

<p><b>Meeting of the One South Lakeland Partnership Board</b></p> <p><b>To be held in the Georgian Room, Kendal Town Hall</b></p> <p><b>4<sup>th</sup> August 2014, 2.00 p.m.</b></p>	
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## AGENDA

No.	Item	Lead
1.	<b>Welcome &amp; Apologies</b>	Graham Wilkinson
2.	<p><b>Minutes of the Last Meeting held on 12<sup>th</sup> March 2014</b> To approve the minutes of the last meeting (attached)</p> <p><b>Rolling Action Plan</b> (attached)</p>	Graham Wilkinson
3.	<p><b>Economic Growth</b></p> <ul style="list-style-type: none"> <li>• LEP Update</li> <li>• To approve the SLDC Economic Growth strategy (attached)</li> <li>• Economic Growth Projects update</li> <li>• Community Infrastructure Levy</li> </ul>	Peter Thornton Caroline Leigh Caroline Leigh Dan Hudson
4.	<p><b>Health and Wellbeing</b></p> <ul style="list-style-type: none"> <li>• To approve the Public Health and Wellbeing Strategy (attached)</li> <li>• Health and Wellbeing Forum update</li> </ul>	Phil Greenup Helen Bailey
5.	<p><b>Working Collaboratively on Social Value</b></p> <ul style="list-style-type: none"> <li>• Our Place</li> <li>• Social Value</li> </ul>	Jenny Draper Claire Gould
6.	<p><b>Organisational Updates</b></p> <ul style="list-style-type: none"> <li>• CVS</li> <li>• South Lakes Federation</li> <li>• NHS Partnership Trust</li> <li>• Others</li> </ul>	Robin Battersby Graham Wilkinson Tom Bell All
7.	<b>AOB</b>	All
8.	<p><b>Date of next meeting</b> 12<sup>th</sup> November 2014 – Georgian Room 2.00 p.m.</p>	

**Future Meetings:**

All starting at 2.00 p.m. in Kendal Town Hall

12<sup>th</sup> November 2014 – Georgian Room

4<sup>th</sup> March 2015 – Georgian Room

**Distribution List:**

Graham Wilkinson, Principal, Kendal College and Chair, One South Lakeland Board

Jocelyn Manners-Armstrong, Yorkshire Dales National Park Authority

Helen Bailey, Clinical Commissioning Group

Peter Thornton, Leader, South Lakeland District Council

Mark Pannone, Chief Superintendent, Cumbria Police

Janette Jenkinson, CALC

Robin Battersby, Senior Development Officer, CVS

Richard Leafe, Chief Executive, Lake District National Park Authority

Cath Davenport, Chair South Westmorland Local Area Partnership

Lawrence Conway, Chief Executive, South Lakeland District Council

Enid Fraser, Executive Officer, South Lakes Federation

Mike Taylor, Chairman, Cumbria Partnership NHS Foundation Trust

Tom Bell, NHS Partnership Trust

John McCreesh, Cumbria County Council

Claire Gould, Policy & Partnerships Manager, South Lakeland District Council

**Minutes of a Meeting of One South Lakeland Board held in The Georgian Room, Town Hall, Kendal on: Wednesday 12 March 2014 at 2.00 p.m.**



**Present**

**Members**

*Graham Wilkinson (Chairman)*

*Richard Leafe*

*Cath Davenport*

*Helen Bailey*

*Janette Jenkinson*

*Paul Latham*

*Tom Bell*

*Debbie Storr*

*Lawrence Conway*

*Geoff Cook*

**Also in Attendance**

*Claire Gould*

*Caroline Leigh*

*John Greenbank*

*Principal, Kendal College*

*Chief Executive, Lake District National Park Authority*

*Chair, South Westmorland Local Area Partnership*

*Clinical Commissioning Group*

*CALC*

*Cumbria Police*

*NHS Partnership Trust*

*Director Policy and Resources, South Lakeland District Council*

*Chief Executive, South Lakeland District Council*

*Cumbria County Council Local Area Committee*

*Policy & Partnerships Manager, SLDC*

*Economic Development and Assets Group Manager, SLDC*

*Democratic Services, SLDC*

**1. WELCOME & INTRODUCTIONS**

The Chairman welcomed those present.

Apologies for absence were received from; Sean Kelly and Peter Thornton

**2. NOMINATION FOR CHAIR**

AGREED – That Graham Wilkinson be elected Chair of the One South Lakeland Partnership Board for two years.

**3. MINUTES OF THE LAST MEETING –**

AGREED – That the Minutes of the 11 December 2013 meeting of the One South Lakeland Board be approved.

**Rolling Action Plan**

Graham Wilkinson updated on the rolling action plan.

**Action Required By**



Rolling Action Plan – 22<sup>nd</sup> March 2014

Ref	Date	Action	Who	When	Status
1.	02.02.13	Letter to Cllr Gillard – meeting attendance at the Board	Caroline Leigh	28.08.13	As a management team we need to ensure that Caroline Leigh is present at all meetings of the Board.
2.	02.02.13	Development of the SLDC Plan	Caroline Leigh	22.07.14	Update at June Meeting
3.	09.02.13	Plan to develop to be adopted by the Board in partnership across the County and District	Caroline Leigh	09/09/13	Health Development – new software and design being rolled out
4.	10.02.13	Provide strategic direction and clarity for Board to support the delivery of the Economic Growth Plan and Wellbeing – to be presented to the Board	Caroline Leigh	22.07.14	Invitation to Health & Wellbeing networking event – Thursday 27 July (Further details to follow)
5.	10.02.13	Rolling Action Plan for the Board to be updated via email once the finalised version is adopted by the Council	All Organisations / Caroline Leigh	22.07.14	New Structure
6.	10.02.13	Update on 100 Plan and Wellbeing	All	10.11.13	Completed

- Rolling Action Plan Embedded.

#### 4. SOUTH LAKELAND STRATEGY FOR ECONOMIC GROWTH & INVITATION TO BUSINESS NETWORKING EVENT

Caroline Leigh, Economic Development and Assets Group Manager for SLDC, spoke to the Board about the recent South Lakeland Business Forum and the South Lakeland Strategy for Economic Growth.

The Strategy had been put together in response to the adoption of the Local Plan and the work of the Local Enterprise Partnership.

The Strategy would replace the previous Economic Development Strategy 2004. Included would be additional information relating to housing in the district. It is hoped that the strategy will also allow greater linkage with other organisations working within South Lakeland and to realise the aims of the Council Plan in creating one thousand new homes and jobs in the District.

Partners had been asked for their input into the plan prior to its adoption by the Council.

The Board requested that it be updated via email once the finalised version is adopted by the Council.

Invitation to business networking event - Thursday 3<sup>rd</sup> July

Caroline Leigh

(Further details to follow)

#### 5. HEALTH & WELLBEING FORUM

Claire Gould and Helen Bailey spoke to the Board about the establishment of a Health and Wellbeing Forum for South Lakeland.

The Forum would bring together partners from across the district to discuss issues. The Forum would also act as a link to the County-wide Health and Wellbeing Board.

The Board was informed that substantial changes are planned for the Health services within Cumbria and the Forum would give a voice to the issues from South Lakeland

The membership of the Forum was to be confirmed with Cllr Thornton and Helen Bailey representing the One South Lakeland Board.

The first meeting of the Forum was due to meet in June 2014. With this in mind the Board considered that it would be

Health and Wellbeing Structure

appropriate to re-arrange its June meeting to allow the Forum to meet and a report on it to be presented at a meeting in July 2014

AGREED – That the 4 June 2014 meeting of the One South Lakeland Board be rearranged for during July 2014.



- Health and Wellbeing Board Document Embedded.

Claire Gould

## 6. PROPOSED ONE SOUTH LAKELAND STRUCTURE

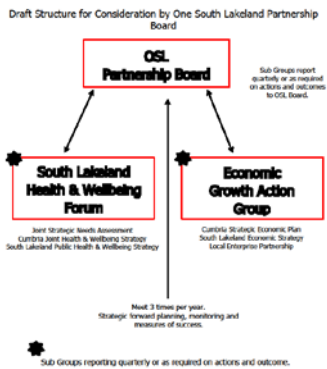
Claire Gould presented a report on the proposed changes to the structure of the One South Lakeland Board.

Two sub-groups of the Board were being arranged, the South Lakeland Health and Wellbeing Forum and an Economic Task Group.

The number of meetings of the Board would also be reduced to 3 meetings a year. One in March to review the work of the Board and one in July and November to monitor progress of its work.

The Economic Task Group membership would include representatives from the Local Area Partnerships and the Cumbria Association of Local Councils (CALC), with the full membership to be decided. Its first meeting would be June 2014.

An update on the first meetings of the Sub Groups would be presented to the Board at its July 2014 meeting.



- Draft One South Lakeland Structure

OSL Structure

## 7. PEER CHALLENGE OUTCOME

SLDC Chief Executive Lawrence Conway reported the outcome

of the Council's recent Peer Challenge review. A group of Councillor and Officers from other authorities and Local Government Association representatives visited the Council.

He thanked all those involved in the Peer Challenge for the hard work they had put in.

During their visit they spoke to a range of people from Council employees to Councillors and stakeholders. They also gathered information from other meetings and other research before they fed back their observations on the Council's performance.

The feedback was overall very positive. Although it was noted that there was still areas were there is room for improvements.

The Board extended its congratulations to the Council on the outcome of the Peer Challenge and hard work that had been done to achieve the positive results.

## **8. ORGANISATIONAL UPDATES**

### **Local Area Partnerships Conference**

A Conference entitled "Where Do LAP's Go Next?" was held at the Victoria Hall in Grange Over Sands.

The Conference explored the role of LAP's and how they can best meet the needs of the area in the future.

Feedback was positive from those that attended. Although the need to develop a clearer vision for the future was recognised.

### **NHS Cumbria**

Tom Bell informed the Board of the review of NHS services in Cumbria that had been taking place.

A "Case for Change" leaflet had been distributed to stakeholders layout some of the proposed changes. Including the proposal to reduce the number of service areas in Cumbria from six to four.

The Board was also informed that despite the proposed changes the NHS in Cumbria wished to maintain its local links and welcomed input in how it can improves its services.

The Board was made aware that a Cumbria Rural Health Network had also been established and that a Digital Health Strategy is to be developed.

Paul Latham from Cumbria Police reported that overall crime in the District remained low. The Board was also informed that detailed crime figures could be provided for members if required.

Richard Leafe, Chief Executive of the Lake District National Park Authority informed the Board that the National Park was conducting an annual review of the Authority's Plan, and that once it was complete it would be available on the National Parks

website to view.

**9. ANY OTHER BUSINESS**

**Leisure Services Contract**

Councillor Graham Vincent, Health and Wellbeing Portfolio Holder for SLDC, informed the Board that the new lakes leisure contract holder North Country Leisure had held its first Board Meeting on 11 March 2014.

North Country Leisure will take up the provision of leisure services from the 1 April 2014, and were looking at outreach for leisure services in the District.

The Board requested that the minutes of the meeting be attached to the next One South Lakeland Board's agenda.

Claire Gould

**10. DATE OF NEXT MEETINGS**

AGREED – That the next meeting of the One South Lakeland Board will be 2 July 2014 at 2.00pm Georgian Room.

