

Listening to the Rural Voice



# Rural Strategy Action Plan Review

September 2004

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# 1. **INTRODUCTION & VISION**

## **Carlisle Rural Strategy – “Listening to the Rural Voice”**

- 1.1 The Strategy was produced in July 2003 following a widescale consultation process, instigated at the **Listening to the Rural Voice Conference** held in October 1999.
- 1.2 The Strategy was split into four themes to reflect the themes of the City Vision process. The Vision for the four themes are as follows:

### **Developing Communities**

*“A rural society that is fully engaged in decision-making processes that affect local issues and has the capacity and the support to address local problems and opportunities”.*

### **Economic Prosperity**

*“A well diversified and prosperous local economy with a strong agricultural sector and local market towns and villages that are economically and socially buoyant”.*

### **Infrastructure, Environment and Transport**

*“A high quality and bio-diverse environment that is an economic and cultural asset to the whole of the City of Carlisle and the region. An area with access to a communications infrastructure and services that meet the needs of visitors, residents and businesses”.*

### **Health and Well Being**

*“A rural area with facilities and services that meet local needs and (at least) national standards, and which provides the opportunity for rural residents to achieve a full and healthy lifestyle”.*

## 2. SUMMARY OF PROGRESS

2.1 Considerable progress has been made following the production of the Rural Strategy in July 2003. The review of the action plans reflects the progress and as such some items have been deleted from the tables. In addition new items have been added which have been instigated or identified as priorities following the production of the Strategy.

2.2 The main achievements during the last year are summarised below:

- ❑ Completion of the **Parish Democracy Programme**. The programme was successful in achieving the development of parish clerks and councillors and improving communication between councils and the electorate they serve. In addition the programme raised the profile of parish and town councils with other public authorities at local and regional level as well as the public. There is however more to be done in this area.
- ❑ Completion of the **Parish Council IT Scheme**. All parish clerks wishing to take up the scheme have been supplied with IT packages. 31 parish councils are now connected to the City Council system.
- ❑ Development of **Rural Proofing** mechanisms. A rural proofing system and simple checklist have been developed and approved. Further work will be undertaken to ensure effective implementation of rural proofing.
- ❑ Approval and agreement for the set up of the **Rural Office** on the fifth floor of the Civic Centre. The Rural Office will become operational following the reorganisation of internal accommodation.
- ❑ Establishment of the **Rural Voice Newsletter**. The Rural Voice was published in December 2003, March 2004 and June 2004. The newsletter has been very well received in the rural area.
- ❑ Significant increases in the number of parishes undertaking **parish planning**. The table below shows progress with parish planning in the district:

PARISH	PROGRESS
Burgh-by-Sands	Parish Plan completed. Parish is progressing with implementation of projects.
Cumwhitton	Parish Plan currently awaiting printing.
Dalston	Steering group formed. Grants secured from County Council and Vital Villages. Questionnaire issued to every household. Collating responses.
Brampton cluster (includes the parishes of Brampton, Burtholme, Castle Carrock, Farlam, Hayton, Irthington, Nether and Upper Denton)	Joint steering group formed. Grants secured from County Council and Vital Villages. Consultation programme devised. Questionnaire produced.
Orton	Steering group formed. Issues questionnaire circulated. Grant secured from County Council and Vital Villages.
Wetheral	Steering group formed. Grant secured from County Council and Vital Villages.
Stanwix Rural	Preliminary issue gathering meetings held. Grant secured from County Council and Vital Villages.

- ❑ A **Rural Support Group** has been established made up of officers from a range of organisations operating in rural Carlisle. The group meets every six weeks and is a very effective forum for information exchange and joint working.
- ❑ Establishment of a **Youth Partnership in Brampton** which is looking at providing a youth facility in the town.
- ❑ Launch of the **POINT Programme** by Business Link, which provides business support for start up businesses and grant funding.
- ❑ **Audit of Rural Workspace** completed and published by the North West Development Agency (NWD A).
- ❑ **North West Rural Planning Service** is now operational.
- ❑ Production of the **Homelessness Strategy** which includes rural homelessness.
- ❑ **Research to assess health needs** in Carlisle (including rural wards) has been completed through Northumbria University.

2.3 The following items have been removed from the action plans as they are either covered elsewhere or are no longer applicable

### **Aims Removed**

- **Develop the role of the Carlisle Parish Councils' Association (CPCA).** A Way Forward document was produced and agreed in November 2003, which outlines the development role and positional statement of CPCA. The Association are represented on many outside bodies and forums, which affect parish council issues.
- **To ensure linkages with the Carlisle and Eden Local Strategic Partnership (LSP).** CPCA take a full and active role in this LSP and are a member of the partnership.
- **To link the health agenda with relevant strategies.** Health issues are addressed in the main strategy documents. Further work needs to be undertaken with the newly merged Carlisle and Eden Local Health Group and the Primary Care Trusts (PCTs) to ensure integrated implementation.

### **Actions Removed**

- **Produce a "route map" to clarify the roles of local support agencies and how to access.** Due to the changing environment within the sector it was not felt that this would be appropriate at this time. A Rural Resource pack has been produced which clarifies support for the rural voluntary and community sector. Copies are available from the Rural Support Officer at Carlisle City Council.

