

Eden District Council
Finance Scrutiny Committee
12 July 2022

Inspiring Eden Project

Portfolio:	Economy & Enterprise
Report from:	Assistant Director Development
Wards:	All Wards
OPEN PUBLIC ITEM	

1 Purpose

- 1.1 Finance Scrutiny Committee have asked to scrutinise the Inspiring Eden Project.

2 Recommendation

- 2.1 It is recommended that the Committee review the Inspiring Eden Update Report provided to Cabinet for their meeting on 27 June and raise any questions they have for consideration and response.

3 Report Details

Background

- 3.1 On 27 June 2022, Cabinet considered an update report on Inspiring Eden, this is attached at Appendix 1. They will also consider an update report at the Cabinet meeting on 19 July 2022.
- 3.2 The Inspiring Eden Programme seeks to support local businesses and drive economic prosperity in the area. It aims to do this by bringing together considering 14 workstreams (including Business Support; Sector Plan Rural Economy; Town Centre Plans; A66 Dualling). Each workstream will have its own vision brought together under one vision of rural excellence and with funding sought under the programme as a whole.

Funding Stream Opportunities

- 3.3 As part of the funding of Corporate Priorities in 22/23, the council approved a budget of £760k for the Economic Development Framework in 22/23 through the approval of the Quarter 2 Monitoring, Revised Budget and MTFP approved by Council on 25 November 2021 (£20k also approved for 21/22).
- 3.4 EDC has an opportunity to draw down its share of the UK Shared Prosperity Fund of £1,990,203 on submitting an investment plan by 1 August 2022.
- 3.5 EDC has the opportunity to bid for round 2 of Levelling Up Fund by submitting a bid by 6 July 2022. The bid is expected to be around £8m.
- 3.5 Through the Borderlands Inclusive Growth Deal, £50m has been committed by UK and Scottish Governments to the Borderlands Place Programme. This will target investment in places that will help boost economic activity across

the region and recognises the importance smaller rural market towns – like Penrith – play in the local economy. EDC are working with a range of local and strategic partners to develop the Penrith Town Plan. The next step will be to develop an investment plan to seek draw down of funding from the Growth Deal. This is expected to be around £3m.

Current Strengths/Opportunities of the Programme

- 3.6 EDC is currently developing a comprehensive pipeline/programme of projects to put Eden in a strong position going into Westmorland and Furness Council.
- 3.7 The bringing together of projects under the umbrella of Inspiring Eden Programme has created a strong policy position which is gaining momentum
- 3.8 There is a strong emerging pipeline and interest from local and strategic partners demonstrated via Inspiring Eden's Expression of Interest process where we have received 105 expressions of interest so far.

Current Challenges of the Programme

- 3.9 The Capability and Capacity within EDC to secure funding and develop and run projects (against ambition) within the timeframes of LGR is restricted due to the resources levels especially on the project delivery side.
- 3.10 The Programme works across a very complex landscape, especially working jointly with LGR partners.
- 3.11 Potential loss/lack of focus on economic development agenda post LGR.

Compliance with Prospectus

- 3.12 A prospectus covering the whole of the Inspiring Eden Programme has been published and can be found at Appendix B.
- 3.13 To ensure compliance with the prospectus the following governance arrangements have been put in place:
 - a) Regular reviews against an Inspiring Eden Monitoring Framework (based on workstreams) with the Portfolio Holder
 - b) Regular updates to Cabinet seeking decisions as required
 - c) Monthly reviews with partners via various working groups
 - d) Development of an Economic Development Service Plan (currently a working draft) to drive and focus individual and team work around Inspiring Eden's work streams

4 Policy Framework

- 4.1 The Council has four corporate priorities which are:
 - Sustainable;
 - Healthy, safe and secure;
 - Connected; and
 - Creative
- 4.2 The Inspiring Eden report itself will meet all four corporate priorities, however the purpose of this report is to scrutinize the financial elements and hence meets the sustainable corporate priority.

5 Consultation

- 5.1 The Portfolio Holder for Economies and Enterprise have been consulted on the report to Cabinet and Cabinet have received regular updates on the Inspiring Eden Programme.

6 Implications

6.1 Financial and Resources

- 6.1.1 Any decision to reduce or increase resources or alternatively increase income must be made within the context of the Council's stated priorities, as set out in its Council Plan 2019-2023 as agreed at Council on 7 November 2019.
- 6.1.2 There are no proposals in this report that would reduce or increase resources.
- 6.1.3 The nature of this report is to provide scrutiny on the financial matters of the Inspiring Eden Programme.

6.2 Legal

- 6.2.1 There are no legal implications of this scrutiny report.

6.3 Human Resources

- 6.3.1 There are no human resource implications to this scrutiny report.

6.4 Environmental

- 6.4.1 There are no environmental implications to this scrutiny report.

6.5 Statutory Considerations

Consideration:	Details of any implications and proposed measures to address:
Equality and Diversity	No implications.
Health, Social Environmental and Economic Impact	No implications.
Crime and Disorder	No implications.
Children and Safeguarding	No implications.

6.6 Risk Management

Risk	Consequence	Controls Required
Risk that the opportunities available to EDC are not maximised	EDC are not successful in receiving funding	The Inspiring Eden programme has sufficient resource to bid/apply for the funds available. Cabinet received regular reports on the progress of the programme.
Risk that the funding	The funding is allocated	Members approve the

Risk	Consequence	Controls Required
available to EDC is not utilised in the best manner for the community	to projects that do not maximise the benefit to the community	allocation of funds received to projects meeting criteria that maximise the likely benefit to the community.

7 Other Options Considered

7.1 No other options were considered.

8 Reasons for the Decision/Recommendation

8.1 To ensure financial scrutiny of the Inspiring Eden Programme.

Tracking Information

Governance Check	Date Considered
Chief Finance Officer (or Deputy)	N/A
Monitoring Officer (or Deputy)	N/A
Relevant Assistant Director	1 July 2022

Background Papers: Inspiring Eden Webpage: <http://investineden.co.uk/why-eden/inspiring-eden/>

Appendices: Appendix A - Inspiring Eden – Update Report to Cabinet on 27 June 2022

Appendix B - Inspiring Eden Prospectus

Contact Officer: Greg Macdonald, Interim Economic Development Manager

Report No: DCE34/22

Eden District Council

Cabinet

27 June 2022

Inspiring Eden – Update

Portfolio:	Economy and Enterprise
Report from:	Assistant Director Development
Wards:	All Wards
OPEN PUBLIC ITEM	

1 Purpose

1.1 The purpose of this report is to present, for noting and approval:

- Updates on consultations on four Inspiring Eden work streams prospectuses (Visitor Economy, Business Support, Business Charter and Rural Economy) as the basis for producing the final versions for publication.
- An update on Inspiring Eden Expressions of Interest process and next steps.
- Proposal for inclusion in the Inspiring Eden Levelling Up Fund (LUF) Round 2 bid as the basis for finalising a bid for submission on 6 July 2022.
- An update on the Eden Investment Plan to draw down Eden's share of the UK Shared Prosperity Fund (UKSPF - £1,990,203) as the basis for submission on 1 August 2022.
- Governance arrangements for Inspiring Eden to enable sign off for LUF and UKSPF investment plan as required by Government guidance.
- Penrith Local Cycling and Walking Infrastructure Plan.
- Extension of contract limit for current Inspiring Eden Project Management Consultant.

1.2 The Report also provides a progress update on the Inspiring Eden Delivery Programme and associated activity.

1.3 As well as driving local economic recovery and prosperity Inspiring Eden will ensure Eden District Council is well placed to shape the economic policy focus and associated work streams as part of both the local government reorganisation process across Cumbria and the national review of local enterprise partnerships.

2 Recommendations

It is recommended that:

1. The updates to the work stream prospectuses, as detailed in Section 3.2 of this report, are approved with authority delegated to the Assistant

- Director Development, in consultation with the Portfolio Holder for Economy and Enterprise, to finalise the documents ready for publication.
2. The proposal for inclusion in the Inspiring Eden Levelling up Bid, as detailed in Section 3.4 of this report, is approved with authority delegated to the Assistant Director Development, in consultation with the Portfolio Holder for Economy and Enterprise, to finalise and submit the Bid by the deadline on 6 July.
 3. Progress on the development of the Inspiring Eden UK Shared Prosperity Fund Investment plan, as detailed in Section 3.5 of this report, is noted and authority delegated to the Assistant Director Development, in consultation with the Portfolio Holder for Economy and Enterprise, to finalise and submit the investment plan by the deadline on 1 August.
 4. The governance arrangements for the Inspiring Eden UK Shared Prosperity Fund and Levelling up proposals, as detailed in Section 3.6 of this report including the nominations of members to represent the Council, are approved.
 5. The Penrith Local Cycling and Walking Infrastructure Plan, as detailed in Appendix 3 to this report, is endorsed with authority delegated to the Assistant Director Development, in consultation with the Portfolio Holder for Economy and Enterprise, to agree Eden District Council's input into the finalisation and delivery of the Plan.
 6. Agree a contract extension of up to a further £30,000 beyond the current £60k limit for the current Inspiring Eden Project Management contract.

3 Report Details

3.1 Inspiring Eden Work Stream Prospectus Consultation

3.1.1 Inspiring Eden is being developed around the following family of documents (which can be added to if /as required):

- **State of the District Report** – To be produce in autumn 2022
- **Economic Prospectus** – Published in January 2022
- **Work Streams Prospectuses** – To be produced through 2022
- **Annual Economic Report** – To be produce in autumn 2022

3.1.2 Inspiring Eden has established a clear policy position and direction of travel to galvanise the Council and it partners behind their collective response to current economic factors with a particular focus on the impact of the pandemic, Brexit, emerging national rural and environmental agendas and the opportunities presented in shaping an economy underpinned by decarbonisation. The flexibility of this approach will enable the policy focus and direction of travel to pivot as required to unlock the full potential of local and strategic capacity, capability and associated resources. It will also provide a clear direction for the new unitary authority in respect of economic development ambitions for Eden which could be applied on the wider geography of the new authority.

3.1.3 Inspiring Eden will support delivery of the Council's Corporate Plan, other relevant policies (such as the local plan) and the Local Industrial Strategy as well as national agendas regarding productivity, entrepreneurship and rebalancing the economy along with best practice around economic development.

3.2 Inspiring Work Stream Prospectuses

3.2.1 Consultations has been undertaken for the following four Inspiring Eden work stream prospectuses:

- Visitor Economy
- Business Support
- Business Charter
- Rural Economy

3.2.2 Given the extensive stakeholder engagement already undertaken before this final round of consultations, the main thrust of responses was support and the need to focus on delivery. The only substantive proposed change is to embed the emerging Rural Enterprise, Arts and Culture Hub (REACH) theme across all Inspiring Eden policy and delivery documents. This theme has emerged from discussions around LUF, the ambition to unlock the full potential that arts and culture can bring to driving enterprise and entrepreneurship and contribute to achieving rural excellence. It is considered that this focus will help Eden stand out as a district at the forefront of grasping the levelling up challenges and opportunities facing rural communities and economies.

