

Tackling inequality

We aim to reduce poverty and support people facing financial difficulties

- **Supporting people to deal with money problems** by working with partners such as Allerdale Credit Union to promote safe credit sources
- **Helping to create more affordable housing** where it is needed most across the borough, for example through Community Land Trusts or using our own assets or land, and by bringing empty properties into affordable homes
- **Giving people skills, education and employment opportunities** to help them improve their future, in particular through targeted community development projects in Workington and Maryport
- **Helping those most in need** by improving benefits processing times and supporting residents to claim the benefits they are entitled to through targeted campaigns
- **Continuing to pay the Living Wage** and encourage contractors and local businesses to do the same
- **Helping residents save on their energy bills** by running the Big Allerdale Switch and providing householders with advice and signposting energy saving initiatives

Enhancing our towns

We aim to create thriving towns that are attractive and welcoming and retain their distinctive characters

- **Assisting and supporting businesses** by developing a new business welcoming and aftercare service
- **Encouraging thriving and vibrant towns** by delivering our town centre plans; promoting festivals and events to encourage more people into our towns; supporting local markets; and promoting the unique identities and assets of our towns
- **Making our towns attractive and welcoming** by taking action on derelict and empty properties; carrying out town centre clean-ups; and supporting the development of transport hubs

Creating a sustainable business

We aim to develop a commercially focused organisation committed to delivering high quality, sustainable services to the people, communities and businesses of Allerdale

- **Providing great services to people and communities** by delivering 'right first time'; improving our website; and reviewing how we provide services in our seven areas
- **Getting the best value goods and services** by improving our procurement and commissioning processes; reviewing the top 10 spend areas for the Council; and re-negotiating all of our current contributions with voluntary sector partners
- **Thinking and acting more like a business** by seeking opportunities to increase our income, for example from our existing trading services, or by selling new services
- **Running an efficient and effective council** by implementing more flexible and mobile working across the Council to improve efficiency and deliver savings; and delivering our ICT strategy and action plan to provide more effective support services
- **Developing our people** by delivering our Workforce Development Plan

Strengthening our economy

We aim to create a strong, sustainable and vibrant local economy and create jobs

- **Improving skills and education to enable businesses to recruit suitably skilled staff** by increasing the number of work placements and apprenticeships offered by the Council and local businesses and; by working with partners to develop skills strategies; and by working with local partners and businesses to support skills development and raising attainment and aspiration
- **Encouraging business growth** by developing our assets through the Allerdale Investment Partnership to support the creation of jobs; further developing Lillyhall as a strategic employment site; engaging in the development of the Centre of Nuclear Excellence concept; and supporting enterprise and innovation
- **Improving infrastructure** by continuing to support the development of the Port of Workington and surrounding area; developing proposals for Council-owned land to encourage inward investment; lobbying for road and rail upgrades; and enabling the delivery of superfast broadband on employment sites
- **Supporting the development of renewable energy** through a district heating scheme, a scheme to generate energy from waste and supporting coastal energy schemes
- **Encouraging tourism** to bring more visitors and business to the borough through our own tourism destinations and environmental heritage and continued support to partner organisations
- **Supporting the development of more homes where they are needed** by looking for opportunities to develop key worker housing for the health and nuclear sectors; and aspirational housing where appropriate in line with our Local Plan

Improving health and wellbeing

We aim to help people live healthy and active lives and reduce health inequalities

- **Helping to make sure that people have access to high quality healthcare** by working for the retention of full services at our hospitals and supporting the Health Service in recruitment of key workers by showcasing the benefits of living in Allerdale
- **Working to create healthier communities** by engaging with partners through the Allerdale Health and Wellbeing Forum on identified target areas of ageing well, mental wellbeing, obesity, smoking and alcohol issues
- **Providing access to quality leisure and cultural activities** through our leisure centres, theatres and museums; and improving access by delivering our Leisure Strategy action plan for the borough
- **Maintaining a safe and clean environment** by working with local communities to improve and manage our built environment and open spaces and making sure that we have good environmental quality, for example by ensuring a safe standard of bathing waters
- **Ensuring access to suitable and safe housing** by helping to increase the provision of extra care housing and by promoting the Cumbrian Landlord Accreditation Scheme to help raise the standard of privately rented homes
- **Protecting and promoting health and wellbeing** through advice, licensing and enforcement work; and setting an example as an employer by promoting the health and wellbeing of our employees

Making Allerdale a great place to live, work and visit