

# West Cumbria: Opportunities and Challenges 2019

A community needs report  
commissioned by Sellafield Ltd



February 2019

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# Introduction

Commissioned by Sellafield Ltd and prepared by Cumbria Community Foundation, this report looks at the opportunities and challenges facing communities in West Cumbria. It provides a summary of the social needs and community issues, highlights some of the work already being done to address disadvantage and identifies opportunities for social impact investors to target their efforts and help our communities to thrive.

It is an independent report produced by Cumbria Community Foundation and a companion document to Sellafield Ltd's Social Impact Strategy (2018)<sup>1</sup>.

Cumbria Community Foundation has significant knowledge of the needs of West Cumbria and a long history of providing support to address social issues in the area. We work with businesses, individuals and charitable trusts to make grants to hundreds of community groups, charities and individuals each year.

In 2017, our sister report 'Cumbria Revealed - A County of Contrasts'<sup>2</sup> provided an analysis of the community needs across the county. It mirrored the fact that while Cumbria is outwardly apparently wealthy and healthy, some communities face real poverty and disadvantage.

This report has been produced to inform people and organisations wishing to devise programmes of activity to address these needs. We can all contribute to strengthening our communities. The solutions to the issues lie within the people and organisations in our communities.

We've looked at the evidence base for West Cumbria and the issues emerging from the statistics under key themes. Our evidence has been drawn from many sources, using the most up-to-date, readily available statistics. It should be noted that agencies employ various collection methodologies and datasets are available for different timeframes. Interested readers are referred to the original documents for further analysis or explanations.

West Cumbria is a very special place with much to celebrate. It is home to the nation's nuclear expertise and is the birthplace of the nuclear industry. The nuclear industry and our communities are closely connected. The Community Foundation, local councils and other funders warmly welcome the investment of ideas, time and money to help alleviate the issues which are a barrier to progress for the people of West Cumbria.



<sup>1</sup> Sellafield Ltd Social Impact Strategy (2018)

<sup>2</sup> Cumbria Community Foundation, Cumbria Revealed: A County of Contrasts (2017)



# Summary

There is much to celebrate and enjoy in West Cumbria, from the highest mountain and deepest lake in England, to the abundance of fresh air, big skies and some of the best sunsets in the UK.



Our people are among the friendliest and caring you will meet. It is a safe place to live with low levels of crime. It's home to some brilliant minds in world leading nuclear experts, scientists, technologists and problem solvers.

It has communities with a strong sense of identity and some exceptional community and charitable organisations working hard to maintain facilities, services and opportunities for everyone. We have inspirational role models in the fields of business, sport and the arts.

The word that most people use to describe the area is 'contrast' because of the juxtaposition of disadvantage and world leading technologies and businesses.

We have great sporting traditions: fell running, rugby league and Cumberland and Westmorland wrestling. The area is home to a rich culture of participation in sport. However, despite this, one in ten children start school overweight.

We have some of the highest average wage levels in the county, matched to enviable levels of housing affordability. However, we still have areas

of deprivation and 3,900 children live in poverty and nearly 14% of households live on less than £10,000 per year.

We have some great schools achieving nationally recognised success academically and in sporting achievement, but sadly for some, despite best efforts, the provision of secondary education in some areas is failing our children, some of whom leave school with no qualifications. At a time when economic success is dependent on knowledge and innovation, one in four adults have no qualifications.

Everyone with an involvement in West Cumbria has a stake in promoting positive change and in achieving the United Nations Development Programme Sustainable Development Goals<sup>3</sup> including: No Poverty; Zero Hunger; Good Health and Wellbeing; Reduced Inequalities; Quality Education; Gender Equality; Affordable and Clean Energy; Decent Work and Economic Growth; Sustainable Communities.

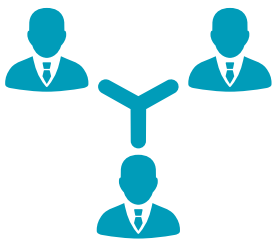
We have inspirational people and local projects that are addressing many of these issues. By working together and focusing our efforts we will help create thriving communities and a better future for West Cumbria.

<sup>3</sup> United Nations Development Programme: Sustainable Development Goals (2016)

WEST CUMBRIA IN PROFILE: OPPORTUNITIES

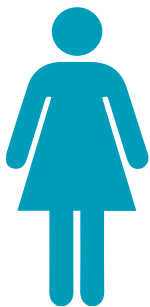


Allerdale has nearly **6% more active people** and over **20% less inactive adults** than England as a whole

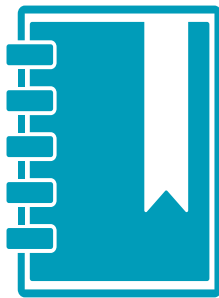
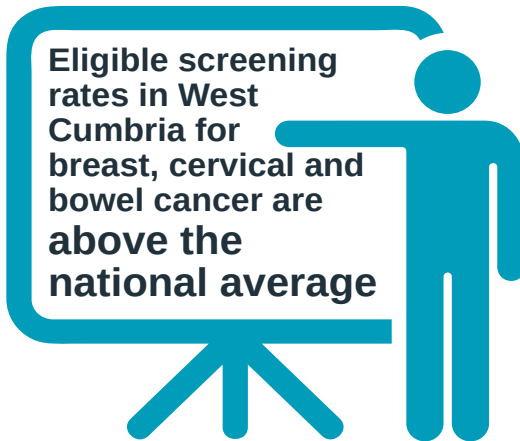


Copeland has a higher proportion of **micro-businesses** than the national average

Allerdale has a higher rate of female employment than the average



Older people have a better quality of life than the national average



There are more **16-17 year olds** in training, education and employment than the national average

Manufacturing and construction contributes **£1.6 billion** to West Cumbria's Gross Value Added



**87 primary and 9 secondary schools** rated outstanding or good



Allerdale has **2% higher rate of employment** than England's average



**25% less** hospital admissions due to falls in people aged 65 years and over



**5 secondary schools** have above national average number of pupils achieving Grade 5 or above in GCSE English and Maths

# A Place of Opportunity

- Globally recognised as a Centre of Nuclear Excellence, thanks to the area's world class expertise and skills base in the nuclear sector, specialist manufacturing and innovation.
- Sellafield Ltd's decommissioning and waste management programmes provide significant investment into the supply chain and local economy, generating new business opportunities.
- World leading research and development facilities, such as the National Nuclear Laboratory.
- West Cumbria has a strong track record of successful and enterprising businesses, particularly in terms of innovation and new products. Examples include: M-Sport motorsport business at Dovenby, world leader polymer film production at Innovia in Wigton and Iggesund Paperboard in Workington.
- Outstanding cultural heritage and landscape is celebrated internationally, with both the Lake District and Hadrian's Wall recognised by UNESCO as World Heritage Sites. Nearly 4.5 million people visit per year, generating over £200m direct expenditure in West Cumbria economy and supporting nearly 5,000 full-time equivalent jobs.<sup>4</sup>
- The UK's most popular long-distance cycle route (C2C) starts in West Cumbria, as does one of the most popular walking routes (Wainwright's Coast to Coast).
- There are deep water port facilities at Workington and a major leisure marina at Whitehaven.
- Improved connectivity through significant infrastructure investment in the A66, the Cumbrian Coastline rail service and transport hubs.
- High quality training providers for vocational, technical, graduate and post-graduate education. Providers include: Gen2, Energy Coast University Technical College, Lakes College, National College for Nuclear, University of Cumbria, University of Central Lancashire and University of Manchester's Dalton Nuclear Institute's Cumbrian Facility.
- Of the 14 secondary schools in the area, West Lakes Academy, Keswick, Nelson Thomlinson, and Mayfield are rated outstanding by Ofsted, with a further four rated as good.
- Of the 97 primary schools, the majority scored 'good' or above in their last Ofsted inspection, with 15 rated as 'outstanding'.<sup>5</sup>
- Investment in schools in Copeland continues with the opening of the new shared Whitehaven Campus for Mayfield School and St Benedict's Catholic High School in January 2019 and the re-opening of St Bees School in September 2018.
- Strong local communities, supported by a diverse and thriving network of community groups and Third Sector Organisations.
- Excellent community facilities, including village halls, community hubs, leisure centres and sports clubs.
- Cumbria is one of the safest places to live, work and visit with relatively low levels of crime compared to other areas in England and Wales.<sup>6</sup>
- West Cumbria has been recognised as one of the top places in the country which offer a good quality of life and reasonable house prices.<sup>7</sup>

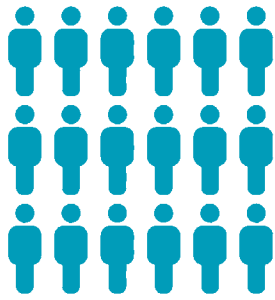
4 Cumbria Tourism, 'Tourism in Cumbria 2017: Key Facts and Trends' (2018)

5 Gov.UK School Comparison Site (Dec 2018)

6 Crime and Community Safety Strategic Assessment for Cumbria 2016-17 (2017)

7 The Independent: <https://www.independent.co.uk/news/uk/home-news/the-worst-places-to-live-in-the-uk-a6770546.html> (2015)

WEST CUMBRIA IN PROFILE: CHALLENGES



166,000 people live here



In Allerdale 12.7% of people live in fuel poverty

3,900 children live in poverty



51% of all 18 to 24 year olds in Cumbria currently claiming unemployment benefit live in West Cumbria

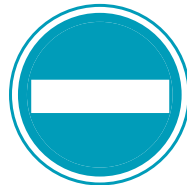


In Copeland 1 in 6 children get free school meals



In Copeland 1 in 4 11 year olds are obese

6 secondary schools have Progress 8 scores below or well below national average



1 in 4 adults have no qualifications



17% of children have special educational needs



14.8% of households have an income of less than £10,000 a year



Nearly 1 in 4 people in West Cumbria are over 65 years old

63.3% of adults in Allerdale and 65.8% in Copeland are overweight



Life expectancy varies by 13 years for men and 9 years for women between the poorest and wealthiest wards in the area



# West Cumbria in Profile

## Geography

West Cumbria, located on the north west coast of England, is a sub-regional area defined by the Duddon Estuary in the south and the Solway Firth in the north. To its west is the Irish Sea and the Lake District National Park lies to the east. West Cumbria comprises an area of more than 760 square miles, over half of which is within the boundary of the Lake District National Park, and over 70 miles of coastline.

West Cumbria has a relatively low population of 166,000 for its area. Predominantly rural, the majority of the population resides in the towns of Whitehaven, Workington, Maryport, Cockermouth, Keswick, Millom, Egremont, Cleator Moor, Frizington, Aspatria, Wigton and Silloth.

The quality of the natural environment is exceptionally high and celebrated internationally, with both the Lake District and Hadrian's Wall recognised by UNESCO as World Heritage Sites, the designation of large parts of the Solway plain as an Area of Outstanding Natural Beauty and numerous Sites of Special Scientific Interest. It has Scafell, the highest mountain in England, and Wastwater, the deepest lake. It's an area rich with industrial heritage and the birthplace of one of England's greatest poets, William Wordsworth.

Administratively there are two local authority districts, Allerdale Borough and Copeland Borough, along with Cumbria County Council.

## Economy

The traditional industries of mining, steel and manufacturing, which drove the growth of the main settlements in West Cumbria, declined during the 20th century. The nuclear sector became established in the 1950s and now West Cumbria hosts two thirds of the UK's nuclear facilities, including Sellafield and the Low Level Waste Repository.

The most significant employer is Sellafield Ltd which directly employs around 11,000 people and a further 13,000 are contracted through the supply chain. Sellafield's Social Impact Strategy sets out its commitment to working with Small Medium Enterprises (SMEs) and maximising opportunities for local people and businesses to benefit from the taxpayer investment into Sellafield decommissioning.

West Cumbria is globally recognised as the Centre for Nuclear Excellence (CoNE) thanks to its wealth of expertise in the nuclear sector. The nuclear industry supports high-tech industries, some of them locally grown, and offers significant opportunities for further innovation and advanced manufacturing growth. Leading research and development facilities are provided, for example, by the National Nuclear Laboratory and the University of Manchester's Dalton Nuclear Institute.

Other significant private sector employers include the M-Sport motorsport business at Dovenby, world leader polymer film production at Innovia in Wigton, and successful manufacturers including Iggesund Paperboard, New Balance, James Walker, Amcor and Sealy Beds.

West Cumbria Gross Value Added (GVA) in 2016 was £23,981 per head, higher than the NW region (£21,867) and manufacturing GVA has been performing well.<sup>8</sup>

In the rural areas, the economy is largely dependent upon tourism, with Keswick being one of the main 'honeypot' areas of the Lake District. While forestry, hill farming and dairy farming are not large scale employers, they are crucial to maintaining the landscape and culture that visitors come to enjoy and which binds the rural communities.

In addition, a quarter of the adult workforce in Cumbria is employed in the public sector in health, education and public administration.<sup>9</sup>

The differences between rural West Cumbria and the post-industrial areas are possibly much more significant than the differences between the two boroughs. The dominance of the nuclear sector complicates the picture supporting, as it does, well-paid and highly skilled jobs, in contrast to the lower-waged sectors of tourism and agriculture.

As a consequence, West Cumbria is an economically and socially diverse area where pockets of extreme deprivation exist next to affluent areas; and where low levels of aspiration and educational achievement are mismatched with persistent skill shortages. These factors are exacerbated throughout the area by isolation, poor transport connectivity and access to jobs and markets.

<sup>8</sup> Office of National Statistics, GVA (2016)

<sup>9</sup> Cumbria Intelligence Observatory, Employment Briefing (2016)





## Allerdale in Profile<sup>10</sup>

**Size:** 479 square miles.

**Population:** 97,213 (49.3 % Male; 50.7 % female; 24% aged over 65; 16.5% aged under 15).

**Population density:** 200 people per square mile.

**Business Base:** approx. 4,575 of which 90% are micro-businesses. 351 New Business Start-ups in 2016.

**Average Income:** £427 per week.

**Median Income:** £368 per week.<sup>11</sup>

**Multiple Deprivation:** 7 Super Output Areas in Allerdale are in decile 1 for multiple deprivation (i.e. amongst the 10% most deprived in England). These include parts of Moss Bay, Ewanrigg, Ellenborough and St. Michaels.<sup>12</sup>

**Life Expectancy:** In 2016, the life expectancy for women was 82.3 years and for men was 78.6 years compared with national life expectancies of 83.1 and 79.5, respectively.

**Health Inequalities:** Life expectancy is 9.3 years lower for men and 7.4 years lower for women in the most deprived areas of Allerdale than in the least deprived.

**Living in Rural Area:** 72% of Allerdale residents live in rural areas, compared to 54% for the county as a whole and 18% for England.



## Copeland in Profile<sup>10</sup>

**Size:** 282.5 square miles.

**Population:** 68,689 (50.1 % male; 49.9 % female; 22.1% aged over 65; 17% aged under 16).

**Population Density:** 250 people per square mile.

**Business Base:** approx. 2,620 of which 92.7% are micro-businesses. 197 New business start-ups in 2016.

**Average Income:** £744 per week.

**Median Income:** £773 per week.<sup>11</sup>

**Multiple Deprivation:** 6 Super Output Areas in Copeland are in decile 1 for multiple deprivation, making them among the 10% most deprived areas in England.<sup>11</sup> These include Sandwith and parts of Cleator Moor, Frizington, Harbour Ward and Mirehouse.<sup>12</sup>

**Life Expectancy:** Life expectancy for women is 81.8 years and for men is 78.1 compared with national life expectancies of 83.1 and 79.5, respectively.

**Health Inequalities:** Life expectancy is 9.4 years lower for men and 7.4 lower for women in the most deprived areas of Copeland than in the least deprived.

**Living in Rural Area:** 65% of Copeland residents live in rural areas, compared to 54% for county as a whole and 18% for England.

<sup>10</sup> Sources for Allerdale and Copeland data: Cumbria Intelligence Observatory District Profiles; Public Health England and Cumbria County Council Joint Strategic Needs Assessment.

