

<b>OBJECTIVE</b>						
<b>6. Increase the vitality of Copeland's Commercial Centre of Whitehaven</b>						
	<b>Baseline</b>	<b>2012</b>	<b>2020</b>	<b>Data Source</b>		
Harbour Ward employment	4387	4,900	6,000	ABI Ward data 2006 with 3% annual increase		
				Vacancy Survey		
				New VAT Registrations		
<b>Project</b>	<b>Impact against Targets</b>	<b>Funding Secured/Funding Allocated</b>	<b>Priority</b>	<b>Milestones</b>	<b>Target Completion</b>	<b>Led by</b>
1. Establish a new development delivery package for Whitehaven			1		TBA	CBC
2. Support the development of a representative Business organisation in the town	retain town centre jobs	some funding in place	1	* Agree arrangements for ??? Sept 08 * Agree marketing campaign Oct 08 for Christmas	TBA	External partners
3. Develop and support a strong marketing campaign in Whitehaven			1		TBA	Business representative organisation
4. Bring forward proposal for development of Ginns site	Support town centre economy	Funding for development brief secured	1	Development brief Oct 08		CBC
5. Secure commitment to Development of Bransty Gate area	key gateway to town centre	Private sector/CBC/WLR	1	Meeting of partners Aug 08	TBA	CBC, CEO. Partners CCC, Tesco, HS
6. Secure the Development of a Hotel on the harbourside		Private sector/WLR	1	Financial appraisal Oct 08	TBA	Private sector
7. Review traffic management arrangement and implement	?	Review funded by CCC	1	Public Consultation on traffic management options Sept 08 March 09 Car Parking strategy agreed Sept 08	Implementation of scheme TBA	CCC
8. Bring forward underused sites for Development	? (jobs estimate)		1	West Cumbria retail studies complete Nov 08		CBC
9. Development of leisure and employment facilities at Pow Beck Valley			1	* Stadium Dev Plan Oct 08 *Securing long term tenure of stadium land Oct 08 * Securing land for Employment End 2009	TBA	CBC

10. Review the arrangement for Whitehaven Market	Support town centre economy and jobs		TBA	*Tenders returned Aug 08 *Exec report Oct 08	External provider appointed Dec 08	CBC, H of L & E
11. Develop proposals for another Maritime Festival			1			External partners
12. Virtual Whitehaven	Promote development opportunities and existing town centre businesses	WLR/CBC approved	1	Draft model supplied July 08	Final model up and running Dec 08	CBC

<b>Comments</b>
Further work required with partners e.g. WLR/HC
Links to Improving external perception of Copeland.
See 2 above - outcome subject to partner agreement
Partners to agree response to Tesco proposals
Private sector proposal - Financial viability appraisal underway
Review of traffic management and car parking strategy underway
Relates to Objective 16

Out to tender to seek private sector interest

Relates to 2 and 3 above - subject to discussions with partners

Web-based interactive model of Whitehaven Town Centre