



WHITEHAVEN LOCALITY PARTNERSHIP

WHITEHAVEN LOCALITY ACTION PLAN



DECEMBER 2013

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1.0 INTRODUCTION

Copeland has six main areas and groups of communities known as ‘Localities’ which are identified as distinctive functional areas having their own particular issues and needs. These are led by six area based Community Regeneration Partnerships with different governance structures underlying an approach to placemaking considered to be a key spatial planning tool helping to deliver sustainable communities.

This Locality Plan provides detail on the priorities of the Whitehaven Locality Partnership.

1.1 WHITEHAVEN LOCALITY PARTNERSHIP

The Whitehaven Locality Partnership encompasses the largest population comprising the most number of wards (Bransty, Harbour, Hensingham, Hillcrest, Kells, Mirehouse and Sandwith wards) in comparison with other partnerships across Copeland including Distington and Howgate; North East Copeland; West Copeland; Mid Copeland and South Copeland. The area plan below shows the location of each of the Copeland Partnerships.

Figure 1: Copeland Partnerships



Geographically, the Whitehaven Locality Partnership covers the north of the Borough on the west coast of the county just outside of the Lake District National Park. It is almost equidistant between the county's two largest settlements Carlisle and Barrow-in-Furness and is served by the Cumbrian Coast Line and the A595 road.

Whitehaven is an unparished locality and has traditionally been divided into the main Town Centre and South Whitehaven areas. The Town Centre is the focus of major regeneration plans affecting the Borough as a whole while South Whitehaven has in the past, delivered several community led initiatives with the help of Single Regeneration Budget (SRB) and Neighbourhood Renewal Funding (NRF). The Whitehaven Locality is in a unique position and requires its Borough and County Councillors to work closely with community and business representatives in a way that may look quite different to other locality Partnerships.

The locality partnership for the area does not intend to replace direct consultation and engagement with the general public via joint Copeland Borough Council and County Council Council Neighbourhood Forums, yet can act as a lobbying and representation body on joint issues through two-tier local government working. By having a Partnership arrangement the community benefits from a strengthened voice. Locality working, when focused around the delivery of a plan, provides a structure to community development that focuses local volunteers, local community groups/organisations, local businesses and Borough and County Councillors around a common evidenced need which becomes integrated into Local Authority planning making it easier to draw down government or charitable funds.

In August 2013 the Whitehaven Locality Partnership resolved to meet on the third Wednesday of every second month to progress matters outlined in the Action Plan (see action plan under section 2.7). This was agreed in order to enable smaller task groups to meet in between Partnership meetings thus injecting greater momentum into individual projects.

1.2 WHITEHAVEN LOCALITY

Context

The Whitehaven Locality includes the principal town of Whitehaven and is centred around services, commercial activity, retailing, tourism and the nuclear industry. The Locality also comprises the wards of Bransty, Harbour, Hensingham, Hillcrest, Kells, Mirehouse and Sandwith and has a population of 25,116. Whitehaven is socially and economically diverse in that it is home to acute deprivation in close geographical proximity to some of the Borough's most prosperous neighbourhoods.

Whitehaven has been described as “...one of the 50 architectural gem towns” by the Council for British Archaeology however, a significant number of these ‘architectural gems’ are currently in poor condition making parts of the town centre appear dilapidated yet ripe for investment opportunities to take place. Beyond the traditional Georgian town centre of Whitehaven many of the residential areas comprise a mixture of traditional mine-worker housing estates and more recent 20th Century/Post-war development.

Economic History

The town grew into a major coal mining town during the 18th and 19th centuries and became a substantial commercial and successful major port trading in rum slavery but with trade declined rapidly in the 19th Century when ports with much larger shipping capacity, such as Bristol and Liverpool, began to take over the port's main trade however, Whitehaven did continue as a port for collier ships (bulk cargo ships designed to carry coal). The town's harbour eventually lost its last commercial cargo handling operation in 1992. The legacy of the mining industry remains not only in terms of recent heritage and interpretation initiatives but also visually through open space arising from former mining activity and related industrial property.