<sup>11</sup> Annual Survey of Hours and Earning (ASHE), Office of National Statistics (2018)

<sup>12</sup> Office for National Statistics, Indices of Multiple Deprivation 2015 dataset.

# Growing up in West Cumbria

Children and young people deserve the best possible start in life and to benefit from the opportunities that exist. This means they grow up in loving and supportive families, have positive educational and social experiences, live in connected and caring communities and achieve their potential.

## OPPORTUNITIES

- One of the safest places to live, work and visit.
- 87 primary schools and 9 secondary schools are rated outstanding or good.
- 5 secondary schools in West Cumbria have above the national average number of pupils achieving Grade 5 or above in English and Maths GCSE.
- More 16-17 year olds are in training, education and employment than the national average.
- Community based organisations, providing youth development programmes, positive role models and mentoring projects.
- Businesses encouraging young people to think ambitiously about their future, for example, React Engineering and the work of Britain's Energy Coast Business Cluster's Socio Economic Group.
- Offers great access to the outdoors, industrial heritage and cultural experiences.



## Child Poverty

For the majority of children and young people, West Cumbria is a great place to grow up. However, there are significant challenges for those living in more disadvantaged areas.

Child poverty can have profound effects for life with research showing strong links between child poverty and poor educational achievement. This then has an impact on potential employment and earnings and contributes to skill shortages for business. Child poverty also leads to health issues and reduced life expectancy.

According to the District Profiles for 2018 (2015 data), about 3,900 children live in poverty across the two areas.<sup>13</sup>

Cumbria County Council's Children's Services operate in Allerdale and Copeland as a single 'locality' (West Cumbria). Compared to county averages West Cumbria has higher rates of:

- Children in need (376.4 vs. Cumbria's 363.9 per 10,000 population); children in need cases due to abuse or neglect (72% vs 64%);
- Children with a child protection plan (43.1 vs. 34.6 per 10,000);
- Child protection cases recording emotional abuse (55% vs 46% for Cumbria);
- Children looked after (86.2 vs. 72.4 per 10,000 population).<sup>14</sup>

The highest percentages of pupils eligible for free school meals in the county is in Barrow-in-Furness with 19.3%, but Copeland is second highest at 15.4% and Allerdale third at 13.2%. Compare this with the lowest, South Lakeland, at 5.6%.<sup>15</sup>

## Challenges:

- 13 Super Output Areas are amongst the 10% most deprived in England.
- 3,900 children are living in poverty.
- More West Cumbrian children are in care than in any other part of the county.
- Teenagers obtain fewer GCSEs than the national average.
- 17% of children have special educational needs.
- In Copeland 1 in 4 11 year olds are obese.
- Health inequality gap between affluent and poor areas.

<sup>13</sup> HMRC/DWP personal tax credits: children in low-income families local measure 2015 snapshot (2018)

<sup>14</sup> Cumbria Joint Strategic Needs Analysis (2015-17)

<sup>15</sup> Cumbria HeadStart: <http://www.cumbriaheadstart.org.uk>

## SAFETY NET UK

Safety Net (UK) is providing true early intervention by sending specialist support workers and therapists to work with children and young people at Whitehaven Academy to overcome trauma caused by domestic or sexual abuse.



The charity received £50,000 to deliver the in-school pilot project, providing targeted teacher training, pupil peer monitoring, 1:1 therapy and support, information and advice, plus signposting to appropriate agencies. The school was chosen for the pilot because of the high number of children who are involved with social services.

In the first eight months of the project, it had seen 47 children struggling with a range of issues - from a difficult home life, feelings of low self-esteem, deliberately harming themselves, suffering from anxiety or being subjected to exploitation. Twice as many girls than boys have come forward for help.

After a dozen 1:1 sessions, a 14 year old girl who presented with low mood and was self-harming has stopped deliberately hurting herself and discovered how to overcome her difficulties in expressing her feelings. She has started to look at places where she could volunteer as she now believes that this will help her confidence and self-esteem, improve her future prospects and give her a wider social circle as well as it being interesting and enjoyable to do.

Since the pilot, additional funding has been secured to deliver the project in more secondary schools.

## Health and Wellbeing of Children and Young People

The health inequality gap is a national problem. On average, a boy born in one of the most affluent areas of England will outlive one born in one of the poorest parts by 8.4 years. The reasons for this difference in life expectancy are complicated, but one of the main factors is income.

Nationally, the government says it is committed to tackling health inequality and that it is taking action to help people live longer and healthier lives. In West Cumbria a child growing up in Moss Bay (Allerdale) can expect to live nearly 20 years less than someone in Greystoke (Eden), a community which is just 30 miles away but where average incomes are much higher.<sup>16</sup>

**Overweight or Obese:** West Cumbria has some of the best sporting facilities and rugby league clubs and many youngsters have gone on to play nationally and internationally, but there are still worrying health issues within the areas. West Cumbria has some of the worst rates for childhood obesity. Approximately 1 in 10 of all reception aged children are obese. By Year 6 (10-11 year olds), proportions of overweight or obese children increase (18.5% in Allerdale and 25.1% in Copeland), a trend that does not bode well for an early reduction in obesity overall.

**Alcohol specific hospital admissions for u18s:** West Cumbria has some of the worst rates of children being admitted to hospital for alcohol-related issues in England. With Allerdale at 34.9 per 100,000 people and Copeland at 63.2 per 100,000 people suffering from alcohol-related hospital admissions, both are considerably higher than the national rate of 34.2. Copeland's rate is one of the highest in England.<sup>17</sup>

The situation has deteriorated in recent years for both these key indicators, which are now among the top priorities for action by Cumbria NHS and Cumbria County Council.<sup>18</sup>

**Youth Mental Health:** Poor emotional wellbeing and mental health conditions are significant contributors to low education attainment, loneliness, self-harm, homelessness, drug and alcohol addiction. In Cumbria 1 in 10 children are estimated to have an emotional wellbeing problem – that's three pupils in the average school classroom. Child hospital admissions for mental health are significantly higher than the national average (110.6 vs 87.2 admissions per 100,000). Half of young adults with mental health issues have symptoms by the age of 15. For those aged 5-19 years, suicide is the second most common cause of death.<sup>19</sup>

In West Cumbria youth activities are provided by community based youth organisations e.g. Phoenix Youth Project, Whitehaven Harbour Youth Project and South Workington Youth Partnership, Cumbria Youth Alliance, other charities such as Scouts and Girl Guides, local churches and sporting opportunities through various sports clubs.

Community based youth organisations have seen significant reductions in funding from local authorities, particularly Cumbria County Council (CCC), in the last three years with CCC focussing its limited youth funding on targeted work (not youth clubs). Other funders such as Northern Rock Foundation and Lloyds Foundation have either ceased to operate or stopped funding children and young people's projects. These are substantive issues which threaten the amount, range and quality of youth provision in the area.

## Educational Attainment of Children<sup>20</sup>

### Primary Schools

There are 97 primary schools in West Cumbria. In terms of Ofsted assessments the great majority are assessed as good, with 15 schools assessed as outstanding. Only six primary schools were graded at levels 3 and 4 (requires improvement and inadequate).

The Key Stage 2 results for primary schools in 2018 showed Cumbria as a whole performing below the national average with major variations between schools. For the measure ' % of pupils meeting the national standard', data was available for 74 primary schools, of these 34 schools (45.9%) had an at or above national average score. There appears to be no particular pattern in West Cumbria, which has schools among the best and worst performing at various key stages.

<sup>16</sup> Cumbria County Council: Anti-Poverty Strategy (2014-17)

<sup>17</sup> Public Health England: Local Alcohol Profiles for England (2017)

<sup>18</sup> Cumbria Intelligence Observatory: National Child Measurement Programme (2016-17)

<sup>19</sup> Cumbria Joint Strategic Needs Analysis (2015-17)

<sup>20</sup> All education data sourced from GOV.UK 2018 or Cumbria Joint Strategic Needs Analysis (2015-17)



## EWANRIGG LOCAL TRUST: WE WILL PROJECT

Record numbers of children are being referred to mental health services. However, in Cumbria many young people often wait up to nine months or longer to get this vital help.



Teenagers in Maryport, worried about mental health issues within their community, are tackling this issue thanks to £10,000 from the #iwill Fund, awarded to Ewanrigg Local Trust's 'We Will' project.

The project is led by a group of young people aged 14-18, some with mental health issues themselves and some concerned about their friends. The youth-led project aims to train up to 250 people in Youth Mental Health First Aid. The group have also arranged workshops to bring people together including GPs, health commissioners, teachers and specialists to discuss issues and opportunities and make campaign plans.

Youngsters have gained the skills and confidence to strike up conversations when concerned about their own or others' mental health. It also made them better equipped to support other young people with the day to day worries associated with mental health, understand their own stress levels and communicate better with those around them.

Kate Whitmarsh, Development Officer, said: "This grant has been instrumental in helping young people form their group; undertake extensive research; train their first cohort of Youth Mental Health First Aiders; develop campaign skills and prepare to launch their campaign.

"They now want to train the next cohort of Youth Mental Health First Aiders in their schools, bring more schools into 'We Will' and deliver more training in the community."

## LEARNING THROUGH LEGO

The First LEGO League is a global robotics challenge aimed at 9-16 year olds, where pupils are tasked to solve real life problems with the help of a LEGO robot.



The programme helps pupils understand the principles of computer science, as well as developing skills such as communication.

Ennerdale Engineers, a team of 10 pupils from Ennerdale and Kinniside Primary School, were runners-up in the LEGO League regional finals for North and West. They then competed in the national finals where pupils fought off competition from secondary schools across the UK to win the second-place trophy in the Robot Performance Award.

Headteacher David Moore, said: "Attending the finals was a stunning achievement for any team, but even more so for Ennerdale who had both the youngest team members and were from the smallest school in the UK final.

"Engineering firms in West Cumbria are one of the largest employers of high-quality jobs. Success in this field can greatly increase a child's future economic wellbeing."

## NORTH ALLERDALE DEVELOPMENT TRUST

North Allerdale Development Trust's Early Intervention Programme is a personal development programme for 12 to 16 year olds, who are at risk of exclusion or underachievement within formal education.

It currently engages with five secondary schools in Allerdale and works in partnership with another charity, 'Free 4 All', which donates furniture for the project. The programme uses the concept of experiential learning through practical tasks and conversation. The programme gives young people the time to discuss and explore their own opinions, choices and behaviours.

Nicola Bedlington, Project Leader, said: "Most of the kids who come here are at a fork in the road. The chair challenge, where we get them to restore and upcycle a broken chair, takes about three four-hour sessions. They can then keep the chair or sell it to help fund the project. The rest of the weeks are spent working as a team on a group piece."

14 year old Sam\* goes to Nelson Thomlinson school. He was in internal exclusion at school for every lesson, being taught alone away from his peers for persistent backchat and bad behaviour. He explains how the Upcycle Project had turned his life around.

"My attitude to learning has improved and I have learnt other skills, like manufacturing and welding. Before, if I got told off, I'd backchat and end up in isolation.

"Upcycle is different. The staff are great. They are really supportive, always here when you need them. If you do something wrong, you don't just get a punishment. They take you to one side, calm you down, talk to you, ask you if deserve a punishment and what it might be.

Eight weeks and one chair later, Sam is back full time with his classmates. "I want to be an engineer or a welder or a builder, I didn't have a clue before. The things I've learnt wasn't just fun, it's given me life skills for future careers."

*\*not his real name*

## Secondary Schools

The gap in achievement between pupils who are considered disadvantaged and those who are not, is often significant. The secondary school league tables published in January 2019 show that nationally 24.9% of the poorest pupils got good passes in English and maths GCSE, compared with 50.1% of the rest. Low aspirations among some young people continues to be an issue as they move towards adulthood. Where there is a culture clash between the community and school, attainment tails off, horizons narrow, confidence is damaged and initiative is lost.

As the 2018 Secondary School comparison table shows, there is a mixed picture for West Cumbria when compared to the national average. For the 'Progress 8' measure seven of the 12 schools listed have an average or above average score. The best performing schools are Cockermouth School and Keswick School in Allerdale and West Lakes Academy in Copeland.

However, some secondary schools are performing less well, with six schools having 'Progress 8' scores below or well below the national average.

Of these, Whitehaven Academy (Copeland) was placed in special measures in November 2016 and the latest full Ofsted report rates it as 'inadequate' in every area except one which 'requires improvement'. Workington Academy (formed by the merger of Southfield Technology College and Stainburn School and Science College in 2015), Energy Coast UTC, Millom School and Solway Community Technical College have all been rated as 'requires improvement'.

The area overall has some issues with pupil engagement and additional learning needs, especially among the most disadvantaged pupils:

- Fixed term exclusions: 5% of all secondary pupils in both districts have experienced a period of exclusion from school. The main reason given for exclusion is disruptive behaviour.
- Persistent absenteeism: 7.8% of secondary pupils in Allerdale and 9.8% in Copeland are persistently absent from school.
- Special Educational Needs (SEN): Over 17% of pupils in both areas have special educational needs – of which 24% are due to mental disorders.

## Secondary School Performance at the end of Key Stage 4 (Jan 2019)

| School   | Type of School           | Progress 8 Score*           | Grade 5 or above in English & Maths GCSE** | Attainment 8 Score* | Ofsted rating (inspection date) |
|--|--------------------------|-----------------------------|--|---------------------|---------------------------------|
| England – state funded schools   |                          | -0.02                       | 43.0%                                      | 46.4                |                                 |
| England - all schools  |                          |                             | 39.9%                                      | 44.3                |                                 |
| Cumbria  |                          | -0.11                       | 43.3%                                      | 46.7                |                                 |
| <b>Allerdale</b>   |                          |                             |  |                     |                                 |
| Beacon Hill Community School   | Maintained               | Average<br>-0.4             | 21%  | 36.8                | Requires Improvement (2017)     |
| Cockermouth School   | Academy                  | Above average<br>0.19       | 54%  | 52                  | Good (2018)                     |
| Energy Coast UTC   | Academy                  | -0.50<br>(-0.8 to -0.21)    | 24%  | 38.8                | Requires Improvement (2017)     |
| Keswick School   | Academy                  | Above average<br>0.25       | 56%  | 53.9                | Outstanding (2014)              |
| Nelson Thomlinson School   | Maintained               | Average<br>0.1              | 56%  | 50.2                | Outstanding (2013)              |
| Netherall School   | Maintained               | Well below average<br>-0.68 | 30%  | 39.5                | Good (2018)                     |
| St Joseph's Catholic High School   | Maintained               | Average<br>-0.08            | 38%  | 45.4                | Good (2016)                     |
| Solway Community Technical College   | Maintained               | Well below average<br>-0.56 | 34%  | 39.5                | Requires Improvement (2016)     |
| Workington Academy   | Academy                  | Below average<br>-0.5       | 32%  | 41.1                | Requires Improvement (2018)     |
| <b>Copeland</b>  |                          |                             |  |                     |                                 |
| Mayfield School  | Community Special School |                             |  |                     | Outstanding (2018)              |
| Millom School  | Maintained               | Average<br>-0.03            | 31%  | 43.5                | Requires Improvement (2016)     |
| St Bees  | Independent              | No 2018 data available      |  |                     |                                 |
| St Benedict's Catholic High School   | Maintained               | Below average<br>-0.26      | 38%  | 44.6                | Good (2014)                     |
| Whitehaven Academy   | Academy                  | Well below average<br>-0.96 | 23%  | 37.4                | Inadequate (2016)               |
| West Lakes Academy   | Academy                  | Well above average<br>0.5   | 57%  | 53.8                | Outstanding (2017)              |
| <p>*Introduced in 2016 'Progress 8' compares pupils' key stage 4 results to those of other pupils nationally. It measures the progress of pupils across a selected set of 8 subjects from the end of primary school to the end of secondary school. 'Attainment 8' is a measure of a pupil's average grade across a set suite of eight subjects.</p> <p>** In 2017 the GCSE grade scale A* to G in England was replaced by a new grade scale numbered from 9 to 1. In the new grading system, grades 9-7 range from A* to A, grades 6-4 range from B to C and grades 3-1 range from D to G. The government's definition of a 'good pass' is set at grade 5, equivalent to the top of an old grade C.</p> |                          |                             |  |                     |                                 |

## Encouraging links between education and business

Research<sup>21</sup> shows that young adults who remember four or more employer contacts are five times less likely to be NEET (Not in Education, Employment or Training) and that engaging children with employers/employees and the world of work has a positive impact on their academic achievement<sup>22</sup>. Both the Confederation of British Industry (CBI)<sup>23</sup> and the Career Development Institute say there's an opportunity for businesses to work with schools to address the careers guidance deficit and to add value to education by helping students develop employability skills, increase confidence and motivation.