- **Support proposals for Brackenhill Tower.** Brackenhill Tower has been sold to a private investor and therefore at this stage is not suitable for public support.
- **Market the “Northern Borderlands”.** This is part of ongoing tourism promotion around the Carlisle and Hadrian’s Wall brand which has been designated as a major brand by the Cumbria Tourist Board.
- **Develop cycling and walking trails.** Eden Valley circular cycle route opened for the main 2003 season.
- **Support the Hadrian’s Wall bus service.** This service is now operational along the length of the Wall.
- **Develop a planning facilitation service.** This service is now operational.
- **Develop a Plain English planning guide for farmers.** This guide has now been produced.
- **Grant support to address housing needs** through renovation grants, home repairs assistance grants and energy efficiency grants and continued support for the Home Improvement Agency. These are ongoing programmes and support is continuing.

### **3. RURAL PRIORITIES**

3.1 Due to the over-arching role of the Rural Strategy, the action plans tend to encompass a wide range of actions and initiatives. This is essential to reflect the breadth of activities happening in the rural area and to assist with the co-ordination of effort. However due to the nature of the action plans it is sometimes difficult to assess the relative priority of actions.

3.2 The section below sets out the overall priorities within the Rural Strategy. These are not listed in order of importance and instead reflect the order in which they appear within the action plans. All of these actions underpin and support the promises made by Carlisle City Council in the Corporate Plan. They demonstrate how the Corporate Plan translates into practical policy initiatives for the Carlisle rural area.

- ❑ **Quality Parish Council Scheme (QPS)** –The QPS programme was launched by the Office of the Deputy Prime Minister (ODPM) in June 2003. The scheme aims to recognise quality parish councils and the status demonstrates the council has met the minimum standards expected from an effective, representative and active parish council. In Carlisle district to date 36% of parish councils have expressed an interest in participating in the QPS. A key component of the scheme is for the clerk to hold a formal qualification, currently two clerks in the district have registered for the qualification.
- ❑ **Village Hall Support and Development** – The Carlisle Rural Audit (December 2003) showed that adequate meeting facilities in rural communities were essential to stimulate community activity. The City Council and Voluntary Action Cumbria offer professional support to the development of village halls and community buildings. The five yearly village hall condition surveys are due to be carried out in 2005/06 and are seen as a priority for City Council support.
- ❑ **Provision of Services and Facilities for Young People** – Lack of provision for young people in rural Carlisle is increasingly raised as an issue by rural agencies and parish councils. In addition, lack of public transport creates issues of isolation for young people. A number of activities are currently underway in various locations for example Longtown, Brampton, Dalston and Great Orton. The initiatives are progressing activities on differing scales and in partnership between the City Council and the County Council.
- ❑ **Longtown Market Town Initiative (MTI)** – The MTI programme in Longtown is the major rural regeneration opportunity within the District. The programme offers a one-off chance to take an holistic approach to the regeneration of Longtown and the surrounding area. Up to £1 million is available until 2008 through the Regional Development Agency to support economic initiatives in individual Market Towns. A bid from the Longtown and District Enterprise Trust for £1 million is currently under development. The focus of this bid is business development, training, enterprise and skills,

plus feasibility work for capital schemes. The Longtown Action Plan contains a total of 106 projects under 10 thematic headings.

- ❑ **Identification of regeneration issues in Brampton and area** – The development of the Brampton and Area Joint Parish Plan is seen as a fundamental step to identify issues, opportunities and ideas for the regeneration and development of Brampton and the surrounding parishes. Carlisle City Council and Voluntary Action Cumbria have provided intensive officer support to the development of the action plan.
- ❑ **Parish Planning** – In a similar way to the work undertaken in Brampton and surrounding parishes, several other parishes are pursuing parish planning which will identify issues, opportunities and ideas for those parishes involved. This parish planning in smaller communities will underpin future rural regeneration programmes. Carlisle City Council acts as a co-ordinator with additional support, where needed, from Voluntary Action Cumbria. The level of support has varied depending on the individual parishes requirements.
- ❑ **Rural Enterprise Support** – A priority in terms of developing the rural economy. This includes support for new start up businesses, expansion and development of existing businesses, diversification opportunities, agricultural support and community enterprise development. Many different agencies and funding strands are involved. One focus of activity will be support for the MTI programme in the Longtown area where there is the largest concentration of businesses in the District outside urban Carlisle. The MTI bid includes provision for a person to work with businesses in the Longtown area to help 'sell' and get access to Business Link advice and support services, including a grant scheme ring fenced to the MTI area. Outside Longtown, Carlisle City Council is working with the Cumbria Chamber of Commerce and Industry and the Rural Womens' Network to support business startups (including through Brampton Business Centre and Telecentre).
- ❑ **Hadrian's Wall** – Hadrian's Wall offers a key tourism brand for the District. Carlisle City Council's role includes tourism marketing of the opportunities and attractions. In addition the City Council has a role to play in encouraging the business development opportunities that the Wall offers. This involves staff time and start up expenditure to help organise events such as 'Business Opportunities Days' which bring together advice agencies and people looking at possible business ventures linked to tourism activity in the Wall corridor. Carlisle City Council officers will continue to work with partner organisations, both to maximise the opportunities, but also to ensure the increase in visitor numbers does not adversely affect the local rural communities along the line of the Wall.

- **Affordable Rural Housing** – Development of affordable rural housing is seen by many parish councils and other bodies as the key priority for the sustainable development of rural Carlisle. The appointment of a Housing Enabling Officer by Carlisle City Council is an important first step to ensure additional resources are in place. The identification of housing needs in all the rural parishes is essential in order to justify the need for further provision, if necessary.