Development History

A masterplan for the harbour was prepared during the early 1990s with the objective of refocusing the town on a renovated leisure and fishing harbour. In 1998 Whitehaven was awarded a large lottery grant for regeneration of the harbour area for the

millennium, with the installation of the harbour lock gates, and restoration and improvements to the harbour area. This rejuvenation project enabled 100 more moorings within the marina. Further investment of an additional £5.5 million saw the development of a 40m high Crow's nest and a 'Wave light' feature.

Whitehaven Demographics

Some of Copeland's highest concentrations of deprivation are found within the Whitehaven locality particularly around issues relating to poor health, low educational attainment, and high levels of unemployment and crime.

Adult skill levels are relatively low in some areas with a high proportion of working age adults with no or low qualifications: Woodhouse/Greenbank is ranked third worst in Cumbria, Mirehouse West ranked fourth and Mirehouse North East ranked sixth.

Seven areas are ranked within the worst 30 per cent of areas in the country however three areas (Hillcrest South, Hillcrest North and the Highlands, Harras) are within the top ten areas of Copeland for adult skill levels.

Mirehouse West ranks third worst in Cumbria for educational attainment and 502nd nationally for children's educational deprivation with nine of the 18 areas in the worst 30 per cent nationally. In contrast, Hillcrest North is ranked within the top 25 per cent in the country.

A high proportion of residents claim benefits with two of the Locality's areas (Woodhouse/Greenbank and Mirehouse West) ranked as the two lowest areas in Copeland and in the worst 10 per cent nationally for income. This contrasts with Hillcrest North, Hillcrest South and Rannerdale/Aikbank which are the top three areas for income in Copeland and within the top two per cent nationally.

The ageing population has increased across the locality by almost 80 per cent in residents aged over 65 years, specifically in Hillcrest, from between 2001 and 2010.

The town centre is ranked seventh worst in Cumbria and 215th nationally for health deprivation. Seven of the 18 areas are within the worst ten per cent nationally.

Crime rates are among the highest in the county with Woodhouse/Greenbank ranked 15th worst in Cumbria and Mirehouse ranked 17th, although it is worth noting that Cumbria as a whole has some of the lowest crime rates in the UK.

Whitehaven Economy and Regeneration

The Locality is positioned within the nuclear industry and is considered to have a fair representation of national retailers according to the size of the town which are largely focussed within the main shopping area of King Street and Lowther Street. The town also has a significant number of independent retailers which, along with the distinctive layout and architecture, bring uniqueness to Whitehaven but also poses some barriers in terms of the size of units available. The town is the second most popular destination for food shopping in West Cumbria after Workington with three supermarkets within close proximity to one another. Vacancy rates have been a cause for concern within the Locality but the current Albion Square office development bringing an additional 1000 employees into the town centre is intended to encourage further investment into the area.

1.3 STRATEGIC CONTEXT

The Copeland Regeneration Framework identifies the need to enhance Copeland Towns and Villages. Whitehaven has a key role to play when taking into account its status as the main centre of population and commerce.

Priorities in the plan are based around the need to develop and maintain a high quality urban environment and increase the local employment infrastructure enabling private, public and third sector investment through brownfield and town centre development. The plan also recognises the need to increase the vitality of Copeland's cultural and heritage centres. The Regeneration Framework calls for partnership working to support local priorities and locally owned plans to ensure viable service centres for our rural and urban communities.

The Whitehaven Locality Plan intends to complement Copeland's Regeneration plan as well as Cumbria County Council's Copeland Area Plan 2012-2014 the latter which focuses on:

- Improving the local economy;
- Tackling inequalities in relation to poverty and health needs;
- Improving transport connections; and
- Delivering customer focused and efficient services.

The Locality Plan also intends to feed up into the Cumbria Local Enterprise Partnership (LEP) European Union (EU) & Structural Funds plan where the LEP will prioritise its activities around the three keys areas of:

- **Smart Growth:** concentrating growth on the knowledge-based sectors of our economy, ensuring high-value jobs in sectors which support the approach of smart specialisation.
- **Sustainable Growth:** which supports the principles of sustainable development, investing in low-carbon goods and services in a way which decouples economic growth from environmental damage and
- **Inclusive Growth:** which respects the need to engage all members of society ensuring that opportunities are available to all.