## PHOENIX YOUTH PROJECT: ROLE MODEL SCHEME

The Phoenix Youth Project runs community-based youth activities for young people who live in some of the most disadvantaged parts of Copeland.



The project provides young people with a safe and friendly environment to socialise in and diverts them away from boredom and anti-social behaviour, which benefits the wider community.

Young people also take part in work experience and spent a week with United Utilities (see above). The Phoenix Role Models are local professionals who work in or around the local area and volunteer with the scheme. The Role Models regularly attend the youth work sessions to share career stories and give advice to local young people. The scheme brings role models and young people together on a regular basis to raise aspirations and build social connections.

“The Role Models help young people realise their potential, build up an understanding of the possible pathways into work and success, and believe their background is not a barrier.” Paul Rowe, Project Manager.

21 Education and Employers Taskforce: Dr Anthony Mann 'It's who you meet' (2014)

22 Education & Employers Research, Primary Futures: connecting life and learning in UK primary education (2017)

23 CBI 'Building on progress: boosting diversity in our workplace' (2014)



## BECBC BUSINESS AND SCHOOLS PROJECT

When students meet employers in school, their chances of becoming NEET are greatly reduced. They have a better understanding of the local labour market and are able to make more informed career decisions.



The Business and Schools Collaboration programme is delivered by Inspira on behalf of the British Energy Coast Business Cluster (BECBC).

The programme is crowdfunded through the BECBC and ensures that all secondary students in schools across West Cumbria have the opportunity to engage with a variety of local employers. The initiative is coming up to its first anniversary and so far almost 140 different companies have engaged with over 7,000 students across the year.

In November 2018, BECBC was delighted to receive an award to recognise the contribution the programme makes: the NDA Supply Chain Award for Best Approach to Ethical Practice or Social Responsibility.

## BLUE LIGHTS CAREERS FAIR

More than 250 students attended a careers fair at Lakes College, supported through the Live the Dream Fund.

Cumbria Partnership NHS Foundation Trust (CPFT) teamed up with North Cumbria University Hospitals NHS Trust, Cumbria Clinical Commissioning Group, Cumbria Health on Call, GP practices, North West Ambulance Service NHS Trust, Cumbria Constabulary, Cumbria Fire and Rescue Service and Cumbria County Council to host the school engagement event.



There are over 1,000 roles throughout these organisations and the whole day showed how vast the options for young people in Cumbria are.

Students got a hands-on experience of what the roles on offer across the organisations are like, testing out equipment themselves and speaking to the professionals. Jessica Morgan from Lakes College said: "It's been great to see what careers there are in health and social care, and it's helped to confirm that I definitely want to be in the NHS and I know I want to be a midwife."

# Living and Working In West Cumbria

Studies show that meaningful employment underpins so much of what is valuable in life, enabling people to rise out of poverty and overcome the disadvantages they face. Support is needed to close the gap in educational attainment between people from disadvantaged backgrounds and their peers; foster a greater interest in learning among young people and support the training and education of adults.

## OPPORTUNITIES

- Internationally recognised area of nuclear expertise, offering opportunities for business growth, skills development and employment.
- One of the safest places to live, work and visit.
- Vibrant visitor economy offering year-round employment.
- Strong track record of successful and enterprising businesses.
- Thriving vocational, further and higher education sector with increased opportunities locally and for distance learning.



## Challenges:

- High youth unemployment in West Cumbria (16-24 years olds).
- 1:4 West Cumbrians over 16 have no qualifications.
- Below average numbers of working age West Cumbrians are educated to degree level or above.
- There is a skills mismatch both with currently available vacancies and with the needs of projected growth sectors.
- Stark contrast between wards with the highest and lowest median annual household incomes.

## Employment

Unemployment in West Cumbria remains above national levels, particularly for young men. There are pockets of persistent long-term unemployment where skills developed for the industries of the past no longer match current job opportunities.

Unemployment, under-employment and minimum wage employment can contribute to poor health, low levels of self-esteem and aspiration, especially among younger people.

The Labour Market Briefing, November 2018 published by the Cumbria Intelligence Observatory<sup>24</sup> shows that claimant rates for the age group 16-64 years in October 2018, were above the national average of 2.3% for both Allerdale (2.9%) and Copeland (3.2%). Rates for 18-24 year olds are nearly double the national average of 3.2% for both Allerdale (5.4%) and Copeland (5.7%).

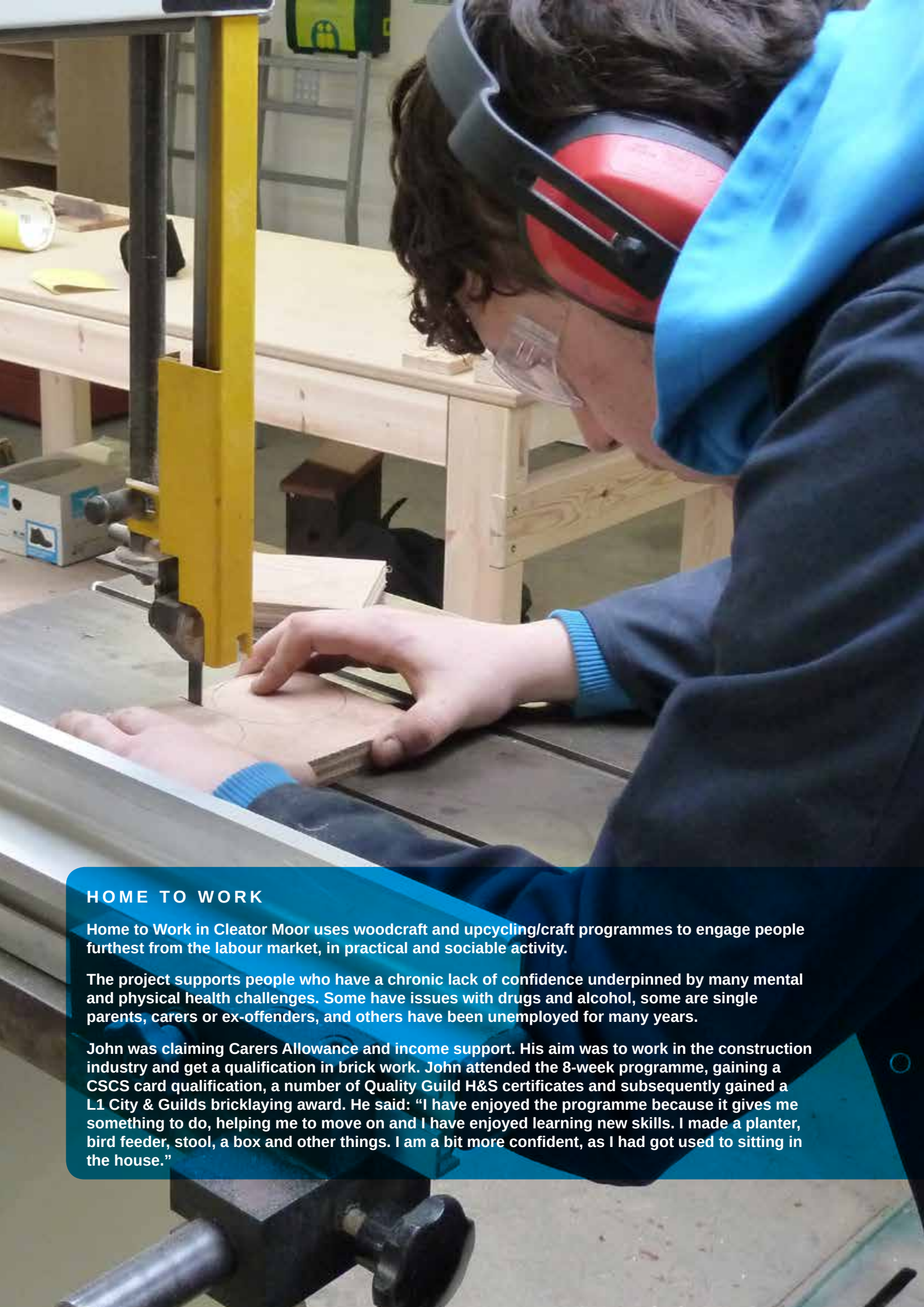
Ward data shows pockets of very high youth unemployment rates, with around a quarter of all claimants aged 18-24 years old evident in some wards e.g. 24% in Moss Bay in Allerdale and 23.1% in Hensingham, in Copeland.<sup>25</sup> The twelve-month average data (ending September 2018) provided for school-leavers not in education, employment or training (so called NEETs) and those whose destination is unknown (NKs) are:

- Allerdale – 4.1%
- Copeland – 4.2%
- Cumbria – 4.6%
- National average – 10.2%

The NEET figures are considerably lower than national figures, and may indicate good participation rates in education and training, including apprenticeships. However, actual youth unemployment (which may follow on from participation in education and training) remains persistent not only in West Cumbria but nationally.

<sup>24</sup> Cumbria Intelligence Observatory: Labour Market Briefing (Dec 2018)

<sup>25</sup> NOMIS (official labour market statistics) Ward Profile:out-of-work benefit claimant dataset (Jan 2018)



## HOME TO WORK

Home to Work in Cleator Moor uses woodcraft and upcycling/craft programmes to engage people furthest from the labour market, in practical and sociable activity.

The project supports people who have a chronic lack of confidence underpinned by many mental and physical health challenges. Some have issues with drugs and alcohol, some are single parents, carers or ex-offenders, and others have been unemployed for many years.

John was claiming Carers Allowance and income support. His aim was to work in the construction industry and get a qualification in brick work. John attended the 8-week programme, gaining a CSCS card qualification, a number of Quality Guild H&S certificates and subsequently gained a L1 City & Guilds bricklaying award. He said: "I have enjoyed the programme because it gives me something to do, helping me to move on and I have enjoyed learning new skills. I made a planter, bird feeder, stool, a box and other things. I am a bit more confident, as I had got used to sitting in the house."



Research carried out by various organisations, including The Economist, Ernst and Young, Youth Employment UK and Peace Child International, all point to a skills mismatch between education and employment confounded by school curricula which neglect vocational, entrepreneurial and employability training; poor connections between the private sector and schools; and a lack of support to help young people harness life-skills effectively. The Economist points out that the lowest youth unemployment rate in Europe is in Germany where there is a greater emphasis on these aspects of education and training.

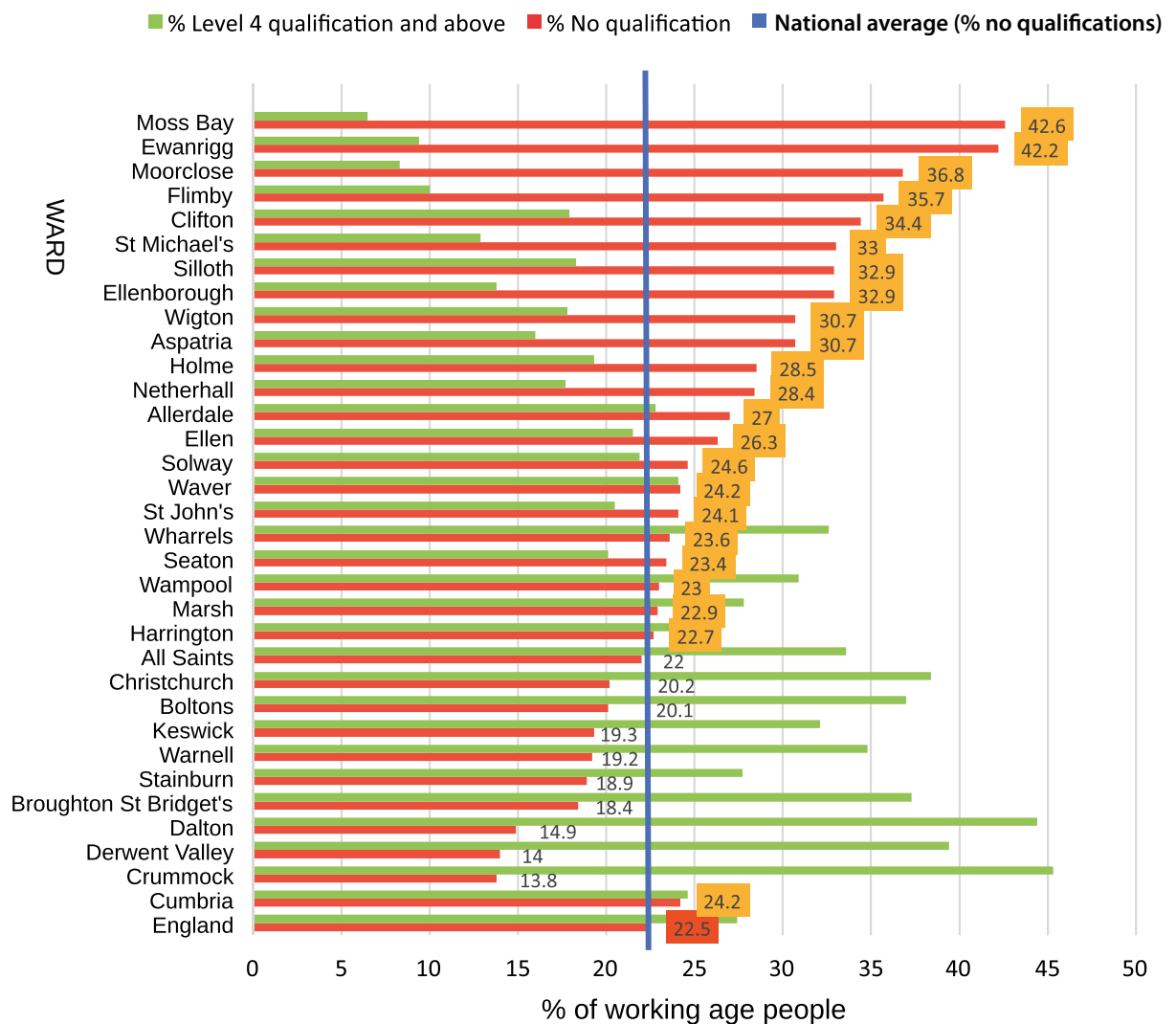
both the regional (0.3%) and national average (0.4 %). This rate of growth is also less than half the pace experienced in the decade to 2016.

