



# Council Plan 2020 – 2030

CONSULTATION DRAFT  
24 September – 7 November 2019



# Introducing our Council Plan

This is our proposed Council Plan for the next ten years. We hope that you can take the time to read through it and give us your views.

In putting this plan together we have developed the priorities and objectives that we believe will help to make Allerdale a place where our communities can thrive. To ensure that everyone can prosper in our area we need to work towards a sustainable future – for our economy, our environment, and our communities – as well as creating a sustainable footing for the Council so that we can continue to provide the services that our communities need.

There are key things that we need to do to deliver a sustainable future including: making sure that the Council is on a sound financial footing; ensuring we deliver high quality services; making sure our neighbourhoods are clean and tidy as well as addressing wider environmental issues; supporting our towns as key service centres for all of our communities; taking action to ensure we have the right homes in the right places; supporting our communities to be healthy, active and engaged; and investing to support businesses so there are good employment opportunities to keep people in and attract people to Allerdale.

We recognise that only through collaborating with others will we achieve our ambitions for our area. Building positive partnerships with the people and communities we serve and our partners in the public, private and voluntary sectors is key to all of the ambitions set out in this plan and it will be vital for us to make sure that we fulfil our role as local leaders able to influence and work well with others. We will be inviting comments on this draft Plan from a wide range of organisations and people so that they can give us their views as our plans take shape.

We believe in the importance of being open and transparent in all that we do, providing the public with the information that they need to decide if we are performing well and responding to their needs. So we will regularly report on progress against our Council Plan.

We welcome any views that you have on the draft Council Plan to help us shape our plans for the future.

**Councillor Marion Fitzgerald**  
**Leader of Allerdale Borough Council**

## Our priorities:

- A financially secure council
- Outstanding local services
- Thriving towns and villages
- Invest to grow
- A cleaner, greener Allerdale
- Resilient communities





## A financially secure council

### To achieve this we will:

- Address the budget deficit
- Become self-sufficient by 2030
- Become more commercial
- Become more efficient

## A cleaner, greener Allerdale

### To achieve this we will:

- Make sure our neighbourhoods are clean and tidy
- Reduce waste and increase recycling
- Improve and protect our open spaces and green infrastructure
- Ensure environmental sustainability is at the heart of our policies
- Use our assets to encourage green technology

## Invest to grow

### To achieve this we will:

- Use our asset portfolio to create new or different opportunities (at Lillyhall, Oldside, Reedlands Road, and Derwent Valley)
- Develop a housing company to provide the right homes in the right places at the right price
- Utilise the Allerdale Investment Partnership, the Local Enterprise Partnership and Britain's Energy Coast to stimulate growth
- Work with partners on key economic sites and opportunities

## Outstanding local services

### To achieve this we will:

- Make it easy for customers to contact us
- Ensure we get it right first time
- Be bold in our use of technology
- Look at different and better ways to deliver services

## Thriving towns and villages

### To achieve this we will:

- Create deliverable town plans that enable our towns to adapt to the changing nature of the high street
- Give people a reason to visit our towns (festivals, events, cultural and sporting activities, markets)
- Support businesses (with advice, finance, and accommodation)
- Ensure there are suitable, affordable, decent homes for all
- Increase the number of people living in our town centres
- Build communities, not just homes

## Resilient communities

### To achieve this we will:

- Promote healthy, active lifestyles
- Address community safety issues
- Engage with our communities, and our town and parish councils
- Prevent and reduce homelessness
- Address inequalities
- Collaborate with others to support our area and our communities

# Consultation questions:

1. Do you agree with the priorities set out in the draft Council Plan 2020-2030?
2. Do you agree with the objectives identified under each of the priorities?
3. Is there anything that you think should **not** be included in the Plan?
4. Is there anything missing (key challenges or issues) that you think should be included in the Plan?

A consultation is available on the Allerdale Borough Council website at: [www.allerdale.gov.uk/consultation](http://www.allerdale.gov.uk/consultation)

**Please submit your response by 7 November 2019.**

If you would prefer to respond by email or in writing or to request a hard copy of the survey please contact Strategy, Policy and Performance:

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Email: [policy@allerdale.gov.uk](mailto:policy@allerdale.gov.uk)

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