



# Partnership News

## Issue 15

## June 2010

### Welcome...

A great deal of activity is taking place to develop the strength of the networks across Cumbria Strategic Partnership. In this issue of Partnership News you will find brief updates on some of our key pieces of work including the progress being made on the Single Community Strategy for Cumbria. For further information upon any of the pieces of work covered in this newsletter, and other current aspects of partnership working across Cumbria please get in touch at [csp@cumbriacc.gov.uk](mailto:csp@cumbriacc.gov.uk)

We hope to meet with and talk to Cumbria Strategic Partnership's partners in the near future to refresh engagement in the partnership and to encourage partners' active engagement and involvement in the development of the Single Community Strategy

Best wishes

**Bill Lowther**



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And much more....

# Focus On Illicit Tobacco Control in Cumbria

On 20 May 2010, Cumbria Strategic Partnership held its first Focus On event of 2010 which considered the issue of illicit tobacco control in Cumbria. Smoking and illicit tobacco control is a recognised problem at both a Cumbrian, and regional/national level, and this Focus On was an opportunity for Cumbria to establish itself as a pathfinder upon this challenging issue.

Over 40 delegates from partner organisations across Cumbria and the North-West as a whole attended the event at Castle Green Hotel, Kendal. Delegates listened to a series of presentations which provided detailed context upon the topic and raised delegates' awareness of the understanding of the scale of the problem of illicit tobacco. Cllr Bill Wearing drew delegates' attention to the findings of the 2008 'Last Gasp' Scrutiny Review, and outlined

progress that had been made since the publication of the Review. Regional and national context was provided by the presentations delivered by David Wiggins, North of England Illicit Tobacco Manager and Graham Forbes HMRC, SI Inland Detection.



A Cumbrian context was provided by the presentations of Cheryl Merrin-Rankin who outlined the valuable research carried out by Cumbria Youth Alliance, and Nigel Strick who detailed the work of Cumbria County Council Trading Standards in tackling illicit tobacco.



As well as serving as awareness raising exercise amongst partners, especially those who work towards making communities healthier, and safer, the Focus On also enabled colleagues to shape ideas and inform the further development of the Cumbria Tobacco Alliance action plan refresh. Ideas were captured regarding how the themes of community engagement and stakeholder involvement, enforcement and marketing/awareness raising of illicit tobacco as a problem.



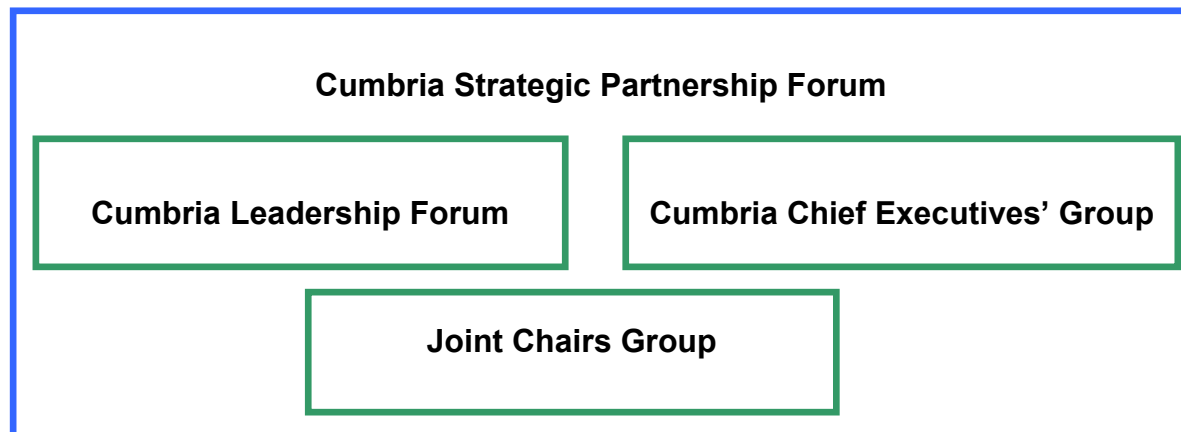
Copies of all presentations for the event are available upon the [CSP website](#). The ideas generated in workshop discussion will also be available on the CSP website shortly. If colleagues would like to receive a copy of the full Cumbria Tobacco Alliance action plan, please contact the CSP office at [csp@cumbriacc.gov.uk](mailto:csp@cumbriacc.gov.uk)



# Leading Cumbria Together in Partnership

As I am sure you will remember, the proposals in the discussion paper '[Leading Cumbria Together in Partnership](#)' were presented to the CSP Executive Board, 20 October 2009, and to the full Cumbria Strategic Partnership meeting, 5 November 2009.