3.2.3 It is proposed that the Inspiring Eden Enterprise Hub (detailed in 3.4 below) is developed as a platform for delivering REACH and, for this reason, is recognised as a priority project and catalyst for achieving and driving forward the ambitions set out in the Inspiring Eden Economic Prospectus and associated work streams.

3.2.4 The other work stream prospectuses will be produced over the coming months and presented to Cabinet for approval following consultation.

3.3 Update on Development of Inspiring Eden Levelling Up Programme

3.3.1 To date 96 Inspiring Eden Expressions of Interest (EOI) have been received which are currently being evaluated to help develop a comprehensive pipeline and programme of projects to:

- Inform the LUF Round 2 Bid – Analysis has highlighted that only the REACH Inspiring Eden Enterprise Hub met all the necessary criteria (especially with regards to deliverability) – see Section 3.4 below;
- Inform the production of the UKSPF Investment plan over the coming weeks around a range of interventions; see Section 3.5 below. This will include working in partnership with South Lakeland District Council, Barrow Borough Council and Cumbria County Council to develop a joined up approach;
- Inform the production of other bids and investment plans including the current Borderlands Inclusive Growth Deal for Penrith; and

- Produce an Inspiring Eden Levelling Up Prospectus to describe and present the overarching Inspiring Eden Programme and how the EOIs will be moved forward to support project development and delivery.

3.3.2 The evaluation of the EOIs will include an assessment of each project against strategic fit, value for money and deliverability along with a recommendation as to next steps which will include (not an exhaustive list):

- Being invited to complete a full application towards being considered for inclusion in funding bids or investment plans;
- Signposting to existing programmes to seek support e.g. Greening Eden Business Grants, Inspiring Eden Apprenticeship Grants and Inspiring Eden Welcome back Fund;
- Provision of project support to develop the project to a position where it could be considered ready for completing a full application; and
- Consideration for new local government arrangements post 1 April 2023.

3.4 Inspiring Eden Levelling Up Fund (LUF) Bid

3.4.1 Following an assessment of current proposals via the Inspiring Eden Expression of Interest process, the focus for the Inspiring Eden Levelling Up Bid will be REACH and the Inspiring Eden Enterprise Hub (IEEH), which will form the basis of a final bid for submission by 6 July 2022. The total value of the bid is £8 million with £7.2 sought from the LUF with the remainder being met by the landowner and the existing Inspiring Eden budget.

3.4.2 The IEEH will be a purpose built state of the art modern enterprise facility providing a mix of office, studio, workshop and collaborative spaces and strategically located north of Penrith at the junction of the A6 and B5305 leading to Junction 41 of the M6; see Appendix 1 for location of site. It will be built to the highest sustainability standards and provide an exemplar for commercial development across the wider area. A full feasibility study is underway and will be completed in time to support the bid. Initial analysis (which will be firmed up over the coming weeks) indicates that the key elements of the IEEH will include:

- Easy in/out terms to support new business start-ups and business acceleration across all sectors with a particular focus on creative, arts, and knowledge based businesses all driving rural excellence across Eden and the wider economy, generating up to an estimated 80 new businesses, 500 new jobs and £20m of economic benefits in the first 10 years of operation;
- A hub for local business support services from which to consolidate the existing offers and provide targeted outreach support to a range of locations across the whole district, thereby maximising the impact of business support to drive levelling up, economic recovery and prosperity;
- A live demonstration project to provide a living lab on how to shape and deliver strategic projects to drive economic recovery and prosperity in a rural economy;
- A collaboration space for nurturing cross sector and academia / business working to unlock the full potential of knowledge exchanges and transfers;

- A landing pad for inward investment to provide a base for forward teams to locate and plan and deliver the required accommodation, support and infrastructure required; this could be either on the same site as the Inspiring Eden Enterprise Hub or other sites across the district; and
- Providing a strategic hub to support the work of Lancaster University, the University of Cumbria and other academic research organisations in developing the opportunities offered by the M6 Cyber and Digital Corridor.

3.4.3 Discussions with the land owner Rayner Rowen Construction are well advanced and they have committed to providing the 2 acres required for the development of the IEEH. The partnering arrangements will be confirmed over the coming months ready for mobilisation this autumn; this will include exploring the option of EDC acquiring the site. The indicative timeframe for project development and delivery, subject to the outcome of LUF bid, is as follows:

- **April to July 2022** – Development of concept and submission of LUF bid
- **July to October 2022** – Confirmation of the position of the land with Rayner Rowen Construction and development of mobilisation timetable
- **September to November 2022** – Appointment of Project Manager/ Quantity Surveyor consultants to act as EDC's agents
- **November to February 2023** – Appoint of delivery team (Architect, Structural and Civil Engineer & Principal Designer)
- **February to September 2023** – Securing detailed planning permission
- **May to October 2023** – Procure main contractor
- **October to March 2024** – Procure operator
- **November 2023 to October 2024** – Construction
- **October to March 2024** – Procure contractor
- **December 2024** – Open

3.4.4 The bid will need to be signed off by the local and strategic partners which will be done via the Inspiring Eden governance arrangements which are currently being put in place; see section 3.6 below.

3.5 Inspiring Eden UK Shared Prosperity Fund Investment Plan

3.5.1 Eden's UKSPF investment plan will be developed around the following key themes as detailed in Government Guidance:

- Community and Place
- Supporting Local Business
- People and skills

3.5.2 The detailed interventions will be worked up in more detail as part of the final Investment Plan following the full assessment of the Inspiring Eden Expressions of Interest.

3.5.3 The investment plan and associated proposed interventions are being developed in partnership with Barrow Borough Council, South Lakeland District Council and Cumbria County Council so as to develop a common approach and enable a smooth transition as part of the local government reorganisation process. It is important to note that each district council will still

produce their own investment plan. To aid this common approach all three councils have agreed to appoint the same consultants (Hatch) to coordinate their respective plans.

- 3.5.4 The investment plan will need to be signed off by the local and strategic partners which will be done via the Inspiring Eden governance arrangements which are currently being put in place; see section 3.6 below.
- 3.5.5 Once the investment plans and associated interventions are developed, they require approval from by the respective Cabinets and the Westmorland and Furness Shadow Authority; EDC Cabinet will be on 19 July and the W&F Council meeting will be on the 22 July in time for submission of the final plans by the 1 August deadline. Following submission, work will begin to put in place the mechanisms to identify and secure delivery partners to drive implementation. Government guidance suggests this can be done via a combination of commissioning, procurement and in house provision. It is currently envisaged that for the most part a commissioning approach will be adopted; this will be confirmed within the final investment plans.

3.6 Inspiring Eden Governance Arrangements

- 3.6.1 It is important that proposals developed via the LUF, UKSPF and other initiatives such as Borderlands are considered and shaped by local and strategic stakeholders and, although approved via the local authority, are also signed off by representatives from local and strategic partners (this is stipulated in Government Guidance for the UKSPF).
- 3.6.2 Appendix 2 details the current governance arrangements including proposals (with draft terms of references for Programme Board) for new boards including:
 - An Inspiring Eden Programme Board made of EDC members to ensure member oversight of emerging Eden programme and projects.
 - A Strategic Oversight Board (covering Eden, South Lakes and Barrow) which will include a number of local and strategic representative from across all sectors.
- 3.6.3 Given the position of local government reorganisation it is proposed that this Strategic Oversight Board is convened at Westmorland and Furness level to support a cohesive approach and smooth transition post vesting day.
- 3.6.4 To support these governance arrangements members are asked to nominate the Leader and Deputy Leader (and any other members as appropriate) as EDC representatives on the Programme and Strategic Oversight Boards.
- 3.6.5 It is important to note that these emerging bids and plans will also need to be considered by the Westmorland and Furness Shadow Authority; these arrangements are currently being considered and put in place.

3.7 Penrith Local Cycling and Walking Infrastructure Plan

- 3.7.1 Appendix 3 details the Penrith Local Cycling and Walking Infrastructure Plan (2022 – 2037) as the basis for endorsement. The key points to note are:
 - The Cumbria Transport Infrastructure Plan (2022 – 2037) sets out the strategy for Active Travel in Cumbria which includes the development of

Local Cycling and Walking Infrastructure Plans (LCWIP). The Council has committed to the development of a series of LCWIP. The methodology for LCWIP is developed by the Department for Transport (DfT) as part of the national Cycling and Walking Investment Plan. DfT funding for local cycling and walking schemes will be dependent upon the schemes inclusion in a LCWIP, with infrastructure to be designed in line with the DfT Cycle Infrastructure Design guide issued in July 2020.

- The LCWIP for Penrith, outlines the network of key cycling and walking routes in the district. The focus of the Penrith LCWIP is the improvement of routes used for everyday shorter journeys, such as to work, school or the shops. It aims to identify good quality infrastructure that connects the places people need to get to, in a coherent, direct, safe and attractive way.
- Recognising that it is not always possible to connect everywhere and that funding for delivery needs to be secured, the Penrith LCWIP focuses on the routes where the most benefits can be realised. Support for walking and cycling infrastructure usually increases further once it is built and people are using it. Over time these priorities can be built on to deliver a more extensive network to encourage and support a step change in the number of people cycling and walking.
- The Penrith LCWIP is a not a funded plan however, having an LCWIP in place will put the Council in the best possible position to secure future funding for the delivery of improvements.
- Public consultation on the draft LCWIP proposals was undertaken in July and August 2021. During this consultation the draft priority network for cycling was presented. Feedback was sought on the existing barriers to cycling and walking and what improvements could be made to encourage more everyday short journeys to be undertaken by active travel. The consultation received a total of 209 questionnaire responses. Through the consultation it was established that 91% of respondents welcomed more money being spent on cycling and walking in Penrith and 57% felt the proposals in the Penrith LCWIP would encourage them to cycle or walk more often.
- A second round of public consultation took place in February 2022, presenting the updated priority cycling and walking networks reflecting the feedback received in the first consultation. 58 responses were received, showing the same strong desire for future investment in cycling and walking infrastructure.

3.8 Inspiring Eden Project Management Support Contract

- 3.8.1 Approval is being sought to extend payments by up to £30k beyond the existing limit of £60k for consultancy support for the Inspiring Eden delivery programme. This support was initially contracted in February 2021 to support COVID grant delivery and has been extended on 4 times to continue this support and help drive the design and development of the Inspiring Eden programme. Further support is critical for designing, developing and driving the Inspiring Eden Delivery Programme up to 31 March 2023.

