Strategic Partnership
Strategy & Performance Group
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Our Ref: Community Strategy

Contact: Kate Minty

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Your Ref:

Date: 6th June 2007

Dear Partner,

South Lakeland Community Strategy Consultation

The Local Government Act 1999 requires local authorities to ensure that a Community Strategy is produced for the area. Government guidance promotes the establishment of a Local Strategic Partnership to facilitate the production of the Community Strategy. Therefore, South Lakeland Strategic Partnership has undertaken a review of the Community Strategy which was first published in 2004.

The Community Strategy has a twenty year time frame but has a three yearly action planning framework. Therefore, it was always envisaged that the Community Strategy would be refreshed within three years to ensure it remains relevant and alert to changing needs. The process of review was begun in the Autumn of 2006 and will culminate in a new document published in August 2007

The need for a refreshed Strategy is increasingly important so that we can influence the new sub-regional arrangements that are now developing such as the Sustainable Cumbria Community Strategy and the Local Area Agreement.

The LSP are now in the process of formally consulting on the draft Community Strategy and are seeking the views of all key Stakeholders. It was recognised that there was a need to prune down the Strategy, make it more accessible to a wider audience and to ensure it reflects the priorities that will make a difference to people in South Lakeland. The consultation process gives people the opportunity to challenge whether this endeavour has been achieved and for amendments and suggested changes to be put forward to improve the document.

Please find enclosed a copy of the refreshed Community Strategy for your consideration. The LSP would welcome your comments or proposed changes to be made by **Monday 25th June** and sent to:

Kate Minty – LSP Support Officer

South Lakeland District Council

South Lakeland House

Lowther Street

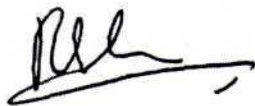
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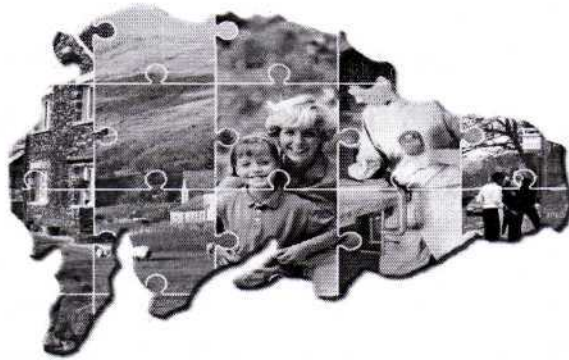
Tel: 01539 733333 ext 7111

Email: k.minty@southlakeland.gov.uk

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Bob Straughton', with a long horizontal stroke extending to the right.

Bob Straughton, Chair South Lakeland LSP



A DISTINCTIVE PLACE TO LIVE, WORK AND VISIT

SOUTH LAKELAND SUSTAINABLE COMMUNITY STRATEGY

2007 - 2027

CONSULTATION DRAFT

A Welcome from Bob Straughton, Chair of South Lakeland Partnership

This new refreshed strategic document outlines plans for the development of South Lakeland to achieve the shared vision for the area over the next 20 years. It has been drawn up by South Lakeland Partnership, the organisation that brings together councils and other public bodies, local businesses and the voluntary and community sector. We have listened to what local people have told us about their hopes for the future of this district, both towns and rural areas.

We believe the plan makes sense and we are committed to ensuring that it works. Many organisations have a part to play in delivering the plan. The Partnership itself will take responsibility for ensuring the specific projects identified in the plan which particularly need to be pulled together are implemented.

Thank you for your interest and I hope this plan will have your support.

Why we need a Community Strategy

In 2004 South Lakeland Partnership launched the first Community Strategy for South Lakeland District. This followed a programme of activities which identified the main concerns of South Lakeland people about living in, working in and visiting the District. The plan, known as A Shared Vision for the Future, set out a range of activities to address these concerns and to improve the quality of life of everyone.

During the winter of 2006/7 the Partnership has reviewed and updated the document, bringing our knowledge of local people's concerns up to date, and focusing on what we can achieve through the community strategy.

The new strategy flows from this review. It sets out the priorities of South Lakeland people, what we are doing, and what we will measure progress on. It also identifies where we need to target the most help: specifically where we can identify issues which affect the local quality of life.

We also describe 'what you can do: this plan is about everyone working together to make a real difference for our community.

South Lakeland as Advocate for Rural Distinctiveness

There are a number of challenges facing South Lakeland in the next few years. The essentially rural nature of the district by comparison to most of the other parts of Cumbria means there are particular problems including providing affordable housing to meet needs, facilitating economic growth and establishing effective transport opportunities. Solutions to these issues are affected by decisions at regional and sub-regional levels. South Lakeland is making a strong case for particular attention to address its challenges and is looking to the Local Area Agreement to enhance the support it needs to introduce improvements for the people of this part of the county.

South Lakeland's population of 102,900 is growing with an 8.4% increase from 1981 to 2004 compared with overall county growth of 2.9%. The largest increase is in the older

age groups. There is, however, a corresponding fall in the number of young people. The forecast is for further growth to a population of 106,700 by 2028. There is expected to be an increase in the number of households from 45,252 in 2001 to 53,327 by 2021 most of which will be single occupancy households. The largest population increase was within the 45 – 59 age group, which has risen by 6,700 people since 1981. Currently 9.8% of the population is over 60 and this figure is forecast to rise to 39.3% by 2021. There was a corresponding fall of 5,300 people in the 15 – 29 age group living within the district. Population figures are forecast to grow to 106,700 by 2028

The number of households is rising with the total number of households in South Lakeland expected to increase from 45,252 in 2001 to 53,327 by 2021, this is an increase of 17.8%. Over this period the biggest rise will come from single occupancy households.

