

South Lakeland District Council

Working together to make South Lakeland the best place to **live**, **work** and **explore**



Council Plan



Live

Work

Explore



Council Plan

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Introduction

This Council Plan is the council's strategic document. It sets out South Lakeland District Council's vision and strategy to improve prosperity ensuring a positive benefit for every part of our community.

The council will continue to use its leadership and influence in the places that matter, to focus resource where it is most effective.

Our ambition is to have a varied economy with a skilled workforce, a balanced housing market to meet needs, great leisure services to encourage healthy lifestyles and a cultural offer that appeals to residents and visitors alike as well as delivering excellent regulatory services.

By 2040, if current trends continue, South Lakeland's population will be smaller (2,200 fewer people overall), older (9,900 more people over 65) and less active with 8,800 fewer people of working age. South Lakeland is ageing significantly faster than UK, regional or County averages. We need to encourage young people to stay and attract new people in to rebalance the population whilst ensuring that our housing, services and infrastructure meet the needs of older people.

In most measures of poverty South Lakeland fares better than nationally, but a selection of wards can be identified which have quite extreme levels of low incomes and poverty even by national standards. By working together with local partners, for example, Citizen's Advice, South Lakes Housing, Age UK and Kendal College the council is strengthening local collaboration on projects, resources and strategies aimed at tackling poverty. This makes it easier for people to take advantage of the opportunities available locally and to take action to help themselves.

Housing in South Lakeland is amongst the least affordable in the north of England. Median house prices are 9.7 times median earnings. The District needs to deliver 320 new homes every year including 153 new



affordable homes between 2016 and 2036. The council has a target of delivering 1000 affordable homes for rent between 2014 and 2025 and is on track to meet this target.

Climate change is both a challenge and an opportunity for South Lakeland. Extreme weather events are becoming more frequent and the December 2015 floods were the worst ever experienced in the District. We need to work with the Environment Agency to ensure that we are resilient with effective flood management including defences, upstream storage and sustainable land management and development. At the same time we need to reduce our carbon footprint and develop low carbon and environmental technologies in our local economy.

Health and wellbeing statistics nationally are showing an increased trend in obesity levels in both children and adults as well as a reduction in physical activity. By utilising our assets to enable physical activity such as parks, footpaths and the healthy weight declaration we can support the reduction of these rising levels.

The allocation of public health monies in Cumbria is low, therefore the council will be adopting the Cumbria Public Health Strategy and working with different disciplines and organisations to implement this.

The organisation has been awarded the Bronze Better Health at Work Award and will be working towards a Silver award to encourage a healthier workforce.



Our vision

“Working together to make South Lakeland the best place to live, work and explore”

Our areas of focus to achieve this are:

- Creating an environment for people to thrive
- Delivering excellent value-for-money, services
- Playing a leadership role and influencing others
- Empowering customers and communities
- Forward thinking, innovative council

Our values

Our Council Plan is influenced by our key three values.

Empowering people

By listening to our customers and our employees their ideas and comments will help us make improvements to customer service and workforce development.

Excellence

Seeking continuous improvement in what we do, ensuring that our actions address the needs of South Lakeland.

Open and transparent

Being courteous, efficient and transparent in our dealings with the public.

Our delivery

We will deliver our Council Plan:

- Working across boundaries to deliver sustainable communities
- Creating balanced communities
- Reducing inequalities so no one is left behind
- Encouraging a sustainable environment and an inclusive economy

Key performance indicators

Key performance indicators can be found on our website at:

www.southlakeland.gov.uk/content-searcher?q=performance

All the supporting documents highlighted in the report can be found on our website.

