



CLEATOR MOOR

Copeland >> Mini Masterplan >> Final Report September 2004

Cleator Moor Mini Masterplan

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Document No:	2355.1.2
Produced by:	JD/DW/JBr/JMW/AA
Reviewed by:	DW/PSh
Date:	03.09.04





CLEATOR MOOR

Chapter 1 >> Introduction and Aims of the Document

Historic Library building.



Cleator Moor Town Square.



Civic Hall.



Public Art by Conrad Atkinson.



1. Introduction and Aims of the Document

- 1.1 This report was commissioned by Copeland BC and Northwest Development Agency (NWDA) to develop proposals to **improve the urban townscape** of Cleator Moor with physical projects and supporting regeneration projects for the town and its rural hinterland. It is part of a wider commission that has resulted in a Vision and Action Plan for Copeland and a parallel 'Mini Masterplan' for Egremont.
- 1.2 Cleator Moor already has a well established vision and strategic objectives as a result of its SRB programme. Partners are now thinking about successor projects and sources of funding, and this document is a key part of this process. This does not prevent other ideas coming forward, and partners are thinking actively of new approaches to regeneration in the area, and also deciding which SRB projects need to be taken forward under new arrangements.
- 1.3 This report makes clear that the existing SRB objectives remain a robust framework for regeneration activity in the town and its outlying rural area.
- 1.4 This report recognises that the roles and capacity of Cleator Moor SRB Partnership and Cleator Moor Development Company are crucial to delivering the regeneration ambitions of the town and its rural communities. The Partnership is a very dedicated body that has had to shoulder the burden of expectations from the community for action for a considerable period of time. It is hoped that the projects in this report when delivered will demonstrate tangibly the ambition and commitment of this group.
- 1.5 Gaining organisational buy in to the town's regeneration aspirations is another prerequisite, with increased engagement with West Lakes Renaissance (WLR) and also Rural Regeneration Cumbria (RRC) being essential.
- 1.6 Partners will need to take the projects contained herein to NWDA as a proposal into the 'single pot' for additional funding, along with other core funders (for example West Lakes Renaissance, Rural Regeneration Cumbria, NW Objective 2 Programme, Coalfield Communities Programme).
- 1.7 Further dialogue will also be needed with Cumbria County Council regarding the highways impacts of some of the physical projects, as they will require Local Transport Plan funding and approval.

1.8 The remainder of this document is set out as follows:

- Section 2 comprises a socio economic and townscape 'pen portrait' of Cleator Moor
- Section 3 details the current context for regeneration
- Section 4 revisits and reaffirms the vision and objectives for regeneration
- Section 5 outlines the main projects
- Section 6 presents the action plan with indicative costs and lead bodies
- Section 7 comments on issues of delivery that need addressing to make projects contained in the action plan happen
- The appendices contain further detail on supporting project ideas contained in section 5 and 6.

1.9 The physical scope of the commission focussed on the Eastern gateway (A5086 and Ennerdale Road) and the Town Square as highlighted by the opportunities plans contained in the appendices. The scope for the supporting projects was the Cleator Moor SRB area.



CLEATOR MOOR

Chapter 2 >> Pen Portrait of Cleator Moor

2. Pen Portrait of Cleator Moor

- 2.1 Cleator Moor was founded on the mining of coal and iron ore in the 18th and 19th centuries, the decline of which has led to long standing economic and social issues for the town. More recently employment in the town was sustained by BNFL and by Kangol, the latter having stopped manufacturing at the Cleator site and transferred production of its hats to the Far East (although design and retail functions have been retained).
- 2.2 The rural areas included in the SRB programme have seen population and economic decline linked to changes in agriculture, which predated but were accelerated by the Foot and Mouth outbreak of 2001. The local rural economy is perhaps less well developed compared to other parts of Cumbria, and as a consequence is less well robust.
- 2.3 Cleator Moor has lost its position as a service centre as a result of loss of retail provision in the town centre (due in part to the relocation of the COOP from the centre to an out of town site, another key factor being the improved town centre offer in Whitehaven as a result of successful regeneration initiatives). The town centre is in need of new investment, with a number of key buildings either under or disused, and the legacy of mining has left the town with a number of subsidence issues that act as a barrier to regeneration.

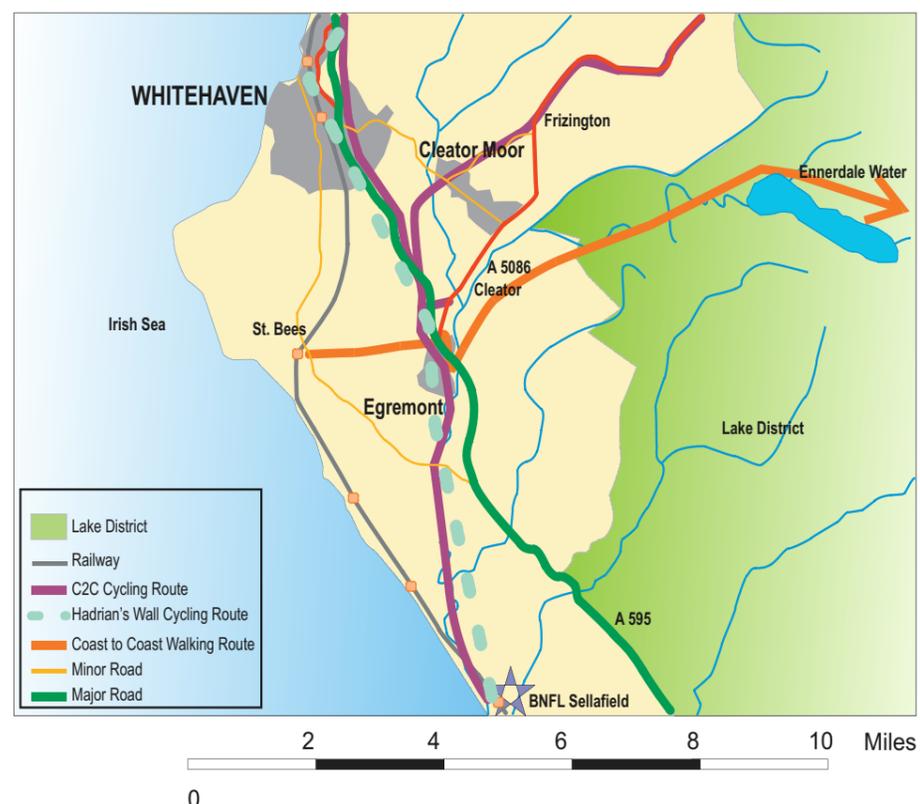


Figure 2.1 Location Plan

- 2.4 The Cleator Moor Development Company was established in 1996 to begin to address these issues, and considerable progress has been made to date, supported by a strong partnership with good community engagement. Cleator Moor Business Centre and Home to Work are also significant players in the regeneration of Cleator Moor and its rural hinterland.

Socio economic summary¹

- 2.5 Cleator Moor currently has several business sectors which offer substantial employment within the local community. Nearly 20% of local employment is within the manufacturing sector, with other important sectors for the town being retail/wholesale activities (22%) and the public sector² (33%).
- 2.6 Many local people work outside Cleator Moor, primarily at BNFL Sellafield. The importance of employment at Sellafield was recently highlighted by a recent study into the impact of decommissioning at Sellafield (ERM 2003³). Total employment at Sellafield is currently just over 12,000, which is projected to fall to around 4,000 by 2018. In Cleator Moor itself, just under 600 people are directly employed by BNFL (excluding agency and contract staff), with further employees living in the town's rural hinterland.

Table 2.1 Sellafield on site employment as a % of total		
Area	Resident number of employees	Total employment
Whitehaven	2484	8208
Workington	1257	12145
Egremont	949	2087
Cleator Moor	576	1140
Cockermouth	493	2547

Source: ERM analysis of BNFL payroll data. Excludes agency and contract staff. 'West Cumbria Socio-Economic Study: 2003 Update'

- 2.7 Cleator Moor's position close to Sellafield makes it vulnerable to the changes being predicted for the nuclear industry, but also very well positioned to take advantage of opportunities spinning out of the development of 'environmental restoration' expertise in the area. Nevertheless this underlines the need for Cleator Moor to make the most of its other assets to create wealth and employment.

Population

- 2.8 The total population of the Cleator Moor SRB area is 12,062 (see Table 2.2). Due to boundary changes at ward levels a strict comparison between the 1991 and 2001 Censuses is not appropriate as the geographical areas have changed significantly and thus any comparison over time would be rendered meaningless.

¹ For statistical purposes we have defined that Cleator Moor SRB area as the administrative wards of Cleator Moor North & South, Frizington, Arlecdon and Ennerdale. These wards are the closest fit available to the parish based SRB

² Public sector employment includes Education, Healthcare, Social Work and Public Administration.

³ ERM analysis of BNFL payroll data. 'West Cumbria Socio-Economic Study: 2003 Update'

Table 2.2
Census Population in Cleator Moor 1991 & 2001

Area	1991	2001
Cleator Moor North	4,517	4,160
Cleator Moor South	2,965	2,779
Frizington	2,395	2,581
Ennerdale	1,952	1,003
Arlecdon	-	1,539
Cleator Moor SRB Area	11,829	12,062

Source: Nomis, Census 1991, ONS Census 2001

Employment and Earnings

- 2.9 Employment levels in Cleator Moor 1998-2001 have fallen sharply culminating in a loss in employment of some 7% (140 jobs). Although Copeland in general has seen employment levels fall by over 5.3% during the same period, this rate of change has been less significant than in Cleator Moor. Cumbria has experienced a relatively small increase in terms of employment over the same period with a rise of 2.1%.