Future Meetings will be held on:  
12 November 2014 2pm Georgian Room  
4 March 2015 2pm Georgian Room

The meeting ended at 3.30pm



## Rolling Action Plan – 4<sup>th</sup> August 2014

Ref.	Date	Action	Who	When	Update
1.	12.6.13	Letter to Cllr G.Cook - meeting attendance at the board.	Graham Wilkinson	18.08.13	Acknowledgement received Cllr Cook to attend from December Board meeting in a personal capacity not representing CCC. Completed
2.	12.6.13	Development of the OSL Plan	Claire Gould	4.08.14	Update at August Meeting
3.	16.03.12	One SL Website to be updated to show links to partnerships across the County and District	Claire Gould	30.09.14	SLDC Website developed, work underway to improve the look of and access to other hosted sites
4.	11.09.13	Provide briefing/scoping document for Board to consider for the delivery of the Economic Growth half day Workshop. To be delivered by 31.03.14	Claire Gould	4.08.14	Complete
5.	11.09.13	All organisations to complete their targets and actions for the One South Lakeland action plan, details to be sent to Claire Gould	All Organisations / Claire Gould	4.08.14	New Structure
6.	11.09.13	Update on LEP Plans and Strategies.	All	31.12.13	Completed



# Economic Growth Strategy

## South Lakeland District Council



Creating 1,000 new jobs in South Lakeland

Making South Lakeland the best place to **live**, **work** and **explore**

[www.southlakeland.gov.uk](http://www.southlakeland.gov.uk)

[www.investinsouthlakeland.co.uk](http://www.investinsouthlakeland.co.uk)





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## Executive Summary

South Lakeland aspires to be the very best place to work and to do business. It is an ambition that focuses on the need to create the right opportunities for economic growth, recognising that further investment will be needed to enable the district to fulfil its economic potential. That ambition is reflected in the recent adoption of a new local plan and the council's commitment to delivering 1,000 jobs and 1,000 new homes.

South Lakeland is one of a very few local authorities in the North West with an adopted Local Plan including both a Core Strategy and Land Allocations. This document sets out a strategic framework for economic growth and development in South Lakeland. It updates and develops the Economic Development Strategy 2004 and Eden and South Lakeland Delivery Plan 2010.

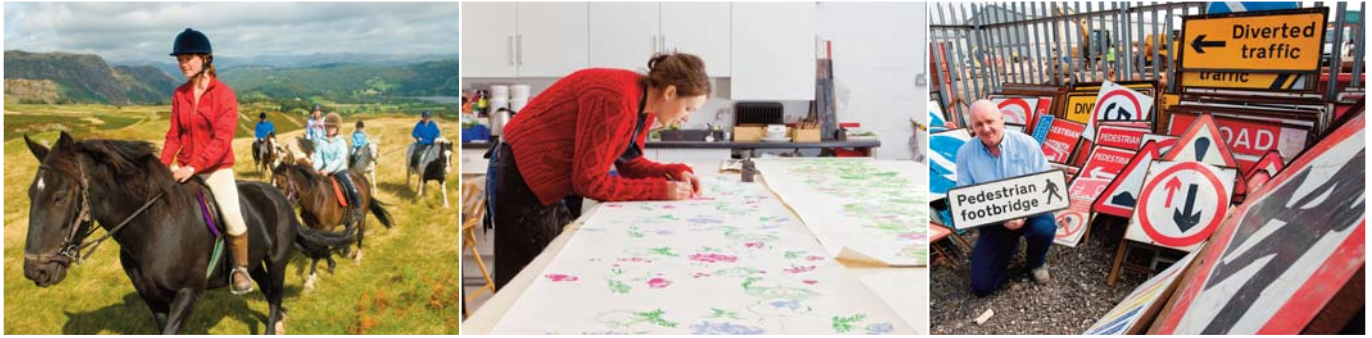
The council is committed to working with employers, partners and investors to deliver development, economic growth, local employment and to promote training opportunities. In particular the council will continue to;

- Promote South Lakeland as a world class destination for business
- Work with the Cumbria Local Enterprise Partnership (LEP) to create the conditions for business growth
- Work with developers on regeneration projects and identify land available for business use
- Improve skills and support growth in the private sector
- Encourage investment in South Lakeland.

South Lakeland is a place where we build on our traditional strengths, and where we want to pioneer new industries that make the most of our special environment. We want to promote new ways of working so that businesses can compete and reach their potential whilst enjoying everything that is special about living in South Lakeland.

If you would like a copy of this document in another format such as large print, Braille, audio or in a different language, please call **0845 050 4434** or email **customer.services@southlakeland.gov.uk**





## Introduction

South Lakeland is a special and unique place, different from anywhere else in the UK. The natural environment is outstanding and the number and extent of national designations are testament to its very special status.

Wherever you look there is evidence of the contribution that people have made. South Lakeland combines a rich industrial and agricultural heritage, vibrant working market towns, industrial entrepreneurship contrast vividly with the district's strong tradition of hill farming. What the old and the new have in common are communities whose spirit of innovation and inventiveness, often borne out of self-reliance, has thrived here for centuries. These have become characteristics of South Lakeland and we intend to build on that proud heritage to make sure that our traditional industries, such as food, farming and tourism, remain as relevant and a competitive in the 21st century as the new knowledge-based and hi-tech businesses that South Lakeland will increasingly attract.

South Lakeland is one of a very few local authorities in the North West with an adopted Local Plan including both a Core Strategy and Land Allocations. The Core Strategy sets out a vision for the area in 15 years' time;

“South Lakeland consists of inclusive, sustainable communities. The district has a more balanced population, with an increase in the proportion of children and young people, and people of all ages playing a full role in community life. New development has taken place in a manner that mitigates against and adapts to the cause and impacts of climate change.”

“A vibrant and thriving tourist sector continues to be an important part of the local economy...but there has been a set change in the district's economy, with a growing entrepreneurial culture, higher levels of business creation and the establishment of new knowledge-based industries.”

The Land Allocations plan identifies allocates 60 hectares of land for new business including prestige strategic employment sites, business park sites and sites to meet local needs. There are sites all over South Lakeland waiting to be developed for new employment.

The plan also proposes the delivery of around 5,400 new houses between now and 2025. This will create much needed affordable and market housing to meet housing needs generated by local economic growth. The residential component will also bring significant economic benefits in terms of stimulating activity in the construction sector and elsewhere in the local economy.

The next phase of the Local Plan is the preparation of development briefs including a master plan for the strategic employment site at Scrogg's Wood, Kendal and the introduction of a Community Infrastructure Levy which will help to fund the infrastructure costs associated with opening up employment sites

South Lakeland is a place where we build on our traditional strengths, and where we want to pioneer new industries that make the most of our special environment. We want to promote new ways of working so that businesses can compete and reach their potential whilst enjoying everything that is special about living in South Lakeland.

Within all that we do, we will continue to be guided by the principle that South Lakeland must retain and build on our special and unique assets. We can rise to the challenge of creating the opportunities for economic growth, and in so doing find more sustainable ways to achieve our economic goal. There are good reasons to be optimistic, with developments in technology and global trends working together to make our natural assets a source of real competitive advantage.



## Economic conditions

At any given point in time, the economic conditions of the UK, and beyond, provide the context for the economic performance of South Lakeland. There is no immunity from the significant challenges facing the national economy, and therefore any measures to address economic growth in South Lakeland must be considered within these difficult circumstances.

In the period from 2008 the UK economy has been challenged by some of the most difficult economic conditions it has faced for several decades. Using Gross Domestic Product (GDP) as a measure of all the economic activity in the UK, the economy has been through a period of recession in 2008/9 followed in recent years by what the Office for National Statistics (ONS) refer to as a 'bumpy plateau'. Although the path of the economy does appear to be on an upward trend it remains well below historic growth rates.

The response from government is to support Local Enterprise Partnerships (LEPs) to help to determine local economic priorities and to lead economic growth and job creation within local areas. South Lakeland is part of the Cumbria LEP and they are increasingly being used by central government as the means to channel public resources into measures to promote economic growth and investment<sup>1</sup>.

Government has encouraged LEPs to draw up plans for local growth as the means to secure public funding through the Local Growth Fund. This is a competitive bidding process and the bid from Cumbria LEP set out in the Cumbria Strategic Economic Plan 2014-2024 (SEP), sets out the current priorities for promoting growth and investment within the Cumbria economy.

The vision in the SEP is for "Cumbria to have one of the fastest growing economies in the UK, in an energised and healthy environment. Our economy is complex and diverse, encompassing world-class engineering, manufacturing and

energy companies, alongside high-quality food and drink companies and a unique and unparalleled visitor offer." The four strategic investment priorities are:

1. Advanced manufacturing growth
2. Nuclear and energy excellence
3. Vibrant rural and visitor economy
4. Strategic connectivity of the M6 corridor

## Economic geography

Economic activity is, however, not constrained by the boundaries of public administration and the policies of economic development and growth now focus much more on functional economic areas within which there are economic similarities in terms of business sectors, travel to work patterns and labour markets.

South Lakeland's economy is actually made up of several economies, each influenced by the existing hubs or service centres and their connectivity to other towns, cities and regions. Indeed there is a complex web of economic interactions which reach well beyond the shores of the UK.

The economic geography of South Lakeland is nonetheless characterised by the location of its towns, the transport infrastructure, the presence of specialist industries and its outstanding coasts and countryside. Figure 1 highlights the geography and the strategic fit to emerging economic priorities for the county.

<sup>1</sup> *No Stone Unturned*, report to government, M. Heseltine, October 2012.



**Figure 1:**  
Economic geography of South Lakeland



**1. M6 Growth Corridor**

Competitive advantage through transport infrastructure, specifically M6 and West Coast Mainline railway. (Priority 1 Cumbria Economic Ambition)<sup>2</sup>. Asset = Communications Infrastructure.

**2. Rural and Visitor Economy**

Competitive advantage through nationally and internationally recognised landscapes and brands, specifically Lake District and Yorkshire Dales National Parks and Arnside and Silverdale AONB. (Priority 4 Cumbria Economic Ambition)<sup>2</sup>. Asset = Environment.

**3. Advanced Manufacturing**

Competitive advantage through cluster of specialist and expanding manufacturing companies, specifically including BAE and GSK. (Priority 3 Cumbria Economic Ambition)<sup>2</sup>. Assets = Existing Pool of Knowledge/Expertise.

In the east of the district the M6 and West Coast Mainline provide vital transport arteries connecting to the UK’s major centres of population. These connections open up access to regional, national and international markets. Indeed, within the context of Cumbria, South Lakeland clearly benefits from greater proximity to these existing markets and, most significantly, there is proximity to the region’s international ports to provide valuable gateways to international markets, both for the export of manufactured goods, and for international visitors to the Lake District.

