Cumberland Council

Embedding Culture and Delivering Sustainable Services

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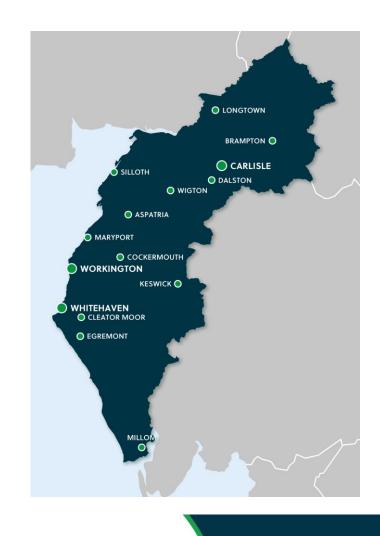






Introduction

- Formed in April 2023 as a new unitary authority
- Ambitious transformation plan to integrate four legacy councils
- Focus on embedding a unified culture and delivering sustainable frontline services



















Embedding culture and ethos

Early development of the Cumberland Plan incorporating:

- 'The Cumberland Approach': Accessibility, Trust, Engagement, Prevention, Sustainability
- New Core Values: Ambitious, Collaborative, Compassionate, Empowering, Innovative
- Workforce cohesion and becoming an 'employer of choice'

























Prevention and Community Hubs

- 'Pre-Front Door' model using predictive analytics for early intervention
- Expected £5m savings over three years
- Community Hubs co-locating services locally
- Empowering communities and reducing long-term demand

















Digital Transformation

- 100+ low-code digital apps developed in-house
- Unified telephony and customer contact systems
- Paper reduction, faster service response, improved security
- Enhanced productivity for staff

















Targeted Service Reform

- Prioritised reform in Adult social care, Children services, waste collection and disposal, grounds maintenance, parking
- Aim: integrated, efficient, value-for-money services
- Stronger partnership with voluntary and community sector

















Children and Family Services

- Family Hubs like Whitehaven opened with co-design
- Co-produced SEND and alternative provision strategies
- New Corporate Parenting Board for accountability
- Social Work Academy and workforce investment
- £5m external funding secured for innovation

















Environmental Sustainability

- Battery-powered grounds equipment quieter, safer, greener
- Active travel initiatives Travel Actively Cumbria, e-bike pilots
- Embedding sustainability in all decision-making

















Key Outcomes

- Shared culture and clear organisational values
- Modernised digital-first service delivery
- Proactive and preventative model saving money and improving lives
- Stronger, more resilient communities
- Commitment to sustainability and climate action

















Conclusion

- Cumberland Council has embedded a new culture and ethos while transforming how services are delivered
- Through innovation, sustainability, and community engagement, the council is building a modern, resilient authority that delivers effective frontline services















