

# Allerdale Borough Council

Council – 1 March 2023

## Portfolio Holder updates

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<b>Portfolio holder</b>	Councillor Mike Johnson – Leader
<b>Report from</b>	Senior Management Team
<b>Wards affected</b>	As indicated in the main body of the report
<b>Is this a key decision</b>	No

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### 1.0 The reason for the decision

- 1.1 To update Council on the activities and decisions of Portfolio Holders since the last meeting.

### 2.0 Recommendations

- 2.1 That Members note the content of the report.

### 3.0 Background and Introduction

- 3.1 This is a regular report that comes to each meeting of Council. The purpose of the report is to provide full Council with an update and overview of the activities of individual portfolio holders.
- 3.2 The activities of the Portfolio Holders are given in the following sections.

### 4.0 Leader of the Council: Economic Growth, Community Development and Place-making Portfolio: Cllr Mike Johnson

#### Workington Gateway Project

- 4.1 Confirmation has been received that the Council has been allocated £9.6m from Round 2 of the Government's Levelling Up Fund for the Workington Gateway Project which has been developed in collaboration with Cumbria County Council and West House. A further £1m will be provided by the partner organisations.

The plans will see improvements to the Ramsey Brow junction and road widening on Hall Brow. This area is a key pinch-point for traffic in the town and the redevelopment of the highways will improve access to key employment and infrastructure sites such as the port of Workington and complement the investment already secured through the Workington Town Deal.

Also included in the plans are improvements to the local cycling and walking facilities in the area with an east/west cycle route through Hall Park and better crossings on Hall Brow and Ramsey Brow to Hall Park and again complements the funding for public realm improvements in the town centre secured through the Workington Town Deal.

There are also plans to make the park more attractive and accessible. This includes improved lighting for Workington Hall, and the creation of a Walled Garden Social Enterprise Centre in partnership with West House. The proposed walled garden will create a centre that provides training and employability skills to adults with learning disabilities and will support local community groups and schools through the provision of horticultural activities within on-site gardening and wildlife areas. Plans also include the installation of a new café.

### **Events programme**

- 4.2 In 2019/20 agreement was reached with Newsquest North West, part of the Newsquest Media Group, to take over the running of their two Taste Food Festivals, Taste Cumbria Cockermouth held in September in each year and Taste Christmas Cockermouth held in December each year. The service was brought in-house to add value to the events by increasing the number of visitors choosing to come to Allerdale, providing business opportunities for Allerdale businesses, increasing footfall on high streets to support retailers, whilst also seeking to grow the number of festivals.

Since then, the events programme has expanded to include Taste of the Sea Maryport, Taste Wigton, Solway Coast Cycling Festival and Workington Hall Winter Light & Sound. Independently commissioned evaluation of the events programme has shown high consumer approval from residents and visitors and strong economic benefits. For instance, the second Maryport Taste of the Sea Festival 2022 delivered £996,000 of economic spend in the town, more than double that of 2021, with 12,000 people enjoying the event. Year two of Taste Wigton in 2022 saw 87% of attendees visit Wigton for the festival, up from 66% in year one, with spend in the town of £175,000 up from £80,000 in year one.

### **Business engagement**

- 4.3 Since 2021/22, greater focus has been given to how we engage with the aim of making it easier for businesses to contact us efficiently and for us to provide help, advice and signposting in a timely and systematic manner. This has been achieved by: publishing a weekly business e-newsletter; the creation of a business information website, Business Allerdale; chairing the North West regional Better Business for All partnership that makes it easier for businesses to connect with regulatory services; facilitation of the establishment of business groups in Maryport, Workington, Wigton and the Solway Coast; and regular Tourism Breakfast Briefings for businesses in the visitor economy sector.

## **Outdoor markets**

- 4.4 Since the market operation was brought in house in 2020/21, the financial performance has been strong as the surplus is no longer shared with the previous market contractor. Occupancy rates are excellent at Keswick market and growing in Workington. Wigton performs well and Cockermouth market was established in January 2022 supported by the appointment of a part time markets assistant. During the pandemic, social distancing measures were in place and Covid grants for market traders ensured that all our traders returned post Covid. The receipt of Covid grants were very much appreciated by the Traders.

In 2020/21, cashless payments for market rents were introduced resulting in a much more efficient markets operation. A Market Traders Forum was also established as a way of improving communication with traders. The annual Trader of the Year Awards have also been welcomed by traders as a way of rewarding and recognising outstanding performance.

## **Maryport Residential Conversion Scheme**

- 4.5 Through the Future High Streets fund, we are bringing 16 unoccupied accommodation spaces in Maryport back in to use, converting upper floor properties above shops into flats and encouraging more people to live, spend and socialise in the town. The scheme has made £960,000 grant funding available to eligible property owners in Maryport, offering up to £60,000 per residential unit created and requiring the property owners to pay at least 20% of the renovation costs themselves and enter a funding contract with the Council. All the residential conversion scheme funding has now been allocated. The next properties which will become available will be announced later this year.

## **Maryport Public Realm Improvements**

- 4.6 The Grant Funding Agreement has now been signed with Cumbria County Council to deliver the improvements to Maryport's public realm, including a more welcoming town centre environment for people arriving in the town, including from the train station, clearer signage to town centre attractions offering a better pedestrian experience and upgrades to green infrastructure.