South Lakeland has a fabulous environmental resource. Significant parts of the district have national landscape and wildlife designations, including parts of two National Parks and an Area of Outstanding Natural Beauty. Few districts in the UK could boast such status. These environmental assets provide something you cannot build or buy. They must be protected, and through their conservation the district can benefit economically, not only in supporting the

<sup>2</sup> Cumbria’s Economic Ambition, Cumbria County Council, September 2012  
A National Cradle for Advanced Manufacturing- Economic Vision for Furness, July 2012



significant visitor economy in South Lakeland, but in creating new opportunities for economic growth. We should not understate the attractiveness to a new generation of 'footloose' digital and creative enterprises, as well as a variety of knowledge-based businesses. With the development of much improved communications infrastructure, these businesses can exist perfectly well alongside the more traditional land-based businesses that contribute so much to the district's distinctive landscape heritage.

In the west of South Lakeland's district are some of the most inventive and creative manufacturing businesses in the UK. The economic relationship between South Lakeland and Barrow and the Furness peninsula is vital to the economic prosperity of our sub-region, creating opportunities for economic growth in an area that is rapidly becoming a "national cradle" for advanced manufacturing. South Lakeland can create the opportunities for economic growth, working with partners on the Furness peninsula to assist in developing and improving the skills that are needed by those successful businesses with ambitions to expand and grow.

## Economic assessment

Our understanding of the local economic conditions and economic geography of South Lakeland is informed by economic data and analyses, including the findings of a Local Economic Assessment<sup>3</sup>. The strengths, weaknesses, opportunities and threats to economic development and growth in South Lakeland (Figure 2) are informed by the local economic assessment and the analysis used to inform the preparation of the Cumbria Strategic Economic Plan 2014-2024.<sup>4</sup>

<sup>2</sup> *Cumbria Local Economic Assessment: key findings for Eden and South Lakeland*, University of Cumbria (CRED) and Cumbria Intelligence Observatory, November 2010.

<sup>4</sup> *The Four Pronged Attack*, Cumbria Strategic Economic Plan 2014-2024, Cumbria Local Enterprise Partnership.



Figure 2: SWOT Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Strong GVA<sup>5</sup> growth rate</li> <li>• Diverse, resilient economy.</li> <li>• Employment strong in distribution, hotels and restaurants, retail, banking and finance.</li> <li>• Several internationally significant employers.</li> <li>• World class skills in specialist manufacturing.</li> <li>• Qualification profile largely mirrors UK</li> <li>• Internationally recognised “Lakeland” brand.</li> <li>• Significant environmental assets: 2 National Parks, and an AONB.</li> <li>• Business survival rates high.</li> <li>• Transport Connectivity within the North West</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• GVA per job still low despite strong GVA growth, the gap with national GVA still exists</li> <li>• Pockets of high youth unemployment</li> <li>• Business ‘deaths’ exceed ‘births’</li> <li>• Transport, planning, skills and access to finance perceived as barriers</li> <li>• Limited and patchy high speed broadband coverage</li> <li>• Affordability of housing across the district.</li> <li>• Relatively low working population due to demographic profile.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Economic conditions improve – household spending rises/ recovery of Eurozone demand.</li> <li>• Potential to protect and build on high value manufacturing</li> <li>• Environment sector – low carbon, renewables, higher value agri-products</li> <li>• Potential to build on existing finance, IT and business sectors.</li> <li>• Develop high value tourism offer</li> <li>• Build further on our niche and artisan food and drink sector</li> <li>• Exploit M6/WCML communications</li> <li>• ‘Connecting Cumbria’ higher speed broadband roll out</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Economic conditions worsen – further squeeze on household spending / struggling exports with weak Eurozone demand.</li> <li>• Projected decline in working age population constrain workforce growth.</li> <li>• Decline in public sector as consequence of austerity measures.</li> <li>• Manufacturing employment moving overseas.</li> <li>• Retail restructuring increases volume of vacant premises in town centres.</li> <li>• Missing opportunities presented by potential in our key sectors</li> </ul>

(Source: Cumbria Local Economic Assessment: Findings for Eden & South Lakeland, University of Cumbria and Cumbria Intelligence Observatory, November 2010)

The SWOT analysis draws out a set of ten of the most significant economic challenges facing South Lakeland. Using logic chains it is possible to derive a set of strategic outcomes from these

challenges. This helps to ensure that the economic strategy remains focused on the delivery of economic measures responsive to the specific issues facing South Lakeland.

<sup>5</sup> GVA or Gross Value Added is commonly used as a measure of the goods and services produced in an area, industry or sector of an economy.



Figure 3: Framework of Challenges, Objectives and Strategic Outcomes

	Challenges		Current Status		Objectives		Smart Outcomes
1	GVA Productivity Gap relative to UK	→	GVA growth closing gap to UK	→	Improve GVA per head	→	A more productive economy
2	Low earnings and skills shortages	→	Below average earnings and shortage of specific skills	→	Improve average earnings and skills	→	A higher wage economy and broader skills base
3	Housing affordability	→	Very high affordability ratios	→	Increase affordable housing stock	→	A more affordable place to live
4	Conditions for business growth	→	Business deaths>births	→	Business births>deaths	→	A diverse and growing business base
5	Rural location distant from markets	→	Access to M6, WCML, superfast broadband	→	Improve access to customer markets	→	A better connected district
6	Barriers to business growth and expansion	→	Difficulty accessing skills, sites and finance	→	Improve access to supply of labour, land and finance	→	A better place for businesses to grow and expand
7	Ageing population	→	Smallest % working population in Cumbria	→	Attract working age people	→	A more economically active population
8	Protecting the natural asset	→	Businesses not all taking action to be sustainable	→	Increase no. of green accredited business	→	A more environmentally sustainable economy
9	Tourism spend not reaching potential	→	Overseas and staying visitors small % total	→	Increase no. and % overseas visitors	→	An international tourist destination
10	Threat to future of town centres	→	Decline in number of businesses	→	Decrease no and % vacant premises	→	More vibrant town centres with improved business viability





### Vision, aims and objectives

Activities to deliver these strategic outcomes are grouped into strategic priorities for action. For example:

- Supporting business and enterprise (GVA, business growth and employment sites)
- Enabling a skilled and flexible workforce (skills development and training)
- Securing the infrastructure needed for growth (transport, communications and housing)
- Promoting a low carbon, sustainable economy (environmental quality and sustainability)
- Raising profile of South Lakeland as best place to live, work and explore (branding and marketing)

Figure 4: Framework of Strategic Aims and Objectives

Economic Purpose	Strategic Aims	Objectives
To make South Lakeland the best place to live, work and explore.	1. To secure improvements in productivity and employment through support for <b>business growth and new enterprise</b> .	Facilitate expansion of higher value businesses in terms of output and employment.
		Facilitate growth of business base with support for start-ups and self-employment.
		Promote business growth and new enterprise in town centres.
	2. To achieve a more <b>flexible and highly skilled workforce</b> .	Ensure vocational training and qualifications are relevant to the needs of local business.
		Promote take up of Apprenticeships with key employers.
	3. To ensure that <b>investment in infrastructure</b> stimulates growth.	Identify and secure suitable employment sites in strategic locations.
		Identify and secure investment in road improvement schemes.
		Identify and secure investment in rail improvement schemes.
		Ensure the highest broadband speeds are available to all growing businesses.
		Ensure supply of labour is not unnecessarily constrained by lack of affordable housing.
		Maximise opportunities for business development and growth in town centres.
	4. To promote a <b>low carbon, sustainable economy</b> .	Promote and encourage businesses to take up investigate and invest in greener technologies
		Promote and encourage reduce, re-use and recycle
Promote and encourage more energy efficient businesses and the use of renewable energy.		
5. To attract and <b>promote business investment</b> in South Lakeland.	Raise the profile of South Lakeland as “best place to do business.”	



These priorities for action fit with those identified in South Lakeland District Council Plan 2014 which states the economic ambition to “achieve inward investment to at least three major employment sites creating 1,000 new jobs in South Lakeland.” In particular;

- A place where businesses grow and create jobs
- A high wage economy
- A skilled workforce with education and apprenticeships available

The council is committed to working with employers, partners and investors to deliver development, economic growth, local employment and to promote training opportunities. In particular the council will continue to:

- Promote South Lakeland as a world class destination for business
- Work with the Cumbria Local Enterprise Partnership (LEP) to create the conditions for business growth
- Work with developers on regeneration projects and identify land available for business use
- Improve skills and support growth in the private sector
- Encourage investment in South Lakeland.

The Cumbria LEP provides the strategic lead in relation to countywide economic growth. In its Strategic Economic Plan it has identified four priorities: advance manufacturing, nuclear and energy excellence, vibrant and rural visitor economy and the strategic connectivity of the M6 corridor. In addition to these it has identified key underpinning sectors of construction, digital media and creative, logistics and transport, business services, low carbon and renewable energy, agriculture including land and sea based. The LEP has also prioritised the need to:

- Inspire and support businesses to reach potential – locally, nationally and internationally

- Ensure motivated and skilled people, both employees and entrepreneurs
- Ensure the right infrastructure to support business competitiveness and growth
- Use Cumbria’s environment as a key economic asset.

### Priority actions for South Lakeland

The following priorities for action in South Lakeland reflect these countywide priorities as a shared ambition to drive investment and growth, but naturally they are refined and tailored to take advantage of the particular opportunities to create economic growth in our distinctive part of the county.

The five priorities for action reflect the four identified by Cumbria LEP and, in addition, South Lakeland will prioritise the need to market and promote the district to raise its profile regionally and nationally as a place which aspires to be the very best place to work and do business. Our five priorities are described below:





## 1) Business

Creating the right conditions for, and focusing interventions on, those businesses with greatest potential for growth. The right conditions include access to sites, finance and knowledge; all which will create confidence to invest. The aspirations for South Lakeland are:

- Businesses connecting and trading in the rest of the UK and internationally, leading to increased profitability, greater resilience, more and better paid jobs.
- Businesses connecting with each other, achieving economies of scale and punching above their weight.
- Businesses making use of new high speed broadband including flexible working from home and remotely.
- Emergence of a fresh perception of South Lakeland as one of the best connected places and part of the global mainstream.

Actions or measures focus on:

- Facilitating growth of existing successful businesses whilst attracting businesses from elsewhere to locate all or part of their business in South Lakeland.
- Raising awareness of how other South Lakeland businesses have grown nationally and internationally by shining the spotlight on success stories, using this to promote a positive image of South Lakeland as “the best place for business”.
- Removing obstacles that can stop businesses growing or exporting such as infrastructure and transport links and creating planning strategies for business and facilitating growth that helps to protect and enhance our very special environment.
- Making it easier for our small and medium-sized enterprises to find the right kind of business support including specific advice with challenging issues such as accessing finance and finding suitable sites or premises.
- Championing the “once in a generation” opportunities presented by the latest

developments in high speed communications technology.

- Role of council procurement in supporting businesses.

South Lakeland already has a number of great businesses but there are many others who have yet to realise their full potential. Creating opportunities for economic growth can be aided by increasing aspirations, and then helping those aspirations to be achieved.

People's perceptions of South Lakeland are also important and we should ensure that these are well-informed and add 'best place to work and do business' to the nation's positive image of South Lakeland as one of their favourite places to live and to visit. This activity is essential to attracting inward investment and therefore critical to the achievement of our growth ambitions.