Whilst the population is large and rising people are spread across a large geographic area with, in some cases, remote communities. This has impacts on costs of services provided to them directly and peoples ability to access those services not closely available to them. The resources available to the area are not in step with its needs with reducing government grant allocations to the district council and limited access to specific funding opportunities. This Strategy makes a case for action that requires this to change.

Promoting Action in South Lakeland

Local Needs – Local Delivery

The South Lakeland Partnership is seeking to address a number of issues. These are set out under the individual themed priorities later in the strategy. However it is clear that the traditional methods of assessing where there are problems mask the fact there are specific needs in communities in different parts of the district. There are particular geographic hotspots in the district with pockets of deprivation in towns and rural areas.

The delivery of services to people in South Lakeland is undergoing fundamental change. The design of services is being better geared to reflect local peoples needs. However this is coupled with an increasing move to more sub-regional strategic planning. Strategy is increasingly being developed through partnerships at a Cumbria-wide level. The Cumbria Sustainable Community Strategy provides the strategic direction for the county. The local Community Strategy is, therefore, increasingly important in ensuring the interests of a largely rural area such as South Lakeland are co-ordinated so they can be reflected in the sub-regional context. Having influenced the sub-regional Strategy the agreed local priorities are then addressed through local delivery plans.

The Local Area Agreement

The Local Area Agreement is increasingly being established as the delivery mechanism for the countywide Sustainable Community Strategy. South Lakeland Strategic Partnership has been proactively involved in the development of the first LAA. The involvement will be sustained in the development of the next version of the LAA which will have priorities agreed with government together with locally agreed priorities.

"Strong and Prosperous Communities"

There is also a raft of activity which will need to be delivered to meet the requirements of the Government's White Paper "Strong and Prosperous Communities". The White Paper sets out an agenda where the emphasis is on engaging communities and developing the places which they identify with. To pursue this agenda the White Paper has provided an opportunity to explore the potential of introducing change to the way local government is structured. At the time of writing proposals for a unitary authority for Cumbria are the subject of formal consultation. In addition district councils are producing alternative proposals for consideration. Both proposals set out mechanisms for local delivery which are different to the current arrangements. The recent work in developing the LAA has highlighted the importance of robust locality working to ensure different parts of the sub-region have co-ordinated activity to determine the needs and deliver at the right level.

Local Development

Another particularly important area of activity is the work going on with partners to develop the three local Local Development Frameworks to reflect the special planning requirements of the Community Strategy

The refreshment of the Community Strategy gives an opportunity to demonstrate the aspirational thinking that is now taking place. We can learn from others Local Authorities by being clear on what we want to achieve which is then followed through.

We have the power to change our district through the way we approach the Community Strategy and the Local Development Frameworks. We need to look to our Partners in the area to make this change happen but we also need to co-operate with our neighbouring districts to maximise potential for the whole of Cumbria. For example we can work with Barrow to promote their need for new business start-ups whilst at the same time encourage investment by selling the 'south lakes' lifestyle - work in Barrow but live or play in South Lakes. Such active engagement with our neighbours can lead to a new way of thinking for the whole of Cumbria.

The Key Service Centres are the key drivers for the change that is promoted in this Community Strategy. The regeneration of Kendal in particular provides an opportunity for South Lakeland can be a significant economic driver for the whole of Cumbria whilst addressing economic decline specifically within the district.

However if we are to address some the problems relating to economic regeneration and housing provision there will need to be a flexible approach to provide appropriate sites for development. The Community Strategy will provide an agenda to challenge the land allocation in the emerging LDFs.

Strategy into Action – Making the Case for Resources

This document identifies a top line of priorities for the Community Strategy and develops clear targets to drive the strategy forward. Through the priority themes and the Partnership Task Groups there is a clear process for achieving the desired benefits.

All key partners are engaged in the development of the Community Strategy through Task Groups. The role of the LSP and the Community Strategy is to coordinate action

and programmes to enable partner organisations to effectively deliver the community strategy.

South Lakeland Strategic Partnership aims to make a strong case for particular attention to address its challenges and is concerned that the Local Area Agreement needs to enhance the support needed to introduce improvements for the people of this part of the county. All the issues that need addressing require the participation of the citizens of South Lakeland.

A Shared Vision for South Lakeland

In 2004 the Shared Vision for the area was:-

“South Lakeland's distinctive character, environment and location will continue to be important in providing opportunities for people who choose the district as a place to live, work and visit. These major assets will be safeguarded whilst a successful economy is developed and sustained”

For 2007 this can be summarised to say South Lakeland is, and will continue to be:

“A distinctive place for people to live, work and visit”

To achieve this Vision we will invest in :-

- Accessible Transport
- Affordable Housing
- Children and young People
- Community Safety
- Health and Well-being
- Involving our Communities
- Jobs, Skills and Regeneration
- Quality Environment

The following pages provide an assessment of these issues including what the statistics reveal about them, what local people have said in recent surveys and what actions are proposed.

Accessibility and Transport

SUMMARY OF ISSUES

Traveling in South Lakeland, particularly by public transport, is a challenge. According to the 2001 most employed people in South Lakeland travel to work by car or van whilst only a small number use public transport. Whilst there are some transport services for towns and larger villages there is significantly less provision in rural areas. Inadequate transport causes problems for people in getting to new employment opportunities and accessing services and it can emphasise feelings of isolation.

WHAT THE STATISTICS SAY

- Travelling in the district, especially by public transport, is a challenge. According to the 2001 census 54% of employed people in South Lakeland travel to work by car or van. Only 3% of people use public transport.
- The east of the district benefits from good accessibility to the main national transport links, however the A590 and Furness rail line provide less reliable access for communities in the west of the district.
- Bus services are provided for parts of towns and larger villages in the district but there is significantly less provision in rural areas.