3.9 Inspiring Eden Delivery Programme Progress Update

3.9.1 The key updates on the Inspiring Eden Delivery Programme are as follows:

- **Business Support** – Business support continues with a range of offers to meet the current and emerging needs of businesses with a particular focus on free memberships for business networks and targeted support for new start businesses. A successful Inspiring Eden Business Breakfast event was held jointly with the Cumbria Chamber of Commerce on 27 May as the first in a series of events over the coming months.
- **Sites and Premises** – Work is underway to assess the viability of developing a strategic employment site around junction 41 of the M6. This is being complemented by feasibility work for the provision of an Inspiring Eden Enterprise Hub (as mentioned above as part of REACH) to nurture and support local enterprise and entrepreneurship across all sectors with a focus on knowledge transfer between sectors.
- **Rural Economy** – Work is underway with the Farmers Network to deliver the Inspiring Eden Farmers Support and Advisory Service to provide bespoke and 1-1 assistance to local farmers.
- **Visitor Economy** – The Eden Tourism Network continues to support local visitor economy in addressing issues around recruitment and developing and promoting the local offer.
- **Skills and Employment** – The Inspiring Eden Apprenticeship scheme continues to be utilised by local business to help develop the local workforce. The Inspiring Eden Youth Hub is going from strength to strength in supporting local vulnerable young people back into training and employment.
- **Town Centres** – Work continues with a range of local partners to develop local initiatives to support the recovery of all of our local town centres. This includes a number of new markets across the district, improvements to buildings including, for example, the Moot Hall in Appleby and scoping an Inspiring Eden Hub in New Square Penrith.
- **Creative Industries** – Work is underway to drive a range of arts and culture activities across the district to unlock the full potential of local business and communities. Initial focus includes working with the Shakespeare Globe to provide a performance of their production of Julius Caesar at Penrith and Kirkby Stephen as the basis for follow on workshops in local schools and with local businesses.
- **Connectivity** – Work is underway across all areas to consider connectivity issues as the basis for developing and driving forward a range of projects with a particular focus on improving car parking provision, cycling, walking and access to broadband (noting focus on Penrith LCWIP as part of this report).
- **Circular Economy** – The roll out of the Green Eden Businesses continues with grants being offered to local businesses to assess their carbon footprints as the basis for developing and delivering actions plans.

- **A66 Dualling** – Work continues to ensure that this strategic investment benefits the local economy and communities.
- **Management** – Work is underway to put in place the necessary governance and management arrangements to support and drive delivery. This includes developing closer collaborations with partners and driving forward a bid to Government for Levelling Up Round 2 funding and developing investment plans for the UK Shared Prosperity Fund and the Borderlands Inclusive Growth Deal as detailed in this report.

4 Policy Framework

4.1 The Council has four corporate priorities which are:

- Sustainable;
- Healthy, safe and secure;
- Connected; and
- Creative

4.2 Inspiring Eden will help drive and support the delivery of all four corporate priorities. In particular it will:

- Support key sectors including a focus on the visitor economy and knowledge based industries;
- Drive investment into key infrastructure to improve physical and digital infrastructure;
- Focus on rural areas to provide targeted support and unlock potential and optimise our natural capital;
- Generate better employment and training opportunities to improve prosperity for all;
- Drive economic recovery to enable businesses and communities to thrive;
- Champion the decarbonisation agenda with a focus on the circular economy; and
- Contribute to spatial planning and place shaping to improve local towns as vibrant community hubs.

5 Consultation

5.1 The Portfolio Holder for Economies and Enterprise has been consulted on this report and Cabinet have received regular updates on the Inspiring Eden Programme. All relevant external stakeholders will be consulted on the initial draft of all Inspiring Eden documents before final approval and publication.

6 Implications

6.1 Financial and Resources

6.1.1 Any decision to reduce or increase resources or alternatively increase income must be made within the context of the Council's stated priorities, as set out in its Council Plan 2019-2023 as agreed at Council on 7 November 2019.

6.1.2 There are no new proposals in this report that would reduce or increase resources. Inspiring Eden will progress within current budgets, the ARG funds and £780k investment budget agreed by Council in November.

6.2 Legal

6.2.1 The provision of functions set out in this report shall be provided in accordance with relevant legal requirements including those that impact on equality and diversity and taking account of the legal duties that the Council has towards staff, residents and local businesses.

6.3 Human Resources

6.3.1 Inspiring Eden will provide the basis for driving service delivery with the newly restructured economic development team and contribute towards the One Eden initiative.

6.4 Environmental

6.4.1 Overall Inspiring Eden will have a significant positive impact on the environment as it is underpinned by an ambition to drive decarbonisation within the economy and extending sound environmental practice in the rural sector.

6.5 Statutory Considerations

Consideration:	Details of any implications and proposed measures to address:
Equality and Diversity	The Council is committed to ensuring it meets the Public Sector Equality Duty in order to provide equality of opportunity through access to services for all and delivering services which meet the needs other Council's customers. Inspiring Eden will underpin the Council's approach to supporting equality and diversity in the local community by promoting and driving economic prosperity for all.
Health, Social Environmental and Economic Impact	The Corporate Plan promotes the well-being of future generations, and the post pandemic recovery of our communities. There will be positive implications from the low carbon initiatives outlined in Inspiring Eden and benefits from on-going economic opportunities that seek to promote the growth of quality jobs as part of agenda of rebalancing the economy.
Crime and Disorder	Healthy, connected, prosperous communities will reduce the scope for crime and disorder. Inspiring Eden will promote and drive economic opportunities that seek to promote the growth of quality jobs and places which in turn should have a positive impact of crime and disorder.
Children and Safeguarding	The Council will work with other agencies to promote the well-being and safety of children and vulnerable adults. Inspiring Eden will include

Consideration:	Details of any implications and proposed measures to address:
	improving economic prosperity and outcomes for future generations which will ultimately help improve the quality of life for all including children.

6.6 Risk Management

Risk	Consequence	Controls Required
Lack of support from local and strategic partners	Inspiring Eden gains little traction and has limited impact	Engage partners in development and delivery of Inspiring Eden
Loss of focus due to local government review in Cumbria	Inspiring Eden gains little traction and has limited impact	Put in place Inspiring Eden and restructured Economic Development team to help shape and drive delivery. Ensure effective coordination of UKSPF with BBC and SLDC

7 Other Options Considered

- 7.1 The alternatives to the proposal in this report was to either do nothing (which is considered not a viable option in the current economic climate) or produce a traditional economic strategy which can take a number of years to bring forward. It is considered that in the current economic climate that an agile and flexible approach provided by Inspiring Eden is essential to support the local economy through a period of significant change resulting from the pandemic and Brexit as well as the future changes in local government across Cumbria.

8 Reasons for the Decision/Recommendation

- 8.1 To put in place an effective economic development policy and delivery framework that will drive the implementation of the Council's Corporate Plan and One Eden initiative in supporting local businesses within the current difficult economic climate and sustaining and developing this support through the local government review process.

Tracking Information

Governance Check	Date Considered
Chief Finance Officer (or Deputy)	14 June 2022
Monitoring Officer (or Deputy)	15 June 2022
Relevant Assistant Director	15 June 2022

Background Papers:

Appendices:

Appendix 1 Inspiring Eden Enterprise Hub Site

Appendix 2 Inspiring Eden Governance

**Appendix 3 Penrith Local Cycling and Walking
Infrastructure Plan**

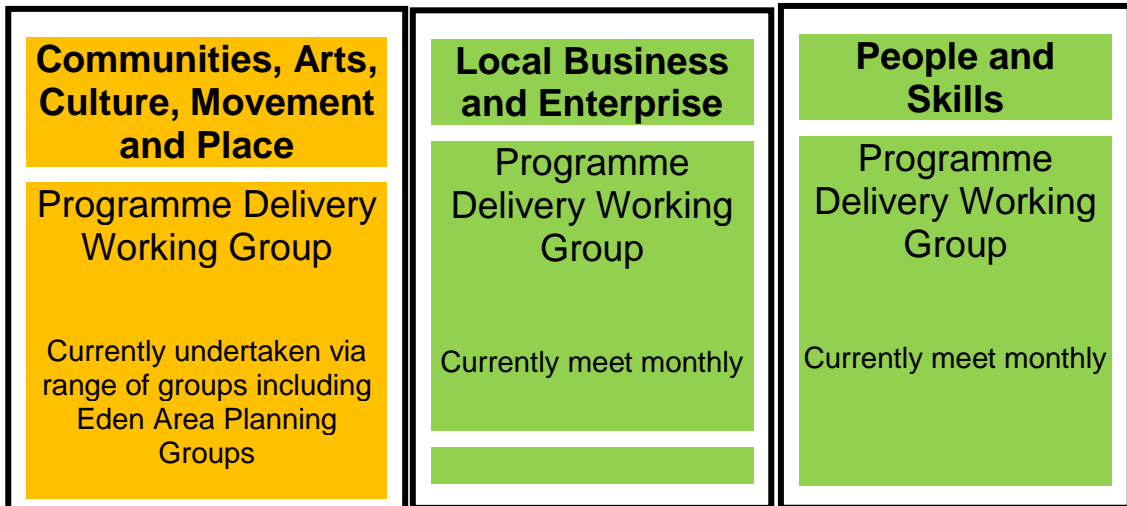
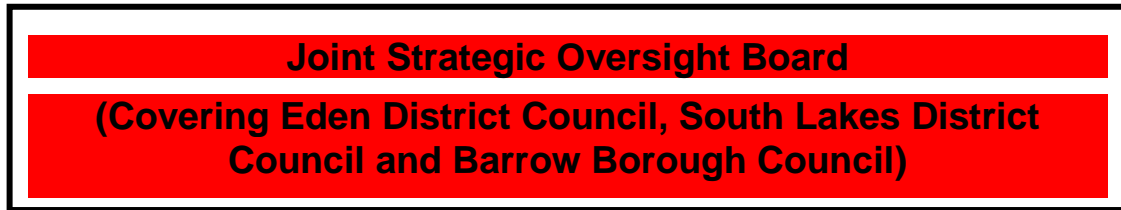
Contact Officer:

**Greg Macdonald, Interim Economic Development
Manager**

Appendix 1 – Inspiring Eden Enterprise Hub Site



Appendix 2 – Inspiring Eden Governance Arrangements



Underway / In Place

Planning Underway

Not Yet Agreed

Annex 1 – Draft Terms of References for Programme Delivery Boards

Inspiring Eden Programme Delivery Board Draft Terms of Reference	
Purpose:	
	To provide leadership and direction to the Inspiring Eden Programme Delivery Working Groups ensuring alignment with the Council's Corporate Priorities and current and emerging strategies with the aim of establishing the area as a centre of rural excellence that uplifts, diversifies and modernises the rural economy as an exemplar for rural living in a 21st Century
Objectives:	
	<ul style="list-style-type: none">• To direct the Inspiring Eden Delivery Programme to ensure delivery of policy projects and funding bids are on time, to budget and to expected quality including holding gateway meetings at critical points within the programme to ensure delivery is on track
	<ul style="list-style-type: none">• To report progress to the Inspiring Strategic Oversight Board
	<ul style="list-style-type: none">• To ensure the focus of the Inspiring Eden Delivery Programme reflects current and emerging needs of local communities and businesses
	<ul style="list-style-type: none">• To ensure effective and timely engagement of local and strategic stakeholders
	<ul style="list-style-type: none">• To receive reports of the Inspiring Eden Delivery Programme Delivery Working Groups and make decisions as required as basis for consideration by the Inspiring Eden Strategic Oversight Board
	<ul style="list-style-type: none">• To champion priority projects and work streams
Membership (Max 3):	
	<ul style="list-style-type: none">• Inspiring Eden Lead for Communities, Arts, Culture, Place and Movement
	<ul style="list-style-type: none">• Inspiring Lead for Business and Enterprise
	<ul style="list-style-type: none">• Inspiring Eden Lead for People and Skills
Meetings:	
	<ul style="list-style-type: none">• Meetings will be held every month starting early June 2022
	<ul style="list-style-type: none">• Standard agenda will be used (to be presented to and agreed at first meeting)
	<ul style="list-style-type: none">• Focus will be on actions
	<ul style="list-style-type: none">• EDC will provide the secretariat
Task and Finish Groups:	
	<ul style="list-style-type: none">• Set up task and finish groups as required to take forward particular actions
Decision Making:	
	<ul style="list-style-type: none">• All decision will be by consensus with all respective decisions relating to member organisation being taken by those organisations
Termination:	
	<ul style="list-style-type: none">• If this group agrees to close down then consideration needs to be given as to how the purpose and objectives will be taken forward



**Penrith Local
Cycling and
Walking
Infrastructure Plan
(LCWIP)
2022 - 2037**



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Foreword

I am pleased to introduce Cumbria County Council's Local Cycling and Walking Infrastructure Plan (LCWIP) for Penrith, which outlines the proposed network of key cycling and walking routes in the district. The plan will work in conjunction with our wider infrastructure plans, including the Cumbria Transport Infrastructure Plan to support transport and connectivity, which will help Cumbria to become one of the best-connected rural geographies in the UK, whilst also incorporating the growth of Cumbria and responding to climate change.

The LCWIP identifies cycling and walking improvements at a local community level and is designed to facilitate a long-term approach to developing cycling and walking networks. Encouraging people to adopt a more active lifestyle will benefit their health, but collectively this will have a positive impact on net zero carbon emissions.

This document gives a summary of the county council's goals and objectives, while sharing more specific information about the communities that we have consulted with in Penrith.

I'd like to thank all the residents, businesses, and visitors for their support and feedback on engagement and consultations to date.



Cllr Keith Little
Cumbria County Council Cabinet Member for
Highways and Transport

Our aim is to encourage more people to take up walking and cycling within Penrith, to improve connectivity and accessibility, boost health and wellbeing, and become a 'shining light' for climate action.

Through the delivery of the LCWIP we want cycling and walking to become the preferred way to travel for shorter journeys. Good infrastructure is key to achieving this and the LCWIP will ensure the right conditions are put in place to encourage people to cycle and walk more often. A coherent, direct and safe network of routes will allow our residents and visitors to explore the fantastic cultural and historic assets we have on our doorstep, as well as the stunning scenery. Additionally, we should not underestimate the role active travel will play in supporting the recovery of the economy. Through better connections and travel options, people will have access to education, training, and employment opportunities, which will contribute to a healthy, more reliable workforce.

I'm delighted with the progress that has been made through Eden Local Committee and I would also like to thank everyone who has taken the time to share their views and opinions.



Cllr Phil Dew
Cumbria County Council Chair of Eden Local
Committee

Vision and Aim

What is a Local Cycling and Walking Infrastructure Plan?

A **Local Cycling and Walking Infrastructure Plan (LCWIP)** is a document that identifies and prioritises cycling and walking improvements at a local level. It sets out an approach for developing prioritised routes over the period of the Plan (2022-2037), with the aim of **encouraging more people to make journeys on foot or by bike.**

The focus of the LCWIP is the improvement of routes used for **everyday shorter journeys**, such as to work, school or the shops. It aims to identify good quality infrastructure that connects the places people need to get to, in a coherent, direct, safe and attractive way. Recognising that it is not always possible to connect everywhere and that funding for delivery needs to be secured, the LCWIP aims to prioritise future investment where the most benefits can be realised. The LCWIP is not a funded plan. However, having an LCWIP in place will put the Council in the best possible position to secure future funding for the delivery of improvements.

The LCWIP has been developed using principles set out in the Government's first Cycling and Walking Investment Strategy, 2017. This Strategy sets out the ambition "**to make walking and cycling the natural choices for shorter journeys or as part of a longer journey**". Government guidance outlining a recommended approach for developing LCWIPs has also been followed.

The LCWIP is based on data and evidence of existing and future potential need and demand. It has also been guided throughout by effective engagement with partners, stakeholders and the public.

The LCWIP covers Penrith, with a focus on the urban centre but including links to surrounding communities such as Plumpton, Eamont Bridge and Stainton.

The LCWIP provides:


- Plans showing the most important routes for development
- Priorities and timescales for development
- A detailed evidence base to support future delivery funding bids
- A basis for securing government funding or developer contributions

Why is an LCWIP important for Penrith?

Creating Attractive Places to Live and Work

Penrith is the retail, commercial and social centre of Eden District. The district employs approximately 24,600 people, which accounts for 12% of all employment in Cumbria. The amount of businesses per head of population is above the national average reflecting the predominance of small businesses in the area and longstanding spirit of entrepreneurship. A significant proportion of Eden's employment is concentrated in the LCWIP study area and primarily within Penrith itself. Many people live and work within a distance that can be undertaken on foot or by bike. Investment in the streets where people live or work could create more attractive and desirable places, particularly where the investment promotes sustainable modes of travel.

Responding to the Climate Crisis



Transport accounts for **27%** of the UK's greenhouse gas emissions – **61%** of this is from cars and taxis

(DTT Transport Statistics for Great Britain 2021)

Cumbria has set itself an ambitious challenge to be the first carbon-neutral county in the UK by 2037 (Cumbria Zero Carbon Partnership, 2021). De-carbonising transport is key to achieving this goal. Cycling and walking has a much lower carbon footprint compared to other forms of transport and undertaking more journeys on foot or by bike will help to tackle climate change. The LCWIP for Penrith focusses on everyday short journeys such as those to work, school and the shops, where there is the greatest potential for change.

Supporting Health, Wellbeing and Access for All

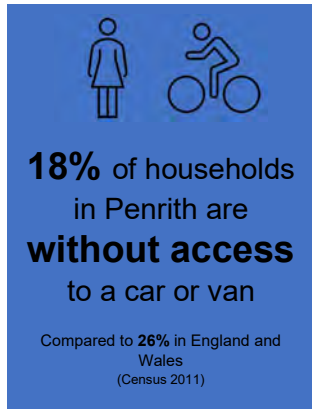
Active travel can play a crucial role in supporting public health and wellbeing. It is one of the simplest and most effective ways of enabling adults and children to meet the recommended levels of physical activity. The LCWIP for Penrith has an important role to play in promoting behavioural change. By setting out well planned networks that connect people to the places they want to go and focussing on inclusive design that ensures access for all, the LCWIP presents a real opportunity for behavioural change that will last for generations to come.



Driving Innovation and Creativity

The LCWIP will provide the basis for identifying and considering innovative and creative solutions in connectivity and how these can be utilised to meet local needs, demands and ambitions.

Improving Accessibility and Social Inclusion



Households who struggle to access employment and education opportunities, key services and facilities due to transport poverty can suffer from social exclusion. Cycling and walking are generally affordable modes of transport, accessible to most people. Enabling people to walk or cycle to the places they want to travel to can facilitate social inclusion. The LCWIP for Penrith aims to connect people to jobs, education and each other, which is especially important when other modes of transport are not available.

Improving the Tourism Offer

Cumbria is well known for the fantastic leisure cycling and walking opportunities that the landscape offers, and Penrith is a key gateway for visitors. The town is ideally located close to the Lake District National Park and rolling countryside of the Eden Valley and North Pennines. The National Park's second largest lake, Ullswater is located just 6 miles to the south-west and offers a variety of outdoor activities. The historic market town of Penrith is also a tourist destination in its own right, with a wealth of independent shops and heritage attractions such as Penrith Castle. Centre Parc's Whinfell Forest site lies on the south-eastern edge of the town along the A66 and attracts additional visitors, as well as providing local employment opportunities. The Penrith LCWIP aims to join many of these attractions together, facilitating walking and cycling trips across the town and wider connections across the A66 and M6.



Existing Context

National policy context

Gear Change: A bold vision for cycling and walking (DfT, 2020) ^[1]

Sets out the governments vision for the delivery of far higher quality cycling infrastructure. Accompanied by Local Transport Note 1/20 with new ambitious cycle design standards.

Cycling and Walking Investment Strategy (DfT, 2017) ^[2]

Aims to make active modes of transport the natural choice by 2040. Sets out the need for LCWIP to inform locally targeted investments.

Future of Mobility: Urban Strategy (DfT, 2019) ^[3]

Includes the principle that ‘walking, cycling and active travel must remain the best option for short urban journeys’.

Clean Air Strategy (DEFRA, 2019) ^[4]

A change to more sustainable modes of transport is key to delivering a reduction in emissions.

Decarbonising Transport: A Better, Greener Britain (DfT, 2021) ^[5]

Sets out the government’s commitments and actions needed to decarbonise the UK’s transport system.

Key Local Policy documents include:

- Cumbria Transport Infrastructure Plan, 2022-2037 ^[8]
- Cumbria Local Industrial Strategy, 2019 ^[10]
- Cumbria Cycling Strategy, 2017-2022 ^[11]
- Eden Local Plan, 2014-2032 ^[9]
- Economic Recovery Plan, 2020 ^[12]
- Destination Borderlands and the Borderlands Growth Deal, 2021-2031 ^[13]
- Cumbria Rural and Visitor Economy Growth Plan, 2017 ^[14]
- Inspiring Eden Economic Prospectus, 2021^[19]

National and local policy has guided and shaped the development of the Penrith LCWIP. The Plan supports key environmental, health, social, economic and sustainable mobility goals to better connect **people** and **places**.

UK Net Zero Target (2020) ^[6]

National target to bring all greenhouse gas emissions to net zero by 2050

Inclusive Transport Strategy (DfT, 2019) ^[7]

A need for inclusive infrastructure with streetscapes designed to meet the needs of all travellers.

Local policy context

There are strong levels of support for cycling and walking in existing local policy.

The **Cumbria Transport Infrastructure Plan (CTIP)**^[8] recognises the role that active travel schemes can play in improving health, access to education, employment and services and supporting the local economy. The CTIP places active travel centrally in the aim to develop a ‘Clean and Healthy Cumbria’.

The **Eden Local Plan, 2014-2032**^[9] cites cycling and walking as key mechanisms to achieve the goals outlined in several policies including:

- Policy ENV5 – Environmentally Sustainable Design
- Policy DEV3 – Transport, Accessibility and Rights of Way

The **Eden Infrastructure Delivery Plan, 2017** identifies sustainable transport schemes required to support the delivery of the Eden Local Plan. This is supplemented by the **Penrith Parking and Movements Study, 2020** which identifies packages of improvements to enhance cycling and walking connectivity.