Superfast broadband and the internet are changing the way we all live and work. It is increasingly possible to trade internationally from a base in South Lakeland, talking to customers and colleagues around the globe using the latest technology. Indeed technology now enables us to live where we want to live and trade where we want to trade. It is becoming much easier for our small businesses and self-employed to work in partnership with other businesses so they can compete for larger contracts in collaboration. Much more of this can happen by facilitating improvements in networks and by tailoring business support to fit individual business needs.

## 2) Skills

Creating the right conditions for growth means ensuring that businesses with ambitions for growth and investment in South Lakeland can meet more of their needs for skilled labour, drawing candidates from the local labour market wherever possible. The aspirations within South Lakeland are:

- Matching the demand for skills with the supply of skills.
- More skilled work, with higher salaries, delivering improved productivity.



- Maximising the potential of local talent and retaining their skills in South Lakeland.
- A culture of learning new skills, then updating and improving them to meet emerging opportunities.
- Those acquiring new skills recognise South Lakeland as the “best place to live and to work”.

Actions or measures focus on:

- Developing the skills of all workers to match local job opportunities.
- Identifying future market opportunities and skills needs, helping employers and employees to scan the horizon and plan ahead.
- Brokering a stronger dialogue between South Lakeland’s businesses and training providers to ensure that businesses get the training they want and need.
- Advocating the benefits of training to employers and working with them and training providers to make South Lakeland a better place for an individual to pursue a career.

There is a strong relationship between the performance of an economy and the quality of the workforce. In South Lakeland this appears to be somewhat contradictory. For example, evidence from examination results demonstrates how well young people are performing in our local schools, and yet businesses report that they cannot find the skills they need locally. Many individuals hold the opinion that there are not enough jobs in South Lakeland of the type to attract and retain well qualified people. Out migration of young people is part of the explanation but not the whole explanation. Skills levels are high in South Lakeland despite the loss of young people but not necessarily in the desired skills areas. Businesses consistently report their struggle to attract the best possible talent and yet South Lakeland includes some of the highest skills levels in the country. It might be the case that those with the highest skills are currently under-employed, perhaps semi-retired in some cases, but there is a mis-match that

merits further explanation. Solutions, where needed, should be pursued as a matter of priority.

It is vital that South Lakeland businesses are staffed by talented and ambitious people, with the skills that are needed to anticipate and exploit new market opportunities. This helps businesses to grow and achieve their full potential. Enabling existing workers to re-skill is a fundamental means of supporting the growing and emerging sectors such as pharmaceuticals, LEDs and renewables. There is little doubt that more of those well-qualified graduates from South Lakeland may seek to return if they can see the development of greater career choice.

### 3) Infrastructure

Creating the right conditions for growth means ensuring that businesses with ambitions for growth and investment in South Lakeland can find suitable sites and premises, transport their goods without unnecessary impediment, and communicate with businesses anywhere in the world by a variety of means, quickly and effectively. The aspirations within South Lakeland are:

- Businesses accessing quality work space, equipped with fast and reliable communications technology at every stage in their growth and development.
- Businesses taking full advantage of leading edge fibre communications technology and turning it to commercial advantage.
- Opportunities in growing global markets such as LEDs, pharmaceuticals, renewable energy, digital and creative industries being seized and fully exploited.

Actions or measures focus on:

- Facilitating roll out of high speed communications technology across South Lakeland and prioritising locations with greatest economic potential.
- Facilitating the provision of quality work space that is available and fully geared to the needs of knowledge based businesses at every stage.



- Make it easier for businesses to transport goods through road and rail improvements, by influencing decisions and enabling improvements that unblock pinch-points on the road and rail systems both within and beyond the district.
- Improvement in rail services to facilitate easy access for business.

Infrastructure means more than IT or technology. There is a role of leisure facilities, schools, mixed housing, shopping and entertainment for example. Businesses supported by the best available infrastructure are more likely to be competitive globally.

#### 4) Environment

Creating opportunities for economic growth means leaving no stone unturned. For many businesses in South Lakeland the environment can provide considerable economic benefits. Aspirations within South Lakeland are:

- A growing reputation nationally and worldwide as a 'green' region which delivers resource-efficient, low carbon solutions.
- All businesses reducing their impact on the environment, lowering energy costs and carbon emissions where possible, to the point where we have a reputation as a resource-efficient, low carbon business community and all new building demonstrates best practice in sustainable construction.
- More business activity in renewable energy production.
- Recognition of the environment, culture and communities as important economic assets in food, farming and tourism industries to create growth where feasible and sustainable.
- All new builds, including housing and other major developments to be leading edge environmentally.

Actions or measures focus on:

- Working to attract investment to grow emerging sectors.
- Supporting businesses that also contribute towards protecting our environmental assets, for example sustainable construction and the built environment, use of brown-field sites, transport and waste management.
- Supporting the development of high value markets for sustainable local food, farm and eco-tourism products and services.
- Ensuring all businesses can easily find advice and any incentive support to reduce their impact on the environment.
- Promoting South Lakeland as a 'green exemplar' developing a concept of 'environmental growth', using economic prosperity to enhance the environment.

The growing emphasis on renewable energy and on healthy natural lifestyles that respect the natural environment are national and international trends which are creating opportunities for economic growth through rapidly growing markets and business opportunities.

As the relationship between the environment and business continues to grow closer our unique and very special environment can be used, in a responsible way, as a business asset. It is what makes South Lakeland attractive as a place to live, work, visit and in the light of current global trends it is now opening new and exciting business opportunities.

#### 5) Marketing and Promotion

Creating the opportunities for economic growth in South Lakeland means raising the profile of the district as a place for doing business. There is a need to highlight the economic strengths of South Lakeland, to communicate these clearly and precisely. The aspiration for South Lakeland is:

- A growing reputation as a premier location for business, with a specific focus on the knowledge-based, digital and creative, and advanced manufacturing sectors.



Actions or measures will focus on:

- Developing the 'Invest in South Lakeland' and 'Explore South Lakeland' activities to establish an effective brand and to fine tune the targeting of marketing and promotions.
- Increasing, improving and growing links with UK Trade and Industry and the Government department Business, Innovation and Skills to ensure South Lakeland's profile is raised nationally and internationally.
- The Invest in South Lakeland programme will continue to provide information and support to businesses of all sizes, covering all industry sectors, whether already located in the district or looking to locate operations here.

## How we will deliver

There is a real opportunity to create 1,000 new jobs through the Invest programme and the success of the Local Plan over the next five years. The Cumbria Strategic Economic Plan also supports this vision of creating new jobs, bringing new business, expanding our markets, supporting industry and increasing the district's competitive edge. The council will deliver these aims through the Economic Growth Strategy by:

1. Implementing the Council Plan which sets the priorities with delivery through the service plans.
2. Having a role in being entrepreneurial and facilitating support for businesses either taking a lead, being a partner or being a helpful observer.
3. Taking a role of facilitating social business ventures. This provides the community with more opportunities to deliver economic benefit.
4. Delivering the aims of the council's Economic Growth Strategy which will drive the work we do rather than being led by adhoc funding opportunities
5. Working with partners to deliver their strategic plans where synergy is evident. For example Destination Management Plan with Cumbria Tourism and the Lake District National Park Authority's Partnership Plan.



## Sources of Evidence for SWOT Analysis

Issues or challenges	Evidence	Sources
<b>Productivity in South Lakeland low relative to UK</b>	Despite strong growth in recent years, GVA per head of population and per filled job remains below the national average in East Cumbria (South Lakeland, Eden and Carlisle). At this level, GVA per head of population is lower than the UK figure despite high economic activity levels and high job density (85.6% and 0.86) relative to the UK (77.3% and 0.78)	Office for National Statistics (ONS) Gross Value Added (GVA) measures the contribution to the economy of each individual producer, industry or sector. ONS Job density. Density figures represent ratio of total jobs to population aged 16-64.
<b>High youth unemployment in "pockets"</b>	Unemployment is low in South Lakeland relative to UK but youth unemployment (2.4%) is high relative to other age groups (0.9%) and there are local areas within the district where this is higher, specifically in Ulverston where ward statistics demonstrate "pockets" of much higher youth unemployment.	ONS claimant count - age duration with proportions for age group 18-24.
<b>Business deaths exceeding business births.</b>	Between 2009 and 2013 the numbers of business closures continued to be greater than the number of businesses setting up with the overall business base shrinking in size between 2011 and 2013.	ONS Business Counts and Business Demography Survey.
<b>Decline in working age population.</b>	Working age population in South Lakeland in decline (-2.8%) but growth in most of England and Wales (+7%)	ONS Population % change in working age population.
<b>Transport, planning, skills and access to finance.</b>	South Lakeland Survey confirms many businesses identify real and perceived barriers to their business growth.	South Lakeland Employment Land and Premises Survey 2013
<b>Limited and patchy high speed broadband.</b>	Exchanges enabled for high speed broadband.	Connecting Cumbria postcode map of enabled exchanges.
<b>Affordability of housing across the district</b>	Stock of affordable and social housing.	Housing Market Assessment.
Strengths or advantages	Evidence	Sources
<b>Well connected</b>	Proximity to larger centres of population and markets including supplies of skilled labour apparent through labour flows in and out of the district. Particularly strong connectivity with Lancashire and North West region through M6/West Coast mainline corridor.	ONS Commuting patterns from Annual Population Survey.
<b>Diverse, resilient economy</b>	Despite importance of visitor economy, no single industry or sector is dominant and broad base of business types. High levels of self-employment/sole-trader businesses (21.3%) relative to UK (9.5%). Employment levels affected during economic "shock" quickly recover to pre-shock levels.	ONS annual business inquiry employee analysis. ONS annual population survey % economically active aged 16-64. NOMIS numbers in employment by year.
<b>Employment strong in distribution, hotels and restaurants, retail, banking and finance.</b>	Employment by industries demonstrates importance of transport, distribution and accommodation for employment in South Lakeland.	ONS employment by industries
<b>Specialist manufacturers.</b>	Announcements by the major specialist manufacturers in South Lakeland indicate modest growth and expansion.	SLDC Invest in South Lakeland 2013.
<b>Qualification profile better than UK</b>	Qualifications and skills levels in South Lakeland are well above national, regional and county averages.	ONS NOMIS Annual Survey
<b>Business survival rates.</b>	Business demography survey reveals how the numbers of businesses created in south Lakeland dipped before recovering between 2009 and 2012.	ONS Business demography dataset





# Public Health & Wellbeing

## Strategy 2014-2019



Making South Lakeland the best place to live, work and explore

[www.southlakeland.gov.uk](http://www.southlakeland.gov.uk)





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## Foreword

The recent changes to the provision of health services has placed a greater reliance on councils and voluntary groups to deliver public health benefits. Public Health benefits result from actions that promote and protect the physical and mental health and wellbeing of people to prevent illness, injury and disability. This strategy is designed to promote and deliver these benefits to all.

In South Lakeland we are fortunate that the majority of our residents have a high level of healthy life expectancy, however there are areas of inequality within our district. These are understood and it is implicit within this strategy that in our activities we will work to secure health improvements and raise the levels of healthy life expectancy in those areas.

It is by taking every opportunity to contribute towards our vision, through our partnerships and our services that residents of South Lakeland will continue to enjoy improving life prospects.