Copeland is forecast to have the most challenging employment outlook of the Cumbrian local economies. This is due to its reliance on manufacturing which accounted for 31.7% of all jobs in 2016. Overall, a loss of 1,900 jobs in Copeland from 2016 to 2030 is forecast.<sup>26</sup>

Overall baseline forecasts show employment growth slowing across Cumbria. Job creation, between 2016 and 2030, is likely to ease to 0.2% a year, slower than

### Educational attainment – Allerdale

Source: ONS, Census 2011





### Skills Shortages

It's expected that there will be a challenge in the West Cumbria jobs market with fewer available jobs and the need for a more highly skilled workforce. It is becoming increasingly difficult for those with limited skill levels to enter the labour market. As local economies continue the shift towards innovative and knowledge-based sectors, it is important that the workforce continues to maintain and upgrade their skill levels.<sup>27</sup>

Worryingly, one in four West Cumbrians over the age of 16 have no qualifications at all. In Copeland specifically, the Census data shows that 33% of 16-64 years olds had no qualifications at all, over three times above the UK average of 9%. There are also areas where this percentage is even higher, such as 42.6% in Moss Bay (Allerdale) and 37.6% in Sandwith (Copeland).<sup>28</sup>

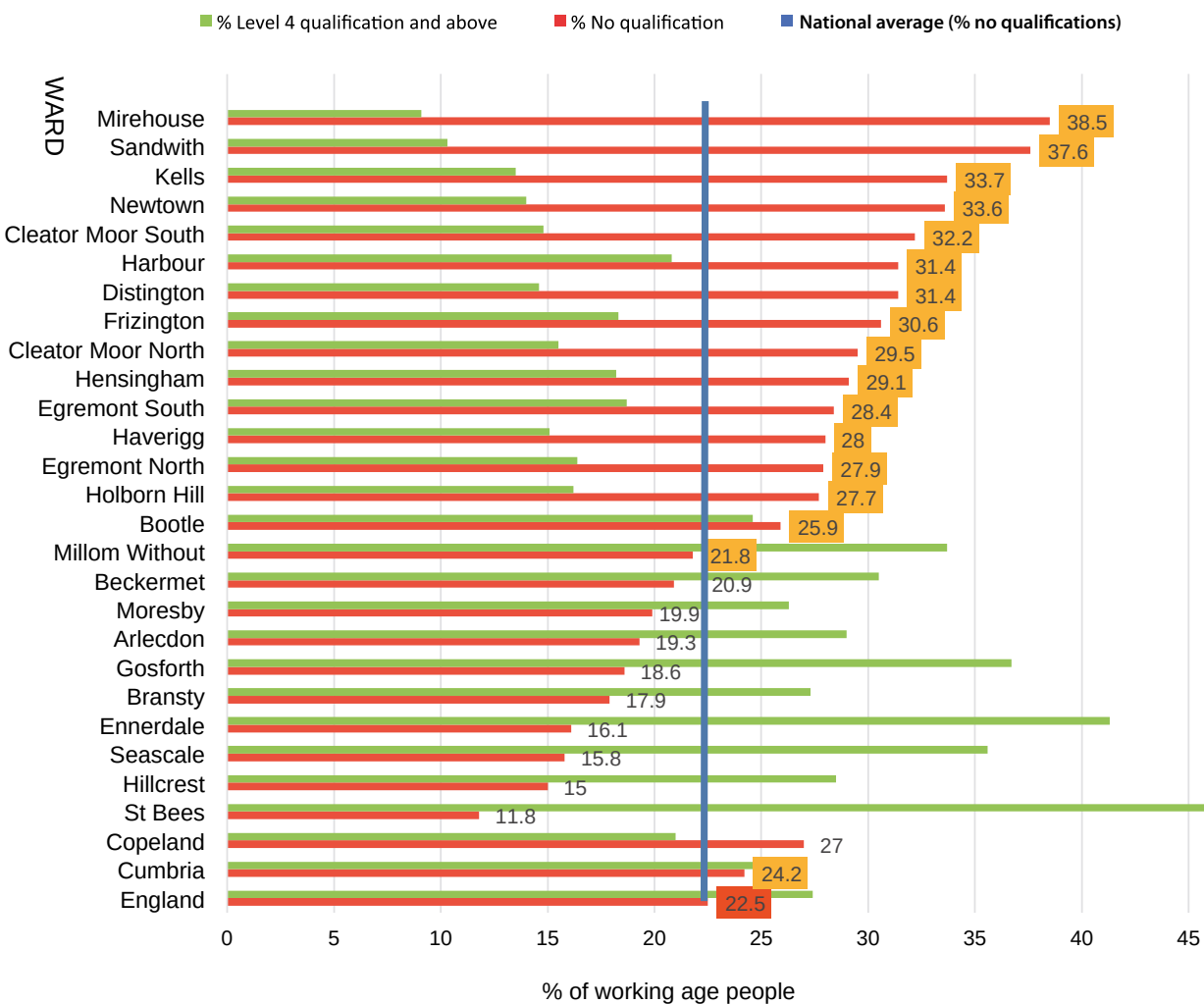
At the other end of the scale, there are below average numbers of those of working age that are educated to degree level or above. The share of 16-64 year olds educated to degree level or above equalled 22.5% in Copeland, significantly lower than the North West (34.5%) and UK (38.6%) averages. The average in Allerdale of 33.6% is more in line with the North West average.<sup>29</sup>

With the expectation that employment will contract in Cumbria<sup>29</sup>, this would result in additional competition in the local market, making it increasingly harder for the less skilled to find employment.

On the other hand, the Cumbrian visitor economy continues to perform well and may benefit from a weaker pound encouraging more 'staycations' and

### Educational attainment – Copeland

Source: ONS, Census 2011



27 Oxford Economics: The economic impact of Sellafield Ltd (June 2017)  
 28 Office for National Statistics: Census (2011)  
 29 NOMIS (official labour market statistics): Labour Market Profiles (2017)

more visits from overseas. Currently the sector makes extensive use of non-UK national labour. The UK's withdrawal from the EU may create vacancies and skills shortages. Improved transport links may be required to open up such jobs to people from West Cumbria. A good current example is the bus link from Workington to Center Parcs, Penrith.

Looking at the recent past, rather than future projections, we can see that the biggest percentage of job postings by sector were in the health and social work sector (30%), followed by wholesale and retail (13%), manufacturing (10%) and education (9.5%). The biggest percentage of job postings by occupation were in health professionals (13.8%), administration (7.8%) and elementary administration and services (7.2%).

By far the largest proportion of vacancies by organisation was within the NHS.

Over 27% of the vacancies advertised required qualifications at first degree, graduate certificate level or equivalent and just over 37% required GCSEs, Standard Grades and Level 2 NVQs. An insignificant percentage required only NVQ Level 1.<sup>30</sup>

The vacancy data is not broken down by district. However, there were fewer advertised vacancies for Allerdale and Copeland than for Carlisle and South Lakeland (637 and 586, respectively, compared with 1,929 and 1,092).

The Skills Investment Plan<sup>31</sup> points to a need to encourage and improve attainment in literacy and numeracy and STEM (Science, Technology, Engineering and Maths) subjects, as these are likely to become increasingly essential for many kinds of jobs. In terms of specific skills, IT, project management, and communication skills were most often cited as those where there was a gap between the skills people have and the skills employers need.

Projecting skills shortages is difficult given lack of certainty in the economy and the many external factors that both constrain and create opportunities. What does appear to be clear is that the future labour market will be more readily accessed by people who have a good level of transferrable skills including literacy, numeracy, IT, and communication, plus an ability to retrain as demands and needs change.

Sound qualifications in STEM subjects to NVQ Level 4 and above are likely to be in demand, including good quality teachers and instructors across all STEM subjects.

## MACE WEST CUMBRIA WORKS COMMUNITY IMPROVEMENT PROJECT

West Cumbria Works, initiated by Sellafield Ltd, helps the unemployed and 'underemployed' in Allerdale and Copeland acquire the skills, behaviours and experience required to work for the company and those in its supply chain.



It works as a job brokerage service, matching job seekers to suitable current vacancies. If there are any barriers which would prevent those people from successfully applying for their matched job, help is given to overcome those barriers.

Working with the Nuclear Community Network between January and March in 2018, a community project was delivered that achieved real social impact. Nuclear Community Network is a group of companies in the nuclear supply chain, working together to achieve social impact.

A disused unit in the Phoenix Enterprise Centre in Cleator Moor was renovated to be put back into use for the benefit of the local community. Six unemployed local people who worked on the project had all secured jobs or apprenticeships within a few weeks of the project finishing.

"Thanks to the Nuclear Community Network's generous support - materials, advice and above all professional staff time freely given - real social impact was achieved. That is, sustainable job outcomes and a lasting resource for Cleator Moor. Partnership works." Andy Semple, Senior Sustainability Manager at MACE

30 Cumbria Intelligence Observatory: Labour Market Briefing (Dec 2018)

31 Cumbria Local Enterprise Partnership: Skills Investment Plan (2016-2020)

## INSPIRA'S CONSTRUCTION TRAINING COURSE

Inspira work with unemployed adults to support them on their journey into employment.



The Cumbria Housing Partners Fund supported two construction training courses to give unemployed people an opportunity to retrain and gain meaningful skills in a sector that is currently struggling to recruit.

The 15-day Construction Training course included the Construction Skills Certification Scheme Card which allows individuals to work safely on a construction site and is a national requirement. One course was delivered in Workington with 14 unemployed people attending, and another took place in Whitehaven with 15 people attending. The participants also received personal development support with sessions on confidence building, transferable skills, communication skills, CV writing and interview techniques.

As part of the project, local employers with vacancies were identified including TSO Labouring, Street Wise and Best Connections. Each of these employers now employ participants from the course.

To date, of the 29 people who have completed the course, six gained employment and a further 10 registered with various agencies. The participants who have successfully found work were also supported with Personal Protection Equipment (PPE). Inspira continues to support the remainder with applications and job searches.

## HOME TO WORK: SUPPORTING THE UNEMPLOYED

There are high levels of worklessness in West Cumbria, and 1 in 4 adults in Copeland have no qualifications. One social enterprise in Cleator Moor is trying to address this issue by providing training opportunities to local residents.

Since 2014, Home to Work on Ennerdale Road, has received £78,000 in funding towards its 'Skills 4 You' project, which uses woodcraft and upcycling/craft programmes to engage people furthest from the labour market, in practical and sociable activity.

The project supports people who have a chronic lack of confidence underpinned by many mental and physical health challenges. Some have issues with drugs and alcohol, some are single parents, carers or ex-offenders, and others have been unemployed for many years.

The eight-week training course gives groups of up to 10 unemployed adults the opportunity to learn woodworking and crafting skills in an on-site workshop over 16 hours per week. Alongside practical training, the course offers mentoring; support in writing CV's and interview techniques as well as looking at the social aspects of life which can support mental health and wellbeing. A further 26 weeks of post support helps to identify employment, volunteering or further training opportunities.

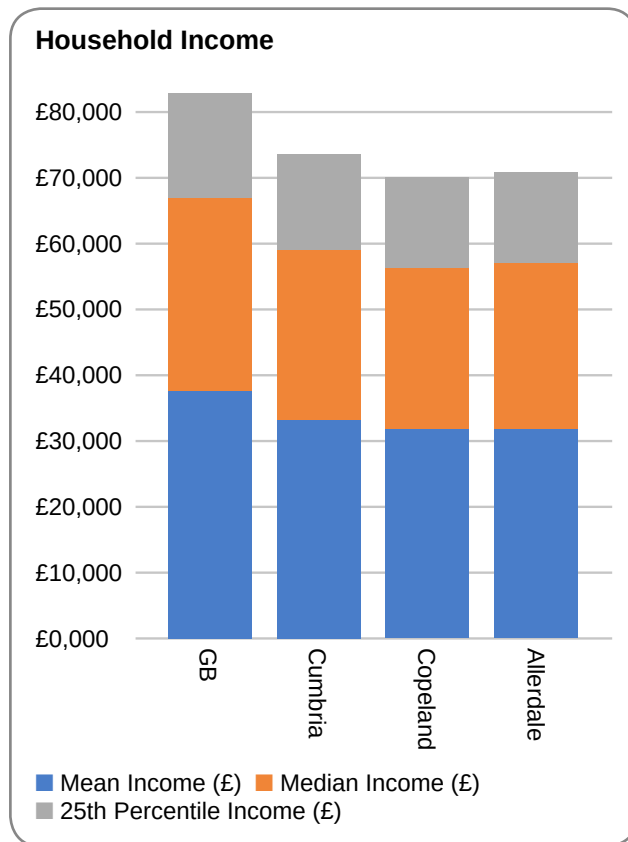
As well as providing practical skills and support, Skills 4 You also work with individuals to encourage a change of thinking, like learning to problem-solve or to get rid of self-defeating thoughts.

Since the project began, 71% of the clients supported by the project have gone on into volunteering, employment, training or further education. Items made or refurbished during the training courses are sold. Any profit goes to support an emergency fund to help clients purchase clothing for interviews, transport costs and other necessary items.



## Household Incomes

There are significant income inequalities across West Cumbria. As the chart below shows, the number of people who are comfortably well off is almost matched by those who struggle to make ends meet.



Over one third of Cumbrian residents (36%) live in postcodes classified as 'comfortable communities', 9.5% higher than the national average. Whereas another third (29.2%) of Cumbrians live in postcodes classified as 'financially stretched' which is 6.2% higher than the national average.<sup>32</sup>

But, again, these average countywide figures hide the pockets of deprivation in Copeland where the percentage of those who are 'financially stretched' rises to almost double the national average at 44.0%.

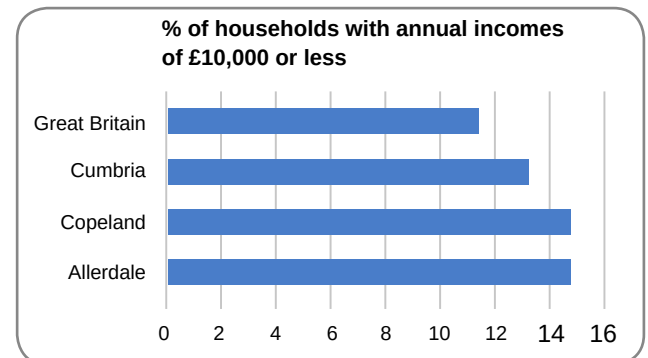
The proportion of households where people describe 'finding it difficult' to manage varies dramatically – the second highest is Copeland at 11.4%.

While the district level data shows mean and median incomes somewhat below the county levels, it disguises more significant margins of difference within the boroughs. In 2016, the electoral ward with the highest median income, across all Cumbrian wards, was Ennerdale at £41,530, with St Bees, Dalton and Crummock also in the top five wards with median incomes over £40,000 per annum (the other being Whinfell in South Lakes).

At the opposite end of the scale, Moss Bay had the lowest median household annual income at £14,331, with a third

(31.6%) of households in the ward having incomes below £10,000.

Ewanrigg also had a median household income below £16,500, with a quarter (25.8%) having an annual income below £10,000.



There were 14.8% of households in both Allerdale and Copeland with annual incomes of £10,000 or less (compared with 13.3% for the county as a whole and 11.6% for Great Britain).

The percentage of working age people receiving the main income-related benefits including Universal Credit, Job Seeker's Allowance, Incapacity Benefit, Employment Support Allowance, Carers' Allowance and a range of other income-related benefits is consistently above the national average: 11.3% in Allerdale, 12.8% in Copeland against 11% nationally.<sup>33</sup>

The Cumbria Welfare Reform Commission, reporting in 2014, found that changes to the benefits system had had an adverse impact upon the incomes of less well-off people. To a large degree this was found to be due to delays in receiving benefits, but the so-called 'bedroom tax' was also a significant factor. The Commission report states that this particular benefit reform is being felt most severely in Allerdale and Copeland where there is a shortage of suitable one-bedroom accommodation, even if people feel able to move.

In November 2018 there were 4,463 people in Allerdale and 3,141 people in Copeland claiming Universal Credit.<sup>34</sup> Of these, in Allerdale 61.6% of claimants and in Copeland 65.3% of claimants were classified as not in employment.

Universal Credit is a single monthly payment for people in or out of work which replaces existing benefits. West Cumbria became a 'full service' Universal Credit area in November 2016, which means the majority of new claims for working age benefits are for Universal Credit. Citizens Advice Allerdale report that monthly payments and online claiming have caused delays and hardship to many claimants. The situation has been made more challenging due in no small part to multiple changes to the legislation. If a claimant receives poor advice resulting in a mistake in the claim, it will be disallowed and later claims are not backdated, which means claimants can go weeks without payments.

<sup>32</sup> Cumbria Intelligence Observatory: ACORN Socio Economic Classification Cumbria Districts (2017)

<sup>33</sup> Nomis (official labour market statistics) District Profiles (2016)

<sup>34</sup> Cumbria Intelligence Observatory: Labour Market Briefing (2018)



# Ageing in West Cumbria

Old age is not itself a form of disadvantage. However, when accompanied by poverty, ill health and/or isolation, inequalities in terms of deprivation and health outcomes, life expectancy and general health, become common. It is often the poorest older adults who suffer the greatest disadvantage. By supporting community-based projects that target social isolation and improve health and wellbeing, the quality of life of older people can be improved.