The Eden Local Plan also sets out a number of housing and employment growth areas in Penrith which need to be considered when developing the active travel network. The main locations for housing are at Carleton to the east, and Salkeld Road, White Ox Farm and Raiselands to the north. Employment land is allocated as an extension to Gilwilly Business Park and at Skirsgill. A longer-term strategic growth opportunity is identified at Newton Rigg College.

Inspiring Eden, the district council's plan for economic recovery and prosperity, identifies connectivity and decarbonisation as key priorities for the future of Eden and to this end includes a specific work stream on Connectivity to ensure the associated opportunities and challenges are firmly grasped

Transport and placemaking schemes

Penrith is benefiting from significant investment across several transport and placemaking schemes. These schemes aim to improve the districts offer as an attractive place to live, work, study, visit and invest. They also feature improvements to connectivity by sustainable and active modes of travel. Schemes include:

A66 Northern Trans-Pennine Project (NTP)

- National Highways are improving the A66 between the M6 at Penrith and the A1 at Scotch Corner.
- The project has the potential to provide direct and improved links eastward into Penrith's rural hinterland to support east-west cycling and walking trips. This could provide links from Penrith to Centre Parcs, and longer distance links to Temple Sowerby, Kirkby Thore, Appleby-in-Westmorland and beyond.

- Improvements to cycling and walking facilities at the M6 Junction 40 and Kemplay Bank roundabouts would be required to ensure that the proposals for the A66 do not act as a barrier to active travel in and around Penrith, particularly for communities to the south of Penrith in Eamont Bridge and Stainton. The routes shown on the plans will be subject to further assessment and where the route goes may change.
- The project is a Nationally Significant Infrastructure Project (NSIP) which will be considered through the Development Consent Order (DCO) regime, as prescribed by the Planning Act 2008. Cumbria County Council is a statutory consultee in this process and through the DCO process will seek to ensure that National Highways considers the likely impacts of the A66 NTP on cycling and walking and that solutions to mitigate effects are developed.

Borderlands Place Plan for Penrith

- The Borderlands Place Programme will support the development and renewal of towns across the Borderlands region through the development of Place and Town Investment Plans.
- Developed at a local level, the Place Plan for Penrith sets out the communities vision for the future of their area and provides a route map for targeted investment that will help boost economic activity and renewal of the town.
- The Place Plan includes a theme on 'capitalising on our connections' which recognises opportunities to enhance green routes, movement around the town and better wayfinding through investments in cycling and walking.
- The Penrith Place Plan is a strategic priority project within 'Inspiring Eden', the district council's initiative for economic recovery and prosperity.

How do people currently make local journeys?

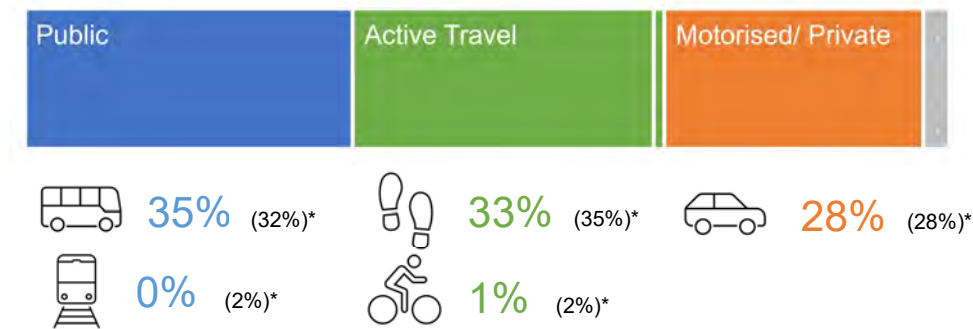
National **travel to work** data from 2011^[15] shows high levels of containment in Penrith with almost 69% of residents also working within the LCWIP area. The town centre is a key zone for employment, attracting the greatest volume of trips.

Despite short commuting distances there is a high level of car dependency with around **68%** of trips using this mode of travel. Only **2%** of journeys to work were found to be made by cycling and **26%** by walking.

Travel to school ^[16] data indicates **33%** of children in Eden district walk to school, whilst **1%** cycle. Private motorised transport as a means of getting to school accounted for **28%** of journeys.

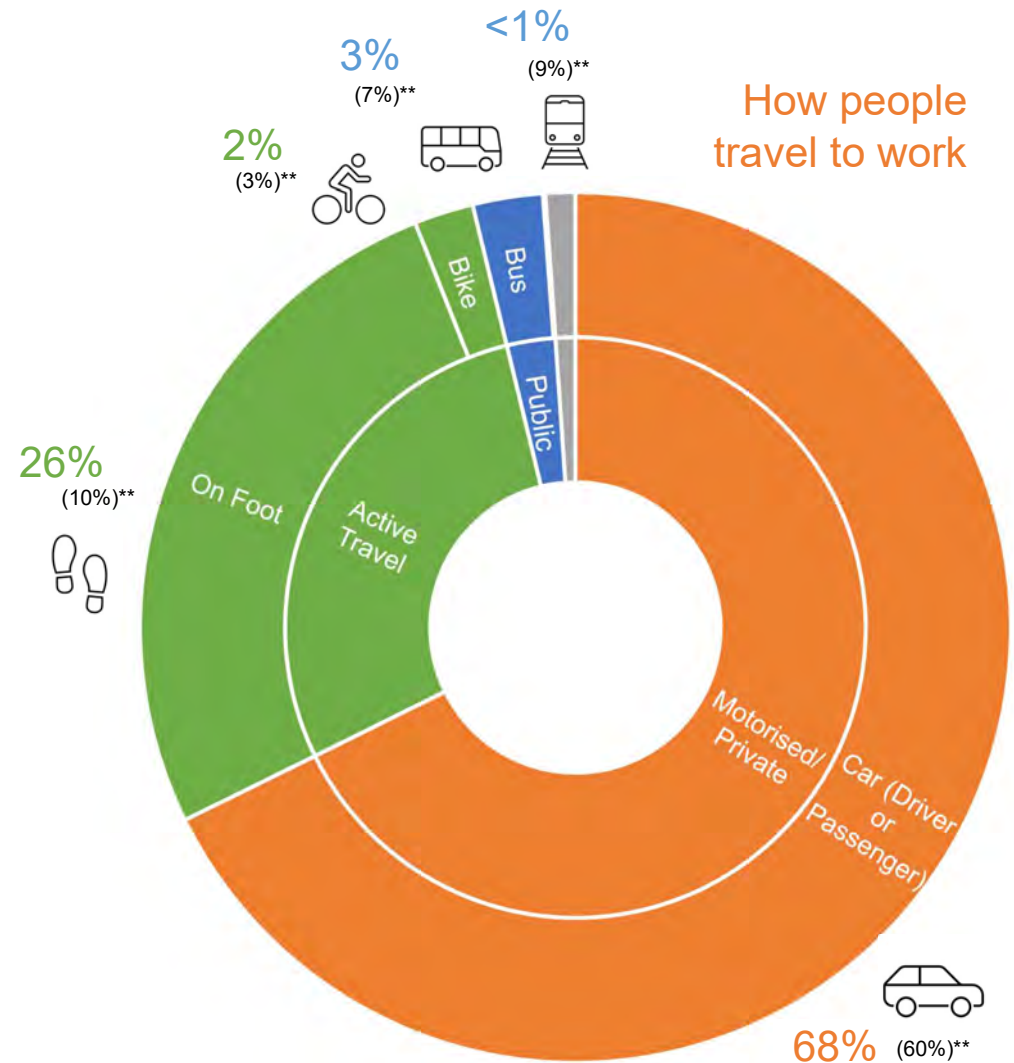
The most popular cycle routes ^[17] for both school and travel to work journeys within the district are mainly located within the **urban area of Penrith**. These include sections of the A6, B5288 and A592 which converge on the town centre and/or are located within proximity to larger educational establishments.

How children travel to school



Based on Eden District average v * County average.
Data taken from School Travel Demand Surveys 2021, providing an indication of travel modes to/from schools in Eden District pre-COVID. Statistics are based on 2089 respondents countywide and 147 respondents for schools in Eden District.

How people travel to work



Based on averages within LSOA relevant to the Penrith LCWIP area v ** England average.
Data taken from 2001 Census. Method of Travel to Work.

Potential for more walking and cycling



68%
of **journeys to work** are made by private motorised transport in the Penrith LCWIP area

however..

40%
of **journeys to work** are **<5km^[18]**



31%
of **journeys to work** are **<2km^[18]**

but did you know...

Distances of **5km** can be covered in **20 minutes** by **bike**



Distances of **2km** can be covered in **25 minutes** on **foot**



57% of respondents said **improvements to cycling and walking routes** would encourage them to walk and/or cycle **more often** than they do currently.

Levels of cycling and walking in Penrith increased during the COVID-19 lockdown in Spring/Summer 2020. This was in part because roads were less busy and quieter, offering more desirable conditions for cycling and walking. The reduction in traffic emissions also led to improvements in air quality. As people returned back to places of work and to school, levels of cycling and walking reduced. This demonstrates that the potential for cycling and walking exists if the right conditions are put in place. Improvements to active travel infrastructure will form part of this.

Despite high levels of car dependency across the Penrith LCWIP area, a high proportion of everyday journeys to work, school or the shops are within a distance which is easily achievable either on bike or on foot.

An initial round of public consultation on the Penrith LCWIP undertaken in July/August 2021, asked for feedback on what would encourage people to change to cycling and walking for short journeys. Findings were consistent with national data whereby, a large proportion (66%) of respondents identified they currently make journeys by car to places that were within cycling and walking distance. Journeys to the shops and to/from leisure activities were the main reasons given.

Cycling and Walking Infrastructure

Developing the LCWIP

The LCWIP for Penrith has been developed in accordance with government guidance and has followed a six stage process.

- **Stage 1: Determine the scope** – establish the geographical context and arrangements for governing and preparing the plan.
- **Stage 2: Gathering information** – identify existing walking and cycling patterns and potential new journeys. Review existing conditions and identify barriers to walking and cycling. Review related transport and land use policies and programme.
- **Stage 3: Network planning for cycling** – identify origin and destination points and cycle flows. Convert flows into a network of routes and determine the improvements required.
- **Stage 4: Network planning for walking** – identify key trip generators, core walking zones and routes, audit existing provision and determine the improvements required.
- **Stage 5: Prioritising improvements** – prioritise improvements to develop a phased programme for future investment.
- **Stage 6: Integration and application** – integrate outputs into local planning and transport policies, strategies and delivery plans.



Engagement and public consultation

Public consultation and stakeholder engagement have played a key part in the development of the Penrith LCWIP with an initial public consultation undertaken in July/August 2021 and a follow up in February 2022. In addition, regular workshops have been undertaken with key stakeholders throughout.