## **Maryport Boardwalk**

- 4.7 The tender process is underway for construction partners to deliver the beach boardwalk that will provide pedestrians and cyclists with a safe off-road link between the harbour and promenade. It will also be used as part of National Cycle Route 72 (Hadrian's Cycleway) allowing users to cycle off-road from North Quay in Maryport to Allonby. Subject to approval, works are expected to start on site in April 2023.

## **Tenders for the Wave Centre, Christ Church and the Carlton**

- 4.8 Tenders have now been received from bidders for main construction contracts to deliver key schemes through the Maryport Future High Street Fund programme including for a new performance venue and community arts hub at the Carlton,

extending the Wave Centre to provide a new swimming pool and e-bike hub, and providing a new home for the Maryport Maritime Museum at the attractive Christ Church building on the harbourside. Target commencement dates are in the first quarter of 2024.

### **1 Senhouse Street, Maryport**

- 4.9 Work to convert the property into a new art gallery with residential flat to the top floor commenced in February 2023. The Maryport Maritime Museum collection has been temporarily relocated and displayed at 22-24 Curzon Street, pending the renovation of Christ Church, which will become its new permanent home.

### **Procurement Workshops**

- 4.10 The Procurement team delivered a workshop for all Members and staff on 12 January 2023 covering counter-fraud and anti-corruption practices including advising on the 'red flags' to look for and the processes and procedures we put in place when carrying out procurement activities to reduce the risks of fraud or error. The next workshop will be held on 7 March 2023 and will cover carbon reduction through procurement and advice on selection and evaluation processes to ensure the goods and services we buy meet the Council's vision and ambition.

### **Property Services**

- 4.11 Over the last 12 months Property Services have continued to work on improving our estate:
- Improved disabled access to Cockermouth cemetery and created new burial plots.
  - Refurbishment of first and second floor areas at Allerdale House.
  - Provided disabled car parking and access to the new cycle path at Allonby.
  - Transfer of public toilet facilities to Town and Parish Councils
  - Design works to improvement coast defence structures in Silloth, Harrington and Workington
  - Further phase of consolidation works at Workington Hall

## **5.0 Deputy Leader of the Council: Policy, Governance and People Resources Portfolio: Cllr Marion Fitzgerald**

### **Community Safety Partnership (CSP)**

- 5.1 A series of police-led workshops have been held in recent months to discuss the future of the Cumbrian Community Safety Partnerships (CSPs) and how they can be re-modelled to best meet the requirements of the two Unitary Authorities after 1 April.

This is an important discussion because the countywide Safer Cumbria Board, which currently assists the CSPs with some functions, will also be changing because of Local Government Reorganisation (LGR) and is likely to withdraw most of its support, including for Domestic Homicide Reviews (DHRs).

There is a need to manage this transition as the CSPs currently have no direct allocation of staff or resources since funding from the Police and Crime Commissioner terminated over a year ago.

A national review of CSPs is currently taking place to address the many inconsistencies that currently exist. Some English counties are home to multiple CSPs whereas in others a single partnership has responsibility for a disproportionately large geographical area. There are various methods of funding and the role of CSPs is not clearly defined. When the results of the national consultation are published, it is likely to be recommended that CSPs will carry out some additional roles in terms of local implementation of the Serious Violence Duty and the policies of the Combating Drugs Partnership. This would be in addition to existing duties around Domestic Homicide Reviews for which CSPs already have statutory responsibility.

It would be reasonable to expect that with additional duties, more funding from central government would be made available for CSPs to successfully fulfil their enhanced roles.

As a result of the Cumbrian workshops, a proposal has been drafted for consideration by the Shadow Cumberland Council with the following suggestions:

- That there will be a single CSP for Cumberland that will fulfil community safety statutory responsibilities
- That themed delivery groups will be set up and maintained that are governed and held to account by the CSP. These groups will focus on current community safety issues and priorities
- That two dedicated roles are created of a CSP manager and a Domestic Homicide Review (DHR) co-ordinator to enable satisfactory fulfilment of statutory responsibilities
- That these roles be added to the Cumberland Council revenue budget and then be partly re-charged to other responsibilities and stakeholders
- That the role of CSP will transfer from elected members to the director (officer) responsible for community safety. It is proposed that the Chair of the CSP will be a member of the countywide Safer Cumbria Board to provide key information exchange and interconnection.

In the meantime, the West Cumbria CSP continues to meet regularly and enjoys a strong relationship with both Allerdale and Copeland Local Focus Hubs. In recent years, the CSP has contributed to two successful bids for Safer Streets funding which have benefited the residents of Workington and Whitehaven. Direct funding from the CSP has been awarded for:

- Active Bystander Training
- Training for relevant partners on Adverse Childhood Experience
- Research on Youth Violence
- Security doorbells to assist victims of Domestic Abuse

- Equipment for ID tagging of illegal motorcycles
- Stronger Together Moorclose
- Training for relevant partners whose work brings them into contact with young people
- Taxi marshalling in Workington and Whitehaven
- Project Unbeatable which provides a structured coaching programme for young people from the age of nine years
- Funding for additional staff hours and IT equipment to support the educational programme developed by North Allerdale Development Trust (NADT)

The above is not an exhaustive list.