#### **4. MEASURING OUR PROGRESS**

4.1 The Carlisle Rural Strategy “Listening to the Rural Voice” aims to co-ordinate activity and initiatives across the rural area of Carlisle district. It will be important to demonstrate that, through the Rural Strategy, a positive difference is being made to the rural areas and rural communities.

4.2 In order to measure progress we are proposing the following approach:-

The first stage is to develop baseline indicators to measure the current position on a number of issues facing Carlisle rural area, which will cover economic, social inclusion and environmental factors. The initial research work has been completed which will provide a benchmark against which to measure future progress. The work has been closely aligned with the new rural evidence base developed as part of the Department of Environment, Food and Rural Affairs (DEFRA) new national Rural Strategy 2004. In addition, the new Rural Services Standard is currently under development nationally and will be used to assess how Carlisle’s rural areas perform against a set of standard national criteria.

The second element of the work is focused on measurement of customer satisfaction. This work will be undertaken by using existing research and consultation methods. The main avenue will be through the existing Citizens Panel, where specific questions will be asked to assess rural delivery.

## 5. RURAL STRATEGY ACTION PLAN TABLES

5.1 The tables on the following pages give details of the actions and initiatives to be taken forward in rural Carlisle. These actions are not all the responsibility of Carlisle City Council but reflect the partnership activity underway in the District by a range of public, private and voluntary organisations. The shaded boxes are aims which have been added following the production of the Rural Strategy in July 2003 and have been included in response to the consultation process.

5.2 The table below gives a glossary of terms to accompany the action plan tables.

### Glossary of Terms

<b>ACENW</b>	Arts Council England North West
<b>BLC</b>	Business Link Cumbria
<b>Carlisle CC</b>	Carlisle City Council
<b>CPCA</b>	Carlisle Parish Councils' Association
<b>CA</b>	Countryside Agency
<b>CALC</b>	Cumbria Association of Local Councils
<b>CIIA</b>	Cumbria Inward Investment Agency
<b>Cumbria CC</b>	Cumbria County Council
<b>CREA</b>	Cumbria Rural Enterprise Agency
<b>CRHT</b>	Cumbria Rural Housing Trust
<b>CTB</b>	Cumbria Tourist Board
<b>CVS</b>	Carlisle Council for Voluntary Services
<b>DCs</b>	District Councils (Allerdale, Barrow, Carlisle, Copeland, Eden, South Lakeland)
<b>DDA</b>	Disability Discrimination Act
<b>DEFRA</b>	Department of Environment, Food and Rural Affairs
<b>DfT</b>	Department for Transport
<b>ECCP</b>	East Cumbria Countryside Project
<b>EH</b>	English Heritage
<b>ERDP</b>	England Rural Development Programme
<b>HAs</b>	Housing Associations
<b>HWTP</b>	Hadrian's Wall Tourism Partnership
<b>HWWHSC</b>	Hadrian's Wall World Heritage Site Committee
<b>LAs</b>	Local Authorities
<b>LSP</b>	Local Strategic Partnership
<b>L+</b>	LEADER +
<b>MTI</b>	Market Town Initiative
<b>NWDA</b>	North West Development Agency
<b>One NE</b>	One North East (North East Regional Development Agency)
<b>ODPM</b>	Office of the Deputy Prime Minister
<b>PCs</b>	Parish Councils
<b>PCTs</b>	Primary Care Trusts
<b>QPS</b>	Quality Parish Scheme
<b>RDP</b>	Rural Development Programme
<b>RRC</b>	Rural Regeneration Cumbria
<b>RSLs</b>	Registered Social Landlords
<b>RWP</b>	Rural White Paper
<b>SRB</b>	Single Regeneration Budget
<b>VHs</b>	Village Halls
<b>VAC</b>	Voluntary Action Cumbria
<b>WEA</b>	Workers Education Association

## Developing Communities

**“A rural society that is fully engaged in decision-making processes that affect local issues and has the capacity and the support to address local problems and opportunities”.**

