

OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE

Committee Report

PUBLIC

Date of Meeting:

14th February, 2002.

**Title: "LISTENING TO THE RURAL VOICE" : A STRATEGY FOR RURAL
CARLISLE**

Report of: HEAD OF ECONOMIC DEVELOPMENT

Report reference: EDU.02/02

Summary:

The attached Strategy is a response to the Rural White Paper and the findings of the "Rural Voice" consultations held in 1999 and 2000. It is written as a delivery plan within City Vision and shows how the aspirations in City Vision could be taken forward in Rural Carlisle.

This draft has been circulated to Parish Councils and was debated at a special meeting with the Parishes on 28th January, 2002. Subject to Council approval it will be discussed with partner agencies and work will begin to develop Action Plans for each of the 4 policy themes.

Recommendations:

That the Overview & Scrutiny Management Committee decides whether it wishes to pass comments itself on the draft and refer it to the Executive, or whether it wishes the draft to be considered by other Overview & Scrutiny Committees, before being considered by the Executive, and if so, which ones.

Contact Officer: David Beaty

Ext: 7120

‘Listening to the Rural Voice’

A Strategy for Rural Carlisle

Part One

The Strategy and Vision

JANUARY 2002

Part One.

The Strategy and Vision

1.0 Introduction

2.0 The Three Parts of the Strategy for Rural Carlisle

3. The Foot and Mouth Crisis

4.0 The Carlisle and Eden 'Local Strategic Partnership'

5.0 Summary of the Issues facing Rural Carlisle

6.0 Strategic Vision for Rural Carlisle

7.0 Implementing and Overseeing the Strategy

7.1 Introduction

7.2 Funding for Rural Carlisle

7.3 Monitoring the Strategy and Performance targets

Appendix One [not included with this draft]

Action Plan Tables

1 Communities

1. Economic Prosperity

3 Infrastructure, Environment & Transport

4 Health and Well-being

Part Two [circulated as a separate report]

Listening to the Rural Voice.

Conference Proceedings and outcomes from Area Meetings in Longtown, Dalston and Brampton - 1999-2000

Part Three. [to be made available as a separate report]

The State of Rural Carlisle

Description of rural Carlisle and key facts and figures

Map of the City of Carlisle showing Parishes

1.0 Introduction

1. The Strategy for Rural Carlisle has its origins in an extensive consultation process that began with the 'Listening to the Rural Voice' conference held in Brampton in October 1999 and local area meetings during the first half of 2000. These consultations were facilitated by the City Council and the Carlisle Parish Councils' Association and involved rural communities, Parish Councils, businesses, and a wide variety of rural agencies and organisations throughout the whole of Carlisle District.
2. The remit of the Strategy is the social, economic and environmental well-being of the rural Carlisle. It builds on the "Rural Voice" consultations undertaken in 1999 & 2000. It is also a response to the Rural White Paper published by the Government in November 2000 and shows how national policy could be interpreted locally.
3. Crucially, this strategy is also a key delivery plan of Carlisle City Vision, the community strategy for Carlisle district. This partnership strategy provides a ten year vision for the district and drew heavily from 'Listening to the Rural Voice' conference consultation. It is due to be published in Spring 2002.
4. The Strategy sets out a framework for policy in rural Carlisle for the next 10 years. Its purpose is also to secure the support of all those organisations that influence local rural affairs for a set of actions that will create the best opportunities for prosperity and an improved quality of life in rural Carlisle.

2.0 The Three Parts of the Strategy for Rural Carlisle

2.1 **Part One** of the Strategy begins by summarising the issues facing rural Carlisle. It continues by linking the rural strategy to the City Vision community planning process, and sets out the aspirations for rural Carlisle in 4 vision statements. These are concise descriptions that say what the strategy is trying to achieve. Each 'vision' is followed by a list of initiatives that show how progress will be made. Lastly, annual action plans [to be worked up and not included with this draft] will show what is proposed to take each initiative forward.

2.2 **Part Two** is a report of the 'Rural Voice' consultation process

2.3 **Part Three** of the Strategy is a reference document that pulls together data from a variety of sources to paint a picture of Carlisle's rural area at end of the 20th Century. This information is intended provide a 'baseline' against which progress can be charted over future years. The geographical descriptions of the different parts of rural Carlisle are also included in Part Three

3.0 The Foot and Mouth Crisis

3.1 The Rural Strategy was begun as a response to the vulnerability of the local rural economy and its society arising from the recession in agriculture and changes in the rural life. The consultations and the initial drafting of the Strategy took place before the Foot and Mouth crisis hit the District in February 2001.