The initial public consultation focused on gaining an understanding of:

- Current travel behaviour – cycling and walking journeys and why these are undertaken;
- Public opinion on the current active travel provision in Penrith;
- Any barriers on active travel routes that may prevent cycling and walking;
- What would encourage modal shift to cycling or walking for short journeys; and,
- Feedback on the emerging priority cycling network.

A total of **209 responses** were received for this consultation.

The follow up consultation offered a second opportunity to comment on proposals prior to finalising the Penrith LCWIP. This consultation focused on:

- Gauging the level of support for the draft prioritised cycling and walking network plans;
- Whether the network and interventions proposed would encourage the respondent to use active modes more often; and,
- Whether there was support for reduced space for cars to prioritise active modes.

A total of **58 responses** were received for this consultation.

The results of the consultation exercise demonstrate a **desire for future investment** in cycling and walking infrastructure. Responses emphasised the importance of providing **safe, segregated routes** that provide **direct connections** to the places people want to get to. The need to provide routes that were **separate from other modes of travel** was a common theme in the responses and was identified as a key measure for encouraging more cycling and walking. The creation of more **traffic free neighbourhoods** and **lower speed limits** were also supported, along with **more crossings** and **priority for cyclists at junctions**.

The main perceived barriers to cycling and walking were:

- Busy roads
- Quality of routes
- Feeling unsafe
- Junctions that are difficult to cross

The draft priority cycling and walking networks presented received a **high level of support** and the majority of respondents felt that the proposals would encourage them to cycle or walk more often.

“It should absolutely be a priority in Penrith - for so many reasons: health, air quality, congestion, climate and the safe enjoyment of the town for residents and visitors..”

- a local resident, open ended question response,
July/August 2021

Existing cycling and walking routes

49% felt the existing cycling routes **do not** connect to the places they want to go

15% felt the existing walking routes **do not** connect to the places they want to go

Cycling and walking barriers and opportunities

75% identified **“busy roads”** as top 3 reason for why it is difficult to cycle

41% identified **“difficult junctions to cross”** as top 3 reason for why it is difficult to walk

66% identified **“cycle routes separated from other modes of travel”** as a top 3 reason for encouraging them to cycle more

47% identified **“better maintained pavements/footways”** as a top 3 reason for encouraging them to walk more

“A properly planned and joined up cycling network is needed, with segregated cycle lanes preferred and cycling priority on other routes and at junctions.”

- A local resident, open ended question response, February 2022

“I started cycling in the pandemic and found that a wonderful thing. But the amount of traffic and the attitude of drivers towards cyclists, plus I would be cycling with young children, makes it too unsafe.”

- A local resident, open ended question response, February 2022

Support for proposals

81% said they would support cycling and walking improvements even when this could mean less space for other road traffic

91% welcomed more money being spent on cycling and walking in Penrith

63% strongly agreed or agreed with the routes prioritised in the draft Penrith LCWIP cycling network

69% strongly agreed or agreed with the routes prioritised in the draft Penrith LCWIP walking network

57% felt the proposals in the Penrith LCWIP would encourage them to cycle or walk more often



See Penrith LCWIP Technical Report Appendix C for copies of the Consultation Reports

Cycling infrastructure improvements

The Penrith LCWIP broadly identifies the types of improvements that could be implemented. All improvements are subject to funding and further development.

On-Highway Fully Segregated Cycleways



Segregated cycleways offering separation from pedestrians and motor vehicles.

Photo shows a stepped cycle track.

On-Highway Lightly Segregated Cycleways



Light segregation providing a protected space.

Photo shows light segregation using 'wands'.

Off-Road Cycleways



Greenways providing rural connections. Shared use paths where pedestrian number are low.

Photo shows a greenway with segregated facilities

Upgrades to Existing Facilities



Removal of through-traffic to create Low Traffic Neighbourhoods. Slowing traffic i.e. 20mph zones.

Photo shows a Low Traffic Neighbourhood

Road Crossings and Junctions



Strong visual priority for cyclists and walkers on side junctions. Crossings and junctions offering separation and improved safety.

Photo shows a 'CYCLOPS' junction.

Secure Cycle Parking



Short stay and long stay solutions that are secure and positioned at strategic locations.

Photo shows a secure cycle hub.

Walking infrastructure improvements

Public Realm



Enhancing the look and feel of an area through, planting, paving, seating, and street art.

Photo shows public realm improvements.

Road Crossings



Widening refuges, improving timings, signals and markings.

Photo shows an improved signalised junction .

Blended Footways



Continuing footways across junctions to enforce pedestrian priority.

Photo shows a blended footway

Wayfinding



Providing simple directional signage, larger maps or interactive screens

Photo shows information and wayfinding signage.

Maintenance

Short term maintenance to bring a route up to standard or planning for longer term maintenance.

Increased Surveillance

Improving sightlines, additional access points or installing CCTV.

Footway Widening

Proving adequate footway widths.

Speed Reduction

Through physical traffic calming measures, enforcement cameras or public realm.

Dropped Kerbs and Tactile Paving

Improving access for pedestrians with limited mobility or sight impairments.

Reduced Kerb Radii

Limiting the speed of motor vehicles at junctions to allow pedestrians to cross more safely

Cycling Network

The Priority Cycling Network reflects the importance of connectivity across the city to increase active travel and reduce car journeys. Key aspects of the network include:

- Connections to the town centre, railway station and bus station;
- Links to education sites including Queen Elizabeth Grammar School, Ullswater Community College and several primary schools;
- Links to outlying Eden Valley towns and villages including Stainton, Eamont Bridge, Plumpton
- Access to allocated housing and employment sites.

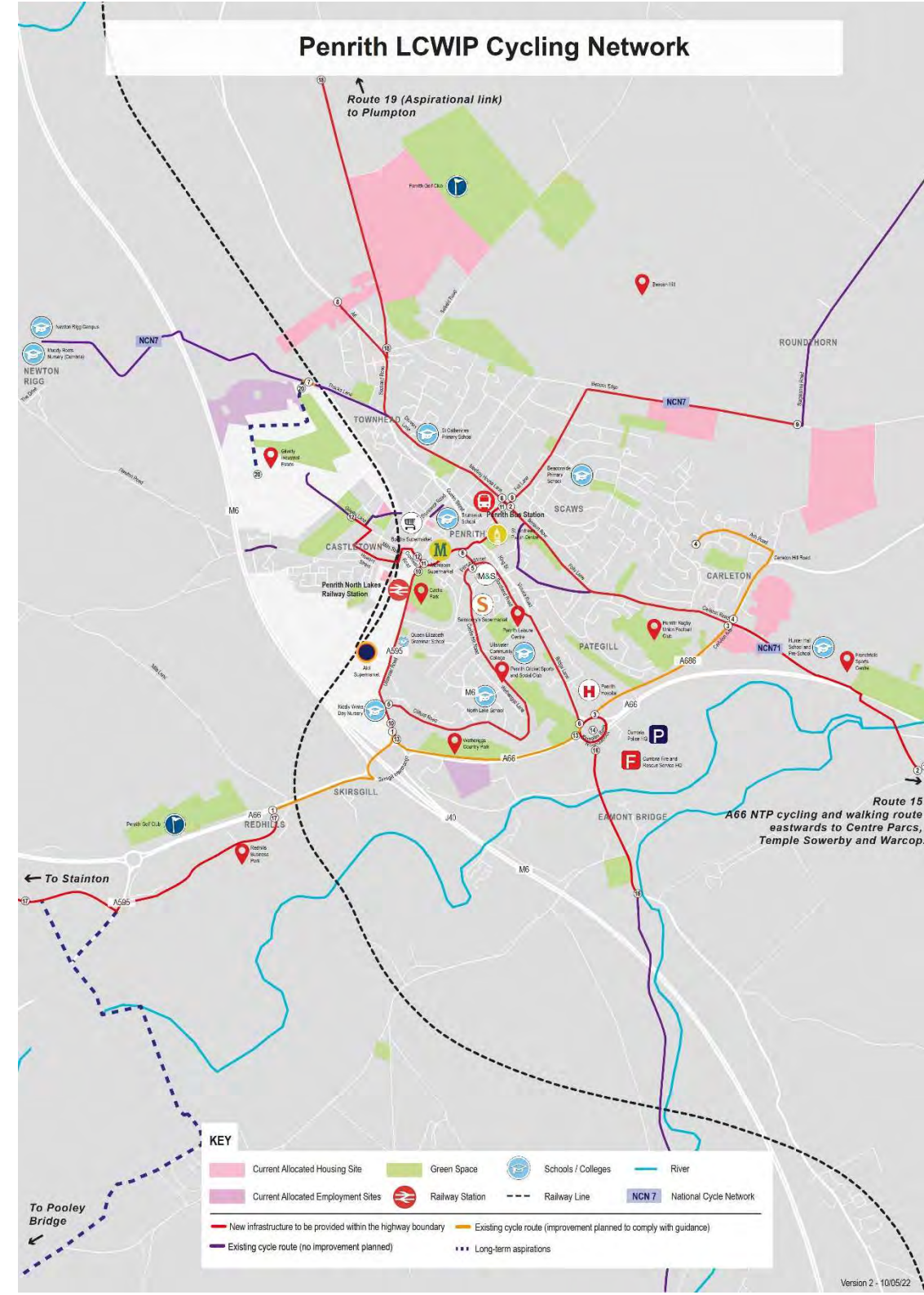
Recognising that it is not possible to connect everywhere, the LCWIP focuses on the most important routes to secure funding for. Support for walking and cycling infrastructure usually increases further once it is built and people are using it. Over time these priorities can be built on to deliver a more extensive network to encourage and support a step change in the numbers of people cycling and walking.