Partners in regular attendance at CSP meetings include the police, fire service, social housing providers. Allerdale and Copeland Local Focus Hubs together with senior officers from the county and district councils. The current structure already provides a firm footing to support the new Cumberland Council. However, LGR presents the opportunity to further develop the CSP model and to realise more of its potential.

### **Holiday Activities Fund (HAF)**

- 5.2 Following on from the success of the 2022 Summer HAF, a broad range of holiday activities was provided for local children over the Christmas period. Places on these schemes are free of charge to young people who receive free school meals. All children who attended were provided with a hot meal on each day of attendance. Plans are currently underway to set up the next Holiday Activities scheme to run over the Easter 2023 period.

### **Nuclear**

- 5.3 The 2022 version of the NDA (Nuclear Decommissioning Authority) Mission Progress Report has been published and can be viewed via the following link:

<https://www.gov.uk/government/publications/the-nuclear-decommissioning-authority-mission-progress-report-2022>

A draft version of the NDA Business Plan has also been published recently. This document describes key activities across the NDA group over the course of the next three years, aligning them with strategic outcomes and details of the available funding. The Energy Act requires that the Business Plan is produced annually and that it covers three years – with the first year in more detail:

<https://www.gov.uk/government/consultations/nuclear-decommissioning-authority-draft-business-plan-2023-to-2026-for-consultation>

The Allerdale Community Partnership held its Annual General Meeting in public on 12 January at the Carnegie Theatre. During the past year, the Partnership has utilised the additional technical information provided by Nuclear Waste Services

(NWS) to undertake a review of the Search Area. Although the revised Search Area was announced in January, it will not be implemented until the ward boundaries change at the beginning of April.

In advance of the AGM, a briefing was arranged for members of Allerdale Borough Council whose wards are within the current Search Area and Cumberland councillors whose wards will be part of the new Search Area.

A more general briefing by NWS for Cumberland councillors is also being planned for late February/early March.

### **Climate Change Advisory Group**

- 5.4 The group has used its funding to purchase additional Carbon Literacy Training sessions which took place in October and November. The training was offered to council staff, to members of Allerdale Borough Council and to Cumberland councillors. Further opportunities for training are taking place over the course of January, February and March.

In addition to Carbon Literacy, the group has been investigating the potential to train local professionals whose work involves retrofit planning and the procurement of low carbon products and materials.

In December, the group met with planning officers to discuss a 'pre-planning checklist' which will help to ensure that the Council's existing policies are utilised as effectively as possible to mitigate against climate change. As well as the requirements of the National Planning Policy Framework (NPPF) and other national guidance, the checklist highlights relevant local policies and explains how they should be applied in assessing proposals for new development. The guidance is intended as a useful resource for developers, planning officers and councillors.

The group continues to liaise with waste management staff at both the District and County level. Advice on recycling is prominently displayed on the Council's website. It is recommended that members sign up to receive the regular newsletter on Waste and Recycling to find out about new initiatives.

The 'Living Aids Amnesty' has been a great success. Residents were encouraged to bring unused appliances to a central collection point for refurbishment and redeployment. This is a notable example of recycling which diverted a significant number of bulky items – many of them still useful – away from landfill.

To conclude the work of the Council in delivering its Action Plan to Address Climate Change, the Group has been working with officers to record all the achievements since the Plan was agreed. The group has its final meeting at the end of February and will agree a draft of the report which will include recommendations to Cumberland Council. The report will then be presented to the Overview and Scrutiny Committee at its final meeting.

I would like to thank all the members of the Climate Change Advisory Group past and present for their help in shaping the plan from the start and their continued

interest in monitoring and developing the work. I would particularly like to thank Cllr Sally Lansbury for her enthusiasm and commitment in chairing the group.

### **Resilient Communities**

- 5.5 Following on from the plans outlined in the December report to Full Council, unallocated funding has been used to help alleviate the cost-of-living crisis for vulnerable residents. A number of third sector organisations and charities have benefited from contributions including the winter warmth fund, the foodbank and mental health service providers. The situation will continue to be monitored carefully and every effort will be made to ensure that Allerdale residents are aware of the support that is available.

### **Housing**

- 5.6 An email was circulated in December to remind members of the Cold to Cosy Home scheme which is administered locally by Cumbria Action for Sustainability (CAfS).

Many Allerdale residents will be eligible for this support. The information accompanying the email explains how to identify those who might benefit from a referral and how to begin the process. Further details of the Cold to Cosy Home scheme are available at:

<https://cafs.org.uk/cold-to-cosy-homes-cumbria/>

With regard to general maintenance and repair issues, tenants must report these to their landlords in the first instance.

Contact details for the local Housing Associations are on the Council's website as well as links for tenants which provide advice on how to make complaints about repairs.

<https://www.allerdale.gov.uk/en/housing/find-home/social-and-affordabl-rented-housing/>

[https://england.shelter.org.uk/housing\\_advice/repairs/how\\_to\\_report\\_repairs\\_to\\_a\\_council\\_or\\_housing\\_association\\_landlord](https://england.shelter.org.uk/housing_advice/repairs/how_to_report_repairs_to_a_council_or_housing_association_landlord)

If the landlord does not respond in a satisfactory manner and within a reasonable timeframe despite the correct complaints procedure being followed, or if there is a serious/imminent risk to the health and safety of the tenant, the Housing Enforcement Team will provide further advice.