The comments and feedback upon these proposals that was provided by all partners was especially valuable and has assisted in fine tuning the '**Leading Cumbria Together in Partnership**' model and developing further the governance and terms of reference for its constituent bodies. We would also like to thank you for your support for the new model, and your patience as the process of implementation of the new model was started. Below is the partnership model:



The **Joint Chairs' Group**, which consists of the Chairs of countywide Thematic Partnerships and sub-county Local Strategic Partnerships held its first meeting 14 December 2009, while the refreshed **Cumbria Chief Executives' Group** met for the first time 12 February 2010. The **Cumbria Leadership Forum** met for the first time 15 December 2009

The **Cumbria Strategic Partnership Forum** will meet for two business meetings this year on 14 July and 21 September 2010. In addition, the successful series of '**Focus on ...**' meetings will continue to provide another format to bring the full CSP together. '**Focus on ...**' events will be closely aligned with supporting the implementation of Community Strategy objectives.

Further dates for Focus On events will be available shortly and the meeting dates for the constituent bodies of the CSP are available on the CSP website if you wish to view them.

Work is continuing to develop the governance framework in detail which will ensure there is clarity about how the various parts of the model relate to each other and transparency about how ideas are identified and debated, and how and where decisions are made.

Further information on the groups and can be found on the [CSP website](#)



# Single Community Strategy

The partner organisations that form the Cumbria Strategic Partnership (CSP), led by the county's Local Authorities through the Cumbria Chief Executives Group, have agreed to develop a single Community Strategy for Cumbria. This will build on all the work carried out across the county so far on identifying key priorities for the county and more locally in our communities.

## Why a single Community Strategy for Cumbria?

- To have one single vision and one set of outcomes that all partners in Cumbria can focus on delivering.
- To have one strategy with a co-ordinated delivery framework addressing both countywide and locality priorities – so all partners and the public are clear about who's doing what.
- To have one strategy that clearly identifies and seeks to address specific priority issues, addressing inequality in communities across Cumbria.
- To enhance the visible links between where we are now, the outcomes we want to achieve, delivery of services to achieve those outcomes, and reporting on progress.

## How is the Strategy going to be developed?

Firstly, all partners in Cumbria need to agree where we are now and what the key challenges are that Cumbria faces over the next 20 years. To help all our partners to think about this, the Cumbria Intelligence Observatory has produced an evidence based discussion document, '**Cumbria's Story**'. This document sets out some of the key information that we hold about Cumbria and its communities now, and the challenges we may face over the coming years. It also asks a small number of questions – the answers to these questions will be used to inform the next stage of developing the strategy.

Cumbria's Story has been circulated to key stakeholder groups during May and June 2010, together with a set of questions which we would warmly welcome your responses to.

Your feedback responses will shape the draft strategy which will be written during Summer 2010, which will then be put out to a formal 12 week consultation in the Autumn, prior to individual partner organisations signing off the strategy, before its publication and launch which is expected to take place in April 2011.

To receive a copy of 'Cumbria's Story' and feedback response sheet, please contact the CSP Team at [csp@cumbriacc.gov.uk](mailto:csp@cumbriacc.gov.uk)

Further information and regular updates will be available upon the CSP Website. Notice of updates will be sent to partners on the CSP e-mail distribution list. If you would like to be added to this list, please e-mail [csp@cumbriacc.gov.uk](mailto:csp@cumbriacc.gov.uk)



# Managing New Realities

On 3 March 2010 'The Cumbrian Team' (Jill Stannard, Cumbria County Council, Jon Lyons, Furness Enterprise, Mark Fryer, South Workington Neighbourhood Partnership and Darren Snow) travelled to London to speak at a national conference 'Managing New Realities'.

Cumbria was asked to attend the conference to give a presentation on 'New Ways of Delivering Local Government' and 'Re-acquainting service deliverers with people who use services'. Both these items are critically important pieces of the modernising agenda to deliver improved outcomes for people and places. Cumbria, of course, had a head start on the presentation topics through [Calling Cumbria](#) and [Counting Cumbria](#), so this was another opportunity for Cumbria to show the UK how we are well ahead in tackling these issues.



Darren Snow, a former Return to Work client of Furness Enterprise and now a forklift truck operator, attended the conference to provide the service user perspective about his experiences, such as the difficulties of being inside the benefits system, the benefits of being in employment, and also how Jon Lyons helped him throughout his journey into work. [Tackling Worklessness in Barrow](#) received a 'green flag' in the recent Comprehensive Area Assessment. The challenge we face now is to reach a consistent level across the county in addressing worklessness.



