



BEYOND 2002 –  
RECOMMENDATIONS FOR ACTION

**ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT**

*funded by the Countryside Agency, Cumbria Rural Development Programme and European Objective 2*  
FINAL REPORT – MARCH 2003



# BEYOND ALSTON MOOR 2002 RECOMMENDATIONS FOR ACTION

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In particular, I should like to thank the local schools for their co-operation in obtaining the views of young people, and the staff of the Alston Information Centre for all their help and for acting as a collection point for gathering and disseminating information relating to the project.

Sonia Kempsey,  
Project co-ordinator

# 1. EXECUTIVE SUMMARY

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## 1.1 THE HEALTHCHECK PROCESS

This project has been carried out with Vital Villages funding (together with support from the RDP and European Obj.2 priority 2) to carry out a Market Towns Initiative(MTI) style Healthcheck Report and Action Plan. The MTI process has been used as a guide but we have been able to shape the project to our own needs rather than follow the process rigidly. Community input was provided via focus group consultations, public meetings, working groups, community questionnaires and a photographic exercise.

## 1.2 ISSUES

The “healthcheck” process identified a number of issues to be addressed by the action plan. Issues were grouped under the following headings identified at the first public meeting and these are the headings used in this action plan:

- Culture
- Economy
- Young People
- Transport, Communications & access
- Community Safety

The other headings are self explanatory but “Culture” needs a brief explanation: In this plan “Culture” embraces a wide range of activities relating to how we lead our lives. The Culture working group identified how our culture is inextricably connected to our environment and therefore Culture is split into two main sections: one relating to People and one to the Environment.

Key factors which have shaped this action plan nearly all relate in some way to Alston’s isolation:

- The biggest issue is probably low incomes ( in 1998, 16% of house-hold incomes were below £5,000 and 57% were below £15,000), the result of lack of job opportunities, too many poorly paid part time jobs, and marginally viable businesses
- High incidence of “double-jobbing”
- High proportion of self-employed
- High proportion of micro-businesses
- High proportion of businesses in creative industries
- High proportion of businesses reliant on tourism
- Changes taking place in agriculture
- Distance to facilities and difficulty of access by public transport
- Relatively good services for size of population - but
- Poor police response times
- The Cybermoor “Wired-up Communities” project (part of a Government initiative to bring ICT to deprived communities).

Cross-cutting issues:

The following cross-cutting issues which relate to all the main topics have been identified–

- Rural isolation
- Quality of environment
- Community spirit
- Sustainability
- Community enterprise
- Cybermoor

## 1.3 THE VISION

At the second public meeting the importance of links between social, environmental and economic aspects of the proposals was identified, the greater the overlap the more sustainable the proposals.

The need for a sustainable future for Alston Moor was identified and this is the essence of the vision:

***To create a sustainable future for Alston Moor by meeting the needs of the present whilst valuing the past, without compromising the needs of future generations***

## **1.4 THE APPROACH**

The approach to the plan has been to develop a number of strategies which will each bring together a range of activities under one umbrella. These strategies should develop ideas put forward in the recommendations for action to a point where they can be translated into action and will therefore assist in driving forward the objectives of the plan.

The plan also proposes that working groups will continue with added input from relevant officers to assist with implementation of the proposals.

A third key consideration is the long-term sustainability of projects after funding ceases. Therefore wherever appropriate, some form of community enterprise should be investigated as a potential means of achieving long term projects with lasting benefits.

## **1.5 STRATEGIC OBJECTIVES**

The following strategic objectives have developed from an analysis of the issues as a means of achieving the vision.

### **CULTURE**

#### **People**

- 1.1 Develop Alston as centre of excellence for rural creative industries
- 1.2 Provide the opportunity for everyone in the community whether professional or amateur, young or old to realise their full creative potential.
- 1.3 Provide the opportunity for all individuals and groups to enjoy healthy exercise and realise their potential in sports activities.
- 1.4 Recreational areas (in Alston, Nenthead & Garrigill) developed and maintained to their full potential.
- 1.5 Address the lack of leisure facilities for entertainment and sport and the need to strengthen some local sports and cultural events.
- 1.6 Ensure that community halls are well equipped to meet the needs of local residents and any opportunities which arise for new uses for the benefit of the community.
- 1.7 Improve services for the elderly and others with special needs
- 1.8 Strengthen the local voluntary sector by building confidence and skills

#### **Environment**

- 2.1 Provide the opportunity for everyone in the community and for visitors to fully appreciate and enjoy the wonderful countryside, wildlife and flora on our doorstep both now and for future generations.
- 2.2 Encourage projects to enhance the environment and improve and maintain derelict and untidy/overgrown areas.
- 2.3 Develop interpretation projects which will assist understanding and appreciation of all aspects of the countryside, our history & culture and the built environment.
- 2.4 Facilitate measures to encourage “environmentally friendly” practices.
- 2.5 Restore and conserve local historic and traditional buildings, historic structures and artefacts of historic interest including historic records, paintings & photographs, making them accessible to the public for the benefit of both local residents and visitors.

#### **ECONOMY**

- 3.1 Develop key “gateway” regeneration projects to transform dereliction & eyesores into an economic asset which will improve the environment, provide jobs, attract new businesses and increase visitor numbers.

- 3.2 Develop community income generating projects to enable long-term sustainability of proposals
- 3.3 Improve access to jobs & training
- 3.4 Strengthen the existing employment base by supporting business sectors and improving business skills
- 3.5 Broaden the economic base by building upon existing strengths and addressing existing weaknesses to develop a creative and alternative economy with higher value jobs
- 3.6 Develop an Inward Investment Programme to market existing strengths identified in 3.3
- 3.7 Develop and market existing and new local products
- 3.8 Develop proposals to help adjust to change in agriculture by engaging with farmers through Rural Futures
- 3.9 Encourage community enterprise to achieve community aspirations and objectives (eg child-care facilities, community gym, community produce garden)
- 3.10 Develop a marketing strategy to strengthen and promote Alston as a focal point within the North Pennines AONB by developing and marketing “eco-friendly” themes and products in ways which will extend the visitor season and help strengthen existing tourism related businesses
- 3.11 Support & improve the existing tourism product
- 3.12 Encourage appropriate new tourism enterprises
- 3.13 Encourage development of affordable housing

### **YOUNG PEOPLE**

Initiate a comprehensive youth development project which will:

- 4.1 Enrich the quality of life for young people
- 4.2 Raise aspirations
- 4.3 Develop life skills
- 4.4 Improve leisure facilities for young people
- 4.5 Provide leisure learning activities which will introduce young people to new skills and new opportunities
- 4.6 Provide access to work experience, job opportunities and training
- 4.7 Have a large budget for implementation
- 4.8 Investigate ways to sustain a youth project on a long term basis

### **TRANSPORT, COMMUNICATIONS & ACCESSIBILITY**

- 5.1 Use Cybermoor to improve local communications and services and reduce isolation
- 5.2 Develop long-term proposals for improved car-parking
- 5.3 Address traffic management issues in Alston town centre
- 5.4 Improve public transport provision within Alston Moor
- 5.5 Improve public transport provision out of Alston Moor
- 5.6 Develop a rural transport interchange for cross - Pennine routes, linking with cycle and walking routes
- 5.7 Address opportunities to incorporate road safety improvements during future road re-surfacing schemes to improve road markings and to introduce illuminated cats eyes on high routes where fog can be a hazard
- 5.8 Work with police to address traffic safety issues relating to speeding motor-bikes.

### **COMMUNITY SAFETY**

- 6.1 Security - A safe environment for all ages at all times of day & night
- 6.2 Safety on the streets - traffic safety measures
- 6.3 Measures to reduce speeding vehicles
- 6.4 Safety at night - Improve poor areas of street lighting

## **1.6 IMPLEMENTATION & POTENTIAL LONG TERM BENEFITS**

The challenge of these proposals is to move from a long-standing “struggle and survive” to a future “prosper and thrive” economy. To enable this to happen, ambitious “Gateway” regeneration projects are proposed which will not only contribute to the economy themselves but, most importantly, would also raise business confidence and enable inward investment to take place. These projects would also attract additional tourists and so strengthen existing business which rely on tourism. Broadening the economic base is also a high priority, developing recognised areas of local expertise and linking them together where the opportunity arises:

- Heritage
- Arts
- IT

The potentially huge benefits of Cybermoor also need to be maximised.

These recommendations can only expect to be successful if a regeneration team is established to facilitate implementation:

- A full time regeneration officer is needed to drive forward the major regeneration proposals and co-ordinate the various elements of the plan, backed up by
- a creative industries officer to develop the cultural industries / IT aspects of the plan, and
- a marketing officer to undertake the large marketing tasks required both for tourism and inward investment.

The advent of “Cybermoor” is proof that we should not shy away from big projects. However it will require a lot of determination and energy to see the big projects through whilst funding is available. The window of opportunity for funding will soon pass by, as European funding must all be spent by 2008, the Rural Action Zone programme will have finished – and it is uncertain whether anything will follow, so we must move fast in the priority areas to achieve substantial results by then.

Some projects will inevitably fall by the wayside, whilst others may change shape and some will take years to materialise. These recommendations should however act as a framework for future action.

## 2. INTRODUCTION

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### 2.1 BACKGROUND TO THE PROJECT

#### 2.1.1 THE FIRST APPRAISAL

The first appraisal of Alston Moor was carried out in 1980 following the closure of Alston Foundry, then the area's major employer, with the loss of 125 jobs. This struck a heavy blow to a community of 2,000 resulting in 25% of the working population being unemployed, so the Parish Council commissioned an appraisal to take stock of the situation. Inevitably the document uncovered a number of opportunities and so they commissioned an Action Plan to pursue opportunities identified in the appraisal. Some of the recommendations in that Action Plan took a long time to fulfil but several important developments came out of it: the Alston Town Scheme which provided funding for property owners to renovate buildings in the Conservation Area (which was subsequently followed by a Conservation Area Partnership Scheme which enabled further town enhancement to take place); the Skelgillside workshop units; and the Alston Moor & East Fellside Project from which developed the now well established East Cumbria Countryside Project.

#### 2.1.2 ALSTON MOOR THROUGH THE LOOKING GLASS

Fifteen years later the community had come to realise that there was never likely to be another single employer to replace the Alston Foundry Company and it had become apparent that we were entering a long term decline in our traditional forms of employment in agriculture and mining. It was against this background, recognising that the economy still remained fragile, that Alston Moor Business Association commissioned a new appraisal "Alston Moor through the Looking Glass" in 1995. It was intended that the appraisal would be followed by an Action Plan, but this proposal was overtaken by circumstances as Alston appeared to be a good candidate for Rural Challenge and energies were diverted to preparing a Rural Challenge bid. A lot of local volunteers put time and effort into the Rural Challenge bid which was successful at the County level but failed at the National Level. However some of the opportunities identified then are still there, waiting to be developed.

#### 2.1.3 ALSTON MOOR 2002

In 2001 Alston Moor Business Association (AMBA) and Alston Moor Development Company<sup>1</sup> (AMDC) put forward a joint proposal for a new appraisal to be carried out. Although it was only just over 5 years since the previous one, circumstances were changing fast, the Cybermoor "wired up communities" project was about to happen, another round of European funding was on the horizon and it was recognised that if opportunities for Alston Moor were to be grasped, a new appraisal would be needed to inform a new set of proposals in a new Action Plan.

Following on from the publication of the Rural White paper in 2000, the Countryside Agency announced a new "Market Towns Initiative" in recognition of the importance of market towns as the focal point for commercial and social activity covering the wider rural area. The Market Towns Initiative sought to identify a certain number of market towns within each region which would receive this funding, and a wide range of towns were eligible to apply, from traditional agricultural market towns to seaside resorts and with populations ranging from around 2,000 to 20,000. The aim of the initiative is to revitalise these towns by enabling their future to be shaped by the people who live in and around them. A "tool-kit" has been developed for this purpose to carry out the appraisal or "Healthcheck" and develop the "Action Plan".

AMBA and AMDC therefore sought funding under the Market Towns Initiative as this was potentially an excellent opportunity to achieve a new appraisal and action plan. Their bid was unsuccessful but the Countryside Agency suggested that a similar exercise could be carried out using Vital Villages funding. The Vital Villages programme provides grants to

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<sup>1</sup> Although the Rural Challenge bid failed, the action partnership which had been formed to manage the bid was encouraged by the Rural Development Commission to take their "flag-ship" project forward. This involved extensive research and a large scale feasibility study was undertaken which included the possibility of opening up the Nent Force Level. The Alston Moor Development Company was formed to take the project forward. However, at that time (1997-98) European funding was running out, Heritage Lottery moved its goalposts and the proposed funding package fell apart but the company continued for some time afterwards.

Parish Councils to support rural communities to take stock of their village, identify what is needed to revitalise it and ensure that local people have a voice in their future. The Parish Council agreed to apply for Vital Villages funding with a view to carrying out a Market Towns style “healthcheck” and action plan. This application was successful and a Steering Group was set up to oversee the project. The steering group consisted of four Parish Councillors, the Parish Clerk, the local District Councillor, representatives of the Alston Moor Business Association, representatives from the farming community, the Cybermoor Project and Cumbria County Council’s Neighbourhood Services.

In the meantime Alston Moor had been identified as a target ward for European Objective 2 Priority 2 funding. This funding could only be accessed through development of a local Partnership to administer the funding and so the Alston Moor Partnership was formed. At the outset, the partnership resolved to serve a wider purpose than just to administer the European funding. It would exist to facilitate projects for the benefit of Alston Moor whether or not they were projects that could benefit from this particular pot of money.

Under the Market Towns Initiative, communities are prescribed to create a Partnership to oversee the project and its implementation. In the case of the Alston Moor 2002 healthcheck the project steering group developed in parallel although in fact it shares many of its members with the wider Alston Moor Partnership. The proposal is to disband the project steering group once this Healthcheck and the Recommendations for Action<sup>2</sup> have been approved and published and the Alston Moor Partnership will then fulfil the role of facilitating implementation of the proposals.

The Vital Villages funding for the Alston Moor 2002 project was matched with funding from the Rural Development Programme and Objective 2 Priority 2 funding.

## **2.2 LOCATION AND HISTORIC CONTEXT**

Alston’s location is the key to what makes it a very special place:

By English standards Alston Moor is regarded as an isolated community, probably one of the most isolated communities in the country, being situated at least twenty miles from any larger towns offering a full range of facilities.

At the same time it is very centrally situated, approximately half-way between east and west coasts and approximately half way between Lands End and John O Groats. On the borders of the three counties of Cumbria, Durham and Northumberland it is at the hub of trans North Pennine routes.

Alston is also renowned as a place which gets cut off in winter, although with global warming this is an increasingly rare occurrence. By English standards however it is at a high altitude, with all the land in the Parish being over 800 feet above sea level and the town itself lying at an altitude of between 1,000 and 1,200 ft. The highest point in the Pennine Chain, Cross Fell lies just outside the Parish boundary and forms a dramatic landmark from many parts of the parish.

Alston is within the North Pennines Area of Outstanding Natural Beauty, an area rich in minerals which once provided lead for many of Europe’s cathedrals. For many years, Alston’s economy relied on agriculture and mining. During the first half of the 20<sup>th</sup> century, the mining industry began to decline and in the 1960’s mining ceased altogether apart from a few privately owned coal-mines. In common with other upland areas, farm incomes have declined drastically over the past few years and, in common with most of rural Cumbria, local farmers and many other businesses were affected by Foot & Mouth Disease in 2001. For farmers and some other businesses the consequences are still being felt.

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<sup>2</sup> It was agreed at an early steering group meeting that the recommendations for action emerging from the health check would be given the title “Recommendations for Action” rather than “Action Plan”.

Alston Moor's location also makes it a land of contradictions and strong contrasts:

- Central yet isolated
- England's highest market town but no market
- Remote yet cosmopolitan (In the hey-day of lead-mining, workers were attracted from all over the country and from as far away as Belgium and Italy – Alston still has a pioneering quality and attracts those looking for an alternative life-style)
- Well serviced for size of population but deprived of facilities many communities take for granted
- Excellent quality of life but many struggle below the poverty-line
- A land of wild moorland and green valleys

The open landscape gives a sense of freedom. The town itself has a lot of historic charm. The high altitude and changeable weather patterns create a constantly changing landscape with a rich variety of colours and, although Alston's weather can be harsh, when the sun comes out and the wind drops, many who live here would agree that there are few places more beautiful.

## **2.3 CYBERMOOR**

Alston Moor is one of 7 areas selected as a pilot for the UK Government's Wired up Communities initiative. The Wired up Communities initiative has invested £10 million of taxpayers' money to connect homes in disadvantaged communities to the internet. The object of the initiative is to assess how individual access to the internet can transform opportunities for people living in disadvantaged areas by eg, developing new ways of accessing training, jobs and public information services. Free computers were given out to over 600 households. This resulted in a massive increase in numbers attending local ICT training with 297 people receiving training in addition to the many who have taught themselves. As a result of attending training courses there has been substantially more social contact between residents, and people with IT skills voluntarily help the less able. The project has created jobs and many local people have been involved in the project as volunteers. The community website has become an important means of disseminating information and has brought people together through the discussion pages. The project has become a focal point for the community. It has opened up opportunities to people who would never previously have dreamt of owning a computer. Attitudes to ICT are changing as people are becoming more familiar with computers, with special courses being laid on for farmers, Over 60's etc. They have discovered the ability to access information in the convenience of their own homes and above all the opening up of new and vast avenues for exploration and self-development.

Alston Moor is one of the first rural communities to access broadband so the project has the potential to assist in efforts to attract much needed inward investment. It will also enable people to access better paid jobs and promote teleworking opportunities for local people. 3 volunteers have already found jobs after helping out on the project and 35 jobs have been supported in the 25 local companies that have worked as contractors or subcontractors for the project.

The project has had a tremendous influence on the local community already and in the longer term will potentially develop as a driving force in the local economy attracting knowledge based higher quality employment to the area.

## **2.4. METHOD OF STUDY – THE HEALTHCHECK PROCESS**

Both the Market Towns Initiative and the Vital Villages funding put a strong emphasis on the importance of providing an opportunity for local people to help shape their future. This is something which was very much welcomed and embraced by the project Steering Group. It was therefore decided that there should be community involvement right from the start.

The following structure for the project was therefore followed (*see Diagram 1*)

### **2.4.1 RAISING AWARENESS OF THE PROJECT**

Firstly a simple leaflet was produced to publicise the project locally, accompanied by press releases to local newspapers and the project was featured on the community web-site(Cybermoor). A logo was established to enable easy identification of material related to the project. Posters and press releases were produced for each public meeting and to draw attention to the community questionnaire. The Cybermoor web-site was used to provide updates as the project progressed and it is intended to continue to use the site to provide information as the project moves into the implementation stage.

### **2.4.2 FOCUS GROUPS**

A series of consultations with focus groups was held to help to identify the issues. Groups were asked to identify strengths, weaknesses and needs/opportunities (likes, dislikes and wish-list). The following target groups were identified and where possible the project co-ordinator met with existing groups or used an existing event to facilitate participation:

- Young families with pre-school children
- 11-17 year olds
- young adults
- elderly people
- disabled
- Alston residents
- Nenthead residents
- Garrigill residents
- The farming community

### **2.4.3 INITIAL PUBLIC MEETING**

A public meeting was held at an early stage in the project to further identify the issues that are important to people living on Alston Moor. The meeting was conducted as a working session where participants were led through a series of exercises to reflect upon aspects of life on Alston Moor and to indicate the most important issues which they felt should be addressed. The first exercise was a brainstormer looking at pros cons and a wish-list. This was followed by a SWOT analysis. The results of these two exercises were used to identify the main issues and participants were then asked to prioritise these. The meeting was also used as a vehicle to establish the headings of proposed working groups which would explore the issues in more detail and to recruit volunteers for these groups.

### **2.4.4 PHOTOGRAPHIC EXERCISE**

Following the public meeting 20 disposable cameras were handed out and passed around a cross section of local residents, young and old, from all walks of life who were asked to photograph what they liked and disliked about life on Alston Moor. This was very revealing as some issues, eg concerning areas of degraded environment, had not featured highly in the consultation sessions but were clearly of concern to many people. For example, quite a large number of photographs were taken of the areas around the two garages and scrap yard and other derelict and poorly maintained buildings. It is likely that people had not come forward verbally as these areas are mostly privately owned so people do not want to be identified as criticising the owners. The photographs also revealed people's appreciation of our environment, our local services, and some of Alston's well-loved characters. (A selection of the photographs were displayed at Gala Day and subsequently in the Town Hall foyer. They are also being used to illustrate some points in the Healthcheck report and Recommendations for Action). This visual exercise was very worthwhile: it introduced a fun element into the project, provided more freedom of expression and engaged people who had not been previously involved. It identified some problems not previously highlighted whilst reinforcing many of the strengths, weaknesses and issues already raised.

### **2.4.5 COMMUNITY QUESTIONNAIRES**

The steering group had agreed that it was necessary to do a questionnaire survey in order to obtain the views of a wider cross-section of local people. However, members did not want to issue an excessively long questionnaire as they were aware that it was not that long since the last exercise and they did not want the community to suffer from "questionnaire fatigue".

They felt anything too daunting would meet with a poor response and it was decided that it must fit onto an A3 folded to A4 sheet of paper. Part of the purpose of the earlier consultation exercises was therefore to establish which issues to concentrate on when framing the questionnaire to avoid asking too many questions which many people would find meaningless or of little interest, rather than giving space to all aspects of life on Alston Moor. Although this did give rise to one or two criticisms, this approach did seem to be generally welcomed and overall the questionnaire met with a favourable response. Two prizes were offered as an added incentive to return the form: a digital camera and a £50 cash prize. A freepost envelope was also included for the reply. The result was an approximately 30% response rate which was quite reasonable considering that Alston Moor is a frequently surveyed community. The questionnaire was designed so that all members of the household were to fill it in, thus getting to a greater number of people, so the 315 households who responded actually represented 565 individuals. The questionnaire itself was anonymous but in order to enter the prize draw respondents had to fill in their name and address on a slip of paper. This was used as an opportunity to recruit more participants for the working groups and to seek volunteers for potential youth projects. This produced a good response which will be useful in following up proposals at the implementation stage.

In order to gain the views of young people a separate questionnaire was developed. This was circulated in the local schools and copies were also sent to Haydon Bridge High School and William Howard School in Brampton. The covering letter with the main community questionnaire urged any families with young people being educated outside Alston Moor who had not received a copy to obtain one from the Information Centre in the Town Hall. Thanks to the co-operation of the local schools there was a very good response to this questionnaire (60%). Unfortunately due to the timing of the project and the fact that the questionnaire was circulated after GCSE examinations had been held, the response from the older age groups was poor as few of them were attending school at that time but 11 – 14 year olds were well represented.

#### **2.4.6 WORKING GROUPS**

Following on from the questionnaire exercise, the working groups were launched in July with a “workshop” which started with an ice-breaking exercise to ensure that all individuals felt at ease and ready to contribute their ideas, starting with all working group members working together. During the second part of the meeting people were asked to come up with ideas which they posted under each working group heading (which had been identified at the previous public meeting) as a means of determining group membership. The following groups were established:

- Economy
- Culture
- Transport and communications
- Community Safety

Each group was given an information gathering task relating to their working group topic heading which they would go away and research ready for the next meeting. To start off with, all the groups met together as there was a high degree of overlap. At the second session, after going through the results of the previous week’s research, the groups were asked to go through a brainstorming exercise to establish key points for each of their core issues and to suggest what action might be necessary to develop or resolve them. Each group presented their ideas to the other groups present. The co-ordinator realised that the role of the working groups was moving towards ideas for action rather than further information gathering so the third session developed ideas from the previous meeting and looked at what further information it was necessary to obtain. The Culture and Economy groups combined as there was a high degree of overlap and numbers were fewer, and probably the most significant result of this meeting was the decision to carry out two further surveys, a business survey and a visitor survey to inform identified needs for inward investment and tourism marketing. At this point the Community Safety and Transport groups felt they needed to know the results of the community questionnaire survey before they could progress further.

No further meetings were held for a while as time was needed to complete the healthcheck information-gathering exercise and to analyse the results of all the surveys which had been undertaken.

