

Appendix A2 - Local Plans & Strategies

Cumberland Council Vision 2023-2027:

1. The vision for the new combined authority is:

“Cumberland Council takes a fresh approach to the delivery of inclusive services that are shaped by our residents and communities.

2. By enabling positive outcomes for health and wellbeing, prosperity and the environment we will fulfil the potential of our people and our area.”

Corporate Aims:

- Unlock the potential of Cumberland, our people and our place.
 - Take a fresh approach to the delivery of inclusive services, shaped by residents and partners.
 - Ensure our residents are engaged, better off and healthier.
3. The agreed focus for the next four years is as follows:
 - Listening, responding and empowering our residents to help shape our services.
 - Putting health and wellbeing at the forefront of all that we do.
 - Local economies that work for local people.
 - Delivering excellent public services.

LDNP (2030) Vision for the Lake District

4. The Lake District National Plan to 2030 aims to create,

“A place where its prosperous economy, world class visitor experiences and vibrant communities come together to sustain the spectacular landscape, its wildlife and cultural heritage.

5. The success of the plan relies on delivering on four key themes:

- A prosperous economy - businesses will locate in the National Park because they value the quality of opportunity, environment and lifestyle it offers – many will draw on a strong connection to the landscape. Entrepreneurial spirit will be nurtured across all sectors and traditional industries maintained to ensure a diverse economy.
- Vibrant communities - people successfully living, working and relaxing within upland, valley and lakeside places where distinctive local character is maintained and celebrated.

- World Class Visitor Experience - high quality and unique experiences for visitors within a stunning and globally significant landscape. Experiences that compete with the best in the international market.
- Spectacular landscape, wildlife and cultural heritage – a landscape which provides an irreplaceable source of inspiration, whose benefits to people and wildlife are valued and improved.
- A landscape whose natural and cultural resources are assets to be managed and used wisely for future generations.

LDNP Planning Policy

6. In managing change, the LDNP has developed a number of key planning policies. Those of particular relevance to this project are set out below:
 - Policy 01 - All development proposals should protect or enhance the authenticity, integrity, and significance of the Lake District.
 - Policy 06 - Design and development – development must reinforce the importance of local character by having regard to scale, height, density, layout, appearance, and materials.
 - Policy 09- North Distinctive Area supports the development of a new leisure centre and pool in Keswick. Any leisure facility will need to reflect its remarkable and unique setting both in design and uses, maximising its connectivity with the outdoors.
 - Policy 23: Community facilities and Local Green Space supports development proposals for new, or improvements to existing community facilities and services where they are appropriately located to serve the needs of the community. It also supports development proposals that enable flexible/multi-use of buildings or that combine a range of services and facilities on one site to sustain its long-term viability.
 - Impact of development of the local road network is a planning consideration. The Main Street / Tithebarn Street – mini-roundabout is an existing traffic pinch point for example.
7. Policies in relation to Keswick include the following:
 - Policy 09 – North Distinctive Area and in particular
 - o support flood resilient sporting facilities for the community based at Keswick School;
 - o support appropriate opportunities for recreation and leisure uses of Town Cass, subject to ground conditions, where it would lead to conservation of the landscape character;
 - o support appropriate enhancement of the Theatre by the Lake and its facilities to consolidate its regional role as a cultural centre and attract new audiences;
 - o secure improvements through development which deliver enhancements of the foreshore at Keswick and Isthmus Wood and Peninsula, where it would conserve the unique character of the area;

Allerdale Borough Council Indoor Sports Facilities Strategy (October 2014) Knight, Kavanagh and Page Ltd

8. The report was produced in 2014 and found that there were gaps in the general quality of facilities across the borough, with specific facility gaps in the following:

- Access to a 4 court sports hall in Cockermouth
 - Access to a swimming pool and 4 court sports hall in Aspatria
 - Access to a swimming pool and community health and fitness in Silloth
 - Availability of wet and dry facilities in Wigton.
9. In terms of provision within Keswick, the report advised that the Council consider the longer term role of Keswick leisure pool suggesting that:

“It is clear that the pool is currently aligned to the tourism offer for the town and the majority of the facility’s income is generated in the three months over the summer period. However, consideration also needs to be given to the wider physical activity needs of the local population and the role that the facility plays in helping to deliver against these. As such, there is a clear need to retain a facility in Keswick”

and going as far to say:

“The opportunity exists to consider re-provision of a new facility aligned to an alternative use of the existing site. If this option is considered, the Council should look to provide the following mix of activity areas:

- 4/5 lane 25m swimming pool.
- Health and fitness facility (circa 50 - 60 stations)
- Group fitness studio x 2
- Ancillary facilities as appropriate.