Mark Fryer told group about how the unique approach being taken to smoking cessation in South Workington is proving more successful by the day. Mark's team go from house to house to recruit people to stop smoking. Centres have been established on housing estates to provide continued support for the clients when required. The benefits being realised by the clients include improved quality of life, fitness and wellbeing.

Jill Stannard rounded off the presentation by using the devastating floods as example of great partnership working to respond to the emergency to find both short and longer term solutions. Jill also spoke briefly about Calling Cumbria and Counting Cumbria and the critical success factors to make governance in Cumbria work, such as trusted leadership.

This presentation show cased just a few pieces of the great partnership working going on in Cumbria, we know there are so many more examples out there so if you have any you would like to share with the partnership please contact [csp@cumbriacc.gov.uk](mailto:csp@cumbriacc.gov.uk)

**Photographs are courtesy of Anna Gordon**



# The CSP Website

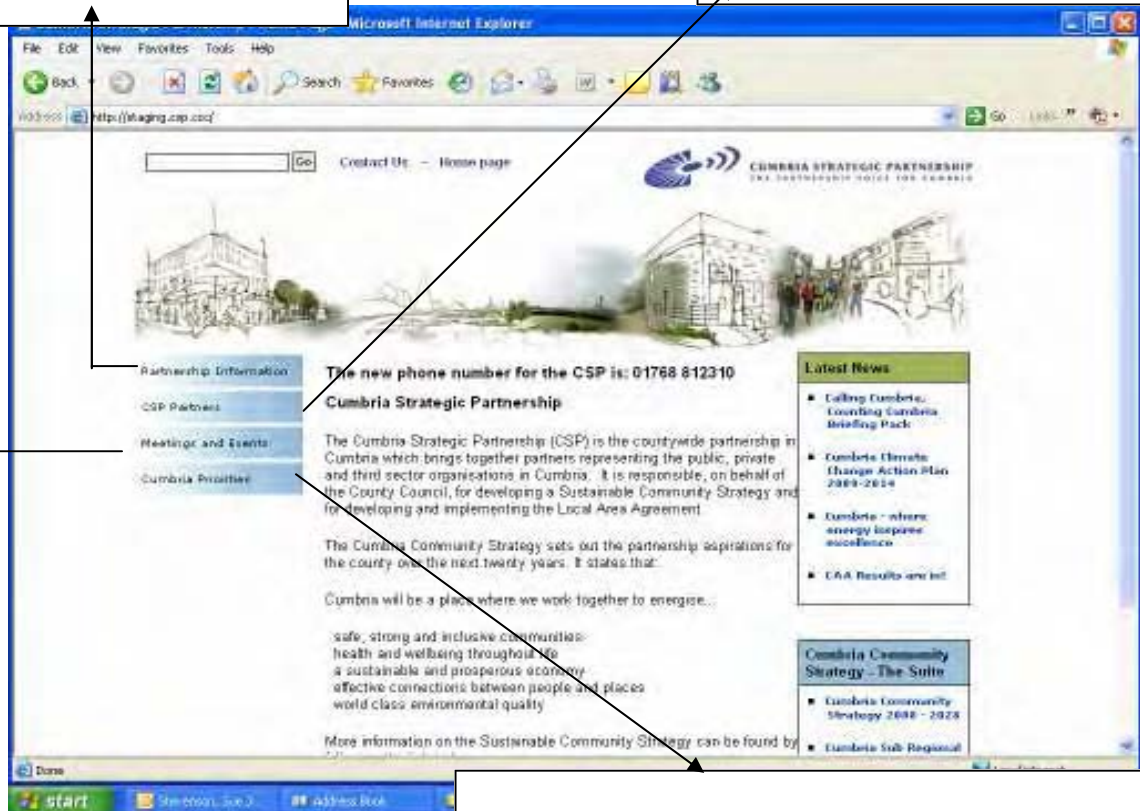
Cumbria Strategic Partnership [website](http://www.csp.gov.uk) is a partnership resource, providing information on the partnership and its partners. All the key documents for the CSP are available on the website alongside partner news, Local Area Agreement and Community Strategy information and thematic partnership information. Feedback on the website is warmly welcomed at [csp@cumbriacc.gov.uk](mailto:csp@cumbriacc.gov.uk)

## Partnership Information

This section details the information which is key to running the CSP—links to partners, our newsletter, key documents and much more on the CSP.