The working groups met again in October to review key healthcheck and survey results and to agree proposed actions. These formed the basis of the next public consultation stage.

#### **2.4.7 CONSULTATION WITH COMMUNITY GROUPS**

During the healthcheck information gathering stage a circular letter was sent to all known community groups describing the project and seeking ideas and proposals for projects which they would like to see included in the Recommendations for Action. Although only a small number of groups responded, the opportunity had been presented, and some of those that did so had not previously come forward but had a very positive contribution to make.

#### **2.4.8 SECOND PUBLIC MEETING**

A second public meeting was held in November 2002 the purpose of which was to:

- Examine the results of the survey and consultations carried out so far.
- To look at ideas for action which people had put forward ( individuals, community groups, working groups and other organisations)
- To explore the priorities of participants  
This was done as a game simulating project funding and prioritising by allocating money to activities, played in groups to encourage discussion, negotiation and forming partnerships.

A key factor identified was the need for a sustainable future for Alston Moor, the high degree of overlap between potential projects involving people, the economy and the environment suggesting a high level of sustainability. This provides the core for the community vision.

#### **2.4.9 EXHIBITIONS**

##### **Gala Day:**

Nearly half-way through the project an exhibition was mounted and shown at Gala Day which is attended by a large proportion of local residents and then displayed in the Town Hall foyer for several weeks. The purpose of the exhibition was to:

- raise awareness of the project
- display the range of issues identified in the consultation process so far, including the photographic exercise
- encourage people to complete and return their community questionnaires
- describe some of the ideas for action which were already emerging, and
- solicit ideas for the action plan

##### **Second Public Meeting:**

A fuller exhibition was mounted to accompany the second public meeting. The priorities identified at the first public meeting were used as key headings for the display. These were as follows:

- Culture : People and Environment
- Economy
- Young People
- Transport & access
- Community Safety

Each of the key headings was presented on display panels outlining:

- Key topics: defined by the first public meeting, focus group and working group consultations
- Survey Results: Responses from the community questionnaires
- Context: Results from the health-check information gathering exercise
- The Challenge: meeting highlighted needs and turning them into action.

After the Public Meeting the display was shown in the Library window for two weeks accompanied by instructions on how to comment on the proposed actions. Comments sheets were made available inside the library. At the same time a press release was produced about the public meeting and exhibition. The project was given a headline news article on the Cybermoor website from which the full display could also be accessed (as a PDF file).

#### **2.4.10 STATISTICAL DATA**

Statistical data was limited by the following:

- the fact that the 2001 census material was not yet available at local level and in some cases 1991 data had to be used (although in other cases more up to date estimates exist)
- some data is no longer readily available at ward level
- In some cases the healthcheck questions asked for information about services in the town which was only available at County or District level.

## **3. THE HEALTHCHECK CONTEXT**

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### **3.1 THE SNAPSHOT – a profile of Alston Moor (summary of key facts from the Healthcheck)**

#### **3.1.1 LOCATION**

Alston Moor is a remote community by English standards, 20 miles from the nearest town, located just within Cumbria, bordering Northumberland and Durham. It is however, centrally located at the hub of trans-Pennine routes within the North Pennines Area of Outstanding Natural Beauty.

The C2C cycle route and the Pennine Way pass through Alston Moor.

The parish is overlooked by Cross Fell, the highest point in the Pennine chain. By English standards Alston Moor is situated at a high altitude, most of the parish being over 1,000 feet above sea level, with Alston reputedly England's highest market town although it is a long time since a regular market was held here.

The main communities in the parish are Alston, Nenthead and Garrigill, although Alston also acts as a service centre for Slaggyford in the adjoining parish of Knarsdale in Northumberland.

Alston Moor's unique location is key to the understanding of its many special characteristics, both its strengths and its weaknesses. A knowledge of its historic background is also helpful in understanding the Alston we know today.

#### **3.1.2 HISTORIC CONTEXT**

The North Pennine hills are rich in minerals and in the past were an internationally important source of lead. Mining has taken place here since Roman times, but the heyday of mining activity was in the first half of the nineteenth century when the population reached around 7,000. Now all that remains is one small private anthracite mine but mining and farming have historically been the mainstay of the local economy. Changes in these industries over the latter years of the 20<sup>th</sup> century have therefore had a severe impact on the area. The area was also badly affected by changes in the steel industry when the town's main employer closed in 1980 having a devastating effect on the local community as 25% of the workforce was plunged into unemployment. This saw the end of centuries of dependency on a single industry as first the mines and then the foundry had been the main source of employment.

#### **3.1.3 POPULATION**

The population of the parish was estimated as being 2,200 in 1998

##### Age range

The age range of the population on Alston Moor is broadly similar to that for Cumbria as a whole except for a slightly higher percentage of children and lower percentage of 15 –29 year olds - probably reflecting the lack of job and training opportunities locally.

##### Single parents

There appear to be a higher than average number of single parents living on Alston Moor. There were estimated to be 27 single parents in the parish in 1995, representing 11.4% of the population compared with 6.7% for Cumbria as a whole.

### Population Density

Alston Moor has 0.14 persons per hectare and is categorised as “super-sparse” compared with 0.7 for Cumbria as a whole which is categorised as “sparse”.

### **3.1.4 DEPRIVATION**

The indices of multiple deprivation 2000 (with 1 being the most deprived ward in England) gave Alston Moor the rank of 2086 out of a total of 8414 English wards, placing it within the top 25% of most deprived wards.

### **3.1.5 CYBERMOOR**

Alston Moor was one of 7 areas selected as a pilot for the UK Government’s “Wired up Communities” initiative. This initiative has invested £10 million connecting homes in disadvantaged communities to the internet and providing public internet access points as a vehicle for education, employment and social inclusion.

### **3.1.6 EMPLOYMENT**

#### Unemployment

Local unemployment rates in July 2000 averaged 5.1%, just under half what they were in 1995. Unemployment has decreased further since then and now stands at around 3% compared with 2.7 for Cumbria as a whole and 1.1 in Eden. Although unemployment has reduced considerably it is still the highest rate in Eden and slightly above the Cumbrian average for males.

#### Self – employment

The proportion of self-employed is more than double the average for Cumbria for both males and females:

	Alston Moor	Cumbria	
male self-employed	40.1%	16.7%	
female self-employed	18.7%	8.4%	(1991 Census)

Approximately a third of self-employed people work for themselves with no employees. (Business Survey)

#### Place of work

62% of the workforce work on Alston Moor, 25% working at home, the rest working elsewhere on Alston Moor (Community Questionnaire)

The most popular destinations for commuting to work are Carlisle and Hexham but many travel much further afield, 23% travelling beyond Cumbria, Durham, Northumberland or Tyne & Wear (Community Questionnaire).

#### Scale of employment

There are 700 employee jobs on Alston Moor. There is no single large employer.

The largest business is Precision Products with 65 employees.

Education, health and social services together provide over 120 jobs although many of these are part time and the majority of them are female.

Wright Bros.(Coaches) are significant employers providing work for 20 people.

The North Pennines Heritage Trust is now also a significant employer, providing 17 permanent jobs and 6 seasonal jobs.

#### Business Activity

The results of the business survey indicated the following categories to be most predominant in the local economy:

accommodation &/or catering	25
farming, ( +forestry, nursery / plants)	21

art, crafts, design / creative industries	19
retail	14
IT	11

#### The Effects of Foot & Mouth Disease

Not surprisingly in view of the high proportion of agriculture and tourism businesses, 79% of businesses in the survey had been adversely affected by FMD and 32% had experienced a decrease in turnover during the first half of 2002 compared with year 2000 figures indicating that they had not fully recovered from the effects of FMD.

#### Barriers to Work

The community questionnaire identified lack of job opportunities as the main factor preventing people from obtaining work and lack of start-up finance as the main deterrent to becoming self-employed.

Lack of full-time child-care facilities for working parents is now also an important factor with the closure of the Kid's Club at the end of 2002.

### **3.1.7 INCOMES**

#### Household income:

Over 16% of household incomes were below £5,000 and 57.4% of household incomes were below £15,000 in 1998 (gross annual figs.)

#### Income support:

In August 1998 there were 125 Income support claimants on Alston Moor. This represents 7 % of the resident population aged 16 or over compared with 4% for Eden.

89 dependent children were living in households claiming income support during this period.

Whereas in the past unemployment was the main issue, low wages and low incomes from self employment probably constitute the most serious issue facing Alston Moor today.

### **3.1.8 EDUCATION**

There is one secondary school which is the smallest in the country. It lacks a 6<sup>th</sup> form and most pupils continue their education in Haydon Bridge or Brampton (each approx 18 miles away). There are primary schools in Alston and Nenthead.

Local schools have attained high levels of achievement with Key Stage 2 and GCSE results above the national average and average for Cumbria.

The schools are used for a variety of adult education and IT training courses.

### **3.1.9 AFFORDABLE HOUSING**

Local house prices which had been relatively cheap have soared in the last 2- 3 years, catching up with comparable property elsewhere in Eden and neighbouring Tynedale. Local incomes however are still below average, creating a rising affordability gap with an estimated average house price around 10 times the average income compared with the national average of 5.98.

### **3.1.10 CAR OWNERSHIP**

The high level of car ownership (4.4% higher than the average for Cumbria), does not reflect an affluent society as household income figures make clear. Rather it is a necessity for many living in such a remote location.

In fact compared with DETR figures for rural settlements (defined as less than 3,000 population), Alston is worse off than average. There were 26.6% of households on Alston Moor without a car in 1996/8 compared with the average for rural settlements of 17%.

### **3.1.11 SERVICES & SHOPS**

Alston Moor has an excellent range of services for the size of population:

#### Emergency services

There are local fire and ambulance services based in Alston and there is a local police station although this is frequently unmanned with enquiries being routed via Penrith. Police cover in Alston is actually as good if not better than in other communities of comparable size but its remote location leads to poor response times when responding from outside Alston Moor.

#### Health

There is a cottage hospital with doctors' and dentist's surgeries. There are also branch doctors' surgeries at Garrigill and Nenthead.

#### Library

There is a part time branch library in Alston.

#### Banks

There are 2 banks with cash-points.

#### Post Offices

There is a post office in Alston and post office/village shops in Nenthead and Garrigill.

#### Shops

Shops include a chemist, a newsagent, a variety of food shops including a small Co-op supermarket, craft shops, gift shops, a charity shop, a second-hand book shop and 1 antique shop.

#### Other services

Other services include a hairdressers', an architects' office and an estate agent. There is also a local vet and a pet-food supplier.

### **3.1.12 PUBS, CAFES AND ACCOMMODATION**

It is estimated that there are approximately 600 bed-spaces within the parish in a variety of types of accommodation.

There are 6 hotels, a variety of bed and breakfast and self-catering accommodation, 3 bunk-houses and a youth hostel within the parish.

Three of the hotels are in Alston where there are also 2 cafes, 3 fast-food outlets (including a fish & chip shop) and five pubs, most of which serve food.

There are also pubs in Nenthead, Garrigill and Knarsdale (in adjoining parish), a restaurant in Nenthead and café attached to the heritage centre, and a tea-room in Garrigill.

Also within the parish are 2 outdoor education centres and 3 caravan parks (accommodating tents).

There is also a caravan park and a camp-site at Slaggyford – outside the parish boundary.

### **3.1.13 VISITOR ATTRACTIONS**

The South Tynedale Railway attracts the most visitors followed by Gossipgate Gallery. Other attractions at the station are the Model Railway Centre and The Hub (transport museum). Nenthead Mines is an important lead-mining heritage attraction, Hartside Nursery garden specialises in Alpine plants and there are a variety of craft attractions.

### **3.1.14 SOCIAL & LEISURE FACILITIES**

Apart from the local schools the main community venues are the Town Hall, the Topp and the Masonic Hall in Alston, the village hall and the reading room in Nenthead and the village hall in Garrigill.

There is no swimming pool, sports hall, gym or cinema and it is a forty mile round trip to access these facilities.

There are children's play areas and informal football pitches in Alston, Nenthead and Garrigill, although the facilities in Alston are in need of upgrading.

There are three football pitches catering for formal sports for adults and children, and there is a 10 hole golf-course ( the highest in England). The only tennis courts are at Nenthead and Samuel King's School.

There are plenty of footpaths and places to go cycling, horse-riding and fishing.

### **3.1.15 CHURCH ACTIVITIES**

Churches Together on Alston Moor, as part of Churches Together in England, endeavour to meet the challenge of rural ministry as in similar areas of the UK. In its propagation of the Gospel at the start of the 21st century the Christian Church of different traditions works ecumenically where possible and not least through its individual members. The Churches also continue to adjust to ever-changing circumstances, seeking to be relevant and sensitive to the varied needs of the local community whilst also pointing to wider global issues.

### **3.1.16 YOUTH PROVISION**

There is currently no youth club although a youth leader has recently been appointed and the pavilion is currently being improved for this purpose.

### **3.1.17 PUBLIC TRANSPORT**

The nearest connections to the national rail network are approximately 20 miles away. There is a local bus company based at Nenthead which provides regular services to Hexham, Newcastle and Carlisle but there are few services to Penrith.

### **3.1.18 CAR-PARKING**

There are approximately 100 car-parking spaces located at the Station Yard and Market Square with a further 26 planned at Fairhill. The current provision is considered inadequate both by residents and visitors. Due to the steep nature of much of the terrain surrounding the town centre there is a problem in finding suitable sites.

### **3.1.19 TRAFFIC**

Congestion is a problem in Alston Town centre largely caused by a combination of parked cars and heavy vehicles negotiating the narrow steep cobbled street.

Speeding motorbikes concern many local residents and the proportion of accidents involving motorbikes is far higher on the A686 over Hartside than within the rest of the parish. Speeding motorbikes are also a particular problem through Nenthead village.

### **3.1.20 CRIME**

Between April 2001 and March 2002, 55.9 crimes per 1,000 population were reported on Alston Moor compared with 54.6 per 1,000 in Eden as a whole and 75.4 per 1,000 in Cumbria. Therefore even if some crime goes unreported, incidents are still not high in number and fear of crime appears to be greater than actual crime.

By far the highest incidence of reported crime involved criminal damage (40.3%)  
(Source – Cumbria Constabulary)

### **3.1.21 ENVIRONMENT**

The whole of the parish is within the North Pennines AONB

Moor House National Nature Reserve which is one of the largest in the country lies partly within the parish.

There are 7 Sites of Special Scientific Interest (SSSI's), most of these being designated on account of their geology, and some because of the importance of their flora.

The lower dales within the parish form part of the Pennine Dales Environmentally Sensitive Area(ESA).

There are over 100 footpaths in the parish and 7 bridleways.

Fell-land within Alston Moor (which constitutes a large part of the parish) will be affected by Right to Roam legislation.

Alston Town Centre and the village of Garrigill are designated Conservation Areas

Although most of the parish is of a high landscape quality, there are several "brownfield" sites and areas of semi-dereliction in need of improvement, notably the entries to the town on the A686 and Wright's bus garage and adjoining District Council owned land at Nenthead.

The nearest civic amenity site is approximately 25 miles away and there are no local facilities for businesses to recycle waste.

## **3.2 ISSUES EMERGING FROM THE CONSULTATION & HEALTHCHECK EXERCISE**

### **3.2.1 CULTURE – key factors**

- Our culture is inextricably linked with:
  - our environment, and
  - our community spirit,the two things identified by both young people and old as the qualities they particularly value about living in Alston.
- A rich cultural history closely connected to:
  - the land – social history of farming/mining families
  - isolated location – strong transport history
- Alston's historic 17<sup>th</sup> – 19<sup>th</sup> century town centre retaining stone setts and cobbles (only one twentieth century building).
- A high level of creative and resourceful people within the local population:
  - isolation and a harsh climate has led to an independence, inventiveness and resilience in the local population which has attracted “alternative” and creative people who feel at home here.
- Isolation has led to a highly self-sufficient community for the size of population
- Isolation and small population has led to lack of facilities for sport and recreation for all sections of the community but particularly for young people.
- Distance to facilities elsewhere.
- Opportunities created by presence of Cybermoor
  - linked with strong presence of creative industries opens up opportunities for exciting multi media developments, widening horizons for personal development in leisure and training for groups and individuals, particularly for young people.

### **3.2.2 ECONOMY - key factors**

- Historic reliance on farming & mining – major changes nationally in these industries
- Lack of jobs
- Low income levels
- Large proportion of self-employed
- Lack of choice – too many poorly paid, part time and seasonal jobs. Lack of opportunity for personal development, promotion etc.
- Lack of access to jobs (availability and cost of transport, child-care, training etc)
- Lack of affordable housing for low income families
- Unemployment levels although greatly reduced since the last appraisal are still well above the average for Eden (1.1) and slightly above the average for Cumbria particularly for males.
- Tourism - short season / lack of marketing
- Cybermoor presents a unique opportunity for IT related development and has assisted in creating a potential highly IT literate workforce.
- The presence of a wide range of businesses in the creative industries
- Opportunities for Cybermoor to work with these to provide a broad spectrum of opportunities and move away from repetitive “dead-end” jobs to those where there is real opportunity to develop and move on.

- Current eyesores at Townfoot on A686 approaches from Penrith/Carlisle and from Hexham have a negative effect on the town creating a “down at heel” impression detracting from its ability to attract visitors and inward investment.

### **3.2.3 YOUNG PEOPLE – key factors**

- Lack of opportunities:
  - Job opportunities
  - Training
  - Leisure facilities
  - Lack of access (transport, distance, cost) to jobs, training, & leisure facilities
- Lack of aspiration  
(caused by the above lack of opportunities)

### **3.2.4 TRANSPORT, COMMUNICATIONS & ACCESSIBILITY – key factors**

- Cybermoor - a new way to communicate and access information.
- Distance and isolation are key factors in any transport strategy for Alston:
  - Approx 20 miles to arterial route network
  - 20 miles to nearest motorway
  - 20 miles to nearest main line rail link
  - 20 miles to nearest out of town shopping facilities
  - 30 miles to nearest city
 therefore the car is a necessity rather than a convenience
- Balanced against this is Alston's central location with five classified routes leaving in all directions.
- Traffic on Front St: - congestion and difficulty parking awkward for residents, sometimes dangerous, and a deterrent for visitors (traffic management issues for on-street parking and heavy traffic)
- Car-parking
  - too many cars parked in centre all day
  - tourism needs: parking for coaches as well as cars
  - not enough spaces
- Public transport needs for travel within Alston Moor identified as main area for improvement
- Public transport further afield – relatively good links to Carlisle, Haltwhistle, Hexham & Newcastle but poor to Penrith
- Speeding motorbikes affect all routes but particular problems through the centre of Nenthead and over Hartside
- Cycle routes – Alston will be crossing point for new Pennine Cycle Way and the existing C2C route - potential to develop network of linked routes

### **3.2.5 COMMUNITY SAFETY – key factors**

- Police response times
- Need to improve police cover
- Fear of retribution
- Lack of confidence in police
- Community disorder issues
- Priorities identified as:

- Reducing fear of crime
- Improving drugs and alcohol awareness
- Improving security
- Young people (activities and counselling)
- Old people (security, fear reduction)

### **3.3 EVOLUTION FROM ISSUES TO ACTION**

The working groups examined the issues identified by the focus groups and the first public meeting and considered what actions might be necessary to take these forward.

During the healthcheck information gathering stage a circular letter was sent to all known local community groups describing the project and seeking ideas and proposals for projects which they would like to see included in the Recommendations for Action.

A second public meeting was held in November 2002 which looked at ideas for action which had been put forward by individuals, community groups, working groups and other organisations, and explored the priorities of participants.

The recommendations therefore combine proposals originating from individuals, organisations and the working groups.

A key factor identified at the second public meeting was the need for a sustainable future for Alston Moor, the high degree of overlap between potential projects involving people, the economy and the environment suggesting a high level of sustainability. This provides the core for the community vision.

## 4. POLICY CONTEXT

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### 4.1 THE NATIONAL CONTEXT

#### 4.1.1 RURAL WHITE PAPER

Our Countryside: The Rural White Paper (published in 2,000) sets out a vision for rural areas which incorporates a **living** countryside with thriving rural communities and access to high quality public services, a **working** countryside with a diverse economy giving high and stable levels of employment, a **protected** countryside in which the environment is sustained and enhanced and which all can enjoy, and a **vibrant** countryside which can shape its own future. The rural white paper is already playing a major role in shaping rural policy, eg. policies of the Countryside Agency and regional development agencies which is in turn affecting policies at the more local level.

#### 4.1.2 ENGLAND RURAL DEVELOPMENT PROGRAMME

The England Rural Development Programme (ERDP) sets out the government's plans for implementation of what has come to be known as the "second pillar" of the European Common Agricultural Policy (CAP) from 2000 –2006. The "second pillar" of CAP provides a set of measures and funds which EU governments can use alongside their own funds to benefit the rural environment, economy and communities.

#### 4.1.3 FOOT & MOUTH RECOVERY

The strategies outlined above were already in place at the time of the Foot and Mouth outbreak in 2001. These strategies already recognised the need for the re-structuring of agriculture and the need to strengthen rural businesses and services, but the advent of Foot & Mouth brought sharply into focus the integrated nature of the rural economy and how adverse effects in the agricultural sector can have a devastating knock on effect on the rural community at large. One of the more fortunate outcomes of this traumatic experience is that it was recognised that large scale funding would be needed to aid rural recovery and Cumbria as one of the worst affected Counties is set to benefit from this.

### 4.2 REGIONAL AND LOCAL CONTEXT

#### 4.2.1 NORTH WEST OF ENGLAND OBJECTIVE 2 SINGLE PROGRAMMING DOCUMENT (SPD)

Alston Moor and most of rural Cumbria is within the eligible area for the Objective 2 European Regional Development Fund (ERDF). The "SPD" sets out the priorities and measures for spending European Objective 2 funding in the North West region. The priorities and measures are:

##### Priority 1. Business & ideas

This priority will provide support to improve the competitiveness of existing business and to develop new and higher growth sectors. The "measures" are:

- 1.1 Creation and establishment of entrepreneurial business starts
- 1.2 Increasing the competitiveness of established SMEs (*small to medium enterprises*)
- 1.3 Access to investment finance for growth SMEs

- 1.4 Developing the regional “knowledge economy”: supporting business innovation and networking
  - 1.5 Investment in premises for new and expanding SMEs.
- Funding under this priority in Cumbria will be delivered via the Cumbria Business and Ideas Action Plan.

## **Priority 2. People & Communities**

This priority will provide comprehensive support to communities and individuals most in need in order to ensure that all sections of society have access to training and employment opportunities. The measures are:

- 2.1 Developing enterprise and employment opportunities
- 2.2 Improving access to employment
- 2.3 Developing an inclusive information society
- 2.4 Connecting communities  
*(address environmental degradation affecting excluded communities)*
- 2.5 Building economically sustainable communities

Funding under Priority 2 is allocated to specific wards with the highest levels of deprivation. In Cumbria most of this allocation is going to West Cumbria, but Alston Moor is recognised as a community suffering from rural deprivation and has been allocated a total of £198,819 of which there is still £124,628 available. This needs to be allocated by 2006 ( although spending can continue until 2008). Delivery of this funding is via the Alston Moor Priority 2 Action Plan which embodies the above measures in its strategic objectives.

## **Priority 3. Strategic Regional Investment**

This priority will create the infrastructure to allow the region to benefit from substantial new investment and at the same time provide assistance to ensure that the benefits are made available to both disadvantaged communities and the wider SME business base. The measures are:

- 3.1 Developing strategic employment opportunities
- 3.2 Maximising the economic potential of the North west's natural, cultural and other heritage assets
- 3.3 Connecting with communities in need

### Cumbria Rural Economic Development Zone

Funding under Priority 3 is allocated to Economic Development Zones (EDZs) and Alston Moor lies within the Cumbria Rural Economic Development Zone.

The Cumbria Rural EDZ contains the following four objectives:

- 1. Assisting the economic repositioning of rural businesses, including their diversification into other areas of economic activity
- 2. building on the interdependence of the rural economy by increasing the contribution of tourism in the rural economy whilst at the same time enhancing the area's natural heritage.
- 3. stimulating the economy of market towns, develop their role as service centres and enhance their physical appearance
- 4. enabling the engagement of rural communities with the regeneration process, stimulating economic transition and the uptake of opportunity for employment.