Allerdale Borough Council – Playing Pitch and Outdoor Sports Strategy and Action Plan (PPOSS, September 2021) Knight, Kavanagh and Page Ltd

10. Whilst the PPOSS recommendations are based on need in Allerdale as a whole, it is important to emphasise that the PPOSS did not identify any particular shortfalls in supply for grass pitches in the Keswick area recognising only that pitches are currently being played at capacity and are likely to be played at similar capacities in the future. Instead, it suggested improving the quality of pitches and community access arrangements at Keswick School, suggesting this is likely to provide some spare future capacity for the area.
11. In terms of 3G provision, the PPOSS identified only a 0.25 Match Equivalent shortfall in the Keswick area equivalent to some small-sided provision. To address this the PPOSS recommended that the Council explore a multi-sports 3G facility option with Keswick School that could accommodate use for a number of pitch based sports including hockey, football, rugby and tennis. (Keswick HC, Keswick FC and Braithwaite FC and Keswick & Braithwaite TC).
12. Feedback received as part of the Strategic Leisure’s report ‘The need for leisure facilities in Keswick, January 2022, showed that Keswick school would be interested in working in partnership over the development of any new sports facilities, and particularly a pitch. It is known that there are three areas of green space on the school site which have the potential to extend the existing hard area into a floodlit, all-weather facility. The school consider that a development of this type would benefit both curriculum and community use.

Cumbria Joint Health and Wellbeing Strategy 2019-2029

13. The overall aim of the strategy is to enable Cumbrian communities to be healthy and to tackle health inequalities. High levels of success will be monitored through changes to life expectancy, healthy life expectancy / healthy life expectancy gap between the most and least deprived communities.
14. The strategy recognises the significance that ill-health prevention and people's life experiences and environments have in tackling and improving the wider determinants of health and wellbeing throughout the life course.
15. It sees community-centred approaches as key to building resilient and flourishing individuals and communities as resilience reduces the impact that the stresses of life have on our wellbeing, keeping us happy, healthy and independent for longer. From the clinical perspective, there is increasing evidence and recognition that a 'More than Medicine' approach is required, which seeks to mainstream non-clinical interventions such as volunteering and community friendship groups. . This requires a culture change across health and social care to one in which alternative services accessed via social prescribing are seen as real alternatives to help people manage their own conditions better.
16. Working with local partners, it intends to measure the success of its strategy through the following:
 - a reduction smoking across the county;
 - an increase in self-reported measures of social connectedness and mental wellbeing;
 - an increase in district wide levels of physical activity; and
 - a reduction in obesity and excess weight in children and young people.

Active Cumbria 5 Year Plan 2021-2026

17. The local Active Partnership, Active Cumbria, has produced a 5 year action plan for the period 2021-2026. Its vision is whereby **'everyone in Cumbria is enjoying an active lifestyle'**. Over the next five years it aims to prioritise resources and support those parts of Cumbria where the highest levels of inequality exist. Working in partnership the action plan includes actions to address 4 key outcomes:
 - Outcome 1 - increased levels of physical activity to reduce health and wellbeing inequalities in Cumbria by
 - o Supporting children in early years to improve levels of physical literacy
 - o Enabling children and young people and families to develop a positive relationship with movement
 - o Enable opportunities for those of working age to develop positive long-term physical activity habits
 - o Support older adults particularly those with or at risk of long term health conditions, to be more active
 - Outcome 2 – Increased levels of physical activity to contribute to a reduction in the carbon footprint across Cumbria
 - o Support schools and parents to adopt active travel approaches as the preferred mode of transport for children to get to and from school.
 - o Support a range of other settings including workplaces to adopt active travel approaches

- Outcome 3 – Physical activity is recognised as a priority in improving people’s lives
 - o Increase awareness and recognition from strategic bodies of the benefit physical activity has on improving people’s lives, and the environment
 - o Increase awareness of the health and wellbeing benefits of regular physical activity to the general population
- Outcome 4 – Active Cumbria is a sustainable, high performing organisation which is valued by customers and partners.