WHAT IS ALREADY HAPPENING

The South Lakeland Community Strategy published in May 2004 set out a set of priority actions to help provide accessible transport in the area. It has been difficult to make progress on these issues in a co-ordinated way through local existing mechanisms. The county-wide Accessibility and Transport Partnership has now identified South Lakeland as the next area for attention. This work will be facilitated by a locally established multi-agency Task Group starting work in May 2007 and which will produce a detailed Action Plan.

WHAT YOU HAVE TOLD US

- In a recent survey 83% of people actually said they used a car to get to work with again only 3% using public transport; 13% said they walked or cycled - 31% said their journey was less than 3 miles
- When shopping 88% of residents use a car - 39% of journeys were less than 3 miles
- However when undertaking leisure pursuits car use reduces to 76% with 21% saying they walk or cycle – again 31% of journeys were less than 3 miles
- 21% of residents say they walk or cycle to their local medical clinic with 78% using a car – 61% of these journeys were less than 3 miles
- 73% of people are satisfied with local train services with 21% dissatisfied
- 57% are satisfied with local bus services but 39% are dissatisfied

WHAT WE WILL ACHIEVE THROUGH THE COMMUNITY PLAN

- The Accessibility and Transport Action Plan will provide a number of discrete projects for addressing access issues. These projects will involve various agencies. South Lakeland Strategic Partnership will ensure these benefits accrue across all other thematic issues

WE WILL MEASURE AND PUBLISH PROGRESS ON:

- The projects in the Accessibility and Transport Plan
- The impact of the changes produced in the Plan both in behaviour and perception

PROJECTS SOUTH LAKELAND PARTNERSHIP WILL DELIVER:

- To be determined in the Accessibility and Transport Action Plan

ENGAGING OUR COMMUNITIES:

- To be determined in the Accessibility and Transport Action Plan

TARGETING HELP WHERE IT IS MOST NEEDED

- To be determined in the Accessibility and Transport Action Plan

[update if work progresses before publication]

Affordable Housing

SUMMARY OF ISSUES

There are significant numbers of people in **housing need**. This problem is compounded by the high cost of housing in an area which attract second home and holiday home owners. Trying to redress the housing imbalance through the provision of affordable homes is fraught with difficulties in acquiring appropriate sites in the areas of most need.

The large volume of second homes brings with it associated lack of economic and community activity. Whilst housing prices compare with parts of the south-east (the average price exceeded £200,000 in 2005) a large number of residents in South Lakeland are in low wage employment. In fact 77% of those in employment work in relatively low wage service sectors such as distribution, hotels and restaurants.

WHAT THE STATISTICS SAY

- 80.4% of houses are owner-occupied and this proportion is much higher than both the regional and national levels. Privately rented homes are also below regional figures at only 11.1%
- 8.5 % of dwellings in the district are rented from the Council, Housing Association or a Social Landlord. The Social Rented Housing stock is in good condition generally.
- House prices are continuing to rise well above wages making housing less affordable, particularly for first-time buyers. Over the past four years house prices have nearly doubled and in 2005 the average house price was in excess of £200,000 in South Lakeland with some exceptions in Kendal and Ulverston.
- There are 3,606 properties registered by Council Tax as being Second Homes. They are distributed across the district but nearly half are located in the Central Lakes area.
- Around 2,700 households currently in South Lakeland are estimated to be living in housing need.
- 88.3% of owner-occupiers are currently over 60. Due to this high figure the demand for support and housing alteration is also set to increase.
- Demand forecasting shows a strong need for affordable owner occupied accommodation. The most fundamental challenges for South Lakeland is to deliver a broad range of affordable housing along with meeting the housing needs of the 30,600 residents in South Lakeland over 60.
- The 2002 Private Sector Housing Stock Condition Survey estimated 1,114 properties were unfit.
- 14% of households are at risk of fuel poverty.
- The numbers of homelessness applications remain high and the pool of properties available for re-housing has reduced significantly due to the right to buy policy and lack of movement in the housing market caused by high house prices.
- The number of applicants on the housing register rose from 1552 on 1 April 2001 to 3255 on 1 April 2006

WHAT IS ALREADY HAPPENING

- A Programme of affordable homes delivered over period 2001 – 2006
- A Review of IPATH

WHAT YOU HAVE TOLD US

- In a recent survey 53% of people said Affordable housing was most important in making this area a good place to live
- 57% of people said they were dissatisfied that there was adequate suitable housing

WHAT WE WILL ACHIEVE THROUGH THE COMMUNITY STRATEGY

- ***Increase provision of affordable housing through the planning system***
 - Influence planning authorities to implement affordable housing policies
 - Work with partners to promote shared ownership schemes
 - 500 local occupancy homes facilitated in the private sector through planning policies by 31 March 2011
- ***Increase provision of affordable homes through public funding***
 - Ensuring the resources available through Second Homes Council Tax is used to provide affordable housing
 - 210 affordable homes provided through public funding by 31 March 2011
 - 160 affordable homes provided through private funding by 31 March 2011
- ***Better Use of Housing Stock***
 - Lobby Government to achieve a change in legislation to enable second home owners to be charged in excess of 100%
 - Lobby Government to establish thresholds to limit second home ownership
- ***Secure additional land/buildings for affordable housing***
 - Exception sites be established through policies within the LDFs
 - Facilitating work with partners to identify and allocate sites for housing

WE WILL MEASURE AND PUBLISH PROGRESS ON:

- The numbers of homes provided
- The number of sites identified
- Planning Policies developed

PROJECTS SOUTH LAKELAND PARTNERSHIP WILL DELIVER:

- Making a Case for Affordable Housing in LDF policies
- Lobbying Government for legislative changes

- Working with partners to identify sites for affordable homes

Engaging our Communities:

- Parish Plans and Local Housing Surveys provide communities with the opportunity to promote their housing needs

TARGETING HELP WHERE IT IS MOST NEEDED

- Over half the population is unhappy with the amount of affordable housing in the district and one of the biggest problems faced by housing developers is the allocation of suitable land. Projects within the Affordable Housing Plan are designed to encourage the planning authorities to address this issue.