3.2 The effect of the outbreak has been traumatic, emotional and profound and has touched everyone living locally. It has been alarming to see how the loss of local agricultural production has impacted on the local economy and the extent to which businesses and jobs of many kinds depend either directly, or indirectly on the agricultural spend.

3.3 The effect on people and communities has been described, more than once, as similar to a natural disaster, such is the impact on the lives of those involved. The long term environmental implications, including the consequences of burning and burial, and the impact on a landscape, have yet to be assessed.

3.4 The need for a different approach to rural regeneration in response to the crisis was acknowledged early and is being handled at a number of different levels. The North West Regional Development Agency has preparing a regional rural regeneration strategy. This sets the policy framework for rural regeneration and identifies the resources needed. At a Cumbria level the concept of a 'Rural Action Zone' [RAZ] has been put to Government. The Government has accepted that Cumbria is a special case, but the issue of additional funding from Government for the implementation of the RAZ has yet to be resolved [Jan 2002]

3.2 The Cumbria Task Force Rural Action Zone [RAZ] document is not an action plan in the conventional sense, but a visionary statement with a set of strategic, exemplar projects. The RAZ document acknowledges the role of Local Strategic Partnerships as delivery vehicles for local rural recovery programmes, engaging a wider range of local interests than would be practical at the county level. The mechanism for the delivery of the RAZ at a County level is yet to be resolved at the time of writing [Jan 2002]

4.0 The Carlisle & Eden Local Strategic Partnership

4.1 Carlisle City and Eden District are two of the areas within Cumbria [and in the Country as a whole], which have been hardest hit by the Foot and Mouth crisis. This has led to collaboration between the two authorities and the drawing together of public, private and community interests into an embryonic 'Local Strategic Partnership'. This has the immediate task of developing a recovery plan that could be delivered across both local authority areas.

2. The Strategy for Rural Carlisle will not duplicate the responses to the FMD crisis in the Carlisle –Eden recover plan. Its focus is local to the 37 parishes in Carlisle and it is about how the response to the Rural White Paper, the Community Strategy and the issues raised in the Rural Voice consultation can be drawn together in a single shared policy document.

5.0 Rural Carlisle –A Summary of the Issues.

1. This section lists the issues that the Rural Strategy must attempt to tackle [using the topics discussed at the Rural Voice Conference as key headings]. They are derived from:
 - the findings of discussion groups that met in 1999 and 2000 as part of the 'Rural Voice' conference: [these findings are set out in more detail in part two of the Strategy];
 - the available data on the state of the Carlisle Rural area [part 3 of the Strategy],
 - the need to respond to national policy issues from the Rural White Paper

5.2 Farming and Rural Economy Issues:

1. *The issues identified by the 'Rural Voice' task group on Farming and the Rural Economy were*

- The scale of bureaucracy
- Equality –requirement for a level playing field within the European Community
- Funding support and inequalities within the system
- Effect of decreasing farm industry support income upon the rural and urban economy as a whole
- Effect on people involved in economic decline; e.g. stress related illness
- Marketing /collaboration to increase margins to help keep people in business
- New job opportunities in the rural area
- Retraining for those leaving the agriculture industry
- Recognition of the role of women and young farmers
- Government guidance as to where the agricultural industry is going, coupled with local evidence to support the case

5.2.2 What local information tells us

- The changes in the CAP regimes will eventually lead to a loss of subsidy payments into the area
- There is a 'pull' of investment and jobs into Carlisle - most evident in the Longtown area
- While unemployment [the claimant count] is generally low there is a history of relatively high unemployment levels in Brampton and Longtown. 'Under-employment' and 'hidden' unemployment are also thought to be issues.
- There is the perception [particularly from farmers] that the planning system is over restrictive
- There is a low level of new business starts compared with the UK. and the region
- Population in Longtown fell between 1991 and 1998 compared with increases over the rest of rural Carlisle.
- Longtown has the highest levels of deprivation in the Carlisle rural area as measured in the 2000 Index of Multiple Deprivation