And will include priority sectors of:

- Advanced Manufacturing;
- Nuclear & Energy;
- Niche High Value Added Tourism & the Visitor Economy; and
- Developing the Value of and Growth in the Food & Drink Sector.

As the Whitehaven Locality Partnership is a community-led plan, it identifies priorities from the ground up which feed into the above regional priorities. Section 2.0 outlines these locally identified priorities.

2.0 PRIORITIES

The Partnership was asked to identify those community issues which they felt to be priorities across Whitehaven. The priorities identified in 2012 were grouped into six general areas of environment, regeneration, transport, tourism, young people and all underpinned by working in partnership within the community and across localities. The Locality priorities have been developed in consultation with Copeland Borough Council

and Cumbria County Council officers but are wholly driven by the Partnership, in Partnership and thus, both CBC and CCC remain impartial to the delivery of these priorities.

2.1 Partnership Working

The Partnership currently comprises a number of County and Borough councillors and officers. Following discussions in October 2013 the Partnership is keen to broaden membership to incorporate representation from all public, private and voluntary organisations in order to ensure that a greater scope of perspective is covered and to share expertise, knowledge and information effectively. This is intended to take place as of January 2014.

The Whitehaven Development Group will be re-established to help pick up momentum around economic investment in the Locality and it is considered that February 2014 is an opportune time in which to implement this group due to the introduction to a further 1000 Sellafield Ltd employees working in the town centre. With it's 'development' remit, the group will be made up of local business stakeholders and will act as a 'sub-group' of the Whitehaven Locality Partnership.

The Whitehaven Locality Partnership will also be represented on other groups such as Copeland Borough Council's Homelessness and Housing Forums, Whitehaven Town Team and the Community Governance Review Panel to ensure efficiently streamlined communication and partnership working.

2.2 Environment

The town is set on the back drop of an attractive coastal landscape, with high sandstone cliffs to the south and a rocky shoreline to the north, and is surrounded by a semi-rural landscape of open fields and woodlands to the north and east. The Locality includes part of the St Bees Head Site of Special Scientific Interest (SSSI), as well as a number of priority habitats and ancient woodlands.

Access to amenity greenspace across all settlement areas is adequate although the actual size and quality of accessible open spaces does vary. The character and quality of much of this greenspace is considered to be high, yet with potential for further attention in many cases.

Provision of outdoor recreational space located in the outlying settlements, such as Bransty and Kells, is of a lower quality than that found in the urban area. Play space is well dispersed and generally of reasonable quality, yet there are relatively few opportunities for teenagers which is why the Locality Partnership has also identified a priority dedicated to the wants and needs of young people.

Access to parks and gardens is restricted to a few areas of the more urban parts of Whitehaven, but which contain some very attractive spaces including St. Nicholas Church and Trinity Gardens, with the latter currently holding Green Flag Status. Castle Park is a traditional well maintained park which is well used by the local community and visitors to the area however there are continual concerns around litter in the form of empty alcohol bottles and dog fouling on the park which need to be addressed.

Whitehaven Locality is deficient in allotment provision overall and existing sites tend to lack the facilities generally expected on more modern allotments such as club houses, toilets etc. Bransty and Hillcrest wards are scarce in all types of open space apart from natural and semi natural green space.

Some areas of Whitehaven are subject to significant levels of flood risk. Tidal flooding poses the greatest threat to town centre locations including Strand Street, Market Place, Quay Street, Irish Street and Swingpump Lane, which are designated Zone 3a High Probability for flood risk. Intense rainfall events are likely to give rise to flash flooding, and insufficient sewer capacity.

Concerns exist among the Whitehaven Locality Partnership around the visual impact of litter, dog waste, seagulls and general reports of untidiness and commercial and domestic waste combined with lack of enforcement activity. Community groups such as Whitehaven in Bloom no longer exist and general grounds maintenance of amenity greenspace has been substantially reduced as a result of continued Government cutbacks.