Children and Young People

SUMMARY OF ISSUES

South Lakeland faces particular challenges addressing the needs of young people. The fall in the number of young people is exacerbated by the limitations locally as they look for employment and higher education opportunities elsewhere is a major issue.

The Every Child Matters agenda requires a rethink of how Childrens Services are delivered. A new multi-agency approach centred around children in need and organized in local delivery areas is required.

WHAT THE STATISTICS SAY

- A local Needs Analysis is currently being undertaken for the identification of the main issues that need to be addressed

WHAT IS ALREADY HAPPENING

- A new partnership structure has been introduced throughout Cumbria to re-shape the way Childrens Services are delivered. This involves a Children and Young Peoples Board at Sub-Regional level with Local Planning Groups at district level
- A new Children and Young Peoples Plan for Cumbria has been produced which sets out priorities for the 5 themes of Every Child Matters. Local priorities will be drawn from these as informed by the needs analysis

WHAT YOU HAVE TOLD US

[Insert existing Young People Survey Work]

WHAT WE WILL ACHIEVE THROUGH THE COMMUNITY PLAN

- The South Lakeland Children and Young People's Action Plan will provide a number of discrete projects for addressing priorities. These projects will involve various agencies. South Lakeland Strategic Partnership will ensure these benefits accrue across all other thematic issues

WE WILL MEASURE AND PUBLISH PROGRESS ON:

- The projects in the Plan
- The impact of the changes produced in the Plan both in behaviour and perception

PROJECTS SOUTH LAKELAND PARTNERSHIP WILL DELIVER:

- To be determined in the Children and Young Peoples Action Plan

ENGAGING OUR COMMUNITIES:

- The Local Planning Group for Children Services has identified a specific work stream for engaging with children, young people and families

TARGETING HELP WHERE IT IS MOST NEEDED

- To be determined in the Children and Young Peoples Action Plan. The Every Child Matters Agenda is targeted to meet the needs of vulnerable and deprived children. The Priorities in the Action Plan will address these needs

Community Safety

SUMMARY OF ISSUES

South Lakeland has the lowest crime figures in Cumbria and the second lowest in the North-West Region. Nevertheless there are crime hotspot areas which need targeted actions. Alcohol misuse is a significant problem and it is estimated that 19.7% of adults binge drink. There are links between this and violent offences, anti-social behaviour and criminal damage.

WHAT THE STATISTICS SAY

- Crime in South Lakeland is significantly lower than for the country as a whole.
- Between 2005/06 and 2006/07, the district figures show:-
 - British Crime Survey Comparator crimes 2006 /07 = 3,169 down 5.1%
 - Burglary dwelling down 17.5 % at 2.02 per 1,000 population
 - Vehicle crime is 3.2 per 1,000 population, no change from last year
 - Robbery is less than 1 crime per 1,000 population
 - Violent offences reduced by 17%
 - Criminal damage rose by 1.9%
 - Anti social behaviour rose by 13% to 7370 recorded incidents
- Overall, South Lakeland is safest district in Cumbria and second safest in the north west, with 30.8 crimes per 1,000 population, based on BCS crime types
- There are many different ideas and perceptions about what constitutes anti social behaviour. Although it can have a critical impact on people's quality of life, its diverse nature makes it difficult to manage and is not always criminal activity.
- Locally, some residents are intimidated by young people congregating in large groups and this can lead to incidents of anti social behaviour, sometimes linked to criminal damage and alcohol misuse.
- Survey work conducted in South Lakeland by "Streetsafe" operations indicate that litter and dog fouling are other main examples of anti social behaviour

WHAT IS ALREADY HAPPENING

- South Lakeland Crime and Disorder Reduction Partnership uses 7 crime theme task groups to deliver priorities in the CDRP strategy. This collaborative way of working has led to positive outcomes for South Lakeland
- A multi agency approach to the responsible management of licensed premises has contributed to an overall 17 % reduction in violent offences in 2006 /07
- Agencies take part multi agency "Streetsafe" operations, with an undertaking to respond to community concerns and provide reassurance to local residents
- Police Community Support Officers work with SLDC officers to enforce new powers under the Clean Neighbourhoods and Environment Act to target litter and dog fouling
- We are working with the Cumbria Domestic Violence Strategic Board to shape the service delivery in South Lakeland for victims of domestic violence
- We worked with partners to determine areas to be covered by a Designated Public Places Order to combat anti social behaviour and nuisance related alcohol consumption in public places that came into effect Jan 2006

- A multi agency community safety event took place in Kendal town centre, April 2007. This event and the media coverage it attracted provided reassurance to local residents and promoted South Lakeland as a safe place to live and visit, with low levels of crime
- The CDRP contributes to the employment of a detached youth worker to engage with young people in their own environment, to challenge behaviours, build confidence and to plan their own activities and access funding
- Opportunities for community and family mediation are provided by RESOLVE Mediation Service
- Through Cumbria Alcohol and Drug Advisory Service, a specialist worker is employed to work with young people at risk of offending behaviour
- Neighbourhood Watch Association aims to develop new watches across South Lakeland and provide a range of information through the Voice Connect messaging system
- Cumbria Police provide high visibility patrols in identified "hot spot" locations
- Through partnership work, we are delivering play and recreation initiatives to divert young people from nuisance behaviour and crime. These include the provision of youth shelters and Multi Use Games Areas
- Ongoing work to improve CCTV provision in Kendal and Ulverston

WHAT YOU HAVE TOLD US

- Residents perceive South Lakeland as a relatively safe place to live and fear of crime is lower than in Cumbria overall. 11% of South Lakeland residents sat they feel unsafe outside after dark compared with 21% in Cumbria and around 30% nationally
- Anti-social behaviour is a key concern for people in South Lakeland and 60% of residents do not feel well informed about what is being done to combat it

