

PORTFOLIO:

**POLICY AND PERFORMANCE
MANAGEMENT**

Report of
Portfolio Holder

**COUNCILLOR
L FISHER**

1. Individual Key Decisions

Since my last report I have made no non-key decisions, all key decisions were taken collectively by the Executive.

2. On the 12th December I attended, along with other Members of the Executive and certain Officers, a meeting of the Carlisle and Eden Local Strategic Partnership, and I attach some of the items presented to the meeting.

3. If any Member would like a full copy of the papers presented, please let me know.

Carlisle & Eden Local Strategic Partnership

Revised Terms of Reference

1. Remit of partnership

1.1 The Carlisle & Eden Local Strategic Partnership is a non-statutory, non-executive body. Its remit is:

- 1.1.1 to agree a vision for the economic, environmental and social advancement of the Carlisle & Eden areas based upon the Carlisle City Vision and Eden Futures processes
- 1.1.2 to implement this vision via a Carlisle & Eden Community Strategy
- 1.1.3 to ensure that the partnership focuses on a delivery plan for those strategic issues where joint action is the most efficient and effective means of tackling the matter
- 1.1.4 to provide an initial strategic analysis of how partners currently contribute to delivering the vision of the partnership and identify quality of life high level measures to monitor progress in achieving the vision
- 1.1.5 to provide an overview of local plans, partnerships and initiatives and ensure that key bodies work effectively together to deliver them
- 1.1.6 ensure that the delivery and commissioning of services in the Carlisle & Eden area corresponds with the agreed vision and objectives for this partnership
- 1.1.7 to seek the views and involvement of our communities and ensure this 'voice' is heard at a sub-regional, regional and national level
- 1.1.8 to lobby European, national, regional, and sub-regional partners and seek access to funding and assistance to effect the Carlisle & Eden Community Strategy.

Carlisle & Eden Local Strategic Partnership

Details of Achievements

- Eden Futures is now complete and will be launched in December. A proposed timetable has been set out to merge the two community plans, Carlisle City Vision and Eden Futures.
- Funding has been secured to develop the following projects:

1. ***"Local Produce in Education"***

This project involves key stage 2 children at four primary schools in exploring the local produce of their areas. Teaching materials will be produced from this pilot project that can be used to apply the experience to other schools in the area and throughout Cumbria. Funding was secured from Eden District Council, Carlisle City Council and Carlisle Education Business Partnership.

2. ***"Eden Valley Circular Cycle Route"***

A brand new cycle route travelling through some of the loveliest parts of the Eden Valley will be launched in Spring 2003. The route includes visits to Penrith and Carlisle with further suggested route options in the Ullswater, Kirkby Stephen and Northern Carlisle areas.

The project encourages new visitors to come and stay in the area and explore. The route is designed so that cyclists of all ability levels can pick up any section and cycle as much or as little as they wish. The key emphasis is to encourage people to return and explore further. The route will be used to actively promote attractions, eating places and accommodation establishments in the vicinity.

A guide giving full promotional details has now been published to accompany the cycle route. The booklet contains a map and simple instructions to aid the cyclist and is available at TIC's throughout the county.

Funding for this project was secured through NWDA and the EU as part of the initial recovery funding post Foot and Mouth Disease.

3. ***"Prevention Through Performance"***

This pilot project's overall aim is to prevent anti social behaviour (ASB) and fear of crime through education. A professional theatre group will be commissioned through Eden Arts to design, deliver and monitor two performances to be played in key schools in both Carlisle and Eden.

The project will target 5-8 year olds and through performance will help youngsters explore and understand the impact and repercussions of ASB thereby translating the message that ASB is unacceptable behaviour. In addition it will demonstrate what to do if you are a victim of crime and how where and when help is available.

Information leaflets covering anti social behaviour, fear crime and how get help or report an incident will be available to parents and adults to aid awareness raising and education.

Funding was secured through Cumbria Children's Fund.

4. ***"M6 Corridor Initiative"***

The project is being developed with particular organisations and initial research based funding of 23K has been secured from the Team North-West Fund in 2002/3. Further funding will be sought in future years and through any RAZ funds that may become available.

5. ***"Forest Futures"***

Cumbria Woodlands is a new project aimed to secure rural development based on improved management of local woodlands. Unlike previous schemes, Cumbria Woodlands will be trying to show owners of woods how they can provide benefits other than timber, and still pay their way. Tourism, shelter, crafts, wildlife and public access are some ideas under development. Funding comes from the Forestry Commission, Rural Development Programme and a consortium of local authorities. In Carlisle and Eden, the contact for Cumbria Woodlands is ECCP's Iris Glimmerveen.

- Following months of research, including focus groups right across the UK, Cumbria Tourist Board have recently launched a new brand identity and strategy for Cumbria-The Lake District. A new fresh visual image will be used across all promotional materials and will help reinforce the message that Cumbria is the place to be! CTB members, local authorities and other partner organisations can also use the image to help create a message of consistency. What's more, in addition to the main brand, a framework for developing all sub-brands has also been launched and CTB are keen to work with partners on this exciting project.

CD's are available for use which include copies of the new logo and also details of some of the research work carried out. The CTB Marketing Department are provide a copy on request. Please call 015394 40442/40408 for more details.

- The strategy document "Looking Ahead" was launched in May 2002. The document demonstrates the partnerships intention to lead in restructuring our rural economy. The theme groups continue to develop projects and pursue potential funding opportunities. In addition dedicated project development support has been secured from partner organisations.
- The Communications Protocol sets out general principles for the handling of communications by the Partnership. Partners were consulted on the draft document and the revised protocol has now been endorsed by the partnership. Two newsletters have also been produced to keep partners informed of the progress of the partnership.
- The partnership has been instrumental in instigating a co-ordinated approach to the delivery of services. The LSP provided a forum to help the Pension Service in finding suitable premises for surgeries and drop-in centres in local communities. Alston Moor Information Centre is the first centre to open a surgery and discussions are underway with other organisations and agencies to further develop this service and link initiatives, to offer a more co-ordinated approach to service delivery.