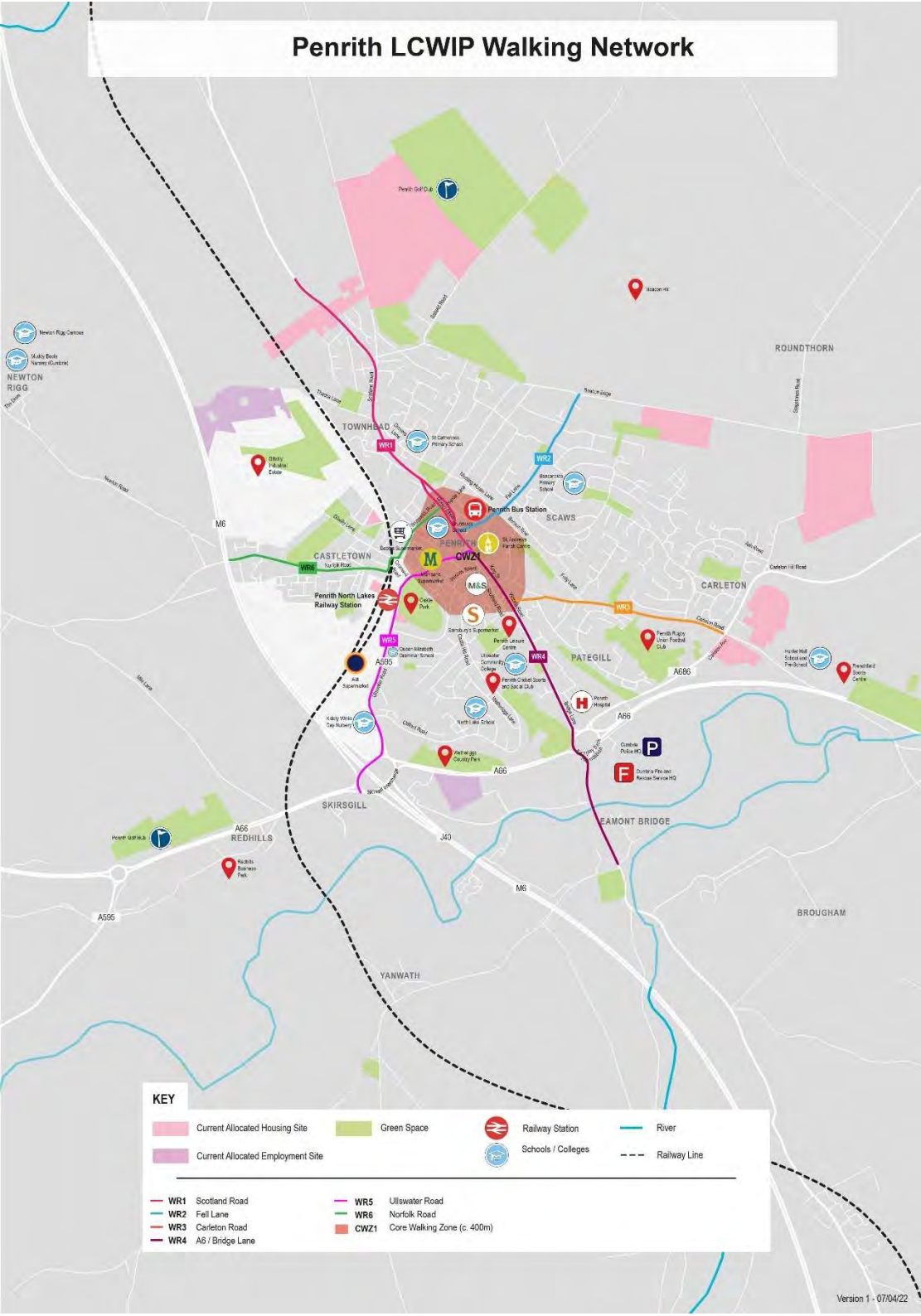
See Penrith LCWIP Technical Report Appendix A for a copy of the Cycling Network Map

The network incorporates new cycling routes and improvements to existing routes, alongside existing provision to provide a coherent, direct, safe, comfortable, and attractive cycle network for Penrith.

Penrith LCWIP Cycling Network



Penrith LCWIP Walking Network



The walking network map shows Primary and Secondary routes to Penrith Town Centre Core Walking Zone. Throughout the lifespan of the LCWIP a more complete walking network will be established by identifying routes and improvements for other Core Walking Zones.

Walking Network

As part of the LCWIP, we have identified Core Walking Zones across the study area, along with primary and secondary routes linking into those Core Walking Zones.

- **Core Walking Zones** are areas with the highest potential for footfall such as town centres and employment sites.
- **Primary routes** are those routes that are generally the most direct and have the highest usage.
- **Secondary routes** are alternative routes that are generally less direct but quieter

The LCWIP identifies potential improvements within the Core Walking Zones and along the primary routes which, could include: new or enhanced road crossings; better quality public spaces and paths; and the provision of dedicated and separated space for walkers.

Improvements have been identified for the Penrith Town Centre Walking Zone (CWZ1) and connecting primary routes. These are shown on the plan adjacent and further detail is provided in the LCWIP Technical Report.

Throughout the lifespan of the LCWIP, improvements will be identified for the remaining Core Walking Zones and connecting primary routes across the LCWIP area.



See Penrith LCWIP Technical Report Appendix A for a copy of the Walking Network Map

Prioritisation

In developing the LCWIP, government guidance setting out a recommended approach to prioritising networks of walking and cycling routes, has been followed. The guidance recommends that priority should be given to areas which have the **greatest potential for increasing cycling and walking trips** and offer the **greatest value for money**.

The delivery of all improvements identified in the Penrith LCWIP is subject to securing funding. Routes for delivery have been prioritised using a framework that assesses:

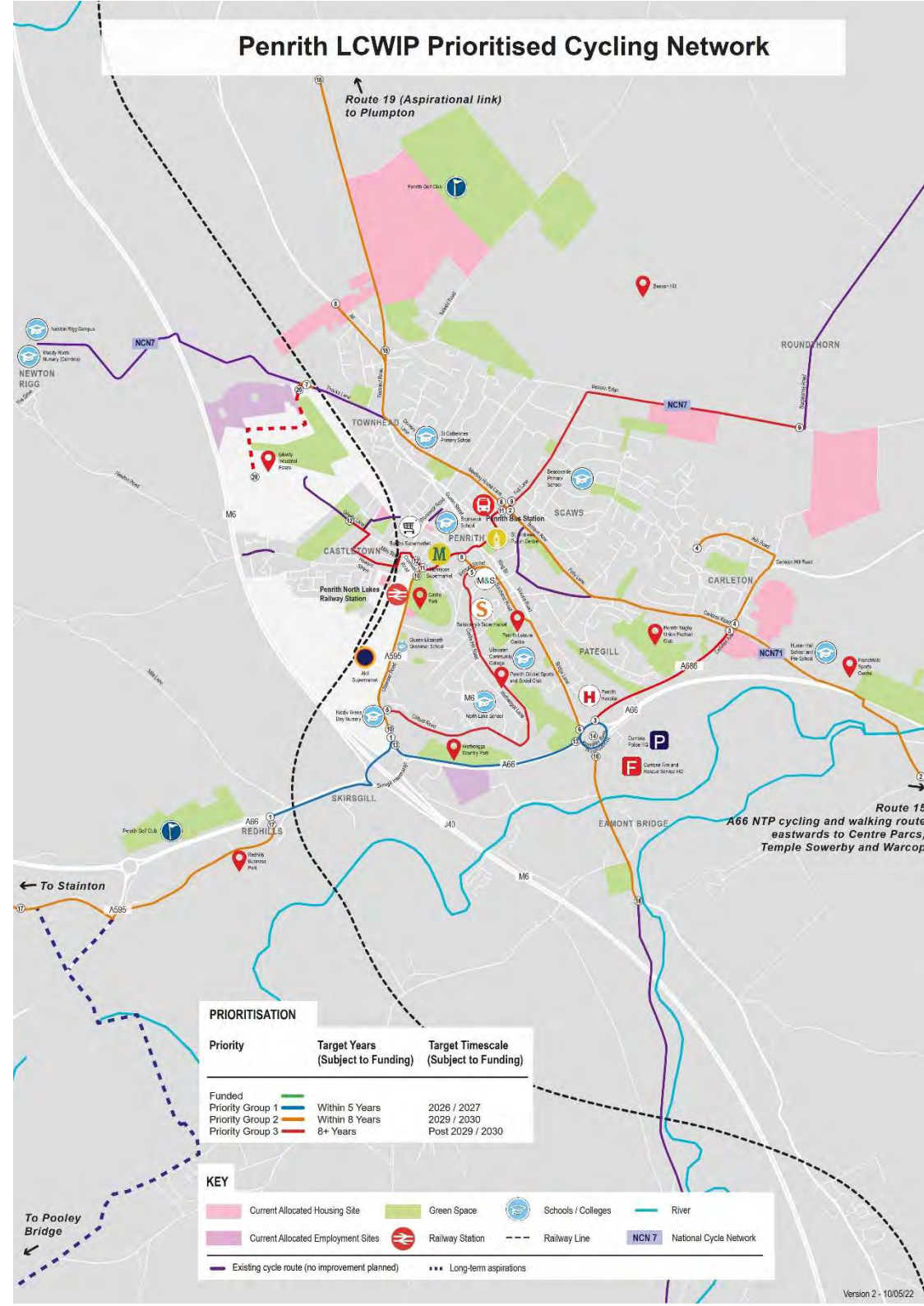
- Effectiveness – the potential to generate cycling trips
- Alignment with policy objectives – such as those in the CTIP
- Economic factors – scheme cost, value for money and likelihood of attracting funding
- Deliverability – engineering constraints, land ownership and stakeholder support

The cycling routes have been prioritised as shown on the adjacent plan. The routes have then been categorised according to the targeted timescale for delivery:

- **Funded:** These will be delivered in line with the timescales of the funding source
- **Priority 1:** Delivery within 5 years (2026/27), subject to funding
- **Priority 2:** Delivery within 8 years (by 2029/30), subject to funding
- **Priority 3:** Delivery 8 years plus (post 2029/30), subject to funding.



See Penrith LCWIP Technical Report Appendix B for a copy of the Prioritised Cycling Network Plan



Conclusion and Next Steps

The Penrith LCWIP provides a prioritised investment plan for cycling and walking in Penrith over the next 15 years.

The LCWIP takes into account the overlaps and synergies with other plans, schemes and strategies. This means the network priorities will be reviewed and updated periodically, particularly if there are any significant changes in local circumstances, such as the publication of new policies or strategies, new development sites, if funding bids are successful and as walking and cycling networks mature and expand.

The LCWIP for Penrith is a live document that will be regularly reviewed to ensure the most appropriate routes for cycling and walking are identified and prioritised for future delivery.

The document will be used to assist in securing funding for the delivery of the identified improvements.

Further Information

For further information please refer to our webpage for accompanying reports:

www.cumbria.gov.uk/cyclingandwalking

- Penrith LCWIP Technical Report
 - Appendix A – Cycling Network Plan and Walking Network Plan
 - Appendix B – Cycling Prioritised Network Plan
 - Appendix C – Supporting Information
- Consultation Reports

References

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ECONOMIC PROSPECTUS Inspiring Eden

ACHIEVING RURAL EXCELLENCE

ABOUT THIS PROSPECTUS...

This Economic Prospectus is part of our Economic Development Framework and provides an overarching summary of the Council's economic plans. It expands on the vision and priorities in the Council's Corporate Plan for Eden as a place where people act together to meet the needs of all and ensure the well-being of future generations. It reflects the changing local and strategic contexts, including the impact of the pandemic and Brexit and the opportunity to focus on greening the economy through the recovery process and unlocking the full potential of our towns and rural areas. This Framework also provides a local platform for delivering the vision and priorities of the Cumbria Local Enterprise Partnership and developing a collaborative approach to economic development as part of the local government review process. An annual economic report will be produced to review progress and inform delivery.



GREAT PLACE TO DO BUSINESS...