### **4.2.2 CUMBRIA RURAL ACTION ZONE(RAZ)**

The concept of a Cumbria Rural Action Zone emerged from the need to develop a strategy for recovery after FMD. The Next Steps Strategy outlines proposals for implementation based on the framework provided by the North West Development Agency's Rural Renaissance Recovery Plan. They share the same strategic objectives as follows:

- SO1. Broadening the economic base
- SO2. Renew and strengthen sustainable recreation and tourism
- SO3. Assisting in the restructuring of agriculture
- SO4. Enhancing the competitiveness of primary agriculture

- SO5. Rural skills development
- SO6. Development and promotion of countryside products
- SO7. Sustaining the rural environment
- SO8. Delivering social and community regeneration

### **4.2.3 OTHER RELEVANT REGIONAL AND LOCAL STRATEGIES**

Other strategies relevant to the recommendations for action for regeneration and improvement on Alston Moor include the North West Development Agency's Regional Economic Strategy, Regional Food Strategy, Action for Sustainability, Regional Renewable Energy Strategy, the Countryside Agency's Community Renewables Initiative and The North West's Cultural Policy. A Creative Industries Strategy is at a draft stage and is also relevant. At County level, other relevant strategies and initiatives include the Cultural Policy for Cumbria, Cumbria Bio-diversity Action Plan (BAP), Cumbria ICT Broadband Initiative (CIBI), the Cumbria Waste Minimisation Project, Cumbria and Northumbria Cycle Tourism Strategy and Cumbria Tourist Board's marketing and development strategy (in particular "Undiscovered Cumbria", a new initiative to promote areas outside the Lake District which is providing £10,000 towards marketing lesser known areas in the Carlisle and Eden area). Hidden Britain Centres Project which is being piloted in Cumbria. This project is intended to facilitate community regeneration and development through a network of innovative, community led, community owned tourism projects within the rural areas of Cumbria affected by FMD and Alston Moor is a potential target area. At the local level, the Carlisle & Eden Strategic Partnership, Eden Economic Development, Tourism and Town Centres Service Plan, Eden Futures, Eden District Council's Community Strategy and Eden Local Agenda 21 are relevant.

### **4.2.4 PLANNING CONTEXT**

The draft Regional Planning Guidance for the North-West is structured around the delivery of sustainable development. It makes specific reference to support for agriculture, diversification of the rural economy and support for local services in rural areas. In addition to national and regional planning guidance, The Cumbria Structure Plan provides a framework for the local policy which is set out in the Eden Local Plan. New development and building conversions should also reflect the design guidelines produced by Eden District Council. Alston Moor lies wholly within the North Pennines AONB which has particular policy implications when it comes to renewable energy: A small wind-farm initiative (5 turbines) was proposed as a means of generating revenue funding in the study carried out to investigate feasibility of a leisure centre on Alston Moor. Although there appears to be a wide range of local support for such a development, it has to be recognised that planning policy would present a major obstacle and therefore other forms of renewable energy would need to be investigated. Most of the other proposals put forward in the recommendations which follow (where there are planning implications) involve regeneration and environmental improvement and are less likely to be controversial, subject to satisfactory detailed design.

### **4.2.5 NORTH PENNINES CONTEXT**

#### **North Pennines Leader+**

North Pennines Leader+ provides another stream of European funding which is set out in the North Pennines Leader+ Development Plan which has the central theme: "improving our quality of life". The overall theme is addressed through seven development strands:

1. Empowering People – Empowering Communities
2. Rural Entrepreneurs
3. New Skills – New Prospects
4. Services in Rural Areas
5. Living and Working Landscape
6. Art and Culture
7. Healthy Lives – Healthy Communities

### **North Pennines AONB Partnership**

The North Pennines AONB Partnership consists of representatives of all the local authorities within the North Pennines together with a variety of agencies and organisations working in the area and representatives from the North Pennine community. It is the body responsible for implementing the North Pennines AONB Management Plan which is currently being reviewed to bring it up to date. The North Pennines AONB Partnership has also produced a variety of relevant strategies including the North Pennines Sustainable Marketing and Tourism Strategy and North Pennines Lead Mining Strategy. It is in the process of producing a new interpretation strategy and is producing Guidance on the Management of Roads in the North Pennines.

## 5. VISION AND STRATEGIC OBJECTIVES

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### 5.1 INTRODUCTION

#### THE VISION

***To create a sustainable future for Alston Moor by meeting the needs of the present whilst valuing the past, without compromising the needs of future generations.***

The need for a sustainable future was identified by the Culture working group and endorsed by the second public meeting. This over-riding theme is developed in the vision set out for each section of the recommendations for action.

The recommendations for action are set out under the following headings which relate to the key issues identified at the first public meeting.

- CULTURE
- ECONOMY
- YOUNG PEOPLE
- TRANSPORT & COMMUNICATIONS
- COMMUNITY SAFETY

*Cross-cutting issues –*

- *Rural isolation*
- *Quality of environment*
- *Community spirit*
- *Sustainability*
- *Cybermoor*

The strategic objectives of the plan were identified during the community consultation process as referred to in section 2.4 (The Healthcheck Process).

### 5.2 CULTURE

“Culture plays a crucial role in our lives. It helps us discover more about our surroundings, our history and ourselves; it regenerates communities and brings people together; it contributes to the local economy; it makes our leisure time more enjoyable; and it makes us more distinctive – both as individuals and as a community.”

“Culture comprises a broad range of activities- using libraries, playing in a football team, going to the theatre, or to a museum or gallery, visiting a tourist attraction, attending an evening class – even taking our children to the park.”

*Cumbria County Council Cultural Strategy*

#### 5.2.1 THE VISION

##### People

- A community which celebrates its culture – its landscape
  - its history
  - its people
- A creative community & a healthy community
- An environmentally aware community which contributes to a sustainable future

### **The Environment**

- A landscape where the quality of the countryside with its precious habitats for wildlife and flora are recognised, conserved and enhanced for the enjoyment of people today and for future generations.
- An environment where traditional buildings and artefacts of historic interest are valued, conserved and enhanced for the benefit of both residents and visitors now and for future generations.
- An environment where the community is enabled to fully engage in discovery and interpretation of its rich heritage for the benefit of both local people and visitors
- An environment where imaginative regeneration improves derelict areas for the benefit of the whole community and visitors, now & for future generations

## **5.2.2. STRATEGIC OBJECTIVES**

### **PEOPLE**

- 1.1 Develop Alston as centre of excellence for rural creative industries
- 1.2 Provide the opportunity for everyone in the community whether professional or amateur, young or old to realise their full creative potential.
- 1.3 Provide the opportunity for all individuals and groups to enjoy healthy exercise and realise their potential in sports activities.
- 1.4 Recreational areas (in Alston, Nenthead & Garrigill) developed and maintained to their full potential.
- 1.5 Address the lack of leisure facilities for entertainment and sport and the need to strengthen some local sports and cultural events.
- 1.6 Ensure that community halls are well equipped to meet the needs of local residents and any opportunities which arise for new uses for the benefit of the community.
- 1.7 Improve services for the elderly and others with special needs.
- 1.8 Strengthen the local voluntary sector by building confidence and skills.

### **Environment**

- 2.1 Provide the opportunity for everyone in the community and for visitors to fully appreciate and enjoy the wonderful countryside, wildlife and flora on our doorstep both now and for future generations.
- 2.2 Encourage projects to enhance the environment and improve and maintain derelict and untidy/overgrown areas.
- 2.3 Develop interpretation projects which will assist understanding and appreciation of all aspects of the countryside, our history & culture and the built environment.
- 2.4 facilitate measures to encourage “environmentally friendly” practices
- 2.5 Restore and conserve local historic and traditional buildings, historic structures and artefacts of historic interest including historic records, paintings & photographs, making them accessible to the public for the benefit of both local residents and visitors.

## **5.3 ECONOMY**

### **5.3.1 THE VISION**

- A prosperous community where everyone of working age has the opportunity to earn a reasonable wage and achieve job satisfaction.
- An exciting place to live and work - creative, inventive, alternative and sustainable - providing the young people of today with a bright future for tomorrow.

### **5.3.2 STRATEGIC OBJECTIVES**

In order to achieve the vision we need to build upon existing strengths and grasp new opportunities whilst at the same time addressing the weaknesses.

A broader economic base needs to be developed that does not rely so heavily on tourism.

However we have a valuable tourism product( eg wildlife, landscape, heritage, cycling, walking, art & crafts) – all “eco-friendly” themes which should be developed and marketed in ways which will extend the visitor season to help strengthen existing tourism related businesses.

The following strategic objectives are therefore proposed:

- 3.1 Develop key “gateway” regeneration projects to transform dereliction & eyesores into an economic asset which will improve the environment, provide jobs, attract new businesses and increase visitor numbers.
- 3.2 Develop community income generating projects to enable long-term sustainability of proposals
- 3.3 Improve access to jobs & training
- 3.4 Strengthen the existing employment base by supporting business sectors and improving business skills
- 3.5 Broaden the economic base by building upon existing strengths and addressing existing weaknesses to develop a creative and alternative economy with higher value jobs
- 3.6 Develop an Inward Investment Programme to market existing strengths identified in 3.3
- 3.7 Develop and market existing and new local products
- 3.8 Develop proposals to help adjust to change in agriculture by engaging with farmers through Rural Futures
- 3.9 Encourage community enterprise to achieve community aspirations and objectives (eg child-care facilities, community gym, community produce garden)
- 3.10 Develop a marketing strategy to strengthen and promote Alston as a focal point within the North Pennines AONB by developing and marketing “eco-friendly” themes and products in ways which will extend the visitor season and help strengthen existing tourism related businesses
- 3.11 Support & improve the existing tourism product
- 3.12 Encourage appropriate new tourism enterprises
- 3.13 Encourage development of affordable housing

## **5.4 YOUNG PEOPLE**

### **5.4.1 VISION**

- An exciting place to live, work and play where young people are inspired to achieve, providing the young people of today with a bright future for tomorrow.

### **5.4.2 STRATEGIC OBJECTIVES**

Initiate a comprehensive youth development project which will:

- 4.1 Enrich the quality of life for young people
- 4.2 raise aspirations
- 4.3 develop life skills
- 4.4 improve leisure facilities for young people
- 4.5 provide leisure learning activities which will introduce young people to new skills and new opportunities
- 4.6 provide access to work experience, job opportunities and training
- 4.7 have a large budget for implementation
- 4.8 investigate ways to sustain a youth project on a long term basis

## **5.5. TRANSPORT, COMMUNICATIONS & ACCESSIBILITY**

### **5.5.1 THE VISION**

- A community where everyone is able to get where they want to when they want to and have access to the information they need.
- Whilst recognising that often the car is the only option, opportunities are taken to minimise the impact of vehicular travel on the environment

### **5.5.2 STRATEGIC OBJECTIVES**

- 5.1 Use Cybermoor to improve local communications and services and reduce isolation
- 5.2 Develop long-term proposals for improved car-parking
- 5.3 Address traffic management issues in Alston town centre
- 5.4 Improve public transport provision within Alston Moor
- 5.5 Improve public transport provision out of Alston Moor
- 5.6 Develop a rural transport interchange for cross - Pennine routes, linking with cycle and walking routes
- 5.7 Address opportunities to incorporate road safety improvements during future road re-surfacing schemes to improve road markings and to introduce illuminated cats eyes on high routes where fog can be a hazard
- 5.8 Work with police to address traffic safety issues relating to speeding motor-bikes.

## **5.6 COMMUNITY SAFETY**

### **5.6.1 THE VISION**

A community where everyone feels safe and secure as they go about their daily lives, whatever the time and wherever they are.

### **5.6.2 STRATEGIC OBJECTIVES**

- 6.1 Security - A safe environment for all ages at all times of day & night
- 6.2 Safety on the streets - traffic safety measures
- 6.3 Measures to reduce speeding vehicles
- 6.4 Safety at night - Improve poor areas of street lighting

## 6. RECOMMENDATIONS FOR ACTION

### INTRODUCTION TO THE RECOMMENDATIONS FOR ACTION

The Recommendations For Action are presented in table format on the following pages. They are set out under the main headings of the strategic objectives of the plan, ie.

- Culture: People
- Culture: environment
- Economy
- Young People
- Transport, communications and accessibility
- Community Safety

#### **Please note:**

##### **1. Timescales:**

In terms of funding, the plan period is set as 2003 – 08 as no funding predictions can be made beyond this timescale. It is envisaged that most projects will not obtain funding for more than a three year period but other than pilot projects or short-term capital projects, proposals should aim for three year funding as it is less satisfactory both in terms of planning and achieving grant aid to go for a variety of piecemeal proposals.

Larger projects which are likely to need longer term funding are indicated with a + in the timescale column.

Some of the larger projects are very much longer term and although preparatory work should happen within a 5 year timescale it may not be possible to progress to a conclusion until 10 or even 20 years later.

In order to avoid disappointment, these proposals should therefore be looked at as a 5 – 20 year plan in terms of achieving the majority of the objectives.

However, because of the uncertainty of funding in future years, development by 2008 as far as possible should be the aim, and will be essential for projects relying on European funding.

##### **2. Project Partners:**

Potential lead organisations for projects are indicated in bold type, with other potential partners indicated in regular type.

##### **3. Proposals which are the statutory responsibility of other organisations**

In some cases activities are the statutory responsibility of another organisation, and therefore the action plan can influence but the decision to implement lies outside the community (eg street-lighting). These recommendations are shown in purple italics.

## LIST OF ACRONYMS USED IN THE ACTION PLAN TABLES

ACENW	Arts Council of England North West (previously North West Arts)
AFC	Alston Fitness Club
AMBA	Alston Moor Business Association
AMP	Alston Moor Partnership
AMPC	Alston Moor Parish Council
AMPLE	Alston Moor Project for Leisure and the Environment
BA	Benefits Agency
CA	Countryside Agency
CAB	Citizen's Advice Bureau
CADAS	Cumbria Alcohol and Drugs Advisory Service
CAP	Common Agricultural Policy
CCC	Cumbria County Council
CCF	Cumbria Community Foundation
CIA	Cumbria Institute of the Arts
CIBI	Cumbria ICT Broadband Initiative
CIIA	Cumbria Inward Investment Agency
CREA	Cumbria Rural Enterprise Agency
CLAREN	Cumbria & Lancs Community Renewables Initiative
CSPC	Cultural Skills Partnership for Cumbria
CTB	Cumbria Tourist Board
(Eden) CVS	Eden Council for Voluntary Services
DEFRA	Department for Farming and Rural Affairs
DoT	Department of Transport
ECCP	East Cumbria Countryside Project
EDC	Eden District Council
EN	English Nature
ERDF	European Regional Development Fund
(Obj 2 Pr2)	Objective 2 Priority 2 (funding allocated to Alston Moor)
ERDP	England Rural Development Programme (via DEFRA)
EU	European Union
FLD	Friends of the Lake District
FWAG	Farming & Wildlife Advisory Group
HAG	Housing Association Grant
HLF	Heritage Lottery Fund
L&SC	Learning and Skills Council
MIC	Made in Cumbria
NFU	National Farmers Union
NOF	New Opportunities Fund (Lottery)
NPHT	North Pennines Heritage Trust
NPAP	North Pennines AONB Partnership
NTB	Northumbria Tourist Board
NWDA	North West Development Agency
OneNE	One North East (= North East regional development agency)
RAZ	(Cumbria) Rural Action Zone
REDZ	(European Objective 2 Priority 3) Rural Economic Development Zone
RTO(RTP)	Rural Transport Officer / Rural Transport Partnership
SKS	Samuel Kings School
STR	South Tynedale Railway
VAC	Voluntary Action Cumbria

**ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT**  
RECOMMENDATIONS FOR ACTION EMERGING FROM THE HEALTH-CHECK PROCESS

**CULTURE – PEOPLE**

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>1.1 Develop Alston as centre of excellence for rural creative industries (<i>links with 3.5</i>)</p> <p>1.2 Provide the opportunity for everyone in the community whether professional or amateur, young, old or disabled to realise their full creative potential. (<i>links with 2.3 Countyside Management</i>)</p>	<p><b>ACTION FOR THE ARTS –develop a strategy for action to include the following:</b> <u>Professional &amp; vocational:</u></p> <p>1) Develop and build upon strong presence of growing local creative industries sector to provide expert assistance/training with community cultural projects &amp; local events. 2) Identify opportunities for promotion &amp; development of existing elements of creative industries in Alston. 3) Investigate the viability/need for a dedicated arts space as a focus for all the above linked to proposed Heritage Craft Skills Centre (<i>links with 3.1.2</i>). 4) Leverage in more people with these skills and provide more premises and equipment to support further development of creative industries in Alston. (<i>links with 3.5</i>) 5) Put the case for an Arts Development worker/ creative industries officer (p/time) to co-ordinate implementation of the strategy. 6) Develop long-term structure for future delivery of arts development programme (<i>eg. community enterprise company – links to 3.9</i>)</p>	<p>strategy for development of Creative Industries produced (<i>Links with 3.5 broadening economic base</i>)</p> <ul style="list-style-type: none"> <li>- Increased opportunities to participate in a broad spectrum of arts activities.</li> <li>- Increased creative skills in local community.</li> <li>- Increased earning potential and development opportunities for local professional arts practitioners</li> <li>- More/improved facilities and equipment for arts projects (professional &amp; amateur)</li> <li>- More sustainable future for arts development</li> </ul>	<p><b>Alston Moor Partnership</b></p> <p>Alston Digital Arts Alston Moor Craftworkers Co-operative</p> <p>individual local arts practitioners (performing artists as well as visual arts)</p> <p>Rural Women's Network</p> <p>Enterprising Communities</p>	<p>RAZ ACENW Eden Arts CSPC ERDF Obj2 Pr2</p>	<p>£10,000</p> <p>£22,500 over three years</p> <p>£10,000 over 3 years</p>	<p>H 2003</p> <p>H 2003 –2006+</p> <p>H</p> <p>L</p> <p>M</p> <p>H</p> <p>H</p>	<p>NW Arts Cultural /Creative Industries Policy</p> <p>CCC Cultural Policy</p> <p>NP Leader+ (Art &amp; Culture) ERDF Obj2 Pr2 Action Plan (2.1/2.4) 2003-2006</p> <p>RAZ SO5,SO8</p>
<p>1.5 Address lack of leisure entertainment and need to strengthen/improve some local events</p>	<p><u>Leisure:</u></p> <p>1) Assist with development of Cybercinema</p> <p>2) Develop a programme of local events to include : regular live music; arts workshops; market/fairs; local annual events (<i>links 3.10</i>)</p> <p>3) Investigate ways of strengthening existing local regular/annual events and developing new ones</p>	<ul style="list-style-type: none"> <li>- Reduced isolation /deprivation by provision of much needed Leisure Facility</li> <li>- Increased opportunities for community participation (no. &amp; variety of events)</li> <li>- Enhanced events attract bigger audiences/more visitors <i>links with 3.10</i></li> </ul>	<p><b>Alston Moor Partnership</b> (via Arts worker)</p> <p>(1) Cyber Mobile Cinema &amp; Cybermoor</p> <p>(2 &amp; 3) AMBA Alston Town Hall trustees Gala Committees Show committees Moor Music Fire Show committee</p>	<p>Awards for All CCF CCC (N/hood Services) NP Leader Eden Arts EDC</p>	<p>£5,000</p> <p>£7,500 over 3 years for marketing &amp; support</p> <p>£20,000 over 3 years</p>	<p>H 2003 ongoing</p> <p>H 2003-2006</p> <p>Existing M</p> <p>New L</p> <p>Fireshow H</p>	

CULTURE – PEOPLE

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
1.3 Provide the opportunity for all individuals and groups to enjoy healthy exercise and realise their potential in sports activities.	<b>ACTION FOR SPORTS –</b> Develop sport & recreation action plan to address lack of facilities and opportunities:	Strategy produced to co-ordinate local initiatives, add value, & assist funding & implementation	<b>AMP</b> to co-ordinate funding bids	Awards for All CCF	£5,000	H 2002-03	HAZ NPLeader+ (Healthy lives, healthy communities) CCC Cultural Policy
	Continuing programme of Sports coaching*	Nos. of children coached – given incentives to do sporting activities Nos. of adult volunteers trained	<b>Alston Moor Sports Club</b>	Lottery Active Communities Dev. Fund Linked bid*? NP Leader+	£20,000 over 3 years	M 2002-03 start  cont: 2003-06	
1.4 Recreational areas (in Alston, Nenthead & Garrigill) developed and maintained to their full potential.	Community sports kit & equipment hire, cricket nets and coaching for children in Nenthead *	Children from low income homes able to use equipment they could not otherwise afford	<b>Nenthead P.S</b>		£500	M 2003-04	
	Improvement to Tyne Willows Pavilion for Youth Club and sports use**	Venue in use once again Improved morale	<b>AMP + Youth &amp; Sports Project</b>	Foundation for Sport & the Arts linked bid ** ? CCF	£30,000	H Phase1 ongoing H Phase2 2003 -04	
	Implement Fairhill recreation ground development plan: - Levelling football pitch** - New pavilion** - new equipment for toddlers area - improvements to paths - BMX track	Much needed facilities provided  Existing ones improved	<b>Alston Recreation Ground (Fairhill)</b>	Lottery (Community Fund)	£1,000 £45,000 £70,000	L 2003-06 M 2003-05 H 2003-04	
1.5 Address lack of sport & leisure facilities  (Links with 1.3 & 3.1)	Develop facilities which are currently lacking but demand is high: eg:						
	a) Leisure project (see Gateway projects) – major development centred around Sports Hall & Swimming Pool: explore options for local fundraising and measures to retain local momentum for long-term success	Continued support for Leisure Centre by holding regular funding events	<b>AMPLE</b>	CCC (N/Hood S)	£200	M 2003-08	
(Links with 1.3 & 3.9)	b) Community Gym*	New gym/fitness centre developed	<b>AFC</b>	HAZ EDC NP Leader Awards for All C.Champions Active Communities Dev. Fund	£70,000 over 3 years	M 2003-06	



**CULTURE - PEOPLE**

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

<p>1.8 Strengthen the local voluntary sector by building confidence and skills</p>	<p><b>STRENGTHEN THE LOCAL VOLUNTARY SECTOR</b></p> <ul style="list-style-type: none"> <li>- Provide a funding event to assist with not only where to get funding from, but how to make a good application and to encourage participation in free training events (see below)</li> <li>- ensure that training opportunities arranged for businesses are also made available free of charge to all voluntary organisations and groups who could benefit and</li> <li>- ensure that these opportunities are promoted</li> </ul>	<p>Voluntary groups empowered (acquisition of skills, knowledge and confidence building) to achieve their aims</p> <p>Networking of groups and encouragement of groups with similar interests to work together to maximise funding opportunities &amp; other benefits</p>	<p><b>AMP</b> AMBA Rural Women's Network CCC(N/hood services) VAC AM Churches</p>	<p>ERDF Obj2 Pr2 or NP Leader+ CCC(N/hood services) Northern Rock</p>	<p>£500</p>	<p>H 2003-06</p>	<p>NP Leader+ (New skills, new prospects &amp; empowering people, empowering communities)</p>
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**CULTURE – ENVIRONMENT**