WHAT WE WILL ACHIEVE THROUGH THE COMMUNITY STRATEGY

- ***Reduction in Overall Crime***
 - Reduction in recorded crime
 - Reduction the rate of re-offending by prolific offenders
 - Reduction in the number of first time entrants to Youth Justice system
 - Reduction in criminal damage offences
 - Increase in detections of violent crimes between 7pm and 3am
- ***Reassure the Public, reducing the fear of crime***
 - The rate of those feeling safe in their own area during the day at over 90% maintained
 - The rate of those who feel safe in their own area after dark at xxxx maintained
 - Reduction in the fear of being a victim of burglary, vehicle crime or violent crime
- ***Reduce the harm caused by illegal drugs***

- Provide support to the work of the Cumbria Drugs and Alcohol Team (DAAT) and the local Drugs Task Group
- ***Improve services for victims of domestic violence***
 - Increase in the number of domestic violence incidents reported to the police
 - Increase % of domestic violence incidents where an arrest made
 - Increase no. of convictions for domestic violence offences
 - Reduce % of repeat victims of domestic violence
- ***Build Respect in Communities and reduce anti-social behaviour***
 - Increase no. of people who feel informed about what is being done to tackle anti-social behaviour
 - Decrease no. who perceive parents not taking responsibility
 - Decrease no. of people who feel people not treating one another with respect
 - Reduce perception that there is a high level of anti-social behaviour
 - Reduce no. of incidents of anti-social behaviour

WE WILL MEASURE AND PUBLISH PROGRESS ON

- The performance indicators linked to those things we want to achieve
- The projects which will bring about the improvements in performance

PROJECTS SOUTH LAKELAND PARTNERSHIP WILL HELP DELIVER:

We will continue with the projects described under “what we are already doing”. In addition we will undertake:

- High profile police work in hot spot areas and times to target youth disorder
- Partnership work to reduce offending through Prevent and Deter
- Targeted activity to address violent crime and criminal damage
- Support for Kendal Business Against Crime Partnership
- Support services for victims of domestic Violence through SAFE team
- Raise awareness of Domestic Violence and encourage people to use services
- Develop the role of Independent Domestic Violence Advisors
- Further improvements to Neighbourhood Watch

ENGAGING OUR COMMUNITIES:

- The Review of the Crime and Disorder Act requires Partnerships to involve communities in the production of the their local Delivery Plans.

TARGETING HELP WHERE IT IS MOST NEEDED

- The Crime and Disorder Partnership targets its activities to areas where there is evidence of need based on analysis of recorded and reported crime

Health and Well being

SUMMARY OF ISSUES

Several South Lakeland Wards fall within the top 20% for levels of health deprivation, disability and barriers to service within Cumbria. The problems of access to health services were highlighted recently by the extent of local concerns at proposals for changes to services delivered at the Westmorland General Hospital. South Lakeland faces particular challenges addressing the needs of older people.

There is evidence that people in South Lakeland are less healthy than people in similar English areas. Alcohol misuse is again a significant problem in terms of health. There is also a gap in life expectancy between the poorest and more affluent areas of the district. This gap appears to be relatively high when compared with national gaps.

Whilst some industries are declining, the growing need for care sector services to meet the needs of an aging population provides future opportunities for employment. However, recruitment to this sector is problematic and private and voluntary organisations in South Lakeland highlight difficulties in recruiting and retaining staff. A survey of Care Workers in 2006 linked this to a number of factors, including inadequate terms and conditions of employment, poor levels of literacy skills, high levels of associated stress and the development needs of managers/leaders. Additionally, the fact that school leavers are unable to enter the care sector until after they are 18 means that interested individuals find alternative employment and are lost to the sector.

WHAT THE STATISTICS SAY

- Currently 29.8% of the population is over 60 and this figure is forecast to rise to 39.3% by 2021.
- Several South Lakeland wards fall within the top 20% for levels of Health Deprivation, Disability and Barriers to Service within Cumbria.
- Whilst, overall, people are healthier in South Lakeland than much of the North West they are less healthy than in similar English boroughs.
- The birth rate has fallen significantly since 1991 and is below the national average, whilst the death rate remains reasonably constant, resulting in an aging population. Both rates are expected to continue to decline over the next few years in line with national trends.
- Since 1996 life expectancy has increased from 76 – 78 yrs for men and 80 – 82 years for women. Both these figures are higher than the regional and national average. However, there is a gap in life expectancy of 6.8 years between the poorest and the most affluent areas of South Lakeland. This gap appears to be relatively high when compared with national gaps, which range from 10.1 years down to 2.7 years.
- There has been a decrease in the number of deaths from heart disease, strokes and cancer in the last 10 years and is now below 0.1%.
- Alcohol misuse is a significant problem in the North West and it is estimated that 19.7% of adults in South Lakeland binge drink. This is less than the regional but higher than the national average.

- South Lakeland has a lower than average proportion of low birth weight babies with only 5% being born under 2500g. This figure is considerably lower than the national average

WHAT IS ALREADY HAPPENING

Adult Social Care through the Care Sector Alliance Cumbria support the recruitment and retention of care staff in the private and voluntary sector through a range of initiatives.

These include:

- research with front line staff to ascertain their views and learn about their concerns
- the production of a 'good practice guide to Staff Retention'
- contextualised literacy programmes for care workers
- contextualised ESOL language course for migrant care workers
- performance management programmes for managers
- the development of a Care Ambassador Scheme where enthusiastic care workers will undertake training to equip them with the skills to engage with groups of potential care workers e.g. young people, men, women returners
- Support for South Lakeland Care Providers to attend the Kendal jobs fair
- Invitations to South Lakeland Care Providers to attend the annual Care Careers Fair at Rheged
- A feasibility study into the creation of a time served care apprenticeship scheme for 17 – 25 year olds.