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Work across boundaries

We will meet the needs of the communities by:

- Preparing a new Local Plan and supporting plans in the National Parks
- Intervening to deliver major sites and critical infrastructure and remove barriers
- Supporting delivery in neighbouring authorities
- Attracting new delivery partners



We will work with our partners to deliver regional growth by:

- Working across Morecambe Bay and the North West to secure inward investment
- Attracting external funding and deliver critical infrastructure
- Participating in the Northern Powerhouse and contributing to the preparation and implementation of the local industry strategy
- Promoting unique selling points such as marine and cultural and creative industries



We will improve wellbeing by:

- Strengthening relationships with public health providers and partners and achieve joined up outcomes addressing the key determinants of health and wellbeing
- Implementing the Cumbria Public Health Strategy
- Implementing the Healthy Weight declaration



These are supported by the following documents and measures of success within:

- Local Plan
- Economic Growth Strategy
- Public Health Strategy



Creating balanced communities

Deliver affordable homes to meet need with:

- New affordable homes to rent
- New elderly care provision
- A range of housing to attract and retain young people
- New delivery models including a Loans scheme
- Support for Community Housing and self-build



Create opportunities for young people by:

- Unlocking development sites and enabling local businesses to grow
- Understanding the needs of local businesses
- Encouraging graduate retention
- Using culture and built heritage to support our unique offer



Improve quality of life by:

- Supporting young people to have a greater voice
- Using our distinctive environment to create opportunities for all
- Working with communities to reduce isolation and loneliness
- Improving access to citizen driven technology
- Helping people to be independent

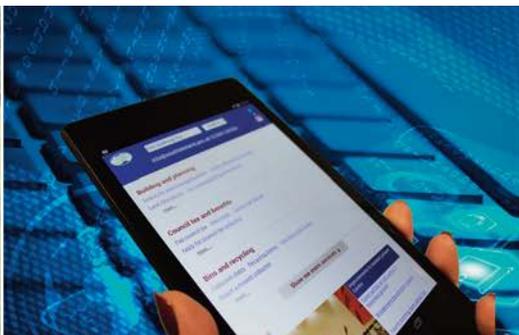


These are supported by the following documents and measures of success within:

- Housing Strategy
- Older Persons Housing Strategy
- Affordable Housing Policy
- Economic Growth Strategy
- Children and Young Peoples Action plan
- Customer Connect Programme

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Reducing inequalities

Improve existing housing and reduce homelessness through:

- Homelessness prevention and support for vulnerable people
- Working with landlords to improve standards
- Working to reduce the number of second homes
- Bringing empty homes back into use
- Maximising access to Disabled Facilities Grants



Deliver inclusive growth so everyone can achieve their potential by:

- Supporting people to adapt to changes in technology
- Encouraging links between further and higher education, apprentices and businesses
- Providing support, advice and affordable premises for new business start-ups
- Protecting the vulnerable and mitigating the effects of poverty



Reduce disadvantages by:

- Working with partners to reduce domestic violence, alcohol related crime, substance misuse, child sexual exploitation and antisocial behaviour
- Commissioning services through the third sector
- Improving air quality and reducing pollution
- Working with partners to widen access to low cost energy



This is supported by the following documents and measures of success within:

- Homelessness Strategy
- Local Plan
- Empty Homes Strategy
- Digital Declaration
- Tackling Poverty Together Position Statement
- Community Safety Partnership
- Air Quality Action Plan
- Equality, Diversity and Inclusion Strategy



Sustainable environment and inclusive economy

Build resilience:

- Ensuring that new development is sustainable, energy efficient and flood resilient
- Working with partners to develop energy saving and energy efficiency initiatives
- Providing energy advice and additional support to households at risk of falling into fuel poverty



Grow a green economy:

- Developing town centres which are attractive and accessible for living, working, culture and leisure
- Ensuring that business areas are protected from flooding
- Promoting environmental technologies and the green economy
- Working with local communities to improve, manage and promote accessible public realm
- Making the best use of our parks, open spaces and lakes



Ready for the challenge of climate change:

- Phasing out single-use plastics
- Minimising our carbon footprint
- Encouraging cycling and walking
- Work with partners to prepare for major flood incidents



These are supported by the following documents and measures of success within:

- Housing Strategy
- Older Persons Housing Strategy
- Affordable Housing Policy
- Economic Growth Strategy
- Customer Connect Programme
- Climate Change Policy

Contact us

We welcome all feedback.

If you have any comments or questions, or would like further information, please contact us.

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You can view this plan online at: www.southlakeland.gov.uk

2019 version

If you would like a copy of this document in another format such as large print, Braille, audio or in a different language, please call **01539 733333** or email **customer.services@southlakeland.gov.uk**