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
	<b>ACTION FOR THE ENVIRONMENT</b> Develop an environmental strategy for action to include the following:	Strategy produced to co-ordinate activity	<b>AMP/NPAP</b>	RAZ / ERDF Obj2 Pr2	£20,000	H 2003-04 (ready for Right to Roam in 2005)	ERDF Obj2 Pr2 Action Plan (2.1,2.4)
2.1 Provide the opportunity for everyone in the community and for visitors to fully appreciate and enjoy the wonderful countryside, wildlife and flora on our doorstep both now and for future generations.	<b>Environmental Management:</b> 1) <u>Habitat conservation &amp; development:</u> Identify: - Species/ habitats at risk and in need of protection - Areas with potential for habitat creation (eg gill planting/wetland habitats) - Areas suitable for public access, interpretation & promotion - Areas with potential for community projects ( <i>possible link with 4.5</i> )	Local biodiversity enhanced and protected  Awareness of local wildlife & flora raised (visitors & residents)  Opportunities created for local environmental projects	<b>NPAP/ ECCP</b> EN RSPB Cumbria W/life Trust Rural Futures FWAG	ERDP or ERDF Obj2 Pr2 RAZ CA		H 2003 – 06+	RAZ SO2 SO7 NP Leader+ (Living & working landscape) NP AONB Management Plan NP Sust. Tourism Strategy
2.2 Encourage projects to enhance the environment and improve and maintain derelict and untidy / overgrown areas.	2) <u>Enhancing the environment:</u> Develop a comprehensive programme of enhancement to include: Countryside: - Planned programme of footpath & bridleway improvements, maintenance and way-marking (research to identify priorities) Town Amenities: Identify priorities for improvement and implement a programme of action to include: - town footpaths: restoring traditional lanning walls and other vernacular features(eg path surfaces) <i>links with 2.5</i> - town amenity areas (eg Market Square, Grisedale Community Garden, Fairhill Recreation Ground) - develop a maintenance plan to keep town footpaths and amenity areas weed and litter free and clean up dog-fouling and explore development of a community task force / social enterprise co. or “green gym” to implement ( <i>links with 1.7 &amp; 3.9</i> )	Improved access to the Countryside for residents and visitors  Improved local amenities for residents and visitors  Improved quality of environment for residents and visitors	<b>ECCP</b> AMPC CCC NPAP  <b>AMPC</b>  <b>NPHT</b>  <b>AMPC</b>  <b>AMPC</b>	ERDF Obj2 Pr2 CA  ERDF Obj2 Pr2 CCF NOF (green spaces sustainable communities)	£50,000  £50,000	H  H  M  M	NP AONB Management Plan NP Guidance on Management of Roads in the North Pennines NP Sust. Tourism Strategy

## CULTURE - ENVIRONMENT

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
2.2 <i>Enhancing the environment cont'd.</i>	<p>Road and pedestrian surfaces:</p> <ul style="list-style-type: none"> <li>- <i>Relay stone setts with a pedestrian crossing laid in alternative materials and identify pavements and other pedestrian surfaces in need of improvement /repair. (Designed &amp; supervised by a suitably experienced landscape architect to ensure correctly laid!)</i></li> </ul> <p>Street furniture:</p> <ul style="list-style-type: none"> <li>- <i>Identify poorly lit areas and install appropriately designed street-lighting</i></li> <li>- <i>Prepare comprehensive plan to rationalise signs -NB important to link with 2.5 restoration of cast-iron sign-posts</i></li> </ul> <p>Implement a programme of rationalisation and improvement to address all the above needs</p>	<p>Improved appearance &amp; safety of movement in town centre</p> <p>Improved quality of environment for residents &amp; tourists: reduced clutter and improved signage for visitors (&amp; increased visitor spend)</p> <p>Items of future historic interest restored</p>	<p><b>AMPC</b></p> <p><b>AMPC</b></p> <p><b>AMPC</b> AMBA</p> <p><b>AMP to co-ordinate</b> ECCP NPAP</p>	<p>CCC EDC ERDF Obj2 Pr2</p> <p>DoTransport Crime &amp; Disorder P/ship</p> <p>ERDF Obj2 Pr2 EDC/CCC FLD</p>		<p>2003 –06 M</p> <p>H</p> <p>L</p> <p>L</p> <p>L</p>	<p>ERDF Obj2 Pr2 Action Plan (2.1,2.4) RAZ SO2 SO7 NP Leader+ (Living &amp; working landscape) NP AONB Management Plan NP Guidance on Management of Roads in the North Pennines</p>
2.3 Develop interpretation projects which will assist understanding and appreciation of all aspects of the built environment, our history & culture and the countryside	<p><b>Interpretation</b> leaflets and signage, interpretative arts projects linked to the environment, interpretation boards where appropriate: <u>Our parish</u> (landscape and town &amp; villages) eg:</p> <ul style="list-style-type: none"> <li>- parish maps (<i>Links with 3.2 &amp; 3.4 ECCP Environment Factory</i>)</li> <li>- ceramic panels on local themes (<i>Links with 1.2 &amp; 3.9+3.10</i>)</li> </ul> <p><u>Our heritage</u>, eg:</p> <ul style="list-style-type: none"> <li>- Alston Town Trail supported by interpretative signs for historic areas of Alston eg The Butts, Overburn, Kates Lane, former potato market, corn-market etc. (<i>Links with 3.9 &amp; 3.10</i>)</li> <li>- High Mill Wheel – interpretative leaflet (<i>Links with 2.5</i>)</li> <li>- Border stones &amp; crosses – proposal to replace missing stones &amp; crosses with appropriate new ones (rather than replicas of old ones (<i>links with 1.1, 1.2 &amp; 3.4</i>))</li> </ul>	<p>Awareness raised of what makes the area special</p> <p>Awareness raised of extensive f/path and bridleway network Raised awareness of local distinguishing features &amp; local crafts</p> <p>Raised awareness of historic town, visitors retained for longer – Increased visitor spend</p> <p>History of area &amp; artistic identity reinforced (if local sculptor /stonemason commissioned)</p>	<p><b>AMP to co-ordinate</b> ECCP NPAP</p> <p><b>AMPC</b></p> <p><b>AMBA</b></p> <p><b>AMBA</b> AM Hist Soc</p> <p><b>NPHT</b></p> <p><b>AM Hist Soc</b></p>	<p>CA ERDF Obj2 Pr2 or NP Leader+</p> <p>CA ERDF Obj2 Pr2</p>	<p>£25,000</p> <p>£30,000</p>	<p>2003-08</p> <p>H</p> <p>H</p> <p>M</p> <p>L</p>	<p>ERDF Obj2 Pr2 Action Plan (2.1,2.4) RAZ SO2,SO7 NP Leader+ (Living &amp; working landscape) NP Interpretation Strategy NP Management Plan NP Sust. Tourism Strategy CCC Cultural Policy Obj 4, 10 &amp; 11</p>

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

CULTURE - ENVIRONMENT

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
2.3 Interpretation cont'd	<p><u>Our countryside</u> Natural history, eg:</p> <ul style="list-style-type: none"> <li>- English Nature's Natural Links project</li> <li>- events to raise awareness of Moor House Nature Reserve</li> <li>- interpretative leaflets (<i>Links with 3.9 &amp; 3.10</i>)</li> <li>- community arts project (<i>Links with 1.2</i>)</li> <li>- Hags Bank SSSI – interpretative signs and leaflet</li> </ul> <p>Farming:</p> <ul style="list-style-type: none"> <li>- Investigate potential for community arts project with farmers – the year on an upland farm (could be a multi-media project which could include video diary, photography, interpretative panels, book, calendar etc culminating in touring exhibition) to demonstrate the key role farmers play as custodians of the landscape, and to strengthen ties between the farming community and other local residents and visitors (particularly important in light of Right to Roam legislation). (<i>Potential to develop into Trans-national project</i>)</li> </ul>	<p>Awareness of one of England's largest NNRs raised</p> <p>Awareness of local bio-diversity increased</p> <p>Nos of events/leaflets/ artworks/interpretative signs</p> <p>Improved understanding of farmers as land managers.</p> <p>Ties strengthened between local community, visitors and farmers</p>	<p><b>EN</b></p> <p><b>Haggs Bank Stewardship Grp + EN</b></p> <p><b>AMP</b> Rural Futures Local NFU Local arts practitioners AM Youth &amp; Sports project ECCP NPAP Cybermoor</p>	<p>EN CA</p> <p>NPAP</p> <p>RAZ Arts lottery NP Leader</p>	<p>£10,000</p> <p>£2,000</p> <p>£100,000</p>	<p>H</p> <p>Current - 2004</p> <p>H 2003 - 05</p>	<p>RDP SA2 ERDF Obj2 Pr2 Action Plan (2.1,2.4) ERDF Obj2 Pr4 (4.1) /RAZ SO2,SO7 NP Leader+ (Living &amp; working landscape) NP Management Plan NP Interpretation Strategy NP Sust. Tourism Strategy CCC Cultural Policy Obj 4,10 &amp;11</p>
2.4 Facilitate measures to encourage "environmentally friendly" practices	<p><b>Recycling &amp; Waste Management</b></p> <ul style="list-style-type: none"> <li>- Identify a location for a civic amenity site in or near Alston Moor, with full recycling facilities accessible to businesses.</li> <li>- explore feasibility of setting up community recycling project (<i>possibly working jointly with other NP communities</i>)</li> <li>- Agricultural waste management /recycling scheme</li> <li>- Encourage availability of affordable recycled products in Alston (eg recycled paper)</li> <li>- Encourage recycling and purchase of recycled products by local residents and businesses</li> </ul>	<p>Civic Amenity site established with full recycling facilities for commercial waste. More waste recycled</p> <p>More recycled products being used</p>	<p><b>AMP</b> AMPC AMBA EDC CCC Eden LA21 Cumbria Waste Minimisation Project Rural Futures CREA</p>	<p>CCC ERDF Obj2 Pr2 NOF</p>	<p>£500,000</p>	<p>2003+</p> <p>H</p> <p>H</p> <p>H</p> <p>L</p> <p>L</p>	<p>Sustainability NW CA Community Renewables Initiative Eden LA 21</p>

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

CULTURE - ENVIRONMENT

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
2.5 Restore, conserve and enhance local historic and traditional buildings, historic structures and artefacts of historic interest including historic records, paintings & photographs, making them accessible to the public for the benefit of both local residents and visitors.	<p><b>ACTION FOR HERITAGE</b></p> <p><b>1) Restoration, conservation and enhancement of historic buildings, structures and artefacts: eg:</b></p> <ul style="list-style-type: none"> <li>- High Mill Wheel</li> <li>- Walton Memorial</li> <li>- Historic local painting (<i>links with 2.3 proposal to paint modern day picture from same viewpoint – also links with 1.2</i>)</li> <li>- identify cast-iron signposts in need of repair <i>Links with 2.2 enhancing the environment – street furniture</i></li> <li>- “Illuminating history” – Town Hall and church lighting</li> </ul>	<p>Items of historic interest conserved &amp; displayed for benefit of residents, visitors &amp; future generations.</p> <p>Important community buildings given sense of civic pride and make town more welcoming at night for residents &amp; visitors</p>	<p><b>NPHT/NPAP</b></p> <p><b>NPHT</b> <b>Walton Mem. Rest. Grp</b> <b>Private individual</b></p> <p><b>AMPC</b> AM Hist Soc</p> <p><b>AMBA</b> Town Hall Trustees St Augustine’s Parish Church</p>	<p>Heritage Lottery ERDF Local Heritage Initiative</p>	<p>£100,000</p>	<p>M</p> <p>2003 - 04 2004 - 05 2003 - 04</p> <p>2004 -06</p> <p>2004-06</p>	<p>NP Leader+ (Living &amp; working landscape) NP Management Plan NP Lead Mining Strategy NP Interpretation Strategy NP Sustainable Tourism Marketing Strategy</p>
	<p><b>2) Improving Accessibility</b></p> <p>The “Hub of the North Pennines” display of local transport &amp; other artefacts to become a permanent exhibition with extended opening hours. (<i>NB see 3.11</i>)</p> <p>Proposals for the Hub include acquiring storage space (in a vacant Station Yard workshop unit) for archives and developing range of digital images and stories including audio-visual material. Joint venture with Alston Moor Historical Society to make archives more accessible to the public.</p>	<p>Important community-led heritage attraction strengthened</p> <p>Important local archive material more accessible to the public</p>	<p><b>Alston Goods Shed Trust</b> AM Hist Soc</p>	<p>ERDF Obj2 Pr2 RAZ</p>	<p>See 3.11</p>	<p>H</p> <p>2003(current)</p> <p>2003+</p>	<p>ERDF Obj2 pr2 NP Leader+ (Living &amp; working landscape) NP Management Plan NPP Sustainable Tourism Marketing Strategy</p>
	<p>High Mill Wheel – once restoration &amp; improvement works render the wheel safe from vandalism it is proposed to open up again to public <i>Links to 1) above(conservation) and to 2.3</i></p>	<p>Interesting local history currently hidden – available to the public</p>	<p><b>NPHT</b></p>	<p>ERDF Obj2 Pr2 RAZ</p>	<p>M</p>	<p>M</p>	<p></p>

## ECONOMY - GATEWAY PROJECTS

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
3.1 Develop key "gateway" regeneration projects to transform dereliction & eyesores into an economic asset which will improve the environment, provide jobs, attract new businesses and increase visitor numbers. (Links to 1.5, 2.4, 3.3 and 3.4, 3.9)	<b>Develop Gateway Projects: Leisure Centre -Swimming Pool &amp; Sports Hall</b> –sports facility for local residents, wet weather facility for tourists; opportunity for community enterprise eg: catering and fitness suite, (+C2Cservices & bike hire?)Feasibility study completed - Next phase detailed business plan and funding package. Issue of revenue funding to be resolved* (see 3.2)	Short-term: -Issue of revenue funding addressed -Business plan produced -Capital funding package established  Benefits Long-term: much needed facility provided – healthier community. Could serve wider rural area of North Pennines and attract more people to use other services and shops whilst here	<b>AMPLE</b> supported by AMP + EDC AFC SKS	Sport England (Community Capital Prog)  NOF  Northern Rock  Gap funding?	£2.5 million	H S/T 2003-05   L/T Implementation (earliest possible) 2006 - 08	NP Leader+ (Healthy lives, healthy communities) Obj2 Pr2 Action Plan – Reverse environmental degradation Support community enterprise (RAZ SO8) (RDP SA2/SA4) NP Management Plan
3.1 Gateway projects cont'd	<b>Former Falmech &amp; Gasworks site/ scrapyard site:</b>  Feasibility/development plan to - Open the Nentforce Level to visitors  - Restore former woollen mill to provide interpretation of : - the Nentforce level - the Power of Water(linked to Nenthead Mines theme) - explore potential complementary uses eg: - Cumbria is being suggested as the location for a National Heritage Craft Skills Centre. Alston already has a strong core of craft-workers with traditional skills as well as heritage-based building skills therefore should have a very strong case	S/T: Previous proposal updated M/T Project developed L/T Increased visitors  S/T investigate opportunities with site owner Feasibility study/development plan produced M/T building restored and site improved  L/T large scale development project to enhance the town and attract extra visitors providing self-employment & job opportunities	<b>AMP+ NPHT</b> EDC CCC Site owners CIA ECCP	HLF RAZ ERDF Obj 2 Pr1,2+3 (RCEDZ) Gap Funding CCC EDC  +Arts Lottery ACENW CA depending on end-use	£2 million  £3.5 million	S/T: 2003-04 M/T 2004-06 L/T 2007+ M  H	ERDF Obj2: Pr2 Action Plan Pr3 REDZ RAZ: SO1,SO2, (SO6, SO7,SO8) (RDP SA1,SA2) NP AONB Management Plan NP Sust. Tourism Marketing Strategy (Obj 7)  CCC Cultural Strategy Obj1,4,(5,7,8)

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

ECONOMY - GATEWAY PROJECTS

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
3.1 Gateway projects cont'd	<ul style="list-style-type: none"> <li>- arts space: media lab, artists' studios, sound studios, exhibition space, rehearsal space etc</li> <li>- countryside interpretation and countryside management projects linked to heritage craft skills centre</li> <li>- public internet access/study room linked to countryside &amp;/or arts space</li> <li>- accommodation linked to arts &amp;/or countryside centre : explore potential to include timeshare (to extend the season linked with arts &amp; countryside marketing) and affordable housing?</li> <li>- Restoration of former sluice-gates and mill-race to develop a small hydro-electricity scheme (<i>links to 3.2</i>)</li> <li>- car-parking</li> <li>- Riverside walk</li> <li>- Pedestrian links to town and Station/ possibly including funicular link up bankside to Gossipgate footpath</li> </ul>	<p>Cultural &amp; creative industries strengthened &amp; expanded</p> <p>(potential) enhanced understanding of countryside issues &amp; local landscape, accommodation developed for special interest groups to extend tourist season, affordable housing?</p> <p>S/T feasibility study/business plan L/T reduced running costs for mill from electricity generation</p> <p>M/T car-parks with pedestrian links provided</p>	<p><b>AMP</b></p> <p>NPHT Local land-owners</p> <p>EDC NPHT Local land-owners</p>			M	NDWA Renewable Energy policy CA Community Renewables Initiative
3.1 Gateway projects cont'd	<p><b>Wright Bros Coaches &amp; adjoining EDC land at Nenthead</b></p> <ul style="list-style-type: none"> <li>- Explore redevelopment opportunities for new bus-garage and options for ancillary development on rest of site &amp; EDC land / potential for recycling centre?</li> </ul>	Eyesore removed, degraded environment at Nenthead improved	<b>EDC Wright Bros</b>	Obj2 Pr1 RCEDZ RAZ? EDC CCC Wright Bros	£1million	H	ERDF Pr 1, 2 & 3 RAZ (SO1)
3.2 Develop community income generating projects to enable long term sustainability of proposals	<p><b>Community income generating projects:</b> explore feasibility of setting up a community renewables initiative* <i>linked to community recycling initiative (see 2.4)</i></p> <ul style="list-style-type: none"> <li>- <i>possibly working jointly with another community eg in Weardale, (or Barrow? - wind turbines proposed by consultants to provide revenue for Leisure Centre)</i></li> <li>- explore the possibility of managed holiday lets or timeshare as a community enterprise (<i>possibly linked to affordable housing</i>)</li> </ul>	<p>S/T feasibility study produced to explore options &amp; develop proposals L/T Long term source of income for community projects developed</p>	<p><b>AMP</b> AMPLE AMBA Local Land-Owners CLAREN</p>	<p>RAZ RCEDZ NOF CCC(Regen fund) Shell Better Britain Northern Rock NP Leader+</p>	<p>£500,000+</p> <p>(Feasibility £20,000)</p>	<p>H (<i>feasibility urgent</i>)</p> <p>L/M</p>	<p>NDWA Renewable Energy policy CA Community Renewables Initiative</p> <p>Eden Local Plan</p>

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

**ECONOMY - JOBS & TRAINING**

Strategic Objectives	Action	Outcomes/Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
3.3 Improve access to jobs & training	<p><b>Access to Work &amp; Training</b></p> <p>Ensure new Job information surgery is retained and developed</p> <p>Training to use internet to find jobs with vouchers for unemployed to use public internet access</p> <p>Child-care support for working parents</p> <p>Explore opportunities for transport provision by a major employer (eg Oasis) linked to training (eg hospitality, catering) <i>Links with 5.5*</i></p> <p>Explore possibility of developing new vocational training &amp; work experience opportunities within Alston Moor related to existing employment provision &amp; current proposals (eg Community Kitchen &amp; ECCP) linked with local FE/HE colleges</p>	<p>New service retained/ongoing</p> <p>More people able to find jobs</p> <p>Opportunity for new community business developed?</p> <p>Access to wider range job opportunities</p> <p>More people skilled to fill local vacancies</p>	<p><b>Job Centre B.A &amp; Connexions</b></p> <p><b>Cybermoor</b></p> <p><b>AMP /CCC</b> (N/hood Services)</p> <p><b>AMP Job Centre</b> L&amp;SC/Newton Rigg</p> <p><b>AMP L&amp;SC</b> SKS AMBA Community Kitchen ECCP</p>	<p>NP Leader+</p> <p>Obj2 Priority2 NOF / Cumbria Out of School Network</p> <p>L&amp;SC Rural Transport Grant*</p> <p>L&amp;SC Activ8 CTB (if tourist related)</p>	<p>£10,000</p> <p>£90,000</p>	<p>H 2002 ongoing</p> <p>H 2003-04 start</p> <p>H 2003 ongoing</p> <p>M 2003 ongoing</p> <p>H 2003-06</p>	<p>ERDF Obj2 Pr2 Action Plan 2.2 RAZ SO5 NP Leader+ (New skills – new prospects) NP AONB Management Plan</p>
3.4 Strengthen the existing employment base by supporting business sectors and improving business skills ( <i>Links to 3.11</i> )	<p><b>Strengthening the existing employment base</b></p> <p>Explore opportunities to assist key local employers to consolidate/expand</p> <p>Business networking &amp; mentoring scheme: Develop and support business sector networks</p> <p>Provide specialist business mentors for development work in various business sectors(eg creative industries, hospitality, agriculture-link with Rural Futures)</p> <p>Improve skills of the business community: Developing capacity of Alston Moor Business Association:</p> <ul style="list-style-type: none"> <li>- deliver training/workshop events</li> <li>- organise talks</li> <li>- exchange visits</li> </ul>	<p>More local job opportunities</p> <p>No. of Businesses assisted</p> <p>At least 2 clusters developed (eg</p> <ul style="list-style-type: none"> <li>- Creative Industries</li> <li>- Accommodation</li> <li>- Farming</li> </ul> <p>- Events and visits organised for benefit of AMBA members &amp; wider community inc. potential businesses &amp; community organisations</p> <p>- Increased pool of local skills &amp; knowledge</p>	<p><b>AMP</b></p> <p>EDC CCC CREA AMBA</p>	<p>ERDF Obj2 Pr1</p> <p>RDP ERDF Obj2 Priority2 NCSP CREA Activ8/Pentalk CTB CCC (Community Regen. fund)</p> <p>ERDF Obj2 Priority2 Activ8 CREA NP Leader</p>	<p>(Depends on individual business)</p> <p>£90,000 over 3 yrs</p> <p>£6,000 over 3 yrs</p> <p>£15,000 over 3 yrs</p>	<p>H 2003 ongoing</p> <p>H</p> <p>M 2003 – 06 ongoing</p> <p>H 2003 – 06</p> <p>2003 – 06</p>	<p>ERDF Obj2 Pr2 ActionPlan(2.1) Pr1(1.2/1.3)</p> <p>RAZ SO1,SO5,SO8</p> <p>NP Leader+ (Rural Entrepreneurs)</p>

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

**ECONOMY - BROADENING THE ECONOMIC BASE**

Strategic Objectives	Action	Outcomes/Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>3.5 Broaden the economic base by building upon existing strengths and addressing weaknesses to develop a creative and alternative economy with higher value jobs</p> <p><i>Links with 3.2</i></p> <p><i>Links with 2.2, 3.9 &amp; 4.6</i></p>	<p><b>Broadening the economic base</b></p> <p>1) <u>Developing the product:</u></p> <ul style="list-style-type: none"> <li>- Upgrade the existing radio broadband network to fibre optic</li> <li>- Develop a tele-working initiative</li> <li>- Promote and develop Alston as a centre for rural multi-media creative industries (<i>promote via 3.6</i>)</li> <li>- Develop Alston as a centre for visual arts and crafts (<i>promote via 3.6</i>) eventually linked to a National Centre for Heritage Craft Skills linking with local conservation, heritage and traditional building skills</li> <li>- Encourage development of alternative technology projects (<i>via 3.6</i>).</li> <li>- Investigate potential to develop a community renewables initiative (<i>see 3.2</i>)</li> <li>- Develop Alston as a rural socially inclusive conference centre <i>Link to other North Pennines initiatives – eg Allenheads Trust also - opportunity for trans-national project? – eg to explore how different rural communities are adapting to EU CAP reform, &amp;/or traditional building /hard-landscaping techniques in Europe</i></li> <li>- Encourage new business start-ups by providing advice and training for self-employment</li> </ul>	<p>Improved broadband service improved capabilities for attracting more IT based businesses Existing businesses strengthened &amp; developed – better base for inward investment</p> <p>No of “entrepreneur businesses” developed</p> <p>Affordable Events held for rural communities Accommodation &amp; caterers provided with extra revenue from Conference visitors + spin-offs for other local traders</p> <p>No. of potential businesses advised /trained No. of new businesses developed</p>	<p><b>AMP</b></p> <p><b>Cybermoor</b> CIBI AMBA <b>AMP +</b> Arts businesses Eden Arts EDC CCC AMBA CIA, NPHT ECCP CREA</p> <p><b>AMP AMBA</b> CLAREN CCC EDC</p> <p><b>AMBA/NPHT</b> CIA ECCP VAC Eden CVS</p> <p><b>AMP AMBA</b> CREA</p>	<p>NWDA</p> <p>ERDF Obj2 Pr2 &amp; Pr3-REDZ RAZ NWAB</p> <p>NWDA RAZ ERDF Obj2 Pr2 &amp; Pr3 Bridges C.V Dev Fund NOF</p> <p>NP Leader CCC (Neighbourhood Services) Millenium Fund</p> <p>L&amp;SC CREA</p>	<p>?</p> <p>£60,000? £500,000</p> <p>£30,000</p> <p><i>See 3.2</i></p> <p>£20,000</p> <p>£6,000</p>	<p>H 2003-04*</p> <p>H 2003 –06 M 2003 –08</p> <p>H 2003-08+</p> <p>M 2003-08+ H 2003-08+</p> <p>M 2003-08+</p> <p>H 2003-06</p>	<p>NWDA Broadband Strategy ERDF Obj2Pr2 Action Plan Pr1(1.1/1.4) NWDA Cluster Dev RAZ SO1</p> <p>ACENW / CCC Cultural Policy Obj1,4,5,7,8</p> <p>NDWA Renewable Energy policy CA Community Renewables Initiative</p> <p>NP Leader+ (Empowering people – empowering communities)</p> <p>RAZ (SO5) NP Leader+ (new skills – new prospects)</p>
<p>3.6 Develop an inward investment programme to market existing strengths identified in 3.5</p>	<p>2) Marketing the product: <u>Inward Investment Programme</u></p> <ul style="list-style-type: none"> <li>- Develop web-site linked to Cybermoor &amp; AMBA web-sites and produce promotional pack/brochure and video</li> <li>- Programme of targeted mailing</li> </ul>	<p>Website &amp; promotional material produced No. of targeted mail-outs No. of enquiries generated No. of businesses attracted</p>	<p><b>AMBA AMP</b> EDC CIIA</p>	<p>CIIA</p>	<p>£20,000</p>	<p>H 2003-04 2003-06+</p>	<p>ERDF Obj2 Pr2 Action Plan RAZ SO1</p>