Table 2.3
Employment levels in Cleator Moor 1998-2002

Area	1998	2002	Change	% Change
Cleator Moor SRB	1,925	1,785	-140	-7.3
Cleator Moor North	856	927	71	8.3
Cleator Moor South	467	360	-107	-22.9
Frizington	319	172	-147	-46.1
Ennerdale	283	326	43	15.2
Copeland	29,350	27,808	-1,542	-5.3
Cumbria	192,323	196,362	4,039	2.1

Note: Arlecdon ward cannot be included in this trend analysis as ABI ward definitions have changed over time.
Source: Nomis, Annual Business Inquiry 1998-2002

- 2.10 Cleator Moor's sharp fall in employment can be witnessed most acutely within two particular wards in the town which have borne the brunt of the closure of Kangol. Both Cleator Moor South and Frizington (both wards had a Kangol production facility) have experienced high rates of employment loss with a negative change of 22.9% and 46.1% respectively. Cleator Moor North ward did however see a positive change in employment over this period with an increase of 71 jobs (8.3%). Ennerdale ward also experienced growth in employment during this period with an increase of over 15% (43 jobs).
- 2.11 Cleator Moor exhibits higher levels of economic inactivity amongst its residents than sub-regional and regional areas. Overall the town has a higher level of economic inactivity (2 percentage points) than Cumbria in general (27% compared with 25%), but is on par with Copeland borough. Three wards in Cleator Moor have similar levels of inactivity but it is noticeable that both Cleator Moor South and Frizington experienced higher levels of inactivity within the town. Ennerdale ward experiences significantly less economic inactivity than its neighbouring wards with levels at 24% in 2002.

⁴ Source: New Earnings Survey, residence based analysis. Only Cleator Moor North and Frizington wards have been used as remaining ward information has been suppressed by NOMIS. An analysis of workplace based NES cannot be used as all ward information is suppressed at this level. However, average weekly earnings in Copeland using the workplace analysis are £442, considerably higher than the residence based analysis.

Table 2.4
Economic Inactivity in Cleator Moor 2002

Area	Inactive People (16-74)	Population	%
Cleator Moor SRB	2,853	10,523	27
Cleator Moor North	1,128	4,160	27
Cleator Moor South	768	2,779	28
Frizington	720	2,581	28
Ennerdale	237	1,003	24
Copeland	18,820	69,318	27
Cumbria	121,273	487,607	25
North West	1,746,483	6,729,764	26

Source: ONS Census 2001

- 2.12 Average gross weekly earnings in Cleator Moor in 2003 were £428⁴. This is considerably higher than Copeland (£396), North West (£368) and Cumbria (£353), and could be explained by the 'Sellafield' effect, with BNFL traditionally paying high wages. Average Cumbria weekly wages represent only 85.6% of the average in Cleator Moor. However, the wages gap is showing signs of narrowing, with average weekly wages falling in Cleator Moor between 2002 and 2003 by 8.4%. In contrast, wages in Copeland rose by 3.4% and they also rose in the North West and Cumbria (2.8% and 2.7% respectively).

Education

- 2.13 Secondary education in Cleator Moor is provided by three main schools within the wider area. The majority of children either go to Ehenside Community School in Cleator Moor (recently designated with rural specialism status), Wyndham High School in Egremont or St Benedict's Catholic High School. School performance can be measured using the DfES monitoring performance tables and also OfSTED reports, and the following section provides an overview of the three schools performance over recent years.
- 2.14 Table 2.5 shows GCSE and Post 16 achievement at these schools.

Table 2.5
Educational attainment in Cleator Moor 2003

GCSE	5+ A*-C	5+ A*-G	Average points score
Ehenside	30.0%	86.0%	27.4
St Benedict's	50.0%	90.0%	33.7
Wyndham	44.0%	90.0%	32.6
LEA Average	53.0%	89.1%	34.7
England Average	52.9%	88.8%	34.8
Post 16 GCE/VCE	Avg. points score per student	Avg. points score per examination	
St Benedict's	235.8	70.4	
Wyndham	261.5	68.0	
LEA Average	265.4	76.4	
England Average	258.9	77.4	

Source: DfES 2003

- 2.15 This data can be supplemented with evidence from OFSTED reports for each school.



1

2

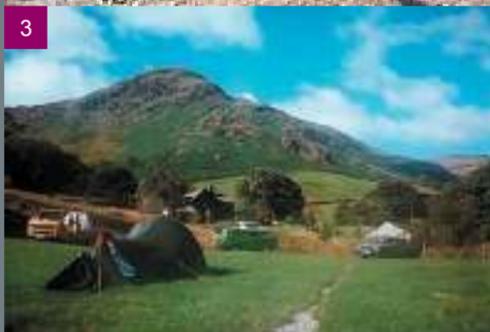
3

4

BNFL Sellafield.

Former Co-Op building in need of repair.

BNFL Sellafield.



2.16 Ehenside (2001):

- Pupils have a satisfactory positive outlook on wanting to learn, and teaching and learning levels within the school were reported to be satisfactory for pupils in years 7-9 and 10-11. The curriculum provided a broad and balanced approach to learning.
- However, the report does note that there is an unsatisfactory approach to personal development at the school as pupils do not have enough opportunities to take on responsibility, demonstrate initiative and contribute to the life of the school.

2.17 St Benedict's (2000):

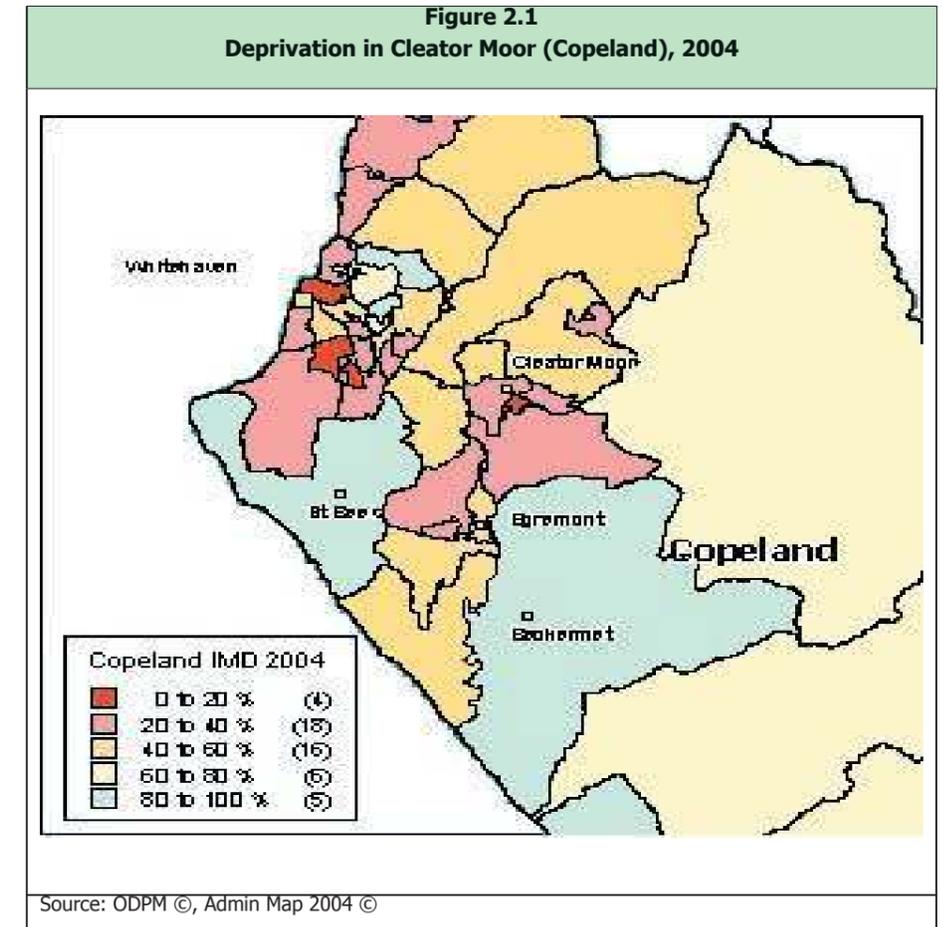
- Regarded as a very good school where teaching levels are good, pupil achievements are very good, and is a school which has outstanding relationships between pupils and the school. The school has made an excellent improvement since the last inspection.

2.18 Wyndham (2004):

- OfSTED report that the school has serious weaknesses in the management of unsatisfactory behaviour among some pupils
- The school requires 'Special measure' under the School Inspections Act 1996
- The report found that in general pupil's attitudes were satisfactory towards learning and the school

Deprivation

2.19 The Index of Multiple Deprivation (IMD 2004) provides a useful tool in which deprivation can be assessed at a lower than ward level of geography - Super Output Areas (SOAs)⁵. The IMD is compiled from a range of domains covering income, employment, health, education, housing, crime and living environment, and ranks each SOA in England in terms of their overall position.



2.20 Figure 2.1 illustrates the level of deprivation within Copeland district in 2004. The district as a whole has four SOAs within the top 20% most deprived in England, and 22 SOAs within the top 40% most deprived.

2.21 There are nine SOAs in total which cover the wards of Cleator Moor SRB area. Of these there is one SOA within the town itself which is the top 20% most deprived in England. There are four SOAs which are in the top 40% most deprived in England, three in the top 60%, and one SOA in the top 80% (which covers the Ennerdale ward).

Crime and community safety

2.22 Statistics of recorded crime within Copeland are much lower than the national level according to statistics recently released by the Crime & Disorder Reduction Partnerships.

- Rates of house burglary per 1,000 households is 8.2% compared with an England average of 18.2% (2003/04)
- Rates of car theft per 1,000 population are 2.0% compared with 5.5% across England (2003/04)

⁵ SOAs comprise typically 1,500 no. of households. They are the lowest geography to measure deprivation in England whereas previous IMD classifications used a ward based analysis.

