



ABOUT THIS PROSPECTUS...

This Economic Prospectus is part of our Economic Development Framework and provides an overarching summary of the Council's economic plans. It expands on the vision and priorities in the Council's Corporate Plan for Eden as a place where people act together to meet the needs of all and ensure the well-being of future generations. It reflects the changing local and strategic contexts, including the impact of the pandemic and Brexit and the opportunity to focus on greening the economy through the recovery process and unlocking the full potential of our towns and rural areas. This Framework also provides a local platform for delivering the vision and priorities of the Cumbria Local Enterprise Partnership and developing a collaborative approach to economic development as part of the local government review process. An annual economic report will be produced to review progress and inform delivery.

GREAT PLACE TO DO BUSINESS...

For business, Eden is located in one of the most accessible locations in the UK with excellent transport links to the whole of the country. It is situated on the north/south M6 corridor and West Coast mainline; this is intersected by the A66 which links east to west which will be the subject of further improvements. Eden is within easy reach of Newcastle-upon-Tyne, Manchester, Leeds, Glasgow, Edinburgh and a train journey of approx. 3 hours to London. With ambitious plans to unlock the full potential of our district Inspiring Eden will also play a key role in driving prosperity across Cumbria and the wider region and, as a result, contribute to the success of UK Plc on a global stage.

GREAT PLACE TO LIVE...

Eden enjoys a diverse housing stock that meets a range of housing needs and demands. It is the eighth largest District in England but has the lowest population density which, along with outstanding landscapes and historic places, high quality schools and low unemployment and crime levels, makes Eden a great place to live.

GREAT PLACE TO VISIT...

Eden offers an excellent quality of life as it spans across the Lake District National Park and into the North Pennines Area of Outstanding Natural Beauty and the Yorkshire Dales National Park all of which provide a range of sporting and leisure activities in a natural setting of international significance.

ECONOMIC PROSPECTUS Inspiring Eden

ACHIEVING RURAL EXCELLENCE



For more information about Inspiring Eden,
Email: econ.dev@eden.gov.uk
Telephone: 07912 501 836
Web: www.eden.gov.uk
Business focused advice: www.investineden.co.uk
Visitor destination site: www.visiteden.co.uk

Eden

District Council

OUR VISION...

To unlock the full potential of our communities, places and economy and ensure shared prosperity and inclusive growth, our overarching vision is:

To improve prosperity and the quality of life for residents whilst enhancing the area as an attractive place to live, work, visit and invest with a particular focus on:

Sustainable:

Unlocking, shaping & driving economic opportunities which will protect Eden's working cultural landscapes and biodiversity whilst reducing the district's carbon footprint through reducing carbon emissions and utilising innovations around carbon capture.

Healthy & Safe living:

Improving living conditions for all including affordable homes, higher wages and working towards self-sufficiency in energy to support healthy, connected and prosperous communities.

Connected:

Improving digital and physical connectivity to support connected communities with access to both key local services and global economies and associated knowledge networks. This will include making sure spatial policy embraces the emerging demands for commercial space with a particular focus on live work space as part of new developments.

Creative:

Supporting businesses to respond to national and global changes through nurturing diversification within farming and the wider land based sector, encouraging innovation in tourism, food and green industries and developing arts and cultural activities to enhance town centres and rural communities.



OPPORTUNITIES...

- Potential quality sites adjoining high quality transport and digital infrastructure
- National Parks, AONB, World Heritage site and higher profile due to staycationing



OUR PRIORITIES...

Securing Green Growth by ensuring that decarbonisation underpins all elements of the local economy including, in particular, energy provision.

Generating & Sustaining Quality Places across all our towns, rural communities and countryside.

Increasing Spend & Job Creation within the Visitor Economy with a focus on our fantastic world class landscapes.

Nurturing Business Recovery & Growth with focused business support, infrastructure investment and alignment of Council services behind the economy.

The vision will be shaped and driven forward by 6 priority themes:

Attracting Investment to secure and deliver strategic physical and digital infrastructure, sites and premises to improve connectivity and support sustainable economic growth.

Enhancing the Skill Base of residents and businesses to meet the needs of businesses and aspirations of local communities whilst addressing the current challenges within the labour market.