3. Health Issues in Rural Carlisle

1. *The issues identified by the 'Rural Voice' task group on Health were*

- Difficulty of getting access to some services
- Health Information/Promotion/work accident prevention
- Mental Health and Stress
- Involving the public in identifying their own health needs
- Economic decline and hidden poverty
- Home and After care

1. *What the local data tells us*

- North Cumbria has a higher level of ill-health than the national average
- Arthuret [the pre 1998 ward, along with 4 wards in Carlisle, and 'rural north Cumbria' are designated for special consideration in the North Cumbria Health Action Zone
- Local surveys [village hall community questionnaires] indicate that a high proportion of

rural residents would wish to see local services for health screening

1. Education and Training issues

5.4.1 The issues identified by the 'Rural Voice' task group on Education and Training

- Access and physical costs of training in isolated areas
- Identifying training needs at community level
- Re-training in the workplace due to diversification, necessity, or general changes in business operations
- Childcare issues relating to education and training
- Funding for rural schools and the Government's perception of distance to travel to schools and educational establishments.
- Co-ordinated approach to training of Parish Clerks and Councillors to fulfil their statutory and community leadership roles

2. What local data tells us

- There are 3 'Credits' Community Development Centres in rural Carlisle at schools in Longtown, Dalston and, Brampton. Two schools, at Castle Carrock and Hayton are part of a federated group that includes the Brampton Business and Tele-centre. Typically, each centre would have 12 PC s for community use. Village Halls at Bewcastle and Nicholforest also have IT facilities.
- The Brampton Business and Tele-centre has approx. 25 PCs and offers 'one to one', open learning and certificated courses in partnership with Carlisle College.

5.5 Community, Social and Housing issues

5.5.1 The issues identified by the 'Rural Voice' group on Community, Social and Housing matters were

- Affordability, type and allocation of housing
- Loss of services
- Modernising and extending the use of village halls and community buildings
- Access to Information Technology
- Communications/Consultation/Participation
- Perceptions of Crime and safety issues
- Degradation of the local natural environment
- Lack of development work to provide strategic approach to community vision

2. What the Local Data tells us

- 44% of the City Council's rural housing stock has been sold with 1,060 properties remaining [year 2000 figs.]
- Transfer of the City Council's housing stock to the Carlisle Housing Association will be the subject of a ballot in 2002.
- Lyne, Gt. Corby & Geltsdale, Irthing, Burgh and Dalston [pre 1998] wards are within the 1,000 'most deprived' in England in terms of access to services [Ref - Index of Deprivation 2000]
- A programme of Building condition surveys is underway for the 43 village halls in rural Carlisle

5.6 Rural Transport Issues in Carlisle and District

5.6.1 The issues identified by the Rural voice group on Transport were

- Lack of Infrastructure to promote integrated transport systems
- Government perception of rural transport and the influences [it] has on the economic and social well-being of an area
- Availability of transport in rural areas
- Quality of services
- Networking of public/private transport
- Safety
- Information and publicity
- Feedback from communities

2. What the local data tells us

- There is a Carlisle – Eden Rural Transport Partnership in being
- 13 % of the 11,000 bus passes issued by the City Council in 2000 were to rural residents. 32% of the district's resident population aged over 60 [7,700 people] live in the rural area of Carlisle [Oxford University estimates for 1998]

7. Funding for Rural Areas

5.7.1 The issues identified by the 'Rural Voice' Funding group were

- Complexity and number of funds available, lack of expertise to draw down funding, lack of comprehensive education on European, national, regional, local and other funds
- Speed of decision making, bureaucracy and complications in getting access to funding, differing timetables among grant making bodies
- Short-term funding some programmes one year only – cannot plan ahead
- Identifying need – business and social audit. Long term funding for re-structuring the local economy. Lack of co-ordinated approach between funding bodies

2. What local data tells us

- Part of the rural area is eligible for Objective 2 [Based on pre 1998 ward boundaries, Lyne, Irthing, Gt Corby & Geltsdale and Hayton wards are fully eligible, Brampton and Arthuret wards have transitional status.] These wards are also within the North Pennines 'Leader' area. Part of the area is also with the Rural Priority Area [approx. that area north and east of the Longtown – Brampton A6071.]

6.0 A Strategic Vision for Rural Carlisle

6.1 The Strategy for Rural Carlisle sits within the City Vision process. When it was being developed City Vision drew on the findings from the Rural Voice conference and took

account of the issues identified in section 5.0 in developing its five themes: these are;

Communities

Economic Prosperity

Health and Wellbeing

Infrastructure Environment and Transport

Celebrating Carlisle.