Highlights within the Housing Department over the past few years have included a string of successes working alongside other districts councils and Housing Providers in accessing funding to retrofit some of the least energy efficient properties in Allerdale. New policies have been approved which consolidate good practice and bring the Council into alignment with Carlisle and Copeland in preparation for LGR. These include a Housing Grants and Assistance Policy and Affordable Housing Scheme. Again, in conjunction with the other district councils and Housing Providers, improvements have been made to the Choice Based Letting system which both clarify and simplify the application process.

## **Homelessness**

- 5.7 Following a peer review delivered at the request of the Council in the summer of 2021, the team has worked extremely hard and has successfully delivered services to many individuals who have either found themselves homeless or at risk of becoming so. This work has been driven forward by the new Homelessness Strategy and assisted by the Council's successful bid to the Rough Sleepers' Accommodation Programme. With the funding, the Council has been able to provide a number of high-quality accommodation units across two sites where additional support is available to help clients get their lives back on track.

## **Electoral and Democratic Services**

- 5.8 This is another area of the Council's work that has been placed under strain from time to time over the past few years from having to organise meetings during Covid restrictions to conducting local governance reviews as well as some unexpected elections. All these challenges have been met with cheerfulness and confidence for which I am extremely grateful to the team.

The Electoral team are preparing for the Town and Parish Elections, scheduled for 04 May 2023. This will be a unique election as Town and Parish Elections are normally combined with Borough Elections, but this is not the case for 2023. The notice of election will be published on 20 March 2023 and nominations will close on 04 March 2023.

These Elections will be the first where voters attending polling stations will need to show Photo ID. We are working closely with stakeholders to raise awareness and all electors are now able to apply for a 'Voter Authority Certificate'. Members will also be invited to a briefing which will be jointly hosted with colleagues from Carlisle City and Copeland Council.

## **Planning Policy**

- 5.9 Improving design standards in new development is a priority of the Government. To deliver this Local Authorities must develop their own design codes that reflect the character of their local area. Developers will have to comply with these codes when designing their proposals. A settlement character study has recently been completed for the towns and villages of Allerdale. Its aim was to pick out and catalogue what makes them unique. This includes their history, architecture, use of local materials and important buildings. This study will act as an important baseline for future design codes work.

## **Communications and Marketing**

- 5.10 It has been an extremely busy time for the communications and marketing team, with the focus at the start of the year on the public messaging associated with the covid outbreak, and then increasingly as the year progressed the demand has ramped up from the LGR programme.

In that time the team has also supported colleagues with their campaigns and activities - such as Operation Respect, the elections in May, our events, and now

Voter ID - and managed the council's website which has seen 1.7m page views in 2022, and over 70,000 users. Social media continues to keep the team busy with 5.4m impressions on our Facebook accounts alone in 2022.

We rolled out our email newsletter system amid the covid pandemic and in January this year, our millionth email was opened by one of our 12,000 subscribers.

### **Final Report**

- 5.11 At the end of this, my final report to Allerdale Borough Council, I would like to take the opportunity to thank all Council staff, past and present, that I have worked with over the past decade. It has been a real privilege. Whether you are moving into the new Cumberland Council or branching out to try something new, I wish you success and happiness in the next phase of your working life.

## **6.0 Environmental Services Portfolio: Cllr Jim Lister**

### **Waste Services Team**

- 6.1 Throughout the last 12 months we have worked hard to ensure that our contracts, data, and records are as up to date as possible ready for the transfer to Cumberland Council. For example, we now have no outstanding Duty of Care Waste Transfer Notes for our trade customers, which is a legal requirement. Following a blitz on our slower payers our income forecast for 2022/23 is significantly ahead of expectations.

LGR has been the focus of the team for some months now as we are involved in three separate LGR workstreams. In addition, we have been preparing for the introduction of the implications of the Environment Act 2021 a significant piece of legislation which will have far reaching consequences.

The team manage and monitor the contracts of Allerdale Waste Services Limited (AWSL), Tivoli and Cumbria Waste Management. The team along with AWSL and Tivoli have formed an excellent working relationship with the Education and Enforcement Team.

In 2022/23 we arranged for the tidy up of the Oldside area as well as the Jump Mania site which is now complete. We also supported the Allerdale Hub clean-ups throughout the year as well as supporting community groups such as the Carlton Road Day Centre and local and international businesses with litter picking.

All members of the team took part in the Climate Literacy Training from CAfs and we attended meetings of the Climate Change Group throughout the year and supported the Daily Living Aids take back scheme.

### **Tivoli Services**

- 6.2 Tivoli Services, in addition to their day job of keeping the borough clean and tidy, have supported numerous groups across the council area whether that be at Christmas time or by supporting activities such as those carried out by Inspira and

fast-food outlet litter picking, summer carnivals, the Allerdale Hub, the Grime Scene Initiative and the Grot Spot campaign. The most significant piece of work being the final clean-up of the Oldside site.

### **Allerdale Waste Services Limited**

- 6.3 This year we have introduced efficiencies in the service through the reduction of one refuse collection vehicle and the associated savings that this provided. In addition, we have worked hard to rebalance the recycling and garden waste rounds which enables the roll-out of additional recycling (commingled, paper and card, and garden waste) collections to both newly built and existing households who do not currently receive doorstep recycling. We provided an additional 400 properties with paper and card collections in February 2023. This will have a positive impact upon the Council's recycling rate as well as providing additional income through sale of recycling collected.