WHAT YOU HAVE TOLD US

- In a recent survey 61% of people said Health Services was most important in making the area a good place to live but only 27% felt it was in most need of improving
- 83% of people said they were happy or very happy taking all things together
- 65% of people said their health was good or very good whilst 30% said it was fair or bad
- 22% of people indicated they had a long-term illness, health problem or disability
- 27% said they smoked cigarettes
- Whilst 36% of people said they ate less than 4 portions of fruit and vegetables on a typical day, 61% said they ate 5 or more portions
- 14% of males said they drank more than 21 units of alcohol in an average week; 12% of women said they drank more than 14 units
- 84% of those surveyed that they took moderate exercise each week with 53% more than 3 times a week
- With vigorous exercise 50% said they were active each week with 15% more than 3 times a week
- 8% of people assessed themselves obese

WHAT WE WILL ACHIEVE THROUGH THE COMMUNITY PLAN:

- ***Better Health Equity***

- More people using community buses to access healthy pursuits
- Community effectively supporting vulnerable groups

- ***Better Support for Healthy Living***

- Fewer people smoking
- More people undertaking active recreation
- Improved alcohol treatment services
- More people eating 3 or more portions of fruit and vegetables a day

- ***Healthy Children***

- Maintain or reduce current rate of obesity in children
- More young people participating in regular sporting activity
- Use of leisure passes maximized by young people
- More young people participating in arts or cultural activities
- More schools reach the Healthy Schools Standard

- ***Older people able to stay active, independent and healthy for as long as possible***

- More older people undertaking active recreation
- More older people participating in arts or cultural activities
- Older people assisted in making choices to maximize their quality of life
- More older people have Telecare packages
- Waiting times for major home adaptations reduced
- More people referred to energy efficiency schemes
- More opportunities for older people to be involved in volunteering work
- Reduced number of falls among older people

WE WILL MEASURE AND PUBLISH PROGRESS ON:

- The number of people who set a quit smoking date and are still not smoking after 4 weeks
- The percentage of people taking part in moderate intensity exercise 3 or more times a week
- The percentage of people including children, young people and older adults, participating in arts and cultural activities and events

PROJECTS SOUTH LAKELAND PARTNERSHIP WILL HELP DELIVER:

- Review of Access to Services which will involve young people
- Partners contributions to Sport Development Plan
- Partners contributions to PCT Health Project Plans
- Partners contributions to the Arts Strategy Action Plan
- Working with Age Concern

ENGAGING OUR COMMUNITIES:

- The projects involved will be developed in consultation with community representatives and groups

TARGETING HELP WHERE IT IS MOST NEEDED

- As nearly 30% of South Lakeland's population is over 60 the Health & Well-Being Plan identifies projects that will enable people to stay active, independent and healthy for as long as possible.

Involving Communities

SUMMARY OF ISSUES

There is a clear recognition that there needs to be new approaches to strengthen community engagement with greater empowerment through capacity building within the community and voluntary sector, and new structures which allow local area based neighbourhood management.

WHAT THE STATISTICS SAY

- The population of South Lakeland is 99.2% White British. Ethnic minorities make up approximately 0.8% of the population. Although small the ethnic minority population has doubled since 1991 when only 0.4% were non-white.
- Approximately 79% of residents state their religion to be Christian with the remainder being: no religion 13.2%; Buddhist 0.4%; Others 0.7%.

WHAT IS ALREADY HAPPENING

- Community Engagement Strategy developed and completed
- Equalities role developed including establishment of an Equality and Diversity Forum
- Young people engaged in local democracy activity

WHAT YOU HAVE TOLD US

- In a recent survey 42% of people did not agree that they could influence decisions that affect my their local area
- 41% said they would like to know what the Council is doing but were happy to let the Council to get on with job
- 41% said they would like to have more of a say in what the Council does
- 55% of people feel South Lakeland is a place where people get on well together

WHAT WE WILL ACHIEVE THROUGH THE COMMUNITY PLAN

- ***Service Users, Citizens and partners are enabled to participate in shaping their future through involvement and delivery of services***
 - The outcomes in the Community Engagement Strategy, including proposals for neighbourhood working, are delivered through a robust Action Plan
 - A Community Engagement Tool-kit is produced to assist partners in their engagement activities
 - Hear by Right adopted by main agencies to help engagement with young people
 - More local people involved in informal volunteering
 - The value of public services delivered by the Parishes and Third Sector is increased
 - More parishes are producing parish plans

- More Quality Parishes are approved
- Shared working through the Customer Access Project
- ***Partner organizations are alive to their communities' changing views and aspirations through robust communications***
 - Consultation Finder more widely used and accessed
 - More Third Sector newsletters
 - Co-ordination of community consultation activity across partners
- ***Partners work together on joint approaches to addressing issues of equality and diversity***
 - More people think the area is a place where people get on well together

WE WILL MEASURE AND PUBLISH PROGRESS ON:

- The percentage of residents who feel that they can influence decisions affecting South Lakeland
- The number of young people who feel engaged in the democratic process
- The percentage of people who feel that South Lakeland is a place where people get on well together

PROJECTS SOUTH LAKELAND PARTNERSHIP WILL HELP DELIVER:

- Community Engagement Strategy and Tool-kit
- Participation Strategy for engaging Young People in Local Democracy
- Supporting parish plans process
- Co-ordination of consultations
- Identify local issues from engagement with Equalities and Diversity forum

ENGAGING OUR COMMUNITIES:

- This is the core activity of this work

TARGETING HELP WHERE IT IS MOST NEEDED

- A recent survey told us that almost half the population felt they could not influence decisions in their area. The Community Involvement Plan sets out to address this through increasing awareness of community engagement tools such as Neighbourhood Forums, Council websites and by helping organizations make their services easily accessible to the public.