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

ECONOMY - BROADENING THE ECONOMIC BASE

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
3.7 Develop & market existing and new local products	<b>Developing and marketing local produce</b> - Assist development of existing and new local produce & crafts - Promote locally branded products - regular local produce/craft market/ events - Develop local e-commerce site (on-line market)	Community Kitchen developed No. of new local products No. of outlets established Regular market established e-commerce site established Improved marketing for local traders	<b>AMP</b> Enterprising C Rural Wms Nwk Rural futures AM Craftwks MIC NPAP <b>Cybermoor</b> AMBA	Distinctly Cumbrian RAZ CA ERDP  NP Leader+	£50,000	2003-06+ M  H H H 2003-04	Obj2 Pr2 Action Plan RAZ SO6 NP AONB Management Plan
3.8 Develop proposals to help to adjust to change in agriculture by working with Cumbria Farm Link and Rural Futures  <i>Links with 1.2 &amp; 2.3 (farm interpretation /community arts project)</i>	<b>Adjusting to Change in Agriculture</b> - Assist in farm diversification initiatives ( <i>link with 3.2 Community renewables/ 2.4 recycling</i> ) - Encourage promotion of local "moor-bred" Alston lamb <i>Links with 3.7</i> - Encourage horse-friendly accommodation ( <i>links with 3.10 &amp; 3.11</i> ) - Identify potential to capitalise on Right to Roam by complementing access with farm tourism projects eg guided tours, student accommodation for fieldwork ( <i>links with 3.10 – marketing the educational resource</i> )	No. of diversification projects developed Local branding of meat Development of at least 1 horse-friendly establishment achieved No. of farm tourism projects established	<b>Cumbria Farm Link Rural Futures</b> MIC NPAP North West Farm Tourism Initiative	ERDP Distinctly Cumbrian RAZ CA	£15,000	2003-2006+ H  M  M  M	ERDP RAZ SO1 SO2,SO3,SO4  NP Leader+ (Rural entrepreneurs, Living & working Landscape)
3.9 Encourage community enterprise as a means to achieve community needs & aspirations	<b>Encourage development of community enterprise, eg:</b> - Cybermoor Ltd. - Community Gym* ( <i>see 1.5 Action for Sport</i> ) - Youth coffee-bar/drop-in centre ( <i>see 4.8</i> ) - Child-care facilities* ( <i>see 3.3</i> ) - Cyber Mobile Cinema* ( <i>see 1.5 Action for Arts – Leisure</i> ) - Community produce co-operative - Community Arts Co. ( <i>see 1.1 &amp; 1.2 (6)</i> ) - Provide advice & training for business start-ups ( <i>see 3.5</i> )	No. of existing enterprises supported No. of new enterprises developed No. of new jobs created No. of services provided	<b>AMP</b> Enterprising Communities AFC Youth Project CCC(N'hood Services) Cyber Mobile Cinema AMPLE Local artists AMBA CREA	ERDF Obj2 Pr2 & 3 RAZ ( <i>see also individual projects</i> )	£90,000 (items not included elsewhere)	2003-08 *ongoing H M  H H H  L M H	Obj2 Pr2 Action Plan RAZ SO1

## ECONOMY - TOURISM

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
3.10 Develop a marketing strategy to strengthen and promote Alston as a focal point within the North Pennines AONB by developing and marketing "eco-friendly" themes and products in ways which will extend the visitor season and help strengthen existing tourism related businesses. <i>Links with 2.1 &amp; 2.3</i>	<p><b>Promote Alston as a focal point to stay within the North Pennines AONB</b> <u>A686 Marketing Plan:</u></p> <ul style="list-style-type: none"> <li>- Alston as a focal point to stay on the A686 "Scenic Route"</li> <li>- Phase 1- promotional pack being produced featuring the town's heritage, cultural provision, local wild-life and flora, accommodation &amp; suggested itineraries from Alston to encourage longer stay visitors.</li> <li>- Phase 2- to include: <ul style="list-style-type: none"> <li>- new leaflet to link with pack</li> <li>- specialist tours and short breaks (eg painting, wildlife &amp; flora, heritage)</li> <li>- marketing into Northern Europe (<i>link with cycling walking &amp; specialist breaks</i>)</li> <li>- promotional products (eg T-shirts, carrier-bags)</li> <li>- special events</li> <li>- ceramic mural on A686 junction (to encourage visitors to stop in Alston)</li> <li>- programme of press/media promotion</li> <li>- white on brown signs on A686</li> </ul> </li> </ul> <p><u>Marketing Countryside Activities:</u></p> <ul style="list-style-type: none"> <li>- Cycling &amp; walking (<i>links with 3.11</i>)</li> <li>- Horse riding trails (<i>links with 3.8 &amp; 3.11</i>)</li> <li>- fishing (<i>&amp; 2.2</i>)</li> </ul> <p><u>Marketing the countryside resource:</u></p> <ul style="list-style-type: none"> <li>- develop themes to promote geology, flora and wild-life (<i>link with A686 project</i>) (<i>links with 2.3</i>)</li> </ul> <p><u>Marketing the educational resource:</u></p> <ul style="list-style-type: none"> <li>- "Academic tourism" - Promote to colleges for field studies in countryside related courses, promoting public IT and Internet access points &amp; YHA &amp; bunkhouse accommodation for use by visiting students (<i>links with 3.8</i>)</li> <li>- Heritage attractions (The Hub and Nenthead Mines-history, science etc)</li> <li>- Outdoor activity centres – promote to schools &amp; colleges</li> </ul>	<p>Phase 1: - Poster/Flyer produced to promote pack - No of packs produced - No. of travel press targeted - No. of packs distributed to local hotels - No of enquiries to TIC</p> <p>Phase 2: -No. of tours &amp; short breaks developed - Increase in visitors out of season -Increase in no. of European visitors -No. promotional products produced -Mural created -Increase in visitor nos./ visitor spend -Increase in cyclists &amp; walkers staying -Increased visitor spend -New markets developed -interpretative material produced</p> <p>S/T-M/T -promotional material produced with targeted marketing programme M/T-L/T - Increase in visitor nos: FE &amp; HE groups / school groups</p>	<p><b>AMBA</b> with support from AMP for Phase 2</p> <p><b>NPAP</b> AMP AMBA Rural Futures ECCP Alston Anglers Assoc <b>NPAP</b> AMP AMBA Rural Futures ECCP EN RSPB CW/LifeT</p> <p><b>AMP</b> Rural Futures AMBA EN Cybermoor</p> <p><b>Goods Shed Trust NPHT</b> <b>Local Outdoor ActivityCentres</b></p>	<p>Cumbria Community Recovery Fund</p> <p>EDC RAZ ERDF Obj2 Pr2 Hidden Britain Centres</p> <p>RAZ CA ERDF Obj2 Pr2 NPAP</p> <p>RAZ CA ERDF Obj2 Pr2 NPAP</p>	<p>£75,000 over 3 yrs for phase 2</p> <p>£15,000 over 3 years</p> <p>£10,000</p>	<p>H Phase 1 ongoing (to complete 2003-04)</p> <p>H Phase 2 2003-06</p> <p>Phase 3 (to continue work of phase2) 2006+</p> <p>2003-06 H M L H 2003-08</p> <p>M 2003-06</p>	<p>Obj2 Pr2 Action Plan RAZ SO2 Hidden Britain Centres NPLeader+ NP AONB Management Plan NP Sust. Tourism Marketing Strategy Obj 6,10,11,12,13 NP Guidance on Management of roads in NP</p> <p>RAZ SO2 NP Sust. Tourism Marketing Strategy Obj6,7,8 CTB/NTB Cycle Tourism Strategy NPLeader+ (Living&amp;working landscape)</p> <p>RAZ SO2 NP Sust. Tourism Marketing Strategy Obj9,10</p>

## ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

## ECONOMY - TOURISM

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
3.10 cont'd Develop a marketing strategy to strengthen and promote Alston as a focal point within the North Pennines AONB by developing and marketing "eco-friendly" themes and products in ways which will extend the visitor season and help strengthen existing tourism related businesses. Links with 2.1 & 2.3	<u>Marketing as a film location</u> - promoting A.M as location to film companies  - promoting A.M as location used by film companies to visitors- innovative interpretation of Oliver Twist trail using hand-held PCs.	S/T- Promotional material sent to NW Vision L/T- No. of film co's attracted  Additional visitors attracted	AMP AMBA  Cybermoor AMBA	EDC ERDF Obj2 Pr2  Hidden Britain Centres	£500  £10,000	M 2003-04  2003-06	RAZ SO1,SO2 CCC Cultural Strategy Obj3.7
3.11 Support & improve the existing tourism product	<u>Developing Existing Visitor Attractions: South Tynedale Railway</u> - Restoration of historic locomotives.(Links with 2.5) - Extension of the railway to Slaggyford - Restoration of listed station building at Slaggyford.(Links with 2.5)  - Production of interpretative leaflets for visitors (Links with 2.3)  <u>The Hub</u> - Community Transport Museum run by the Goods Shed Trust ( local volunteers)started on a part-time basis – now an established attraction –needs to be developed as a permanent feature with scope for developing interpretation of archive material in association with AM Historical Soc.(See proposals for Alston Goods Shed Trust under Heritage –links to 2.3 & 2.5 )  <u>Nenthead Mines</u> - Major education marketing to schools initiative commencing 2003. - NPHT are now looking to the future, exploring the possibility of developing a Centre for Alternative Technology (Links with 3.5) Carrying out pilot micro hydro-electricity project early in 2003	No. of locomotives restored New station opportunity for use by Slaggyford residents Park&Ride to ease over crowding at AlstonStn. No. of leaflets produced Visitors better informed  Visitor Nos. increased  Visitor Nos. increased  New attractions to further increase visitor nos. Reduced overheads using own electricity	STR  Goods Shed Trust  NPHT	HLF One NE Obj2  NPAP  ERDF Ob2 Pr2 & Pr3 (RCEDZ) RAZ  Funding in place  ERDF NWDA	£1Million  £2,000  £200,000	M Ongoing + 2004-07 2004-07  2003-04  H 2003 – 06+  H On- going  M	One North East Single Programme Res Obj6 NP Sust. Tourism Marketing Strategy RAZ SO2  RAZ SO2,SO8 NP Sust. Tourism Marketing Strategy Obj6,9,12 CCC Cultural Strategy Obj1,7,8 &12  RAZ SO2,SO8 NP Sust. Tourism Marketing Strategy Obj9,10,12

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

ECONOMY - TOURISM

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>3.11 cont'd Support &amp; improve the existing tourism product</p> <p>3.12 Encourage appropriate new tourism enterprises</p>	<p><b>Developing &amp; improving the Tourism Product</b></p> <ul style="list-style-type: none"> <li>- Develop on-line booking service for a consortium of local hotels (<i>link with EDC on-line booking service</i>)</li> <li>- Encourage development of cycle friendly infra-structure                             <ul style="list-style-type: none"> <li>- provision of cycle hire, spares &amp; repairs etc</li> <li>- promoting NPAP Cycle Welcome initiative</li> </ul> </li> <li>- Develop bike-bus service to bring cyclists into the area (<i>Links with 3.10&amp;5.6</i>)</li> <li>- Encourage development of horse friendly accommodation (<i>Links with 3.8 &amp; 3.10</i>)</li> <li>- Encourage arts related enterprises which complement existing (<i>links with 3.5 &amp; 3.6</i>)</li> <li>- Encourage alternative technology/ "eco"-tourism enterprises (<i>links with 3.5 &amp; 3.6</i>)</li> </ul>	<p>On-line booking service developed / Higher occupancy rates/ increased visitor spend in community</p> <p>More cyclists attracted by availability of better services</p> <p>Sustainable tourism transport developed</p> <p>People attracted to ride</p> <p>More visitors with special interest in arts attracted (to support existing arts-based attractions)</p> <p>More "eco"-tourists attracted</p>	<p><b>Cybermoor</b> AMBA Accommodation providers</p> <p><b>NPAP</b> CTB/NTB</p> <p><b>AMP/NPAP</b> CTB/NTB (Cycling Strategy)</p> <p><b>Rural Futures AMP</b> Cumbria Farm Tourism Init.</p> <p><i>See 3.5 &amp; 3.6</i></p>	<p>ERDF Obj2 Pr2 RAZ</p> <p>ERDF Obj2 Pr2 RAZ CA</p> <p>CA ERDF Obj2 Pr3 RAZ</p> <p>ERDP</p> <p><i>See 3.5 &amp; 3.6</i></p>	<p>£30,000</p> <p>£100,000</p> <p><i>See 3.5 &amp; 3.6</i></p>	<p>M 2003-05</p> <p>H 2003-06</p> <p>M 2004</p> <p>M 2003-06</p> <p>M 2003-06</p> <p>L 2003-06</p>	<p>ERDF Obj2 Pr2 Action Plan NPAP AONB Management Plan NP Sust. Tourism Marketing Strategy CTB/NTB Cycle Tourism Strategy RAZ SO2 N.Cumbria RTP NP Leader+</p>

ECONOMY - AFFORDABLE HOUSING

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>3.13 Encourage development of affordable housing</p>	<p><b>Affordable Housing</b> Encourage local housing association to develop affordable housing on Alston Moor</p>	<p>Affordable housing developed/ no. of units created</p>	<p><b>AMP/AMPC</b></p>	<p>HAG</p>		<p>H 2003-08</p>	<p>NP AONB Management Plan</p>



## YOUNG PEOPLE

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
4.8 Investigate ways to sustain a youth project on a long term basis	<b>Youth Venues</b> <ul style="list-style-type: none"> <li>- Explore development of venue which is accessible from the end of school into the evening to provide an indoor place to “hang out”.</li> <li>- The nature of venue dependent on what young people want (explore via the Youth Worker and Voices group), but the possibility should be explored of setting up a company run <u>by</u> young people (led by young adults) <u>for</u> young people as a way of providing such a facility.</li> <li>- (If the pavilion can fully satisfy longer term youth needs then the large capital costs allocated would not be necessary)</li> </ul>	Permanent venue for teenagers/young adults designed around their own specifications Experience of running a community enterprise (valuable in preparation for potential self-employment)	<b>AMP + Youth Sports Project</b>	Lottery Community fund  ERDF obj 2 Pr2	£150,000 (capital costs) + £30,000 over 3 yrs start-up costs	H 2003-07+	ERDF Obj2Pr2 Action Plan NP Leader+ empowering people, skills, CCC Cultural Policy Obj 11&12 RAZ SO8

**TRANSPORT, COMMUNICATIONS & ACCESS**

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
5.1 Use Cybermoor to improve local communications and services and reduce isolation	<b>Cybermoor</b> - Explore new ways of providing information through the Cybermoor website - Provide local transport information - Explore linking proposed local e-commerce site with a local delivery service	-Improved local information & communications - more sustainable use of transport - reduced isolation for house-bound & elderly	<b>Cybermoor</b> AMBA Age Concern Sp. Needs Support Grp Voluntary Car scheme Community M/bus group	ERDF Obj2 Pr2 Awards for All CCC(Regen fund)	£100,000  £5,000 (delivery service)	M Ongoing  2004-05 (pilot)	NWDA Broadband Init ERDF Obj2 Pr2 Action Plan RAZ SO8
5.2 Develop long-term proposals for improved car-parking	<b>Car-parking</b> Short-term: - <i>26 car-parking spaces to be provided by Eden District Council at Fairhill Recreation Ground.</i> - <i>explore Henderson's car-park for additional parking (also being looked at for re-location of bottle-bank)</i> Long-term: depends on proposed "Gateway" projects to provide larger scale parking provision.	S/T - a limited no. of new car-parking spaces provided at top of town M/T- further parking provision at foot of town L/T - several permanent car-parks established	<b>EDC</b> Alston Recreation Grnd(Fairhill)  <b>AMP</b> AMBA	EDC  EDC / ERDF Obj2 Pr2  <i>See 3.1</i>	£30,000  £30,000	H 2002-2003  H 2003-04  H 2006+	EDC Tourism & Town Centres plan
5.3 <i>Address traffic management issues in Alston town centre</i>	<b>Traffic Management</b> - <i>Additional car-parking provision at Fairhill - opportunity to re-examine the possibility of time-limited parking in the town centre but important in any such consideration to allow sufficient time for visitors to both eat and shop to avoid businesses being adversely affected, and consider residents' permits.</i>	<i>Fewer cars taking up spaces for whole day creating more available spaces</i>	<b>AMPC</b> EDC/CCC	CCC EDC		2003-06  M	EDC Tourism & Town Centres plan

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

TRANSPORT, COMMUNICATIONS & ACCESS

Strategic Objectives	Action	Outcomes/Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
5.4 Improve public transport provision within Alston Moor	<b>Improving public transport provision around Alston Moor</b> - Explore providing regular transport for journeys in and out of Alston from outlying areas (initially for elderly & young people using Community Minibus booked via Age Concern & Youth Project) - Set up "user group" for community minibus to enable other residents to benefit - <i>better timing of services from Nenthead</i> - <i>Explore possibility of putting on an evening bus from these areas into Alston on Saturdays with a late night return bus</i>	Reduced isolation for elderly residents & young people living outside Alston  Reduced isolation for all residents living outside Alston	<b>AMP</b> Age Concern Youth & Sports Project Cybermoor  CCC (RTO) Local bus companies	CCF CA(RTP) CCC (Regen fund)	£5,000 + £5,000  £5,000	H 2003  H 2004  M 2004	RAZ SO8 N.Cumbria RTP NP Leader+ (Services in rural areas)
5.5 Improve public transport provision out of Alston Moor	<b>Improving Transport out of Alston Moor</b> - Address lack of journey to work service to Penrith ( <i>see also 3.3 Access to Jobs &amp; training</i> ) - <i>Explore provision of regular (eg once a week/month) late night services for leisure activities to Newcastle and Carlisle (or taxi-bus/dial-a-ride service or taxi vouchers?).</i>	Reduced isolation & increased job opportunities  Reduced isolation providing access to leisure entertainment facilities	<b>AMP</b> Job Centre  CCC (RTO) Local bus companies & taxis	CCF CA(RTP) CCC (Regen fund)	£23,000 over 3 yrs  £10,000	H 2003  M 2004	ERDF Obj2 Pr2 Action Plan RAZ SO8 N.Cumbria RTP NP Leader+ (Services in rural areas)
5.6 Develop a rural transport interchange for cross- Pennine routes, linking with cycle and walking routes	<b>Rural transport interchange</b> Alston is situated at the "hub" of routes through the North Pennines. Long term potential to act as an interchange point between services extending throughout the North Pennines, encouraging bus-cycle schemes to bring more cyclists into the area and encouraging bus travel to get to walk destinations & to tour the area ( <i>links with 3.1 Wrights Bus Garage</i> )	Sustainable transport infra-structure developed encouraging travel by bus, cycling & walking for leisure Better transport services in all directions achieved	<b>AMP</b> Wright Bros. EDC CCC RTP CTB/NTB	ERDF Obj2 Pr3 RAZ	£100,000	M 2005+	ERDF Obj 2 Pr2 Action Plan Pr4 (4.3) RAZ SO2,8 N.Cumbria RTP NP Leader+ NPP- Sust. Tourism Marketing Strategy

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT – RECOMMENDATIONS FOR ACTION

TRANSPORT, COMMUNICATIONS & ACCESS

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>5.7 Address road safety issues and problems of speeding motor-bikes.  <i>Links with 6.2 &amp; 6.3 Community Safety</i></p>	<p><b>Road Safety</b></p> <ul style="list-style-type: none"> <li>- <i>Improve road markings &amp; signs at Nenthead to slow traffic down in 30mph zone esp. on downhill approach from Killhope.</i></li> <li>- <i>Provide pedestrian crossings at centre of Nenthead</i></li> <li>- <i>Address opportunities to incorporate road safety improvements during future road re-surfacing schemes eg</i></li> <li>- <i>Ask County Council to introduce illuminated cats eyes on high roads where they are missing eg parts of Hartside Pass &amp; Killhope where fog can be a hazard</i></li> <li>- <i>Install traffic cameras</i></li> <li>- <i>Work with police and County Highway Authority to seek ways of addressing safety issues relating to speeding motorbikes.</i></li> </ul>	<p>Safer road network for both residents &amp; visitors</p> <p>Reduced no. of accidents</p>	<p><b>CCC</b> AMP AMPC Cumbria Constabulary</p> <p>Cybermoor  Cumbria Constabulary CCC</p>	<p>CCC</p> <p>Cumbria Constabulary</p>	<p>£5,000</p> <p>£10,000</p>	<p>H 2002-03</p> <p>H 2003-04</p> <p>M 2003-06</p> <p>H 2003-06</p>	<p>CCC Local Transport Plan</p>
<p>5.8 Encourage car-sharing and other measures to reduce un-necessary car journeys <i>Links to 5.1 Cybermoor</i></p>	<ul style="list-style-type: none"> <li>- Use Cybermoor to advertise lift-sharing opportunities</li> <li>- Promotional material to encourage cycling (<i>see 3.10</i>) &amp; develop bike bus initiative (<i>Links with 3.11 &amp; 5.6</i>)</li> </ul>	<p><i>See 5.1 3.10 &amp; 3.11</i></p>	<p><i>See 5.1 3.10 &amp; 3.11</i></p>	<p><i>See 5.1 3.10 &amp; 3.11</i></p>	<p>£5,000</p> <p>£10,000</p>	<p>M 2003 +ongoing</p> <p>M 2003-08</p>	<p>Sustainable transport policies</p>

