



COPELAND VISION
2040

**A globally-recognised place of
innovation and opportunity**

A major clean energy hub for the UK

**A sustainable place, with a resilient
economy that supports thriving
communities**

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STATEMENT BY ELECTED MAYOR OF COPELAND, MIKE STARKIE

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I am delighted to introduce our Copeland 2040 Vision. We often use the phrase “how time flies” which is so appropriate when we think about the significant changes that have taken place in Copeland.

A rich history of agriculture, shipping and mining gave way to new industries such as the Sellafield nuclear site which began life as Windscale in the 1940s and then has seen many reincarnations since the opening of the UK’s first commercial nuclear reactor at Calder Hall on October 17th 1956, through to the birth and then completion of the Thorp and Magnox spent fuel reprocessing programmes.

Copeland has firmly established itself as an international Centre of Nuclear Excellence across the nuclear fuel cycle from generation, reprocessing, waste management and decommissioning, with world-leading capability in nuclear operations, nuclear safety and security, construction management, robotics and AI, and environmental protection. We are recognised globally as a place of innovation and opportunity, with a skilled and committed workforce, supply chain and supportive community that will be essential in supporting Government to deliver a balanced energy policy.

We are now working with partners to grow a new clean energy economy in Copeland. The new Clean Energy Park at Moorside in Copeland will build on our inherent nuclear sector capabilities to sustainably power the industries and communities of the Northern Powerhouse into the coming decades. Our nuclear sector vision, set out in the Cumbria Nuclear Prospectus, is to energise Britain’s Energy Coast, driving the UK towards Net Zero by 2050, in a way that levels up the economy, creating prosperity and opportunity. Copeland was the original home of UK nuclear, and now will be the home of the UK’s nuclear renaissance.

We are also mindful of our collective responsibility to create positive legacies for the future. For decades, the UK nuclear power industry, born in Copeland, has provided reliable low carbon electricity that continues to keep the lights on and powers the industries and infrastructure that we all rely on every day. Nuclear energy produces a relatively small amount of waste, which requires careful management, and we continue to support this at Sellafield and LLWR while acting responsibly on behalf of our communities by engaging in the UK Government process to find a suitable long term management solution.

All of this fits with our wider vision of Copeland as a sustainable place. We take our responsibility to future generations seriously.

Nuclear is a significant part of our economy and our community but Copeland has so much more to offer. We have ambitions to build on our strengths and work with the Nuclear Decommissioning Authority and National Nuclear Laboratory, to commercialise innovation to create new services to society such as medical isotope production. By doing so, we will expand into new markets and encourage new industries to grow and export from Copeland.

Our surroundings are some of the most beautiful in the UK and even the world. With England’s highest mountain and deepest lake and stunning Lake District coastline, we will create an activity and wellbeing focused experience economy, that helps visitors and residents alike to connect with our rural and coastal environments.

Our goal to become a zero carbon economy by 2050 is both realistic and achievable and we must all play our part whatever our role whether commercial or domestic. The Council is already playing a role in Cumbria-wide plans to take meaningful action against climate change, and I am proud of our contribution to the Zero Carbon Cumbria Partnership’s success in making Cumbria one of a handful of places in the UK to receive National Lottery climate action funding. This is a great start but we must and will do more.

Our ambition for cleaner air, improving digital connectivity especially in our more rural areas, physical connectivity between our towns and villages and a myriad challenges will be embraced by our Copeland community who care passionately about the area they live in.

We have to acknowledge our wider challenges too, the solutions to which are complex, not least in the wake of a global pandemic that has only increased social inequalities and highlighted the reliance by many of our residents on social safety nets. However we have a real opportunity for Copeland to be at the forefront of the UK’s clean energy agenda, while trailblazing a new model for local economic strategy focused on place, sustainability and community wellbeing, which is needed now more than ever.

I commend our Copeland 2040 Vision and look forward to playing my part to ensure that our area continues to become a better place to live, work and visit.

Thank you,

Mike Starkie

Elected Mayor
of Copeland



STATEMENT BY COPELAND MP, TRUDY HARRISON

The Coronavirus pandemic has undoubtedly brought about the most unprecedented challenges to the UK. The impact to our way of life, our communities, our society and our economy has been devastating.

Throughout the pandemic we have seen inspirational acts of generosity, kindness, and collaboration between business, community and public sector that highlight the untapped value of an economic model that works for and involves people and communities in shaping their own future.

As recovery begins, there are many challenges ahead, not least the need to simultaneously re-boot our economy while reversing the impact that climate change has had on our planet.

The Prime Minister has set out an ambitious Ten Point Plan for a Green Industrial Revolution covering clean energy, transport, nature and innovative technologies, which is a blueprint to allow the UK to forge ahead with eradicating its contribution to climate change by 2050.

There is a demonstrable need for clean, low carbon electricity now and long into the future, and investment in energy infrastructure can and will be at the forefront of economic recovery. The vision for a Clean Energy Park around Moorside shows how our local communities, supply chains and industry stand ready to deliver a Green Industrial Revolution for the UK.

In Copeland we have an indisputable capability; nowhere in the world could you find such a concentration of nuclear knowledge and skills. I have never let the new nuclear flame stop burning and the publication of the Cumbria Nuclear Prospectus clearly demonstrates that Copeland as the Centre of Nuclear Excellence is ready to take the lead on decarbonisation for the UK.

Sellafield is viewed as a global benchmark for technology and management innovation. The Industrial Solutions Hub project will be the critical anchor for a more diverse, export orientated economy, and is a trailblazer of community response to regional economic challenges.

On the doorstep of such world-leading innovation and industrial capability, Copeland's heritage, culture and natural surroundings make this an incredible place for visitors and residents alike. Copeland is a truly beautiful and inspiring place to live, work and visit understanding that 60% of Copeland is in the Lake District National Park which is a UNESCO World Heritage Site. Our borough of lakes, mountains, and coastal beauty all contribute to an outstanding tourism offer. Our centuries-old traditional industries of agriculture and fishing continue to play an important role in contributing to our identity as a place.

This new economic vision for Copeland builds on our industrial capability and natural capacity to grow a balanced, place-based economy that works for Copeland's residents and communities, both now and for the future.

As Member of Parliament for Copeland I am delighted to have been asked to contribute to this economic vision. I congratulate Elected Mayor Mike Starkie, his members and staff for having the vision to set out long term aspirations for Copeland, that will provide the framework to ensure that future developments create meaningful long term outcomes for communities, while protecting our natural surroundings for future generations.

Trudy Harrison

Copeland MP



COPELAND 2020

Copeland is already a great place to live, work and visit. This vision builds on our unique combination of stunning surrounding and inspirational opportunities to create the place we want to be for the future.

The Borough of Copeland is located in West Cumbria and covers 285 square miles. Two thirds of the borough are located within the Lake District National Park, a UNESCO World Heritage site, with 90km of coastline including the Heritage Coast south of Whitehaven and Marine Conservation Zone between St Bees Head and the Ravenglass Estuary.

Copeland's outstandingly beautiful and wild natural landscape includes England's deepest lake, Wastwater (79m), and highest peak, Scafell Pike (978m), from which the stunning Lake District Coast and both Robin Rigg and Walney offshore wind farms can be seen. Copeland is home to 60 locally designated biodiversity sites and 15 nationally designated Sites of Special Scientific Interest (SSSI).

With an overall population of 68,424, most of the borough is rural and the majority of the population resides within the four market towns of Whitehaven, Cleator Moor, Egremont and Millom. Whitehaven is the Capital Town, and is the Western start of the Coast 2 Coast cycle route and part of the England Coastal Path route.

Connectivity to the M6 is provided by the A595 and A66 to Penrith and Carlisle in the North, and to the south, while the Cumbrian Coast rail line connects to the West Coast Main Line.

The nuclear sector and its supply chain is the major employer within the area, accounting for 59% of jobs and 59% of output in Copeland. This is a nuclear knowledge economy that encompasses nuclear plant operations, design, engineering, construction management, material science, decommissioning, and research and development. Our people are the driving force of the UK's nuclear sector, and our academic institutions are growing the nuclear workforce of the future with 2,000 graduates and apprentices on programmes at any time.

The borough is already prosperous and has been identified as one of the most affordable places to live in the UK, with low house prices (median £125,000K) and the third highest median annual salary in the country (£44,000).

As well as our stunning natural environment of mountains, lakes and coastal landscapes, Copeland has a rich heritage, history and sense of community. A survey in 2014 listed two towns within the borough in the top 10 places to raise a family and in 2018 Copeland was named the second happiest place to live in Britain in an Office for National Statistics well-being survey.



COPELAND 2020

Our Mission is to continue to make Copeland a better place to live, work and visit. We have a strong starting point...