## CSP Partners

On here you will find electronic links to our partners and to those who influence the CSPs workings



## Meetings and events

This section provides the papers for all our meetings, as well as future meeting dates, contact details and membership

## Cumbria Priorities

Under this heading you will find further information on the Cumbria Community Strategy, the Local Area Agreement for Cumbria, CAA and Climate Change.



# Cumbria Local Area Agreement (LAA)

## 2010 review and refresh

The Cumbria Local Area Agreement (LAA) is a 3- year plan that sets out key improvement targets for Cumbria. This is the county's second LAA, and is developed through the Cumbria Strategic Partnership. The LAA is formally reviewed and refreshed on an annual basis. The 2010 refresh has provided an opportunity to review targets and where appropriate, renegotiate them.

The review and refresh has been carried out over the last 8 months and was limited in scope, with the focus of the review on a small number of targets in the Agreement that were identified as being particularly impacted on by the recession.

The changes made to the Agreement are outlined below.

**NI 146 Adults with learning disabilities in employment** — baseline has been revised and target negotiated based on agreement reached in 2009

**NI 171 New business registration rate** — baseline has been amended and target renegotiated

**NI 154 Net additional homes provided** — targets re-negotiated

**LI 4 (NI 187) Tackling Fuel Poverty** — baseline agreed

**LI 15** an additional target has been included which focuses on tackling Domestic Violence

**The statutory 10 education and early years targets** for 2010/11 have been agreed

The Cumbria Local Area Agreement is one of the key strategic plans to deliver the outcomes expressed in the county's Community Strategy. The review and refresh of the LAA has been carried out through Cumbria Strategic Partnership and its Thematic Partnerships.

To download and view the refreshed Local Area Agreement document, please visit the [CSP Website](#)

**RS2010**  
REGIONAL STRATEGY FOR  
ENGLAND'S NORTHWEST

Partners are advised that following the establishment of the coalition government and associated policy changes all work to develop RS2010 is under review at the moment



# Time to stop trivialising Disability Hate Crime incidents

## An Investigation Project for Cumbria

The Cumbria and Equality Diversity Partnership (CEDP) has embarked on a Disability Hate Crime project which we hope will increase awareness of Disability Hate Crime and lead to improved services for disabled people who are victims of crime and targeted because of their disability. Partners in the project will include the Crown Prosecution Service, The Cumbria Disability Network, Cumbria Constabulary, the Probation Service, and appropriate departments within Cumbria County Council.

The press recently highlighted three deaths due to disability hate crime, and furthermore research from the Equality and Human Rights Commission has established:

- Disabled people are at greater risk of experiencing violence than non-disabled people
- Disabled children and young people and disabled women, particularly those with learning disabilities, are particularly at risk
- Ongoing 'low-level' incidents are widespread and may go undetected but may escalate at some point.
- These incidents are often ignored by public agencies even though they have a significant impact on disabled people
- Disabled people restructure their lives to minimise real and perceived risk to themselves even if they have not experienced targeted violence personally.

In order to understand the experiences of people in Cumbria we intend to conduct focus groups across the county. We understand that the number of people we can meet in person will only represent a small proportion of the disabled communities of Cumbria, but we hope to capture a wide range of experience and views.

**We would welcome assistance with distributing and completing a questionnaire on Disability Hate Crime. If you feel you are able to help please email [patricia.bell@cumbriapolice.uk](mailto:patricia.bell@cumbriapolice.uk) We're committed to reaching as many people as we can and all assistance will be gratefully received.**

As a result of the project we are hoping to raise the profile and awareness of Disability Hate Crime across Cumbria, increase the confidence of people with a disability to report hate crime and improve the services available to people who are victims. Progress will be reported to a Steering Group for the project and to the regular meetings of CEDP.



# Partnership working launches youth work careers

Eight young people are on the first steps of a career in youth work thanks to an innovative partnership. Cumbria's first Youth Work Apprenticeship programme got underway on 1<sup>st</sup> February with young people from Barrow, Carlisle, Copeland and Allerdale. And eight more young people from Millom, Eden, Carlisle, Allerdale and Copeland are due to begin their apprenticeships later in the year.

RWP Training of Carlisle, Cumbria County Council Integrated Youth Support Services, Cumbria County Council Pathways to Employment Programme and Cumbria Youth Alliance have collaborated to provide the Youth Work Apprenticeship in Cumbria. The partnership has come together to work strategically to identify suitable funding to help support the new employers and to promote the new programme to both potential employers and young people across Cumbria.

Funding for the apprenticeships has been received from a number of sources including Cumbria Youth Support Services, which is fully funding two places, Pathways to Employment, which will be funding up to ten places, and Cumbria Youth Alliance which is providing part funding for six young people.