2.23 The 2003 Crime and Disorder report (Cumbria Constabulary 2003), profiles breaks down Cleator Moor by ward as follows:

- There were 70.3 crimes per 1000 population for Cleator Moor North ward, with the ward ranked 7th out of 25 Copeland wards, and 49th out of the 168 Cumbrian wards. The most significant types of crime were criminal damage, crimes against the person and theft.
- There were 93.4 crimes per 1000 population for Cleator Moor South ward, with the ward ranked 3rd out of 25 Copeland wards, and 26th out of the 168 Cumbrian wards. The most significant types of crime in the ward were house burglary, theft and criminal damage.
- There were 56.9 crimes per 1000 population for Frizington ward, with the ward ranked 15th out of 25 Copeland wards, and 69th out of the 168 Cumbrian wards. The most significant types of criminal damage were theft from a motor vehicle, crimes against the person and criminal damage.
- There were 63.0 crimes per 1000 population for Ennerdale ward, with the ward ranked 11th out of 25 Copeland wards, and 58th out of the 168 Cumbrian wards. The most significant types of criminal damage were theft from a motor vehicle, theft and burglary.

2.24 Overall the most significant types of crime were criminal damage, offences against the person and theft.

Tourism

2.25 Tourism data collection in Cumbria uses the STEAM (Scarborough Tourism Economic Impact Monitor), which provides data at a district level. Table 2.6 shows the performance of tourism in Copeland compared to Cumbria as a whole.

Table 2.6 Tourism performance in Copeland						
	Economic Impact £ms ⁶		Tourist numbers by year (millions)		Employment (FTE)	
Year	Copeland	Cumbria	Copeland	Cumbria	Copeland	Cumbria
2000	76.5	920	1.6	14.3	1863	23,138
2001	58.5	865.3	1.3	13.8	1575	22,323
2002	68.1	995.3	1.6	15.1	1755	24,162

Source: STEAM 2004, Figures in £m's, indexed to 2002

2.26 Although there is no tourism data specifically for the Cleator Moor area, the town and surrounding area makes a modest contribution to the West Coast tourism offer. Visitor attractions include the C 2 C route, the Western Fells, notably Ennerdale, Wath Brow church, which was painted by LS Lowry in 1948 and St Mary's Church Grotto.

2.27 Table 2.6 shows that although Copeland has recovered from the impact of Foot and Mouth in 2001, the recovery has not been as strong. Tourism remains a significant contributor to the Borough's economy, and as a regeneration driver, tourism has substantial potential for growth. The latest STEAM estimates suggest that tourism expenditure is worth some £68.1m to the Copeland economy and supporting 1755 full time equivalent jobs.

Townscape and Physical Environmental Audit

2.28 The following sub-section provides a summary of the findings of a thorough baseline audit of the Town Centre. The results were collected from numerous site visits, dedicated audits, photographic surveys and through various stages of consultation with local community representatives.

2.29 A number of baseline plans are contained within the appendices containing more detailed information on local land use, local movement and linkages, aesthetic building quality and building height, and a townscape assessment

Movement and Linkages

2.30 The key movement and linkages **issues** include the following:

- The A5086 which links Cockermouth with the A595 passes through the outskirts of Cleator Moor carrying potential visitors
- There are three junctions on the A5096 which connect to the centre however these do not announce the presence of Cleator Moor successfully
- The roads linking these gateways with the town centre are of poor quality
- Linkages between the cycle route/green corridor and the town centre are poor
- Parking charging is operated within the town centre which is unpopular resulting in the pay and display car parks being under used
- The iron railings within the town square act as a barrier to movement

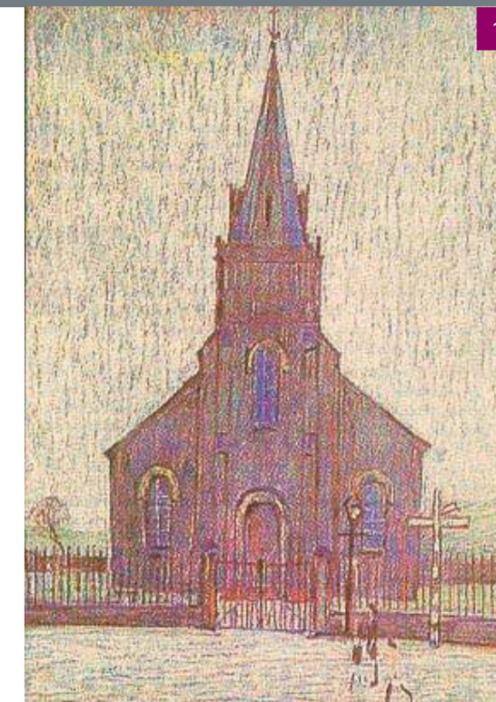
2.31 **Opportunities** for improving connections in the town include:

- Targeted gateway signage improvements
- Review the traffic and parking issues
- Connect the town more effectively with the strategic recreation and tourism routes
- Reduce the barrier created by the town square railings

Public Realm and Open Space

2.32 The key public realm and open space **issues** include the following:

- The town square provides the heart of the town, however its use and function are poor
- Pedestrian linkages within the town square are poor
- The town centre suffers from a lack of open green space



1

Wath Brow Church, Cleator Moor, painted by LS Lowry, 1948



2

Part of the C2C route within Cleator Moor.



3

Public Art located at the start of the C2C route in Whitehaven.

Example of crime experienced in Cleator Moor.



Iron railings create a barrier to movement in town square.



This road is of poor quality, common of Cleator Moor.



Poor condition garages adjacent to the town square.



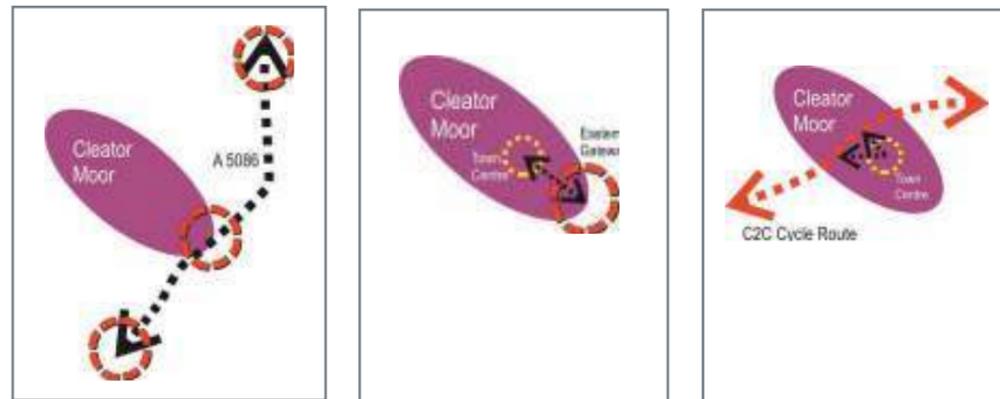
Poor quality highway verge.



- In general the public realm and street furniture is in poor condition and in need of renewal
- There are few green links to the strategic routes such as the C2C cycling route and the Coast to Coast Walking Route
- The landscape treatment of the highway verges leading into the town and within areas such as Leconfield Industrial Estate is of a poor condition

2.33 **Opportunities** for improving public realm and open space in the town include:

- Providing a significantly enhanced town square
- Creation of a new green space within the town centre
- Re-thinking the street furniture and public realm
- Improving the linkages between the gateways in terms of paving quality and soft landscaping
- Greening of linkages with the strategic routes such as the C2C.



Townscape and Built Environment

2.34 The key Townscape and Built Environment **issues** include the following:

- A large public space is contained within the town centre which is a great asset to be exploited
- A large number of architecturally interesting buildings are contained within the town which are sometimes of poor condition but contain a mixture of landmark and character buildings
- The fronts of buildings within the town centre are good quality in urban design terms
- The Civic Hall located to the back of the town hall is of poor physical quality and is poor in urban design terms (see box for more information)
- The semi vacant site to the east of the square unfortunately provides a poor frontage and contains a poor quality building
- The residential buildings surrounding the town square are on the whole of poor aesthetic building quality

- A number of sites located along the eastern approach are of a poor quality presenting an eyesore
- Public Realm does not have a defined use and is confused making it prone to anti-social behaviour

2.35 **Opportunities** for improvements to the townscape and the built environment include:

- The public space is the heart of the town centre and needs to be improved with renewed paving, street furniture and soft landscaping
- The condition of the landmark and character buildings within the town centre need improvement
- The Civic Hall detracts from the quality of the town square and ideally needs replacing
- The semi vacant site adjacent to the town square needs developing in order to improve the enclosure of the square and the quality of building frontages
- Many buildings of excellent townscape value which give Cleator Moor a strong sense of place
- Numerous buildings which are extremely robust and have significant potential to accommodate different uses over time

Land Use

2.36 The key land use **issues** include:

- The retail core of the town spreads out along the high street
- A number of vacant buildings are present within the retail core
- The vacant site adjacent to the square in a prime opportunity site
- The health centre to the east of the town centre is of poor condition
- The Leconfield Industrial Estate is predominately vacant suggesting a need to restructure current provision
- The car park, garages and open space to the west of Jacktrees Road need improvement
- The Civic Hall detracts from the quality of the square
- Several vacant buildings and gaps sites around the town square

2.37 **Opportunities** for adjustment to the arrangement of land uses in the town include:

- Due to vacant units existing within the retail core, retail should be consolidated close to the town square if possible
- The vacant town square site needs to be developed to improve the square
- There is potential to redevelop the health centre within the town square
- The land to the west of Jacktrees Road needs to be exploited in order to improve links between the town square and green corridor
- Options for the Civic Hall should be investigated including the option of demolition
- The vacant buildings such as the former Co-op building need to be brought back into use
- Potential to encourage new development onto gap sites in the town centre

2.38 There are numerous problems that detract from the physical and environmental quality of the town centre. Some of these will require careful planning and long term commitment to deal with whilst others can be rectified relatively quickly - with a big impact. Many town centres more successful than Cleator Moor do not have the town's inherent strengths and qualities and the plan will need to capitalise on these to be successful whilst addressing underlying weaknesses.