LIVE

<p>£125,000 Median House Price</p> 	<p>71% home ownership</p>	<p>£44,000 Median Salary</p> 	<p>1,200 new houses in the pipeline</p>
<p>98% Planning Applications approved</p> 		<p>100% Major planning applications determined in timeframe</p> 	

WORK

<p>3rd highest median salary in the UK</p>	<p>74.3% of 16-64 year olds in employment</p>	<p>2,400 Active businesses in Copeland. 99% small and micro enterprises</p>	
<p>81% employees in fulltime work</p> 	<p>2,400 Apprenticeships started since 2016</p> 		
<p>£183 million generated through visitor economy in 2018</p> 		<p>55% of all employees employed in nuclear sector</p>	<p>114 New businesses registered in 2018/19</p>

VISIT

Scafell Pike

England's highest mountain



Wastwater

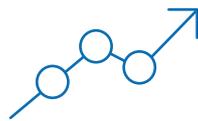
England's deepest Lake



3.62 million
visitors in 2018



20% increase in tourism
over last 5 years



2 UNESCO world
heritage sites



6 out of 10

Copeland is home
to 6 of the 10 best
rated beaches
in Cumbria



94%

Of all visitors felt
better mentally
whilst visiting
the Lake District



... but there is more to do

- Nationally high salaries enjoyed by predominantly nuclear industry workers mask an underlying issue of poorer standards of health and education, lower household incomes, and higher levels of benefits-dependency concentrated in pockets of deprivation.
- The nuclear industry and its supply chain dominates output and employment in the borough, and service industries in Copeland also rely critically on the household expenditure of residents that are nuclear sector workers.
- There are barriers to inclusion due to limited access to services, transport and broadband infrastructure.
- We must ensure that child and adult social care is accessible to those in need, and that our older residents are supported.
- With the lowest projected growth of working age population in the country, and overall ageing population, retention and attraction of young people is a priority.

COPELAND, WEST CUMBRIA

Where Britain’s Energy Coast, the Lake District Coast and the UK’s foremost Centre of Nuclear Excellence coincide.

West Cumbria is home to a density of industrial capability which spans the full nuclear fuel cycle, including generation, operations, reprocessing, waste management and decommissioning as well as Research & Development (R&D), nuclear materials transportation, construction, manufacturing and robotics.

We are host to the Nuclear Decommissioning Authority headquarters, the Sellafield site, UK Low Level Waste Repository and National Nuclear Laboratory’s central labs. Our inherent nuclear and wider energy supply chain capability is reflected in the Britain’s Energy Coast Business Cluster (BECBC), a 325-strong member organisation including global multinationals and local SMEs from public, private, academic and third sectors.

All of this is connected with the UK and the world by logistics hubs at the Ports of Workington and Barrow, Carlisle Airport and the M6.

Our academic and training facilities include University of Manchester Dalton Facility, UCLan, University of Cumbria Project Academy, Energus – host to the world-leading nucleargraduates programme, National College for Nuclear, Gen2 and the Energy Coast UTC. With over 2,000 trainees on graduate and apprentice programmes at any time, we are creating the nuclear workforce of the future.

This world-leading innovation and industry is surrounded by coastal beauty and industrial heritage, within sight of England’s highest peak and deepest lake, and connected to the untouched wilds of the Western and Southern Lake District.

We are in a unique position to build on our history as pioneers of the nuclear industry, to become significant contributors to the UK’s Net Zero ambitions, and a major growth engine for the UK economy and the Northern Powerhouse.

NUCLEAR CAPABILITY IN WEST CUMBRIA



KEY

- Inactive development & testing facility
- Sea port
- Airport
- Nuclear licensed site
- Key town (scaled for size)
- Railways
- Motorway
- A roads

Clusters of supply chain companies

- Nuclear education & skills
- Nuclear engineering
- Nuclear technology & scientific research
- Nuclear design/engineering/services
- Nuclear construction & plant services
- Transport & logistics services
- Submarine design and shipbuilding
- Professional services
- Nuclear licensed site support services
- Engineering support services
- Number of supply chain companies
(Supply chain companies based on BECBC members ca. 2018)

ROBIN RIGG OFFSHORE WINDFARM



MARYPORT 4

WORKINGTON 10 60

PORT OF WORKINGTON

MANUFACTURING HUB

COASTAL ACTIVITY CENTRE

WHITEHAVEN HARBOUR

WHITEHAVEN

ENGINEERING AND PROFESSIONAL SERVICES HUB

MOORSIDE SITE

SELLAFIELD SITE 15

LLWR

DRIGG 6

LAKE DISTRICT COAST



WALNEY 1 & 2 EXTENSION OFFSHORE WIND FARM

A596

A595

TO M6 CORRIDOR AND CARLISLE AIRPORT

COCKERMOUTH 18

LILLYHALL BUSINESS PARK 15

KESWICK

WESTLAKES SCIENCE & TECHNOLOGY PARK 19 30

CLEATOR MOOR 22

LAKE DISTRICT NATIONAL PARK

A591

EGREMONT 20

FELLSIDE

SCAFELL PIKE HIGHEST PEAK IN ENGLAND

WASTWATER LAKE DEEPEST LAKE IN THE UK

MUNCASTER CASTLE

RAVENGLASS ESTUARY

TO M6

MILLOM 3

BARROW IN FURNESS 98

DEFENCE NUCLEAR HUB

COPELAND 2040

A globally-recognised place of innovation and opportunity

A major clean energy hub for the UK

A sustainable place, with a resilient economy that supports thriving communities

Our ambition is to build on our many strengths to create a thriving place for the future. We will do this by taking a holistic approach to community wellbeing, underpinned by public health, environmental sustainability and a more generative economy.

The “Pictures of the Future” in the later sections of this document describe what the future of Copeland could look like if we were to pursue a more generative economy that creates community wealth and wellbeing:

The final section of this document sets out how we will ensure that this vision is delivered in a way that meets our societal needs in a way that respects our planetary boundaries, creating a truly sustainable place.

1 An Innovative Place: commercialising the innovation, research and development that is inherent in Copeland by bringing our anchor knowledge institutions together, maximising the innovation found at the intersections of different sectors, resulting in competitive advantage coming from spillovers between them.

2 A Great Place: building upon and exploiting the full potential of our assets in the natural and built environment is fundamental to growing and sustaining a thriving place. Enhancing our towns, education, homes, health and social care to make Copeland a Better Place to Live, Work and Visit.

3 A Connected Place: improving digital and physical connectivity between our rural communities. Low carbon, high quality transport and state-of-the-art digital infrastructure and services, enabling people to stay connected to each other, our stunning landscapes, their places of work and the rest of the world.

4 The Lake District Coast: building a visitor economy around the stunning Lake District Coast, between England’s highest peak and deepest lake within the Lake District National Park, and developing an experience that helps people connect with this beautiful place.

5 Energising the Energy Coast: a clean energy park in West Cumbria, with nuclear at its core, decarbonising heat, power and transport, driving Clean Growth and levelling up as we head towards Net Zero by 2050.

6 Our Nuclear Future: building on our inherent capability across industry, supply chain and academia, within a supportive community to deliver existing national missions more effectively in a way that drives wider positive community transformation.

COPELAND 2040 OBJECTIVES

ECONOMIC DIVERSIFICATION

COPELAND 2020¹

55% of jobs and 55% of GVA in Copeland associated with Sellafield and its supply chain

57% of Sellafield supply chain spend in Copeland

Growth since 2016 in several sectors including construction, logistics, professional and scientific activities, administrative support and public administration.

Slight decline since 2016 in accommodation & food services and arts, entertainment & recreation.

Declining business growth: business birth rate lower than death rate

COPELAND 2040²

A diversified economy balanced between sectors including energy, minerals, construction, manufacturing, professional services, tourism, rural healthcare, forestry, outdoor industries, creative industries, arts, entertainment and culture.

Overall output growth

Stronger enterprise culture across all sectors: healthy business growth and startup rates

Productivity: consistently higher than average output per job across sectors

Our “innovation assets” are maximised to commercialise our knowledge economy

EMPLOYMENT³

COPELAND 2020

76% of working age population in employment versus 81% Cumbria average

8% decline in working age population since 2010

3.5% unemployment rate

High average incomes, masking areas of deprivation and economic inactivity

Net inflow of workers in higher-skilled roles

COPELAND 2040

Alignment with county and national average employment levels

Stable working age population

Declining unemployment rate, with associated positive trends in deprivation indicators

A higher proportion of higher skilled roles are held by residents

A range of accessible employment opportunities on offer across a greater variety of sectors (per above)

¹CRED Research, 2020. Research Support for Production of Copeland Enterprise Development Programme: Phase 1 Report. CRED and University of Cumbria.

²Cumbria LEP, 2019. Local Industrial Strategy.

³Oxford Economic, 2017. The Economic Impact of Sellafield. Sellafield Ltd.