<b>What are we aiming to achieve</b>	<b>What will be done</b>	<b>Who will be involved (lead partners in bold)</b>	<b>When will it happen</b>	<b>How much will it cost and who will fund it</b>	<b>What will be the outcome</b>
To provide support and training for parish councils to encourage local democracy	Develop and implement the Quality Parish Development Programme	<b>CALC</b> , Carlisle CC (and other DCs), Cumbria CC, VAC, CA, RRC	Due to commence September 2004	Overall cost will be £91,000 per annum. Programme will be funded by the district and county councils matched with RRC.	50 PC's attaining QPS, 75 clerks holding certificate in local council administration (figures countywide by 2007).
To increase use of IT systems to communicate with parish councils	Encourage the use of IT systems as information channels to PC's	<b>CPCA, Carlisle CC</b> , Cumbria CC	Ongoing	No additional cost	Improved communications methods for both LA's and PC's
To work to the agreed Codes of Practice	The Parish Charter between the Carlisle CC and the PCs will be updated	<b>CALC, Carlisle CC, CPCA</b>	Parish Charter update will be undertaken between Sept and December 2004	Funded through the Quality Parish Development Programme	Clear, agreed practices and a framework within which to operate
To encourage devolution of decision-making and service delivery to PCs	CALC to investigate devolution issues through the Quality Parish Development Programme	<b>CALC</b> , CPCA, Carlisle CC, Cumbria CC	Discussions to commence January 2005	Funded through the Quality Parish Development Programme	All PCs aware of devolution opportunities
To encourage Village Hall Committees to access available support	<ul style="list-style-type: none"> <li>a) Support village hall management committees with general operation and maintenance</li> <li>b) Support village halls wishing to carry out refurbishment programmes</li> <li>c) Carry out Village Hall Condition Surveys</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Carlisle CC, VHs</b>, VAC, Cumbria CC</li> <li>b) <b>Carlisle CC, VHs</b>, VAC, Cumbria CC</li> <li>c) <b>Carlisle CC</b>, CPCA, VHs</li> </ul>	<ul style="list-style-type: none"> <li>a) Ongoing</li> <li>b) Ongoing</li> <li>c) Due to commence March 2005</li> </ul>	<ul style="list-style-type: none"> <li>a) Funded through existing structures</li> <li>b) Support work funded through existing structures. Refurbishment work will require external funding</li> <li>c) Budget bid to be submitted through Carlisle CC (£25,000)</li> </ul>	<ul style="list-style-type: none"> <li>a) VH's supported and enabled to continue to manage facilities</li> <li>b) Improvement/refurbishment of three facilities</li> <li>c) VH Condition Surveys carried out for all community buildings requesting surveys</li> </ul>
To increase provision and opportunities for young people	<ul style="list-style-type: none"> <li>a) Develop and support the Brampton Youth Partnership to provide additional youth facilities</li> <li>b) Support the development of Arthuret Youth Council</li> <li>c) Investigate opportunities for young people in Dalston</li> <li>d) Support the development of Orton Youth Shelter and associated activities</li> <li>e) Develop the Rural Summer Playschemes</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Cumbria CC, Carlisle CC</b>, Brampton PC</li> <li>b) <b>Arthuret PC</b>, Carlisle CC</li> <li>c) <b>Cumbria CC, Dalston PC</b></li> <li>d) <b>Orton PC, Cumbria CC, Carlisle CC</b></li> <li>e) <b>Carlisle CC, Cumbria Surestart, CPCA</b></li> </ul>	<ul style="list-style-type: none"> <li>a) Ongoing</li> <li>b) Ongoing</li> <li>c) Consultation during Summer 2004. Implementation projects thereafter.</li> <li>d) Consultation with young people underway during Summer 2004</li> <li>e) Summer 2004</li> </ul>	<ul style="list-style-type: none"> <li>a) Development costs of facility unknown at this stage</li> <li>b) Costs met through existing structures</li> <li>c) Costs met through the PC</li> <li>d) Costs met through PC</li> <li>e) Costs approximately £24,000. Funded through Carlisle CC £14,000 and Cumbria Sure Start £10,000.</li> </ul>	<ul style="list-style-type: none"> <li>a) One new youth facility in Brampton</li> <li>b) Greater involvement of young people</li> <li>c) Detailed analysis of opportunities for young people in Dalston</li> <li>d) One youth shelter developed at Great Orton</li> <li>e) Summer playschemes held in more locations/more frequently.</li> </ul>

What are we aiming to achieve	What will be done	Who will be involved (lead partners in bold)	When will it happen	How much will it cost and who will fund it	What will be the outcome
To increase the development of arts based activities in rural Carlisle	<ul style="list-style-type: none"> <li>a) Support the expansion of Brampton Live</li> <li>b) Support the expansion of the Highlights rural touring scheme</li> <li>c) Support the work of Matrix Arts Projects in the Brampton area</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Carlisle CC</b>, RRC, ACENW</li> <li>b) <b>Highlights</b>, voluntary promoters, Carlisle CC</li> <li>c) <b>Matrix Arts Projects</b>, Carlisle CC, Brampton Business Centre and Tele-Centre</li> </ul>	<ul style="list-style-type: none"> <li>a) Annual festival</li> <li>b) Annual programme</li> <li>c) Current programme April – December 2004</li> </ul>	<ul style="list-style-type: none"> <li>a) Costs approx. £100,000. Funded through Carlisle CC, ACENW, RRC</li> <li>b) Funded through Carlisle CC (£1,200), ACENW</li> <li>c) Costs of current programme £10,000. Funded through Carlisle CC, RDP, ACENW</li> </ul>	<ul style="list-style-type: none"> <li>a) Increased audience capacity, increased attendance by 25%, increased box office by 25%, larger number of attendees from outside Cumbria</li> <li>b) 7/8 performances in VHs, one new voluntary promoter each year</li> <li>c) 150 community participants, 75 training places, 20 existing businesses advised, 15 start up businesses advised.</li> </ul>
To develop community led regeneration of Longtown	<ul style="list-style-type: none"> <li>a) Support the implementation of the Longtown MTI initiative</li> <li>b) Support Parish Planning in Longtown MTI parishes</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Longtown and District Enterprise Trust</b> with support from partners</li> <li>b) <b>PCs</b>, Carlisle CC, Cumbria CC, VAC</li> </ul>	<ul style="list-style-type: none"> <li>a) Projects to be taken forward include business support and training programme, riverside development, renovation of recreation ground, conservation area enhancement scheme development plan, development of tourism plan, health centre facilities, health and well being strategy and renewable energy programme.</li> <li>b) Information sessions to be held with interested parishes during Summer/Autumn 2004.</li> </ul>	<ul style="list-style-type: none"> <li>a) Funded through various sources including bid to NWDA for up to £1million</li> <li>b) Costs will vary depending on size of parish. Funding available through Cumbria CC</li> </ul>	<ul style="list-style-type: none"> <li>a) Overall outcome is the regeneration of Longtown and area. Individual projects will deliver a range of outcomes</li> <li>b) Comprehensive action plans developed for individual parishes to guide future project development</li> </ul>