The collection of waste and recycling continues to perform well with very low levels of missed containers being reported by Allerdale residents. AWS MOTor Services at the garage workshop on Solway Road in Workington carries out car, van, taxi tests and MOTs and we are now providing a wheel tracking service, which allows vehicle wheel alignments to be tracked and corrected. We encourage people to contact us to book MOTs and services (including wheel alignment) by calling us on 01900 702863.

### **Corporate Health and Safety**

- 6.4 I am proud to state that over the last 12 months we have had no RIDDOR reportable accidents and only one minor accident which is an amazing achievement. The team have carried out suitable and sufficient risk assessments that have assisted our staff to work safe within all situations and work activities. This has included successfully delivering numerous stress related programmes assisting colleagues to create safe working solutions and aiding in faster recovery of our people.

During and after the COVID pandemic, we have successfully delivered safe systems of work, altered our offices to accommodate new ways of working and given safe sound advice to all our staff on ways to work with the virus.

There have been numerous events held on our land by external agencies, all their safe systems of work have been overseen by the health and safety team and all events ran safely with no accidents or incidents reported.

Concise, bespoke fire evacuation procedures and risk assessments have been implemented for all our council owned buildings resulting in no issues reported over the last 12 months.

We have successfully delivered a series of both online and face to face DSE (Display Screen Assessments) for our staff that had been suffering with musculoskeletal issues making sure no systems and equipment were introduced to

remove all issues identified and made sure our staff are working comfortably and safe.

We work closely with our Elections team making sure all our staff, external staff and places to vote are all safe and legal.

LGR, as we all know is a huge part of our daily activity and we sit on the H&S and resilience workstream delivering a unified approach for the new authorities from 1 April 2023.

### **Emergency Planning and Resilience**

- 6.5 Although the winter is not over, we prepared and delivered a “winter preparedness” program making sure all our key staff, stakeholders and external agencies are equipped to deal with any type of emergency that may arise. Accurate and precise information detailed bespoke emergency plans, how to access them and up to date communication directorates for ease of identifying key staff required at short notice.

Over the last 12 months there have been various Strategic Command Group, Tactical Command Group, and Multi Agency Assessment Telecom meetings discussing current potential threats. We have successfully taken part in every single required meeting and reported back to our senior management team and Executive on the current situations. These are currently ongoing with NHS strike action days.

There are numerous meetings around emergency planning including Sellafeld and involve numerous external agencies and local authorities. We have successfully represented Allerdale in all meetings making sure our voice is heard at all levels both county and nationally.

### **Terrorism and Prevent**

- 6.6 We have successfully dealt with incidents at Allerdale House where suspect packages have been received, working closely with the police, fire service and external agencies to quickly identify and control substances and situations. Thankfully, substances were not harmful but our internal control policies and systems worked effectively and were praised by the police for being robust.

We have worked with the counter terrorism police North West to identify suspect people that may have been radicalised making sure accurate precise information is delivered.

### **Pest Control**

- 6.7 Our pest control officer, who works alone, has successfully delivered a first-class service to thousands of our residents over the last 12 months. Nothing but praise has been received for this service and courteous manner of our officer. We have not received one complaint from any resident or business and have tried to systematically grow the service to meet financial requirements.

## **Harrington Harbour and Dock Board**

- 6.8 The Strategic Advisor - Health, Safety & Resilience is classified as the “responsible” person for Harrington Harbour and as such has successfully revised and delivered a full range of health and safety management systems and policies for the harbour. There was an external audit carried out by the Maritime and Coastguard Agency (MCA) on the health and safety systems prior to Christmas. Although slight deviations were noted praise was received from the MCA on having suitable, sufficient, and robust management systems in place.

## **Education and Enforcement Team**

- 6.9 The Education and Enforcement Team have had one of the busiest years on record, this has been down to a new approach to working and managing multiple issues in our communities. The team have carried out numerous engagement events such as the ‘Operation Respect’ clean up days and the ‘Grime Scene’, one of the aims being the confidence and use of the reporting tool My Allerdale, by our communities, employees, councillors, and stakeholders. Together with the proactive patrols the team have carried out, this has led to a significant rise in the reporting numbers for littering, fly tipping and dog fouling.

At the start of 2022, the misuse of the recycling bring sites was raised at meetings of full council. A new revamped enforcement and education approach was clearly needed. Over the past 12 months the bring sites have fallen victim to reckless use, fly tipping and trade waste. Following a 3-month engagement period a zero-tolerance approach was put in place. Trade waste checks of businesses in the locality identified businesses operating without trade waste accounts. The Education and Education and Enforcement Team rolled out a fleet of re-deployable cameras. We installed a temporary CCTV tower as a preventative measure over the festive period. At the time of writing this report we have had no fly tipping incidents recorded for 4 weeks at Sullart Street and Silloth, which were the worst sites for fly tipping.

Trade waste checks continued over the year focusing on bed and breakfasts, holiday lets, shops and construction companies. An illegal waste site was located which had approximately 10,000 tonnes of waste over its site. The Education and Enforcement Team led on this case supported by the Environment Agency and the prosecution took place, following this the suspect was served with legal conditions that meant all the waste on the site had to be removed and disposed of correctly ensuring a full clean up. This was completed and relevant paperwork showing correct waste management provided.