ALSTON MOOR MARKET TOWN / VITAL VILLAGES PROJECT - RECOMMENDATIONS FOR ACTION

**COMMUNITY SAFETY**

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
6.1 Security - A safe environment for all ages at all times of day & night	<p>Explore with police measures to improve police cover – eg:</p> <ul style="list-style-type: none"> <li>- <i>Police station manned full-time by civilian clerk</i></li> <li>- <i>Regular police presence on the streets late on Friday and Saturday nights</i></li> </ul> <p>Develop an Alston Moor Community Safety Group* to identify problems and implement proposals. Priorities:</p> <ul style="list-style-type: none"> <li>- reducing fear of crime</li> <li>- improving drugs &amp; alcohol awareness</li> <li>- improving security</li> <li>- young people (activities, counselling)</li> <li>- old people (security, fear reduction)</li> </ul> <p>Use Cybermoor as an additional tool for communication between police &amp; community</p>	<p>Reduction in vandalism &amp; anti-social behaviour improved confidence in police</p> <p>reduced fear of crime</p> <p>More local awareness of Police initiatives</p>	<p><b>AMP</b> until C/Safety Grp fully established - Then <b>CSG</b></p> <p>Cumbria Constabulary</p> <p>Local residents with support where appropriate from: Police Education Health &amp; Social Services CADAS Age Concern Youth Project</p>	<p>Cumbria Constabulary</p> <p>Crime &amp; Disorder Partnership CCC CADAS Lloyds TSB Foundation</p>	<p>£37,500</p> <p>£12,000</p>	<p>H 2003 ongoing</p> <p>H 2003 ongoing</p> <p>M 2003 ongoing</p>	<p>Eden Crime &amp; Disorder Partnership</p> <p>Policing StrategyCumbria</p>
6.2 Safety on the streets <i>Traffic safety measures</i>	See 5.7 Road safety <i>under Transport</i>	<i>See 5.7</i>	<i>See 5.7</i>	<i>See 5.7</i>		H 2003 ongoing	
6.3 Measures to reduce speeding vehicles	See 5.7 Road safety <i>under Transport</i>	<i>See 5.7</i>	<i>See 5.7</i>	<i>See 5.7</i>		H 2003 ongoing	
6.4 Safety at night – <i>Improve poor areas of street lighting</i>	See 2.2(2) <i>proposals for improved street-lighting</i>	Reduced fear of crime	<i>See 2.2</i>	<i>See 2.2</i>		M 2003-05	



Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
1.3 Provide the opportunity for all individuals and groups to enjoy healthy exercise and realise their potential in sports activities.	<b>ACTION FOR SPORTS –</b> Develop sport & recreation action plan to address lack of facilities and opportunities:	Strategy produced to co-ordinate local initiatives, add value, & assist funding & implementation	<b>AMP</b> to co-ordinate funding bids	Awards for All CCF	£5,000	H 2002-03	HAZ NPLeader+ (Healthy lives, healthy communities) CCC Cultural Policy
	Continuing programme of Sports coaching*	Nos. of children coached –given incentives to do sporting activities Nos. of adult volunteers trained	<b>Alston Moor Sports Club</b>	Lottery Active Communities Dev. Fund Linked bid**? NP Leader+	£20,000 over 3 years	M 2002-03 start  cont: 2003-06	
1.4 Recreational areas (in Alston, Nenthead & Garrigill) developed and maintained to their full potential.	Community sports kit & equipment hire, cricket nets and coaching for children in Nenthead *	Children from low income homes able to use equipment they could not otherwise afford	<b>Nenthead P.S</b>		£500	M 2003-04	
1.5 Address lack of sport & leisure facilities  (Links with 1.3 & 3.1)	Improvement to Tyne Willows Pavilion for Youth Club and sports use(phase 2)**	Venue in use once again Improved morale	<b>AMP + Youth&amp;Sports Project</b>	Foundation for Sport & the Arts linked bid ** ? CCF	£30,000	H Phase1 ongoing H Phase2 2003 -04	
	Start to implement Fairhill recreation ground development plan: - new equipment for toddlers area  - BMX track	Develop funding package and complete applications  implemented	<b>Alston Recreation Ground (Fairhill)</b>	Lottery (Community Fund)			H 2003 Application Process 2004-05 implementation
(Links with 1.3 & 3.9)	Develop facilities which are currently lacking but demand is high: eg:  a) Leisure project (see Gateway projects) – major development centred around Sports Hall & Swimming Pool: explore options for local fundraising and measures to retain local momentum for long-term success	Continued support for Leisure Centre by holding regular funding events	<b>AMPLE</b>	CCC (N/Hood S)	£200	H 2003-04+	
	b)Community Gym*	New gym/fitness centre developed	<b>ACHE</b>	HAZ EDC NP Leader AwardsforAll C.Champions Active Communities Dev. Fund	£70,000 over 3 years	M 2003-06	

CULTURE - PEOPLE

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>1.6 Ensure that community halls are well equipped to meet the needs of local residents and any opportunities which arise for new uses for the benefit of the community. <i>Links with 2.5</i></p>	<p><b>COMMUNITY HALLS</b> Assist with upgrading of facilities (eg Alston Town Hall - improvements to main hall, upgrading security).</p>	<p>Main hall made suitable for all user groups</p>	<p><b>Alston Town Hall Trustees</b></p>	<p>CCF Crime &amp; Disorder P/ship</p>		<p>H 2003 ongoing</p>	<p>RAZ SO8 NP Leader+ (services in rural areas) CCC Cultural Policy (Obj7,11,12)</p>
<p>1.7 Improve services and facilities for the elderly and others with special needs</p>	<p><b>SERVICES FOR THE ELDERLY &amp; DISABLED</b></p> <ul style="list-style-type: none"> <li>- Start to explore potential development of local community task-force (charitable trust/social enterprise?) to provide maintenance services (see also 2.4) to include handyman /gardener &amp; befriending service</li> <li>- Assist Age Concern to re-establish Lunch Club (eg using Community Kitchen to provide food at Masonic Hall?)</li> <li>- Support CAB proposal to provide Home Visit service on AM for those unable to get to CAB office (Alston TH)</li> <li>- Support elderly people in use of ICT</li> </ul>	<p>Better provision of services for elderly &amp; those with disabilities</p>	<p><b>Age Concern</b> AM Churches AM Special Needs Support Group</p> <p><b>Age Concern</b></p> <p><b>CAB</b></p> <p><b>Cybermoor</b></p>	<p>Lottery Community Fund CCF Lloyds TSB</p>	<p>£12,000 over 3 years</p> <p>£4,500 over 3 years (to subsidise costs)</p> <p>£2,000</p> <p>£15,000</p>	<p>M2003-05 start</p> <p>M 2003-04 start</p> <p>M 2003-04 start</p> <p>M 2003-05</p> <p>M 2003-06</p>	<p>ERDF Obj2 Pr2 Action Plan (2.1/2.4) NP Leader+ (services in rural areas)</p>
<p>1.8 Strengthen the local voluntary sector by building confidence and skills</p>	<p><b>STRENGTHEN THE LOCAL VOLUNTARY SECTOR</b></p> <ul style="list-style-type: none"> <li>- Provide a funding event to assist with not only where to get funding from, but how to make a good application and to encourage participation in free training events (see below)</li> <li>- ensure that training opportunities arranged for businesses are also made available free of charge to all voluntary organisations and groups who could benefit and</li> <li>- ensure that these opportunities are promoted</li> </ul>	<p>Voluntary groups empowered to make the most of opportunities available to achieve their aims</p> <p>Networking of groups and encouragement of groups with similar interests to work together to maximise funding opportunities &amp; other benefits</p>	<p><b>AMP</b> AMBA Rural Women's Network CCC(N/hood services)</p>	<p>ERDF Obj2 Pr2 CCC(N/hood services)</p>	<p>£500</p>	<p>H 2003-06</p>	

**CULTURE – ENVIRONMENT**

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>2.1 Provide the opportunity for everyone in the community and for visitors to fully appreciate and enjoy the wonderful countryside, wildlife and flora on our doorstep both now and for future generations.</p> <p>2.2 Encourage projects to enhance the environment and improve and maintain derelict and untidy/overgrown areas.</p>	<p><b>ACTION FOR THE ENVIRONMENT</b> <b>Carry out research and develop an environmental strategy for action to include the following:</b></p> <p><b>Environmental Management:</b> 1) <u>Habitat conservation &amp; development:</u>  2) <u>Enhancing the environment:</u> Develop a comprehensive programme of enhancement to include: Countryside: - Planned programme of footpath &amp; bridleway improvements, maintenance and way-marking Town Amenities: Identify priorities for improvement to include: - town footpaths: restoring traditional lanning walls and other vernacular features(eg path surfaces)<i>links with 2.5</i> - town amenity areas (eg Market Square, Grisedale Community Garden, Fairhill Recreation Ground) - develop a maintenance plan to keep town footpaths and amenity areas weed and litter free and clean up dog-fouling and explore development of a community task force / social enterprise co. or “green gym” to implement (<i>links with 1.7 &amp; 3.9</i>) Street furniture: - <i>Identify poorly lit areas and install appropriately designed street-lighting</i> - Identify areas in need of rationalisation to reduce clutter-<i>NB important to link with 2.5 restoration of cast-iron sign-posts</i> - Identify areas where new conservation area signage is appropriate</p>	<p>Strategy produced to co-ordinate activity</p> <p>Research undertaken to create opportunities for future local environmental projects</p> <p>Enhancement programme produced following research below: Research undertaken to identify priorities (use local volunteers?)</p> <p>Research undertaken to identify priorities (use local volunteers?)</p> <p>Maintenance plan produced, mechanism for implementation &amp; potential funding arrangements explored</p> <p>Improved appearance &amp; safety of movement in town centre</p> <p>Research undertaken</p> <p>Research undertaken</p> <p>Plan for rationalisation and improvement produced</p>	<p><b>AMP/NPAP</b></p> <p><b>NPAP/ECCP</b> EN RSPB Cumbria W/life Trust Rural Futures FWAG</p> <p><b>AMPC</b> CCC NPAP ECCP NPHT</p> <p><b>AMPC</b> CCC EDC AM Churches</p> <p><b>AMPC/EDC/</b> CCC Cumbria Const</p>	<p>ERDF Obj2 Pr2 RAZ CA</p> <p>RAZ ERDP ( or ERDF Obj2 Pr2?) CA</p> <p>DoTransport Crime&amp;Disorder P/ship</p>	<p>£20,000</p>	<p>Strategy H 2003-04 (ready for Right to Roam in 2005) (Actions to follow 2004 – 08)</p> <p>2003-04</p>	<p>(RDP SA2) ERDF Obj2 Pr2 Action Plan (2.1,2.4)</p> <p>RAZ SO2 SO7 NP Leader+ (Living &amp; working landscape) NP AONB Management Plan NP Sust. Tourism Strategy NP Management of Roads in the North Pennines</p>

## CULTURE - ENVIRONMENT

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
2.3 Develop interpretation projects which will assist understanding and appreciation of all aspects of the built environment, our history & culture and the countryside	<p><b>Interpretation</b> Leaflets / interpretative arts projects linked to the environment <u>Our parish</u> (landscape and town &amp; villages) eg: - ceramic panels on local themes (<i>part of A686 project</i>) (<i>Links with 1.2 &amp; 3.9+3.10</i>) <u>Our heritage</u>, eg: - Alston Town Trail (<i>part of A686 project</i>) interpretative signs for historic areas of Alston to follow (2005?) (<i>Links with 3.9 &amp; 3.10</i>)</p>	<p>Tile workshops Murals produced Raised awareness of local distinguishing features &amp; local crafts</p> <p>Raised awareness of historic town, visitors retained for longer – Increased visitor spend</p>	<p><b>AMP to co-ordinate</b></p> <p><b>AMBA</b></p> <p><b>AMBA</b> AM Hist Soc</p>	<p>CA Leader+</p> <p>CCF EDC</p>	<p>£10,000</p>	<p>Funding &amp; tile workshops 2003</p> <p>murals 2003 -04</p> <p>2003</p>	<p>RDP SA2 ERDF Obj2 Pr2 Action Plan (2.1,2.4) RAZ SO2,SO7 NP Leader+ NP AONB Management Plan NPAP Strategies: -Sust. Tourism -Interpretation -Leadming CCC Cultural Policy Obj 4, 10 &amp; 11</p>
2.3 Interpretation cont'd	<p><u>Our countryside</u> Farming: - Investigate potential for community arts project with farmers – the year on an upland farm (could be a multi-media project which could include video diary, photography, interpretative panels, book, calendar etc culminating in touring exhibition) to demonstrate the key role farmers play as custodians of the landscape, and to strengthen ties between the farming community and other local residents and visitors (particularly important in light of Right to Roam legislation). (<i>Potential to develop into Trans-national project</i>)</p>	<p>Development work carried out in preparation for project implementation</p>	<p><b>AMP</b> Rural Futures Local NFU Local arts practitioners AM Youth &amp; Sports project Cybermoor</p>	<p>CA RAZ NWArts Arts lottery NP Leader</p>	<p>£5,000 exploratory stage/ scoping exercise funding proposal</p>	<p>H 2003  (for project implementation 2004 – 06)</p>	<p>RDP SA2 ERDF Obj2 Pr2 Action Plan (2.1,2.4) ERDF Obj2 Pr4 (4.1) /RAZ SO2,SO7 NP Leader+ (Living &amp; working landscape) NP AONB Management Plan NP Sust. Tourism Strategy NP Interpretation Strategy CCC Cultural Policy Obj 4, 10 &amp; 11</p>

CULTURE - ENVIRONMENT

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>2.4 Facilitate measures to encourage “environmentally friendly” practices</p>	<p><b>Recycling &amp; Waste Management</b></p> <ul style="list-style-type: none"> <li>- Explore potential location for a civic amenity site in or near Alston Moor,</li> <li>- explore location for recycling facilities accessible to businesses.</li> <li>- explore feasibility of setting up community recycling project (<i>possibly working jointly with other NP communities</i>)</li> <li>- farmers encouraged to participate in black plastic recycling scheme</li> </ul>	<p>Location agreed and recycling proposals agreed</p> <p>Feasibility stage commenced</p> <p>Increased nos. participating</p>	<p><b>AMP</b> AMBA EDC CCC Eden LA21 Cumbria Waste Minimisation Project Rural Futures CREA</p>	<p>CCC ERDF Obj2 Pr2 NOF</p>	<p>£10,000</p>	<p>H 2003 -04</p>	<p>Sustainability NW CA CRI Eden LA 21</p>
<p>2.5 Restore, conserve and enhance local historic and traditional buildings, historic structures and artefacts of historic interest including historic records, paintings &amp; photographs, making them accessible to the public for the benefit of both local residents and visitors.</p>	<p><b>ACTION FOR HERITAGE</b></p> <p><b>1) Restoration, conservation and enhancement of historic buildings, structures and artefacts: eg:</b></p> <ul style="list-style-type: none"> <li>- High Mill Wheel</li> <li>- Historic local painting (<i>links with 2.3 proposal to paint modern day picture from same viewpoint – also links with 1.2</i>)</li> </ul> <p><b>2) Improving Accessibility</b></p> <p>The “Hub of the North Pennines” display of local transport &amp; other artefacts to become a permanent exhibition with extended opening hours. (<i>NB see 3.11</i>)</p> <p>High Mill Wheel – once restoration &amp; improvement works render the wheel safe from vandalism it is proposed to open up again to public <i>Links to 1) above(conservation) and to 2.3</i></p>	<p>Items of historic interest conserved &amp; displayed for benefit of residents, visitors &amp; future generations.</p> <p>Important community-led heritage attraction strengthened</p> <p>Interesting local history currently hidden – available to public</p>	<p><b>NPHT</b> <b>Private individual</b></p> <p><b>Alston Goods Shed Trust</b></p> <p><b>NPHT</b></p>	<p>Heritage Lottery ERDF LEADER+ Local Heritage Initiative</p> <p>ERDF Obj2 Pr2 RAZ</p> <p>ERDF Obj2 Pr2 RAZ</p>	<p>£20,000</p> <p>See 3.11</p>	<p>M</p> <p>H</p> <p>M</p>	<p>NP Leader+ (Living &amp; working landscape) NP AONB Management Plan NP Interpretation Strategy NP Sustainable Tourism Marketing Strategy</p> <p>ERDF Obj2 pr2 NP Leader+ (Living &amp; working landscape) NP AONB Management Plan NP Interpretation Strategy NP Sustainable Tourism Marketing Strategy</p>

**ECONOMY - GATEWAY PROJECTS**

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>3.1 Develop key "gateway" regeneration projects to transform dereliction &amp; eyesores into an economic asset which will improve the environment, provide jobs, attract new businesses and increase visitor numbers. (Links to 1.5 , 2.4, 3.3 and 3.4, 3.9)</p>	<p><b>Develop Gateway Projects: Leisure Centre</b> - Plan &amp; Start local fundraising campaign  - Issue of revenue funding to be resolved* (see 3.2) (This is a prerequisite to development of detailed business plan and funding package)</p>	<p>Regeneration officer appointed local campaign started (there will be a lot more confidence if revenue funding issue can be resolved) Issue of revenue funding addressed</p>	<p><b>AMPLE</b> supported by AMP + EDC CCC(N/hood services)</p>	<p>EDC/CCC  (see 3.2)</p>	<p>£200 (publicity, meetings etc)</p>	<p>H 2003  2003-04  (detailed businessplan/ funding package to follow asap)</p>	<p>NP Leader+ (Healthy lives, healthy communities) Obj2 Pr2 Action Plan – Reverse environmental degradation Support community enterprise (RAZ SO8)</p>
<p>3.1 Gateway projects cont'd</p>	<p><b>Former Falmech &amp; Gasworks site/ scrapyard site:</b> Update Feasibility/development plan to - Open the Nentforce Level to visitors Linked to:  New feasibility study to include contaminated land survey followed by development plan to provide comprehensive plan for whole area inc: - feasibility of restoration of former woollen mill to provide interpretation of : - the Nentforce level - the Power of Water(linked to Nenthead Mines theme) - exploring options for potential complementary uses eg: - Cumbria is being suggested as the location for a National Heritage Craft Skills Centre. Alston already has a strong core of craft-workers with traditional skills as well as heritage-based building skills therefore should have a very strong case - arts space: media lab, artists' studios, sound studios, exhibition space, rehearsal space etc</p>	<p>Previous proposal updated  investigate opportunities with site owners  Feasibility study/development plan commenced Contaminated land survey completed</p>	<p><b>AMP+ NPHT</b> EDC CCC Site owners CIA ECCP</p>	<p>RAZ ERDF Obj 2 Pr1,2+3 (RCEDZ)  CCC EDC</p>	<p>£70,000</p>	<p>2003-04 M  2003-04 H</p>	<p>ERDF Obj2: Pr2 Action Plan Pr3 REDZ RAZ: SO1,SO2, (SO6, SO7,SO8) (RDP SA1,SA2) NPP Sust. Tourism Marketing Strategy (Obj 7)  CCC Cultural Strategy Obj1,4,(5,7,8)</p>

ECONOMY - GATEWAY PROJECTS

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>3.1 Gateway projects cont'd</p>	<ul style="list-style-type: none"> <li>- countryside interpretation and countryside management projects linked to heritage craft skills centre</li> <li>- public internet access/study room linked to countryside &amp;/or arts space</li> <li>- accommodation linked to arts &amp;/or countryside centre : explore potential to include timeshare (to extend the season linked with arts &amp; countryside marketing) and affordable housing?</li> <li>- Restoration of former sluice-gates and mill-race to develop a small hydro-electricity scheme (<i>links to 3.2</i>)</li> <li>- car-parking</li> <li>- Riverside walk</li> <li>- Pedestrian links to town and Station/ possibly including funicular link up bankside to Gossipgate footpath</li> </ul> <p><b>Wright Bros Coaches &amp; adjoining EDC land at Nenthead</b></p> <ul style="list-style-type: none"> <li>- Explore redevelopment opportunities for new bus-garage and options for ancillary development on rest of site &amp; EDC land / potential for recycling? Develop proposals &amp; funding package</li> </ul>		<p><b>AMP</b></p> <p>NPHT</p> <p>EDC NPHT Local land-owners</p> <p>EDC &amp; Wright Bros</p>	<p>ERDF Pr 2</p>	<p>Detailed proposals £20,000</p>	<p>H 2003-04</p>	<p>NDWA Renewable Energy policy CA CRI</p> <p>ERDF Pr1, 2 &amp; 3</p>
<p>3.1 Gateway projects cont'd- (Nenthead)</p>							
<p>3.2 Develop community income generating projects to enable long term sustainability of proposals</p>	<p><b>Community income generating projects:</b> Feasibility study to explore setting up of a community renewables initiative* <i>linked to community recycling initiative (see 2.4)</i></p> <ul style="list-style-type: none"> <li>- <i>possibly working jointly with another community eg in Weardale, (or Barrow? - wind turbines proposed by consultants to provide revenue for Leisure Centre)</i></li> <li>- explore other income generating options eg: managed holiday lets or timeshare as a community enterprise (<i>possibly linked to affordable housing</i>)</li> </ul>	<p>feasibility study produced to explore options &amp; develop proposals for long term source of income for community projects</p>	<p><b>AMP</b> AMPLE AMBA Local Land-Owners CLAREN</p>	<p>RAZ RCEDZ NOF CCC(Regen fund) Shell Better Britain</p>	<p>£30,000</p>	<p>H (<i>feasibility urgent</i>)</p>	<p>NDWA Renewable Energy policy CA Community Renewables initiative</p> <p>Eden Local Plan</p>



## ECONOMY - BROADENING THE ECONOMIC BASE

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
3.5 Broaden the economic base by building upon existing strengths and addressing weaknesses to develop a creative and alternative economy with higher value jobs  <i>Links with 1.1</i>  <i>Links with 3.2</i>  <i>Links with 3.9 &amp; 4.6</i>	<b>Broadening the economic base</b> 1) <u>Developing the product:</u>  - Upgrade the existing radio broadband network to fibre optic  - Promote teleworking locally as a job opportunity and promote Alston Moor as a teleworking centre using Cybermoor as a focus for activity.  - Promote Creative Industries  - Investigate potential to develop a community renewables initiative (see 3.2)  - Encourage new business start-ups and assist new business development by providing advice and training for self-employment	Creative industries Officer post developed  Improved broadband service - improved capabilities for attracting more IT based businesses Teleworking initiative commenced  consolidate existing / attract new businesses  <i>See 3.2</i>  Advisory/training Event(s) held	<b>AMP</b> to co-ordinate activities  <b>Cybermoor</b> CIBI  <b>Cybermoor</b> AMP AMBA  <b>AMP</b> CREA CCC  <i>See 3.2</i>  <b>AMP</b> AMBA CREA	NWDA  ERDF Obj2 Pr2 RAZ  ERDF Obj2 Pr2 RAZ  <i>See 3.2</i>  L&SC CREA	?  £60,000 over 3 years      £300	H 2003-04  H 2003-04 start  H 2003 -04 start  <i>See 3.2</i>  2003 - 04	NWDA Broadband Strategy RAZ SO1 ERDF Obj2Pr2 Action Plan(2.3) Pr1(1.4)  <i>See 3.2</i>  ERDF Obj.2 Pr.2 (2.1,2.2,2.5)
3.6 Develop an inward investment programme to market existing strengths identified in 3.5	2) Marketing the product: <u>Inward Investment Programme</u> - Develop web-site linked to Cybermoor & AMBA web-sites and produce promotional pack/brochure and video - plan programme of targeted mailing	Website & promotional material produced  Programme produced to implement 2004+	<b>AMBA</b> AMP EDC CIIA	CIIA	£20,000	H  2003-04  (implement programme 2004-06+)	ERDF Obj2 Pr2 Action Plan RAZ SO1
3.7 Develop & market existing and new local products	<b>Developing and marketing local produce</b> - Assist development & marketing of existing and new local produce & crafts  - Develop 3 yr programme of regular local produce/craft market/ events  - Start to develop local e-commerce site	Community Kitchen developed  (funding for 3 year programme inc event marketing obtained to enable Regular market established  e-commerce site established	<b>AMP</b> MoodyBaker Enterprising C Rural Wms Nwk Rural futures  AMBA AM Craftwks MIC NPP  <b>Cybermoor</b> AMBA	Distinctly Cumbrian RAZ NPAP  ERDF Obj2 Pr2 CCC(Regen)  NP Leader+	£15,000 (£5K x3)   £30,000	2003ongoing  H 2003	Obj2 Pr2 Action Plan RAZ SO6 NP AONB Management Plan NP Sustainable Tourism Strategy

