



Welcome to Allerdale

Allerdale is situated at the north-western edge of Cumbria, in north west England. Allerdale covers 1,258 square kilometres, stretching from the Solway Firth in the north down to its largest town of Workington in the west, and bounded by the Lake District mountains. Allerdale has some of the most beautiful countryside in Britain, with approximately a third of the borough within the Lake District National Park.

Allerdale has a population of 96,300 (2005), mainly living in Workington and the other main towns: Maryport, Cockermouth, Keswick and the northern market towns of Silloth, Wigton and Aspatria.

The word Aspatria means 'The place of St Patrick's ash tree' but the town is best known for its church of St Kentigern. In the church is a carved Viking hogback tombstone and an early Saxon cross is carved with knotwork. Settled more than 3,000 years ago, the town saw lots of traffic, situated as it was along a Roman road. A large Saxon hall stood on Richmond Hill. Like its neighbour, Wigton, agriculture plays a significant role in the life of the town but industry also has a strong foothold in the form of

the Sealy UK bed factory and Dairy Crest.

Cockermouth is an attractive market town lying just outside the boundary of the Lake District National Park. Cockermouth grew up at the junction of the two most important rivers in the area, the Cocker and the Derwent. With a rich history running from Roman times, its famous sons include celebrated poet William Wordsworth, HMS Bounty mutineer Fletcher Christian and John Dalton, one of the most brilliant scientists of his age and the originator of the atomic theory. The town received its market charter in 1221 and has retained its importance as a market town ever since. The Cockermouth Market Towns Initiative is supporting a range of economic projects to revitalise Cockermouth and surrounding areas.

Keswick is the principal tourist destination within Allerdale and its permanent population can double or even treble during the height of the holiday season. As a community, Keswick attracts around 1.5 million visitors per year. The town is more than just a tourist destination. The Keswick Market Towns Initiative supports a

range of economic projects to revitalise Keswick and its surrounding areas. Keswick became the first rural business improvement district (BID) in the country. The Theatre by the Lake has become an enormous year-round asset for the whole region and Keswick School has Beacon status and draws in pupils from a wide area.

Maryport has diversified from the traditional economic base of coal, iron and steel, although a large proportion of people are still employed in manufacturing industries. Tourism is now playing an increasingly important role within the town following major improvements in the harbour area, the creation of a marina and development of tourist attractions. The Maryport Blues Festival is one of the best in the UK, drawing visitors from near and far. Destination Maryport is to be a new visitor attraction for the harbour area that will carry a heritage theme telling the story of the town and its links with the sea.

Silloth is an attractive coastal resort on the shores of the Solway Firth, that was a tourist destination in Victorian times. Its glorious sea views and sunsets



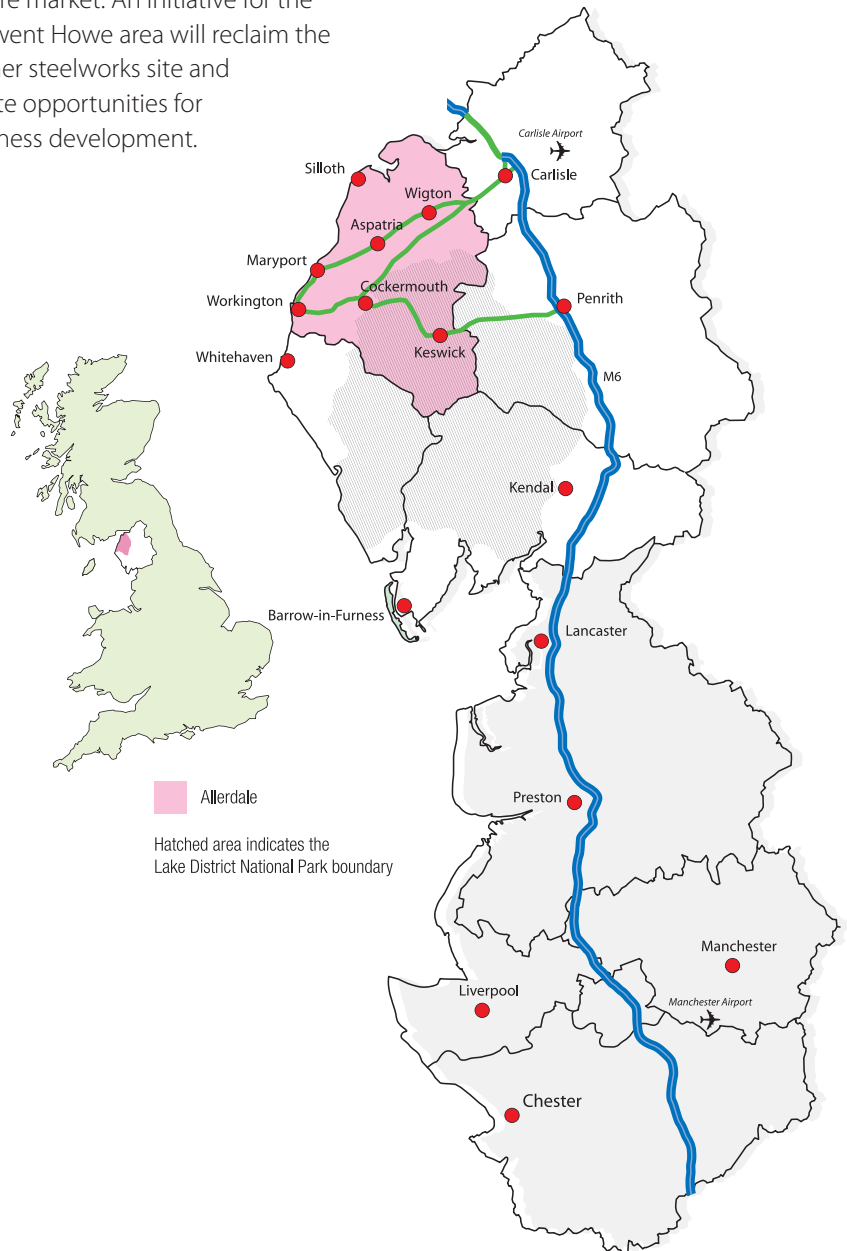
"Allerdale – a great place to live, work and visit"

have been recorded by Turner, the famous landscape artist. The town was developed as a railhead and port in the 1850s. The port of Silloth is a key economic driver and is well placed for trade with western Europe, Ireland and the Isle of Man. The Solway Coast is home to an Area of Outstanding Natural Beauty.

Wigton is the bustling centre of the Solway Plain, situated between the Caldbeck fells and the Solway coast. The market town is an ancient settlement and evolved from a pre-medieval street plan. A Norman barony, Wigton gained its market charter in 1262 and currently boasts a wide range of local independent shops that help give the town its distinctive character and has proved a desirable location for international business, such as Innovia Films Ltd. Wigton is home to an 'outstanding' secondary school, Nelson Thomlinson School. The North Allerdale Market Towns Initiative is operational in Aspatria, Silloth and Wigton.

Workington is currently undergoing physical and social transformations due to its long-standing reliance on traditional heavy industries, which is giving way to new routes to economic stability such as retail and the visitor economy. The town's unique natural setting at the mouth of the River Derwent means that other regeneration

activities, such as the Port of Workington scheme, are planned to develop the leisure market. An initiative for the Derwent Howe area will reclaim the former steelworks site and create opportunities for business development.



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