Schemes are in place to counteract these concerns via the proposed Whitehaven Lengthsman Scheme hoped to be implemented in Spring/Summer 2014. This environmental programme intends to enhance the aesthetic nature of the Whitehaven

Locality as well as support a local social enterprise who will be delivering the programme. A full time post will be created along with an apprenticeship and volunteer opportunities throughout the two year project.

The Highways team at Cumbria County Council are embarking on early phases of the Streetscapes plan in Spring 2014 which intends to improve traffic flow around the town centre, remove unnecessary street furniture across the town and screen unsightly industrial/commercial bins from public view, all intended to further enhance the appearance and layout of the town centre. This initial phase of the Streetscapes plan has been able to commence in 2014 due to financial Planning Gain/Section 106 Contributions towards the infrastructure of Whitehaven as a result of the Albion Square office development. Refer to paragraphs 2.5 Transport & Highways for more information.

2.3 Regeneration

Regeneration activity in the town centre has taken momentum over the last year with physical development and refurbishment activity taking place including Albion Square (Office space for Sellafield employees) and the Heritage Lottery (HLF) Funded Townscape Heritage Initiative (THI) with the latter aiming to increase footfall and improve the appearance of some of Whitehaven's oldest shopping streets including Market Place, James Street and the lower end of Queen Street and Swingpump Lane. The Old Town Character Area has become marginal to the main retail and business districts and experiences limited footfall and profile from through traffic due to the decline in investment on the south west urban fringe. Under the THI scheme shop fronts will be replaced and, where possible, living accommodation will be re-instated in upper floors. Public space will also be given a makeover to remove street clutter and a key part will be the restoration of the dilapidated YMCA building on Irish Street.

Homelessness

There are a good number and range of community-based services for statutory homeless people in Copeland of which most are located in Whitehaven. There are also a reasonable number of accommodation-based services available to homeless people but many of which are some distance from Whitehaven. In particular, there is a lack of

accommodation for people aged over 25 with families and there are no women only accommodation-based services.

The Copeland Homelessness Strategy 2013-2018 focuses on tackling all forms of homelessness including statutory; street; single and hidden homelessness. The principle objectives of the strategy are to:

- reduce levels of homelessness in Copeland;
- prioritise the prevention of homelessness;
- ensure sufficient accommodation is available for homeless people in Copeland;
- ensure sufficient support (information, advice and assistance) is available to tackle homelessness; and
- ensure satisfactory resources are available for tackling homelessness.

The homelessness strategy holds a set of actions under each of the above objectives committed to establishing, monitoring, reviewing and up-skilling to prevent and decrease levels of homelessness activity across the Borough.

Housing

The Cumbria Housing Strategy 2006-2011 identifies 20 housing markets dispersed throughout the six district or borough councils in the county one of which is the Whitehaven and district housing market area, which includes the town of Whitehaven, the rural parishes around Whitehaven and Cleator Moor and Egremont.

In spring 2011 Copeland Borough Council launched Cumbria Choice, a new choice-based lettings scheme in partnership with all other Cumbria district councils and eight Registered providers. The advantages of the scheme include that all new tenants will have chosen the homes they live in on their own initiative yet there remains a need for additional affordable housing in the locality. The table below shows the annual affordable housing requirement in the Whitehaven and district housing market area by property size and designation (general needs/older person) from 2010/11 to 2014/15.

Table 1: Annual affordable housing requirements by sub-area, property size and designation (general needs/older person) 2010/11 to 2014/15

GENERAL NEEDS PROVISION		OLDER PERSON PROVISION	TOTAL	
1 or 2 bed	3+ bed	1 or 2 bed	Net	%
58	21	33	112	66.7

Source: (CBC, 2011)

The strategy states that there is a high dependency on social and private rented accommodation and a lack of good quality, desirable housing of choice. Extensive areas of social housing were constructed high up above the valley sides to serve major local employers in the 1950s and 1960s and these outlying, peripheral housing estates are today geographically isolated from the Locality's main services which are concentrated in the town centre below.