With only 55% of people feeling that South Lakeland is a place where people get on well together the plan will also support the Equality and Diversity Forum. The Forum will help identify needs and concerns of minority groups and support communities in addressing these issues.

Jobs Skills and Regeneration

SUMMARY OF ISSUES

South Lakeland has lost a number of key business activities in recent years. There have been significant job losses in insurance (Axa, Scottish Provident), manufacturing (K Shoes, Libbys and reductions at Glaxo Smith Kline) and other better paid employment occupations (Merlewood, Ferry House). Comparable with this there is evidence that jobs are being lost through lack of suitable allocated land and premises for business development.

The key service centre, Kendal, highlights the concerns as it is in a position of economic decline. High house prices are compounded by average earnings of £16,454 which are lower than the national, regional and county level. Kendal has been a particular victim of the loss of jobs in the high value sectors and is now more reliant on the low Value Added sectors such as retail, hotels and restaurants. There are less financial services jobs – over 400 losses in recent years- and the area is not benefiting from the national growth in this sector. The lack of employment land is inhibiting inward investment as demand can not be addressed. This is a challenge for current regional planning assumptions.

The regeneration of Kendal is important to provide wider benefits to the district. It is hoped projects such as the restoration of the Northern Reaches of the Lancaster Canal will act as a catalyst for new activity. It needs a new co-ordinated approach to resolve the issues it faces. If benefits to Kendal can be obtained this can help the region and sub-region. South Lakeland can offer high return for relatively low input.

The general accessibility of the District has not yet been used to the County's full advantage, proximity to the M6 corridor and the West Coast main line could contribute to transformational economic regeneration if a more strategic sub regional employment land allocation was determined. Opportunities exist for inward investment as well as indigenous business expansion and development in the Kendal/M6/A591 area. The advantages of this have been highlighted not only in the Lakes Futures Strategy but also intimated in the RES and Cumbria Vision's Economic Action Plan 2006-2009.

Significant Creative Industry clusters and regeneration opportunities exist around Kendal College, The Brewery Arts Centre, Abbot Hall and Kirkland - "Kendal's Cultural Quarter", supporting the growing importance of Creative Industries as a driving force in the South Lakeland, and County, Economy.

The Office of National Statistics Mid Year Estimates for 2001 showed that South Lakeland had lost 4,200 young people aged between 15 – 30 over a ten year period. Since 2001 this figure has continued to rise, however, the University of Cumbria should be a driver to help redress the problem of attracting and retaining young people utilising the Ambleside Campus and Kendal College.

WHAT THE STATISTICS SAY

- The district does not suffer high levels of deprivation and is ranked 254 Out of 354 (in England and Wales) on the Government's Indices of Multiple Deprivation 2004. It is also one of the least deprived districts in the North-West area.

However, Ulverston East falls within the top 20% and Kendal Kirkland within the top 30% of the most deprived areas

- 9.3% of children under 16 live in "low income households", much less than the national average
- Overall official unemployment in South Lakeland is low, with around 0.8% of people who are economically active currently claiming unemployment related benefits. Over the last 10yrs there has been a 74% reduction in the number of unemployed in South Lakeland. This percentage is higher than the Cumbria average of 65% and significantly higher than the average for England and Wales (56%). There are however, pockets of higher unemployment with 26% of those unemployed being under the age of 24.
- 83% of the working age population are in employment, 64% of which are full time workers.
- South Lakeland's economic activity rate stands at 84.5% although 77% of those in employment work in the relatively low wage service sector such as distribution, hotels and restaurants. This is reflected in the 2002 Gross value Added (GVA) figure which is comparatively low at £12,140 per head.
- 95% of young people aged between 16 and 24 in South Lakeland are in full time education or employment. The Audit Commission ranks the district in the top quartile for the County. This number has stayed consistently high for the past 4 years.
- Only 1.7% of those employed work within the agriculture, forestry or fishing industries

WHAT IS ALREADY HAPPENING

- The Council's large investment programme in electronic government is complete and will help transform access to services. This should make a major contribution to efficiency targets.
- Mobile technology brings exciting possibilities of taking services out to people's homes and joining-up of public services from the customer perspective. It also enables instant capture of information, which can be transmitted to decision makers and provide evidence for enforcement etc.
- Other technological developments will inevitably bring further opportunities to improve services and provide services and provide better value for money.

WHAT YOU HAVE TOLD US

- In a recent survey 32% of people felt that wage levels/cost of living needed improving
- 30% thought job prospects were most in need of improving
- While 72% were satisfied with the provision of adult education 27% were dissatisfied

WHAT WE WILL ACHIEVE THROUGH THE COMMUNITY PLAN

- ***Improved Skills to match current and future need***
 - More people gaining a skills for life qualification
 - More young people completing apprenticeship frameworks
 - Support the development of the University of Cumbria
 - Reduced rural skills shortages
- ***Increased access to employment, economic activity and better paid employment opportunities***
 - More older adults working and returnees working
 - More disadvantaged and minority groups supported to enter work
 - Increase district incomes above inflation
 - Sustainable improvements to key service centres with benefits to wider areas they serve
- ***Improved economic infrastructure***
 - Increased supply of high quality employment sites
 - Major regeneration projects delivered - Gateway, Kendal Regeneration Project, Northern Reaches Canal in Kendal, Ulverston Canal and a major business park east of Kendal
 - Improved transport infrastructure (see Accessible Transport section)
- ***Increase in new business ventures***
 - More viable businesses encouraged through entrepreneurship
 - Targeted support to micro businesses
 - Social Enterprises supported

WE WILL MEASURE AND PUBLISH PROGRESS ON:

- The number of people from disadvantaged areas of South Lakeland entering employment
- The number of social enterprises supported in South Lakeland
- The ratio between average income and average house prices

PROJECTS SOUTH LAKELAND PARTNERSHIP WILL HELP DELIVER:

- Partnership working for University of Cumbria
- Strategy reflected in Local Development Frameworks
- Support activities promoted through MTIs
- Support for major projects
- Support for development of social enterprises
- Promoting collaboration between business and public sector
- Establish a Strategy for attracting new businesses and retaining successful ones

ENGAGING OUR COMMUNITIES:

- Proposed activities involve communities with full consultations on major projects

TARGETING HELP WHERE IT IS MOST NEEDED

- Statistics show that there is a high percentage of young people leaving South Lakeland each year. The Job, Skills and Regeneration Plan intends to provide direct links between education and enterprise, support the development of the University of Cumbria and focus on providing high paid job opportunities alongside accessible transport.