## OPPORTUNITIES

- Supportive communities arranging regular events that bring people together, provide services and information and reduce loneliness.
- Community Connectors in rural areas, working with the local community to support activities to meet the needs of older people, including lunch clubs, walking groups and Men in Sheds projects (reducing loneliness isolation for harder to reach groups).
- Volunteering: enabling older people to share their skills and to support community projects.
- Dementia-friendly communities: supporting people living with dementia and their carers.
- Partnership working with community-based Third Sector Organisations and community groups to provide low level support to vulnerable and older people, helping people in their homes, helping them to retain their independence.
- Increasing policy focus on supporting healthy ageing: ability of people of all ages to live a healthy, independent, safe and socially inclusive lifestyle.



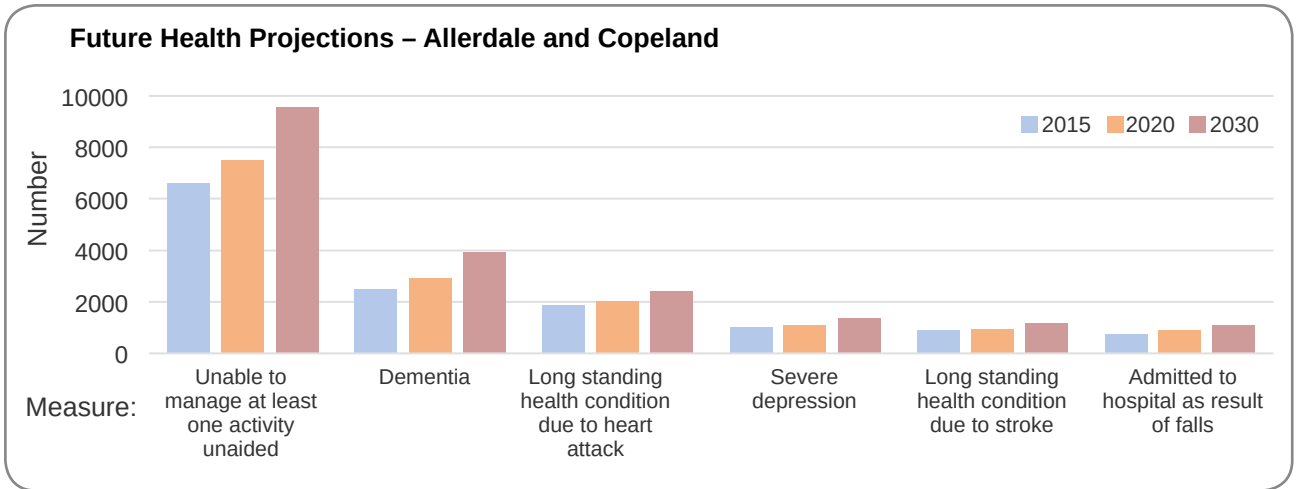
## Challenges:

- Super-ageing population (increase in number of older age groups and decrease in number of younger age groups).
- Percentage of residents aged over 65 is higher than the national average.
- Projected growing need for social care and home support for vulnerable older people.
- The proportion of people aged over 65 estimated to rise to over 33% of the total population of Allerdale and 31.8% Copeland by 2037.
- Expected 80% increase in the number of people living with dementia by 2030.
- Increased social isolation of older people.

Cumbria has a 'super-ageing' population, which means that there is an increase in the number of people in the older age groups, and a decrease in the number in the younger age groups. By 2020, over a quarter of the Cumbrian population will be aged over 65. In West Cumbria, 23.3% of Allerdale residents are over 65, as are 21% of those in Copeland, both areas are higher than the average rate for England of 17.7%.

As people grow older, their health needs become more complex with physical and mental health needs impacting on each other. As an example, there are an estimated 7,000 people living with dementia in Cumbria, with around 1,800 being diagnosed each year. As our population ages this number is expected to rise substantially to 13,000 by 2030. North West Ambulance Service data indicates that falls comprise approximately 88% of all injuries serious enough to warrant an ambulance call out for people aged 50 years and over.

The Cumbria Joint Strategic Needs Assessment has calculated future health projections for each district (using the Projecting Older People Population Information System – POPPI).



The table above combines projections for Allerdale and Copeland.<sup>35</sup>

The projections indicate that there is going to be a growing need for social care and home support for vulnerable older people, especially as the proportion of people aged over 65 is estimated to rise to over 33% of the total population of Allerdale and 31.8% Copeland by 2037 – compared with 24% for England.

The position in Cumbria is made even more challenging because many older people live in rural areas, more than 76% of Allerdale’s over 65-year olds and more than 67% in Copeland, so accessing services is challenging. The proportion of pensioners living alone in the rural parts of Allerdale is 73.7%, compared to 30.9% in Copeland.<sup>36</sup>

Access to support services and social activities can be difficult for rural residents, especially those who may have limited mobility or who are dependent on infrequent public transport. The work of community groups will be of growing importance in meeting the needs of older people and the socially isolated of all ages.

Social participation and social support are strongly connected to good health and wellbeing throughout life. Wherever you live in Cumbria you will be part of a community. Research has shown that feeling useful can be key to enjoying later life. For some people this is about supporting their family, supporting the community, representing the community of interest and for others it is utilising skills in new and exciting ways like volunteering.



Group activities counteracts social isolation, promotes general wellbeing and positive mental health, and helps prevent dementia. Supported by Age UK West Cumbria, professional singing tutors deliver the Singing for Wellbeing project at West Street Surgery in Aspatria. Activities are also incorporated, for example, passing bean bags around the group while singing, and physical movements linked to the music and words, such as clapping hands or stomping feet.

<sup>35</sup> Cumbria Joint Strategic Needs Analysis: Older People (Jan 2016)  
<sup>36</sup> The State of Rural Cumbria, Cumbria Action for Communities (2013)

## AGE UK WEST CUMBRIA DEMENTIA ACTION ALLIANCES FOR ALLERDALE

More people are living with dementia as the ageing population grows. Nearly 1 in 4 people in West Cumbria are over the age of 65. Volunteer groups are vital in raising awareness of how dementia affects people and showing the community how to support sufferers.



Age UK West Cumbria received £5,000 from the Johnson Fund and the Abbeyfield Carlisle Over 55 Fund to develop volunteer-led dementia support groups across Allerdale. Dementia Action Alliances are formed by a group of stakeholders in a community who come together to identify and take forward initiatives that can make a community more dementia friendly.

Research has revealed that early diagnosis can help people and their carers live well with dementia. This initiative is about helping the community know where to go for information and services when a diagnosis is made, or even before if they are worried about a loved one.

There are almost 2,500 people living with dementia in West Cumbria, with numbers predicted to rise by 18.5% in Allerdale and 21% in Copeland by 2020.

“People with dementia experience different issues depending on the stage of the disease. They are often marginalised because people think that inability to do one thing means they can’t do anything.”

## CITIZENS ADVICE COPELAND SUPPORTING OLDER PEOPLE

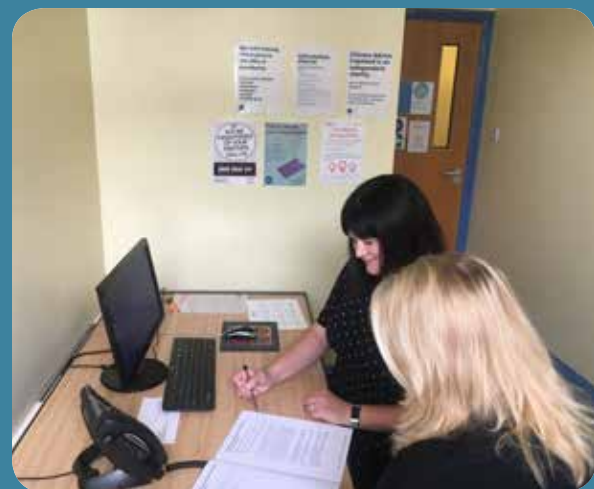
Citizens Advice Copeland has been supporting communities in West Cumbria for almost 20 years, providing a free, universal advice service.

Typically, the problems for which people seek advice are debt, welfare and housing as well as employment, consumer and legal issues. Clients tend to be vulnerable, and demand for advice services has increased in times of austerity and public spending cuts.

A grant of £9,813 from the Older People’s Fund supported an outreach worker to provide specialist support to older, rurally isolated people in their own homes across Copeland. As a result, 136 people were supported and more than £160,000 was secured in previously unclaimed benefits.

Mary and her husband William, both in their 80’s, have been struggling with ill health over the last few years. Mary had been diagnosed with dementia and after a fall struggled walking any distance, and William had been in and out of hospital owing to heart problems. During a home visit, they discussed their current situation and the support available and completed a benefit check as neither of them had claimed before. They were able to claim Attendance Allowance, securing an extra £114 per week which they could use to pay for extra help around the home.

Shelley Hewitson, CEO Copeland Citizens Advice, said: “People turn up in times of absolute crisis. We’d like people to come and ask for help when they first feel that they are struggling to pay their bills.”



# Housing and Homelessness

Some parts of West Cumbria are regularly featured as being among the most desirable to live in the country. But behind the glossy images there are some real challenges facing those wishing to find a home here.

## OPPORTUNITIES

- Multi-agency approach to preventing homelessness and supporting those people who find themselves homeless.
- Locally based Third Sector Organisations providing a range of services to people at risk of homelessness and who are homeless.
- Range of housing and prices across West Cumbria.
- Shared ownership mortgages - part of a government scheme which aims to assist lower income households and first time buyers to purchase a property.
- Local occupancy clauses.



## Challenges:

- Stark differences in house prices across West Cumbria.
- High proportion of one person households and lone parent households.
- Shortage of affordable housing, particularly in Lake District National Park.
- Increasing cases of homelessness.

There are significant differences between the various communities in West Cumbria when it comes to house prices. In 2018 (Q1) the median house in Keswick cost £261,775, while in Cleator Moor South it was £78,750.

Price variations are influenced by the type of stock available, with small terraced housing predominant in the old industrial communities, as well as by the perceived 'desirability' of a location.

As with other areas of the county, there are significant percentages of lone households and older residents – with potential issues for future social care.

## Household Make-up<sup>37</sup>

- One person households (as percentage of total households in district): Allerdale 31.1%; Copeland 30.5% (Cumbria: 32.3%).
- One person households aged 65+: Allerdale 14.6%; Copeland 13.2% (compared with 14.6% for Cumbria).
- Lone parent households with dependent children, as proportion of family households: Allerdale 9.2%; Copeland 9.1% (England: 11.5%).

## Housing Stock Data

- In Allerdale, the 2017 Median House Price affordability ratio house price is 5.3 times the average income. The Copeland affordability ratio was 3.0 for the same timescale. In both areas, there are big variations between prices in urban and rural areas.
- 1,758 properties in Allerdale were flooded in Storm Desmond in December 2015.
- Housing strategies for West Cumbria identify the need for more affordable housing, improving the overall quality of the stock, and providing sufficient housing in rural areas to sustain small communities/provide accommodation for those working in the rural economy.

## Homelessness

Homelessness is a complex issue and one that requires different support depending on a range of factors and needs.

People become homeless for lots of different reasons. There are social causes of homelessness, such as a lack of affordable housing, poverty and unemployment. Life events like a relationship breaking down, losing a job, mental or physical health problems, or substance misuse can also be the trigger. Being homeless can, in turn, make many of these problems even harder to resolve.

People can become homeless when they leave prison, care or the army with no home to go to. Many homeless women have escaped a violent or abusive



relationship.

The Homelessness Reduction Act came into force in April 2018, putting an important focus on the prevention of homelessness. As part of the legislation, local authorities have more responsibility to support those who are homeless, or at risk of homelessness, than ever before. In addition, professionals in public services have a new 'duty to refer' people to a local authority if they come into contact with someone they think may be homeless or at risk of becoming homeless.

West Cumbria has seen a steady rise in homeless cases and this is projected to increase.

At the end of Quarter 3, December 2018, 362 people in Allerdale and 425 people in Copeland had presented to the Housing Teams as homeless. This is a significant increase on the prior year where a total 267 people in Allerdale and 290 people in Copeland, had sought assistance over the full year (2017/18).

The need to support people in crisis is also increasing. In November 2017 it was reported that the number of homeless domestic and sexual abuse victims in Copeland had risen by more than 25% over the past 18 months.<sup>38</sup>

Every year in Cumbria approximately 800 young people have a housing or homelessness issue. Young people often have a range of complex needs, which if they are not supported to overcome/address, can prevent them from moving on and result in a problematic housing history with repercussions for later life. Young people are more at risk of abuse if they sleep rough, "sofa surf", or stay in unsuitable accommodation.

**Louise Gray, Whitehaven Foyer's Young People and Services Manager, said: "These young people have been really disadvantaged and we want to enable them to live positive, independent lives. By providing training and support in life skills, employability and health, we can give them the right attitude to move on and progress."**

## A SAFE HAVEN FOR YOUNG PEOPLE



Disadvantaged youngsters in Whitehaven have found sanctuary thanks to £22,000 awarded to the Whitehaven Foyer to provide supported housing.

Whitehaven Foyer was created from a partnership between Impact Housing and the Howgill Family Centre, who bought the old YMCA building in Whitehaven and redeveloped it into supported housing for vulnerable 16-24 year olds.

Many are referred to the Foyer for being homeless, lacking in life skills, or having left school with few qualifications. They may have been affected by violence or abuse in the home. Some are leavers from the care system who have nowhere else to go. At the Foyer, they have safe, supported accommodation for up to two years before making a successful transition into independent living and adulthood.

<sup>38</sup> ITV Border News report: <https://www.itv.com/news/border/2017-11-24/homeless-domestic-and-sexual-abuse-victims-rise-by-25-in-copeland/> (Nov 2017)

# Fuel Poverty

Fuel poverty is a national problem and is on the increase. Its foundation comprises of three significant factors: the cost of energy, household income and the energy efficiency of the home. Over 1 in 10 households in West Cumbria are in fuel poverty – where if the household were to spend what it actually needs in order to keep the house warm the income which is left would push that household below the official poverty line.

## OPPORTUNITIES

- Provision of home energy advice and in-home energy assessments by local third sector organisations, such as Citizens Advice and Cumbria Action for Sustainability.
- Home Improvement Agencies such as providing Handyperson Services and access to help with repairs and adaptations as well as Housing Options advice. These services help older people remain safe and warm at home.
- Provision of additional advice and support to vulnerable older people who struggle to heat their homes by Age UK West Cumbria, through the administration of the Winter Warmth Fund. Support includes winter warmth vouchers, benefit checks and advice, signposting to other services and local groups.



Fuel poverty can exacerbate already difficult lives<sup>39</sup>, especially for older people, people with disabilities and life-limiting conditions, and families with young children. An average of 300 deaths occur in Cumbria each year due to the effects of cold weather<sup>40</sup>. Age UK statistics suggest that one person in the UK dies every seven minutes from the winter cold.

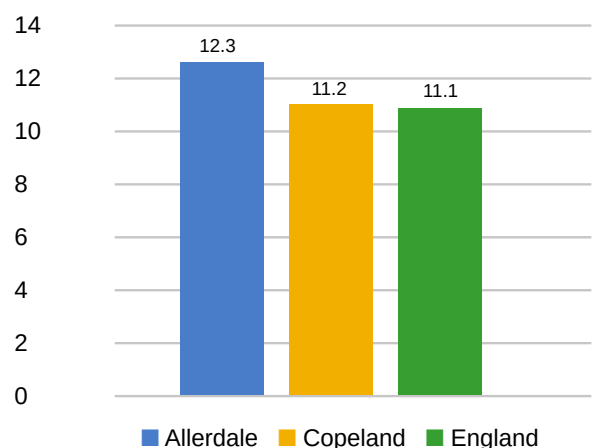
A household is deemed to be in fuel poverty when energy costs are more than 10% of a household's income. Fuel poverty is linked to low income and high energy costs, which may be due to an absolute cost – i.e. the price per kWh – or to high levels of consumption due to special needs (e.g. certain health conditions), or energy-hungry houses.