Demand for open market housing suggests that there is a gap in provision of detached and bungalow properties across Copeland particularly in Whitehaven. Copeland Borough Council Local Development Framework (LDF) 'Preferred Options settlement hierarchy' suggests the type and scale of housing development for Whitehaven and district as allocations in the form of estate-scale development if/where appropriate and initiatives for large-scale housing renewal; infill and windfall housing and larger sites will require a proportion of affordable housing. Furthermore, the LDF Preferred Options consultation document set out priorities for Whitehaven locality and place shaping activity to include:

- New build housing, with mix to include affordable, older persons and executive housing;
- Community facilities and services including hospital, schools and sports provision in Whitehaven;
- Provision of ten hostel bed spaces for young homeless people through supporting the proposed Whitehaven Foyer in its combination of housing for young people with on-site support, employment training and the development of life skills. This combination will enable them to seek, find and sustain independent living and jobs within the Copeland area.

The balance of development across Copeland has been proposed at 47 per cent in Whitehaven, ten per cent in Cleator Moor, ten per cent in Egremont, 12 per cent in Millom and 21 per cent in local centres. Whitehaven Locality Partnership is engaging with LDF and housing partners to influence the strategic priorities of the Copeland Borough Council's housing strategy along with the annual delivery plan.

2.4 Tourism

Tourism for Whitehaven and across Copeland is promoted by Copeland Borough Council, Cumbria Tourism, Western Lake District Tourist Partnership and visitor information can be accessed through associated websites and brochures. There is currently no Tourist Information Centre in Whitehaven as a result of government cutbacks but there are currently plans to house a similar service at Whitehaven Community Trust premises.

Whitehaven is the starting point of the popular 140 mile long C2C Cycle Route. The cycle route travels along the Whitehaven to Ennerdale Cycle path, through the Lake District and across to the remote North Pennines before reaching the north east coast.

Tourist attractions in Whitehaven include The Beacon museum which portrays the history of the town and its harbour, the Lowther family, the development of coal mining and its disasters and Whitehaven's ship building industry.

The Rum Story shows the story of the UK rum trade which originally centred in the port of Whitehaven and the former Haig pit was transformed into the Haig Colliery Mining Museum in 1997.

St Nicolas Church is home to an exhibition room in the Clock Tower and in the grounds are the remains of Mildred Gale who was the grandmother of George Washington, first president of the United States of America.

The Harbour is one of the town's biggest assets after Whitehaven was awarded a large lottery grant for the regeneration of the harbour area for the millennium which included installation of the harbour lock gates and restoration and improvement of the whole harbour area. The Hub and surrounding area on West Strand along the Harbour is also home to events such as Whitehaven Festival, Lakes Alive and Whitehaven Maritime Festival.

The Partnership seeks to drive the development of both leisure and business tourism activity in the Town Centre to coincide with 'tourism' as one of the Cumbria Local Enterprise Partnership (LEP) priorities and recognised as a key driver of economic growth. This is outlined in the Cumbria LEP EU Structural & Investment Funds Plan.

2.5 Transport & Highways

Parking and accessibility (particularly for pedestrians) have been identified through previous public consultations as issues for consideration and continue to be a concern for the Partnership. There is potential for further development of the evening and tourism economy through marketing/promotion activity and it is likely that the proposed development of a new transport interchange would assist with improving public transport facilities including increased bus services throughout Whitehaven and to include a service link to West Cumberland Hospital. Furthermore, although both Bransty and Corckle railways stations remain in operation with both sitting on the Cumbrian Coast Line running from Carlisle to Barrow-In-Furness, the Partnership recognises that both stations require substantial improvements which include increasing the frequency of the rail service to accommodate commuter travel, the evening economy and Sunday services to encourage further tourism activity.

In addition, it is felt that carriages should provide increased capacity for bicycles enabling more passengers to embrace sustainable travel to work arrangements and to attract a greater number of visitors to the C2C cycle route. There is a need for cycle storage units at or near the stations for cyclists to leave their bikes securely whilst they visit the town or local food establishments.