**Graham Vincent**  
**Portfolio Holder for**  
**Health & Wellbeing**  
**South Lakeland**  
**District Council**

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### Photographs

With special thanks to The Bendrigg Trust, Kendal Snowsports Club and Lakeland Climbing Centre for the supply of some photographs used in this document.



### Executive Summary

Welcome to South Lakeland District Council's first Public Health and Wellbeing Strategy, this presents how over the next five years the council will work with our partners sharing expertise, skills and resources to improve the health and wellbeing of our residents and reduce health inequalities.

With higher life expectancy, high participation levels in physical activity and lower than average obesity levels, health and wellbeing in South Lakeland is generally better than the national average. However there are significant differences in healthy life expectancy across South Lakeland, pockets of deprivation, and there are higher than average households living in fuel poverty and an excess number of winter deaths.

By looking forward and facing the challenges in South Lakeland, we aim to bring more high value jobs and affordable and decent housing to sustain a vibrant diverse economy, to use our natural resources responsibly, help deliver quality cultural and sporting events which can be enjoyed by all, and to help all of our residents to remain healthy for as long as possible. Through recognising the diverse services the council offers and the wider impacts that they have on our health we have drawn together this Public Health and Wellbeing strategy to detail what actions the council, working with partners, will take to help improve the health and wellbeing of all residents.

### Vision

Our residents will lead long, healthy and fulfilling lives enjoying the stunningly beautiful and culturally rich environment that makes South Lakeland the best place to Live, Work and Explore.





## Introduction

Public Health and Wellbeing responsibilities moved from the NHS to Local Government in April 2013, whilst in Cumbria the transfer of responsibility for Public Health was made to Cumbria County Council, and they currently take a lead role on Health and Wellbeing through the Health and Wellbeing Board, it does provide a platform for a joined up approach to improving public health in Cumbria, with the District Councils, Clinical Commissioning Groups, GPs, Health Watch and other stakeholders.

South Lakeland District Council continues to have a positive impact on the health of local residents through the frontline services we provide, our use of land and assets and the partnerships we co-ordinate. This strategy is a new opportunity for the council and our partners to place public health at the heart of what we do, and to continue to improve the health and wellbeing of our local residents.

## Public Health in South Lakeland

South Lakeland has the highest life expectancy across the whole of Cumbria, the area performs very well across a range of health and wellbeing indicators, meaning that the vast majority of our residents live healthy, active and prosperous lives. Residents in South Lakeland tend to make positive lifestyles choices, levels of smoking and substance misuse are low, while the levels of healthy eating are the highest, however South Lakeland does have some health and social problems affecting our residents, including:

- A 13-year age gap in healthy life expectancy across South Lakeland
- Pockets of deprivation
- Higher than average house prices

- Excess smoking during pregnancy
- Excess road injuries and deaths
- Higher than average households living in fuel poverty
- Excess winter deaths

Many of these health and social issues are common across Cumbria and nationally, they are not only detrimental to the health and wellbeing of residents and their families but can impact the whole community.

## South Lakeland District Council's Approach to Public Health and Wellbeing

The primary objective of South Lakeland District Council's Public Health and Wellbeing Strategy is to improve the health of our residents and to reduce health inequalities throughout the district.

Council services improve the health of the community in a number of different ways. From the most obvious of the quality and accessibility of our leisure, recreational and green space facilities, to the health protection provided by our environmental health, waste and licensing functions. The affordability and access to appropriate housing from the council's housing functions to the sustainable development of our towns and villages through our development control activities we make a critical contribution to the health and wellbeing of our residents. To better align and target our services and resources to deliver improvements in key Public Health Indicators the council has aligned its services to three key strategic themes, under one cross cutting theme, of Improving Health and reducing Health Inequalities.

This approach will acknowledge the multifaceted role that the council plays in the preventative public health policy, and will demonstrate the



whole system focus in delivering better outcomes from fewer resources across all council services. This will ensure that we are effective at improving public health throughout the whole of South Lakeland, through an integrated approach across the council aimed at improving health outcomes and reducing health inequalities.

### Cross Cutting Theme

South Lakeland is a healthy place to live with higher than average life expectancy, residents tend to make positive life style choices, and the impact of major diseases is comparatively low compared to the rest of Cumbria. However this overall good health conceals some significant inequalities in health, income and life expectancy. The Governments reforms to public health place local authorities alongside the health service at the forefront of improving health and reducing health inequalities. Therefore the overall strategic aim of this strategy is to:

- **Improve Health and Reduce Health Inequalities**

Under this strategic aim there are three strategic themes, each of the three strategic themes reflect the multi-dimensional role that South Lakeland District Council plays in improving public health outcomes, through frontline services, the use of council assets and the local partnerships we have developed. For each of the strategic themes we will identify cross departmental action plans, which will individually and collectively contribute towards achieving our objective of Improving Health and Reducing Health Inequalities.

### Strategic Themes

1. **Wider Influences on Health and Wellbeing**
2. **Health Improvement through Healthy Lives and Physical Activity**
3. **Health Protection**

### Wider Influences on Health and Wellbeing

Our health and wellbeing is influenced by a wide range of factors beyond our physical health and mental wellbeing. There is considerable evidence that shows the link between poor health and the socio-economic environment of individuals and their families. Studies have identified that high levels of deprivation and poverty, unemployment, poor housing, crime and poor educational attainment all increase the chances of an individual suffering from poorer health. To try to reduce these inequalities we must therefore contribute to tackling these wider causes of poor health. We know that tackling many of these issues is reliant on a combination of national and local stakeholders, however through council activities in promoting and supporting economic growth, cultural experiences, working within local partnerships, and providing support services and interventions we can help individuals and families overcome these wider influences on poor health.

#### What success in the Public Health Indicators will look like?

- Reductions in the number of children living in poverty
- Improvement in child development



- Children better prepared for starting school
- Reduced rates of 16 -18 year olds not in employment, education or training
- Reductions in fuel poverty
- Reductions in first time entrants into the youth justice system
- Reductions in statutory homeless households.

### How South Lakeland District Council can contribute

- Promote and support sustainable economic growth and employment.
- Facilitate collaborative partnership work to support our more deprived communities
- Increase the supply of decent affordable homes for purchase and for rent
- Prevent homelessness where ever possible
- Encourage safer communities and reduce the fear of crime
- Providing access to excellent cultural services

## Health Improvement through Healthy Lives and Physical Activity

One of the main causes of ill health is the lifestyle choices taken by individuals and families. Detrimental health behaviours such as smoking, excessive alcohol consumption, sedentary lifestyles and unhealthy eating are now some of the root causes of ill health. The way we choose to live our lives and the health choices we make are key to good health.

South Lakeland District Council will encourage our residents to make healthy life choices, we will combine our regulatory powers, the use of our assets and our role as community champions to allow people to make healthier choices. The council provides high quality leisure facilities, numerous excellent green spaces and parks and provides targeted interventions to encourage healthier and more active lifestyles. We will encourage and enable residents to adopt healthier lifestyle and participate in more physical activity through education, raising awareness and targeted interventions alongside continuing to provide excellent leisure and recreational facilities for all.

### What success in the Public Health Indicators will look like?

- Reductions in smoking prevalence of 15 year olds
- Reductions in smoking rates in pregnant women
- Reductions in the smoking prevalence of adults
- Reductions in mortality
- Reductions in the number of alcohol related hospital admissions
- Reductions in violent crime
- Increased physical activity in adults
- Healthier diets amongst residents
- Greater utilisation of green space for exercise and health reasons
- Reduction in excess weight in 4 to 5 and 10 to 11 year olds
- Reduction in excess weight in adults

### How South Lakeland District Council can contribute

- Encourage adults to quit smoking



- Discourage children from starting to smoke
- Encourage residents not to drink excessively
- Promote healthy eating
- Encourage physical activity through the provision of quality and accessible leisure facilities and the promotion of activities and active lifestyles
- Increase the use and accessibility of green spaces

## Health Protection

Through frontline services the council will continue to provide interventions which will protect the health and wellbeing of our communities. The quality of the environment that surrounds us has a major impact on our ability to maintain a good standard of health and also to protect us from harm. Protecting our community from hazardous conditions is therefore one of the cornerstones of councils public health role. Hazards include infectious communicable and food borne disease, air and noise pollution, the possible pollution of our land and water, and poor housing conditions.

South Lakeland District Council has a range of statutory and discretionary powers to help protect the health of our communities. The front line services of the council will be key to ensuring the day to day delivery of health protection measures.

### What success in the Public Health Indicators will look like?

- Reduction in early mortality from infectious diseases
- A reduction in the percentage of the population affected by noise
- Improvements in air quality/pollution

- Reduced falls and injuries in the over 65s
- Reduced hip fractures in the over 65s
- Reduced fuel poverty
- A reduction in excess winter deaths

### How South Lakeland District Council can contribute

- Provide excellent frontline Public Protection services
- Improve housing conditions
- Community switching to deliver low cost energy
- Delivery of our Action Plan to make air quality improvements

## Taking Public Health and Wellbeing Forward in South Lakeland

South Lakeland District Council is taking a strategic approach to delivering public health improvements. Our approach is to adopt a council wide strategy which aligns our priority areas for action to the local need of our community. Therefore for each priority theme and contribution we have developed an action plan, which will form an accompanying document to this strategy.

The Action Plans will include yearly targets for each of the strategic themes, and will demonstrate the council's contribution to health improvements across the community as a whole and a reduction in health inequalities.

Success will be measured by delivery of the targets identified in the specific action plans, but longer term will be measured against improvements in the Public Health Indicators identified for South Lakeland.





# South Lakeland Health and Wellbeing Forum

Summary of agreed priorities and key actions

Date of last meeting: 18<sup>th</sup> June 2014

Agreed Priorities 2014/15	Potential Key Actions	Timescale	Lead Agency	Comments
<p><b>Reduce Health Inequalities including:</b></p> <p>Lifestyle &amp; behaviour change – healthy choices            Reduce alcohol consumption            Reduce smoking            Help young people to achieve and maintain a healthy weight            Understand the impact of the recession on health</p>	<ul style="list-style-type: none"> <li>• Smoking cessation service</li> <li>• Develop integrated wellness service</li> <li>• Welfare Assistance Programme</li> <li>• Work with targeted communities</li> </ul>			
<p><b>Improve Mental Health including:</b></p> <p>Dementia            Alcohol consumption            Suicide prevention            Depression in young people            Self-harming            Cyber-bullying</p>	<ul style="list-style-type: none"> <li>• Invest in Residential Care Homes to achieve the Dementia Gold Standard</li> </ul>			<p>High numbers of young people on doctors 'depression registers'</p> <p>SL Youth Council reporting high levels of cyber-bullying and self-harming</p>
<p><b>Maintain Independent Living including:</b></p> <p>Reduce winter deaths &amp; fuel poverty            Keep people in their homes for longer            Improved housing</p>	<ul style="list-style-type: none"> <li>• Collective energy switching scheme</li> <li>• Neighbourhood Care Independence Programme</li> <li>• Short term rehabilitation programmes &amp; provision of assistive technology</li> <li>• Sandgate Hydrotherapy Pool rehabilitation service</li> </ul>			<p>Greater use of exercise on prescription?</p>