HEALTH, SOCIAL CARE, COMMUNITY WELLBEING⁶

COPELAND 2020

In 2018 Copeland was named the second happiest place to live in Britain in an Office for National Statistics well-being survey

27% of children in Copeland are experiencing poverty (WCCPF report 2020). 18% of children in Copeland are eligible for free school meals, 12% in Cumbria

Index multiple deprivation rank (1=worst), Copeland 85 out of 326, Cumbria 83

Universal Credit claims are rising, with job postings down due to lockdown

Obesity crisis amongst adults and children with Year 6 pupils overweight/obese: Copeland 40%, Cumbria 33%, National 34%

Copeland has an aging population and we are seeing a year on year increase in needs to Disabled Facilities Grant and demand for bungalows

COPELAND 2040

A sought-after location to live, where everyone can prosper, live a healthy life and reach their potential

No child lives in poverty or goes without and the inequality gap is significantly narrowed

People enjoy activity, community connections and healthy lifestyles and physical health and mental wellbeing indicators rise as a result

There is a range of appropriate accommodation with care and support for older people to meet their diverse needs. Remaining at home can always be an option

NET ZERO⁴

COPELAND 2020

Copeland already has the lowest carbon footprint of any borough in Cumbria

314 kilo-tonnes CO₂ equivalent production emissions per annum. Highest emissions areas:

- Industry and Commercial Fuel
- Domestic Energy
- Transport

<200 kilo-tonnes CO₂ equivalent consumption emissions per annum. Highest emission areas:

- Food and Drink
- Vehicle Fuel
- Household Fuel

Approximately split 50/50 between residents and visitors

COPELAND 2040

A Net Zero Carbon economy, encompassing our residents, businesses and visitors. Refer to Copeland Borough Council Climate Policy and Action Plan

Significant contributor (3-5GW) of clean energy to the UK, generation of new, low carbon power, heat, steam hydrogen and synthetic e-fuels at scale for local and national industrial and domestic uses

⁴ Small World Consulting, 2020. A Carbon Baseline for Cumbria. CCC and Cumbria LEP.

⁵ Cumbria Intelligence Observatory: <https://www.cumbriaobservatory.org.uk/>

⁶ Cumbria Intelligence Observatory: <https://www.cumbriaobservatory.org.uk/>

POPULATION

COPELAND 2020

Steadily declining population, 3.1% since 2010

Aging population with 8% decline in working age group and 16% increase in 65+ age group

COPELAND 2040

Stable or growing population, through retention and attraction of young people and creation of a competitive lifestyle offer

Growing working age population

HOUSING⁵

COPELAND 2020

22% live in households that are social rented, compared to 17% in Cumbria, and 21% nationally. Median house price (2019) Copeland £114,844, Cumbria £165,804, National £222,216

12% of households in Fuel Poverty, versus 12% in Cumbria, 11% nationally (CCC). Housing and health are interlinked

Homelessness and in priority need are lower than national trend (2017-18 MHCLG) per 1,000: Copeland 0.7, National 2.4, however there is a rise in homelessness amongst single adults with chaotic high risk lifestyles who are challenging to engage and there is a lack of appropriate supported housing

COPELAND 2040

Copeland is an attractive place to live, work and raise a family because property is affordable, set in beautiful surroundings, meaning new and older property types are sought after

Reduced reliance on social housing stock

Social housing stock is excellent quality and meets the needs of our changing population

Performance is improved within our older properties and grants are readily available for those in most need with low incomes

There is a range of supported accommodation offering a step-up/step-down model so that people can get the support they need at the right time in the right place, keeping them and other people safe



SKILLS AND EDUCATION

COPELAND 2020

27% attainment of Level 4 or above qualification (2018), lower than North West (35.5%) but increasing at faster rate than the North West average since 2010

27% of working age population hold no qualification, versus 22.5% England average

COPELAND 2040

Higher than average attainment levels up to Level 4+
Full range of academic and vocational education opportunities to meet the needs of local people and the local economy

TOWNS⁷

COPELAND 2020

Our town centres are “stuck”, dependent on poor retail, limited leisure, outdated housing and lack of adequate sustainable transport options

Insufficient co-ordinated digital infrastructure to maximise the opportunities for the town centre from new technologies

14.7% of town centre commercial properties vacant

Declining town centre rents, down 25% between 2010 and 2017

103 empty homes in Whitehaven Town centre

COPELAND 2040

Copeland’s towns will become:

- Magnetic – businesses and people choosing to invest, visit, live and work here
- Diverse – with a creative and mixed economy
- Forward facing – a contemporary economy, with a 21st century perspective
- Better connected – physically and digitally enabled
- Inclusive – an attractive, fair and inclusive place for all
- Modern – cultivating a different future for our towns

Sustained 1% per annum growth in visitor numbers

Superfast digital connectivity, anywhere in Copeland

Physical connectivity between towns and remote communities, with affordable, low-carbon public transport services and healthy personal mobility options available to all

⁷Copeland Borough Council Future High Street Fund submission 2020: <https://www.copeland.gov.uk/future-high-streets-fund>

PRINCIPLES

The delivery of this vision will result in the ability of Copeland's residents and businesses to flourish and fulfil their potential as part of an inclusive economy.

This vision for Copeland's economy in 2040 has been developed in line with the following principles:

- A diverse and resilient economy with sustainable incomes
- Levelling Up: prosperity and opportunity for all – thriving communities
- A zero carbon economy, in sync with our natural environment
- A digital, data-informed economy
- Working in partnership and collaboration with our anchor institutions and the businesses that operate here to build an inclusive economy.

“The experience of the recent crisis – the willingness of local people to step forward and collaborate, the flexibility shown by public services and the social commitment of businesses – shows what is possible. Add the extraordinary new dynamics of data and digital innovation, and a wholly new paradigm is possible in which community power replaces the dominance of remote public and private sector bureaucracies.

– Danny Kruger, MP”

The COVID pandemic and the increasing frequency and severity of global crises show us the urgent need to better align the needs of individuals, business and society towards shared goals – business growth and economic wellbeing, yes, but also community wellbeing, empowerment, sustainability, resilience and other qualitative measures encompassed by the UN Sustainable Development Goals.

During the pandemic, the mobilisation of citizens and volunteers in partnership with business, industry, third sector and local government to meet the immediate needs of those in danger, those who are most vulnerable and society as a whole, has highlighted the potential value of an economic model within which the empowered citizen is enabled to deliver more economic activity. This challenges us to rethink and reimagine the role of business and the individual in the relationship between public health, economic wellbeing and place.



A GENERATIVE ECONOMY

Community wellbeing hand in hand with economic growth. An inclusive economy is an economy which is focused on social goals, social justice, environmental sustainability and prosperity for all.⁸

Community Wealth Building is a model of local economic development which tackles head on the challenges of rising inequality and creates a more robust and resilient economy for the long-term, creating societal value.

By focusing on locally productive forms of business, our economy will have a generative effect, with positive outcomes for shareholders, businesses and employees, while creating local multipliers as wealth flows to local people and places – this is how we will level up our economy.

We are in a strong position to achieve this: we have significant public sector presence through the NDA, Sellafield Ltd, LLWR and the Council, Whitehaven Hospital, a strong supply chain of large and small multinational and local businesses, and universities of Cumbria, UCLan and Manchester.

How could we create a more generative economy?

- By working with our anchor institutions to establish a Social Licence to Operate, ensuring that public sector procurement drives development of deep and resilient local value chains and positive social and environmental outcomes, curtailing market access to those who do not play by the rules
- By promoting mutual models of business ownership, municipal enterprise and municipally-owned development vehicles
- By helping businesses to recirculate investment within their local community rather than in national or global funds, avoiding the need to attract capital investment, for example by repurposing land, property and assets for wider public use and driving positive organisational behaviours
- By insourcing public services and working with partners to provide essential services at no cost to society
- By building citizen engagement and activism into our plans, for example by supporting community energy generation, co-housing and community-led climate action plans.

Five Pillars of the Generative Economy



FINANCE

Increase flows of investment within local economies by harnessing and recirculating the wealth that exists, as opposed to attracting capital



LAND AND PROPERTY

Deepen the function and ownership of local assets held by anchor institutions, so that financial and social gain is harnessed by citizens



SPENDING

Utilise public sector procurement and commissioning to develop dense local supply chains of businesses likely to support good employment and retain work locally



WORKFORCE

Exercise fair employment and work to develop a more just labour market to improve the prospects and wellbeing of local people



BUILDING THE GENERATIVE ECONOMY

Develop and grow small, locally owned enterprises which are more financially generative for the local economy – locking wealth into place

⁸CLES, 2020. Own the Future: a guide for local economies. Centre for Local Economic Strategies.

The Analyst:

Building on our existing knowledge, developing a deep understanding of the local economy to create a West Cumbria Intelligence Hub to inform decision making to ensure that economic change addresses important societal issues including poverty, educational attainment, social isolation, social mobility and health. This will allow us to identify and characterise our economy:

- **Foundational Sectors:** Those which are vital to the wellbeing and survival of local people, such as health and social care, food provision and utilities. The focus here will be on building more local supply and resilience to future economic shocks or uncertainty
- **Reform Sectors:** Those which are dominated by firms which extract rather than generate value for the local economy. They are often characterised by low wages and insecure work. The focus here is to grow more generative businesses and help existing businesses to contribute more to local resilience
- **Future Growth Sectors:** Those with high growth potential, focusing particularly on building on existing strengths to grow the green economy.

Agent of Change:

Working with other Anchor Institutions in West Cumbria including the NDA, Sellafield, BECBC, the NHS and academia, as key holders of the purchasing power, assets and employment with which economies can be recovered and reformed, to use these levers to ensure economic and social prosperity for all. This will focus on:

- **Supply Chain:** ensuring that procurement and commissioning support core, key and future growth sectors of the economy and create additional opportunities for local businesses and the local workforce
- **Workforce:** understanding the scope and profile of anchor institution workforce strategies, and how they can support local economic outcomes. Mapping of at-risk
- **Assets:** reviewing anchor assets and property portfolios to determine how they can support local economic outcomes.



PICTURES OF THE FUTURE

The following pages present Pictures of the Future: visions of what Copeland could look like in 2040, based on the principles above and delivering our economic objectives.