Key Stakeholders SWOT Analysis

2.39 In addition to the issues and opportunities highlighted above a comprehensive SWOT has been prepared through consultation with Key Stakeholders and served to guide the development of the opportunity plans and project ideas. The main themes are summarised below:

- The Key Stakeholders feel the towns strengths include the historic town square with its distinctive architecture and local vernacular, its rural setting, the strong community identity and capacity and the successful Business Centre
- In terms of opportunities tourism, vacant and derelict brownfield sites and the potential to develop regeneration skills to maximise the potential from funding are highlighted
- Weaknesses have been highlighted as social problems (e.g. skills, anti-social behaviour, activities), a poor economic status and the poor quality environment including numerous vacant and derelict sites and buildings
- Threats identified include the changes likely in the employment structure and continuing unemployment issues, implications associated with parking charges, the decline of the town square and a lack of local services.

2.40 Consultation workshops were held in April 2004 which further helped focus thinking on the Mini Master Plan.

Physical critique of the Cleator Moor Civic Hall:

The following criteria are gleaned from the cornerstone principles of the Urban Design Group which have in turn informed English Partnerships, Urban Design Compendium (2000) and the former DETR's By Design (2000).

Siting

The building is not located in the most suitable plot within the square. A better location would have been to be situated to the south (the rear) of the traditional civic buildings in the square. As it is the Civic Hall is not successful in addressing the corner of the square – which it needs to from this location.

Scale

The building is out of scale with many of the surrounding structures. It is part single, part two storey. Many of the buildings around it are significantly taller. However, the scale of the building is respectful of the dwellings to the west and its height does not impose upon them.

Massing

Greater massing is required on the south west corner of the building in order to announce arrival into the square / town centre when entering from the south.

Legibility

The building does not have a crucial role in assisting peoples wayfinding or geographical perception of the town, partly because of Cleator Moor's size, but mainly because there are numerous reference points within the surrounding built environment e.g., Pheonix Court.

Permeability

The building is an island and as a result there are very clear opportunities for movement around it. However, 'island' buildings need to be very carefully designed so they add value to the pedestrian experience – see Human Scale below.

Human Scale

As an 'island' building the Civic Hall is unsuccessful because three of the four sides present blank, featureless frontages to the outside world, there are no windows, or entrances in regular use. The three blank elevations are bland because there are no positive details to catch the eye and provide visual relief. The effect of this is to contribute to a severe and intimidating atmosphere with a lack of activity and opportunities for natural surveillance.

Context

The design of the building is of its time, not of its place and contains no architectural deference to the buildings which surround it. Instead it jars against its elegant and well proportioned surroundings and contributes virtually nothing to the local vernacular.

Materials

The colour of the brick appears to be consistent in tone with the local stone used to great effect elsewhere in the town. However the other materials do not add value through consistency or contrast with the vernacular of the town centre. There is insufficient attention to detail in the design of the building which is more apparent given the buildings which surround it.

Summary

Cleator Moor is an attractive town which clearly deserves more from a building with an important civic function and in such a prominent location.



1

Architecturally interesting building of poor condition.



2

Civic Hall detracts from the quality of the town square.



3

The Health Centre is of poor condition.



4

Public space in the centre of Cleator Moor is a great asset.



CLEATOR MOOR

Chapter 3 >> Current Regeneration Context



1 Semi vacant site adjacent to the town square is allocated as a Development Opportunity Site.



2 The town square and surrounding buildings are within a Conservation Area.



3 Undeveloped land at Leconfield Industrial Estate is allocated as Employment Land.

3. Current Regeneration Context

3.1 There are a number of key actors involved in the strategic delivery of regeneration in Cleator Moor:

- NWDA as the major source of regeneration funding
- Rural Regeneration Cumbria, who are tasked with the delivery of the Cumbria Rural Action Zone Strategy and their corresponding business plan
- West Lakes Renaissance, the Urban Regeneration Company for West Cumbria and Furness, responsible for delivering the New Vision Strategy and their corresponding business plan

- Copeland Borough Council
- Cumbria County Council

3.2 The activities of these organisations in Copeland are delivered in accordance with a number of key strategies:

- Regional Economic Strategy
- New Visions & the West Lakes Renaissance Business Plan
- Cumbria Rural Action Zone and the Rural Regeneration Cumbria Business Plan
- The emerging Cumbria Sub Regional Strategy
- Copeland Strategy and Action Plan

3.3 It will be important that the proposals for Cleator Moor are nested within these frameworks and are able to demonstrate a material contribution to achieving their objectives through funding intervention in the town and surrounding area.

3.4 The Cleator Moor SRB Programme was developed by the Cleator Moor Partnership with the local community and partners, and built on the 1997 Cleator Moor Regeneration Strategy. Key successes of the SRB Programme include:

- Townscape heritage initiative and smaller 'facelifts' to prominent buildings
- Healthy communities: food co-op, walking for health
- Play facilities, Kirkland and Ennerdale
- Hydro scheme, Ennerdale
- Lingla Centre development
- Remploy training centre

3.5 Cleator Moor and its surrounding rural communities have engaged with and been supported by the current (and previous) ERDF Objective 2 programmes, the Cumbria Rural Development Programme and the North Cumbria HAZ. The town has established a Townscape Heritage Initiative, and has benefited from extensive work led by Groundwork West Cumbria (More to Life project). The town has also benefited from a well established Credit Union.

3.6 Ongoing projects in the town include:

- Cleator Moor Community Resource Centre - capacity building and health related projects
- Bighill Millennium Green
- Cleator Moor Credit Union
- Howgill Family Centre - including family support, childcare and adult training
- Linkstart & Business Support

3.7 In Cleator Moor **Home Housing** is investing £110,000 in the SRB area on a range of revenue and capital schemes. This includes:

- £55,000 on the Home To Work project,
- £12,500 on Frizington nursery,
- £10,000 on Celtic and Hornets sports clubs
- £23,000 on Cleator Moor Credit Union's debt rescue scheme

3.8 Home Housing has also set funds for community buildings and has supported the Facelift Scheme.

3.9 The innovative Cleator Moor based **Home to Work** project has been extremely successful in bringing opportunity, wealth, resources and services into socially challenged communities across North Copeland. In addressing rural and urban issues the project has managed to avoid any business displacement, in fact over 80 local businesses have received custom via interaction with the Home to work scheme.

3.10 Since 1998 Home to Work has been targeted to, and delivered, a range of social outputs at least at, but generally above, targeted levels, using the following themes:

- Horticultural services, to individuals and community groups/projects
- Bringing community buildings back into service and/or upgraded
- Decorating services where there is no business conflict
- Community care taking
- Non personal care services, enabling an early return from care/hospital
- Services to young people

3.11 **Cleator Moor Business Centre** has provided managed workspace units in Cleator Moor for over 15 years, with 39 units covering a total area of 18,000sq. ft. The Centre also offers a range business, secretarial and employment services to tenants, local businesses and community groups.

3.12 The Business Centre has a broad mix of tenants, equally split between public and private sector concerns, and it provides outreach services to other communities. Business services provided by the Centre are open to tenants and non tenants, and include:

- Business advice, including marketing and finance (provided in partnership with West Cumbria Development Agency)
- Internet and email facilities
- Photocopying and fax
- Secretarial, including IT services
- Document binding and laminating

Current Planning Context

3.13 Cleator Moor is covered by the Copeland Local Plan. This plan is currently being reviewed and is at the 1st Deposit stage having been published in February 2004. The key policies of relevance to the on going regeneration of Cleator Moor are as follows:

Conservation Area - ENV 27-31

3.14 The centre of Cleator Moor is contained within a Conservation Area which includes the town square and associated buildings, buildings adjacent to the town square and part of the High Street.

3.15 This conservation area is one of nine within Copeland and takes into account many contributing factors such as building quality, historic layout of streets and squares, sense of place created by public and private spaces, archways, trees, parks or street furniture. These features and spaces should be protected from development proposals and where possible, their quality enhanced. New development proposals should also respect and enhance the character of the Conservation Area.

3.16 The demolition or development of buildings within the conservation area will need to be carefully considered in terms of preserving and/or enhancing the area.

Development Opportunity Site - TNC 7 (CTC1)

3.17 Within the conservation area is a development opportunity site. The local plan highlights potential use for the site as retail, office and/or residential. Development of the site will be permitted subject to policies DEV6 and TCN 10 which cover issues such as sustainability in design, standards of design, access, and car parking.

Employment Land Allocation - EMP1 (E7-E8)

3.18 Two employment land allocations are contained within Cleator Moor. These centre around the Leconfield Industrial Estate to the north west of the town centre. The land allocation includes part of the industrial estate currently not developed and land to the north east of the estate. In total these allocations include nearly 15 ha or approximately 15% of the employment land designation within the borough. The allocation of the land allows for the development of employment uses provided the sustainability of design requirements of policy DEV6 are met.

Housing with Planning Permission - HSG1 (H12-H15)

3.19 Planning permission has been granted for housing on four sites within Cleator Moor. This is correct up to October 2003. These four sites account for the potential development of 27 dwellings on brownfield land.

Proposed Housing Allocation - HSG2 (H8-H10)

3.20 Three housing allocations are located within Cleator Moor which totals 7.64 ha, with the potential of developing 163 dwellings on greenfield land and 66 dwellings on brownfield land. These allocations are however subject to change as the local plan is currently at the 1st deposit draft stage.