Investment in technology for the team including body worn cameras, mobile devices providing the ability to issue Fixed Penalty Notices on the spot, and re-deployable CCTV has resulted in officers having more time for enforcement to take place in the community. The team have been allocated geographical areas of responsibility meaning that the local parish, businesses, and residents will see the same person. This also benefits when working alongside Allerdale Waste Services and Tivoli as it

allows a single point of contact for internal matters, again negating the requirement of being in an office.

Finally, this year has seen the highest number of joint operations ever held. The Environment Agency have agreed to embed an officer within the team once a week, rising to three officers in the future. This will provide a streamlined response to larger scale issues. The Education and Enforcement Team have carried out numerous Stop Check days targeting waste carriers. This has resulted in the frequent disruption and eventual dissolution of a business that was linked to numerous significant environmental offences in Cumbria, Lancashire and further afield. This work has had an impact on the “man in van” services and the work will continue to be a priority.

The Education and Education and Enforcement Team have certainly stepped up this year, what a way to showcase Allerdale in the final year, did we also forget to mention that Education and Enforcement Team are the winners for Keep Britain Tidy’s award for Community Engagement of the Year...! They accepted this award on behalf of all Allerdale Local Focus Hub partners for their work in our communities delivering Operation Respect.

## **Car Parks**

6.10 Over the last 12 months the team have continued to work on improving our car parks, including:

- Accessibility of our car parks has been a key feature this year with new and improved and in some cases increased blue badge holder access being made in Keswick and Aspatria.
- After a spate of thefts from pay machines within the Lake District National Park a review was undertaken regarding the overall risk management of our security arrangements. The result has seen some improvements being made with additional metal plates being welded to the vault areas of a select number of the machines. These pay machines with additional strengthening plates are designed to accept card and coins but machines without the strengthening plates being fitted are accepting card payments only.
- The communications team along with the parking services team have been promoting the use of the pay by phone system called Mi Permit, it is an easy-to-use app and provides its users with a greater degree of flexibility in terms of topping up and purchasing in advance if they wish to do so. Our cashless transactions now form up to 70% of all car park sales/transactions.

## **7.0 Leisure and Tourism Portfolio: Cllr Anthony Markley**

### **Leisure Services**

7.1 Over the last 12 months Leisure Services have continued to make improvements including:

- A new Cultural Strategy for West Cumbria has been developed.

- Maryport Prom parkrun set up in October and 587 different runners have taken part (as of today!) and 955 finishes.
- We Are Here! Creative People and Places bid was successful with an Arts Council bid and launched in April 2023 (£850k over 3 years)
- 4 Sports Clubs successful with SIIF Sports Development Grants.

### **Cumbria Residents Week**

- 7.2 Cumbria Residents' Week (CRW) is an initiative to encourage residents to shop locally. The scheme is delivered by all 6 district councils in Cumbria and Allerdale have led on the work for the next upcoming CRW which will take place between Monday 20 and Sunday 26 February 2023. Those dates were chosen to help businesses after the quiet period they face after Christmas. Also, this is the week of school half term, so this will remind people of the fantastic array of tourist businesses and attractions we have in Cumbria.

Tourism businesses are asked to donate a prize to become a participating business. During CRW, when a resident spends £10 or more in one of the participating businesses, they will be in with a chance of winning one of the donated prizes.

### **Cumbria Visitor Survey trends 2022**

- 7.3 Cumbria Tourism has commissioned the research into visitor trends across Cumbria. This year's Cumbria Visitor Survey, carried out between 1 May to 31 October, included 2,010 face-to-face interviews. 362 of the interviews were carried out in Allerdale. 51% of the interviews were during school holiday periods and 49% during school term times.

Highlights of the report:

- In Cumbria, the proportion of children under the age of 16 visiting with families has stayed stable but there are now many younger adults, and comparatively fewer older adults. In total, 65% of visitors to Cumbria are between 25 and 59 years of age, up from 45% in 2018. Those aged over 60 have dropped from 33% in 2018 to 13% in 2022.
- There is more of an even split between day and staying visitors, with 47% staying visitors and 53% day visitors. More day visitors were interviewed in Copeland (62%) and more staying visitors in Allerdale (63%) and Barrow (72%).
- The highest value of expenditure per person per day on average were visitors to Eden (£108.50) and Allerdale (£107.39).
- Staying visitors are worth 1.5 times the value of day visitors per person per day (£117.38 compared to £46.98).
- Once here, 50% of day visitors travelled on foot, rising to 62% of first-time visitors. 16% of staying visitors took a boat or a ferry to get around, and 14% used a bus or coach service. Allerdale visitors were more likely to use local bus services (21%) or e-bikes (11%).

## **STEAM Report 2019 – 2021**

7.4 The latest STEAM report revealed that Cumbria's tourism sector continues to lag well behind pre-Covid levels. The statistics for 2021 come from the Scarborough Tourism Economic Activity Model, commonly known as 'STEAM'. The annual assessment has taken place for more than 20 years and is produced on behalf of a partnership led by Cumbria Tourism and supported by Cumbria's district councils including ourselves and the Lake District National Park Authority.