1 AN INNOVATIVE PLACE

Copeland is a place of world-leading innovation, in delivering the complex environmental and decommissioning challenge at Sellafield, in robotics and remote handling in challenging environments, in advanced materials science and in remote and rural medicine.

Creation of a viable innovation pipeline is key to unleashing the full potential of West Cumbria's future economy. A joined-up programme of research, development, testing and application will enable us to successfully commercialise these innovations and apply them for the prosperity of all.

Innovation Districts: geographic areas where leading edge anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators.

Government should prioritise place-based investment in innovation districts to boost productivity, support inclusive growth, and to deliver the Industrial Strategy.⁹

With a diverse pool of knowledge intensive firms, highly skilled knowledge workers, anchor institutions and new vibrant public and work spaces, Copeland has the ideal knowledge economy to support the creation of an Innovation Corridor, linking the campuses of our knowledge economy at Sellafield, in Whitehaven, Westlakes Science and Technology Park, and the Enterprise Campus and Innovation Hub (see below) with wider public and economic assets in West Cumbria.

Our anchor knowledge institutions and centres of excellence include:

- **Sellafield Ltd:** a global centre of expertise in complex decommissioning and environmental remediation
- **National Nuclear Laboratories Central Labs:** with globally unique facilities at Sellafield, NNL is arguably a world-leading centre for research & development in nuclear fuel technologies, covering materials science, manufacture, testing and reactor operations support
- **Nuclear Decommissioning Authority:** an executive non-departmental public body, sponsored by the Department for Business, Energy and Industrial Strategy, tasked with cleaning up the UK's legacy civil nuclear sites

- **University of Manchester Dalton Facility:** an important part of the national research infrastructure through its central roles in the National Nuclear User Facility, the Henry Royce Institute and the UK National Ion Beam Centre
- **University of Manchester:** Robotics in Extreme Environments Lab (REEL) and Robotics and AI in Nuclear (RAIN) hub.
- **Universities:** including campuses of UCLan and University of Cumbria
- **Westlakes Science and Technology Park:** host to a cluster of science, engineering and professional services firms supplying the nuclear sector, including multinationals and local specialist SMEs, with international market penetration
- **Britain's Energy Coast Business Cluster:** one of Britain's most mature business enterprise clusters, with over 300 member companies including local SMEs and global multinationals operating in nuclear, energy and wider engineering and professional services sectors
- **Whitehaven Buzz Station and Watershed:** curated incubator and collaboration space with accelerator support for startup and pre-startup enterprises
- **West Cumbria Medical Education Centre:** an innovator in remote and rural medicine.

Sellafield provides the "pull" for innovation to deliver its mission safer, sooner and at higher value to the UK taxpayer, in line with the Nuclear Sector Deal 20% Legacy Cost Reduction commitment by 2030. Robotics, AI and Digital are the levers by which to create greater value from the continued investment at Sellafield, and are the foundations of the future economy.

⁹ Arup. 2019. UK innovation Districts and Knowledge Quarters: driving more productive growth. UK Innovation Districts Group.



The Innovation Corridor will exploit the opportunities from our existing innovation capabilities and be a focus for knowledge sharing and diversification. Unlike the single-industry science parks of the 80s and 90s, the Energy Coast Innovation Corridor is a cluster of knowledge-driven firms and skilled workers, increasing the innovation found at the intersections of different sectors, with competitive advantage coming from spillovers between them. It will include an Innovation Hub, to co-ordinate activity between our R&D organisations, innovative firms, universities, and the public sector to promote innovation transfer and commercialisation to generate new jobs, businesses, products and technologies for export, driving productivity and inclusive growth and delivering the UK Industrial Strategy as part of a national network of Innovation Districts.

The Innovation District will bring together partners and collaborators to forge links with universities, schools, colleges and young people, increasing awareness of and access to the range of learning and career opportunities available in the local knowledge economy.

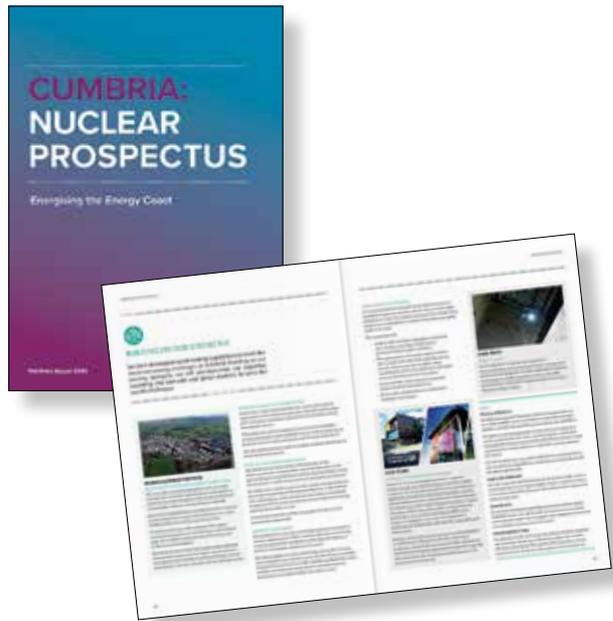
Enterprise Campus and Innovation Hub

A thriving Enterprise Campus in Copeland centred around an Innovation Hub, helping networked public, private and academic organisations to capitalise on the knowledge and expertise developed in supplying Sellafield, to export products and services into domestic and international markets beyond the nuclear sector. The Hub will also help startup and spinout enterprises and newcomers to establish a presence in West Cumbria, to service the needs of Sellafield and to develop and grow new markets. Based on existing strengths in engineering, manufacturing, control systems, robotics, remote handling and asset management, we will diversify into new sectors including space, oil and gas decommissioning, fusion and more, commercialising our innovation to meet the UK's and the world's toughest challenges.

Robotics and AI Cluster (Cumbria Nuclear Prospectus page 16-18)

A collaboration between our anchor institutions including National Nuclear Laboratory, NDA, Sellafield Ltd and University of Manchester, growing the existing nuclear robotics capability to stimulate cross-fertilisation of ideas, driving the innovation required in development of fusion technology, and to deliver the Sellafield mission safer, sooner and cheaper to achieve our Legacy Cost Reduction commitment.

The Robotics and AI Cluster will be supplemented by a research and innovation capability which brings together the University of Manchester Dalton Cumbria Facility and existing Robotics in Extreme Environments Lab (REEL) in Cumbria with a multi-university and business approach to drive innovation in digital, robotics and materials science to support the development and deployment of Advanced Nuclear Technologies in the UK. This will anchor further R&D investment in Copeland, developing higher-level skills and subject matter expertise in a field that is critical to achieving the new build and legacy cost reduction commitments set out in the Nuclear Sector Deal by 2030.



Fostering Entrepreneurs

The Buzz Station and Watershed facilities on Whitehaven Harbour are connected into the wider North Shore Innovation Quarter, incubating digital and creative businesses, supporting talented local entrepreneurs to start up and scale up. Through dedicated higher education programmes, we will foster the generation of business people and social entrepreneurs who will create our future economy and shape the future of our place.

Micro-City Demonstrator

Whitehaven will create an environment for innovation, with infrastructure, facilities and opportunities for entrepreneurs, residents, companies and students to be stimulated, connected and involved in the development of joined-up smart place

solutions, with the aim of commercial replication in towns and cities around the world.

A place, where Smart City innovations can be created, tested and implemented – to bridge the technology readiness “valley of death” – large enough to be significant and small enough to be controlled, to allow replication beyond the test.

As the first planned town in the UK, and creator of today’s grid city layouts, where better than Whitehaven to be the place where smart innovations are created, tested, applied and commercialised? With the vision, leadership, mix of businesses and engaged communities needed to be the perfect micro-city test bed, coupled with connections to Government, Whitehaven is uniquely placed for success.

This is local government, businesses and communities using urban disruptive thinking to create a living lab, to test the integration of technology, design, environment and society, delivering better outcomes for all. A place for market-creating and market-changing innovations, that embraces the new and remoulds the old, with the objective of creating a vibrant, thriving and inclusive economy, and results that can be replicated at scale.

This will result in the creation of new jobs in “future industries”, acceleration towards a Net Zero carbon society, and digital upskilling to support this new economy.

WHY?

The Enterprise Campus and Innovation Hub will harness the “small Sellafield, big supply chain” strategy in a way that generates local economic diversification and growth in West Cumbria, addressing our greatest economic threat – an unmitigated Sellafield Transformation.

The co-location of Sellafield-related capability outside of the fence on a new enterprise campus near to the Sellafield site, will support continued delivery of the Sellafield mission, but importantly cross-fertilisation between supply chain and academic organisations leading to the identification and creation of export opportunities for supply chain companies into domestic and international nuclear and non-nuclear markets.

By building on current strengths to support local, SME and major supply chain companies to do global business from Copeland, we will reduce reliance on Sellafield and create high-value employment opportunities in Copeland, helping to retain and attract talented young people and entrepreneurs.



2 A GREAT PLACE

The best places support thriving economies. Creation of places that build upon and exploit the full potential of our assets in the natural and built environment is fundamental to growing and sustaining a diverse economy and population. Places that offer their residents a high quality of life, including access to good homes, schools, healthcare, culture and leisure attract people and investors. By doing so, we will make Copeland a Better Place to Live, Work and Visit.