Tourist Opportunity Site - TSM2 (TOS1 & 2)

3.21 Two Tourism Opportunity Sites are located adjacent to the boundary of Cleator Moor. TOS1 is located to the north west of Cleator Moor and stretches north for approximately 3.5 miles. TOS2 is located to east of the A5086 and stretches from Cleator Moor to Egremont in the south. After a short break in the section the opportunity site continues north east of Cleator Moor stretching for approximately 2.5 miles.

3.22 The Tourism Opportunity Sites are allocated for large scale tourist development, particularly those which can provide recreational opportunities for the local population. TOS1 should be developed as a combination of water sports and nature interest on the fringes of the National Park with TOS2 being developed as an urban fringe leisure and recreation use. As with other allocations proposals are subject to the principles set out in Policy DEV6 in particular not compromising quality and character.



1



2



3



4

Land adjacent to Cleator Moor is allocated as a Tourist Opportunity for use such as water sports & nature interests.

Potential for housing on sites allocated.

Green space within Cleator Moor is protected.



CLEATOR MOOR

Chapter 4 >> The Vision for Cleator Moor

Strengthen & Redefine the Service Centre Role of Cleator Moor

1. Ennerdale Road / Eastern Gateway
2. Jacktrees Road Gateway
3. Consolidating the Centre
4. Building Improvement Strategy
5. Town Square
6. Street Furniture Enhancement
7. Cycle Route Linkages
8. Cleator Moor Business Network

Address Disadvantage & Inequality

9. Basic Skills Training Provision
10. Healthy Living Frizington
11. Community Transport Project
12. Raising Educational Aspirations
13. Cleator Moor 'Wheels to Work'
14. Cleator Moor CADAS Outreach
15. Cleator Moor Employment Access
16. SRB Continuation Fund
17. Dreamscheme Cleator Moor

Broaden The Area's Economic Base

18. NDA Leconfield
19. Enterprise Development
20. Cleator Moor Developments Capacity
21. Cleator Moor Cycle Hub Feasibility
22. Lamplugh Parish Cycle Path Link
23. Cleator Moor Traffic Study

4. The Vision for Cleator Moor

4.1 The vision underpinning the Cleator Moor SRB Programme is "to contribute to the regeneration of the economy of Cleator Moor and its hinterland, to reverse the trend of decline of the town as a service centre, and to tackle the high levels of disadvantage across the area". This vision is supported by three key objectives:

- To strengthen and redefine the service centre role of Cleator Moor
- To address disadvantage and inequality
- To broaden the area's economic base

4.2 Whilst set some years ago, each of the three objectives are extremely valid in the current socio-economic context in Cleator Moor.

To strengthen and redefine the service centre role of Cleator Moor

4.3 The renaissance of Whitehaven, the relocation of the COOP and the changing nature of employment in the Cleator Moor area has changed the role of the town centre and led to a decline in its retail provision. These changes were spotted by the SRB Strategy and are reinforced in this document, both recognising the need to improve the functionality of the town centre, improving retail opportunities and improving town centre coordination and management.

4.4 The SRB strategy recognises that the Town Square forms a clear focus for activity in the town, but that from the mid 1990's onwards there has been a steady decline in the use and the condition of many of the historic buildings, including Post Office, cafés and general services.

4.5 The first objective focussed efforts to regain the role of the Square as an attractive and usable 'hub' linking together the key corridors of the town. This involves physical measures that focus on revitalising the retail provision to fulfil roles that are synonymous with traditional rural market towns and develop civic space and buildings.

4.6 Town Square physical improvements will be a tangible sign of renewed regeneration in Cleator Moor, and will help to address its evening association with vandalism and acts of nuisance, and progressively drug and alcohol issues, leading to fear of crime and an undermining of community safety.

SRB Objective	Justification of validity	Suggested measurement of success
To strengthen and redefine the service centre role of Cleator Moor	<ul style="list-style-type: none"> • Need to improve physical functionality of town centre • Address decline in retail provision and improve town centre management • Need to improve civic facilities 	<ul style="list-style-type: none"> • Number of vacant retail units • Pedestrian footfall

To address disadvantage and inequality

4.7 Structural change in the employment base of Cleator Moor and its rural hinterland has led to a rise in deprivation, with Cleator Moor South being in the 10% most deprived wards in England, with Cleator Moor North and Frizington both in the 15% most deprived. There are also instances of rural deprivation in hinterland areas, although this is not well reflected in current deprivation indices.

4.8 The SRB strategy makes strong links with the North Cumbria Health Action Zone and the Education Action Zone as well as capacity building measures to address this objective.

SRB Objective	Justification of validity	Suggested measurement of success
To address disadvantage and inequality	<ul style="list-style-type: none"> • Youth issues highly prominent, with vandalism, drug and alcohol issues and youth driven fear of crime • Crime statistics bear out need to improve community safety, especially in Cleator Moor Town. 	<ul style="list-style-type: none"> • School attainment levels • Percentage of school leavers accessing training • Crime and community safety statistics

To broaden the area's economic base

4.9 The SRB strategy highlights the importance of improving opportunities for industrial and commercial development, recognizing the scale of Cleator Moor's relationship with BNFL both directly and indirectly as a source of employment. Our consultations demonstrated an increased need for action under this objective, due in part to the importance of placing Cleator Moor in the nuclear decommissioning agenda, and also building upon the opportunity provided by the Leconfield Industrial Estate.

4.10 The Cleator Moor Business Centre has been a success story in providing advice and tailored workspace to developing existing and incubating new businesses. This activity needs to be nurtured itself, with a clear need and demand for additional workspace.

4.11 The main opportunity for tourism development is the exploitation of the area's position in terms of the linear routes in West Cumbria, although to an extent it is disadvantaged by being relatively near to the beginning (or end) of the most prominent routes (the C2C cycleway and the Wainwright Coast to Coast walk). Proposals to derive benefit for a servicing centre development have not yet been taken forward.

SRB Objective	Justification of validity	Suggested measurement of success
To broaden the area's economic base	<ul style="list-style-type: none"> Dependence on Sellafield for employment high, driving need for diversification Environmental restoration major opportunity 	<ul style="list-style-type: none"> Stock of jobs Economic activity rates

4.12 As highlighted in Chapter 2 there are clear opportunities for improving the physical and environmental quality of Cleator Moor and these factors need to be addressed through projects to raise the attractiveness of the town. It is recognised that the landscape, key sites and strategic routes around the town could all benefit from some sort of improvement. However we feel that focused action within the town centre itself at this stage in the towns regeneration is the priority.

4.13 The detailed baseline work and succession of consultations with local stakeholders have helped to shape our understanding of the issues and opportunities within Cleator Moor.

4.14 A series of key opportunities were identified. The justification for identifying these areas is provided below:

- **Consolidating the Town Centre** – The town centre and in particular the town square is the heart of the settlement but does not work well considering the individual elements such as the historic buildings, large central open space, closeness to the lake district, etc. In order for the area to work as a whole it is vital the centre is working to its full potential.
- **Cycle Route Corridor** - The C2C cycle route which runs from the east coast of England, close to Newcastle, to the west coast travels through Cleator Moor. It passes through the town but does not actually include the town centre and it has to offer. Improvements need to be made to improve linkages between the cycle route and town centre in order to tap into the potential passing tourist trade.
- **Eastern and Jacktrees Road Gateway** – If the centre is improved to realise its full potential it will need to be seen as a tourist location. In order for this to happen the presence of Cleator Moor on the A5086 needs to be increased. By making improvements to the eastern gateway which includes the A5096 its presence will be increased attracting more passing visitors.
- **Leconfield Industrial Estate** – The estate is predominately vacant but has the potential to provide a large number of jobs to the local population. For this reason it is vital to the long term success of Cleator Moor.

4.15 Further opportunity areas were identified which are listed below:

- Eastern Residential Areas
- Kangol Site
- Western Gateway

4.16 All the opportunity areas are identified on the opportunities plan of which the key opportunity areas are the building blocks for all the key physical and environmental projects described in the next section.



1

The Cleator Moor Business Centre has been a success story.



2

Cleator Moor needs to improve links to the C2C route.



3

Business Centre provides advice & tailored workspace.