# SOUTH LAKELAND HEALTH AND WELL-BEING FORUM

## TERMS OF REFERENCE

<b>Background and Context</b>	<p><b>Cumbria Health and Well-being Board</b> is a Statutory Board with the following remit:</p> <ul style="list-style-type: none"><li>• Provide strong leadership and direction of the health and wellbeing agenda by agreeing priority outcomes for health and wellbeing particularly in line with the Joint Strategic Needs Assessment and the Joint Health and Wellbeing Strategy.</li><li>• Promote a genuinely collaborative approach to commissioning across the health, wellbeing and social care agenda.</li><li>• Use the JSNA to develop a Joint Health and Wellbeing Strategy for Cumbria and involve service users and the public in the process.</li><li>• Hold partners to account and promote action in order to achieve the aims set out in the Cumbria Joint Health and Wellbeing Strategy. This may include the right to refer CCG plans back to the NHS Commissioning Board</li><li>• Operate as one of 4 key partnerships within the context of the agreed shared priorities in Cumbria and have a direct relationship with Cumbria Chief Executives Group and Cumbria Leaders Board</li><li>• Provide strong linkages between the these key partnerships (Cumbria Local Enterprise Partnership, Children’s Trust Board, Safer Cumbria Direction Group) and other relevant groups including but not exclusively: the Local Adults Safeguarding Board and the Local Safeguarding Children’s Board.</li></ul> <p>The South Lakeland area includes the eight key service hubs of:</p> <p>Windermere Ambleside Grange-Over-Sands Kendal Milnthorpe Kirkby Lonsdale Sedbergh Ulverston</p> <p>(Kirkby-in-Furness and Broughton-in-Furness fall within the Furness Health &amp; Well Being Forum)</p> <p>The <b>South Lakeland Health and Well-being Forum</b> will provide a mechanism for collaboration among partner agencies and communities, in order to deliver high quality health and social care services and improved health and well-being outcomes for the residents of South Lakeland.</p> <p>The Forum is recognised by the Cumbria Health and Well-being Board as a local influencer and to explore effective methods of working with localities. The forum will have a specific remit of</p>
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	<p>having an overview of local issues, providing a means of bringing together partners, and connecting with local communities to mobilise resources to impact on health and well-being. It will have a key role of ensuring that locality issues are represented at the Cumbria Health and Well-being Board.</p>
<b>Purpose</b>	<p>The Forum will have oversight of the achievement of health and well-being outcomes in the locality, ensuring:</p> <ul style="list-style-type: none"> <li>• Seamless care</li> <li>• Improved health and well-being</li> <li>• Reduced health inequalities</li> <li>• Efficient use of available resources</li> <li>• An approach which builds community assets for health and well-being</li> </ul> <p>In keeping with the aims of the Forum, members will be expected to agree strategic direction, and commit to actions to deliver agreed work programmes.</p> <p>Task &amp; Finish groups will be set up as required to drive specific work streams or initiatives as determined by the Forum.</p>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To interpret and ensure delivery of the Health and Wellbeing Board's agreed objectives at local level using the district level JSNA to inform an action plan.</li> <li>• To ensure that local aspirations, opportunities, needs and issues are adequately identified and represented in the Cumbria Health &amp; Wellbeing Board work programme, particularly the JSNA, Health &amp; Wellbeing strategy and commissioning programmes</li> <li>• To ensure South Lakeland NHS and Local Authority Commissioning plans are accountable to local stakeholders and respond to local needs. That partner commissioning/delivery plans are shared to identify areas of compatibility and to prevent duplication.</li> <li>• To ensure local collaborative and creative processes are used for identifying solutions to South Lakeland issues and problems ensuring that all available assets for promoting health and well-being are understood, recognised and deployed and providing a forum for action planning to address them.</li> </ul>
<b>Membership</b>	<ul style="list-style-type: none"> <li>▪ GP Commissioning Lead – Alistair McKenzie</li> <li>▪ CCG Executive Representative -</li> <li>▪ Elected Members SLDC x 3 – Graham Vincent,</li> <li>▪ Elected Members Cumbria County Council x 4 – David Fletcher, Brenda Gray, James Bland, Mark Wilson</li> <li>▪ CCC Health and Social Care – Gary Wilson</li> <li>▪ CCC Health &amp; Social Care – Jane Mathieson</li> <li>▪ CCC Children's Services – Lynn Berryman (Interim)</li> <li>▪ Third Sector – CVS Robin Battersby</li> <li>▪ Third Sector - CALC</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Healthwatch –</li> <li>▪ South Lakeland Education Consortium –</li> <li>▪ LEP /Industry representative –</li> </ul> Supporting officers <ul style="list-style-type: none"> <li>▪ NHS South Lakeland Locality Officer – Helen Bailey</li> <li>▪ CCC Officer – Karen Johnson</li> <li>▪ SLDC Officer – Phil Greenup/Claire Gould</li> </ul>
<b>Frequency of meetings</b>	Meetings will be held on a quarterly cycle.
<b>Review</b>	A review of the work of the group and terms of reference will be undertaken on an annual basis.

June 2014

## One South Lakeland Board – 4 August 2014

### Our Place Programme – Pilot in South Lakeland

At the meeting of the Board in September 2013 a Briefing Paper was presented on the Our Place Programme and the opportunities this provided for partnership working in localities. The Board were broadly supportive of the Programme and agreed that communities should be invited to bid for resources to support a pilot scheme.

In August 2013 Don Foster MP had asked local authorities to encourage applications to be submitted to be pilots under the “Our Place!” Programme. This is a rebranding of the previous Neighbourhood Community Budgets Pilots. The principal thrust is to give communities the opportunity to take control and tackle local issues by local people. It puts communities at the heart of decision making and brings the relevant people together to change the way things work in a community. Funding of £4.3m is available for those applying to proceed as a pilot. “Our Place!” promotes three key benefits:-

1. Stronger and more powerful communities able to make decisions on the things that affect them
2. Delivery of better locally designed services
3. More efficient use of resources where spend is “stretched”

The Council’s Cabinet agreed measures to promote the Our Place Programme and invited communities to express their interest in becoming a pilot. Appropriate support was offered to any expression of interest and for the application to government.

In addition a letter was sent to all key partners to explain the process and seek to secure support for an Our Place pilot in South Lakeland. To achieve maximum benefit all key agencies would need to be committed to the process, particularly the district council, Cumbria County Council, Police and the NHS in order to ensure the appropriate involvement is secured at a local level. To help provide reassurance if there were any initial concerns about resources and methodology it was explained that the Pilot process will help partners to explore ways of working together with external support available and, if required, independent facilitation.

The most exciting development is that **Ambleside Parish Centre (APC)** independently made a successful bid to the Our Place programme, run through the Department of Communities and Local Government (DCLG). The pilot which aims to provide better outcomes in the community and save money through joint working. There could be potential to take on services currently undertaken by statutory organisations.

The Project will work with Parish Council, GP Surgery, Community Police, Age UK Village Agent, South Lakeland District Council, Cumbria County Council, Ambleside Library, local councillors, local churches, Windermere Food Bank, local businesses, Stage Coach and other local and district wide voluntary organisations in order to develop effective strategies for supporting: itinerant homeless people, vulnerable older people who are isolated at home, migrant workers, older men who are

experiencing bereavement, redundancy, illness or disability including onset dementia or who are caring for another person.

The provisional vision for the work is improving the quality of living for vulnerable people in Ambleside and in relation to this the following 5 strands were included in the APC proposals:-

- itinerant rough sleepers – use of travel vouchers were being arranged so that services offered by Manna House in Kendal could be accessed
- Evergreen Club – some members were not able to attend the club and it was hoped to have a pilot visiting scheme in place by March 2015 - Age UK to be involved with the scheme and managing volunteers
- Dementia – working with partners to avoid any duplication of effort or resources.
- Games for Men – a project based on the Age UK men in sheds scheme
- migrant workers – ESOL and language classes to be set up

A meeting of the Our Place Steering Group is to be arranged shortly with a view to agreeing the vision and development plan for taking the project forward. The commitment of relevant partners working in the locality will be essential to make the project successful.

# Report to One South Lakeland Board 4 August 2014

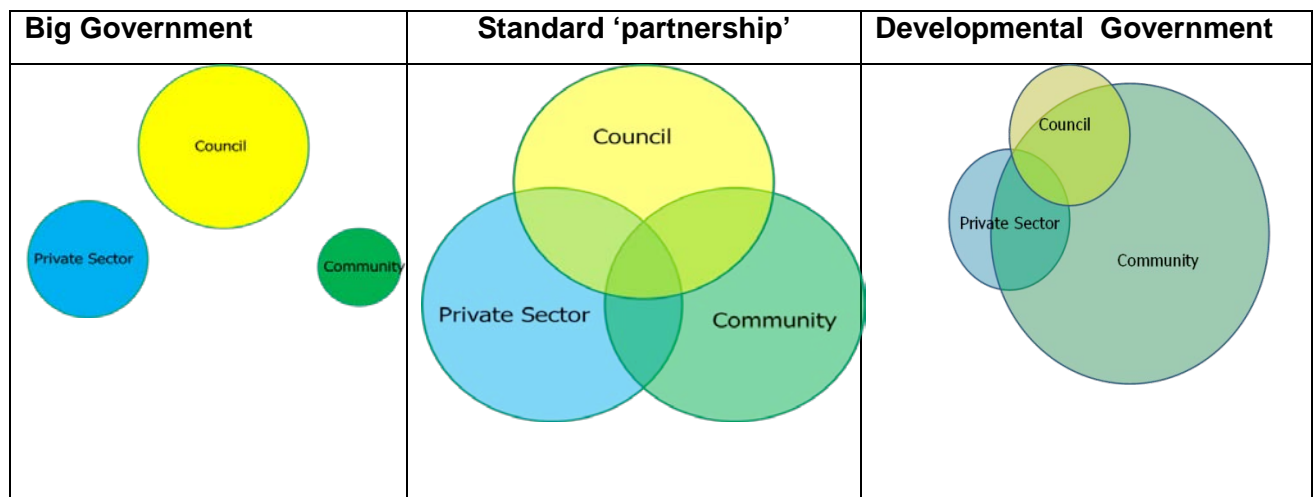
## Social Value

### Background

Localism has introduced a new debate on the role of public bodies and their relationship with communities and citizens. There have been a range of policy drivers to move this changing role with new general powers and various new community rights. Communities are being encouraged to be more influencing, to look to have assets devolved to them and to take a greater role in budgetary decisions.

But whilst there is a growing sense that things can often be best identified and dealt with at local level this is often fettered by increasing constraints on resources. There is an increasing gap between the demand for some key services and the finance available to deliver on expectations. However, studies show that prompt interventions and early enabling activity close to the point of delivery can be cheaper than some more strategically targeted services.

Shifting power and responsibility to communities requires a shift in the way services operate; we can not continue as separate entities nor will standard partnership models take us forward where we need to be. There needs to be further change in our relationships to a more integrated or “developmental” arrangement as illustrated in diagram 1 below;



In recognition of the need to move forward South Lakeland District Council has stated, in its Council Plan 2014-19, that the Council will have a mixed approach to service delivery, using the most efficient method appropriate moving towards a mutual and ensuring council model. This ambition is illustrated in the table below showing the different models of governance with the mutual and ensuring models highlighted.