<b>What are we aiming to achieve</b>	<b>What will be done</b>	<b>Who will be involved (lead partners in bold)</b>	<b>When will it happen</b>	<b>How much will it cost and who will fund it</b>	<b>What will be the outcome</b>
To develop the community led regeneration of Brampton	<ul style="list-style-type: none"> <li>a) Support the development of the Brampton and area Joint Parish Plan</li> <li>b) Support the development and evaluation of projects arising from the Plan</li> </ul>	Brampton, Burtholme, Castle Carrock, Farlam, Hayton, Irthington, Nether and Upper Denton PCs, Carlisle CC, VAC	<ul style="list-style-type: none"> <li>a) Joint Parish Plan to be launched by February 2005.</li> <li>b) Projects arising from the Plan to be developed thereafter.</li> </ul>	£15,000 secured from Vital Villages with match funding from Cumbria CC and voluntary contributions in kind	Comprehensive action plan developed for Brampton and surrounding area Additional projects to be developed in the area arising from the Plan
To develop local community plans in agreed locations	Develop parish plans in Dalston, Wetheral, Stanwix Rural, Orton and Walton	<b>PCs</b> (Wetheral, Stanwix Rural, Orton and Walton), Carlisle CC, VAC	Ongoing, parishes at different stages of development	Parishes have secured (or applied for) funding from either Vital Villages and/or Cumbria CC	Comprehensive action plans developed in identified parishes

## Economic Prosperity

**“A well diversified and prosperous local economy with a strong agricultural sector and local market towns and villages that are economically and socially buoyant”.**

<b>What are we aiming to achieve</b>	<b>What will be done</b>	<b>Who will be involved (lead partners in bold)</b>	<b>When will it happen</b>	<b>How much will it cost and who will fund it</b>	<b>What will be the outcome</b>
To promote rural Carlisle and identify investment opportunities to create employment	<ul style="list-style-type: none"> <li>a) M6 Corridor project</li> <li>b) Support development of rural workspace</li> <li>c) Development of Carlisle Airport</li> </ul>	<ul style="list-style-type: none"> <li>a) Carlisle CC, Eden DC, South Lakeland DC</li> <li>b) <b>RRC</b>, Carlisle CC, Private landowners, developers and agents</li> <li>c) <b>Haughey Airports Ltd</b>, Carlisle CC, NWDA and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>a) Promotional website established. Ongoing maintenance to be agreed</li> <li>b) Proposed policy for “live-work” premises in draft local plan. Advice and guidance to prospective developers and landowners ongoing.</li> <li>c) Progress dependent on funding agreement.</li> </ul>	<ul style="list-style-type: none"> <li>a) Originally funded through Team NW budget £23,000 (2003-04)</li> <li>b) Officer time</li> <li>c) Private investment venture and officer time</li> </ul>	<ul style="list-style-type: none"> <li>a) Portfolio of opportunities for investment and business relocation</li> <li>b) Creation of high quality employment opportunities</li> <li>c) Improved air services</li> </ul>
To support local agriculture including local produce initiatives	Develop the market and infrastructure for local produce production and distribution through the ‘Distinctly Cumbria’ project	<b>Cumbria Rural Partnership</b> , Carlisle ‘Distinctly Cumbria’ Local Action Group	Seven year programme (2002 – 2008). Promotion and take up of the programme supported by Carlisle CC Officers	Total project cost £14.7 million. £6.2 million from NWDA.	Local awareness and engagement in programmes to develop producer capability and market opportunities leading to increased opportunities for local producer businesses
To encourage non-farming enterprises and diversification of the rural economy	<ul style="list-style-type: none"> <li>a) The review of the Local Plan</li> <li>b) Cumbria Farm Tourism Initiative</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Carlisle CC</b></li> <li>b) <b>CREA</b></li> </ul>	<ul style="list-style-type: none"> <li>a) Adoption of local plan September 2005.</li> <li>b) Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>a) Funded through Carlisle CC resources</li> <li>b) Funded through NWDA</li> </ul>	<ul style="list-style-type: none"> <li>a) Number of people living and working in rural Carlisle sustained</li> <li>b) Increased numbers of business planning and marketing visits, appraisals of tourism development opportunities, small grant awarded.</li> </ul>

What are we aiming to achieve	What will be done	Who will be involved (lead partners in bold)	When will it happen	How much will it cost and who will fund it	What will be the outcome
To improve access to training, advisory services and infrastructure and facilities	<ul style="list-style-type: none"> <li>a) Provision of IT training facilities through local outlets</li> <li>b) Provision of Broadband infrastructure serving 95% of rural population</li> </ul>	<ul style="list-style-type: none"> <li>a) Carlisle CC, Carlisle College/Learndirect, Cumbria Learning and Skills Council, CVS</li> <li>b) <b>Cumbria ICT Broadband Initiative Partnership</b></li> </ul>	<ul style="list-style-type: none"> <li>a) Ongoing</li> <li>b) County wide programme established 2002. Broadband rollout commences</li> </ul>	<ul style="list-style-type: none"> <li>a) Funded through Brampton Business Centread Telecentre and other local providers</li> <li>b) £30 million from NWDA</li> </ul>	<ul style="list-style-type: none"> <li>a) Increase in numbers accessing IT training</li> <li>b) Increased demand and provision of broadband services by local communities and businesses</li> </ul>
To promote enterprise (including community enterprise) and new business starts in the rural area and support individuals in agricultural or related employment secure alternative work	<ul style="list-style-type: none"> <li>a) Provide guidance for individuals going through employment change options</li> <li>b) Support for business starts and development through the POINT programme</li> <li>c) Encourage community enterprise</li> </ul>	<ul style="list-style-type: none"> <li>a) Employment Alternatives partnership (managed by <b>Carlisle CC</b>)</li> <li>b) <b>Cumbria Chamber of Commerce</b>, Rural Women's Network, Enterprising Communities, Prince's Trust</li> <li>c) <b>VAC</b> (Enterprising Communities)</li> </ul>	<ul style="list-style-type: none"> <li>a) Ongoing programme</li> <li>b) POINT programme launched May 2004</li> <li>c) Ongoing programme until March 2006 (established 2002)</li> </ul>	<ul style="list-style-type: none"> <li>a) £50,000 per annum, funded through various sources</li> <li>b) Funded through Business Link for Cumbria</li> <li>c) Costs £700,000 over three years. Funded by Phoenix Fund and other grant sources.</li> </ul>	<ul style="list-style-type: none"> <li>a) 260 individuals advised, 1,100 counselling sessions, 100 people into jobs, 50 training courses</li> <li>b) Increased numbers of businesses supported</li> <li>c) Advise and assist existing and new social enterprises</li> </ul>