- Connection to Whitehaven, each other and surrounding rural villages by rail, modern, accessible public transport services and active travel networks including cycling infrastructure
- Full superfast digital connectivity for residents, businesses and visitors
- Access to low-carbon electricity, heat and fuels, with flexible and future-proof supply infrastructure.

Whitehaven: An Experience

Whitehaven and the Lake District Coast will be at the heart of a higher value experience economy, attracting more visitor spending, making the most of our stunning landscapes and heritage, the heritage coast, and the Coast 2 Coast and other national cycle routes.

Whitehaven will be reshaped as an inclusive leisure town with exciting opportunities and modern, sustainable spaces to live and work that complements the town’s rich heritage. One of the UK’s premier coastal towns, focused on the experience economy, alive with events and festivals – an alternative economy grown from our heritage, attracting cultural, creative and low-carbon businesses, with space for local entrepreneurs to pilot new ideas in the digital economy.

The area around the historic harbour will be the focal point for the start of the West to East Coast 2 Coast challenge route, supporting a vibrant leisure economy.

Education: Access and Aspiration

With a range of options on offer to meet the specific needs of local people and businesses, Copeland grows, retains and attracts talented young people to work in our diverse, thriving economy. By raising aspirations and creating visible pathways to Level 4 attainment and beyond, including vocational, academic and technical routes, a greater proportion of the population actively participate in and add greater value to the economy.

Our Towns

The 21st century town centre is an activity-based gathering place at the heart of the community. Our towns will be liveable and connected places of experience, culture and leisure, embracing smart technology to enhance productivity and provide accessibility to services.

The following factors will support inclusive economic growth in Copeland’s key service centres in Millom, Cleator Moor and Egremont:

- Development of place-based experience economies, building on local heritage, cultural and natural assets, as components of the Lake District Coast brand
- Shaping of built environment, public realm, green spaces, recreational facilities and services to support community health and wellbeing
- Availability of sustainable housing and accommodation options including co-housing
- Diversified employer base, housed in modern, sustainable and collaborative accommodation, highlighting our unique location both as a business base and a gateway to the natural outstanding beauty of the Lake District Coast

An enhanced Further Education and Higher Education offer is tailored to the needs of our economic sectors, including development of higher-level skills for the nuclear and clean energy sectors, a pipeline of skills in hospitality, service industries, outdoor pursuits and events management to support the Experience Economy and digital skills to support our innovative businesses.

The wider skills provision in West Cumbria supports our centres of excellence, supply the local economy with appropriately trained people, upskilling them to participate in the digital economy, increasing social mobility and access to employment opportunity.

Future Homes

An improved mix of housing models and new innovative build types will help the borough adapt to changing aspirations and needs across all demographics, particularly those of young families, an increasing cohort of young entrepreneurs and students, as well as our growing senior population. We will raise the standards in the quality of design in our new homes and neighbourhoods, delivering zero carbon homes and providing a test bed for new design techniques and modular construction.

Copeland will have a mix of aspirational high quality homes with enhancements to overall housing stock to sustain existing communities, and to attract and retain the skilled workforce that will support our future economy. We will work with developers to offer a balanced market and identify creative ways to ensure growth benefits our communities.

Community Health and Wellbeing

With greater access to active travel options and recreational activities, our residents enjoy a more active lifestyle, spending more time exploring Copeland’s green spaces and the coastline. As a result, physical health and mental wellbeing are improved and the need for health and social care interventions is reduced.

In a more inclusive local economy, in which citizens are encouraged and supported to actively participate, financial

vulnerability is in decline, and associated health and wellbeing indicators are improved, reducing reliance on social care provision.

Our thriving, generative economy provides high quality social care for all in need, and elderly care for our senior population.

West Cumberland Hospital working with our universities, as anchor institutions, has become a centre of excellence for rural and remote medicine, demonstrating the future of rural healthcare provision, using innovative approaches and technology to ensure that our remote communities have access to world-class care.

WHY?

Our Towns will reflect the prosperity of the area as great places to live, work and visit, based on place-based economies that draw on their respective natural, heritage and cultural assets. Towns are at the heart of thriving communities – activity-focused high streets attract visitors, diverse businesses create a range of exciting employment opportunities, and an enhanced housing offer results in people choosing to live nearer to where they work. This creates a positive feedback loop: increased business, residential and visitor footfall in towns creates stronger local economies, that grow and become more attractive to continued investment, which goes back into the community.

By creating an experience economy in Whitehaven that draws upon the town’s history, beautiful harbour and coastal location and links into active challenge routes including the Coast 2 Coast, the town’s hospitality, retail and night-time economies will benefit from increased visitor footfall. This creates employment opportunities for local people. The experience economy also stimulates greater exploration by residents of their own towns, places and surroundings, leading to increased local spending, healthier travel choices and more active lifestyles, with benefits to health and wellbeing.



Copyright Campus Whitehaven

3 A CONNECTED PLACE

When people are connected it stimulates collaboration, ideas and innovation and drives our economy. Improved access between employment locations, the coast and the national park and availability of more active and sustainable modes of transport improves the health and wellbeing of our residents, workforce and visitors. Low carbon, high quality transport and state-of-the-art digital infrastructure and services, enable people to stay connected to each other, our stunning landscapes, their places of work and the rest of the world.

Connected Communities

For Copeland’s residents, improved connectivity between rural villages and main towns will ensure greater:

- Access between remote communities and towns
- Access to employment opportunities
- Access to education; and
- Access to healthcare, for all.

Digital Connectivity

Copeland’s digital strategy supports the 21st century economy, encompassing:

- Citizen Engagement: connecting residents, businesses and visitors and giving them a voice
- Connected infrastructure
- Connected transport
- Connected energy
- Digital skills development, supporting our future economy and ensuring that everyone has access to education in the 21st century.

Working from Anywhere

Copeland’s unique setting offers the perfect place for businesses and entrepreneurs to establish and grow innovative businesses, serving local, domestic and international markets, while enjoying the quality of life, health and wellbeing benefits of the Lake District Coast.

Life balance is easily achieved in Copeland, where 21st century businesses are connected to the rest of the UK and the world, with access directly to the restorative tranquillity and remoteness of our natural surroundings.

Decarbonised Transport

In order to meet our Net Zero targets, we must:

Decarbonise personal travel – Copeland’s walking and cycling infrastructure meets the needs of residents, visitors and businesspeople, providing a network of bike hire venues supported by cycle-friendly accommodation providers, businesses and public transport. The cycle network will include travel to work and recreational options including off-road routes and will connect our more remote communities.

Decarbonise vehicle travel – Our rural geography is a challenge when it comes to car use. By taking a strategic approach to decarbonising our personal and public transport, we will be a leader in providing a rural electric vehicle charging network that connects our people, towns, workplaces and coastline. The inclusion of battery storage technology in the network will create a flexible system, which takes pressure off the local electricity grid, enhancing resilience. Using future-facing technology will enable us to accommodate developments in electric vehicle technology.

Decarbonise public transport – Our communities will be connected by a low-carbon public transport service, utilising locally available electricity, hydrogen or other synthetic e-fuels. Our towns and employment centres are served by park and ride hubs.





Enhancements to the Cumbrian Coastal Line and new low-carbon rolling stock will ensure that West Cumbria is sustainably connected with the Energy Coast and wider Cumbrian economy.

Enhanced Infrastructure

A number of infrastructure enhancements and investments would support this vision of a connected West Coast, helping to increase productivity and the development of a truly inclusive West Cumbrian economy:

- A595 Whitehaven Relief Road: to better connect existing and potential new employment and housing areas in the East of Whitehaven and neighbouring towns. Also reducing the amount of congestion along the A595 and in central Whitehaven, making it a more attractive and welcoming place for residents and visitors
- A595/A66 (West of M6) improvements
- Cumbrian Coast Line capacity and line speed improvement
- West Coast Main Line capacity improvements
- Whitehaven Railway Station improvements
- Enhancements to Ports of Barrow (South) and Workington (North)
- Cumbria Grid Investment Plan to provide grid capacity for electrification of transport networks.

WHY?

A generative economy would provide for investment in public transport, provided as a service to Copeland's rural communities. The transition to a low carbon transport system will involve electrification and use of other fuels such as low-carbon hydrogen, but also a change in our behaviours and mindset towards personal transport and vehicle ownership. The future is "mobility as a service", and this will be supported by enhanced digital infrastructure and accessibility for Copeland residents.

4 LAKE DISTRICT COAST

Maximising the value of our natural capital, heritage and cultural assets: the stunning Lake District Coast, between England’s highest peak and deepest lake, connected to two UNESCO world heritage sites and bordering the Lake District National Park, which attracts around 47 million visitors per year.

The Lake District Coast brand will be built around five Unique Selling Points, which are rooted in our history, but which will transform the future of our visitor economy:

- **Lake District Coast:** From the beach and beyond – marine tourism, marine national park, national coastal trail and the C2C cycle route
- **World Heritage:** Romantics to Romans – the interaction of people, industry, heritage and environment, in a world class setting
- **Natural Environment:** Highest mountain, deepest lake, dark skies – experience the soul of the Lake District, with farming and rural communities offering an authentic experience
- **Health and Wellbeing:** High quality healthy food, digital detox, relax and recharge, mindfulness and mental wellbeing
- **People Experience:** World class customer service from arrival to departure, where everyone feels included.