In West Cumbria, fuel poverty tends to be worse in rural rather than urban areas with large stocks of old, large and thermally inefficient dwellings. A total of 10,322 households in West Cumbria were deemed to be in fuel poverty, an increase of 2,024 from 2015. On average, 11.1% of households in England live in fuel poverty, but it is slightly higher in both Allerdale (12.3%) and Copeland (11.2%).

## Challenges:

- Fuel poverty in West Cumbria is higher than the national average in England.
- Fuel poverty in rural areas can be exacerbated by old, large, thermally inefficient dwellings and cost of fuel.
- An average of 300 deaths occur in Cumbria each year due to the effects of cold weather.

% People Living in Fuel Poverty 2016



39 Office for National Statistics: Sub regional fuel poverty data (2018) Fuel Poverty Briefing (2016)

40 Office for National Statistics: Excess winter deaths for specified upper tier local authorities in England (2006/07 to 2015/16)



The highest prevalence of fuel poverty is in Warnell ward in Allerdale (28.9%). Although incomes tend to be lower in more disadvantaged areas, social housing tends to be smaller and more energy-efficient.

Between 2015 and 2016, West Cumbria experienced an increase in terms of households experiencing fuel poverty. The increase in Allerdale was 0.9% (509 households) and in Copeland was 1.2% (1,515 households). Although efficiency ratings have continued to increase, energy price increases and static/low-growth/declining incomes have outweighed the benefits of efficiency improvements.

Alan received his Winter Warmth grant just at the right time. He said: “I was in hospital over Christmas and when I came home I was never out of the house. The grant enabled me to keep the heating on and I didn’t have to worry about the heating bills. It really was a big weight off my mind. If I hadn’t kept the heating on, my condition would have worsened and I probably would have ended up back in hospital.”

*In a bad winter, 300 people in our county lose their lives to the effects of the cold.*

## WINTER WARMTH APPEAL



In a bad winter, more than 300 deaths occur in Cumbria due to the effects of cold weather.

The Winter Warmth Appeal was launched in 2010 when a few people decided they wanted to donate their winter fuel payments to support others who were less fortunate than themselves.

Cumbria Community Foundation collects donations and in partnership with Age UK West Cumbria, shares them with vulnerable older people in Allerdale and Copeland who struggle to heat their homes, so they can stay warm and healthy during winter.

Alan is 76 and retired from the army. He lives alone, in a two bedroom house near Whitehaven. He has complex health needs, including problems with his knee and spine which were damaged while he was in the army. He also has COPD, type two diabetes and recently suffered from a mini-stroke.



# Debt

Poverty and financial exclusion are the single biggest long term influence on people's wellbeing. West Cumbria suffers from higher than average rates of poverty, much of it associated with worklessness, but pensioners are also affected. It is not evenly spread: people with highest incomes live side-by-side with those on the lowest. Community-based organisations that provide impartial financial advice and support services can help people address financial issues.

## OPPORTUNITIES

- Credit Unions (non-profit making financial co-operatives, owned and run by their members), address the issue of financial exclusion, which affects a lot of low income families and people. They help members to manage their financial affairs, address the problem of the high cost of borrowing money (from banks or doorstep lenders etc.) and encourage regular saving.
- Citizens Advice (a network of independent community-based charities) provide free, confidential and independent advice to help people overcome their problems. Support includes benefit, debt and money advice.
- Age UK (network of independent community-based charities) provide advice and support to people over 50 years of age.
- Foodbanks supporting individuals and families in crisis.



Almost 59,000 people (14.54%) across the county are estimated to be in debt. However, in comparison to UK average estimates of 16.1%, the county performs slightly better.

Comparisons between local authorities shows greater disparities within the region. Both Allerdale and Copeland are below the national average. Copeland has the third highest rate in the county at 15.92%, followed by Allerdale at 15.31%. This equates to more than 20,000 people in debt across West Cumbria.<sup>41</sup>

Certain households are at a higher risk of being over-indebted, such as those in rented properties, single parent households, adults with an income of less than £10,000, and families with more than three children.

Around one in six individuals are classed as being over-indebted in both areas. Low income households are estimated to have higher levels of indebtedness than the national average at around 10%.

Similarly, over a quarter of people living in rented accommodation are predicted to be over-indebted with both areas exhibiting over 28%.

The introduction of Full Service Universal Credit in West Cumbria has brought with it additional challenges for those claimants with debt issues. Monthly payments and online claiming have caused delays and hardship. Monthly payments when your total income is £317.82 stretches the best budget and for those with debts it can be impossible.

Poverty, debt and financial strain have been identified as risks linked to poor mental health.<sup>42</sup>

## Challenges:

- 1 in 6 individuals are classed as having too much debt (over-indebted) in Allerdale and Copeland.
- Insolvency rates are higher than the national average in West Cumbria.
- Introduction of Full Service Universal Credit in West Cumbria has caused delays and hardship for some claimants and has been particularly challenging for those in debt.

## Insolvency

The insolvency rate for England and Wales in 2017 was 21.3 per 10,000 of the adult population compared to 23.4 in Allerdale and 20.5 for Copeland. Allerdale falls within the top quarter of local authorities with regards to insolvencies and the second highest in the country - 182 individuals were insolvent in 2016, 107 of them women.

<sup>41</sup> Office for National Statistics: Total Insolvencies by age band and local authority area (2017)

<sup>42</sup> Cumbria Joint Strategic Needs Analysis: Mental Health (Dec 2016)



## WHITEHAVEN & EGREMONT CREDIT UNION



Whitehaven Egremont and District Credit Union has received more than £80,000 to encourage its members to save regularly, to provide loans at very low rates of interest and to provide help and support with managing financial affairs.

Along with the town centres, it covers Lowca to Waberthwaite and has six collection points including St Bees, Gosforth and Seascale, and holds savings of more than £1.3 million on behalf of its members.

It has excellent working relationships with organisations within the community and has a referral service with Home Group, Copeland Citizens Advice, Howgill Family Centre, Age UK and Copeland Borough Council, as well as working closely with local schools and community groups. It also provides volunteering opportunities, giving unemployed people the confidence to learn new skills and expand their CVs.

*(Source West Cumbria Report)*

Andrea Dockeray, Development Manager at WEDCU, said: “We currently have 4,500 members, which includes 1,300 junior members, collectively saving £1.6m. We also offer emergency loans for anyone in a crisis and other support for people suffering severe hardship.”

# Transport and Access to Services

Sparsity and the increasing scarcity of public transport links are recognised as having a significant impact both on daily living costs of rural households and on access to services. Transport plays an essential role in allowing people to access employment, education, health services, shopping and leisure. Problems with transport make a significant contribution to a whole range of different types of disadvantage, including social isolation.

## OPPORTUNITIES

- Volunteer supported community transport schemes providing door-to-door transport for people who do not have, or are unable to access scheduled transport.
- Development of rural community hubs providing a range of services.
- Direct service delivery, for example free prescription delivery and help at home services.
- More services provided on and through the internet.



## Challenges:

- Weekday bus and rail links are just about adequate between main settlements along the coast, but evening and Sunday services are limited or non-existent.
- Outside the main towns, bus services are very limited and are declining further.
- Sparsity and the increasing scarcity of public transport links have a significant impact both on daily living costs of rural households and on access to services.

The Corridor Travel Plan for West Cumbria has examined the existing travel infrastructure and considered the improvements required to facilitate movement of residents to access services and jobs, and to meet the needs of visitors.

The Cumbria Coastal rail line links the settlements along the West Cumbria coast with Carlisle.

Infrastructure improvements include the development of key 'transport hubs' at Maryport and Workington stations.

Currently weekday bus and rail links are just about adequate between main settlements along the coast, but evening and Sunday services can be very limited.

Outside the main towns, bus services are very limited and are declining further. The stakeholder consultation which informed the Corridor Travel Plan identified certain routes as being of specific concern. There is no bus service at all to key visitor destinations including Loweswater, Wasdale, Eskdale, Ennerdale Bridge, or Ennerdale Water.

Bus times are not always suitable for travel to work and can limit people's options for accessing employment. For example, while there is a bus every half hour between Frizington and Cleator Moor (except on Sundays), the bus service from Frizington to Cockermouth is limited to two return journeys on Wednesdays in summer, one in winter, and the bus service to Workington runs only on Fridays.

The cost of public transport is also a limiting factor which can disadvantage some communities. For example, a day return ticket for the X5/X4 Stagecoach service between Workington and Penrith (38 miles) is currently available for £18.<sup>43</sup>

Getting to work, school, the hospital, GP surgeries, amenities, retail services and even the job centre can involve linking several bus and rail services into a tortuous and lengthy journey to cover comparatively short distances. It's hardly surprising that most people who can afford it opt to travel by car.

However, while car ownership is just above the national average in both areas, 25.6% of households in England and Wales have no access to a car or van, compared to 20.8% in Allerdale and 23.4% in Copeland.<sup>44</sup> In some cases people have no choice but to run a car regardless of their relative affluence.

<sup>43</sup> Stagecoach website <https://www.stagecoachbus.com/tickets> (Dec 2018)

<sup>44</sup> Cumbria Joint Strategic Needs Analysis (2015-17)

## EGREMONT FAIRTRADE TOWN CAMPAIGN: THE MUNCASTER MICROBUS



Elderly, disabled and rurally isolated people are enjoying the popular, vibrant Farmer's Market in Egremont thanks to £600 received by Egremont Fairtrade Town Committee from the Cumberland Building Society Charitable Foundation.

In October 2015, Cumbria Community Transport was set up in response to requests for a bus service to take people to the market. In light of its success, Egremont Fairtrade Town Committee wanted to extend the route to people living in Muncaster, Bootle, Ravenglass, Seascale and Gosforth.

The funding helped subsidise the Muncaster Microbus, bringing an average of eight people per trip to the market. Stall holders, including charities and community groups have benefited from these passengers, many of whom have become regular travellers.

There is great support for the service and the benefit it provides the local people

A very elderly lady from Bootle loves her trips to the market - "I really look forward to coming here, it's so friendly."

A frequent user commented: "We really appreciate any support you can give us, as bus routes are being cut in the west of the county and the population becomes older. Thanks!"



# Healthy Living

Poverty and income inequality are key drivers of poor health. Living in poverty is closely related to other factors that influence health such as education, living environment, employment and lifestyle. Those from more disadvantaged backgrounds are more likely to adopt unhealthy behaviours such as smoking, unhealthy eating, low levels of physical activity and problematic drug and or alcohol use. By supporting community-based projects that enable children to have the best start in life and help adults to lead healthy and fulfilling lives, health inequalities can be addressed.

## OPPORTUNITIES

- Locally based community organisations providing a range of services to help people overcome issues and improve their health and wellbeing. Examples include Cumbria Alcohol and Drug Advisory Service, MIND West Cumbria, Safety Net and Ewanrigg Local Trust's Hug a Mug scheme (health centre based free and friendly guidance café).
- Community-based organisations and facilities, helping people to become more physically active. Examples include Fit 4 Life, Active Cumbria, Whitehaven Harbour Youth Project and Healthy Hopes.
- Well Whitehaven: one of 10 pathfinder projects in the UK, connecting with local communities to support a holistic approach to creating better health and wellbeing.
- Local companies promoting a healthy and supportive workplace culture. For example Sellafield Ltd's award winning 'It's okay to talk about mental health' campaign.



## Obesity<sup>45</sup>

In 2014, Copeland made national headlines as the 'fattest district in England' when Public Health England data showed that 75.9% of the population was either overweight or obese. The comparative figure for Allerdale is 68.6%. Although recent data suggests a slight improvement in the levels of overweight and obese populations of Allerdale (63.3%) and Copeland (65.8%), both authorities are still above the national average (61.3%).

Obesity is a significant health issue and is linked to a wide range of diseases, most commonly: type 2 diabetes, hypertension, some cancers, heart disease, stroke and liver disease. Obesity can also be associated with poor psychological and emotional health, and poor sleep. Obese adults may also be more likely to suffer from stigma which may impact on their self-esteem.<sup>46</sup>

Causes of obesity are multifactorial, including: biological, physiological, psycho-social, behavioural, and environmental factors (including unhealthy diets and sedentary lifestyles).

According to Public Health England figures for physical activity, 41.2% of adults in Copeland and 46.8% of adults in Allerdale do less than the recommended 150 minutes of physical activity per week, against an England average of 43%. With 32.8% of adults in Allerdale and 28.6% of adults in Copeland being classed as inactive, doing less than 30 minutes exercise each week. The problem of inactivity appears to be worse for women, where on average 32.2% are inactive versus 25% of men in England.<sup>47</sup>

## Challenges:

- Cumbria, and West Cumbria in particular, has a higher than average proportion of the population as obese or overweight.
- Exceptionally high rates of self-harm and suicide.
- Hospital admissions for alcohol-related harm are higher for West Cumbria than for England as a whole, especially among young people.
- Cardiovascular disease mortality and diabetes incidence in Copeland are higher than the national average.
- High rate of disability and higher prevalence of smoking compared with national averages.

<sup>45</sup> Public Health England: Local Authority Health profiles (2018)

<sup>46</sup> Public Health England: Guidance Adult obesity - applying All Our Health (2018)

<sup>47</sup> Public Health England: Physical activity levels among adults in England (2015-16)



## FIT 4 LIFE WEST CUMBRIA

Fit 4 Life West Cumbria aims to reduce health inequalities through healthy lifestyle interventions, especially for those who have, or who are at risk of developing, chronic diseases such as coronary heart disease, diabetes and stroke.

The social enterprise has received funding to address health concerns across West Cumbria. Customers are provided with bespoke exercise programmes and are supervised and supported by qualified instructors.

The emphasis is on enjoying exercise and making the gym environment friendly and non-threatening. Information and advice is provided on healthy lifestyles with a particular emphasis on diet. Fit 4 Life has placed a particular emphasis on raising awareness of diabetes and running courses aimed at people diagnosed as pre-diabetic to help them make positive changes to their diet and lifestyle.