## Infrastructure, Environment and Transport

**“A high quality and bio-diverse environment that is an economic and cultural asset to the whole of the City of Carlisle and the region. An area with access to a communications infrastructure and services that meet the needs of visitors, residents and businesses”.**

<b>What are we aiming to achieve</b>	<b>What will be done</b>	<b>Who will be involved (lead partners in bold)</b>	<b>When will it happen</b>	<b>How much will it cost and who will fund it</b>	<b>What will be the outcome</b>
To preserve and enhance the built environment including the restoration and re-use wherever possible of buildings at risk	Support proposals for: a) Lanercost Priory b) Dalston square re-development	a) EH, Carlisle CC, Private landowners b) Dalston PC	a) Timescales to be confirmed b) Consultation process due to be completed by end of Summer 2004. Design and costings work to commence in Autumn 2004.	a) To be confirmed b) Costs of next stage of process to be determined. Funded through Dalston PC and external sources.	a) Preservation and enhancement of buildings at Lanercost Priory b) Fully costed design and options for square re-development
To protect the local landscape as a high quality landscape	Support the implementation of the Hadrian's Wall World Heritage Site Management Plan	<b>Hadrian's Wall World Heritage Site Committee</b> including LAs and EH	Current Management Plan covers 2002 - 2007	Management Plan funded through HWWHSC. Implementation is funded through a range of agencies	The Plan covers 13 policy aims of protecting, conserving, using and enjoying and managing the World Heritage Site.
To develop and support sustainable tourism initiatives that meet economic and environmental objectives	a) Develop Hadrian's Wall National Trail b) Support the work of the Hadrian's Wall Tourism Partnership c) Cumbria Farm Tourism Initiative	a) <b>Hadrian's Wall World Heritage Site Committee</b> , CA b) <b>HWTP</b> and the partners involved in the partnership c) <b>CREA</b>	a) Facilities Guide produced May 2004. Recruitment and employment of a staff team by summer 2005. Management Strategy for the trail will be developed by end march 2005. b) Next "Hadrian Means Business" event will be held in November 2004 c) Ongoing	a) Funded through CA b) Funded through HWTP and Carlisle CC c) Funded through NWDA	a) Comprehensive management approach for the national trail. Increased information for visitors and walkers on facilities available b) Increased number of businesses assisted, information on support services and grant sources, awareness raising c) Increased numbers of business planning and marketing visits, appraisals of tourism development opportunities, small grant awarded.

<b>What are we aiming to achieve</b>	<b>What will be done</b>	<b>Who will be involved (lead partners in bold)</b>	<b>When will it happen</b>	<b>How much will it cost and who will fund it</b>	<b>What will be the outcome</b>
To promote countryside management and interpretation, in order to support rural tourism and agricultural diversification and re-structuring	Develop the role of the East Cumbria Countryside Project	<b>ECCP</b> , Carlisle CC, Cumbria CC, Eden DC	Ongoing. ECCP Business Plan (up to 2008) approved by Carlisle CC.	Carlisle CC contribution £79,000	Public rights of way maintained Learning opportunities increased Increase in economic activity Contribution to raising Carlisle's profile
To provide a mechanism to enable dialogue on planning policy	a) Review the Local Plan, ensuring rural residents, visitors and businesses are able to input into the process d) Develop additional planning guidance on affordable housing issues	a) <b>Carlisle CC</b> . Consultation involves residents, businesses and PCs b) <b>Carlisle CC</b> , other agencies dependent on planning issues	a) Adoption of Local Plan September 2005 b) Following the adoption of the Local Plan	a) Funded through Carlisle CC Local Plan budget b) Funded through Carlisle CC Local Plan budget	a) Number of people living and working in rural Carlisle sustained b) Additional planning guidance statements on affordable housing
To increase community transport initiatives in rural Carlisle	a) Development and implementation of the Rural Wheels scheme through rural Carlisle b) Development of the Tyne Valley Community Rail partnership	a) <b>Cumbria CC</b> , CA, Carlisle CC, Carlisle CVS b) <b>Tyne Valley Community Rail Partnership</b>	a) Initial publicity July 2004. Scheme fully operational by September 2004. b) Initial phase will be undertaken by volunteer and consultant input and will be completed by end March 2005.	a) Costs of scheme approx £250,000 (funded until end March 2006). Funded through CA, Cumbria CC and DfT b) Funding for the first phase has been secured through CA and other partners. Costs are approx £40,000	a) Increased community transport provision for those areas without regular public transport b) Two information collation tasks, two train events, four marketing products, notice boards at 13-15 stations (figures for the whole of the line). Leading to increased awareness and usage of the Tyne Valley railway line.