Our fells, lakes, coast and towns are not seasonal, and in 2040 a year-round visitor economy will support sustainable employment opportunities.

Tourism Action Zone

A Tourism Zone will bring businesses and local partnerships together to establish a co-ordinated strategy for growth in the local visitor economy. Small and medium enterprises (SMEs) in these areas will receive targeted digital skills training and be offered practical guidance in management and leadership through business programmes to boost productivity, helping to deliver on the five foundations of the Tourism Sector Deal:

- People – improving skills and quality of jobs
- Places – the Lake District Coast
- Business environment – accessibility and business support for SMEs
- Infrastructure – focussing on the English Coastal Path
- Ideas – innovation and diversification.

Coastal Challenge Routes

Recreational routes along the Lake District Coast and the England Coastal Path will offer visitors and residents the opportunity to experience the stunning coastal scenery while exploring cultural and heritage sites, art installations and adrenalin activities, with spurs into the valleys of the Lake District National Park.

Connecting People with Place

The experience of Copeland by Visitors and residents alike is authentic.

The outdoor activities on offer are grounded in our natural landscape, our high streets promote local produce and products from our thriving local businesses, our hospitality sector celebrates healthy and sustainable local produce.

People explore Copeland via a range of high quality outdoor, active and health & wellbeing activities that connect them with our uniquely beautiful setting:

- A new Coastal Community Forest and enhanced natural environments such as peatlands
- Digital experience of Whitehaven and its history, including local information, trails, wayfinding, augmented and virtual reality
- Coastal activities around Whitehaven harbour and along the coast
- Adventure and challenge trails, helping people to explore the coast and Lake District National Park sustainably
- Cultural and arts trails linking to our industrial heritage and cultural sites to the South
- Health and wellbeing experiences focused around tranquillity, wilderness and dark skies
- High quality, healthy food offer based on local, fresh, seasonal produce.



WHY?

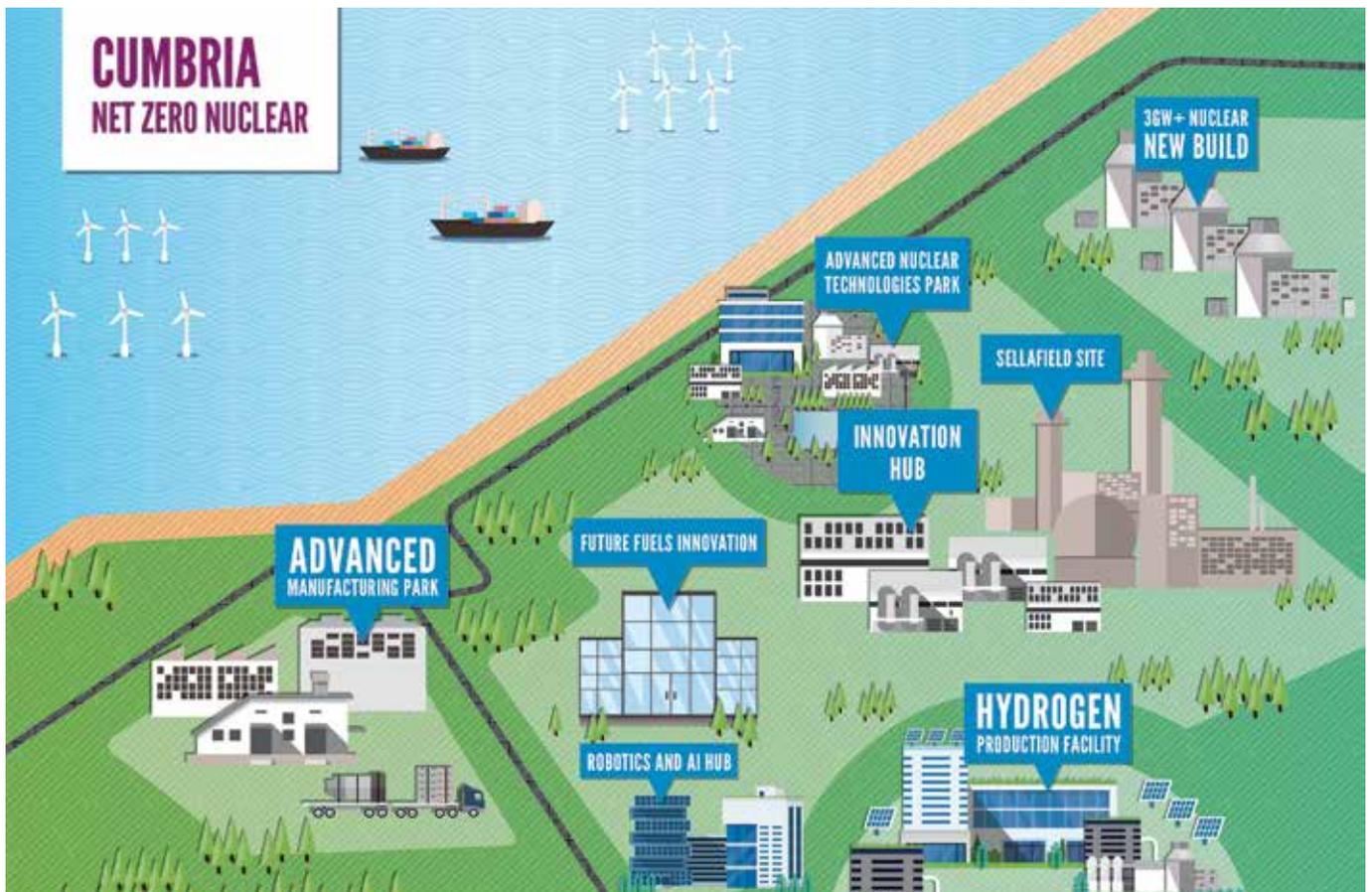
Our natural surroundings are one of the greatest attractions to Copeland. A thriving visitor economy, which attracts more of the 47 million Lake District visitors to explore the wilder areas of the Western Lakes, will draw visitors to our coastal towns and villages, to explore the heritage, culture and coastal activities on offer and increasing footfall in our town centres.

This increased footfall will help to support a hospitality sector offering high quality, local food & drink and accommodation as well as specialist retail that complements the visitor experience. This creates new training, re/upskilling and employment opportunities for local people and attraction of new and diverse businesses to the area.

Increased connection between people and place will help residents and visitors alike to understand the impact of our activities, including travel, food and retail choices, on the environment – leading to greater appreciation of how to live more sustainably.

5 ENERGY COAST

Copeland will be at the heart of the Northern “Living Lab” for clean energy: decarbonising heat, power and transport, and driving Clean Growth as we head towards Net Zero by 2050. Copeland has the pioneering heritage, innovation culture, visionary leadership, collective ambition and global reach to develop and deploy the UK’s future energy systems.



Moorside Clean Energy Park

The Cumbria Nuclear Prospectus is centred around the vision of a Cumbria Clean Energy Park, the trailblazer for the UK’s decarbonised energy system – a blend of Nuclear New Build and Advanced Nuclear Technologies, providing heat and power for local use or distribution, and producing low carbon synthetic fuels, with links into wider renewable energy networks in the North West. The site could host a large new nuclear station

or a mix of large, small and advanced nuclear, plus a further contribution of low carbon power from other technologies on or adjacent to the site.

Part of the site could be devoted to testing and deployment of Advanced Nuclear Technologies, to produce heat, steam, hydrogen or other low-carbon synthetic fuels, as well as pioneering research and development in Robotics and AI, environmental remediation, advanced fuels and manufacturing.

The Clean Energy Park is underpinned by the credibility of our existing industrial cluster, establishing Copeland as the test-bed for clean energy technologies and a catalyst for a wider green economic strategy for Cumbria.

We will build on our history as pioneers of low carbon energy, to grow opportunities for diversification and export, and developing strategic opportunities for new low-carbon energy generation, exploring synergies with offshore wind, hydrogen and synthetic fuels as those new markets grow. The Park will support the rapid development of highly-skilled, green employment opportunities, readily available to support UK and global decarbonisation markets.

Nuclear Cogeneration

Copeland has the industrial capability and available development sites to demonstrate nuclear cogeneration, trailblazing a path to decarbonisation of the full energy system including heat and transport. Cogeneration offers the potential to decarbonise not only electricity, but energy as a whole, including heating and transport through the production of carbon neutral hydrogen and other synthetic e-fuels.

Large, Small or Advanced Modular Reactors in West Cumbria could produce net zero carbon electricity and fuels including hydrogen and other synthetic e-fuels for aviation, maritime or other transport uses. Any surplus power could be used to meet Sellafield’s electricity, heat and steam requirements at competitive market economics. There is also opportunity to supply local low-carbon district heat networks in order to decarbonise domestic energy supplies.

We have available deployment sites at Moorside and Fellside, and a ready-made customer for low carbon energy on our doorstep: the Sellafield site is one of the UK’s oldest industrial heat and power networks – there is potential to develop a closed-loop energy system to power the ongoing decommissioning and environmental remediation mission.