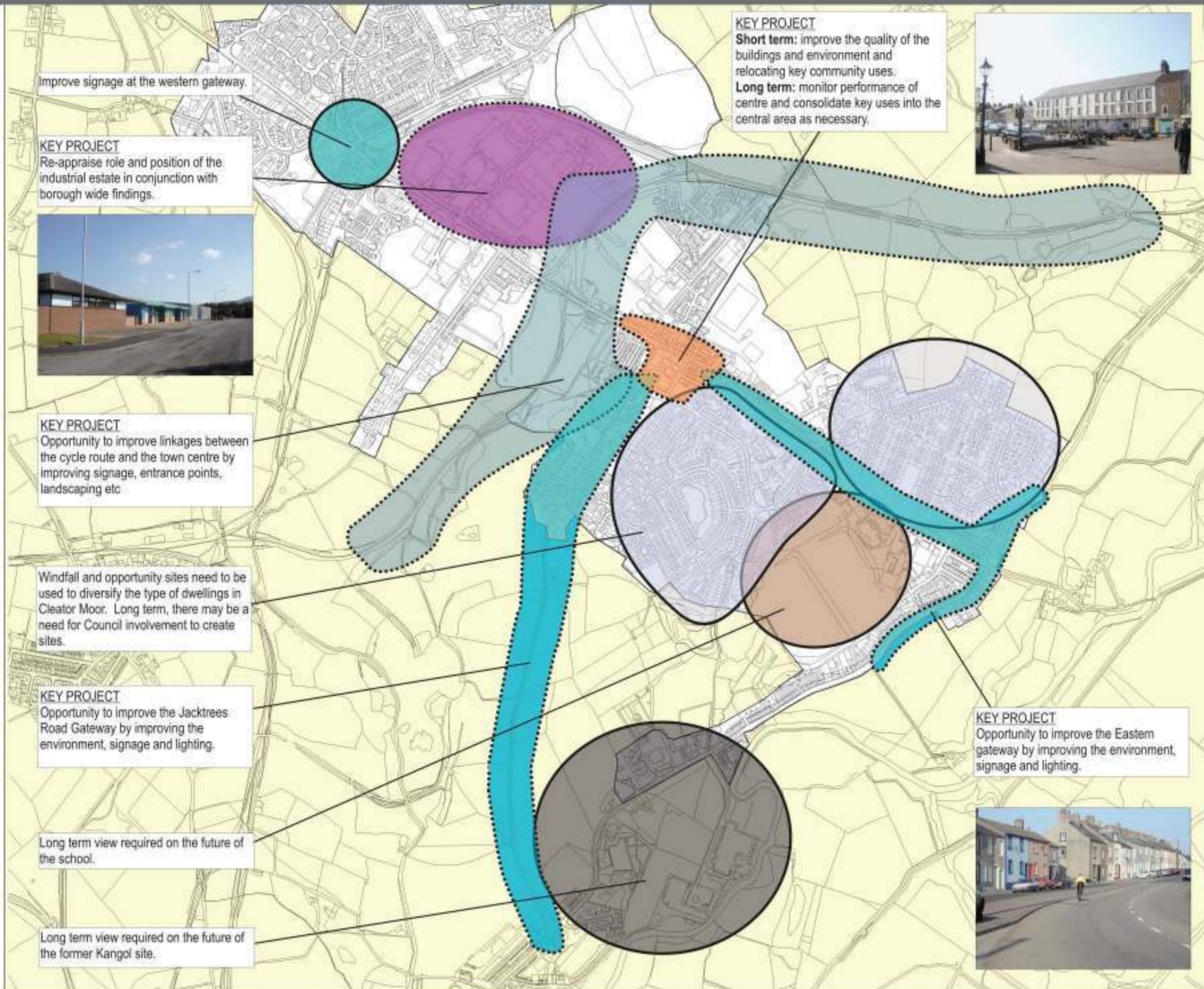


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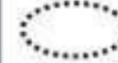
Public Art on the C2C route.

CLEATOR MOOR Mini Masterplan

Overall Opportunities Plan



Key

-  Gateway opportunity area
-  Town Centre opportunity area
-  Industrial opportunity area
-  Community opportunity area
-  Residential opportunity area
-  Corridor opportunity area
-  Former Kangol site opportunity area
-  Key project area



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drawn by: JW
checked by: JB
date: Nov 2003
drawing no: 2355.110
scale: 1:10,000 @ A3



CLEATOR MOOR

Chapter 5 >> Key Project Descriptions

5. Key Project Descriptions

- 5.1 We have identified 23 projects to help support the strategic framework of the SRB and future regeneration aspirations of partners. Some of these projects have momentum and can be implemented relatively straightforwardly. Others have more recently emerged and whilst having indicative lead partners and costings will require further concept development work to bring forward.
- 5.2 The Mini Master Plan process does not provide a comprehensive list of all actions to be pursued by partners, but instead comprises key priorities at this moment in time. The challenges faced by Cleator Moor and its rural hinterland are not static, and the list will need to be continually refreshed on an ongoing basis as new needs and opportunities occur.
- 5.3 The remainder of this section briefly describes the projects, utilising the SRB objectives as a framework. Whilst being a useful method of structuring the projects, it should be borne in mind that many of these projects will make significant contributions to other objectives - i.e. many of the public realm projects will aid efforts to raise community confidence and also improve the town from a community safety point of view.

To strengthen and redefine the service centre role of Cleator Moor

Project 1 - Ennerdale Road / Eastern Gateway

- 5.4 Action is needed to give Cleator Moor greater presence from the A5086 to do this a number of improvements are recommended:
- The Trumpet Road corridor needs to be softened. This can be achieved by introducing a planting scheme and providing car parking bays.
 - Wath Brow Church is partly hidden by evergreen trees. The ground should be re-landscaped to introduce some more deciduous species which would allow clearer views of the church. The building should also be illuminated in a creative way to ensure the building remains a landmark after dark.
 - The radii of the junction with Frizington Road and the road which leads to Ennerdale Bridge could be reduced in size, as it does not need to be so wide and part of it should be given over to an improved seating / viewing space in front of the Church.
 - The signage at the junction of Frizington Road and Ennerdale Road needs to draw in potential visitors more effectively and should announce available facilities, the towns association with LS Lowry and the ease with which visitors can get back to the Frizington Road / Main Road
 - The quality of the materials which make up the footways along Ennerdale Road require improvement
 - Derelict sites need to be either developed for housing or greened to create attractive spaces
 - Improved traffic management needs to be considered along Ennerdale Road - this should form part of the brief for a separate study



Improved signage to emphasise tourist attractions



Improved paving adding character



Sites exist to develop housing units



Improved greenspace and street furniture



Example of a successful corridor



Project 1: Ennerdale Road Gateway & Corridor

Regeneration Principles for Ennerdale Road Corridor:

- Develop sites for housing where possible
- Improve greenspaces and green non-development sites
- Enhance the setting of the church (lighting and landscaping)
- Improve the pedestrian footways
- Improve signage
- Build out pavements where possible
- Create passing points
- Undertake transport and access review to inform scope of highway remodeling



Project 2 - Jacktrees Road Gateway

- 5.5 Jacktrees Road is an important gateway to Cleator Moor from the South. These arrival points need to be improved to successfully regenerate the town. The southern gateway, at the junction of Main Street and Jacktrees Road, is quite remote from Cleator Moor but still requires improved signage to allow the town to capture passing visitors. The signage at this location needs to be co-ordinated with the signage at the junction of Ennerdale Road and Frizzington Road. The potential for a route through the town and back onto the A5086 needs to be stressed.
- 5.6 The most significant gateway from Jacktrees Road into Cleator Moor is further north, close to Earl Street. There are a number of potential sites along this part of the corridor. The sites to the west of Jacktrees Road suffer from adverse ground conditions and need to be subjected to landscape improvements which contribute to the Cycle Route Linkages project. The land to the east of Jacktrees Road is suitable for development and should be used to accommodate two / three storey dwellings of a good quality design. These houses will benefit from an excellent location close to the new Town Square and overlook an area of extensively improved landscaping.
- 5.7 At this point along Jacktrees Road a sign should be erected which announces arrival to Cleator Moor. Jacktrees Road Gateway project is illustrated in figure 5.11.

Project 3 - Consolidating the Centre

- 5.8 Cleator Moor is not a cohesive centre because 'active' land uses such as shops and community facilities are interspersed with houses, vacant buildings and vacant plots. For the town to be a success in the future the 'active' element of the town centre needs to be consolidated into one place. This area of consolidated activity should be located around the town square and the part of the High Street which fronts onto it. To successfully consolidate the centre two things need to happen. Firstly, the vacant units nearest the square need to be brought back into active use and securing the long term use of vacant buildings will be crucial to achieving this. Whilst any use is better than none at all efforts should be made to attract activity which contributes to the vitality of the town centre, especially in those buildings around the Town Square.
- 5.9 A building re-use strategy needs to be employed to identify available units around the Town Square and to relocate existing retailers and community uses from the more peripheral parts town into this consolidated area. The former Co-Operative building is an important opportunity in this respect. The peripheral buildings which remain should then be converted into residential properties. Retail and community uses should only be considered for the parts of the town centre not close to the Square once the initial process of consolidation has been achieved.

- 5.10 Secondly, vacant plots of land located in or close to the town square need to be developed for uses which add vitality and viability to the centre. An example of this is the large site on the prominent corner of Market Street and Cragg Road. An ideal use for a site of this size in Cleator Moor should be a high quality multi faceted community use. There is an opportunity to re-locate the health centre to this site and incorporate the existing Senior Citizens Centre. Any building on the site must add value to the town square through its siting, massing, design and materials. The Cragg Road / Market Street site plan indicates how this may be achieved.