Speeding, volumes of traffic and traffic management were all common issues were raised by residents in each ward and concern also exists around the state of the local roads with particular regard to the condition of road surfaces. The Partnership would encourage improvements to the road at Thwaitville, adjacent to the High road to help develop the Whitehaven Relief Road and ease access to South Copeland which would, in turn, reduce congestion and travel times. Other suggested improvements include the Ginns site, Meadow View to Low road: the B5345 Whitehaven to St Bees. It is felt that this road needs to be widened or alternative parking for residents of Meadow View

should be provided to free the road of parked cars outside the residences. This would reduce bottle-necks and carbon dioxide emissions from idling cars thus improving vehicle efficiency. It would also contribute to reducing pollution in the atmosphere through toxic tailpipe emissions.

For pedestrians, footpaths, pavements and pathways throughout the housing estates are generally in poor condition and work is required to repair many of these pathways returning them to serviceable and safe use. Furthermore, it is felt that a pavement or footway should be introduced to prevent people walking on the road between Main Street and Sandwith Village, up to High road. And a new footpath from the retail park on Preston Street through to Howgill Street is sought after in Harbour Ward. The Partnership feels that such improvements could be undertaken under an environmental programme for the town such as a 'Lengthsman' Scheme.

2.6 Young People

The previous Whitehaven Locality Partnership Plan dated August 2012 showed the action plan addressing children and young people and listed a number of priorities for the Partnership to help deliver. These range from maximising school receipt of Pupil Premium linked with free school meals to engaging with the Whitehaven Harbour Youth Project and enhancing opportunities for young people.

The revised action plan seeks to identify and deliver a smaller number of achievable actions which support the priorities of young people themselves and will be identified through discussions with The Whitehaven Harbour Youth Project, The Whitehaven Youth Forum and the Copeland Youth Council.

An example of a development underway which addresses the needs of young people is the Whitehaven Community Foyer under the THI scheme, which will provide accommodation and support services for young people aged between 16-25 who have been homeless, who are vulnerable, lacking in life skills and who have left school with few qualifications. The foyer will be located at the former YMCA building on Irish Street, currently an empty Grade II Listed building.

2.7 Action Plan

This revised action plan captures some of the priorities above within a broader sphere of activity to encourage SMART outputs: **S**pecific, **M**easurable, **A**ttainable, **R**elevant, **T**ime-bound.

Action	Reference in Plan	Milestones	Lead Partner	Delivery Partners	Target Date
Partnership working					
Establish and develop a strong and representative locality partnership for the Whitehaven wards which underpins the principles of the Whitehaven Locality Plan.		Broaden membership of the Whitehaven Locality Partnership	Whitehaven Locality Partnership	Whitehaven Locality Partnership and external organisations	On-going
Support the development of establishing a Town Council for Whitehaven to help provide and support investment.		Continue discussions with CBC's Democratic Services and encouraged imminent action on the development of a Town Council for Whitehaven	CBC	Whitehaven Locality Partnership, CBC, CCC	2015/16
Environment					
Develop a Lengthsman scheme to cover environmental works across the seven wards of Whitehaven. Activity to include repair of footpaths, planting, pruning, litter picking		Develop a programme, agree an accountable body, secure funding, implement scheme and engage volunteers and an apprentice.	Whitehaven Lengthsman Scheme Task Group	Whitehaven Lengthsman Scheme Task Group and an external environmental works provider (tbc)	Spring/Summer 2014
Seek to develop additional allotment provision to help		Liaise with Environmental Services CBC to instigate scope	Whitehaven Locality Partnership	Whitehaven Locality Partnership, CBC, CCC, Groundwork,	2015/16