## ECONOMY - BROADENING THE ECONOMIC BASE

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>3.8 Develop proposals to help to adjust to change in agriculture by working with Cumbria Farm Link &amp; Rural Futures</p> <p><i>Links with 1.2 &amp; 2.3 (farm interpretation /community arts project)</i></p>	<p><b>Adjusting to Change in Agriculture</b> Explore options and work up proposals with groups or individuals for the following:</p> <ul style="list-style-type: none"> <li>- Farm diversification initiatives (<i>link with 3.2 Community renewables/ 2.4 recycling &amp; 3.5 tele-working</i>)</li> <li>- Promotion of local "moor-bred" Alston lamb (<i>links with 3.7</i>)</li> <li>- developing horse-friendly accommodation (<i>links with 3.10 &amp; 3.11</i>)</li> <li>- Identifying potential to capitalise on Right to Roam by complementing access with farm tourism projects eg guided tours, student accommodation for fieldwork (<i>links with 3.10 – marketing the educational resource</i>)</li> </ul>	<p>Networks developed and options explored Plans developed and funding sought for implementation to commence in 2004</p>	<p><b>Cumbria Farm Link Rural Futures</b> MIC NPAP North West Farm Tourism Initiative</p>	<p>ERDP Distinctly Cumbrian RAZ CA</p>	<p>£2,000</p>	<p>2003 (for 2004–06 implementation)</p>	<p>ERDP (DEFRA) RAZ SO1 SO2,SO3,SO4</p> <p>NP Leader+ (Rural entrepreneurs Living &amp; working Landscape) NPP (Sust.Tourism &amp; Marketing Strategy)</p>
<p>3.9 Encourage community enterprise as a means to achieve community needs &amp; aspirations</p>	<p><b>Encourage development of community enterprise, eg:</b></p> <ul style="list-style-type: none"> <li>- Community Gym* (<i>see 1.5 Action for Sport</i>)</li> <li>- Child-care facilities* (<i>see 3.3</i>)</li> </ul> <p>Cyber Mobile Cinema* (<i>see 1.5 Action for Arts – Leisure</i>)</p> <ul style="list-style-type: none"> <li>- Provide advice &amp; training for business start-ups <i>see 3.5</i></li> </ul>	<p>Community gym development commenced</p> <p>Funding obtained / enterprise created to enable provision of childcare facilities</p>	<p><b>AMP</b> Enterprising C AFC</p> <p>CCC(N'hood Services)</p> <p>Cyber Mobile Cinema</p>	<p>ERDF Obj2 Pr2 RAZ (<i>see also individual projects 1.5,3.3 &amp; 3.5</i>)</p>		<p>2003 *ongoing</p> <p>2003-04</p> <p>2003-04</p> <p>2003</p>	<p>Obj2 Pr2 Action Plan RAZ SO1</p>

**ECONOMY - TOURISM**

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>3.10 Develop a marketing strategy to strengthen and promote Alston as a focal point within the North Pennines AONB by developing and marketing “eco-friendly” themes and products in ways which will extend the visitor season and help strengthen existing tourism related businesses. <i>Links with 2.1 &amp; 2.3</i></p>	<p><b>Promote Alston as a focal point to stay within the North Pennines AONB</b> <u>A686Marketing Plan:</u></p> <ul style="list-style-type: none"> <li>- Phase 1- promotional pack being produced featuring the town’s heritage, cultural provision, local wild-life and flora, accommodation &amp; suggested itineraries from Alston to encourage longer stay visitors.</li> <li>- Phase 2- year 1 to include:                             <ul style="list-style-type: none"> <li>- New promotional leaflet to link with promotional pack , translation to link with:</li> <li>- marketing into Northern Europe(<i>also link with cycling &amp; walking</i>)</li> <li>- promotional products(eg T-shirts, carrier-bags)</li> <li>- special events (<i>see 3.7 market proposals</i>)</li> <li>- ceramic mural on A686 junction to encourage visitors to stop in Alston(<i>see 2.3</i>)</li> <li>- programme of press/media promotion</li> <li>- white on brown signs on the A 686 entries into Alston(fixed to existing signs if possible) to alert visitors to the facilities available in the town</li> </ul> </li> </ul> <p><u>Marketing the educational resource:</u></p> <ul style="list-style-type: none"> <li>- Heritage attractions (The Hub and Nenthead Mines–history,science etc)</li> <li>- Outdoor activity centres – promote to schools &amp; colleges</li> </ul> <p><u>Marketing as a film location</u></p> <ul style="list-style-type: none"> <li>- promoting A.M as location to film companies</li> <li>- promoting A.M as location used by film companies to visitors- innovative interpretation of Oliver Twist trail using hand-held PCs.</li> </ul>	<p>Marketing Officer appointed</p> <p>Phase 1: - Poster/Flyer produced to promote pack - packs produced - packs distributed to local hotels</p> <p>Phase 2: Leaflets produced(50K) Marketing programme for N. Europe developed inc. DFDS &amp; P&amp;O Ferries/ Newcastle Airport &amp; relevant Travel trade fairs</p> <p>-promotional products designed &amp; produced</p> <p>community workshops taken place/ mural developed targeted press mailing of promotional pack</p> <p>New signs produced More visitors Increased visitor spend</p> <p>Promotional material sent to NW Vision</p> <p>Project proposal developed for 2004 implementation</p>	<p><b>AMBA</b> with support from AMP for Phase 2</p> <p><b>AMBA</b></p> <p><b>Goods Shed Trust, NPHT Local outdoor Activity Centres</b></p> <p><b>AMP</b></p> <p><b>Cybermoor AMBA</b></p>	<p>Cumbria Community Recovery Fund</p> <p>EDC RAZ ERDF Obj2 Pr2 Hidden Britain Centres</p> <p>CA</p> <p>RAZ CA ERDF Obj2 Pr2</p> <p>ERDF Obj2 Pr2 RAZ</p> <p>ERDF Obj2 Pr2</p> <p>EDC ERDF Obj2 Pr2</p> <p>Hidden Britain Centres</p>	<p></p> <p>£70,000 over 3 yrs for phase 2</p> <p>£3,000</p> <p>£5,000</p> <p>£500</p> <p>£10,000</p>	<p>Ongoing - packs produced 2003</p> <p>H 2003</p> <p>2003-04</p> <p>2004</p> <p>2003-04</p> <p>2003+</p> <p>2004</p> <p>2003+</p> <p>2003</p> <p>2003 -04</p>	<p>Obj2 Pr2 Action Plan RAZ SO2 Hidden Britain Centres NPLeader+ NP Sust. Tourism Marketing Strategy Obj 6,10,11,12,13</p> <p>ERDF Obj2 Pr2 Action Plan RAZ SO2</p> <p>ERDF Obj2 Pr2 Action Plan RAZ SO2 NP Sust. Tourism Marketing/ Interpretation Strategies NPLeader+</p> <p>RAZ SO1,SO2 CCC Cultural Strategy Obj3.7 Hidden Britain Centres</p>

## ECONOMY - TOURISM

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
3.11 Support & improve the existing tourism product	<p><b>Developing Existing Visitor Attractions:</b></p> <p><u>South Tynedale Railway</u></p> <ul style="list-style-type: none"> <li>- Restoration of historic locomotives. (<i>Links with 2.5</i>)</li> <li>- Production of interpretative leaflets for visitors (<i>Links with 2.3</i>)</li> </ul> <p><u>The Hub</u></p> <ul style="list-style-type: none"> <li>- Community Transport Museum run by the Goods Shed Trust ( local volunteers) started on a part-time basis – now an established attraction – needs to be developed as a permanent feature with scope for developing interpretation of archive material in association with AM Historical Soc. (<i>See proposals for Alston Goods Shed Trust under Heritage –links to 2.3 &amp; 2.5</i>)</li> </ul> <p><u>Nenthead Mines</u></p> <ul style="list-style-type: none"> <li>- Major education marketing to schools initiative commencing 2003.</li> <li>- NPHT are now looking to the future, exploring the possibility of developing a Centre for Alternative Technology (<i>Links with 3.5</i>)</li> </ul> <p>Carrying out pilot micro hydro-electricity project early in 2003</p>	<p>1st of locomotives restored</p> <p>No. of leaflets produced Visitors better informed</p> <p>Visitor Nos. increased</p> <p>Visitor Nos. increased</p> <p>New attractions to further increase visitor nos.</p> <p>Reduced overheads using own electricity</p>	<p><b>STR</b></p> <p><b>Goods Shed Trust</b></p> <p><b>NPHT</b></p>	<p>HLF</p> <p>NPAP</p> <p>ERDF Ob2 Pr2 &amp; 3 RAZ</p> <p>Funding in place</p> <p>ERDF NWDA</p>	<p>£40,000</p> <p>£2,000</p> <p>£40,000 (phase 1)</p>	<p>M Ongoing + 2004-07</p> <p>2003-04</p> <p>2003-04</p> <p>On- going</p>	<p>One North East Single Programme Res Obj6</p> <p>NPP Sust. Tourism Marketing Strategy RAZ SO2</p> <p>RAZ SO2, SO8</p> <p>NPP Sust. Tourism Marketing Strategy Obj6, 9, 12</p> <p>CCC Cultural Strategy Obj1, 7, 8 &amp; 12</p> <p>RAZ SO2, SO8</p> <p>NPP Sust. Tourism Marketing Strategy Obj9, 10, 12</p>

ECONOMY - TOURISM

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
3.11 Support & improve the existing tourism product	<p><b>Developing &amp; improving the Tourism Product</b></p> <ul style="list-style-type: none"> <li>- Develop on-line booking service for a consortium of local hotels (<i>link with EDC on-line booking service</i>)</li> <li>- Encourage development of cycle friendly infra-structure (<i>links with 5.6</i>)</li> <li>- Encourage provision of cycle hire, spares &amp; repairs</li> <li>- Encourage development of horse friendly accommodation (<i>links with 3.8 &amp; 3.10</i>)</li> </ul>	<p>Identify accommodation cluster, develop proposal and obtain funding</p> <p>Cyclist Welcome workshops established</p> <p>Establish which farms / landowners might be interested in pursuing further</p>	<p><b>Cybermoor</b> AMBA Accommodation providers</p> <p><b>NPAP</b> CTB/NTB</p> <p><b>Rural Futures</b> <b>AMP</b> N.W. Farm Tourism Init. NPAP <i>See 3.8</i></p>	<p>ERDF Obj 2 EDC</p> <p>NPAP</p> <p>NPAP</p>	<p>£30,000</p> <p>£100</p> <p>£100</p>	<p>2003+</p> <p>2003+</p> <p>2003+ (Implementation-long-term- needs to link with trail development and marketing)</p>	<p>ERDF Obj2 Pr2 EDC Econ. Development Tourism &amp; Town Centres Service Plan</p> <p>NP Sust. Tourism Marketing Strategy CTB/NTB Cycle Tourism Strategy</p> <p>NPP Sust. Tourism Marketing Strategy</p>

ECONOMY - AFFORDABLE HOUSING

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
3.13 Encourage development of affordable housing	<p><b>Affordable Housing</b></p> <p>Encourage local housing association to develop affordable housing on Alston Moor</p>	<p><i>Housing needs survey commenced - to include ratio of house price to average wages</i></p>	<p><b>AMP/AMPC</b></p>			<p>H survey2003</p>	<p>EDC Local Plan</p>

**YOUNG PEOPLE**

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>4.1 Enrich the quality of life for young people</p> <p>4.2 raise the aspirations of young people</p> <p>4.3 enable young people to develop life skills</p> <p>4.4 improve leisure facilities for young people</p> <p>4.5 provide leisure learning activities which will introduce young people to new skills and new opportunities</p> <p>( all above link with 1.2 &amp; 1.3)</p>	<p><b>Widening Horizons Youth Development project</b></p> <p>develop a programme of activities which young people choose and help to develop which will equip them with additional skills and knowledge. Activities could include:</p> <ul style="list-style-type: none"> <li>- Developing a programme of community arts projects (<i>links with 1.2 &amp; 2.3</i>)</li> <li>- Assisting a youth group to develop their own web-site</li> <li>- City trips / exchanges with urban youth groups</li> <li>- Developing travel opportunities- exchange visits to other communities (<i>investigate trans-national Leader+ opportunities</i>)</li> <li>- In conjunction with Alston Moor Sports Club develop opportunities for further sports development eg: coaching (<i>links with 1.3</i>)</li> <li>- Outdoor activities (eg abseiling &amp; canoeing)</li> <li>- Environmental activities (eg creating wildlife habitat, helping to improve areas they often use)</li> </ul>	<p>Detailed proposals and funding package developed</p> <p>Funding applications made and approved</p> <p>Separate funding should be sought for a selection of small scale projects to be developed and piloted in year one by the existing youth project (to avoid raising expectations while applications for the long-term project are being made)</p>	<p><b>AMP</b></p> <p><b>Alston Youth &amp; Sports Project</b></p> <p>Alston Voices</p> <p>NP Leader+</p> <p>Alston Moor Sports Club</p> <p>Local activity centres</p> <p>Cumbria Wildlife Trust</p>	<p>Community Fund</p> <p>Local Network Fund</p> <p>Hadfield Trust</p> <p>NP Leader+ EDC</p> <p>Northern Rock</p>	<p>Application should be made for a 5 yr programme @</p> <p>£250,000</p> <p>£10,000</p>	<p>H</p> <p>2003-08+</p>	<p>ERDF Obj2Pr2</p> <p>Action Plan</p> <p>NP Leader+ empowering people skills, art&amp; culture, healthy lives</p> <p>CCC Cultural Policy</p> <p>Obj 9&amp;10</p> <p>RAZ SO8</p>
<p>4.6 provide access to work experience, job opportunities and training</p>	<ul style="list-style-type: none"> <li>- Engage with business community, Samuel Kings School ,ECCP and Moody Baker to investigate potential for training-related work experience (<i>see 3.3 Access to Jobs &amp; Training</i>)</li> <li>- In conjunction with Penrith Job Centre &amp; Connexions explore opportunities for transport to jobs and training (<i>see 3.3</i>)</li> <li>- Provide training opportunities to equip young people with knowledge &amp; skills to become self-employed (<i>see 3.5</i>)</li> </ul>	<p><i>See 3.3</i></p> <p><i>See 3.3</i></p> <p><i>See 3.5</i></p>	<p><i>See 3.3</i></p> <p><i>See 3.3</i></p> <p><i>See 3.5</i></p>	<p><i>See 3.3</i></p> <p><i>See 3.3</i></p> <p><i>See 3.5</i></p>		<p>H</p> <p>2003-07</p>	<p>ERDF Obj2Pr2</p> <p>Action Plan</p> <p>NP Leader+ empowering people skills</p> <p>RAZ SO5,SO8</p>

## YOUNG PEOPLE

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
4.8 Investigate ways to sustain a youth project on a long term basis	<p><b>Youth Venues</b></p> <ul style="list-style-type: none"> <li>- Explore development of venue which is accessible from the end of school into the evening to provide an indoor place to “hang out”.</li> <li>- The nature of venue dependent on what young people want (explore via the Youth Worker and Voices group), but the possibility should be explored of setting up a company run <u>by</u> young people (led by young adults) <u>for</u> young people as a way of providing such a facility. The venue could be the pavilion or an additional venue so that different activities could be happening simultaneously. (If the pavilion can fully satisfy longer term youth needs then the large capital costs allocated in the full plan would not be necessary)</li> </ul>	<p>Explore venue possibilities and likely costs</p> <p>Define wish-list of what young people would like to see in a venue</p> <p>Explore options for running establishment inc. a company as described</p>	<p><b>AMP</b> + Youth Sports Project Alston Voices</p> <p>+Enterprising Communities</p>	<p>Lottery Community fund</p> <p>ERDF obj 2 Pr2</p>	<p>£30,000 over 3 yrs start-up costs</p>	<p>H 2003-04 prelim. work leading to business plan &amp; funding package</p>	<p>ERDF Obj2Pr2 Action Plan NP Leader+ empowering people, skills, CCC Cultural Policy Obj 11&amp;12 RAZ SO8</p>

**TRANSPORT, COMMUNICATIONS & ACCESS**

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
5.1 Use Cybermoor to improve local communications and services and reduce isolation	<b>Cybermoor</b> - Explore new ways of providing information through the Cybermoor website  - Provide local transport information	-Improved local information & communications  - more sustainable use of transport	<b>Cybermoor</b> AMBA  Voluntary Car scheme Community M/bus group	ERDF Obj2 Pr2 Awards for All CCC(Regen fund)		M Ongoing	NWDA Broadband Init ERDF Obj2 Pr2 Action Plan RAZ SO8
5.2 Develop long-term proposals for improved car-parking	<b>Car-parking</b> Short-term: - <i>26 car-parking spaces to be provided by Eden District Council at Fairhill Recreation Ground.</i> - <i>explore Henderson's car-park for additional parking (also being looked at for re-location of bottle-bank)</i>	a limited no. of new car-parking spaces provided at top of town  further parking provision proposed?	<b>EDC</b> Alston Recreation Grnd(Fairhill)  <b>AMP</b> AMBA	EDC  EDC/ ERDF Obj2 Pr2	£30,000  £30,000	H 2003  M 2004	EDC Econ, Tourism & Town Centres plan
5.4 Improve public transport provision within Alston Moor	<b>Improving transport provision around Alston Moor</b> - Explore providing regular transport for journeys in and out of Alston from outlying areas(initially for elderly & young people using Community Minibus booked via Age Concern & Youth Project) - <i>better timing of services from Nenthead</i> - <i>Explore possibility of putting on an evening bus from these areas into Alston on Saturdays with a late night return bus</i>	Reduced isolation for elderly residents & young people living outside Alston  Reduced isolation for all residents living outside Alston	<b>AMP</b> Age Concern Youth & Sports Project Cybermoor  CCC (RTO) Local bus companies	CCF CA(RTP) CCC (Regen fund)	£5,000 + £5,000	H 2003  Explore 2003 for implementation 2003-04	RAZ SO8 N.Cumbria RTP NP Leader+ (Services in rural areas)
5.5 Improve public transport provision out of Alston Moor	<b>Improving Transport out of Alston Moor</b> - Address lack of journey to work service to Penrith ( <i>see also 3.3 Access to Jobs &amp; training</i> )  - <i>Explore provision of regular (eg once a week/month) late night services for leisure activities to Newcastle and Carlisle(or taxi-bus/dial-a-ride service or taxi vouchers?).</i>	Reduced isolation & increased job opportunities  Reduced isolation providing access to leisure entertainment facilities	<b>AMP</b> Job Centre  CCC (RTO) Local bus companies & taxis	CCF CA(RTP) CCC (Regen fund)	£23,000 over 3 yrs	H 2003  Explore 2003 for implementation 2003-04	ERDF Obj2 Pr2 Action Plan RAZ SO8 N.Cumbria RTP NP Leader+ (Services in rural areas)

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
<p>5.7 Address road safety issues and problems of speeding motor-bikes. <i>Links with 6.2 &amp; 6.3 Community Safety</i></p>	<p><b>Road Safety</b></p> <ul style="list-style-type: none"> <li>- <i>Improve road markings &amp; signs at Nenthead to slow traffic down in 30mph zone esp. on downhill approach from Killhope.</i></li> <li>- <i>Provide pedestrian crossings at centre of Nenthead</i></li> <li>- <i>Address opportunities to incorporate road safety improvements during future road re-surfacing schemes eg</i></li> <li>- <i>Ask County Council to introduce illuminated cats eyes on high roads where they are missing eg parts of Hartside Pass &amp; Killhope where fog can be a hazard</i></li> <li>- <i>Install traffic cameras</i></li> <li>- <i>Work with police and County Highway Authority to seek ways of addressing safety issues relating to speeding motorbikes.</i></li> </ul>	<p>Safer road network for both residents &amp; visitors</p> <p>Reduced no. of accidents</p>	<p><b>CCC</b> AMP AMPC CumbriaConst</p> <p><b>Cybermoor</b>  <b>Cumbria Const</b> <b>CCC</b></p>	<p>CCC</p> <p>Cumbria Const</p>	<p>£5,000</p>	<p>H 2003</p> <p>H 2003-04</p> <p>M 2003-ongoing</p> <p>2003-04</p> <p>H 2003-ongoing</p>	<p>CCC Local Transport Plan</p>
<p>5.8 Encourage car-sharing and other measures to reduce un-necessary car journeys <i>Links to 5.1 Cybermoor</i></p>	<ul style="list-style-type: none"> <li>- Use Cybermoor to advertise lift-sharing opportunities</li> </ul>	<p><i>See 5.1</i></p>	<p><i>See 5.1</i></p>	<p><i>See 5.1</i></p>		<p>M 2003 +ongoing</p>	<p>Sustainable transport policies</p>

## COMMUNITY SAFETY

Strategic Objectives	Action	Outcomes/ Outputs	Lead Body & Partners	Potential Funding	Indicative costs	Priority & Timescale	Links to other strategies
6.1 Security - A safe environment for all ages at all times of day & night	<p>Explore with police measures to improve police cover – eg:</p> <ul style="list-style-type: none"> <li>- <i>Police station manned full-time by civilian clerk</i></li> <li>- <i>Regular police presence on the streets late on Friday and Saturday nights</i></li> </ul> <p>Develop an Alston Moor Community Safety Group* to identify problems and implement proposals. Priorities:</p> <ul style="list-style-type: none"> <li>- reducing fear of crime</li> <li>- improving drugs &amp; alcohol awareness</li> <li>- improving security</li> <li>- young people (activities, counselling)</li> <li>- old people (security, fear reduction)</li> </ul> <p>Use Cybermoor as an additional tool for communication between police &amp; community</p>	<p>Reduction in vandalism &amp; anti-social behaviour</p> <p>improved confidence in police</p> <p>reduced fear of crime</p> <p>More local awareness of Police initiatives</p>	<p><b>AMPC</b> until C/Safety Grp fully established Then <b>CSG</b> *</p> <p>Local residents with support where appropriate from: Police Education Health &amp; Social Services CADAS Age Concern</p>	<p>Cumbria Const</p> <p>Cumbria Const CCC CADAS Lloyds TSB Foundation</p>	<p>£37,500</p> <p>£2,000</p> <p>£12,000</p>	<p>H 2003 ongoing</p> <p>H 2003 ongoing</p> <p>M 2003 ongoing</p>	<p>Eden Crime &amp; Disorder Partnership Policing Strategy Cumbria</p>
6.2 Safety on the streets - <i>traffic safety measures</i>	See 5.8 Road safety <i>under Transport</i>	<i>See 5.8</i>	<i>See 5.8</i>	<i>See 5.8</i>		H 2003 ongoing	
6.3 <i>Measures to reduce speeding vehicles / Speed traps etc</i>	See 5.8 Road safety <i>under Transport</i>	<i>See 5.8</i>	<i>See 5.8</i>	<i>See 5.8</i>		H 2003 ongoing	
6.4 Safety at night – <i>Improve poor areas of street lighting</i>	See 2.2(2) <i>proposals for improved street-lighting</i>	Reduced fear of crime	<i>See 2.2</i>	<i>See 2.2</i>		H 2003-04	

## 7. POTENTIAL SOURCES OF FUNDING

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Funding nowadays is very complex but the following is a summary of most of the main sources available which might fund the Action Plan proposals. Most of these, unless otherwise stated, are for organised groups rather than businesses or individuals.

### 7.1 EUROPEAN FUNDING

These grant programmes run until 2006 in terms of receipt of applications with spend until 2008:

#### **NORTH WEST OBJECTIVE 2 - EUROPEAN REGIONAL DEVELOPMENT FUND**

##### **Priority 1 – Business & Ideas**

###### **Types of project supported:**

- Business support:  
Projects which stimulate creation of new business start-ups and expansion of existing companies.
- Rural Work-space:  
New-build and conversions for rural work-space projects.

##### **Priority 2 – People & Communities**

###### **Types of project supported:**

Projects which build the capacity of local communities to address issues of economic and social exclusion.

###### **Funding:**

A total of £198,819 has been allocated to Alston Moor

##### **Priority 3 Rural Economic Development Zone (REDZ)**

###### **Types of project supported:**

Capital projects which will help create new jobs in Rural Cumbria

###### **Funding:**

A total of £6.2million for the whole of Rural Cumbria Economic Development Zone

#### **NORTH WEST OBJECTIVE 3 EUROPEAN SOCIAL FUND (ESF)**

###### **Types of project supported:**

Training and improving access to work opportunities to help create and protect jobs in deprived areas. (Most ESF funding is likely to be delivered via local organisations which provide funding for training activities such as Cumbria Learning and Skills Council or Activ 8 Solutions).

#### **NORTH PENNINES LEADER+**

###### **Types of project supported:**

Small scale, locally based sustainable economic, social and cultural projects with a particular emphasis on confronting social exclusion in the North Pennines.

###### **Funding:**

Leader+ can fund up to 50% of the project costs up to a nominal maximum of £25,000.