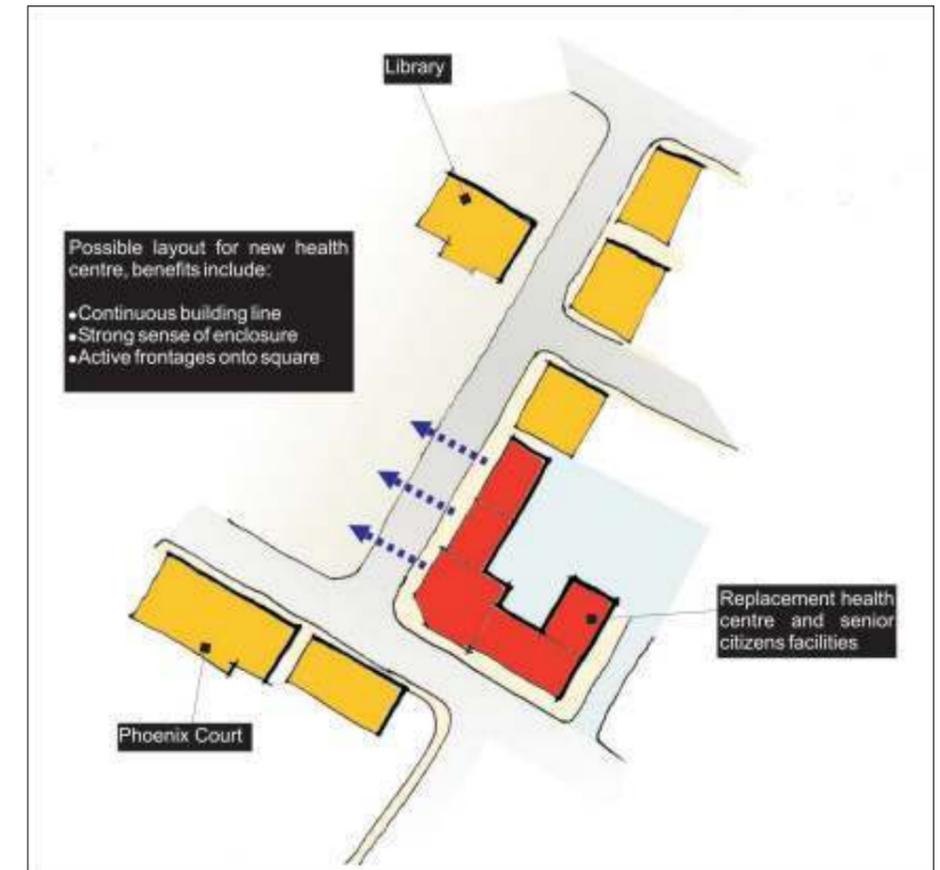


Figure 5.2 Market Street / Cragg Road concept

Project 4 - Building Improvement Strategy

5.11 The baseline audits clearly highlighted that a key detractor in Cleator Moor is the amount of properties that are not in a good state of repair. These are highlighted in Appendix B. Dealing with these properties will be a priority as public realm improvements alone will not secure the level of environmental improvement required. The priority buildings for this project will be the former Co-Operative Buildings due to its size and location. The external condition of those buildings identified including the paintwork, signage, shopfront, windows and roofing materials all need improvement. This project has the potential to have a huge environmental benefit to the town centre. CMDL and their partners will need to work closely with private owners and should attempt to draw down grants. The Townscape Heritage Initiative is the recommended mechanism for improving the buildings. Useful information on this is available at www.buildingconservation.com.

Project 5 - Town Square

5.12 Cleator Moor benefits from a large amount of public realm and civic space. However, there are several factors preventing this space from adding to the attractiveness of Cleator Moor, these are:

- The space is very large but does not have a clear purpose
- Car parking is the most defined use but detracts from the visual amenity and perception
- Street furniture is outdated and in some cases inappropriate - such as the railings
- The space suffers from mis-use and a magnet for anti-social behaviour
- The Civic Hall is a key use but has a negative visual impact on the space

5.13 Attention is required to allow this space to perform its role, maximise its potential and add amenity and quality to the centre of the town. At present the square is very large but does not have a distinguished role. The Town Square project has the capacity to dramatically transform the image and appearance of the town centre and provide:

- A regionally distinctive setting for consolidated retail and community activity
- The key arrival point in the town for visitors from the C2C
- A space for community events, individual relaxation and market days
- An improved setting for the numerous buildings of townscape quality around it

5.14 Several options for dealing with the space have been developed and one option has been worked up into further detail to illustrate how a scheme could be developed. The options include:

- **Access led option:** concentrates upon maximising the flow of traffic around the town and opportunities for car parking as well as pedestrianisation.
- **Development led option:** concentrates upon development within the square in addition to that already proposed
- **Pedestrian led option:** concentrates upon mitigating the impact of cars and providing a range of pedestrian friendly adaptable spaces

5.15 The options plans and diagrams illustrate the how these core principles of the three options could be achieved. The **access led option** retains much of the built form in its current arrangement and seeks to create a bypass around the town and pedestrianise a section of Jacktrees Road. The advantage of this will be the added pedestrian freedom. However, this is outweighed by the disadvantages which include:

- The bypassing of the town will erode the commercial viability of businesses as potential passing custom is diverted elsewhere - this has been attempted in small vulnerable centres elsewhere with disastrous results
- The option would not get to grips with the function of the town square and in particular the prominent inactive frontages which are stifling public life
- Car parking remains the most visually dominant activity within the square



Figure 5.3 Access led option plan.

5.16 The **development led option** is intended to remove the Civic Hall in order to address the amount of inactive frontages which currently undermine the quality of the centre. A new public building would then be created to the rear of the existing library and town hall. The advantages of this would be to:

- Increase the amount of active frontages in the town square - by removing the Civic Hall and 'wrapping' the rear of the library and town hall with active uses
- Creating space for new public gardens within the town square
- Providing opportunities for re-configured car parking
- Creation of a stronger entrance from the cycle route

5.17 The disadvantages would include:

- It may be more sustainable to utilise existing vacant buildings such as the Co-operative Building
- Uncertain commercial viability for new buildings of this type
- Long and uncertain process for resource procurement for new buildings may constrain regeneration activity

5.18 The **pedestrian led option** continues the idea of removing the Civic Hall in the medium to long term, but does not replace it with new purpose built accommodation; instead the uses are relocated to the co-op building. In addition to this the pedestrian led option seeks to balance the need to create a pedestrian friendly environment with the requirement for good quality vehicle access and parking. To achieve this, the option proposes transforming the town centre section of Jacktrees Road into a 'shared surface'. The advantages of this option are:

- It will retain important town centre uses and help generate demand for existing vacant buildings
- Remove a building that is out of character with the surroundings - thus improving the quality of the built environment
- Provide space for an improved and flexible town square
- Create a new shared surface space for use by pedestrians and motorists - this will assist with making the space feel more lively and active
- Provide opportunities for sensitively located and designed car parking
- Excellent entrance point for the cycle route

5.19 The disadvantages include:

- The scheme will need to be well designed to mitigate the negative impact of inactive frontages caused by the rear of the library and the town hall.



Figure 5.4 Development led option plan.

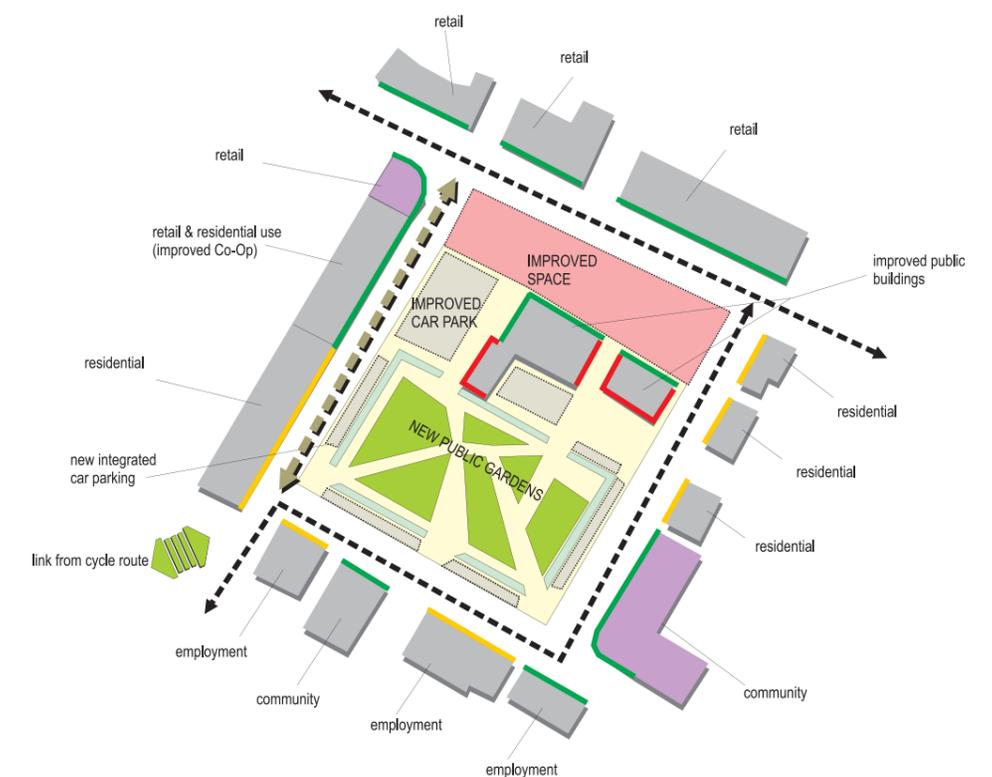


Figure 5.5 Pedestrian led option plan.