Key findings were:

- the total revenue generated across the county by the sector was £2.6billion in 2021, still 16% behind 2019 when revenue was £3.1billion
- whilst visitor numbers increased last year compared to 2020, the various lockdowns meant visitor numbers remained 23% down on 2019
- compared to 2019, day visitors were 24% down and staying visitors 12% down in 2021
- there were 17% fewer full-time equivalent roles in 2021, compared to 2019 (a drop of 6,286 FTEs, which is estimated to equate to 10,809 actual jobs)
- in Allerdale in 2021, we had 9.6 million visitor days (11.4 million in 2019), generating £438 million spend in our local economy (£491 million in 2019), supporting 5,600 jobs (6,380 in 2019).

## **Hadrian's Wall Partnership Board**

7.5 The Board is responsible for maintaining the Wall's World Heritage Status and we are a fully engaged member of the Board. The Board has a 10-year investment plan supported by the Borderlands Inclusive Growth Deal. In 2021, the Borderlands Partnership Board agreed that the Hadrian's Wall Investment programme would be split into two elements, Visitor Exploration and Visitor Attractions. On 1 July 2022, the Partnership launched an Expression of Interest (EOI) process to identify a short-list of Hadrian's Wall visitor attraction projects that could be supported by Borderlands Inclusive Growth Deal resources.

Shortlisted projects would then be required to submit full business cases to secure funding from the Deal. 17 EOIs were received by 2 September 2022.

Senhouse Roman Museum – Reimagining Roaman Maryport (60% project grant of £2.3m requested) EOI had good fit with the criteria. The next step is for The Borderlands Programme Management Office to request that Senhouse instigate the process for starting the business case which will then be submitted to government then back to the Borderlands Board for approval.

## **Tactical Visitor Management Group**

7.6 The Tactical Visitor Management Group is the multi-agency team established during the pandemic to provide advice and guidance to visitors as well as introducing measures to welcome visitors safely back to Cumbria. Work focused on

reducing pressures on communities, aiding recovery of the Lake District and wider county visitor economy, providing a safe, welcoming and world class visitor experience for all and protecting the Lake District National Park and wider county environment

The group has produced a number of area end of year reports assessing the effectiveness of the work of the group.

The Bassenthwaite, Buttermere and Keswick report for 2022 highlights:

- The work to encourage the use of public transport especially the provision of a free shuttle bus service between Cockermouth and Buttermere and Keswick and Portinscale and Cat Bells.
- Multi – agency patrols to discourage fly camping, littering and inconsiderate parking as well as providing helpful advice.
- Efforts to reduce congestion in Borrowdale by promoting the lake launch service as an alternative transport mode and promoting all Keswick car parks effectively with temporary AA signage.
- Publicising car parks especially those with capacity.
- Publicising safety in the outdoors messaging via the Adventure Smart campaign targeted at first time visitors.

### **Tourism Breakfast Briefing**

- 7.7 We have joined up with Copeland Borough Council and Carlisle City Council to deliver the last two breakfast briefings and we are currently planning the third one to take place in March 2023. The decision was made to deliver the breakfast briefings together to show the tourism industry that the three councils are already working together, in hopes this gives them confidence in our work when we join to make Cumberland Council. It is important for businesses to be aware of what work is being carried out in each council so they are well informed before the councils merge.

### **Cumbria 200 Campervan route**

- 7.8 In preparation for 2023 being ‘the year of the Coast’, a special 200-mile route exploring Cumbria’s coast – the ‘Cumbria Coast Route 200’ (CCR 200) – has been rebranded to inspire motorhome and campervan owners to explore some of the region’s hidden gems. We have worked alongside Cumbria Tourism, the county council, and the coastal district councils in Cumbria to give the route its own distinct identity and longevity. A toolkit has been produced to help businesses on the route promote all the CCR 200 has to offer. As well as camping and motorhome sites, local shops, attractions and food and drink providers are being given access to imagery, logos, social media content and other background information including the code of conduct.

## **Perfect Day Competition**

- 7.9 Last year's competition was launched in June. In previous years, people were invited to write about their Perfect Day in Allerdale to be in with a chance of winning that day out. However, in the aim to reach a wider audience and to boost our social media platforms, last year's 'Perfect Day' was pre planned with the help from local sponsors. To enter, people had to post their favourite place in Allerdale to social media, use the hashtag #perfectdayinallerdale, and tag Visit Allerdale. Therefore, by entering, people are promoting Allerdale to their friends/followers while people are entering the competition. This will also help direct more people to our social media pages.

The winner of the recent Perfect Day competition is Kathy George. Kathy's winning entry was a reel she posted on Instagram which detailed all her favourite places in Allerdale accompanied by the well-known Fairground Attraction song, 'Perfect'. The winner and runners up entries have now been shared on the Visit Allerdale social media. It is planned for the winner to receive her 'Perfect Day in Allerdale' on 29 March 2023. The day will be filmed, and the video production will be used for promotional purposes.

## **8.0 Customer Experience and Innovation Portfolio: Cllr Alan Pitcher**

### **Community Safety - Allerdale Local Focus Hub**

- 8.1 Allerdale Local Focus Hub (ALFH) has grown from strength to strength during 2022, stakeholders are starting to have a thorough understanding of the partnership objectives and as a result we are seeing new partners join our team. A major success is the responses to our ALFH community events, focusing on community safety, wellbeing, and community need, these have been outstanding. We gain so much insight into the real life of our communities and build confidence and respect by hosting these where our communities live and socialise.