6.2 These five themes are also at the core of the **Vision for Rural Carlisle**. Embedded within the 5 themes are the following aspirations

Communities theme

- *To ensure we effectively act upon the views of the people of Carlisle, involve our communities more actively in decision making in the City area and improve voter turn out at elections.*
- *Ensure the Community has access to information and services 24 hours a day easily, promptly and at a local level.*
- *Have a city where all people have equal access to goods, services and opportunities.*
- *Have a strong community network that encourages all residents to participate and contribute to their communities.*
- *Respond to crime and the fear of crime and continue to make our communities safer.*

Economic Prosperity theme

- *Have a diverse, mixed economy which embraces new technologies and a vibrant rural economy which nurtures and supports the best of traditional industries whilst encouraging new ventures and opportunities.*
- *Have a comprehensive small business support network which meets the needs of both those who have businesses and those who are trying to establish one.*
- *Encourage and support local supply networks, which allow local communities to buy local produce and goods easily and affordably.*
- *Have in place local planning guidance, which balances the needs of strategic planning and the environment with those of the business community.*

Infrastructure, Environment and Transport theme

- *Have a safe public transport system for all – whether young, old, disabled or from a rural community – which is affordable, reliable, easily accessible, frequent and an attractive option. This will require a fully integrated transport system which balances the needs of both our Urban and Rural Communities*
- *Have a high quality and bio-diverse environment that is an economic and cultural asset.*

Health and Wellbeing theme

- *Ensure health improvement, reducing health inequalities and improving healthcare is focused at a local level wherever possible; Ensure that health information and advice is easily accessible and of a high standard.*
- *Ensure all residents have access to leisure, sports and cultural opportunities.*
- *Combat the causes, and efforts, of poverty on the health of our communities.*
- *Support and expand the Farmers' Markets.*
- *Encourage healthier lifestyles via partnership health, fitness and sports programmes for*

all.

- o Support independent living for elderly residents and other vulnerable sections of the community wherever possible.

6.3 These four themes **Communities; Economic Prosperity; Infrastructure, Environment & Transport and Health and Wellbeing** provide the basis for action in rural Carlisle.

6.4 Below are suggestions of how the above aspirations could be developed, taking into account the particular needs and circumstances of rural Carlisle.

6.5 Each section begins with a short 'vision' statement that tries to capture the essence of the theme. Each statement is followed by a list of proposals that suggest how the theme will be developed.

6.6 An Action Plan to be included as an Appendix to Part One will set out an annual programme to show what commitments are being made to progress the strategy.

6.7 Developing the Vision for Communities in Rural Carlisle

"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."

6.7.1 This involves people living in the rural area being fully involved in developing their community, safeguarding its valuable features and helping to shape the decisions that affect them.

6.7.2 It also involves strong and purposeful working relationships between county, district and parish councils and other organisations. This means supporting and encouraging rural communities on matters which local Parish councils and voluntary organisations can manage themselves and working in partnership on wider local services and initiatives.

It also covers the actions that are needed to support those towns and villages that show signs of economic or social disadvantage and where a comprehensive approach to community regeneration is needed.

6.7.3 In Carlisle progress will be made by:

[i] Making support and training available for parish councils

[ii] Encouraging the application of IT systems and connections for Parish Councils to enable better communication between tiers of Local Government and new avenues of communication between citizens and Parishes

[iii] Encouraging local democracy and the holding of Parish elections

[iv] Recognising and developing the role of the Carlisle Parish Councils' Association [CPCA] as the representative body for local councils in the Carlisle area

[v] Working to agreed codes of practice [e.g. Parish Charter between the City Council and the Parishes, and the Code of Conduct agreed between Parishes and the County Council]

[vi] Encouraging devolution, where appropriate, of decision-making or service delivery to individual Parishes or to the CPCA

[vii] Introducing procedures to 'rural proof' decision-making in higher tier authorities.

[viii] Ensuring that there are effective linkages with Local Strategic Partnerships and that there are processes in place that encourage joint working where appropriate

[ix] The development of facilities in key locations for the shared delivery of services by all three tiers of Local Government.

[xi] The promotion of a comprehensive community led approach to the regeneration of Longtown and Brampton.

