

Briefing Note

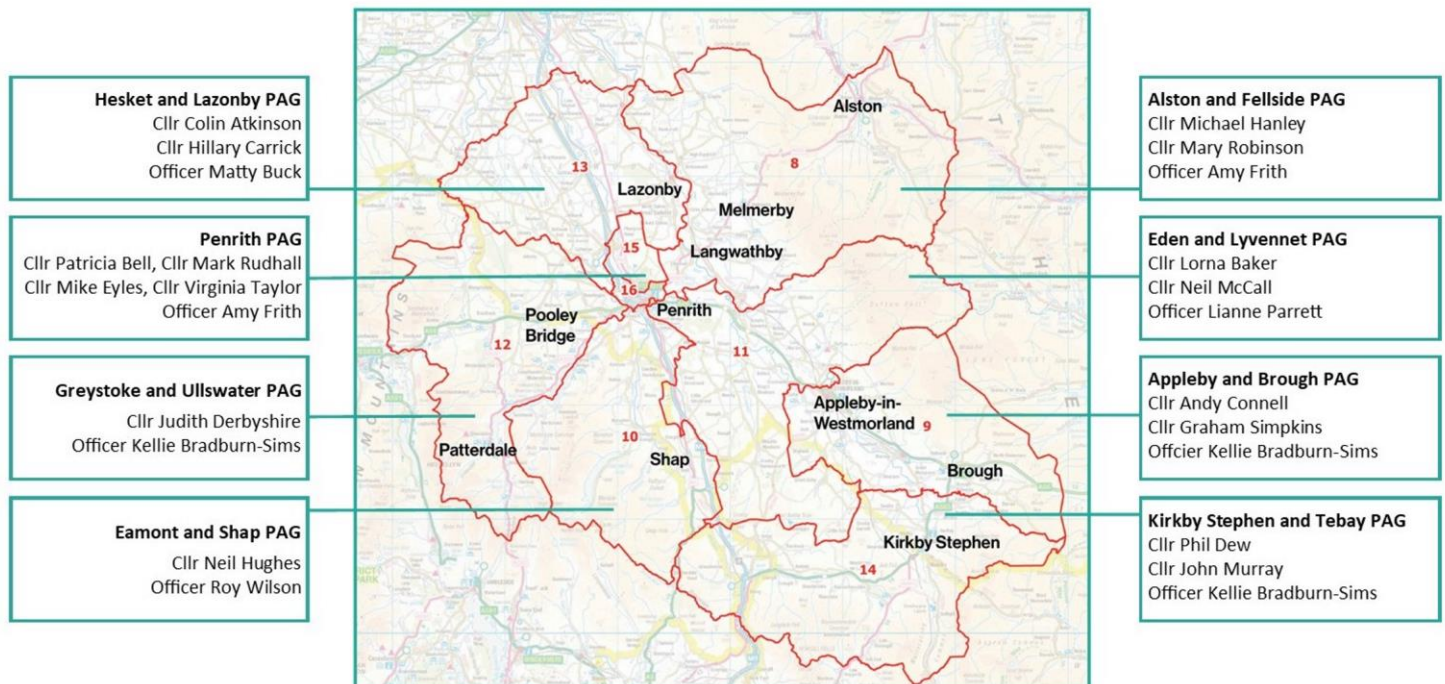
Title of Briefing:	Place Action Group Update
Date:	28 March 2024
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Unit:	Safe and Strong Communities
Audience:	Eden Locality Board

1.0 PURPOSE OF BRIEFING

1.1 The purpose of this briefing is to provide Eden locality Board Members with an update on Place Action Group (PAG) development in Eden.

2.0 PAG DEVELOPMENT

2.1 PAGs are a trailblazing initiative for Westmorland and Furness Council being piloted in the Eden area. There will be 8 PAGs developed in Eden - one for each electoral ward and one collectively for both Penrith East and Penrith West. They will comprise key local stakeholders such as local authority representatives (town, parish and Westmorland and Furness), third sector and business players, community leaders and activists. They will be chaired by one of those local stakeholders supported by a Westmorland and Furness Community Officer. This is highlighted in the graphic below. PAGs will also be attended by technical officers and other leads and experts to join discussions on a thematic basis.



2.2 PAGS will all share a base Terms of Reference to encourage consistency and uniformity in terms of officer support and engagement with Westmorland and Furness Council. An element of variance will be permitted so as not to stifle any necessary local nuance. The structure that will be encouraged will be one

core PAG group for each ward with project or more targeted area based working groups as required and agreed by the PAG.

- 2.3 Each PAG will agree local area-based priorities and produce an action plan - and consider the pooling of resources - to achieve them. This process will involve each PAG members sharing their aspirations. From a Westmorland and Furness perspective, Community officers will contact service leads to understand any area specific priorities, gaps or issues that might benefit from a local level response.
- 2.4 PAGs will be non-decision making, action based and held at the invitation of the locality.

3.0 PAGES AND PLACE SHAPING

- 3.1 Once established, each PAG will be invited to begin a process of place shaping to engage with its communities and inform its action planning. The place standard tool will be recommended as a mechanism for place shaping. This approach will lead to clear and measurable outputs including a place plan, associated funding plan, and any asks of Locality Board.
- 3.2 Alston and Appleby have been identified as vanguard PAGs for place shaping activity due to their status as legacy area planning groups and are very much ready to go. Place standard discussions are underway in both areas and learning will direct development across the wider PAG network.
- 3.3 At its meeting on 6 February, Eden Locality Board agreed to focus £100,000 Strong and Connected Communities investment towards improvement in place based on the 8 PAG boundaries - splitting the fund equally between the areas and supporting 33 initiatives across the Eden area.

4.0 CURRENT STATUS

- 4.1 Eden locality Board agreed to progress PAGs at its meeting on 10 July 2023. Since that decision, Officers have working with local Members to assess the landscape and consider who a local group might comprise. A Stakeholder mapping exercise identified a range of stakeholders including parish councils and meets, local charities, churches, and community groups, national highways/A66 teams, community transport and tourism representatives, community infrastructure organisations (ACT, Active Cumbria), and farming representatives across each area.
- 4.2 In most areas, sessions have been held with those identified in these discussions as potential stakeholders, to introduce the concept and explain how such groups could add value to communities. Of those attending, stakeholders identified whether they would wish to be a core or occasional member of the PAG.
- 4.3 The first formal meetings of the core PAG will take place in the initial quarter of 24/25 with meetings each quarter after that. At its budget planning meeting on 22 March, Eden Locality Board will consider other support mechanisms for PAGs as it considers how to allocate its budget for 2024/25.
- 4.4 The Eden Locality Board project will provide learning to help shape how PAG structures could look in both Furness and South Lakeland Localities. The process followed by the Eden community team in setting up the collaborative structures, the barriers experience and the measures taken to overcome them

will be shared to enable to Area Managers to consider with local Members how Furness and South Lakeland Locality Boards may wish to proceed.

- 4.5 The PAG structure will inevitably place additional pressure on community teams. The Eden team have mitigated this by boosting resources by bringing together community officers from separate teams (pre-LGR) for the purposes of the project. Resource availability will need to be considered across other localities in any future development of PAGs.

5.0 RECOMENDATION

- 5.1 Members are asked to note the update contained within this report.