Action	Reference in Plan	Milestones	Lead Partner	Delivery Partners	Target Date
improve and develop skills, promote community cohesion and help tackle obesity		for additional allotment provision. Enlist physical support from community or volunteers.		Community	
Regeneration					
To identify local growth priorities for Whitehaven through the Whitehaven Growth Task Group - to include developing the business offer to encourage further investment in the town centre.		October Task Group January Conference – Localities wide.	Whitehaven Local Growth Task Group	Whitehaven Growth Task Group, Whitehaven Locality Partnership, CBC Regen, CCC	October 2013/January 2014.
Town Centre Regeneration through OUR Coastal Programme. To incorporate zoning of the town centre: commercial, retail, heritage and cultural.		Write and submit invitation to tender brief and develop a fundraising strategy.	CBC Regeneration	CBC Regen, Whitehaven Locality Partnership, CCC (Highways), The Beacon.	2013/2014
Transport					
Revisit Streetscapes to help improve pedestrian access and enhance the town centre as a visitor destination.		Invite updates from CCC at various Whitehaven Locality Partnership meetings.	Highways Team – CCC and Whitehaven Locality Partnership	Highways Team at CCC, Whitehaven Locality Partnership, CBC, External partners	2015/16

Action	Reference in Plan	Milestones	Lead Partner	Delivery Partners	Target Date
Whitehaven Transport Interchange.		Continue to lobby for the development of a transport hub.	Whitehaven Locality Partnership	Whitehaven Locality Partnership, CBC, CCC	On-going
Tourism					
Develop awareness of the C2C Cycle Network in Whitehaven.		Strengthen awareness of the C2C Cycle Network in Whitehaven to encourage visitors to embark on overnight stays in Whitehaven	Whitehaven Locality Partnership	Whitehaven Locality Partnership, CBC Regen Team, CCC, Cumbria Tourism	2015/16
Lobby to improve the Whitehaven's Town Centre shopping offer.		Identify number and type of town centre businesses. Identify gaps. Introduce a retail offer that caters for all income levels.	Whitehaven Locality Partnership	Whitehaven Locality Partnership, CBC CCC Cumbria Tourism, external partners	On-going
Young People					
Continue to work with partners to support the delivery of young people's key priorities.		Identify priorities through discussion with youth agencies covering the Whitehaven area.	Whitehaven Locality Partnership with youth agencies.	Whitehaven Locality Partnership, Whitehaven Harbour Youth Project, Whitehaven Youth Forum, Copeland Youth Council, CBC, CCC	On-going
Engage young people in community activity such as litter picking or other environmental		Identify problems areas. Work with the Youth Regeneration & Development Officer at	Whitehaven Locality Partnership	Whitehaven Locality Partnership with CBC and the Harbour Youth	On-going

Action	Reference in Plan	Milestones	Lead Partner	Delivery Partners	Target Date
improvement work.		CBC to engage the Harbour Youth Project.	CBC Regeneration Team Harbour Youth Project	Project.	

3.0 CONCLUSION

The Whitehaven Locality Partnership revisited priorities at October 2013's Partnership meeting and opted to work with the same priorities as identified in the original Locality Plan. These priorities remain relevant and at the top of the agenda for the Whitehaven Locality Partnership and include, first and foremost, Partnership working, followed by environment, regeneration, tourism, transport and highways and young people.

3.1 Monitoring and Evaluation

The action plan will be revisited on a quarterly basis to monitor progress made and to make any amendments according to changes of circumstances. For example, the content of some plans may take on a different direction based on a change in Partnership priorities.

Similarly, if the Locality Partnership feels that additional actions should be added to the plan, these will be included according to these 'monitoring and evaluation' procedures.

As achievements are made and any actions complete they will be celebrated at Partnership meetings and added to the 'achievements' section under 3.2 below as a means to recording progress made along the lifetime of the Locality Partnership.

3.2 Achievements

Whitehaven in Bloom activity

There has been an improvement within the local community through Whitehaven in Bloom activity. The Whitehaven in Bloom Group was formed in the latter part of 2000 and has been successful in achieving awards both in Cumbria and Copeland in Bloom each year but has since disbanded. A proposed environmental programme for the town centre is hoped to build on the success of the Whitehaven in Bloom group.

Yet to complete – awaiting feedback