Type	Traditional	Market or Enabling	Residual Council	Mutual Council	Ensuring Council
Drivers	Producers	Ideology	Austerity	Big Society	Stewardship
Strategy	Focus on Needs	Competition	Externalism	Community	Public Value
Values	Paternalism	Choice	Small state	Co-production	Social Justice
Management	Hierarchical	Transactional	Commissioning	Transformational	Empowering
Culture	Bureaucratic	Contractual	Thin Client	Capacity Building	Civic Entrepreneurialism / innovation
Delivery Mode	In-house	Private Sector	Private third sector	Mixed economy/ social enterprise	In-house/ mixed economy

Currently most public organisations deliver services under the *Traditional* and *Market or Enabling* model of local government with some arrangements in place for in-house retention and contracting with private sector delivery based on the strength on the business case.

One arrangement that the Council does adhere to is the Cumbria Compact which outlines the relationship between the public sector and the voluntary & community sector in Cumbria allowing them to work together more effectively to strengthen communities and improve people's lives. This is done through a shared common set of principles (respect, honesty, independence, diversity, equality, volunteering and citizen empowerment), which are at the heart of what they are trying to achieve. These principles have been created to help the sectors build relationships and work together effectively in partnership. The Compact's commitments put these shared principles into practice.

To support a move towards the *Mutual* and *Ensuring* models of governance new arrangements are needed involving new relationships and common approaches to all parties. There are a number of activities that can help facilitate this change. One significant mechanism is to use "Social Value" as a way of arranging how we manage scarce resources; how they are allocated and used. This approach involves looking beyond the price of each individual contract and looking at what the collective benefit to a community when awarding a contract.

Social Enterprise UK in their Brief Guide to the Public Services (Social Value) Act 2012 say that focussing on social value means asking the question: "If £1 is spent on the delivery of services, can that same £1 be used to also produce a wider benefit to the community"? This reinforces the purpose of Social value being about using the money we have to produce a wider benefit than would otherwise have been achieved.

The Act requires all public bodies to consider how the services they commission and procure might improve the social, economic and environmental well-being of an area. Embracing the Act and developing a social value framework in South Lakeland would give both commissioners and social enterprise groups an outcome focused



approach rather than an output focus one and thus concentrating on the eventual community benefit.

There are a number of aspects a social value framework can embrace

**Planning** - Voluntary and community sector organisations (including those that receive no public funding) are often in a good position to understand what people want and how their needs can be met. By working together and co-designing programmes, the public sector and the voluntary and community sector can deliver policies and programmes that are built around communities and individuals, meeting their needs and reflecting their choices.

**Funding Term** – the public sector commits to contracts with multi-year funding where appropriate and where it adds value for money. However, the funding term should reflect the time it will take to deliver the outcome. If multi-year funding is not considered the best way of delivering the objective, the reasons for the decision will need to be set out.

**Promoting Local** – The Social Value Act is about securing social, economic and environmental value for a 'local' area. To comply with procurement regulations, contracts cannot be limited to providers from a particular area or a particular sector and demands cannot be placed on providers that would discriminate on those from other areas. However it is legitimate for local authorities to buy services that seek to reduce local unemployment, promote a thriving voluntary sector and support SMEs. It is not limiting contracts to certain providers but expecting all providers to support the council's objectives.

**Cross service working** – this can strengthen support for SME's and to stimulate growth locally, maximising the South Lakeland economy, promoting employment and supporting young people. Also it supports services to reduce demand (and consequently expenditure) for public services, maximising the impact of our actions on increasing resilience and independence.

**Cross Sector working** – Initiatives such as Our Place and Community Budgets seek to align commissioning across an area and try to encourage positive outcomes even when the benefit might be gained by another agency. For social value commissioning to become embedded it would be advisable to have an overall strategic direction. All public bodies to whom the Act applies need to be working together to define local priorities alongside voluntary organisations and local communities, and have targets that reflect wider than those directly linked to their own budgets. The One South Lakeland Partnership Board already partly fulfils this requirement and has an ambition to develop shared budgets to deliver priorities in the future.

The social value approach does not just affect procurement it encompasses the full commissioning cycle, service planning, decision making and policy development. Work to assess social, economic and environmental impacts can be a starter for services.

Social value can provide values and principles which can inform and change behaviours and approaches. These could include:

- We will invest in ways that most benefit our local communities.
- We will use 'community sourcing' approaches as a means of regenerating local communities, both socially and economically.
- We recognise that civic enterprise solutions involving communities, the council and business offer a practical and positive alternative.
- We value and intend to grow our relationship with the voluntary and community sector and small businesses; and
- We will focus attention on the economy and the real strengths and capacities of our communities.

With the developments of Clinical Commissioning Groups and Police and Crime Commissioners both of which have representation at the One South Lakeland Board along with the Voluntary sector, now would be a time to maximise social value. Cumbria County Council are also developing this work and consideration will need to be given to their Social Value Toolkit for commissioners and procurers.

It is recommended that a measured approach is agreed but that future development work could support other areas of business, e.g. support for Age UK work around issues affecting our Older Population (i.e. village agents not supported via LAPs). Also the Council Plan ambition to develop support for Communities around reducing their Carbon footprint could also be supported via voluntary sector commissioning thus reducing the need to buy in expertise. It would also support the development of a future delivery model to increase community and local capacity

Therefore it is suggested that the Board develops and adopts over the next 12 months a shared policy or strategy statement and a social value framework for procuring/commissioning services with a focus on social value.

**It is recommended that the Board:-**

- (1) Consider the opportunities for taking forward a shared Social Value model to contribute to the aim of a mixed approach to service delivery**
- (2) Agree to establish a collaborative multi service project to develop and deliver a social value policy, delivery model and procurement framework over the next 12 months.**



# South Lakes Federation

## Process of accountability and supported school self-evaluation

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The role of the South Lakes Federation Executive Committee will be enhanced from 1 September 2014 to include regular scrutiny and monitoring of the progress of its member organisations and will have the power to call a Governing Body to account should standards fall below SLF Thresholds of Performance levels and the actions taken to improve deemed to be insufficient.

### **Outline of the annual process**

- On examination results day in August, schools will ensure the completion of the SLF 'first day analysis' form and its immediate return to the Director of Quality and Development (Steve Houghton).
- Between the above date and mid- September, schools will complete a more detailed analysis of the strengths and weaknesses of the schools' performance and identify areas for improvement
- A formal discussion with the Director of Quality and Development and heads from other SLF schools/college will take place in the Autumn Term. The school's own self evaluation will be used as an outline for the discussion. Colleagues will question and challenge assertions and assumptions. Required actions and necessary support/training will be identified at the meeting
- The Director of Quality and Development will write up the report and it will be sent to the head and chair of governors and scrutinised by the Executive Committee
- Improvement action plans will be implemented and progress monitored across the year by the Executive Committee. A review meeting between Director of Quality and Development and school/college in late Spring/early summer term (the Director of Quality and Development to join a Leadership team meeting at an agreed time) will inform the process
- Plans will be adjusted as necessary throughout the year
- In the event that progress is insufficient, the headteacher/principal will be called to a meeting with the Executive Committee to discuss the problems. A renewed attempt to secure better progress will be agreed. Failure to reach agreement or to improve will lead to a letter to the Chair of Governors explaining the situation, the judgment of the Executive Committee and the actions that are expected.





# South Lakes Federation Statement of Commitment to a rigorous process of accountability and supported school self-evaluation

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The South Lakes Federation is committed to high quality education and the success of all its member organisations. Heads and principals will expect their school/college achievements, progress and actions to be analysed by their colleagues and further monitored by the Executive Committee in line with the outlined process (see *South Lakes Federation Process of accountability and supported school self-evaluation*). Governors will expect to be called to account by the Executive Committee in the event that insufficient progress is made.

To that end, the Governing Body of ..... agrees that its school/college will:

- Participate fully in a robust process of self – evaluation supported by colleagues and officers and followed by agreed and appropriate actions to secure and sustain improvement
- Accept that if, in the view of the Executive Committee, progress is deemed insufficient or too slow, the Executive Committee will take action to secure improvement in collaboration with the Governing Body
- Participate fully in the process to offer the same challenge and support to partner organisations within the South Lakes Federation

Signed.....(Chair of Governors) Date.....

Signed.....(Head/principal) Date.....



## Briefing Paper for SLF Governing Bodies July 2014

### Background

The organisation of secondary education has changed and is continuing to change. The present government had a mission that all schools should become academies and now has a mission that all schools should be linked to other schools in one form or another – either academy chains or multi-academy trusts. Because of concerns about the performance of a number of secondary schools in Cumbria, a significant number of OFSTED inspections were carried out in the Autumn Term. This, in turn, attracted attention from the DFE's Academies division and pressure was put on a number of schools, either to become part of an academy chain or a multi-academy trust.

Subsequently, on a visit to Cumbria which included time spent in some of our SLF schools, the Schools' Commissioner, Frank Green was clear that his vision was for all schools in Cumbria to belong to some form of multi-academy trust or academy chain. The rationale is that there is strength in partnerships and that a larger organisation like an academy trust or chain can bring rigour, challenge and greater capacity for improvement to its partner schools.

Certainly we believe in the value of partnership and therefore belong to the South Lakes Federation. In every Ofsted inspection in SLF schools, the role and strength that the partnership brings has been highlighted. However, the question was always there about just how robust we are as an organisation.

We would never wish to be coerced into an academy chain but in recent Board meetings, there has been a growing feeling that the time is right to be more patently rigorous and robust. **The intention is *not* for the federation to become a multi academy trust but to agree something as rigorous by consent, using a series of SLF 'thresholds for performance' or benchmarks for attainment and progress of students. If any of our schools fall below the agreed standard, heads and governors would expect challenge and would agree federation or external support for improvement.**

This eminently sensible partnership approach builds on the strong foundations we already have, helps to ensure all our schools continue to improve whilst, at the same time, assures external accountability agencies that schools in the SLF are challenged and supported in equal measure.