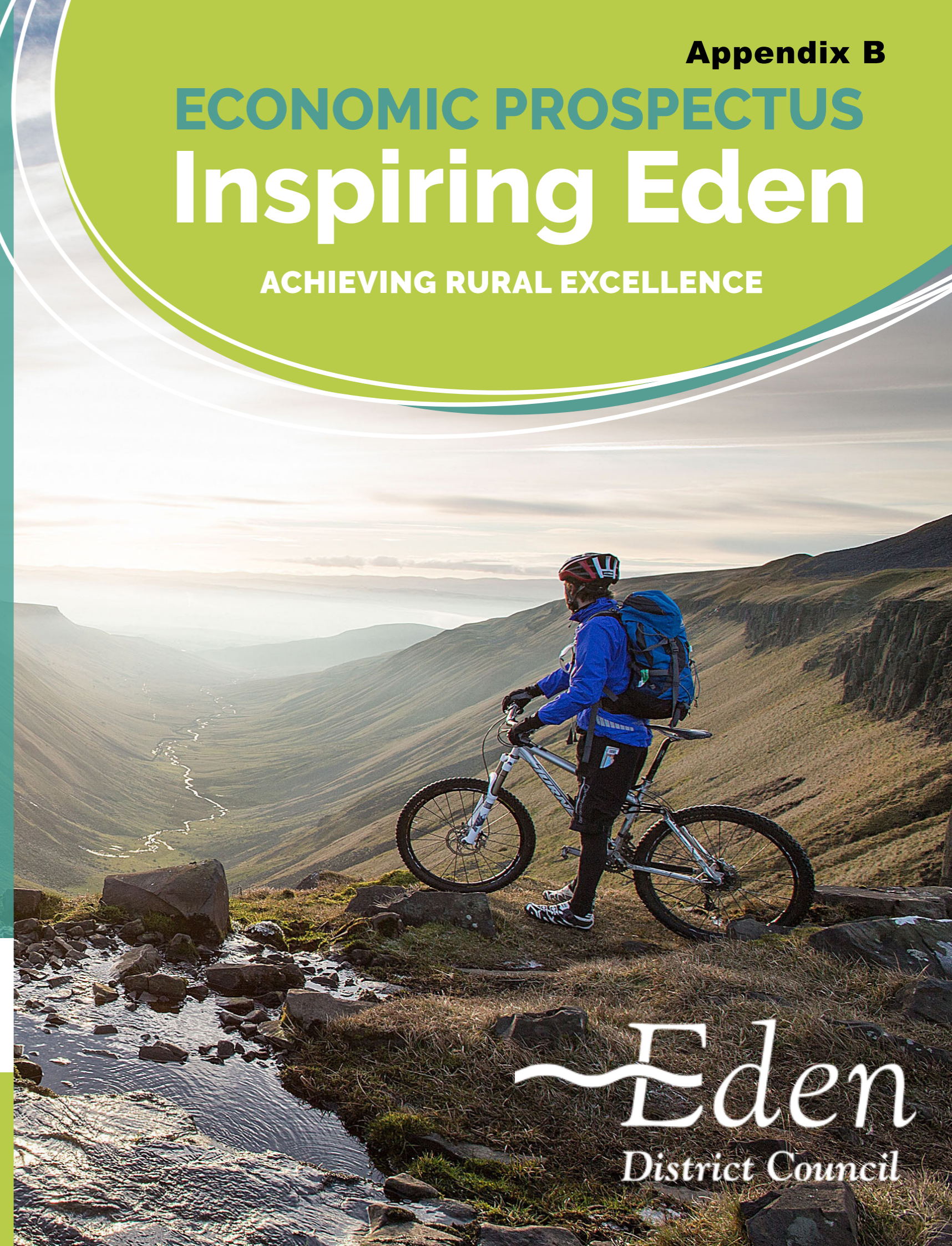
For business, Eden is located in one of the most accessible locations in the UK with excellent transport links to the whole of the country. It is situated on the north/south M6 corridor and West Coast mainline; this is intersected by the A66 which links east to west which will be the subject of further improvements. Eden is within easy reach of Newcastle-upon-Tyne, Manchester, Leeds, Glasgow, Edinburgh and a train journey of approx. 3 hours to London. With ambitious plans to unlock the full potential of our district Inspiring Eden will also play a key role in driving prosperity across Cumbria and the wider region and, as a result, contribute to the success of UK Plc on a global stage.

GREAT PLACE TO LIVE...

Eden enjoys a diverse housing stock that meets a range of housing needs and demands. It is the eighth largest District in England but has the lowest population density which, along with outstanding landscapes and historic places, high quality schools and low unemployment and crime levels, makes Eden a great place to live.

GREAT PLACE TO VISIT...

Eden offers an excellent quality of life as it spans across the Lake District National Park and into the North Pennines Area of Outstanding Natural Beauty and the Yorkshire Dales National Park all of which provide a range of sporting and leisure activities in a natural setting of international significance.



For more information about Inspiring Eden,
Email: econ.dev@eden.gov.uk
Telephone: 07912 501 836
Web: www.eden.gov.uk
Business focused advice: www.investineden.co.uk
Visitor destination site: www.visiteden.co.uk

Eden
District Council

OUR VISION...

To unlock the full potential of our communities, places and economy and ensure shared prosperity and inclusive growth, our overarching vision is:

To improve prosperity and the quality of life for residents whilst enhancing the area as an attractive place to live, work, visit and invest with a particular focus on:

Sustainable:

Unlocking, shaping & driving economic opportunities which will protect Eden's working cultural landscapes and biodiversity whilst reducing the district's carbon footprint through reducing carbon emissions and utilising innovations around carbon capture.

Healthy & Safe living:

Improving living conditions for all including affordable homes, higher wages and working towards self-sufficiency in energy to support healthy, connected and prosperous communities.

Connected:

Improving digital and physical connectivity to support connected communities with access to both key local services and global economies and associated knowledge networks. This will include making sure spatial policy embraces the emerging demands for commercial space with a particular focus on live work space as part of new developments.

Creative:

Supporting businesses to respond to national and global changes through nurturing diversification within farming and the wider land based sector, encouraging innovation in tourism, food and green industries and developing arts and cultural activities to enhance town centres and rural communities.



OPPORTUNITIES...

- Potential quality sites adjoining high quality transport and digital infrastructure
- National Parks, AONB, World Heritage site and higher profile due to staycationing



OUR PRIORITIES...

Securing Green Growth by ensuring that decarbonisation underpins all elements of the local economy including, in particular, energy provision.

Generating & Sustaining Quality Places across all our towns, rural communities and countryside.

Increasing Spend & Job Creation within the Visitor Economy with a focus on our fantastic world class landscapes.

Nurturing Business Recovery & Growth with focused business support, infrastructure investment and alignment of Council services behind the economy.

The vision will be shaped and driven forward by 6 priority themes:

Attracting Investment to secure and deliver strategic physical and digital infrastructure, sites and premises to improve connectivity and support sustainable economic growth.

Enhancing the Skill Base of residents and businesses to meet the needs of businesses and aspirations of local communities whilst addressing the current challenges within the labour market.



WORK STREAMS...

The Vision & Priority Themes will be delivered through the following work streams which will be underpinned and driven by collaborative working with local and strategic partners:

Business Support: With initial focus on supporting economic recovery and a particular focus on supporting farming and the wider land based sector.

Business Charter: Confirming commitment of the Council to local businesses.

Connectivity: Covering road, rail, air, water and digital communications.

Employment Sites & Premises: Covering strategic and local employment sites and supply of commercial premises to support businesses, with a particular focus on live work space as part of new developments.

Inward Investment (Invest In Eden): Covering marketing and promoting the area to local, national & international markets.

Sector Plan Visitor Economy (Visit Eden): To support tourism businesses across the district including a focus on creative industries and encouraging geographical and seasonal reach.

Sector Plan Circular Economy:

To embed green credentials across the whole economy, including leading by example by installing electric charging points within Council car parks, and focussing on utilising renewable non carbon based energy.

Sector Plan Rural Economy:

Supporting farming and the land based sector and wider rural economy whilst enhancing & protecting biodiversity.

Sector Plan Knowledge Based Industries:

Supporting emerging knowledge based businesses across the district to help focus business support, development and investment.

Sector Plan Creative Industries:

Supporting creative based businesses across the district to help focus business support, development and investment.

Town Centre Plans: Supporting development of town centres as community hubs with a particular focus on the art and culture activation which will also help promote the evening economy and provision of activities for young people.

Public Realm Framework:

Promoting gateways, signage & enhancement of open spaces.

A66 Dualling: Unlocking the full potential for local people and businesses whilst enhancing and protecting biodiversity.

Skills & Employment: Covering skills development to unlock the potential of the labour market.

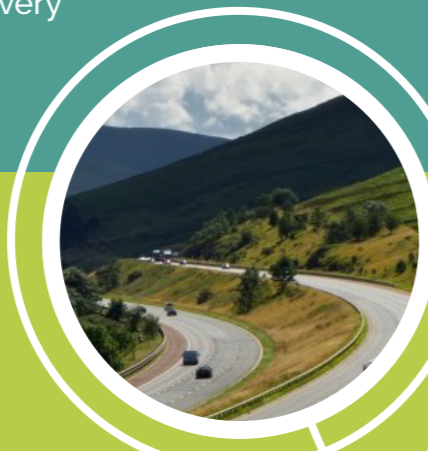
The focus of each of these work streams will be detailed and presented in a Work Stream Prospectus that will define the challenges and opportunities faced and the focus for action, all of which will be shaped by discussions with relevant organisations.

It is important to note that the position and level of involvement of Eden District Council will vary between work streams ranging from being a lead active partner to being a supportive passive partner.

The exact role of the Council (and other partners) will be defined in the Work Stream Prospectuses which will be produced by the Council through 2022/23 to help inform delivery.

OUR ASSETS...

- Location and strategic connectivity including M6, A66 (including proposed improvements) West Coast Mainline, Settle Carlisle Railway & access to Teesside Freeport
- Environmental Assets: Two National Parks (the Lake District National Park and Yorkshire Dales National Park) as well as the North Pennines Area of Outstanding Natural Beauty
- Attractive natural landscape, high quality natural capital, diverse cultural and heritage offer
- Lake District World Heritage Site Status
- Attractive historic towns and villages/living environments
- Strong local and strategic partnerships with a track record of successful delivery



OPPORTUNITIES...

- Local and strategic partnerships, investment and funding streams
- A66 Upgrade
- Green Growth and lowering of carbon footprint
- Government support for tourism, rural communities and town centres
- Changing attitude to flexibility of work location
- Increasing importance given to environment in investment decision making
- Sector focus growth including tourism, land based businesses, business services and food and drink



Delivery will also include a focus on a number of Strategic Priority Projects which will be driven forward within and across the relevant work streams:

- Penrith Borderlands Programme
- Junction 41 Employment Site
- A66 Improvements
- Eden Community Hubs
- Bespoke Business Support for Farmers
- Buildings and Public Realm Improvement Scheme
- Arts and Culture Activation Programme
- Eden Youth Hub