## SOUTH WORKINGTON YOUTH PARTNERSHIP

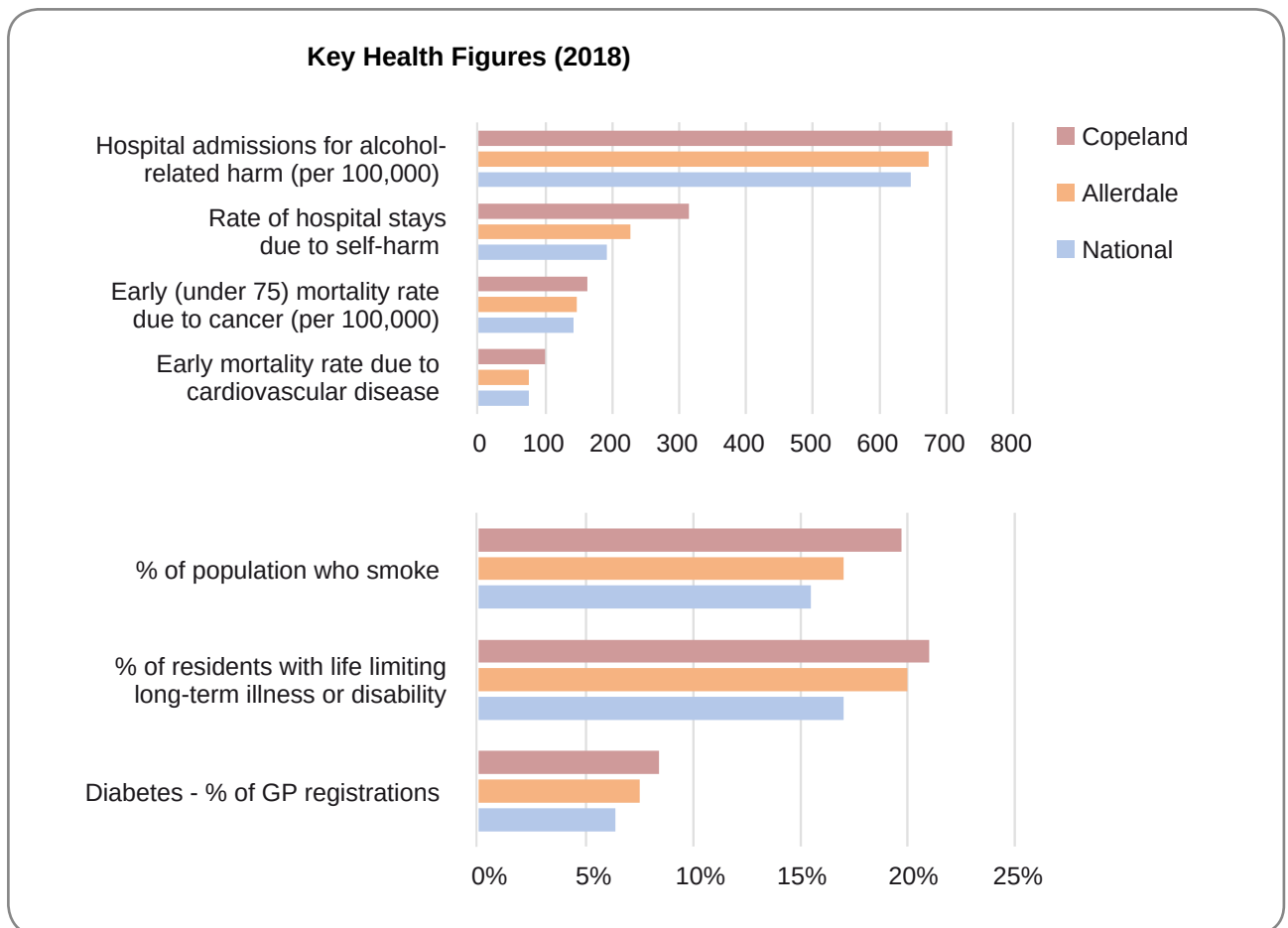


Members of the South Workington Youth Partnership benefited from £5,000 of funding by taking part in the Your Choice Fitness Project. The project encourages disabled and non-disabled young people to work together to get fitter and more active, having fun outdoors and enjoying the beautiful countryside.

Many of the youngsters increased their fitness level during the Duke of Edinburgh Award schemes and this project helped to maintain it, while promoting wellbeing.

South Workington Youth Partnership was set up in 2008 after local residents from Moorclose, Westfield, Mossbay and the Frostoms estates identified youth provision as a priority. They provide sessions at Moorclose Community Centre for 11- 18 year olds called Megamix and a Multi Mix group for disabled people. They also deliver youth projects to 4-11 year olds called Middlemix.

Angela Good, the group's Neighbourhood Development Officer, said: "Our disabled group has been able to take part in their Duke of Edinburgh - Gold expedition. The first disabled group in the north of England to complete Bronze, Silver and Gold".



### Chronic and life-limiting illness

**Cancer:** The early (under 75) mortality rate due to cancer for Allerdale is 146.4 people per 100,000 and in Copeland 163, both higher than national rate of 141.5.

**Cardiovascular disease:** The Allerdale rate of early mortality due to cardiovascular disease is on a par with the national rate of 75.5 people per 100,000 population, but Copeland's rate is significantly worse at 98.8.

**Diabetes:** Copeland has a very much higher recorded incidence of diabetes than England, 8.4% of GP registrations compared to 6.4%. The incidence in Allerdale is not as high but at 7.5% is still considered to be significantly worse than the national average.

### Smoking

There's a larger percentage of smokers in West Cumbria than in other parts of the county. More than 16% of Allerdale adults smoke and 17.2% of Copeland adults compared to the county average of 14.5%. Smoking related deaths in both areas are worse than the England average.

According to the Public Health England figures published in 2015 and 2016 there were 339 deaths across West Cumbria directly caused by smoking.

### Disability

One in five West Cumbrians have a life limiting long-term illness or a disability with 20% of Allerdale residents and 21% of Copeland residents, compared to 17% for England. Again, there are areas where disability-free life expectancy is significantly low, 57.1 years in Allerdale and 56.9 years in Copeland (compared to 64.1 for England).<sup>48</sup>

### Alcohol and drug misuse

Hospital admissions for alcohol-related harm are worse than the England rate (calculated at a value of 636 per 100,000 population) in both areas, with a local value of 772 in Copeland and 643 for Allerdale.<sup>49</sup> The Cumbria Health and Wellbeing Strategy identifies unhealthy levels of alcohol consumption in both areas compared to national average, again significantly worse in Copeland.

While there is evidence of drug abuse in both areas and a need for support services, the statistics for drug-related crime and drug-related hospital admissions are low. Illegal drug abuse is far less significant in West Cumbria than the problem of alcohol misuse.

<sup>48</sup> Cumbria Joint Strategic Needs Analysis: Carers Chapter (2016)

<sup>49</sup> Public Health England: Local Authority Health Profiles (2018)



### Sexual health

Rates of sexually transmitted diseases are far lower than the national average across West Cumbria.

### Self-harm and Suicide

The 2018 Public Health England profiles cite the England rate of hospital stays due to self-harm as 185.3 per 100,000 population. The equivalent figure for Allerdale 227.0 and for Copeland is 256.4.

There have been methodological changes to the way that suicide data is collected and recorded so that figures in the 2016 profiles are not directly comparable with previously released data. Actual numbers of suicides between 2015-2017 were 28 in Allerdale and 27 in Copeland.

For comparative purposes, the Allerdale data translates into a standardised rate per 100,000 population of 11.0 against a national rate of 19.6, and Copeland at 14.9.

### Loneliness

Households are getting smaller and more people of all ages are living alone. Across the county, the number of single person households is 71,700 (15%).

For people over 50, one in four are living alone.<sup>50</sup> Of those single households, half live in rural areas (compared with 15% nationally). The chance of premature death is raised by 30% for those who are lonely.<sup>51 52</sup>

Studies show that loneliness has a marked impact on blood pressure and makes people vulnerable to depression. It increases other detrimental health habits, like smoking up to 15 cigarettes a day, drinking too much alcohol and not exercising.

Increasingly, the evidence shows that older people are particularly vulnerable and feel extremely lonely and socially excluded if they've lost a partner, live a long way from relatives, have physical mobility problems or are struggling financially.

Many people retire to the Lake District imagining a life on the fells, walks by a lake or sea, fresh air and space. Few imagine how it feels to live in an area where you only know a few people, where public transport is limited and access to services and other forms of support may be difficult.

The impact of loneliness on children, young people and families is also an area of concern. In young people, there are clear correlations between loneliness and poor mental and physical health, between loneliness and lower academic attainment and with some groups being particularly at risk: young carers who often feel isolated from their peers, children in care who have moved away from their family networks and young parents who sometimes feel they don't fit in with either their friends or older parents.<sup>53</sup>

50 Department of Communities and Local Government: 2014-Based Household Projections: England 2014-39 (2016)

51 Social Care Institute for Excellence 'At a Glance 60: Preventing Loneliness Among Older People' (May 2015)

52 Social Isolation, loneliness and all cause mortality in older men and women. A Steptoe, A Shankar, P Demakakos & J Wardle (2013)

53 Action for Children, A report looking into the impact of loneliness in children, young people and families (2018)



## MEN IN SHEDS COMBATING SOCIAL ISOLATION



Mirehouse in Whitehaven struggles with lack of employment, poor educational attainment, health and income deprivation, poor housing and loneliness. However, volunteers at Mirehouse Community Centre are helping to raise the aspirations of residents in the area by providing activities and workshops, which also address social isolation.

Compared with women, men are at greater risk of isolation and loneliness. Older men are more likely to be socially isolated than women of a similar age due to less contact with family and a greater reluctance to join clubs or ask for support.

Originally set up by Age UK West Cumbria, the Men in Sheds project provides men aged 50 or over with a dedicated space where they can share tools and skills, and socialise in the company of others of a similar age. Almost 40 men, some with mental health issues, attend the weekly sessions to work on projects such as wooden wine holders, recycling boxes, children's toys and bird and bat boxes in a safe and inclusive environment.

The project not only provides a space for men to get together, they also learn skills which help with employability and can complete online accredited vocational courses.



### Mental Health

Some of the most common forms of ill health are mental health problems. 1 in 4 people will be affected by a mental health problem in their lifetime, with 1 in 6 adults being diagnosed with a mental health problem each year.

Mental health problems can have a wide range of causes. Risk factors include: social disadvantage, loneliness, poverty, abuse, long-term physical health condition, unemployment, debt, significant trauma, stress, discrimination, drug and alcohol misuse. It is also recognised that there are significant long-term health, mental health and wellbeing implications for victims of flooding.<sup>54</sup>

In West Cumbria a higher number of people are admitted to hospital following intentional self-harm than the national average. The problems are particularly acute in Copeland, which has the highest suicide rate and the second highest number of A&E admissions for mental health conditions in the county. The figures for 2015-16 show 7.1 per 1,000 attendances for Copeland, compared to 5.2 in Allerdale and 6 for the whole north Cumbria NHS area. Rates in both areas have risen each year since 2013-14.<sup>55</sup>

The number of people suffering from a range of mental health disorders is projected to rise in both Copeland and Allerdale.

<sup>54</sup> MIND: Understanding mental health problems (2018)

<sup>55</sup> Cumbria Joint Strategic Needs Analysis: Mental Health (2016)



## Screening

Rates for routine screening – bowel, breast and cervical cancers are above national rates throughout Cumbria.

## Vaccination

Flu vaccination is offered to everyone over 65 and to other 'at risk' groups (e.g. carers of older people). In 2015-16, more than half at risk individuals (56.2%) were vaccinated and 76.7% of older people.<sup>56</sup> NHS Cumbria wants to see these rates improved and has increased publicity and awareness campaigns. Influenza is a major contributor to excess winter mortality.

## Carers

In Allerdale 10,774 people provide unpaid care.<sup>57</sup> In Copeland the figure is 7,981. In both cases this constitutes 11.3% of the population and is above the average for England.

Carers tend to be older than the national average, with most aged 50 and above, with a lower proportion of young carers. Being a carer can really take its toll: many find they have little time for themselves which means their social life suffers and they can easily become isolated, suffer poor health, psychological distress or depression.

Being a carer may make it difficult to hold down a job and there's lots of evidence to suggest carers are more likely than most to find themselves in financial difficulty. Young carers especially struggle to participate in sport and other leisure activities and even spending time with friends can become a real challenge.

## WEST CUMBRIA CARERS



More than a hundred carers can access vital support thanks to £3,000 awarded to West Cumbria Carers. The grant from the Older People's Fund means that staff at the Carers Clinic, based at West Cumberland Hospital in Whitehaven, can continue to provide emotional and practical support to carers of those who have been admitted to hospital. The clinic also helps carers take care of themselves, making sure they maintain their own mental and physical wellbeing, and providing them with an essential support network.

Sue Whitehead, Chief Officer, said: 'This grant has enabled us to continue to run a much-needed support service for carers at West Cumberland Hospital. Carers need lots of support when their loved ones get close to being discharged. We help carers to understand their rights, to get their voice heard and provide them with time and space to talk about their own concerns about the discharge. Providing support at this time means carers can build a support network which can help to prevent their loved one being admitted again.'

<sup>56</sup> Public Health England, Local Authority Health Profiles (2018)

<sup>57</sup> Cumbria Joint Strategic Analysis: Carers (2016)

# Safe Communities

We all have the right to live our lives in safety. Crime levels within Cumbria are low relative to the rest of England and Wales and have reduced further in recent years.

## OPPORTUNITIES

- West Cumbria is a safe place to live, work and visit.
- Cumbria Police's 'Safe Places' scheme allows vulnerable people to seek help should they be confused, scared, lost or bullied.
- Cumbria Neighbourhood Watch supports neighbours to create strong, friendly, active communities where crime and anti-social behaviour are less likely to happen.



## Challenges:

- Funding and supporting appropriate youth work to address anti-social behaviour in communities has reduced.
- Increasing incidences of violent and sexual crimes, in line with national trends.
- Supporting victims of crime.

## Crime

West Cumbria has very low rates of crime and the crime rate is falling across most categories. Crime rates are higher in the urban centres than the rural areas and police intervention is called for mainly to respond to violent and sexual crimes and also anti-social behaviour (ASB).

ASB is the biggest single category of crime and it can increase people's overall fear of crime. Statistics are available by neighbourhood. Looking at the period from April 2016 to March 2017:

- In Workington, ASB accounted for over one-in-five (21.2%) of all interventions and violent and sexual crime for almost a third (29.1%).
- In Whitehaven, ASB accounted for almost a quarter (23.5%) of interventions and violence and sexual crime for 33.9%. The incidence of violent and sexual crimes is increasing in line with national trends<sup>58</sup>

## WEST CUMBRIA DOMESTIC VIOLENCE



On average, it takes 37 incidents before victims of domestic violence ask for help.

West Cumbria Domestic Violence Support, based in Workington, provides practical and emotional help to victims, survivors and perpetrators of domestic abuse. The charity is the only organisation in West Cumbria that provides long term domestic violence support to address the root causes of abuse.

The charity runs groups for adult victims, adult perpetrators, and children and young people, providing support and one-to-one counselling with trained professionals.

Grant funding has allowed the charity to support and train volunteers, who are at the forefront of their work. "Without them, we cannot staff the 24-hour helpline or provide one-to-one emotional and practical support to victims", said Carole Launder, Project Manager.

# Strong Communities

People living in West Cumbria are passionate about places where they live and are often actively involved as volunteers and community fundraisers, in making them better for future generations. Although disadvantaged social groups and communities have a range of complex and inter-related needs, they also have assets at the social and community level that can help improve health, and strengthen resilience to address challenges.

## OPPORTUNITIES

- Strong sense of community spirit and local identity.
- Volunteering opportunities, which reduce social isolation and benefit health and wellbeing.
- Strong family, friendship and neighbour networks.
- Active and diverse range of community groups, local charities and Third Sector Organisations (TSOs) providing support to disadvantaged communities across West Cumbria.



This is confirmed by the Cumbria Welfare Reform Commission who found 'one factor inhibiting the potential of the third sector is the paucity of external funding, another, in places, is skills and capacity which limit provision.'

## Challenges:

- Reduced levels of funding of community groups, local charities and TSOs, set against an increasing demand for their services.

There is a strong sense of community spirit in West Cumbria, underpinned by an active and diverse Third Sector. Some TSOs cover the whole area like Age UK West Cumbria, West Cumbria Carers and West Cumbria Domestic Violence Support or individual districts, like Citizens' Advice. Many serve specific communities, e.g. community centres and youth groups, or address specific issues, like supporting people to access the labour market. However, recent research highlights the serious pressures on TSOs working in the most deprived areas and the danger of major contraction and closure of services for vulnerable people.<sup>59</sup> For many TSOs reduced funding levels have resulted in significant challenges, particularly at a time when demand for services is increasing.

## CUMBRIA EXCHANGE

Cumbria Exchange was launched in 2018 to help community organisations and businesses connect with each other to offer free or in-kind support



for mutual benefit. It is a partnership project supported by Copeland Community Fund, Cumbria Community Foundation, the Nuclear Community Network and Britain's Energy Coast.

It works on a simple 'offers and needs' basis and more than 50 community projects have already been supported through the online matching service.

A recent success story is HUG A MUG – a listening and signposting service based on Maryport Health Services' premises. Manned by volunteers, it is open to all the surgery's 13,700 patients to pop in for a cuppa and a confidential chat, with signposting available to other support services.

Set up by a partnership between Ewanrigg Local Trust, Ewanrigg & Netherton Tenants & Residents Association and Maryport Health Services, HUG A MUG was looking for help to refurbish their social space and for volunteers to be trained to help run the advice service.

14 local companies, including Sellafield, Kaefer, PPM and Sealy UK, supported the project by renovating the HUG A MUG rooms with labour and donations of materials or by committing volunteers to help deliver the project.