Highlights in summary:

- We have welcomed some amazing new partners to our team, the most recent being Age UK and Cumbria Family Support Network
- Won the Community Alcohol Partnership of the Year in the National CAP Awards
- Keep Great Britain Tidy finalists for two years running for the Operation Respect initiative
- Winners of the Neighbourhood Policing Innovation Awards for our Workington Town Centre referral
- So far in 2022 we have received 70 new referrals, of those new referrals only one has been reopened due to the problem escalating again, success rate of 98.5%
- From the 146 referrals received in 2021 only 11 were reopened – a problem solving success rate of 92.5%.

With the ALFH proven record we can say with confidence that we thrive in a challenging environment and are certain we will continue to deliver amazing results, together.

### **Inclusion and Diversity**

- 8.2 The following is a summary of some of the highlights of the first year of having an Inclusion and Diversity Officer based within Allerdale.

We have developed a greater understanding and awareness of our community profile and its changing demographic and worked with community organisations to best respond to this. An example of this is the support offered to a Multicultural Women's Group. This group has gone from strength to strength and is now supporting over 30 women per session. Work here focuses on delivering English Language classes, driving theory test lessons, cooking, health and wellbeing and general advice and information.

Successful engagement with the Gypsy, Traveller, and Roma community. Working together with the community members has enabled us to make improvement to the welfare assessments, ensuring that this is fit for purpose. This approach has also led to fostering more positive relationships and mutual understanding.

Training has been offered to key frontline staff. This has focused on inclusion and diversity and its importance to their roles. This is to assist in ensuring that all our residents receive a service that is suited to their needs and circumstance. Advice has also been offered to staff as and when requested.

Training was commissioned to provide intensive training to key professionals working in the community to consider new and innovative approaches to tackling anti-social behaviour. This is in partnership with Nottingham Trent University who are evaluating the programme. The programme is part way through but the initial feedback from delegates has been extremely positive.

Work is also taking place with colleagues across the districts and county to develop a plan for equality and inclusion in Cumberland.

## **9.0 Finance and Legal Portfolio: Cllr Colin Sharpe**

### **Statement of Accounts 2021-22**

- 9.1 Following on from the last update, Grant Thornton, the Council's external auditors, have completed their audit of the 2021-22 financial statements and have issued an unqualified opinion. The audited statement of accounts has been published on the Council's website.

In addition to issuing an audit report on the statement of accounts, the Auditor is required to issue a report on the authority's value for money arrangements. At the time of writing, this work has not yet been completed. Grant Thornton have indicated that they expect to complete this work and issue their Auditor's Annual Report by March 2023.

## **2022-23 Financial Year Closedown**

- 9.2 With the financial year end approaching, preparatory work relating to closedown of the financial year 2022-23, and preparation of the statutory accounts has now commenced. The statement of accounts is required to be produced in compliance with the CIPFA (Chartered Institute of Public Finance and Accountancy) Local Authority Accounting Code of Practice.

## **Q3 Finance Report April to December 2022**

- 9.3 The team have continued to support budget holders in the monitoring of their budgets and forecasting projected outturns. Forecasts submitted by budget holders as of 31 December 2022 have been reviewed by the finance team and used to prepare the Q3 Finance Report which is due to be presented to Executive on 15 March 2023.

## **Local Government Reorganisation – Finance and Commercial**

- 9.4 Members of the finance team continue to support the work of LGR, participating in several workstreams.

## **Assurance, Risk & Audit**

- 9.5 The Assurance, Risk & Audit team continue to deliver work from their annual plan, with a focus on completing as much work as possible by March's Audit Committee. Both Senior Advisors have now commenced studies to obtain professional Internal Audit qualifications. Ongoing support has been provided to assist the risk management process, including regular liaison with Senior Management Team.

## **Legal and Information Governance**

- 9.6 The Legal Services Team continues to support the Council in the delivery of its priorities and objectives across the board. Work continues in respect of Planning and Building Control enforcement matters, Housing enforcement, Estates and Procurement. The Team continues to provide support to the larger projects in Maryport, advising on procurement and contractual matters.

The Information Governance Team continues with business as usual, and both Legal and Information Governance are heavily involved in the LGR programme in a number of workstreams. The team continues to work well to maintain consistently high performance despite the competing priorities that the additional LGR work brings.

## **10.0 Delivery arrangements**

- 10.1 Not applicable to this report.

## **11.0 Implications and Impact**

### **11.1 Contribution to Council Strategy Priorities, Outputs and Outcomes**

This is an update on Portfolio activity in line with the Council's priorities as set out in the Council Strategy 2020-2030.

### **11.2 Finance/Resource implications**

None directly associated with this report.

### **11.3 Legal and governance implications**

None directly associated with this report.

### **11.4 Risk analysis**

Not applicable to this report.

### **11.5 Increasing satisfaction and service**

None directly associated with this report.

### **11.6 Equality impacts**

None directly associated with this report.

### **11.7 Health and Safety impacts**

None directly associated with this report.

### **11.8 Health, wellbeing, and community safety impacts**

None directly associated with this report.

### **11.9 Environmental/sustainability impacts**

None directly associated with this report.

### **11.10 Other significant implications**

None.

## **Appendices attached to this report**

<b>Appendix number</b>	<b>Title of appendix</b>
None	

## **Background documents available**

<b>Name of background document</b>	<b>Where it is available</b>
None	

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