



## Statement of Intent

As Cumbrians, we've got a lot going for us: our lead in Clean Energy and Engineering, our World Heritage Status as a tourist destination and our hard-working, resilient culture. Cumbria is a great place to invest in.

Given the challenging economic outlook, the next round of investments will be hard fought – particularly those involving public money – and winning will require a distinct competitive edge, both for the host community and for the developer.

We believe this edge should come from aligning commercial and community interests: shaping and implementing major investments in a way that builds confidence, entrepreneurship, self-reliance and sustainable social value for all our people and for future generations; tackling and reducing inequality in our communities.

To enable this to happen *the Invest in Cumbria Alliance* will:

1. Create, shape and support the best long-term investment opportunities for the region.
2. Position '*Confident Cumbria*' as an essential component of the forthcoming devolution deal.
3. Put the voices, needs and heft of our communities at the heart of all new developments – whether in energy, tourism, transport, health, housing, education or climate change.
4. Encourage prospective investors to develop a compelling social value proposition as an integral part of their overall proposal.
5. Lead the way in developing social value and alliance contracting approaches as the way Cumbria does business, benefitting community and investors.
6. Foster community excitement and engagement so that new businesses and investors are attracted into region knowing they will be made welcome.
7. Build our community insights, resources and capabilities for the long term, handing on to Cumbria's future generations as we go.





**Here's what we are going to do to get started:**

- Engage all stakeholders, potential investors and other interested parties to build understanding and alignment on scope and define the short-term objectives.
- Use our networks and contacts to invite Cumbrians to join the Community Data Cooperative (our chosen community engagement partner) and begin to engage with representative communities in Copeland, Barrow and Allerdale. Get people's views on this Statement of Intent and a better understanding of what people want to see from the anticipated Coastal investment in energy and transport. Then expand these conversations to include those living in the Carlisle, Eden and South Lakes boroughs to give a Cumbria-wide picture.
- Develop a draft Social Contract framework and refine it with Central Government, investors, existing businesses and our communities.

Handwritten signature of Mike Johnson in black ink.

Handwritten signature of Andrew Seekings in black ink.

**Signatories:**

Mike Johnson  
Leader  
Allerdale Borough Council

Andrew Seekings  
Chief Executive  
Allerdale Borough Council

Handwritten signature of Mike Starkie in black ink.

Handwritten signature of Pat Graham in black ink.

Mike Starkie  
Directly Elected Mayor  
Copeland Borough Council

Pat Graham  
Chief Executive  
Copeland Borough Council

Handwritten signature of Simon Fell in blue ink.

Handwritten signature of John Stevenson in blue ink.

Simon Fell  
Member of Parliament for  
Barrow & Furness

John Stevenson  
Member of Parliament for  
Carlisle





A handwritten signature in blue ink, appearing to read "T. Harrison".

Trudy Harrison  
Member of Parliament for Copeland.

A handwritten signature in black ink, appearing to read "I. Baldwin".

Ivan Baldwin  
Chair, Britains Energy Coast  
Business Cluster

The intention is for the *Invest in Cumbria Alliance* to be dynamic, inclusive and to expand over time to include the big employers and anchor institutions: including public, private sector, healthcare, academia and 3<sup>rd</sup> sector, including but not limited to: University of Cumbria; Sellafield Ltd; NDA; Northern Powerhouse; Cumbria Future Leaders; Cumbria Community Foundation; BAE Systems; Morgan Sindall; Story Homes; Chamber of Commerce; CBI; WIN Cumbria; National Nuclear Laboratory; KBR; Doosan Babcock; Jacobs etc.