Projects over £5,000 would have to contribute to at least 3 development strands – (*see Policy Context 4.2.5*) Grants under £5,000 only need to meet one development strand.

## **7.2 CUMBRIA RURAL ACTION ZONE (RAZ)**

### **Types of project supported:**

The RAZ provides support for a wide range of rural regeneration projects including those which broaden the economic base of rural areas, recreation and tourism, assistance in restructuring and in enhancing competitiveness of agriculture, rural skills development and promotion of countryside products, environmental projects and social & community regeneration.

### **Funding:**

This is a major source of funding providing a once in a life-time opportunity to effect significant change in the rural economy of Cumbria. The Rural Regeneration Company which has been set up to implement the programme will have £56million to spend in rural Cumbria over the next five years. This includes the largest contribution ever made by any Regional Development Agency towards rural regeneration.

## **7.3 OTHER NORTH-WEST DEVELOPMENT AGENCY FUNDING**

### **DISTINCTLY CUMBRIAN**

#### **Types of project supported:**

Those which help to develop local supply chains, promote brands and develop direct sales opportunities (eg local produce markets and farm shops).

### **RURAL WORKSPACE STRATEGY**

#### **Types of project supported:**

Rural workspace & redundant building grants.

## **7.4 LOTTERY FUNDING**

### **ACTIVE COMMUNITIES DEVELOPMENT FUND**

#### **Types of project supported:**

Funds for tackling rural and urban deprivation for projects which support sports participation in disadvantaged groups.

#### **Funding:**

Minimum £5,000, Maximum £30,000 per year for three years

### **AWARDS FOR ALL**

#### **Types of project supported:**

Projects which extend access to and participation in local groups and projects, to improve skills and creativity and improve quality of life.

#### **Funding:**

Grants between £500 and £5,000

### **COMMUNITY CAPITAL PROGRAMME**

#### **Types of project supported:**

Community capital facilities such as sports halls and football pitches to increase sports participation.

#### **Funding:**

Minimum £5000, no maximum, funded by Sport England.

### **COMMUNITY FUND**

#### **Types of project supported:**

Grants are provided to support groups helping disadvantaged communities.

#### **Funding:**

Minimum grant £500, maximum £250,000

## **GREEN SPACES & SUSTAINABLE COMMUNITIES**

### **Types of project supported:**

Projects designed to help communities understand, improve or care for their natural environment, focussing on disadvantage. Includes the Playing Fields and Community Green Spaces Programme.

### **Funding:**

There are various schemes under this programme with different grants and criteria, mostly funded by the New Opportunities Fund. The Playing Fields and Community Green Spaces programme is run by Sport England.

## **MILLENIUM AWARDS SCHEME (until 2005)**

### **Types of project supported:**

Grants awarded to support individuals or informal groups to carry out projects which will benefit their communities.

### **Funding:**

£1,000 - £10,000 ( average amount allocated: £2,000)

## **HERITAGE LOTTERY FUND (HLF)**

### **Types of project supported:**

Repair and regeneration of the historic environment.

### **Funding:**

Main programme :£50,000 upwards, no maximum. "Your Heritage" – simpler application system for grants from £5,000 to £50,000.

## **TRANSFORMING COMMUNITIES**

### **Types of project supported:**

Environmental projects incorporating local schemes to improve quality of life, recycling and composting schemes, and funding for renewable energy projects.

### **Funding:**

Funded by the New Opportunities Fund (NOF) - includes a variety of programmes each with different criteria.

## **7.5 COUNTRYSIDE AGENCY**

### **COMMUNITY SERVICE GRANT**

#### **Types of project supported:**

Those which improve or introduce new services such as setting up a new mobile service, establishing a childcare scheme, providing help for a village shop.

### **PARISH TRANSPORT GRANT**

#### **Types of project supported:**

Small scale transport projects like taxi-buses, car-share schemes and moped pools for community use.

### **RURAL TRANSPORT PARTNERSHIPS**

#### **Types of project supported:**

Larger transport projects such as minibus brokerage schemes, and can join up public, private and community transport services to benefit local people.

### **LOCAL HERITAGE INITIATIVE**

#### **Types of project supported:**

Projects must reflect what local people value most about their heritage and be initiatives for public benefit now and in the future. They must increase people's awareness, understanding and enjoyment of heritage through information gathering and making it accessible to the public. There are five categories of heritage within the scheme : archaeological, natural, built and industrial heritage and customs & traditions.

**Funding:** Up to 95% of project's cash costs provided you can put in volunteer time, with grants from £3,000 up to £25,000.

## **7.6 ENGLAND RURAL DEVELOPMENT PROGRAMME**

### **AGRI-ENVIRONMENT SCHEMES**

Targeted assistance through ESA's, Countryside Stewardship and Hill Farming Allowance Scheme to conserve and improve environment

### **RURAL ENTERPRISE SCHEME**

Targeted assistance to projects which support the diversification of the rural economy

### **VOCATIONAL TRAINING SCHEME**

Assistance for improving vocational skills and competence of farmers

## **7.7 ARTS COUNCIL ENGLAND NORTH WEST**

### **PROJECT FUNDING FOR ARTS ORGANISATIONS**

#### **Types of project supported:**

Applications from organisations working in or across any discipline or practice within the performing arts, visual and media arts, literature, participatory and combined arts, covering one or more of the following:

- Projects and events
- Activities for people to take part in
- Educational activities
- Research & development
- Commissions and productions
- Marketing activities
- Audience development
- Capital items
- Professional development and training
- Organisational development to improve the long term stability of arts

organisations

- touring

#### **Funding:**

Awards range from £200 - £100,000 and can cover activities lasting up to three years. (most grants under £30,000)

### **PROJECT FUNDING FOR INDIVIDUALS**

#### **Types of project supported:**

Projects involving individual artists, groups or partnerships which do not have a written constitution, eg artist-led collaborations or community-led initiatives across the same disciplines as above, covering:

- Projects and events
- Commissions and productions
- Research and development
- Capital items
- Professional development and training
- Bursaries
- Fellowships
- Residencies
- Touring

#### **Funding:**

Grants normally range from £200 - £30,000 and can cover a period of up to 3 years. (most grants less than £30,000)

## **REGIONAL ARTS LOTTERY FUNDING**

### **Types of project supported:**

Arts activity, capital projects and organisational development.

Funds for arts activity are used to support projects in the areas of access, education, production and distribution, and investment in artists.

### **Funding:**

Capital projects from £2,000 to £30,000, other projects up to £30,000

## **7.8 CUMBRIA COUNTY COUNCIL**

### **COMMUNITY REGENERATION FUND**

#### **Types of project supported:**

- Increasing entrepreneurial activity (eg: new enterprise, business plan, increased turnover/visitor numbers).
- Employment (Jobs created/ sustained, assisting unemployed into employment)
- Training
- Environment (recycling/waste management)
- Transport
- Services / facilities

#### **Funding:**

Up to 50% total project costs up to a maximum grant of £25,000.

Applications can be for capital and revenue funding.

**EDEN AREA LOCAL COMMITTEE** is another source of County Council funding for local projects.

## **7.9 CUMBRIA COMMUNITY FOUNDATION**

### **COUNTY GRANTS PROGRAMME**

#### **Types of project supported:**

Cumbria Community Foundation is an independent charitable trust established in 1999 to support the work of voluntary and community organisations in Cumbria. The Foundation's general priority is to support projects and organisations which address disadvantage.

Applications are expected to meet one or more of the following priority areas:

- People with disabilities, particularly those relating to mental health or special needs
- Children
- Young People
- Elderly people
- Homelessness
- Community action(aimed at volunteer based community self-help groups)

#### **Funding:**

Grants of up to £1,000 available to charitable organisations although they need not be registered charities.

Cumbria Community Foundation also administers the following programmes:

### **COMMUNITY CHAMPIONS**

#### **Types of project supported:**

Projects which promote community involvement in regeneration – activities can include:

- Training
- Information gathering & distribution (eg surveys, setting up web-sites, newsletters, exchanges, networking and study visits)
- Direct advice & confidence building
- Making a difference and getting things done

**Funding:** Dfes funded scheme which supports individuals and key volunteers within groups who want to make a difference to their local community.

## **CUMBRIA KEY FUND**

### **Types of project supported:**

All activities should have progression towards the labour market as a key theme, but they can go further than training schemes, and should promote social inclusion. They may include activities which increase motivation, confidence or improved interpersonal skills.

### **Funding:**

Financed by the European Union's European Social Fund matched by funding from the Local Authorities in Cumbria and other funds managed by the Cumbria Community Foundation. Provides small grants that are accessible, fast-tracked and matched at source - 100% grants of £500 - £6,000 supported by hands-on advice and developmental assistance.

## **CUMBRIA LOCAL NETWORK FUND**

### **Types of project supported:**

Projects for children and young people (0 -19 years) facing disadvantage or poverty, including children isolated or having a specific disadvantage. Activities must fit one of the following themes:

- Aspiration and experience
- Economic disadvantage
- Isolation and access
- Children's voices

**Funding:** Available to locally managed voluntary, community or self-help groups, grants of between £250 and £7,000.

## **7.10 LANDFILL TAX GRANT SCHEME**

Cumbria Waste Management Environment Trust acts as an environmental grant distribution body enabling access to landfill tax funding. The two main aims of the project which are supported are to reduce the amount of waste going to landfill sites and to offset some of the environmental dis-benefits to those communities next to landfill sites.

## **7.11 NORTH PENNINES AONB PARTNERSHIP**

### **SMALL GRANT SCHEME**

#### **Types of project supported:**

2 main strands:

- 1) Conservation & enhancement of natural beauty, built heritage and/or rural character
- 2) Promoting public awareness, understanding and enjoyment of the North Pennines, including projects relating to sustainable tourism

#### **Funding:**

Funded by Leader+ & Countryside Agency  
Grants up to 75%, minimum £500, maximum £2000

## **7.12 FOUNDATION FOR SPORT AND THE ARTS**

### **Types of project supported:**

Projects which help create or maintain facilities and opportunities for the general community, or which assist arts and sports provision that the community can enjoy.

### **Funding:**

The Foundation prefers schemes where it will be the lead funder. Maximum grant normally £75,000.

## 7.13 OTHER

### GOVERNMENT FUNDED

#### Department for Transport

Funding to address maintenance back-logs in street-lighting to create better and safer road networks and to reduce street crime. £300 million is being made available for local highway authorities in England who will need to bid for the funding.

#### Gap Funding

A variety of schemes most of which are still waiting for EC approval, to help support the additional cost involved in cleaning up contaminated brownfield sites so that they can be made suitable for new uses. These are national schemes details of which are still awaited.

### PRIVATE SECTOR

Shell Better Britain Campaign is probably one of the best known private sector funders, providing grants to enable effective action for community based sustainable development, eg community recycling and composting schemes, community fresh food delivery service, community conservation projects including "green gyms" which improve health by doing regular outdoor work.

Shell Livewire is another national Shell scheme which helps 16-30 year olds realise their ambitions by giving them free advice on setting up and expanding their businesses.

Many private sector companies have set up Foundations for administering grants to voluntary sector and community organisations. Two which give sizeable sums of money are:

#### The Northern Rock Foundation

##### **Types of project supported:**

Primary aim to help disadvantaged people, now with much more of a rural focus than in the past, delivered through six programmes:

- Prevention of local & regional social decline
- Local initiatives which improve the economic prospects of an area or community of interest
- Day to day services
- Exploration & experiment (finding new ways to address social problems)
- A better, stronger voluntary sector
- Aspiration (high quality enjoyable and stimulating activities eg arts projects, heritage, environmental amenities)

##### **Funding:**

44% of grants were under £10,000 in 2001. The average grant size was £27,000.

#### Lloyds TSB Foundations

##### **Types of project supported:**

- Social and community needs  
(advice services, community relations, community services, cultural enrichment, Disabled people, Promoting health)
- Education & training  
(lifelong learning, reading & writing skills, preschool education, training for disabled and disadvantaged people)

##### **Funding:**

Usually between £5,000 - £10,000

### CHARITABLE TRUSTS

There are many charitable trusts some of which like the Hadfield Trust and the JC Scott Trust are specifically dedicated to projects within Cumbria. Voluntary Action Cumbria based at Redhills, Penrith can assist in helping groups to find potential sources of funding for their project whether from Trusts or other sources of funding.

**There are many other sources of funding available and funders may change their criteria. Up to date information should therefore always be sought prior to putting in an application.**

## 8. IMPLEMENTATION

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### 8.1 PRIORITIES

The main priorities relate to improving the economy and to providing more opportunities for local youth although the environment is also a high priority.

Attention particularly needs to be focussed on the following priorities:

- **“GATEWAY” PROJECTS**  
These need considerable lead-in time to carry out necessary research and to develop business plans and funding packages. In view of the short timescale where there is a window of opportunity for funding it is essential that the groundwork for these projects progresses without delay.
- **COMMUNITY INCOME GENERATING PROJECTS**  
This is urgent because it holds the key to development of many of the proposals.
- **BROADENING THE ECONOMIC BASE**  
Whilst this will be easier to achieve in the longer term once business confidence is raised as a result of development of the “Gateway” projects, it is important in the immediate future to make a start to strengthen the developing Creative Industries sector and the proposed teleworking initiative.
- **TOURISM MARKETING**  
In view of the high dependency of the economy on tourism and the high priority set in the consultation process, a key part of the plan is to improve the marketing of the area and in particular to introduce initiatives to extend the season and market into Northern Europe.
- **YOUTH PROVISION**  
This has been identified in all the local consultations as a high priority.

### 8.2 REGENERATION TEAM

In view of the above priorities, in order to co-ordinate and progress implementation of the proposals it is recommended that three officer posts are created to achieve the economic development objectives.

Large-scale regeneration proposals need briefs for feasibility studies, business & development plans and funding packages to be developed.

There will be a co-ordination role for all proposals and many local groups will need assistance with fund-raising, funding applications & marketing.

Where no single organisation is clearly taking up a proposal someone will need to take the lead.

For these reasons it is absolutely essential that a full-time regeneration officer post is created. The person appointed will need to be very committed, conscientious and a person with the necessary vision to drive the proposals forward.

Broadening the economic base is also a high priority: a Creative Industries Officer could develop actions to strengthen this sector combining arts and interpretation opportunities, linking with the strong presence of IT skills and working closely with Cybermoor to assist in

activities to broaden the economic base and to be responsible for co-ordinating implementation of the arts strategy. Although the proposed Arts Strategy could be produced by a consultant, a project worker would be needed to co-ordinate implementation and develop the creative industries base in Alston as an economic driver. (The proposal for a multi-media farm interpretation project could act as a “flag-ship” project but would need a paid officer to bring this to a development stage).

Tourism and inward investment marketing will also require a large amount of a person’s time to achieve the programme identified in the action plan.

Therefore in view of the huge volume of work to be done, it is proposed that 3 posts will be needed:

- 1) Regeneration Officer responsible for overall co-ordination & implementation of proposals. This needs to be a full time post.
- 2) Marketing Officer to be responsible for inward investment & tourism promotion.
- 3) Creative Industries Officer to be responsible for developing and strengthening this sector, linking with the strong presence of IT skills, promoting arts businesses and implementing the proposed arts strategy.

These posts should initially be for a three-year period with a view to sourcing project funding to enable a continued presence in the longer term. The regeneration officer needs to be a full-time post, the other posts whist essential to implementation of the plan could be part-time.

A full time youth project (probably best implemented as two part-time posts working closely together) is also proposed. It would be advisable if the youth workers were co-opted as part of the regeneration team to ensure co-ordination as some projects could potentially involve young people (see strategic objectives 1.2, 2.3 & 3.3).

### **8.3 SECURING A SUSTAINABLE FUTURE**

A mechanism needs to be developed to ensure that projects can continue on a long-term basis. Alston Moor Partnership may be best placed to provide the necessary organisation. The Partnership is already working with Enterprising Communities to explore the most appropriate organisational structure. Many of the projects proposed will be far more valuable if they can continue to develop in the longer term rather than come to an end when the current funding runs out. It is therefore a very high priority to establish a body (or bodies) which will be able to employ someone to continue to co-ordinate proposals, seek funding and explore income generating projects for the future. Wherever appropriate, the potential to develop a project as a community enterprise should be investigated as this would provide long-term sustainability rather than developing a variety of good projects with no mechanism for them to continue once the funding runs out.

### **8.4 WORKING GROUPS**

It is proposed that the working groups should continue during the implementation stage (in a modified form) in order to help support the work of the regeneration officer in taking forward the recommendations for action.

During the healthcheck process, the working groups have been made up purely of local volunteers. In this way, proposals could develop which were wholly locally owned. However, in order to develop projects further the following arrangements for working groups is proposed:

- 1) Whilst retaining local volunteers to maintain local ownership and enable continuing community input, relevant officers with expertise and ability to influence action should be co-opted onto the groups to enable a practical approach to developing proposals, potential members being identified under the group descriptions which follow.
- 2) The Culture & Economy Groups should merge as many of the cultural elements also have an economic dimension ( eg. arts, environment and heritage projects.) Prospective officer members would come from CREA, Eden District Council Economic Development Unit, Eden Arts, Cumbria County Council's Regeneration unit, North Pennines Sustainable Tourism & Marketing Officer and Enterprising Communities (to help foster community enterprise for long term sustainability of projects).
- 3) The Transport & Communications working group should continue, as many of these proposals need working up in much more detail. Suggested co-opted members would include Cumbria County Council's Rural Transport Officer, representatives from the Community Minibus Group, Wright Bros(Coaches) Ltd, and Cumbria & Northumbria Cycling Strategy &/or Sustrans with continued representation from Cybermoor.
- 4) The idea of a Community Safety Group grew up simultaneously with the development of the working group for this appraisal project and in view of local concerns about crime and anti-social behaviour it is proposed that this group should continue under the guidance of the Community Police Officer with other input as appropriate, eg from CADAS ( Cumbria Alcohol & Drugs Advisory Service), youth worker, Age Concern etc. This group could develop independently from the Alston Moor Partnership but some form of link should be retained to enable co-ordination with other projects.
- 5) A Youth working group was not achieved for the healthcheck process, but it is recommended that an informal working group which might be more accessible to young people should be developed. This group might also look at childcare provision which is relevant to a significant proportion of young adults. The group should liaise with young people to provide an agreed structure for the proposed youth programme and help develop permanent venue(s). Key members of the group would be the appointed Youth Worker, representatives from the Alston Moor Sports and Youth Project, Alston Moor Sports Club, Cybermoor &/or Alston Digital Arts, Cumbria County Council's Neighbourhood Services and the proposed Creative Industries officer plus Alston Voices or other local young people.
- 6) An entirely new group is proposed for a potential recycling, renewables and waste-management enterprise. (Perhaps it could be called RENEW?). This group should try to objectively tackle the problem of the lack of a local Civic Amenity site or recycling facilities for businesses, investigate improvements to domestic recycling provision and most importantly as part of a wider Community Renewables Initiative, investigate the feasibility of community recycling to provide an income generating enterprise. The small population and limited local resource could be compensated for by Alston's central location within the wider North Pennines area. This group could potentially also take on wider Local Agenda 21 issues. Potential membership of the group would include representatives from Alston Moor Parish Council, the Alston Moor Partnership, Alston Moor Business Association and be open to interested local volunteers, together with relevant officers from Eden District Council, Cumbria County Council, Cumbria Waste Management Project, Local Agenda 21 and Cumbria & Lancashire Community Renewables (CLAREN).

- 7) These groups could meet quarterly or as the need arises. The lead organisation in most cases would be the Alston Moor Partnership or it could be a Partner member, eg in the case of the Community Safety Group it may be that the Parish Council would take the lead, the County Council's Neighbourhood Services may lead on Youth and Eden District Council's Economic Development Department might lead on the Culture & Economy group.

## **8.5 TIMESCALES**

As stated in the forward to the Action Plan, in terms of funding, the plan period is set as 2003 – 2008 as no funding predictions can be made beyond that date. However some larger projects will inevitably turn out to be much longer term than this.

One thing that needs to be recognised is that change in rural areas tends to take a long time.

A realistic view therefore needs to be taken of these recommendations. They put forward the aspirations of a community. Some have greater priority than others and some are much easier to achieve than others. Some will evolve and may change shape as they develop. Some will take great determination if they are to come to fruition and may take a very long time. Others will inevitably fall by the wayside if there is no organisation coming forward to implement them. However within a 20 year time frame it is the aim of this project that at least the most important recommendations for the ultimate successful future of the community will have succeeded.

In the short term, many of the proposals need to be developed in further detail before they can be implemented, and the first year programme therefore lays down the framework for much of the proposed action. By the time funding packages have been developed and applications made, implementation of projects not already in the "pipe-line" is unlikely to commence during the first year.

## **8.6 MONITORING & UPDATING**

It is recommended that an annual work programme is produced based on these recommendations. This will provide a set of targets for achievement for each year. Progress can then be measured against these targets.

Annual updating of the plan should be part of this process. Amendments and updates should be publicised and accessed via the Cybermoor website. The proposed Newsletter (see 7.6 below) should also include these changes for those who prefer to have a hard copy.

## **8.7 CONTINUING CONSULTATION**

In addition to the proposed continuation of the working groups, it is suggested that wider local consultation could take place by use of discussion groups on Cybermoor and a dedicated web-page either as part of Cybermoor or via a link to the Cybermoor website. There should also be a bi-annual newsletter as an alternative means of keeping people informed of progress and possibly an annual forum to assess achievement and ongoing or changing needs.

## 9. CONCLUSIONS

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Nationally manufacturing businesses are struggling, and growth industries are seen largely as being “knowledge based” (ie research, consultancy and innovation, relying to a large extent on ICT), so the likelihood of attracting traditional manufacturing businesses to Alston is becoming increasingly remote.

“Creative industries”, particularly those which are IT based, are also seen as a growth sector. Alston Moor is well placed to develop both “knowledge based” and “creative industry” sectors as Cybermoor has opened up the possibilities of attracting hi-tech micro businesses once broadband is operating successfully, and of developing multi-media, innovative use of IT in the creative industries sector. Cybermoor could also be the focus for a teleworking initiative which would enable local people to work flexible hours to suit their circumstances and to experience a variety of work with reasonable rates of pay. The small resident population and short tourist season which results in many businesses struggling to survive and offering low rates of pay would not affect these businesses as they are able to operate independently of their location, so people operating in these business areas could be attracted here by the high quality of life. The proposal to broaden the economic base envisages such a future for Alston Moor.

An inward investment programme would bring in new residents and a growing population would help to retain existing services, increase spending in local shops and increase the local customer base for other existing businesses. It is important therefore that when Eden District Council reviews its housing allocations for Alston Moor, the need to increase the population to maintain viability of local businesses and services is taken into account.

Many businesses are reliant on tourism but it is very seasonal and further measures to improve tourism marketing and increase visitor numbers are a high priority. A long term programme of targeted marketing is needed to promote Alston Moor as a year-round destination in addition to the District wide marketing of Eden and the forthcoming marketing initiatives of the North Pennines Partnership.

Inward investment and tourism marketing are two key initiatives which can help towards achieving the aims of reducing poverty and increasing job opportunities. Tourism marketing will assist in improving viability of tourism businesses whilst inward investment is the key to broadening the economic base. However in order for these to be successful, it will be essential to rid Alston of its “down at heel” image created by dereliction and scrap vehicles at the entries into Alston along the A686. This is particularly so of inward investment as this image does not give any degree of confidence to potential investors for whom in many cases it is likely to be a big decision to leave city life behind and set up in business in an isolated rural location. Everything possible will need to be done to encourage people to move here rather than to a less isolated alternative and although the presence of broadband will be a great asset until most other rural areas have it, investors will also need to feel confident that they are making the right decision.

Now is a time of great opportunity for Alston Moor, but it will need a driving force to co-ordinate and carry forward the proposals in this action plan if its primary objectives are to be achieved. It is therefore essential that an organisation such as the Alston Moor Partnership employs a regeneration team on a long term basis to achieve this.

All potential community projects which have long term objectives should be examined to see if there is scope to develop some form of community enterprise or trust to ensure their long term sustainability. The community will also need a lot of determination, staying power and patience as ambitious projects which could really help to bring about a change in fortunes locally will undoubtedly take time to materialise.