[xii] The development of local community plans for agreed localities, using the 'vital villages' programme where appropriate

6.8 Developing the vision for the Economic Prosperity theme

"A well-diversified and prosperous local economy with a strong agricultural sector and local market towns & villages that are economically and socially buoyant".

6.8.1 Over the next ten years the rural area of Carlisle should be able to offer more local job and business investment opportunities than it does now. There should be more people working from home and in the market towns and villages. There should be better access to training, learning and business support in the rural area with facilities in [at least] Longtown, Brampton and Dalston.

6.8.2 The level of prosperity, investment and economic activity in the service centres of Longtown, Brampton and Dalston will act as a key indicator for the rural area as a whole. The Market Towns Initiative and the Vital Villages programme will be important in this respect.

6.8.3 The rate at which the Farming economy recovers and how it evolves will be an important determining factor for the local economy. Most of the programmes to support agriculture are directed centrally but there is a local role to support, facilitate and help 'join up' local delivery and to identify gaps & local needs, working with the NFU and others.

6.8.4 Longer term regeneration programmes for Cumbria's rural economy in the aftermath of Foot and Mouth are still at a developmental stage. In Carlisle and Eden there will be a joint approach to regeneration for those initiatives that can be delivered over both districts.

6.8.5 To achieve the aspirations for the rural economy there will be a need to; –

[i] Promote the rural area of Carlisle as a place of work, by identifying opportunities for investment and encouraging the creation of employment, particularly in Longtown and Brampton and Dalston and at Carlisle Airport

[ii] Support local agriculture, by encouraging non-farming enterprises, alternative employment opportunities, and diversification, by lobbying and local marketing where appropriate, working with the NFU and other agencies.

[iii] Support initiatives that facilitate access by both rural businesses and individuals to;

- training and advisory services, [including planning advice],
- infrastructure & facilities, [including I.T.],

in order to sustain and where possible expand the rural business & service base and the range and choice of employment for rural people

[iv] Support and promote enterprise and new business starts in the rural area, local trading by businesses and local purchasing by consumers.

6.9 Developing the Vision for the Infrastructure, Environment and Transport theme

" 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 residents, visitors and businesses."

6.9.1 The third element in the vision is about a different approach to the rural environment and its management that would help to sustain a living and working countryside and promote a closer relationship between town and country.

6.9.10 In the future, while the quality and diversity of Carlisle's rural environment will continue to be safeguarded, the management of the local countryside and its heritage should be more closely linked to the need to support a viable rural economy. Decisions on development in the rural area will also need to take this into account.

6.9.11 Transport and communications investment will need to be linked more closely to the economic and social needs of the rural area with more innovation to ensure sustainable solutions to rural access issues

6.9.12 To achieve this vision the strategy will seek to

[i] Make best use of the heritage, cultural and environmental assets of the area to provide direct economic benefits to the local rural community.

[ii] Develop and support sustainable tourism initiatives that also help meet general environmental objectives

[iii] Develop the role of the East Cumbria Countryside Project so that its work is more closely linked to the economic opportunities arising from countryside management and interpretation, in particular to support rural tourism and agricultural diversification & re-structuring.

[iv] Provide a mechanism to enable dialogue on planning policy, so that the Local Plan and the Rural Strategy are aligned and seen to be so.

6.10 Developing the vision for the Health and Well-being theme

"A rural area, with facilities & services that meet local needs and [at least] national standards and which provide the opportunity for rural residents to achieve a full and healthy lifestyle."

6.11 The fourth element in the vision for Rural Carlisle is about enabling rural communities to sustain themselves by ensuring that there is reasonable access to services, amenities and all the opportunities for modern life.

6.12 It is about ensuring that rural dwellers' health, social and educational and housing needs are met in ways that are accessible to all.

6.13 It is also about how the Rural Services Standard set out in the Rural White Paper is interpreted and applied locally. This standard covers access to Government Services, Education, Childcare, Post Offices, Transport, Libraries, ICT learning Centres, Health and Care Services, Social Care, Emergency Services, Community Legal Services, Access to Courts, Access to Benefits and Employment.