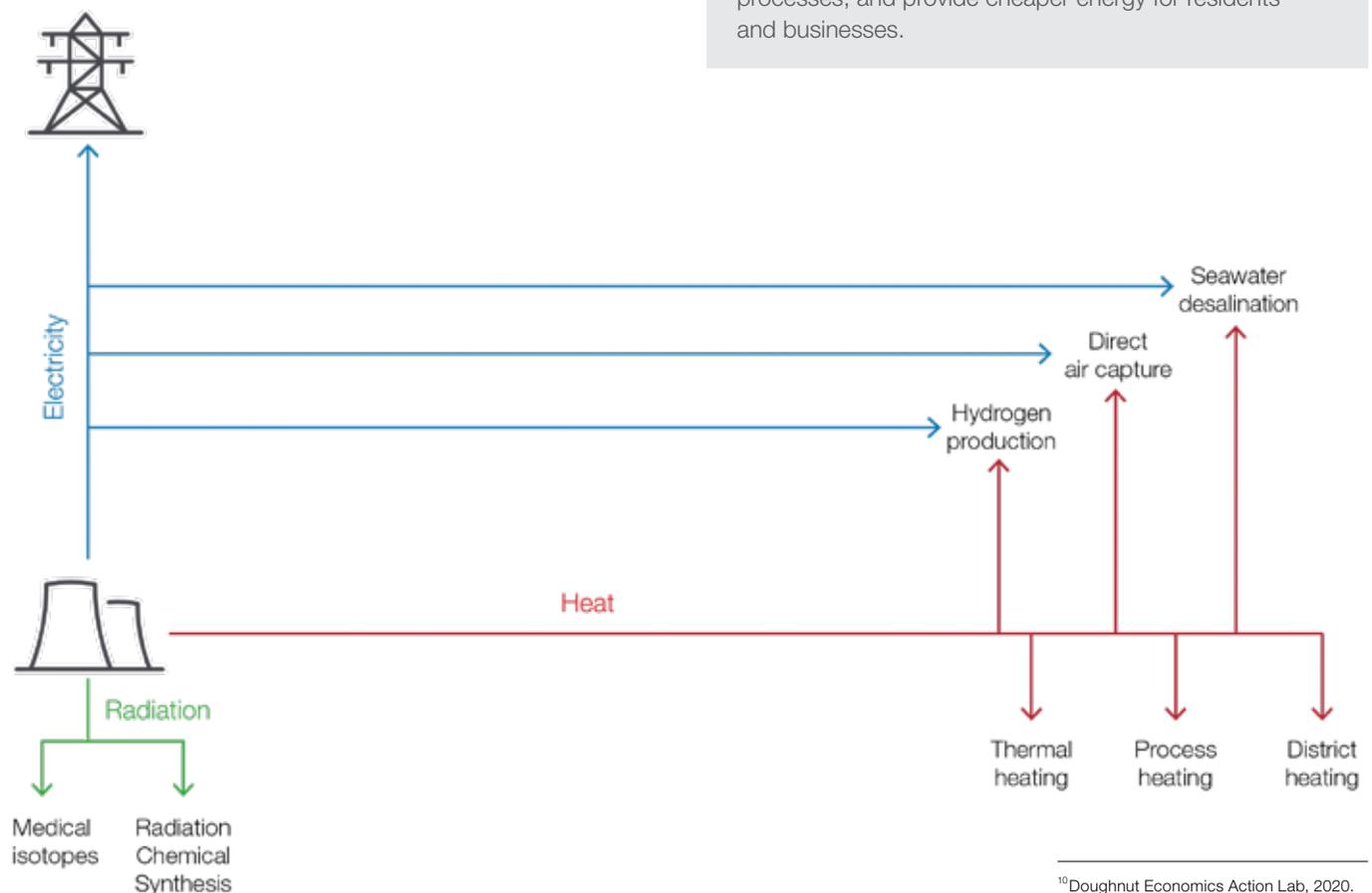
WHY?

Investment in energy infrastructure meets the UK’s biggest challenges: meeting the UK’s Net Zero commitments and Levelling Up the economy through investment in energy infrastructure as a catalyst for Economic Recovery in rural and industrial regions.

Copeland is the Centre of Nuclear Excellence, and the deep and broad industrial capability in West Cumbria is a strategic asset for the UK in delivering ongoing missions more effectively, and in supporting the delivery of new clean energy generation capacity needed to achieve decarbonisation of energy.

As the largest energy user in West Cumbria, Sellafield presents both a challenge and opportunity in achieving ours and the UK’s Net Zero ambitions.

Large nuclear new build, small and advanced modular reactors can all play a role alongside offshore wind and hydrogen, and will create high-value jobs in the green economy. The availability of locally-generation low carbon energy is attractive to new energy intensive industries, will enable decarbonisation of domestic and industrial processes, and provide cheaper energy for residents and businesses.



¹⁰Doughnut Economics Action Lab, 2020. Creating City Portraits: a methodological guide from the Thriving Cities Initiative.

6 OUR NUCLEAR FUTURE

Sellafield has been the backbone of West Cumbria’s economy for 70 years. In 2018, Oxford Economics demonstrated the significance of Sellafield’s contribution to the UK economy and the positive socio-economic impacts felt locally and nationally, but also highlighted risks around local economic diversity and resilience in the face of Sellafield’s changing mission.

Yet it is our inherent capability across industry, supply chain and academia, within a supportive community that offers opportunity to deliver existing missions more effectively, to make more of ongoing investment and to create greater value for the UK economy. To realise this opportunity, we must move from dependence on Sellafield to a more diverse economic future.

By commercialising the capability developed in delivering the Sellafield mission, we will diversify our local economy, provide access to new markets for our supply chain companies and attract new, diverse, innovative businesses to the area. We will commercialise our unique expertise, exporting into domestic and global markets, to solve the world’s challenges.

Copeland’s Nuclear Future

The Sellafield site, as the current storage site for the majority of the UK’s higher activity material inventory, will form the front end of the operational phase of a future long term management solution. Whether this is a Geological Disposal Facility (GDF) alone, or in combination with Near Surface Disposal, Copeland has a role in these internationally significant, £multi-billion environmental protection projects, which will create employment opportunities and wider social impact for over 100 years.

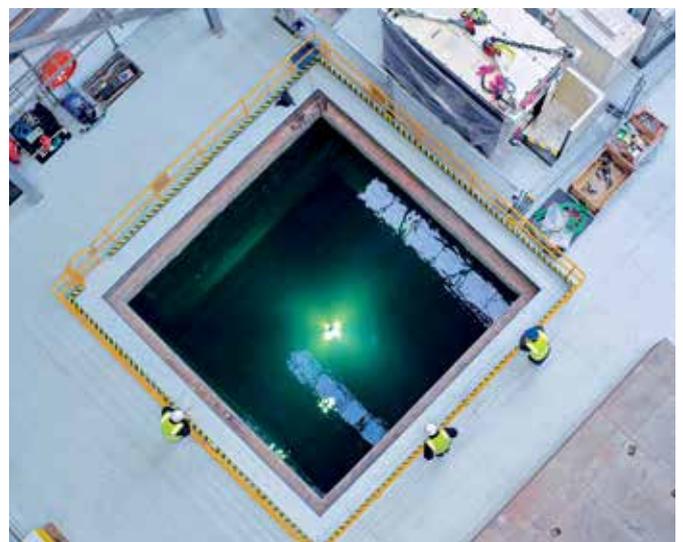
Provision of a solution for safe and secure long-term management of the UK’s higher activity radioactive waste is key to making the case for the UK’s nuclear new build programme. Copeland has the knowledge, skills and expertise local to the Sellafield site to support delivery. Removal of waste from Sellafield would unlock space on the site for future missions and is a key enabler to our future nuclear economy.

Sellafield as a Living Lab

The Sellafield site is a de facto technological test bed on which to develop, deploy & prove cutting edge decommissioning, waste management & remediation technologies for delivery of domestic remediation missions and for export.

By enabling this kind of innovation on the Sellafield site, the NDA can deliver the mission safer and sooner, while driving wider local economic benefit by supporting local supply chain companies to access opportunities, anchoring new and existing innovative enterprises in Copeland.

Using digital innovation, technology and big data to assess and masterplan future activities on the site, Sellafield will become an exemplar industrial smart city test bed, reducing energy demand and decarbonising operations using locally-available low carbon energy.





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Total Societal Impact

The relationship between Sellafield, the supply chain, the economy, the community and the environment has moved far beyond Social Impact interventions and Corporate Social Responsibility.

Delivery of the Sellafield mission will drive wider and inclusive social, environmental and economic impact in West Cumbria. By delivering activities on the site in line with the principles of Community Wealth Building, Sellafield, the Programme and Project Partners and the supply chain will create lasting positive impact targeted against local priorities.

For example, by leading the way in deploying low carbon energy systems and by building circular economy principles into major construction programmes, Sellafield can demonstrate infrastructure decarbonisation in a way that upskills and empowers the supply chain to pay forward the benefits in our wider built environment.

By procuring in a way that stimulates positive behaviours from suppliers and by employing workforce strategies that drive positive outcomes for local people and education providers, Sellafield can support a sustainable local economy that provides access to green employment and upskilling opportunities for our people.

High Hazard reduction, decommissioning and radioactive waste management at Sellafield are nationally important missions, with a significant carbon footprint that cannot be cost-effectively reduced to zero while sustaining delivery. Local sequestration, clean energy generation and biodiversity enhancement interventions can help Sellafield to reach Net Zero.

