

# Cumberland Council

## Embedding Culture and Delivering Sustainable Services

Deputy Leader of Cumberland Council, Cllr Lisa Hinton



Health and wellbeing is  
at the heart of everything we do

Our values



Ambitious



Collaborative



Compassionate



Empowering



Innovative

# 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



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# 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'



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# 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



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# 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



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# 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



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# 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



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# Environmental Sustainability

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



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# 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



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# 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



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