## Health and Well Being

**“A rural area with facilities and services that meet local needs and (at least) national standards, and which provides the opportunity for rural residents to achieve a full and healthy lifestyle”.**

<b>What are we aiming to achieve</b>	<b>What will be done</b>	<b>Who will be involved (lead partners in bold)</b>	<b>When will it happen</b>	<b>How much will it cost and who will fund it</b>	<b>What will be the outcome</b>
To address health and housing inequalities through rural regeneration programmes initially in Longtown	<ul style="list-style-type: none"> <li>a) Develop three identified housing sites in Longtown with provision of affordable housing</li> <li>b) Develop health initiatives including exercise on prescription</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Carlisle CC</b>, private developers and HAs</li> <li>b) <b>Carlisle CC</b></li> </ul>	<ul style="list-style-type: none"> <li>a) First development started on site June 2004, second site to be developed by end of March 2005, third site timescale to be confirmed.</li> <li>b) Scheme to recommence in Longtown September 2004</li> </ul>	<ul style="list-style-type: none"> <li>c) Funded through private developers, housing corporation and RSL private finance</li> <li>d) Funded through Carlisle CC and Local Health Group. Cost of scheme approx £15,500 in the first year.</li> </ul>	<ul style="list-style-type: none"> <li>a) New affordable housing units developed for purchase or rent by local people</li> <li>b) Increase in involvement in exercise to address health inequalities</li> </ul>
To increase the provision of health information in rural Carlisle	<ul style="list-style-type: none"> <li>a) Continue the operation and development of the health information boards</li> <li>b) Continue to develop food co-ops in rural Carlisle</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Carlisle CC, Age Concern</b> and PCT</li> <li>b) <b>Rural Regeneration Unit</b></li> </ul>	<ul style="list-style-type: none"> <li>a) Ongoing</li> <li>b) Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>a) Minimal cost supported by Carlisle CC and Age Concern</li> <li>b) Set up cost met through RRU and ongoing costs met through subscriptions</li> </ul>	<ul style="list-style-type: none"> <li>a) Increased information in rural areas on a range of health issues</li> <li>b) Increased easy access to healthy food and advice</li> </ul>
To develop a mechanism to audit and monitor rural service provision	<ul style="list-style-type: none"> <li>a) Monitor rural service provision and access to facilities</li> <li>b) Implement the outreach rural libraries service</li> <li>c) Support the continued provision of the mobile police station</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Carlisle CC, CPCA</b></li> <li>b) <b>Cumbria CC</b></li> <li>c) <b>Cumbria Police</b></li> </ul>	<ul style="list-style-type: none"> <li>a) Commence from summer 2004 (following on from production of the rural audit)</li> <li>b) Pilot projects due to commence Autumn 2004</li> <li>c) Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>a) No additional cost</li> <li>b) Costs met through Cumbria CC</li> <li>c) Costs met through Cumbria Police resources</li> </ul>	<ul style="list-style-type: none"> <li>a) Greater understanding and awareness of services and facilities</li> <li>b) Increased access to library facilities in remoter rural areas</li> <li>c) Continued access to police services in rural areas</li> </ul>
To identify opportunities to increase affordable housing provision in rural Carlisle	<ul style="list-style-type: none"> <li>a) Carry out rural housing needs including identification of youth housing issues, conditions, availability surveys</li> <li>b) Carry out an audit of social housing schemes already developed</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Carlisle CC, CRHT</b></li> <li>b) <b>Carlisle CC</b></li> </ul>	<ul style="list-style-type: none"> <li>a) and b) Both actions will commence in September 2004 with the appointment of the Housing Enabling Officer</li> </ul>	<ul style="list-style-type: none"> <li>a) and b) Post will be funded for three years part time by Carlisle City Council through funding from council tax on second home owners. Approximate costs are £15,000 per annum.</li> </ul>	<ul style="list-style-type: none"> <li>a) Housing needs surveys undertaken in all areas over three years.</li> <li>b) Better understanding of social housing schemes leading to increased occupancy rates and targeted new development.</li> </ul>

