South Lakeland District Council
Overview and Scrutiny Committee
26 October 2018
Executive Report

Portfolio: Promoting South Lakeland Portfolio
Report from: Cllr Giles Archibald

Portfolio Responsibilities

Working with partners and stakeholders in the public, private and voluntary sector, at national, regional and sub-regional level. To act as an ambassador and advocate for the Communities of South Lakeland.

To represent the Council on local and other strategic partnerships including nominated representative on the Cumbria Local Enterprise Partnership as appropriate.

The development and implementation of the Council Plan.

The Council Plan objectives in relation to quality of service and high performance culture.

Policies, Plans and Strategies

- Council Plan (incorporating the Five Year Strategy)
- Performance Management
- Equality Scheme
- Emergency Plan
- Communications Strategy

Key Areas:

- Community strategy/ area planning/ development of recovery group
- Emergency Planning
- Performance Management
- Local and Cumbria Wide Strategic Partnerships
- Relationships with Government Departments and other relevant authorities at a sub-regional, regional and national level
- Media and Communications
Council Plan

The current Council Plan is in place until 2019. A review of the Council Plan has recently taken place with Cabinet, Management Team and lead Operational Managers to discuss the Council Plans future strategic focus.

The future Council Plan will run from 2019 to 2024, with updates and amendments provided each year where appropriate. It is intended that the updated Council Plan will reflect key strategic developments and be made more user friendly for residents, stakeholders and potential investors.

The draft plan will be presented at Overview and Scrutiny Committee, Cabinet and presented for adoption by Council in February 2019.

Community Strategy/ Area Planning and Development of the Recovery Group

The Council is continuing to work closely with the Environment Agency (EA) as they develop and implement plans to adapt the local infrastructure to protect the communities against the increased frequency and intensity of storms resulting from climate change.

The EA recently undertook a community drop in session for members and residents to attend to view the potential flood defence options to be installed across the town to protect residents and businesses from future flooding events. Following feedback from the EA the event was successful and positive feedback received.

Emergency Planning

South Lakeland District Council is supporting Community Resilience Groups by ensuring that they receive situational awareness information at the earliest opportunity. The Council is continuing to work with the Resilience Unit and other agencies to formalise how the multi-agency response will communicate with Community Resilience Groups.

Responding agencies are currently working together to formalise the Multi-Agency Intelligence Cell (MAIC) – this will collate intelligence during an incident and will inform multi-agency responses and enhance prioritisation.

Responding agencies have also worked together to provide a facility where Community Resilience Groups can upload their emergency plans and update their contact details. It is hoped that there will also be the opportunity for agency-community communication and community to community networking via this facility.

Council Staff have been provided with training opportunities for key emergency roles. There will be Member’s Emergency Role training on 28 November 2018.

Performance Management

Throughout 2018/18 Performance Management is continuing to focus on the Council Plan measures of success to monitoring progress towards the priorities for South Lakeland. These measures continue to be reported on a quarterly basis to Overview and Scrutiny Committee and Cabinet.

Local and Cumbria Wide Strategic Partnerships

The Council continues to engage with the Local Enterprise Partnership (LEP) and Cumbria County Council through a technical officers group to shape and influence policy and specific
strategic documents. The LEP’s annual report will be available to view in the near future, I will ensure a copy is circulated to all members.

The Council is continuing to work jointly with Lancaster City and Barrow Borough Councils to develop the South Cumbria and Lancaster Economic Region strategy to enhance economic activity which will benefit all three districts. The Leaders have contacted all the Local MP’s to highlight the vision, outcomes and priorities that the initiative will deliver for the benefit of our residents and businesses.

The authorities are currently working together to create a prospectus which can used to promote the economic region to potential investors. The prospectus will address:

- Connectivity
- Learning and Development
- World Class Skills and Innovation
- Future Development Opportunities
- Business Support
- Growth and Prosperity through Housing
- Quality of Life

Following a recent meeting, the Northern Powerhouse and Local Growth Minister Jake Berry MP, stated he wishes to discuss the plans for the Lancaster and South Cumbria Economic Region in greater detail. He also praised the three authorities for taking the initiative to work collaboratively.

Relationships with Government Departments and other relevant authorities at a sub-regional, regional and national level

The Council has continued to raise any concerns to government offices and other relevant authorities surrounding issues that cause the district difficulties. For example as Leader, I have attended meetings in London Ulverston and Carlisle to discuss with Government, Northern Rail and Network Rail the poor quality of the rail service in the County. Following a motion at Council on 24 July 2018 the Chief Executive wrote to the Secretary of State for Transport regarding the recent failings of Local Rail Services, to gain support to prevent future disturbance.

Media and Communications

The Council’s communications team continue to keep residents and other stakeholders fully informed about what the council does in a way which supports Council Plan priorities. These messages are delivered through a variety of channels including newspapers, TV, radio, websites, social media, and other digital platforms. This ensures the Communications operation is merged with Customer Services to provide a consistent joined-up approach to how we interact with the public.

Recently there has been increased level of communication around the Customer Connect Project to ensure that staff, members and residents are aware of the upcoming re-structure. The Council is providing a number of opportunities to communicate the changes within Customer Connect through 1:1’s, workshops, staff newsletters, various training opportunities, customer connect email address and drop in sessions with the programme board.