6.14 This element of the vision will be achieved by;

[i] Addressing health inequalities through rural regeneration programmes, [Local Strategic Partnership and the Market Town Initiative]

[ii] Mapping and determining the health needs of all Carlisle rural wards and working within the Carlisle Local Health Group and the Primary Care Trust on rural issues

[iii] Linking the Health agenda with appropriate existing strategies [Crime and Disorder, Recreation, Housing etc]

[iv] Using the Strategy [through a rural forum or other agreed mechanism] as the means of auditing and monitoring of rural services in partnership with the County Council, parish councils and other agencies.

[vi] Enabling communities, where there is a will to do so, to develop locally managed initiatives that address local problems or take advantage of opportunities.

7.0 Implementing and Overseeing the Strategy

1. Introduction

7.1.1 The Rural Strategy will need to be recognised by all of those organisations that are stakeholders in rural Carlisle. The implementation of the Strategy cannot be taken forward by any one organisation. It will depend on partnerships and co-operation to deliver and develop the Strategy over time.

7.1.2 The proposals within the Strategy identify the need for a arrangement linked to City Vision through which Carlisle's Rural voice will be heard and through which 'ownership' of the Strategy by the people living in rural Carlisle will be achieved.

7.1.3 A consideration is the emerging Carlisle and Eden Valley Local Strategic Partnership [LSP] covering Carlisle and Eden districts. At the moment this is focussed on the regeneration of the rural economy in the aftermath of Foot and Mouth. There will be overlap between some of the initiatives in the Carlisle Rural Strategy and those in being

pursued by the LSP. Some of these will be most appropriately managed and delivered across both districts and in these cases the sponsoring body is likely to be the Carlisle and Eden Valley LSP.

7.2 Funding for Rural Carlisle

7.2.1 The issues that emerged from the 'Rural Voice' consultation were;

- Complexity, both the number of funds, bureaucracy, and the differing rules under which funds operated
- The need for expertise and support to access funding
- Speed of decision making
- Inability to plan ahead because of annual allocations
- The need for longer term commitment and planning
- The need for greater co-ordination among funding bodies and programmes

7.2.2 The current position on the eligibility of Rural Carlisle for European and other funds is set out in Part 3 of the Strategy.

7.2.3 The means to implement many of the actions in the strategy will originate from local regional, national or European sources and in many instances a mix of funding streams will need to be accessed, particularly for major projects.

7.2.4 Understandable information about what is available and access to expertise appears to be the key to the funding issue. Networks and services exist to

address these problems, but with limited resources and success.

7.2.5 The following actions are proposed to address funding issues:

- Programmes such as the Market Towns Initiative will provide a context for pulling together funds against an agreed action plan in Longtown and subsequently Brampton.
- Proposals for the co-ordinated dissemination of information need to be discussed with funding agencies and the resources found to do this
- Resources, capacity and expertise in the City Council and in other stakeholder organisations to support local projects needs identifying and co-ordinating.

7.3 Monitoring the Strategy and Performance Targets

1. There will need to be a periodic assessment to see if 'progress' is being made towards the aims of the Rural Strategy. The ways of measuring progress should relate to the 4 vision statements. This means that for each 'building block' in the strategy – Community, Economic Prosperity, Environment, Infrastructure & Transport and, Health and Well-being, a set of targets and measurable indicators is needed.
2. Of the current set of performance indicators used by the City Council for example, only three [related to the Parish Charter, Parish Council capital grants and village hall surveys] are specifically rural

7.3.3 The following are proposed as a way to judge the well being of the rural area of Carlisle. They will need to be refined as part of the development of the strategy in discussion with partner agencies.

Community

- Targets measuring Parish Council 'vitality'

[e.g. number of Parish Elections, voter turnout]

- Use of IT by parish officers *[number of Parishes 'on line']*
- Parish Charter *[existing]*

Economic Prosperity

- Change in the number of properties on the non-domestic rating list *[local economic activity proxy]*
- Employment and Unemployment indicators *[from the bi-annual Household survey carried out by the Cumbria Economic Intelligence Partnership]*
- No of people living and working in the rural area *[growing/falling – source –as above]*

Infrastructure, Environment & Transport

- Take up of stewardship or similar schemes
- Tourism visitor numbers *[trends from TICs, attractions etc]*
- An access indicator *[to be defined]*

Community

- Rural Services standard *[application of the standard and its usefulness will need to be discussed with relevant agencies]*
- Vitality of Longtown, Dalston and Brampton *[Town Centre Health Check]*
- No of community plans in place
- Village Halls and community buildings meeting current standards
- Parish Councils capital grants *[existing]*