# Cumbria Partnership NHS Foundation Trust update

Tom Bell

Here for you

Cumbria Partnership  
NHS Foundation Trust



# Agenda

A quick recap about the Engagement role

The implementation of Care Groups

Developments to the online directory of services

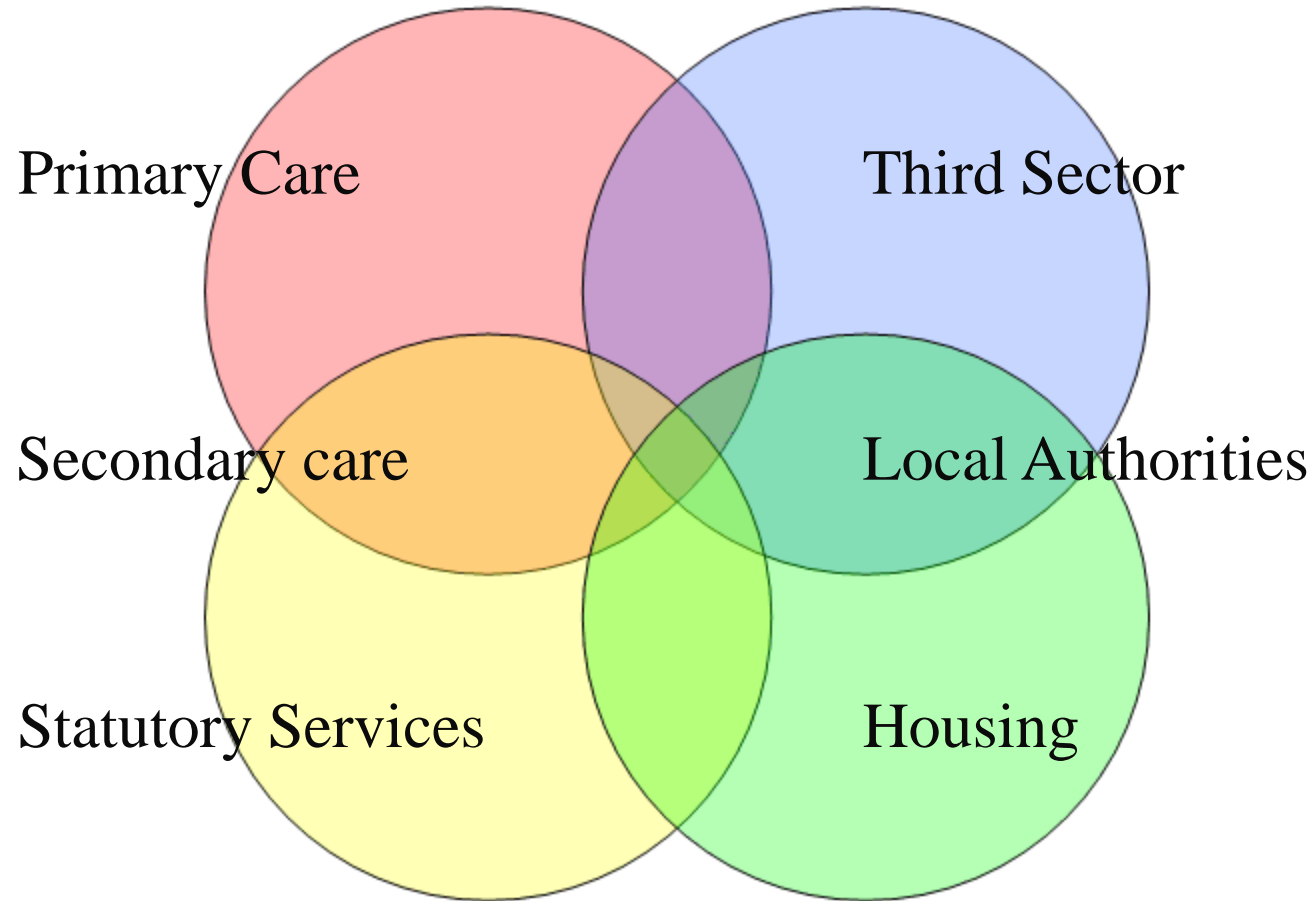
Contact details...

# The Engagement role

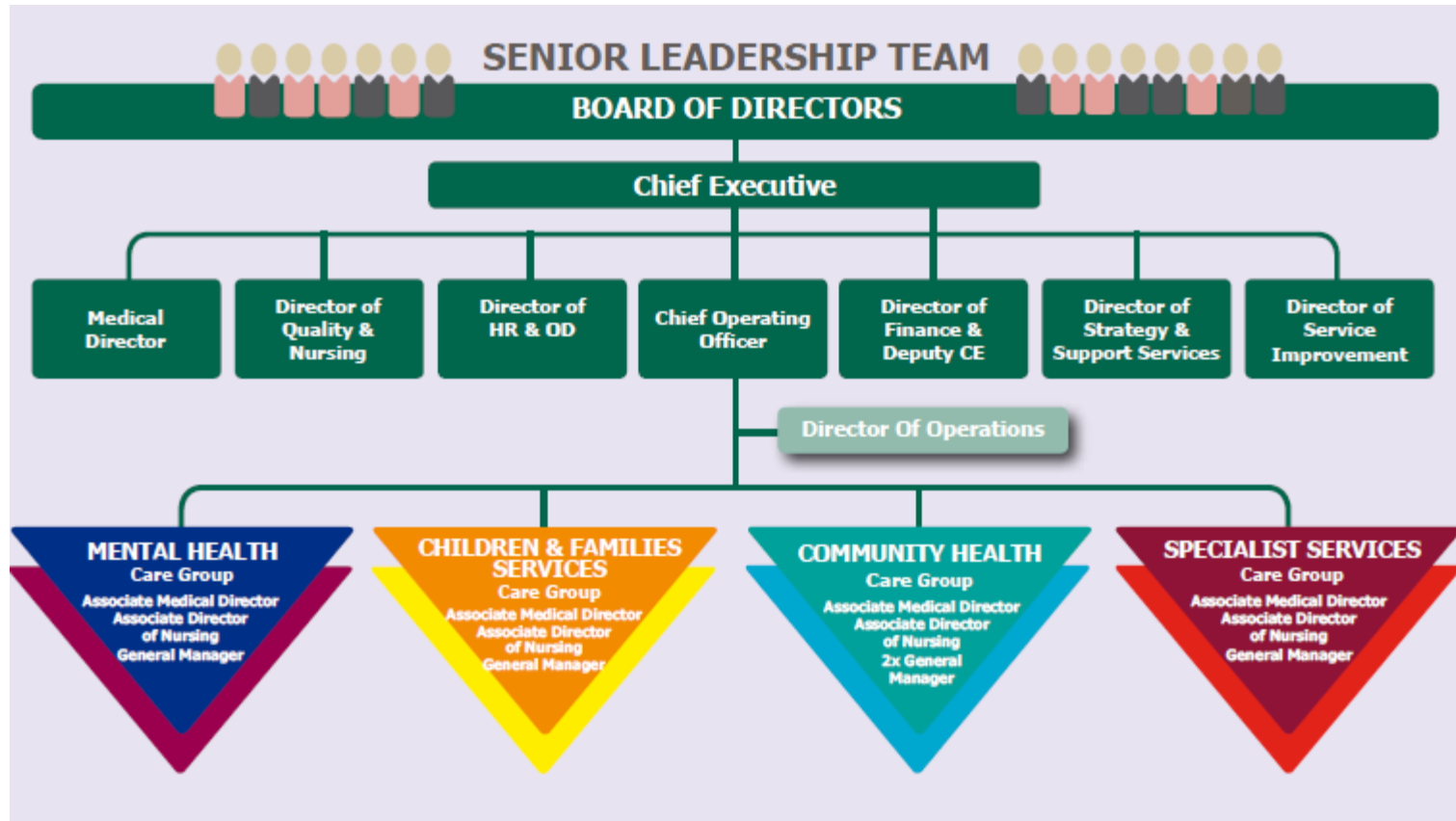


Here for you

# The role gives a unique view of the system



# The implementing of Care Groups



# Change to Care Groups; why?

To deliver consistent high quality services across the entire county of Cumbria we needed to:

Reduce the distance to the centre, breaking down silos to enable the sharing of resources, people and know-how

Work smarter with the available resources

Most importantly; shift the culture...

**Here for you**



# Easy access to relevant services



Not vital or sometimes even possible to see the wiring behind the socket; plugging in and knowing it will work is the desire.

# New structure

Current responsibilities and line management arrangements remain in place until the 1<sup>st</sup> August, internal handovers will be taking place prior to this date

This will allow for continuity and clarity around the management of our services while the new Care Groups establish their quality governance and planning priorities.



# The journey



Here for you

# The journey

The aim of these structures is to ensure that better quality services are delivered in a more consistent way across the county

There might be teething problems...but we want (we **need**) to hear the good and the bad, how its working for you and your patients.

# Developments to the directory of services

Home > Services by location > **Allerdale**

 C.F.S. / M.E.	 Children Services	 Continenence	 Crisis / Treatment	 Dental	 Dementia
 Diabetes	 Dietetics	 First Step <small>to a healthier state of mind</small>	 Hospitals	 Learning Disabilities	 Mental Health
 Neurology	 Nursing Services	 Palliative / Specialist	 Podiatry	 PCAS & Unscheduled	 Rehabilitation
 Respiratory & Heart Failure	 Safeguarding	 Sexual Health	 Speech & Language	 Stop Smoking	 Third Sector

[Useful docs for useful Docs](#)

[Key Contacts](#)

[Referral Templates](#)

[Pathways Info](#)

[Drug & Alcohol \(UNITY\)](#)

[Contact Admin \(email\)](#)



# Developments to the directory of services

[Home](#) > [Services by location](#) > [Allerdale](#) > [Dementia Services \(Allerdale\)](#) > **Community Mental Health Team - Older Adults**

For people with suspected or existing memory problems, dementia, or older age related functional mental health needs with specialist assessment, interventions and treatment. Assessments, formulation and interventions follow evidence based care pathways which promotes recovery and the development of the individuals physical, psychological, emotional and social functioning. Also includes people of any age who have suspected or established dementia.

## Who is the service for?

The service is for any aged adult experiencing memory problems, dementia, age related depression and psychosis.

## Address

Workington Community Hospital  
Park Lane

## How to access this service:

GPs, Care Home, Family, Choose & Book

[Download Referral Form](#)

## Contact


**Phone:**  
01900 705850

## Further useful links

- [Alzheimer's Society Cumbria](#)
- [Carer's Information](#)
- [Age UK West Cumbria](#)
- [Cumbria Dementia Pathway](#)
- [Cumbria Partnership Site](#)

## Forward selected links

Email address of recipient:

Email address for blind copy: 

# Developments to the directory of services

Further useful links

- Alzheimer's Society Cumbria
- Carer's Information
- Age UK West Cumbria
- Cumbria Dementia Pathway
- Cumbria Partnership Site

Forward selected links

Email address of recipient:

Email address for blind copy: [?](#)

# Developments to the directory of services



Search

Donate

## Age UK West Cumbria | Love Later Life

[Home](#) > [Our services](#) > [Long term conditions support](#) > [Dementia Support](#)



Printable view



Email this page

### Our services

- Home support
- Befriending and Social Opportunities
- Long term conditions support
- Day Services
- Equipment and Aids for Daily Living
- Nail Cutting & Foot Care Advice
- Neighbourhood Care Independence Programme

## Dementia Support

Living with the experience of dementia can be challenging. Whether you have a diagnosis of dementia yourself, or are caring for a person who has a suspected or diagnosed dementia, we may be able to help you.



At Age UK West Cumbria we are developing a range of pioneering dementia services. This is in response to the individual needs and wishes of people whose lives are affected by memory concerns and the people who support them.

# The directory of services

It was Designed in partnership with GPs and GP Practice Managers

Over 86k page views from over 9k unique visitors since Oct 2012

Access to the site from mobile and tablet devices now accounts for a quarter of all visits; it was less than one percent a year ago

Nationally recognised by NHS England and numerous other Trusts as a leading example

It is especially helpful for new staff and locums. However, there is still an absence of awareness in some Cumbrian GP Practices.

# Contact details

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GP Stakeholder Engagement Manager

Eden, Furness and South Lakes

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I'm here to help.

Here for you