

Council Commitment to Local Communities 2012 - 2015

Priorities	Poverty	Economic Development	Town Centres	Sports, Arts and Leisure	Performance
	1. <i>Poverty reduced by narrowing inequality between places and supporting vulnerable people.</i>	2. <i>A strong, sustainable and vibrant local economy.</i>	3. <i>Thriving town centres that are attractive and welcoming.</i>	4. <i>Everyone has the opportunity to access affordable sports, arts and leisure activities to improve quality of life.</i>	5. <i>High performing services that meet community needs and deliver value for money.</i>
Target Areas	1.1 Housing and fuel poverty 1.2 Financial exclusion 1.3 Unemployment	2.1 Business support and growth 2.2 Skills / education for business 2.3 Inward investment	3.1 Retail 3.2 Well maintained and attractive 3.3 Business and mixed uses 3.4 Residential development	4.1 Festivals and events 4.2 Accessible and affordable facilities, venues and activities 4.3 Grass roots community led activities	5.1 Customer satisfaction and service 5.2 Access and fairness 5.3 Services delivered as locally as possible 5.4 Efficiency and effectiveness 5.5 Openness and transparency
Outcome Measures	<ul style="list-style-type: none"> • Cost of housing compared to income levels • % of households in fuel poverty • % of children in poverty • Unemployment rates • Ward deprivation levels 	<ul style="list-style-type: none"> • Business start-ups and survival rates • No. new jobs provided in Allerdale and wage levels • % of businesses that consider lack of skills an issue when recruiting • No. of new companies inwardly investing in Allerdale 	<ul style="list-style-type: none"> • Use of town centre car parks and footfall • % of people satisfied with town centres • Business occupancy • Residential occupancy 	<ul style="list-style-type: none"> • No. of people engaged in arts • Adult participation in sports and active recreation • Healthy life expectancy 	<ul style="list-style-type: none"> • Satisfaction with Council services • % of people in each locality who feel they can influence decisions • % of people that feel the Council provides value for money
Key Projects and Actions - 2012/13	<ul style="list-style-type: none"> • Develop Anti-Poverty Strategy and work with partners • Review payment arrangements for Council services • Work with partners to deliver affordable homes • Provide personalised assistance to support people receiving benefits • Expand the Apprenticeship Scheme • Promote Affordable Warmth schemes 	<ul style="list-style-type: none"> • Support package for businesses • Further develop 'Ways Into Successful Enterprise' scheme • Develop projects in line with Economic Blueprint • Develop local and sustainable procurement arrangements • Facilitate broadband programme in partnership 	<ul style="list-style-type: none"> • Work with partners to develop town centre strategies that are holistic and aspirational • Investigate 'living over a shop' project • Form dedicated town centre teams 	<ul style="list-style-type: none"> • Facilitate and support festivals and events across West Cumbria • New or refurbished leisure centre for Workington • Invest in the Carnegie Theatre and put sustainable management arrangements in place • Develop sustainable future for The Wave 	<ul style="list-style-type: none"> • Organisational Improvement Plan • Reducing Spend Programme • Improve energy efficiency of Council buildings • Review Council model for delivering services • Development of Local Plan (Local Development Framework) • Develop Asset Acquisition and Disposal policy
Deliverables 2012/13	<ul style="list-style-type: none"> • Increase in Credit Union take up • More payment points available to pay for Council services • More affordable homes and long term empty homes brought back into use • Council offering HR / payroll support for businesses using apprentices 	<ul style="list-style-type: none"> • Businesses set up through 'Ways Into Successful Enterprise' scheme • One stop shop service offered to businesses • Business support package in place reducing costs and providing support to new businesses 	<ul style="list-style-type: none"> • Town centre plans in place • Action taken on dilapidated buildings • Improved cleanliness and appearance of town centres 	<ul style="list-style-type: none"> • One stop shop service available for Council services required for organising festivals or events • More people using leisure centres in Allerdale • Sports development programme for young people • More festivals and events arranged 	<ul style="list-style-type: none"> • Resource Challenges carried out on all services • Budget strategy savings of £3.5m delivered by 2014/15 • Council future operating model agreed and plans in place to deliver • Improved staff survey results