<b>What are we aiming to achieve</b>	<b>What will be done</b>	<b>Who will be involved (lead partners in bold)</b>	<b>When will it happen</b>	<b>How much will it cost and who will fund it</b>	<b>What will be the outcome</b>
To increase private sector housing improvements as identified in the local housing condition survey	a) Carry out an in-depth rural unfit property survey b) Develop a programme of works to tackle rural hotspots	a) <b>Carlisle CC</b> b) <b>Carlisle CC</b> , Private householders	2002 Local House Condition Survey included all areas. Priority areas will be drawn up when staffing and resources are confirmed/available.	Carlisle CC funds the provision of grant assistance (for both rural and urban properties) to a maximum of £20,000 for each individual property.	Reduction in number of people living in unfit properties, improvement in housing stock, improved health of occupiers.
To continue to develop the energy efficiency programme	a) Develop the Longtown Renewable Energy Project b) Implement the ICE (Improving Cumbria's Energy) programme	a) <b>Longtown Energy Partnership</b> , Energy Efficiency Advice Partnership b) <b>Energy Efficiency Advice Partnership</b>	a) Feasibility study underway to look at funding options. Implementation of the programme will commence by end March 2005. b) First "hotspot" rollout commenced June 2004 at Longtown and Rockcliffe	a) Total cost of the scheme £300,000. Funding options being investigated. b) £2 million programme over four years.	a) 50 heat pumps and 20 solar panels will be installed in properties in Longtown by end March 2005. Many properties will be those suffering from fuel poverty. b) Door-to-door contact with residents to increase understanding of energy efficiency. Increase in take up of cavity wall and loft insulation.
To continue to develop the role of RSLs in rural Carlisle	Work will be undertaken with RSLs to look at innovative schemes following completion of housing needs surveys	<b>Carlisle CC, RSLs</b>	Timescale to be confirmed following completion of housing needs surveys	Costs of individual schemes will be determined	New innovative schemes developed to address rural housing issues.
To increase rural sport provision	a) Appointment of a part time dedicated rural sports development officer b) Implementation of the girls rural sport programme	a) Carlisle CC with partners from Sport Strategy Group b) Carlisle CC with partners from Sport Strategy Group	a) Officer appointed May 2004 (four year post) b) Girls rural sport programme to commence July 2004	Costs for both actions met through Carlisle CC and funding from Active Communities Development Fund and other partners. Carlisle CC fund the officer post and the other partners provide the revenue budget for programme implementation.	Increased provision and access to sport provision and activities in rural Carlisle.

## Funding and Information for Rural Carlisle

What are we aiming to achieve	What will be done	Who will be involved (lead partners in bold)	When will it happen	How much will it cost and who will fund it	What will be the outcome
To co-ordinate funding through the Market Town Initiative and other action planning programmes	<ul style="list-style-type: none"> <li>a) Production of Longtown MTI programme annual implementation plan and strategic bid to NWDA for up to £1 million over three years</li> <li>b) Production of comprehensive action plan for Brampton and area</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Longtown and District Enterprise Trust</b>, NWDA, CA, Arthuret PC, Carlisle CC</li> <li>b) <b>PCs</b> (Brampton, Burtholme, Castle Carrock, Farlam, Hayton, Nether Denton and Upper Denton), Carlisle CC, VAC</li> </ul>	<ul style="list-style-type: none"> <li>a) Annual implementation plan produced at the beginning of each financial year, bid to NWDA by March 2005</li> <li>b) Action Plan will be produced by February 2005</li> </ul>	<ul style="list-style-type: none"> <li>a) Costs of implementation plan and bid preparation included in Longtown Regeneration Officers post (Post jointly funded by RRC, CA, Carlisle CC, Arthuret PC)</li> <li>b) Costs approx £20,000. Funded through CA (£15,000), Cumbria CC (£1,000) and voluntary contributions in kind.</li> </ul>	<ul style="list-style-type: none"> <li>a) Annual implementation plan approved by principal funders and scheme approval from NWDA</li> <li>b) Comprehensive action plan produced for Brampton and area to guide future project implementation.</li> </ul>
To disseminate information about rural funding opportunities	<ul style="list-style-type: none"> <li>a) Hold annual funding fair including rural content</li> <li>b) Hold rural roadshow events (including funding advice)</li> <li>c) Raise awareness and profile of local success stories and rural projects through rural newsletter</li> </ul>	<ul style="list-style-type: none"> <li>a) Joint initiative between <b>Carlisle CC, Cumbria CC, VAC, Carlisle CVS</b></li> <li>b) Joint initiative between <b>VAC, Carlisle CVS, Carlisle CC, Cumbria CC</b></li> <li>c) <b>Carlisle CC</b>, other partners</li> </ul>	<ul style="list-style-type: none"> <li>a) Next funding fair to be held in January 2005</li> <li>b) Rural roadshows held twice per annum</li> <li>c) Rural newsletter published every quarter</li> </ul>	<ul style="list-style-type: none"> <li>a) Main funder in 2005 is Cumbria CC supported by CVS, VAC and Carlisle CC.</li> <li>b) Costs met by VAC and CVS</li> <li>c) Rural newsletter funded and produced by Carlisle CC</li> </ul>	<ul style="list-style-type: none"> <li>a) 130 individuals attended funding fair in January 2004</li> <li>b) Increased number of new groups/individuals receiving information</li> <li>c) Increased awareness of rural issues, funding opportunities and success stories</li> </ul>
To support communities in project development and funding	<ul style="list-style-type: none"> <li>a) Training programme of support through Carlisle CVS including funding, training needs and group development</li> <li>b) Encourage use and take-up of existing funding support systems including VAC funding advice service</li> <li>c) Development and dissemination of the rural resource pack</li> </ul>	<ul style="list-style-type: none"> <li>a) <b>Carlisle CVS</b> and Carlisle CC</li> <li>b) <b>Carlisle CC, VAC</b>, funding agencies</li> <li>a) <b>Carlisle CVS</b>, VAC, Carlisle CC, Cumbria CC</li> </ul>	<ul style="list-style-type: none"> <li>a) Ongoing</li> <li>b) Ongoing</li> <li>c) Dissemination Summer 2004</li> </ul>	<ul style="list-style-type: none"> <li>a) CVS programme funded through own resources</li> <li>b) No additional resources required</li> <li>c) Funded through the rural audit project</li> </ul>	<ul style="list-style-type: none"> <li>a) CVS training programme outputs(January– June 2004): 15 events, 103 individuals trained, 57 organisations assisted (these figures refer to urban and rural areas)</li> <li>b) Number of additional groups accessing funding advice</li> <li>c) Increased awareness of support organisations</li> </ul>



**CARLISLE  
CITY COUNCIL**



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