Project 5 - Town Square

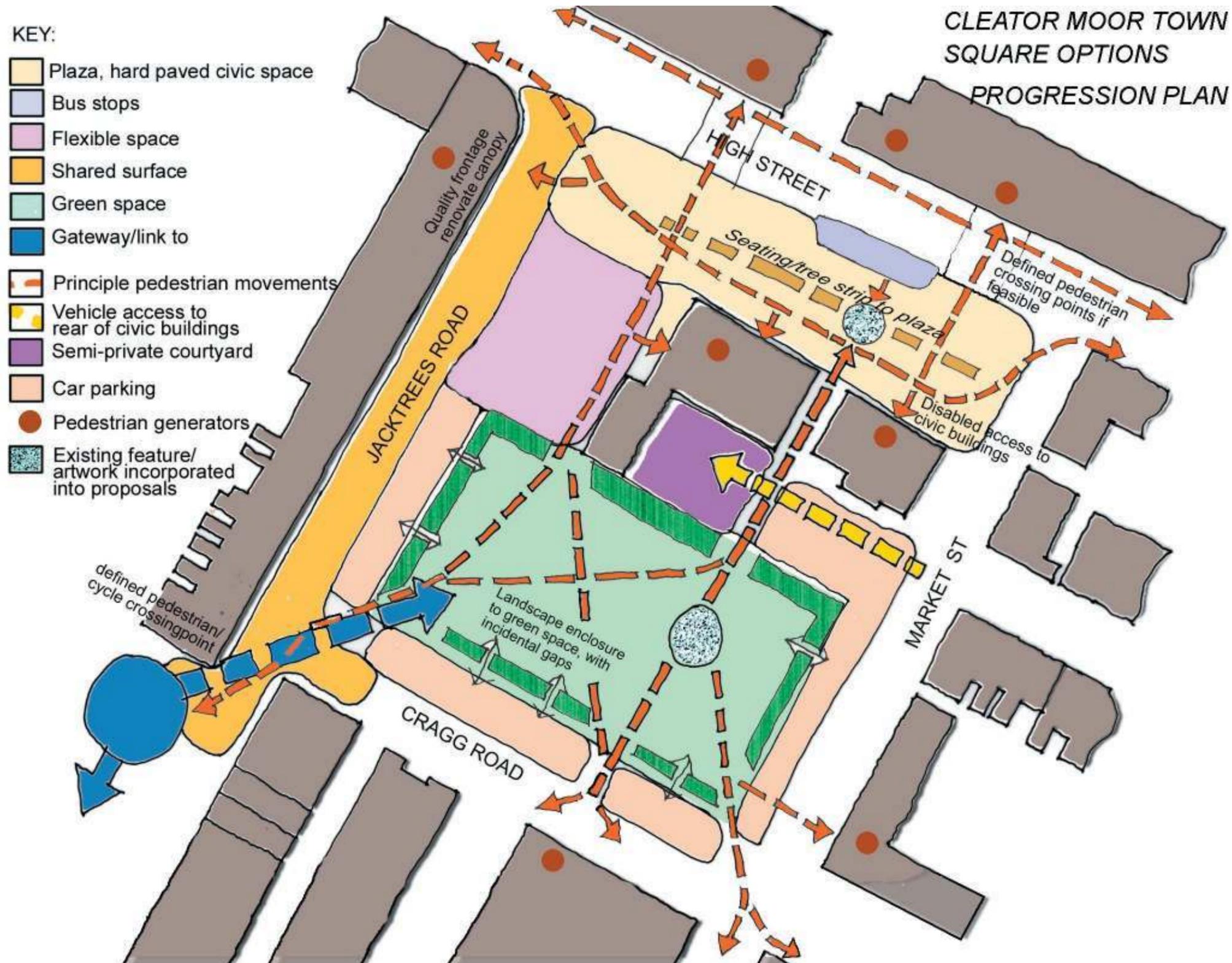


Figure 5.6 Cleator Moor Town Square options progression plan.

- 5.20 The project will involve close co-ordination with the Building Re-Use Strategy in order to ensure that important civic uses continue to be located around the square and the heart of the town.
- 5.21 The option that has been developed further includes the removal of the Civic Hall and the relocation of the uses within it to the former Co-Operative building - the **pedestrian led option**. The scheme is indicative and flexibility has been designed specifically so that parts of the project could be progressed to detailed design stage with the Civic Hall retained whilst a formal review of its future is undertaken. The associated concept plan builds upon the options plan to explore the guiding elements of the scheme. As part of an initiative to take this forward a local traffic assessment will be required, for example looking, at parking and the nature of vehicular access around the square.
- 5.22 The entire scheme will involve three elements; Civic Space, Green Space and Flexible Space and Shared Space.
- 5.23 The Civic Space will be a hard landscaped environment softened with tree planting. Seats will provide places for people to relax and wait. Bollards will separate the space from the highway. The space will be well lit and will provide a quality setting to the listed buildings.
- 5.24 The Green Space will be a major new Civic Park and will be an arrival point to the Town Square from the cycle route and the Jacktrees Road Gateway. The Green Space will include a new route linking it to the Civic Space where the public art by Conrad Atkinson can be given more prominence. Areas of tree planting and lawns will be separated from car parking spaces by combined seating, lighting and planting constructions which will help to enclose the space whilst maintaining views.
- 5.25 The Flexible Space, located in front of the former Co-Operative Building will give the Town Square its flexibility. This part of the Square will be treated with good quality materials and will provide enough space for occasional markets and mobile vendors, community events and some car parking.
- 5.26 The section of Jacktrees Road as it enters the Town Square will function as the Shared Space and should be a shared pedestrian and vehicle space. Spaces of this type are beginning to emerge through best practice as practical and safe ways combining vehicle and pedestrian activity. The Shared Space along with sections of Cragg Road and Market Street will also include car parking bays. The shared surface will be of a quality to allow access from HGV's. In the event of a transport assessment being conducted it is possible that it suggest the restricting of HGV's within the shared space thus improving the quality of the space for pedestrians. Further information on this type of approach is available in Appendix A.
- 5.27 Detailed design of the scheme will raise numerous challenges and opportunities not considered at this very early outline stage of project development. However, one element that will be an important consideration will be to ensure that the level of parking will not be reduced significantly as a result of the selected scheme.

Project 5 - Town Square

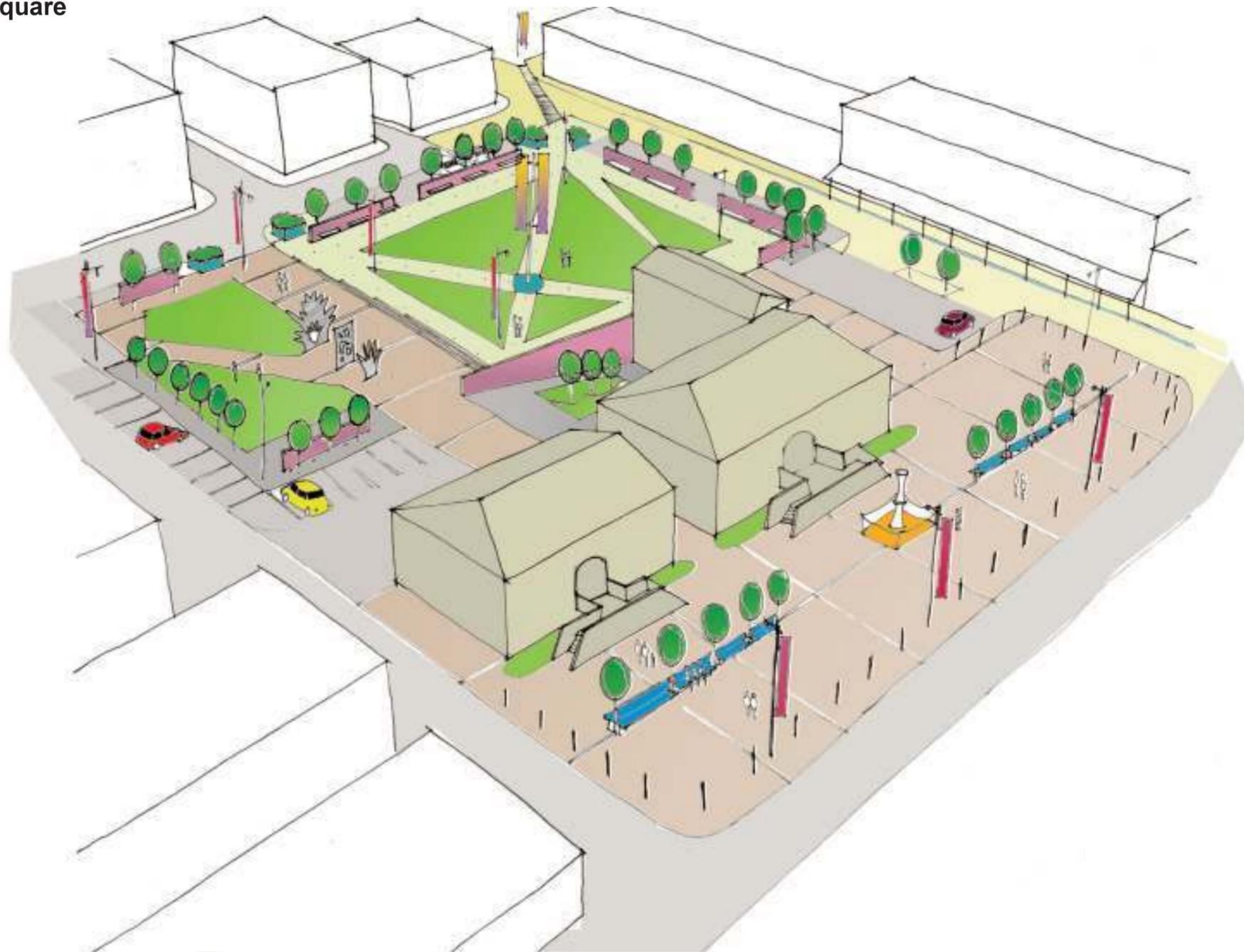


Figure 5.8 Cleator Moor Town Square illustrative sketch



Figure 5.7 Cleator Moor Town Square illustrative section.



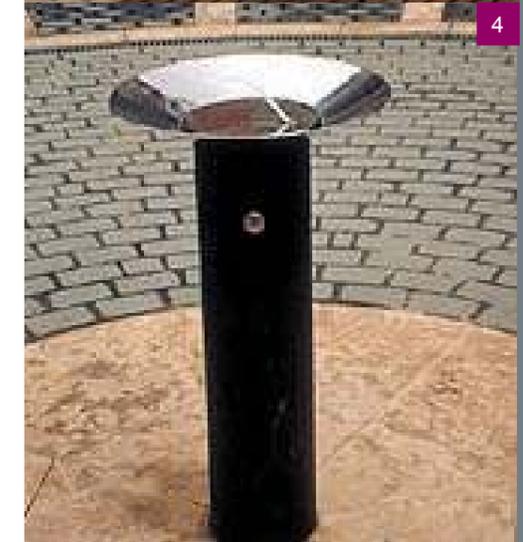
1 Example of seating proposed for town square.



2 Example of seating proposed for town square.



3 Example of paving proposed for town square.



4 Example of water fountain proposed for town square.

Figure 5.9 Legend:

- 1 Bus parking lay-by and bus stops
- 2 Central monument/historic feature retained and integrated into the proposals. