

## £3.7 million investment in seaside town

The regeneration team has secured investment of nearly £4 million towards improvements to Maryport town centre.

A five-year programme of works, called the Maryport Townscape Heritage Initiative costing a total of £3.65 million, is set to transform the face of Maryport and revitalise the historic-core of the town's centre.

There will be:

1. Renovation works to key buildings:
  - The Golden Lion
  - The former Carlton Cinema
2. Environmental enhancements:
  - To Shipping Brow
3. Training opportunities:
  - Free for local tradesmen in traditional building methods
  - Free for local homeowners in how to care and maintain their historic properties

The Maryport Townscape Heritage Initiative is funded by Allerdale Borough Council, the Heritage Lottery Fund, the North West Development Agency and West Lakes Renaissance, as well as contributions from the private investment of property owners.

The Initiative also complements the group-repair schemes currently underway in Maryport on Curzon Street.

Joe Broomfield, Allerdale Borough Council's Townscape Heritage Initiative Officer, said: "Nowhere is Maryport's heritage better showcased than in the town centre conservation area, where there are some fantastic examples of Georgian and Victorian buildings and streetscapes. Through high-quality renovation work to key properties and areas of the public realm, the Maryport Townscape Heritage Initiative will revitalise Maryport town centre, not only creating new business opportunities and jobs, but helping to protect and enhance the historic built environment for both present and future generations."

For further information contact Joe Broomfield on 01900 702568



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# Allerdale Borough Council's Regeneration News



February 2009

## The regeneration team generate £10 million investment for Maryport



**The Wave, Maryport's new £3.5 million visitor attraction recently opened its doors to visitors.**

The centre was built on vacant land by the riverside at Irish Street and complements the ongoing regeneration of the harbour area and existing attractions in the town.

The Wave houses a high quality, purpose designed local heritage exhibition, alongside a theatre, Festival Hall, a café/bistro, gift shop and upgraded tourist information services.

The project was commissioned by Allerdale Borough Council which contributed around £1.3 million towards the scheme.

**The Wave is part of a £10 million package of investment secured by the regeneration team at Allerdale Borough Council working in partnership with other Maryport regeneration bodies.** Schemes include Maryport Townscape Heritage Initiative, a £3.65 million investment to enhance the built environment within the town centre, including important local buildings like the Carlton Cinema. A total of £1.3 million is allocated in a housing repair scheme for Curzon Street with an additional £1.3 million allocated to other Maryport streets. £2.2 million for works to improve access around Maryport Harbour and £1.2 million on the former BIP factory site is planned to greatly improve the gateway.

# Britain's Energy Coast™

**Former Minister for Business John Hutton recently launched the Energy Coast Masterplan™.**

The regeneration team will be helping guide this package of £2 billion of investment into West Cumbria.

In local terms the projects contained in the Masterplan will see the creation of around 16,000 jobs; boost the county's economy to the tune of £800 million and transform West Cumbria into one of the fastest growing sub regional economies in the United Kingdom.

It will also make a significant contribution towards helping Government to combat climate change and help secure the nation's energy supply.

Projects include:

- National Nuclear Laboratory
- Energen, a world class centre for the provision of vocational skills excellence, spanning both further and higher education in the nuclear, carbon-free and environmental restoration industries.
- University of Cumbria expansion into West Cumbria with a new campus planned.
- A new £100 million acute hospital, with research and teaching facilities, which will build on West Cumbria's existing strengths in toxicology, radiation and epidemiology
- Enterprise support for local businesses and enterprise training in schools
- The opportunity to explore accelerating an £80 million bid to the government for the Building Schools for the Future programme.
- Public realm investment in West Cumbrian towns
- Improvements to the marinas in Whitehaven, Workington and Maryport

- Long term programme of strategic transport improvements, including the A66, the Cumbria Coast Railway and improved connections between the line and the West Coast Mainline
- £50 million worth of development of cultural, sporting and leisure facilities
- A total of £80 million in a balanced housing market
- New tourism facilities.

## A New Vision for West Cumbria

The vision for Britain's Energy Coast™ is...

**“By 2027 West Cumbria will be a confident place that prides itself on its strong economy providing opportunities for all and offering a lifestyle of choice.”**



A dedicated website has been recently launched. For full details of the Britain's Energy Coast™ visit [www.britainsenergycoast.com](http://www.britainsenergycoast.com).

# Derwent Valley regeneration

**The Derwent Valley Task Group are proposing a combined leisure centre and community sports complex.**

If this scheme is approved by the council, the option will cost around £30 million, a significant proportion of that amount will be brought in by Allerdale Borough Council's regeneration team from external funders.

The proposals offer a modern multi-purpose sports and leisure complex catering for the expressed needs of the people of Allerdale. The scheme will see environmental enhancements to the area as part of the wider Derwent Valley regeneration scheme.

An agreement has been reached with Workington Comets which, following planning agreement in 2010, sees speedway retained in Workington.



## Cittaslow

**Cockermouth has become the first town in the north west and only the seventh town in the UK to be accepted into the Cittaslow movement.**

Cittaslow is Italian for 'slow town' and the Cittaslow movement is an international network of towns all working towards improving the quality of life in towns for residents and visitors alike.

All towns that apply to join the network are rigorously assessed against over 60 criteria covering topics such as protection of local traditions and support for local food producers.

The Cockermouth Partnership, working with the regeneration team, prepared a bid and were accepted in February 2008.

The movement aims to protect the environment, promote high quality local goods and produce and enhance the town's uniqueness, particularly heritage and culture.

Margaret Jackson, Deputy Leader of the Council and regeneration portfolio holder, greeted the news warmly and said: "We are delighted with this award. It highlights the qualities of Cockermouth for those who live, work and visit there. The quality and pace of life there have long attracted people. This is very special for the town."

Sam Standage, Allerdale Councillor for Cockermouth All Saints, said: "This is great news. It recognises what we have long known, that Cockermouth is a jewel of a town, and this award marks those very qualities that make it so."

For more information visit:

[www.Cockermouth.org.uk/cittaslow.htm](http://www.Cockermouth.org.uk/cittaslow.htm)



## Working together for North Allerdale

Over the past year, the North Allerdale area has been seeing big changes thanks to the activities of North Allerdale Partnership (NAP) and the officers of the regeneration team.

NAP was the organisation responsible for the Market Towns Initiative programme covering Wigton, Silloth and Aspatria and the surrounding areas.

Denise Raper, Project Manager, said: "Regeneration relies on people working together. Excellent partnership working means North Allerdale has benefited from £1.5 million investment in the past year alone. All three market towns and their surrounding areas have benefited from the investment."

NAP secured a range of funding from many different sources. The Council agreed to:

- a lease on the old Aspatria Fire Station (the Solway Rural Initiative building) for a children's centre
- £190,000 to refurbish the Wigton Market Hall and Water Street Square area
- £40,000 for environmental improvements at Silloth.

The regeneration group are currently supporting the establishment of a successor body, The North Allerdale Development Trust, to continue to deliver community-driven regeneration.

An economic action plan has been developed by the Trust which shows how it intends to continue the good work achieved so far. Officers will continue to support the achievement of this.

## Improving play provision

Four projects are sharing £200,000 of funding from the Big Lottery Fund to improve the range and quality of play provision for young people in the borough.

These projects were identified in the Play Strategy which was developed by Allerdale Borough Council, consultants Halcrow Group Limited and a wide range of partner organisations who work with children and young people in play.

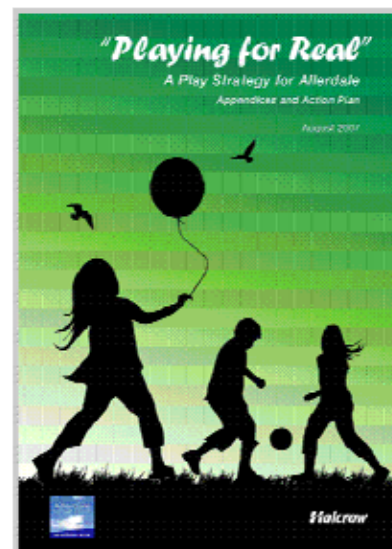
Two of the four projects were completed by the end of October 2008.

### Braithwaite School and Community Grounds Natural Play Development

- Wildlife area
- All weather/all ability path
- Outdoor teaching space
- Zoned play areas
- Quiet areas.

### Cockermouth Memorial Gardens play area.

- Replacement of play equipment
- Removal of paddling pool
- Installation of new equipment.



The remaining two projects will be completed over the next two years at Flimby recreation ground play area and Wigton Park.

## Cockermouth Marketplace

Cockermouth has benefited from a £1.5 million revitalisation of its historic Marketplace.

The Market Place was finished in September 2008 and is now capable of hosting events like the annual Georgian Fair and farmers markets.

After around 500 local people had made the views known, Cockermouth Partnership Board voted for retained two way traffic in the Market Place, but with a substantially narrowed road and a large increase in the amount of public space available. Importantly, traffic calming measures were incorporated and there is a very minor overall loss of parking spaces.



## A word from the WiSE

A successful resource has been running for the past year which assists those people considering self employment.

The regeneration team were instrumental in securing match funding of £260,000 over two years in Allerdale and Copeland. The project addresses the issue of low numbers of business start up and activity in West Cumbria.

So far the scheme has given business advice to over 300 clients, and assisted 100 into self employment, removing people from the black economy and assisting over 50 people off benefits in Allerdale alone.

One person who has used the service is Mum of two, Emma Hazlewood of Salterbeck, Workington, who went to Ways Into Self Employment to chat through her ideas for her own business, House Proud, a cleaning and de-cluttering service.

Emma said: "We've moved a lot – eight times in 12 years, so I always have a good clean and de-clutter before each move.

"I saw a piece in the paper about Ways Into Self Employment. They're all about helping you to take your ideas a step forward. It's nice as well because their service is free and ongoing. Advice doesn't cost anything either."



For further information visit:

[www.waysintoselfemployment.org.uk](http://www.waysintoselfemployment.org.uk)

## Derwent Forest deal reached

Allerdale Borough Council and Cumbria County Council have officially purchased the former armaments depot at Broughton Moor from the Ministry of Defence for the sum of £1.

The regeneration team has for the previous few years been working diligently to secure a successful outcome in relation to the site for the people of Allerdale, and especially the surrounding community of Broughton Moor.

Councillor Joe Milburn, Leader of Allerdale Borough Council, said: "The development of Derwent Forest has been a long-held vision for Allerdale Borough Council and I am delighted that this important milestone has been reached. Derwent Forest has immense potential to raise the profile of West Cumbria at regional and national level, attract inward investment to the area and create jobs and training opportunities, which will impact positively on local communities.

Geoff Dixon, Senior Estates Surveyor at Defence Estates, said: "The MoD is delighted that the sale of this site has finally concluded and that with funding support from the North West Regional Development Agency the councils will at last be able to progress the regeneration of the site. We believe that this is a further demonstration of MoD's close co-operation with local authorities and regional development agencies in releasing a site and its inherent liabilities which can now be used to the benefit of the local economy."

Derwent Forest: Largest brownfield site in north west England



Official handover of the site from the MOD to Allerdale place in August 2008.

Allerdale Borough Council's regeneration team are now in the process of appointing a marketing consultant, who will then market the site to the widest possible audience and secure the best possible developer for this unique site.

Ultimately the vision is to create a world class visitor and leisure attraction. This will draw tourists from the central lakes to the west coast and provide leisure and employment opportunities for Allerdale residents.

Councillor Milburn continued "We very much appreciate the patience and assistance of the Ministry of Defence in transferring the land to us and I now look forward to working with our partners to market this fantastic site to the private sector and attract investment that will bring a quality development to Allerdale."



## Leisure facility improvements

Allerdale Borough Council's leisure facilities are operated and managed by Carlisle Leisure Limited under a 15 year agreement.

Over the first four years of the agreement a great deal of investment has been made into the leisure facilities by the Leisure Partnership 'Joint Fund' between Allerdale Borough Council and Carlisle Leisure Limited.

The joint fund comprises business rate relief which Carlisle Leisure Limited receives. The use of these funds is jointly agreed by Allerdale Borough Council and Carlisle Leisure Limited.

The Joint Fund has invested £1.4 million into the leisure facilities since 1 April 2004.

In 2004/05 the swimming pool entrance foyer and changing rooms were refurbished at **Workington Leisure Centre**, providing a higher quality and more accessible space for customers.

The Leisure partnership between the Council and Carlisle Leisure Limited recognises the need to maintain Workington Leisure Centre to an appropriate standard while discussions regarding the Derwent Valley project and the future of the facility take place.

The Leisure Partnership Core Group will carry out a number of repairs and improvements at Workington Leisure Centre to improve access to the facility and the quality of accommodation for customers, which includes:

- Installation of automatic doors to the sports centre foyer
- The refurbishment of the sports centre foyer, including replacement of the floor and decoration
- Decoration of the swimming pool changing rooms and pool area
- Refurbishment of the squash courts
- New flooring in meeting/training room
- Replacement of flat roof over squash courts.

**Cockermouth Leisure Centre** was transformed in 2008 with the opening of a new entrance foyer incorporating a new meeting room, a new activity studio, an extension to the fitness suite, improved parking provision and a larger reception area. The improvements have enabled the leisure centre to provide a much greater range of activities to customers.

The aim of the improvements was to encourage greater participation in sport and leisure activities.

Usage of the leisure centre has increased dramatically following the opening of the new facilities and is currently 24% higher than at the same period in 2007/08.

In April 2008 a £150,000 refurbishment scheme was completed at **Keswick Leisure Pool** which replaced the original changing rooms which were 20 years old.

The refurbishment comprised a variety of new fixtures and fittings.

The new changing rooms were well tested during the busy summer holidays and customer satisfaction with the new facilities is high.

The entrance foyer at Keswick Leisure Pool was refurbished and opened up to provide a much more welcoming and accessible space for customers.

A new seating and vending area was created and high quality customer information notice boards installed.



The refurbished Workington Leisure Centre reception

The centrepiece is the recently completed 'Hub'. The Hub is a new outdoor performance space at the heart of Workington town centre where the four new shopping malls meet. The area has a canopy overhead, incorporating lighting and state of the art 3D sound technology.

The Hub's 3D sound system can be configured to broadcast any live or recorded sound, Allerdale Borough Council are working in partnership with SoundWave as well as local performers and community organisations to programme and create new work to be performed in the space in the future.



'The Hub' 3D Soundscape

**Curwen Place** - This square is dedicated to John Christian Curwen, who served in Parliament for Cumberland and Carlisle between 1786 and 1812 and from 1820 to his death in 1829. The design by artist Edward Allington uses steel rails made at the local steelworks before production ended in 2007.



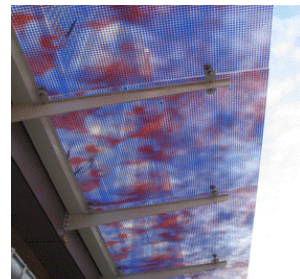
Curwen Place

**Fyke Net seats** - These seats refer to the design of Fyke nets or hoop nets used to catch eels and other fish in coastal waters and rivers. Fyke nets have the advantage of not harming fish and modern nets prevent otters from becoming trapped.



Fyke Net Seats

**Glass Canopies** - Designed by artist Alexander Beleschenko to add colour and light to the town centre.



## £5.6 million of funding secured for our communities!

The regeneration team secured over £5 million of external funding for projects throughout the borough over the past two financial years.

This funding has been widely spread:

- Building of 'The Wave' Visitors' Centre, Maryport
- Refurbished 10 buildings and brought in £3.65 million funding through Maryport Townscape Heritage Initiative
- Refurbishment of Moorclose Shops
- Securing Cittaslow status for Cockermouth
- Encouraging self employment in our most deprived communities
- Secured government backing for the ambitious Energy Coast Masterplan for West Cumbria
- Cockermouth Marketplace improvements
- Transfer of the Wigton Community Centre and Wigton Market Hall into community ownership
- Further improvements to Workington town centre, including erection of 'The Hub', Curwen Place and other public art features.

## Moorclose shops improved

The regeneration team at Allerdale secured the funding to enable the refurbishment of the neighbourhood shops on the Moorclose estate in Workington.

Regeneration funding has paid for an upgrade to the shops of the public realm including work to the surrounding pavements and car park.

Plans were drawn up and fine-tuned in response to consultation with local residents and the business owners of this well used row of shops.

The car parking was redesigned in response to concerns from residents wishes over concerns about entering the area.

The shops themselves have also had their facades improved and new fixtures added.

The much needed physical works have smartened up the precinct and encouraged more users of the facilities.

## Wigton Market Hall and Community Centre

The council is preparing to hand over Wigton Market Hall and Wigton Community Centre to the people of North Allerdale.

The Allerdale regeneration team has provided officer support to secure over £750,000 of BIG Lottery Community Assets grants.

The newly created North Allerdale Development Trust are set to take over the running of the buildings, allowing it to benefit from the income they can generate. Subject to final agreement on details.

The project could create up to nine jobs over the next three years and is an exciting step for the council as it moves forward with plans to meet the governments requirements about transferring assets to the community.

# Investment plan for the Port of Workington

**The Port of Workington, the largest port in Cumbria, is currently in the middle of a 10 year investment plan.**

Allerdale Borough Council is contributing £1 million, with Cumbria County Council investing £4.5million and £5.5million coming from the Northwest Regional Development Agency. The funding 'pot' totals £14.5million thanks to other sources such as the Department of Transport.

Colin Sharpe, business development manager at the Port of Workington, has been appointed to help raise the profile of the facility and increase the potential for investment from new customers.

He said: "We have a programme of works to make the infrastructure of the port fit for purpose – like refurbishing key walls, dock gates and sections. It's all about making sure the port is safe and fit for purpose so it can continue trading in the future. Our aspiration is to develop the port for it to become a transport and infrastructure gateway meeting the needs of our customers."

"We're working very closely with industry. There are certain pressures on companies who have to transport their raw material in and their finished products out and had been using the road networks to transport their goods. Not surprisingly, they are looking at different ways of transporting their goods in and out of the area."

The port also offers a rail connection to mainline services nationwide which is better for the environment – easing congestion on the roads and reducing carbon emissions for industry.

Colin continued "Overall the whole approach of the port is to create a basket of business that's quite diverse rather than relying on one or two clients. We're here to serve local businesses – it helps them to expand which consequently creates new jobs."

"We can't do all this on our own – we genuinely believe in working with our partners. It's a crucial factor in the way we work. We couldn't do any of this without Allerdale Borough Council, Cumbria County Council and the North West Regional Development Agency."

A good indicator of the success of the investment programme has been the increase in the container shipping business at the port. From nothing in 2004, the facility now handles over 5,000 containers each year. This combined with other business means that Workington now handles 600,000 tonnes of cargo and around 300 ship movements annually.

Further information can be found at The Port of Workington website:  
[www.portofworkington.co.uk](http://www.portofworkington.co.uk)



The Port of Workington from the air

# Workington town centre redevelopment

**Building work on the £50 million town centre redevelopment is now complete.**

The scheme replaced a run down 1960/70s shopping centre with a modern 275,000 sq ft retail-led mixed use complex, called Washington Squares.

Major high-street brands have been attracted to West Cumbria for the first time including HMV, River Island, Laura Ashley, Home Bargains and Costa Coffee. The anchor tenant is department store Debenhams.

The scheme has won two top property awards in recognition of the transformational nature of the project. In 2007 Workington won the RICS North West Surveyors Commercial Property Award. It also triumphed as the first ever winner of the Business Insider's Retail/Leisure project of the year award.

## Public art

An innovative feature of the development is the myriad public art projects that have been erected as part of the scheme.

The regeneration team at Allerdale Borough Council secured £2.74m of investment from the Northwest Regional Development Agency (NWDA) to improve the public realm of Workington town centre.

The first completed public realm project, a new town square designed by Simon Hitchens called Coast Line, was opened in April 2006. The space is in one of the most prominent locations in the town and forms a focal point for visitors coming into Workington. It provides shoppers with an area to rest, meet and chat. Granite and resin sculpture forms the centrepiece.

Coast Line consists of twelve large sculptural seats carved and sawn from boulders of red granite quarried at Shap, with some seats featuring cast clear resin bases underneath.



'Coastline': A new town square for Workington

The second completed work was the 'Lookout' clock. Lookout is an interactive, mechanical clock designed by artist Andy Plant. The clock is situated on Ivison Lane, just off Pow Street, next to the NatWest bank. The clock's minute hand has a camera at the end and rises into the air on the hour to give people a panoramic view of the town via viewing windows on the spherical body of the clock.



'Lookout': The new town clock