Quality Environment

SUMMARY OF ISSUES

A large percentage of the district is rural, green field land and new development is focused in the existing built up areas, key and local service areas. Key issues for the new Local Development Framework (LDF) are the location and type of new housing and the provision of key employment sites. Additional priority areas include the capacity of transport and access routes. However, the protection and improvement of the environment will need to be addressed alongside these issues. The climate change agenda requires specific actions to be developed through the next phase of the Community Strategy

WHAT THE STATISTICS SAY

- Air quality: Nitrogen Dioxide is monitored at 20 sites around the District and levels continue to decline in the majority of locations. However, levels are still above the Government's objective in Lowther Street, Kendal, which has been declared an Air Quality Management Area.
- Industrial emissions to air from 62 sites are currently regulated.
- Water quality: Approximately 2,500 properties in the District have the quality of their private water supplies tested, with properties which fail to meet standards given advice on water treatment measures.
- % of waste recycled

WHAT IS ALREADY HAPPENING

- The Local Development Framework is under development. This will amongst other things address how best use can be made of land in the district to support achieving the Community Strategy/ Corporate Plan objectives.
- Proportion of household waste recycled and composted increasing
- More households served by kerbside collection of two recyclables increased
- Kendal Castle achieved Green Flag Standard

WHAT YOU HAVE TOLD US

- Access to natural environment seen as important in South Lakeland with 40% of those asked identifying it as such
- With 33% clean streets are also important to South Lakeland residents
- 42% said roads and pavements were in a poor condition and needed improving, 22% thought this was a serious problem.
- 17% said the environment had got worse whilst only 2% said it was better
- 67% thought dog fouling was a problem, 17% considered it a serious problem
- 59% thought rubbish and litter was an issue with 14% considering it to be a serious problem

WHAT WE WILL ACHIEVE THROUGH THE COMMUNITY STRATEGY

- ***Conserve, enhance and promote the natural environment***
 - Biodiversity better protected and enhanced
 - Improved ecological intelligence for planning purposes
 - Enhancing town and village character
- ***Recognise the environment as an essential factor in the local economy***
 - Tourism revenue increased through countryside visits activity
 - Support for rural businesses
 - Rural skills shortage addressed
 - Farms maintained as viable
 - Environment better used as an educational resource
- ***A clean, green and healthy environment***
 - Reduced amount of waste to landfill
 - More sustainable use of natural resources with more people taking action on climate change through recycling, energy efficiency and low Carbon Building projects
 - Contribute to development of Carbon Reduction Management Plans
 - Contribute to production of sustainable Transport Plans
 - Reduced litter, graffiti, noise and light pollution
- ***Better engagement with the community on environmental issues***
 - Encouraging more people to take action on climate change
 - Increase the number of people actively involved in the management or conservation of the natural environment

WE WILL MEASURE AND PUBLISH PROGRESS ON:

- 20 rural businesses will be provided with environmental advice
- 40% of household waste will be recycled or composted
- 10 conservation areas will have up to date character appraisals

PROJECTS SOUTH LAKELAND PARTNERSHIP WILL HELP DELIVER:

- Carbon Reduction Management Plan produced
- Work Place Travel Plans
- Provision of low carbon building project grants
- Contributions to the local Development Framework (LDF) process which will enable extensive consultation on future physical development with businesses and residents.
- Environmental enhancements
- Raise awareness of climate change issues

ENGAGING OUR COMMUNITIES:

- See activities under “What we will Achieve” above

TARGETING HELP WHERE IT IS MOST NEEDED

- 17% of people told us that they think their local environment is getting worse and over half the population think that rubbish and litter is a big issue. The Quality Environment Plan seeks to address this through encouraging people to recycle more of their household waste, helping local businesses reduce their carbon emissions by offering them sustainable business advice and obtaining Green Flag status for more of South Lakeland’s parks and gardens.

HOW WE PERFORM

We will ensure the projects and targets identified in this Strategy are fully monitored and evaluated. The responsible agencies within the South Lakeland Strategic Partnership will manage the work through robust Action Planning and Project Management.

We will report on the progress made at the end of the year to allow people to assess whether we have been successful in our intentions.

SUSTAINABILITY

This Strategy is being independently assessed to ensure it is sustainable in its approach. In addition a set of Action Plans are in production to deliver what we say we will. The individual projects we undertake will also be assessed to ensure they are sustainable

ASSESSMENT OF RISK

The Government is introducing a Performance Management Framework which will include something called an Comprehensive Area Assessment (CAA). This will look at the robustness of multi-agency arrangements for delivering better outcomes for local people. The process requires our Plans to be assessed against risk to ensure delivery of the outcomes. This Strategy has been risk assessed to contribute to any future CAA for this area. Actions to mitigate the risks will be undertaken.

WHAT YOU CAN DO?

You are already involved because you have read this document and will have views that you can share with us. We must all continue to work together if we are to achieve the outcomes set out above. Further details of how you can get involved and continue to have your say are contained in the leaflet

“Delivering Change through making South Lakeland a distinctive place to live, work and visit”.

[To be prepared]

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