<sup>59</sup> The Northern Rock Third Sector Trends Study (2015)



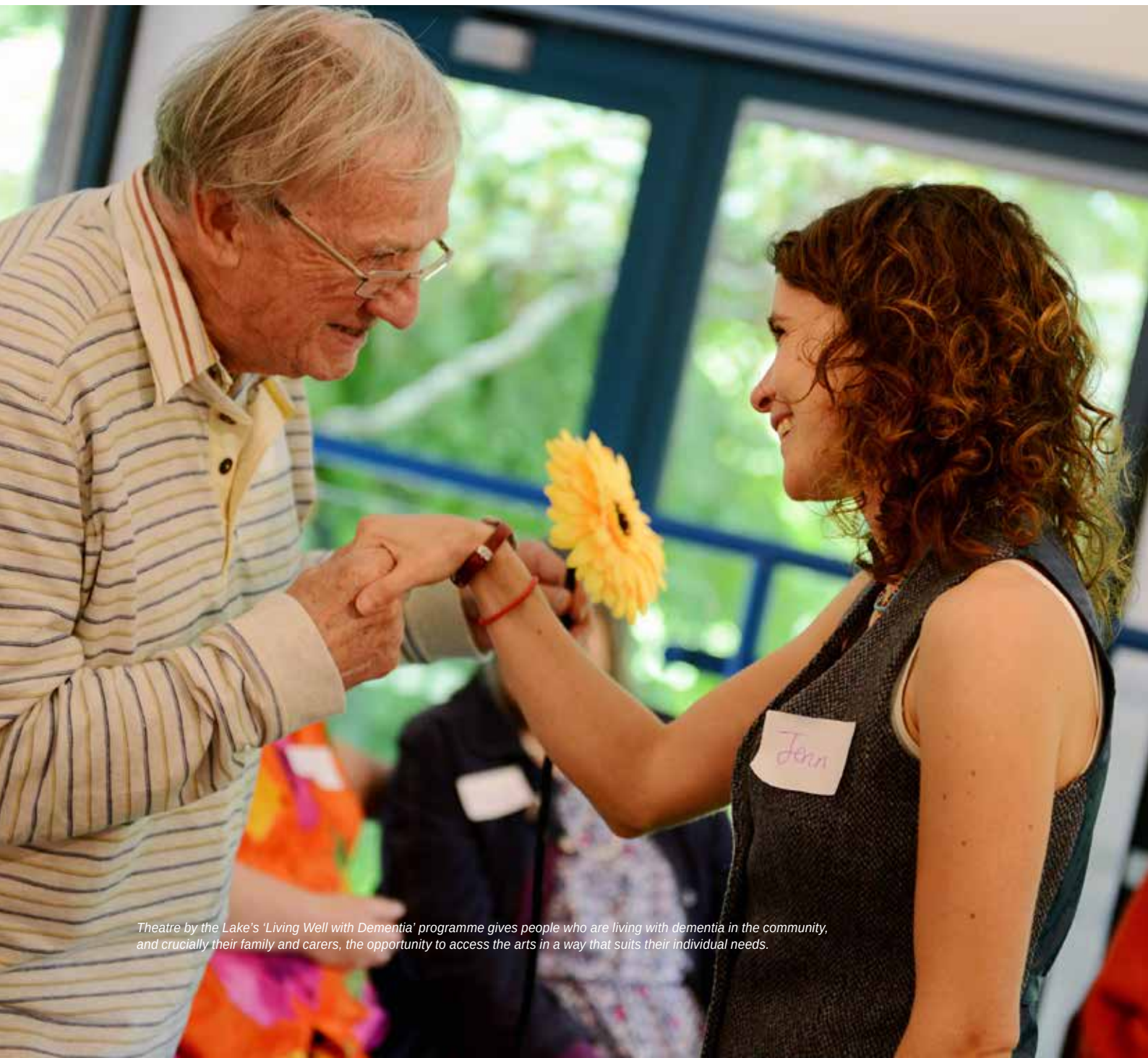
## The Future

West Cumbria is an area of contrasts, where a high-wage, technology-based economy is contrasted with high levels of youth unemployment, and some shockingly poor levels of health and wellbeing. This is true for both districts, although the health figures are starker for Copeland than for Allerdale.

It is clear that among a number of key issues facing the communities of West Cumbria are skill shortages, access to jobs and services, low aspirations, poverty, health and wellbeing, social isolation and obesity.

People in our communities need help if the opportunities presented by the West Cumbrian economy are not just to pass them by, further increasing the disconnect between affluence and disadvantage.

It is only by working together that these critical social issues will be addressed and our communities will thrive.



*Theatre by the Lake's 'Living Well with Dementia' programme gives people who are living with dementia in the community, and crucially their family and carers, the opportunity to access the arts in a way that suits their individual needs.*



# How Businesses Can Get Involved

There is a network of nuclear and non-nuclear companies working in West Cumbria that can make a difference to the people who live here.

As one of the largest employers in the area Sellafield Ltd is committed to creating a legacy and helping the region to realise its potential. In 2018 they published a Social Impact Strategy<sup>60</sup> which explains, at a high level, the interventions which can enable growth and make the community more sustainable.

Their social impact strategy outlines their commitments, including:

- Improving access to sustainable incomes by increasing skills, knowledge, aspirations and access to opportunities.
- Enabling resilient economies by growing our local economy, creating and securing new opportunities.
- Building thriving communities that create self-reliance and address community needs.
- Effective stakeholder and partnership working for collective impact.
- Flowing these priorities down through the Sellafield supply chain.

If all businesses in West Cumbria make a contribution and commitment to creating significant and permanent social change, we could transform West Cumbria so that it becomes a great place to live and work for everyone.

Success will be measured, in part, using the National Themes Outcomes Measurements Framework adopted by Sellafield Ltd in 2018.<sup>61</sup>

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<sup>60</sup> Sellafield Ltd: Social Impact Strategy (2018)

<sup>61</sup> Sellafield Ltd: Themes, Outcomes, Measurements, Framework (2018)

# About Cumbria Community Foundation

Cumbria Community Foundation (CCF) is an independent grant maker that provides philanthropic services to businesses, individuals, public bodies and charitable trusts.

CCF exists to tackle poverty and disadvantage and to strengthen Cumbria's communities by inspiring philanthropic giving and by connecting people who give money with inspirational, life-changing projects.

Our fundholders and supporters benefit from our in-depth knowledge of Cumbrian communities and organisations that we have gained from almost 20 years of grant-making and investment in the county. We produce reports to inform our grant-making, most recently having produced Cumbria Revealed, a community needs report for Cumbria.<sup>62</sup>

CCF has a long track-record of working with the nuclear industry in Cumbria. BNFL made a founding donation £1m in 1999 and since then we have managed a range of funds and programmes linked to the Sellafield site.

We have responded four times to emerging need in times of crisis by launching successful disaster appeals, most recently raising £10.3m in response to the flooding in December 2015.

We are Cumbria's leading grant-making charity with an annual grant distribution of £4m and endowed assets in excess of £18m. Since 1999 we have awarded more than £42m in grant aid through more than 90 grant making funds. We have funded over 4,000 organisations and 8,000 individuals.

CCF distributes grants in West Cumbria through a locally constituted grants panel. It also manages grant-making funds on behalf of a range of businesses, individuals and charitable trusts that choose to have West Cumbria as their focus.

Community Foundations are part of the proud tradition of philanthropy in the UK. We support people and organisations to maximise their giving in the community. By pooling funds and using our expertise and knowledge we enable long term positive change. We support businesses to develop and devise their social impact strategies.

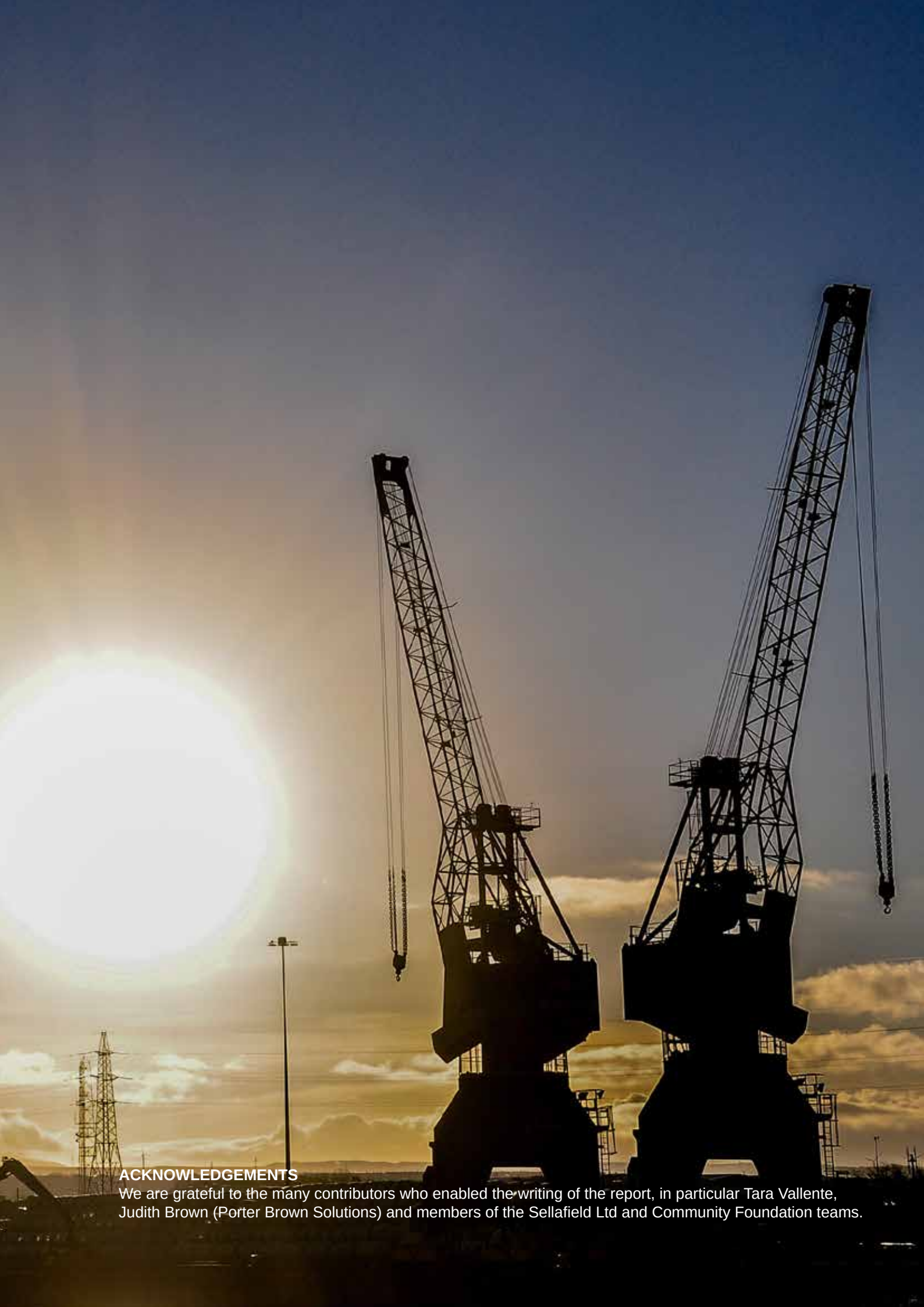
Part of a global network of 1,400 community foundations, together we encourage philanthropy and strengthen the voluntary sectors and communities in the countries, regions and towns in which we operate. We are part of the fastest growing philanthropic movement in the UK with 46 member foundations and over £0.5 billion in assets and are independently accredited by the UK Community Foundations.

Winner of the Grantmaking and Funding Award: UK Charity Awards 2015 and Highly Commended for the 2017 Awards we gained national recognition for delivering Cumbria County Council's £1m pa Neighbourhood Care Independence Programme and the £10.3m Cumbria Flood Recovery Fund.

For further information call 01900 825760 or see [www.cumbriafoundation.org](http://www.cumbriafoundation.org)

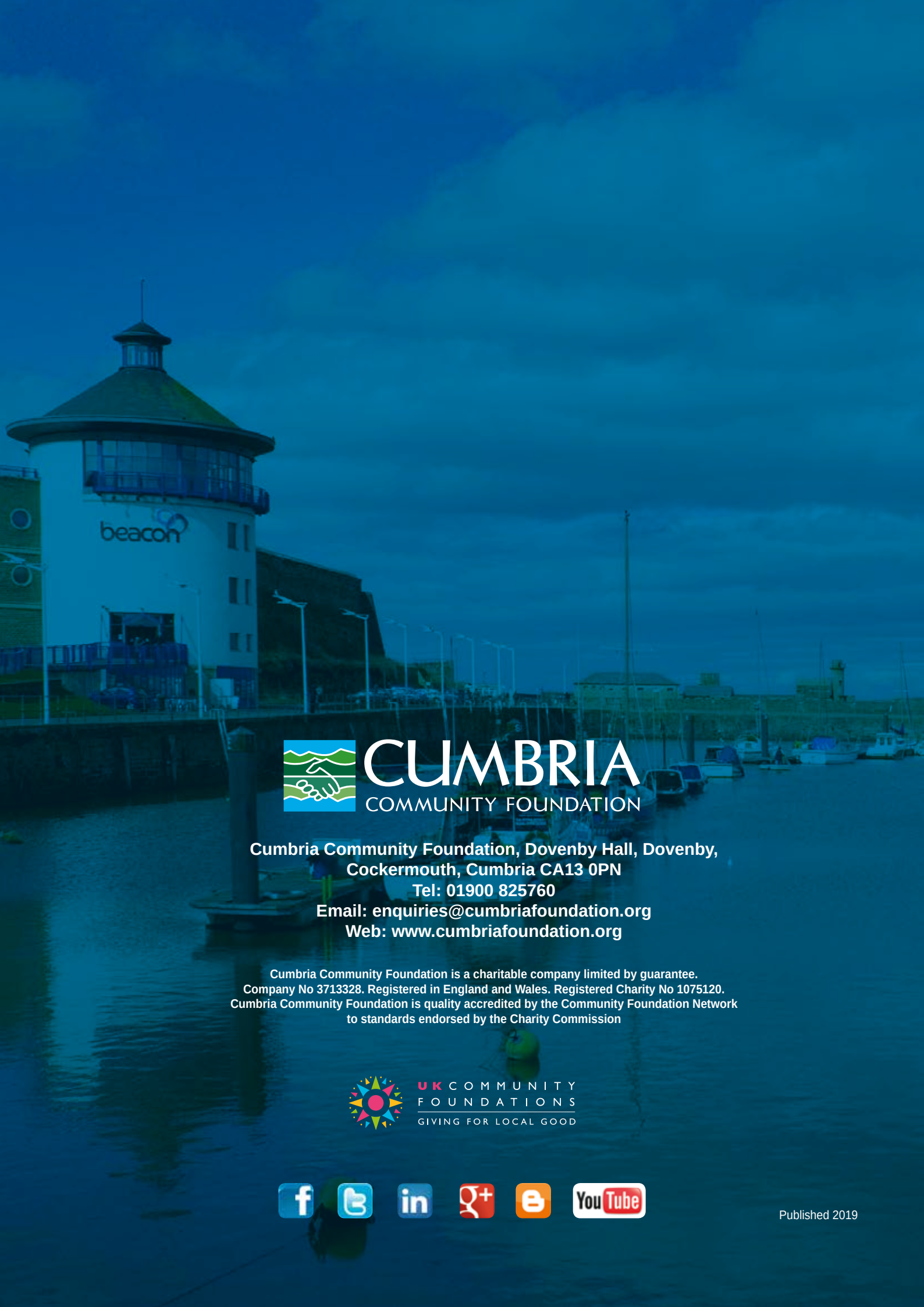
“We established our fund with the express aim of providing support to those in need in our community. Cumbria Community Foundation do an excellent job in managing our fund and we are continuing to donate and build it, ensuring our community support can continue for a long time into the future. We believe this type of economic support provides real social benefit, which is something all companies should consider.”

Nick Houghton, Managing Director at Shepley Engineers.



**ACKNOWLEDGEMENTS**

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# CUMBRIA

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