Working together has made this all possible!

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## CBEN Awards

Cumbria's best environmentally aware businesses were honoured at the Cumbria Business Environment Network (CBEN) Awards, held at the Castle Green Hotel, Kendal on Tuesday 23rd March 2010.

CBEN is a project delivered by Cumbria Rural Enterprise Agency (CREA) that provides advice, audits and support to Cumbrian businesses looking to find ways to reduce their environmental impact and manage their resources more efficiently. It is part-funded by the NWDA through the regional ENWORKS Resource Efficiency programme. This project works hard to assist businesses to meet the CO2 reduction targets set in the Cumbria Climate Change Action Plan, and also the NI186 obligations that we are faced with achieving.

ENWORKS has just received £9.9 million investment to extend its existing service and continue to offer specialist support to the region's SMEs until 2013. CBEN delivers the Cumbria element of the ENWORKS project. Over the past 3 years, for every £1 invested in CBEN, £13 of cost savings have been identified in businesses.

The CBEN awards, sponsored by the Environment Agency and Resource Cumbria, rewarded 230 leading businesses that are benefiting the outstanding Cumbrian environment. CBEN provides advice and support to Cumbrian businesses looking to find ways to reduce their environmental impact and manage their resources more efficiently. The main winners of the night were:

Gold – Lakes Leisure Ltd, Kendal  
Silver – Castle Green Hotel, Kendal  
Bronze - Glaramara Centre, Borrowdale

For further information, or to get involved, please contact CBEN 01768 891555 or email [cben@crea.co.uk](mailto:cben@crea.co.uk)



# Are you getting enough?

The Active People Survey is an annual telephone survey of 180,000 adults over 16 years of age in England. The government uses the results of this survey to measure the proportion of the adult population achieving a target of 30 minutes exercise three times per week (3 x 30).



500 people in each district in Cumbria will be surveyed, and you may be one of those people. So, if you're asked 'how much physical activity do you do?', what would you say? Many of us immediately think of strenuous activities such as playing sport, cycling, or running round the block in the drizzling rain listening to your ipod when we hear the word 'exercise'.

But, did you know that by taking your dog for a 30 minute walk five days a week means you're actually getting your recommended exercise target? Or that if you take a 30 minute walk a couple of times a week and do another activity such as going for a 30 minute bike ride, many of us will be doing the recommended levels of activity; but perhaps we didn't realise this! Small changes to your lifestyle can reap huge health rewards, and the council is committed to helping you make those changes.

## Statistics



In Cumbria, we are trying to increase the percentage of adults that are doing 3 x 30, this contributes to the Chief Medical Officers recommendation that all adults should be doing 5 x 30 each week to realise health benefits.

The current position in Cumbria is that 21.9% of the adult population are doing 3 x 30, but we want to increase this figure to 25%. If you as a partner can think creatively how to support this campaign and support the Local Area Agreement there is a folder of ads, key facts and text available to you to use within your organisations mediums whether it is online or in print go to [www.activecumbria.com/3x30](http://www.activecumbria.com/3x30)



# 2012 Olympics—Be Inspired

Use London 2012 Olympic branding to promote your event or programme!

London 2012 will be the most far-reaching event in the world. For the first time in the history of the Olympic Games and Paralympic Games, local and regional communities can be a part of it through the 'Inspire' programme.

The Inspire programme is looking for non-commercial organisations that are running inspirational and innovative projects or events, in the themes of sport, culture, business, sustainability, education, and volunteering, that are genuinely inspired by London 2012 Olympic Games & Paralympic Games. Projects from faith groups, charities, schools and colleges and political groups are all welcomed.



Cumbria already has the Inspire Mark for:

- Free swimming South Lakeland (all free swimming now qualifies for Inspire Mark)
- Lakes Alive
- Passport to Pedalling

If you have an innovative project inspired by 2012 and would like to become part of the inspire programme please contact Sarah Case-Upton at [sarah.case-upton@nwda.co.uk](mailto:sarah.case-upton@nwda.co.uk).



Further information is available on the Cumbria Sport website ([www.cumbriasport.com](http://www.cumbriasport.com)) or contact [sarah.case-upton@nwda.co.uk](mailto:sarah.case-upton@nwda.co.uk)

If you have any comments or suggestions for our next edition of Partnership News email [csp@cumbriacc.gov.uk](mailto:csp@cumbriacc.gov.uk) or call 01768 812310.

Catch up on our latest news at [www.cumbriastrategicpartnership.org.uk](http://www.cumbriastrategicpartnership.org.uk)