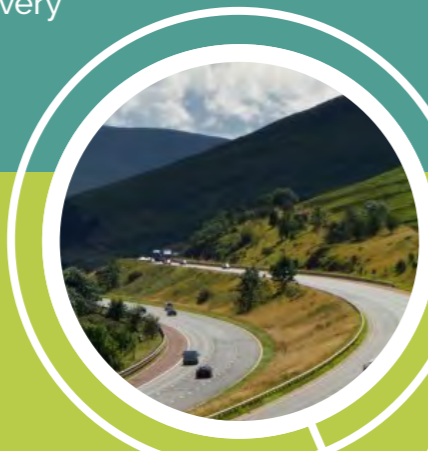


OUR ASSETS...

- Location and strategic connectivity including M6, A66 (including proposed improvements) West Coast Mainline, Settle Carlisle Railway & access to Teesside Freeport
- Environmental Assets: Two National Parks (the Lake District National Park and Yorkshire Dales National Park) as well as the North Pennines Area of Outstanding Natural Beauty
- Attractive natural landscape, high quality natural capital, diverse cultural and heritage offer
- Lake District World Heritage Site Status
- Attractive historic towns and villages/living environments
- Strong local and strategic partnerships with a track record of successful delivery

OPPORTUNITIES...

- Local and strategic partnerships, investment and funding streams
- A66 Upgrade
- Green Growth and lowering of carbon footprint
- Government support for tourism, rural communities and town centres
- Changing attitude to flexibility of work location
- Increasing importance given to environment in investment decision making
- Sector focus growth including tourism, land based businesses, business services and food and drink



KEY CITIES & AIRPORTS:

- NEWCASTLE
- GLASGOW
- CARLISLE
- MANCHESTER
- EDINBURGH
- LANCASTER
- LEEDS
- LIVERPOOL

ACCESS TO FREEPORTS:

- TEESSIDE
- LIVERPOOL CITY REGION
- HUMBER

TRAINLINES:

- WEST COAST MAINLINE
- SETTLE CARLISLE RAILWAY

Delivery will also include a focus on a number of Strategic Priority Projects which will be driven forward within and across the relevant work streams:

- Inspiring Eden Enterprise Hub
- Penrith Borderlands Programme
- Junction 41 Employment Site
- A66 Improvements
- Eden Community Hubs
- Bespoke Business Support for Farmers
- Buildings and Public Realm Improvement Scheme
- Arts and Culture Activation Programme
- Eden Youth Hub

WORK STREAMS...

The Vision & Priority Themes will be delivered through the following work streams which will be underpinned and driven by collaborative working with local and strategic partners:

Business Support: With initial focus on supporting economic recovery and a particular focus on supporting farming and the wider land based sector.

Business Charter: Confirming commitment of the Council to local businesses.

Connectivity: Covering road, rail, air, water and digital communications.

Employment Sites & Premises: Covering strategic and local employment sites and supply of commercial premises to support businesses, with a particular focus on live work space as part of new developments.

Inward Investment (Invest In Eden): Covering marketing and promoting the area to local, national & international markets.

Sector Plan Visitor Economy (Visit Eden): To support tourism businesses across the district including a focus on creative industries and encouraging geographical and seasonal reach.

Sector Plan Circular Economy:

To embed green credentials across the whole economy, including leading by example by installing electric charging points within Council car parks, and focussing on utilising renewable non carbon based energy.

Sector Plan Rural Economy:

Supporting farming and the land based sector and wider rural economy whilst enhancing & protecting biodiversity.

Sector Plan Knowledge Based Industries:

Supporting emerging knowledge based businesses across the district to help focus business support, development and investment.

Sector Plan Creative Industries:

Supporting creative based businesses across the district to help focus business support, development and investment.

Town Centre Plans: Supporting development of town centres as community hubs with a particular focus on the art and culture activation which will also help promote the evening economy and provision of activities for young people.

Public Realm Framework:

Promoting gateways, signage & enhancement of open spaces.

A66 Dualling: Unlocking the full potential for local people and businesses whilst enhancing and protecting biodiversity.

Skills & Employment: Covering skills development to unlock the potential of the labour market.

The focus of each of these work streams will be detailed and presented in a Work Stream Prospectus that will define the challenges and opportunities faced and the focus for action, all of which will be shaped by discussions with relevant organisations.

It is important to note that the position and level of involvement of Eden District Council will vary between work streams ranging from being a lead active partner to being a supportive passive partner.

The exact role of the Council (and other partners) will be defined in the Work Stream Prospectuses which will be produced by the Council through 2022/23 to help inform delivery.