WHY?

As the Sellafield site is successfully decommissioned, the Sellafield Transformation will result in economic decline for Copeland, without intervention to harness the opportunities offer by the move to a “small Sellafield, big supply chain” model.

We will work with the NDA, Sellafield Ltd and supply chain partners to ensure that the wider value of continued investment by UK Government at Sellafield is maximised in a way that creates positive outcomes for Copeland’s communities. By properly addressing Social Value, the NDA can meet its Energy Act obligations to communities by more effectively delivering the mission in a way that aligns with the community’s vision.

As host to the Sellafield site and therefore the majority of the inventory identified for Geological Disposal, Copeland’s community is affected regardless of the final choice of site for a GDF. This is a £multi-Billion internationally significant project, and therefore we will work with NDA and RWM Ltd to ensure that significant and proportionate positive outcomes are secured for Copeland.

Everyone in Copeland should have ready access to sustainable transport options that connect our remote communities.”

A SUSTAINABLE PLACE

How can Copeland be a home to healthy people, in a thriving place, whilst respecting the wellbeing of all people, and the health of the planet?¹⁰

This section sets out a framework for how we will deliver the Copeland Economic Vision 2040, to meet the needs of Copeland's people sustainably within the means of the living planet.

What would it mean for the People of Copeland to Thrive?

Healthy

Health: All residents have an equal chance of living a healthy life, regardless of socioeconomic status, or background. All residents have access to green space.

Housing: Everyone in Copeland has access to sustainable, affordable housing that supports good health and wellbeing.

Food: everyone has access to sufficient healthy, local, sustainably produced food that supports local producers.

Connected

Connectivity: our rural communities are physically and digitally connected, enabling everyone to participate in the economy and access the services that they need.

Mobility: all residents and visitors have access to safe active transport modes, integrated into wider low-carbon public transport networks.

Culture: within a growing and diverse arts and culture sector, residents and visitors are enabled and encouraged to experience Copeland's heritage, connecting them with this place. Play is a valuable part of our lives.

Community: residents in our rural places feel connected to each other and to society, social isolation is decreased and our anchor institutions are actively engaged in sustaining our society, not just our economy.

Enabled

Jobs: exciting and attractive employment opportunities exist in a diverse, digital, sustainable economy. Copeland offers a welcoming and supportive environment to entrepreneurs to start and grow businesses here.

Income: Financial security is guaranteed and inequalities are minimised.

Education: everyone has access to high quality education, that is tailored to the needs of local people and the 21st century economy.

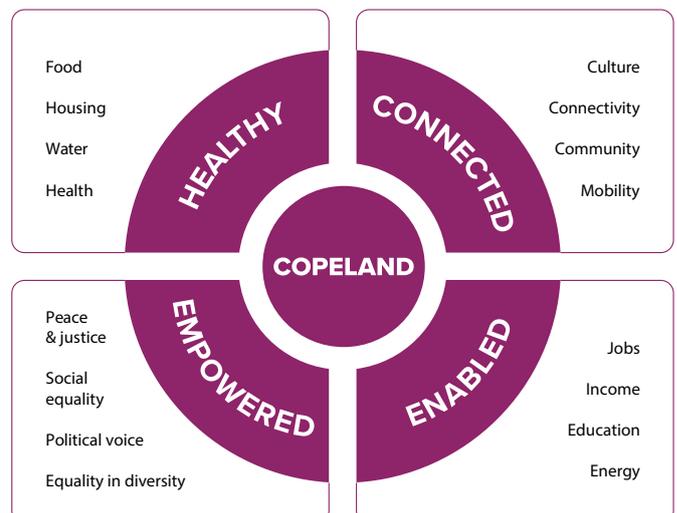
Energy: Copeland is self-sustaining, powered by locally generated decarbonised electricity, heat and e-fuels as well as wind, solar and other renewable sources.

Empowered

Voice: Citizens have an increased say, involvement and role in deciding what happens and how it gets implemented.

Social Equity: residents have a voice in shaping their place and their lives, and seldom experience inequality.

Equality in Diversity: Copeland welcomes diversity, participation and collaboration, which strengthens community networks and builds trust between people and organisations.



What would it mean for Copeland to thrive in the wider environment?

As well as viewing our economy through the social lens, we will take an ecological view, by asking ourselves, “what if a place generated ecosystem services just as its healthy surrounding habitat does?”.

What if our buildings, green space and infrastructure worked together to purify as much air, filter as much water, store as much carbon, and house as much biodiversity as local high-performing ecosystems? In other words, how can Copeland become as generous as the beautiful landscape on our doorstep?

These ecosystem services include:

- Provisioning fresh water
- Regulating air quality
- Regulating air temperature
- Harvesting energy
- Supporting biodiversity
- Protecting against erosion
- Sequestering carbon.

By viewing ourselves as part of the larger ecosystem in which we exist, we can adopt growth and development principles informed by nature, that help to create sustainable, resilient and regenerative places that are good for health and wellbeing and good for our environment.

What would it mean for Copeland to respect the health of the Planet?

Climate Change: supporting the Cumbria and UK Net Zero carbon targets, and by generating low-carbon energy at scale and managing our land and resources more sustainably, Copeland will be a significant contributor to reducing the harmful effects of climate change.

Biodiversity: by enhancing our green and blue infrastructure, by focusing on local food and resources and by implementing carbon sequestration measures including afforestation, Copeland will be a place of thriving biodiversity.

Waste Generation: by creating a more regenerative, circular economy, Copeland’s overall use of raw resources will be minimised, reducing our negative impact elsewhere in the world.

Land Use: we will reduce our land use footprint and protect and manage our natural capital sustainably.

Air Quality: all of the above will help to sustain and improve our air quality.



¹⁰ Doughnut Economics Action Lab, 2020. Creating City Portraits: a methodological guide from the Thriving Cities Initiative.

STATEMENT OF SUPPORT FROM FUTURE OPPORTUNITIES GROUP

This Vision was commissioned and is supported by the Future Opportunities Group, made up of senior leaders of business, industry, local government and academia across public, private and community sectors in West Cumbria:

- **Mike Starkie**, Elected Mayor of Copeland
- **Trudy Harrison**, Member of Parliament for Copeland
- **Pat Graham**, CEO of Copeland Borough Council
- **Mark Jenkinson MP**, Member of Parliament for Workington
- **Mike Johnson**, Leader of Allerdale Borough Council
- **Andrew Seekings**, CEO Allerdale Borough Council
- **Henri Murison**, Director, Northern Powerhouse
- **Hazel Blears**, Independent Advisor
- **Professor John Fyfe**, Independent Advisor
- **Ivan Baldwin**, Chair of Britain's Energy Coast Business Cluster
- **John Grainger**, Executive Director, Britain's Energy Coast Business Cluster
- **Michael Pemberton**, CEO, BEC
- **David Peattie**, CEO, Nuclear Decommissioning Authority
- **Paul Vallance**, Communications Director, Nuclear Decommissioning Authority
- **Paul Howarth**, CEO National Nuclear Lab
- **Martin Chown**, MD Sellafield Ltd
- **Jamie Reed**, Head of Public and Corporate Affairs, Sellafield Ltd
- **Mike Pigott**, Programme and Project Partners/KBR
- **Andy White**, Programme and Project Partners/Jacobs
- **Brian Davidson**, Programme and Project Partners/Doosan Babcock
- **Eldon Garnett**, Programme and Project Partners/Morgan Sindall
- **Mark Kirkbride**, West Cumbria Mining
- **Paul Pointon**, Managing Director, LLWR Ltd
- **Chris Connelly**, Direct Rail Services
- **Tom Samson**, Interim CEO, UK SMR Consortium
- **Julia Pyke**, Director, EDF Sizewell C
- **Jackie Arnold**, BAE Systems
- **Michael Osborne**, ARUP
- **Dave Wilson**, Atkins Global
- **Remy Grenier**, Orano
- **Prof. Steve Gibbs**, University of Cumbria
- **Kevin Warren**, Director, University of Manchester Dalton Institute
- **Cathy Jackson**, UCLan
- **Laurence Gribble**, St Bees School
- **Chris Nattress**, Lakes College
- **Martin Hottass**, Gen2
- **Jo Lappin**, CEO Cumbria LEP
- **Ken McEwan**, Head of Sectors, Cumbria LEP
- **Richard Leafe**, Chief Executive, Lake District National Park Authority
- **Brian Scowcroft**, Land & Lakes
- **John Oliver**, Whitehaven Harbour Commissioners
- **Lyn Simpson**, North Cumbria Integrated Care Trust
- **Rod Harpin**, North Cumbria Integrated Care Trust
- **Craig Harrop**, Northern Rail
- **Gary Townsend**, ENWL
- **John Hilton**, United Utilities

“**Britain's Energy Coast Business Cluster supports the Copeland Vision 2040. This is a visionary document that demonstrates an outward-looking perspective that chimes with the Business Cluster's ambitions – sustainable economic development with an emphasis of maximising social value outputs. Representing some 300+ members, we stand by to play our part in delivering what we believe will be a vibrant, dynamic and innovative community in the future.**”

– **John Grainger, Executive Director of BECBC**



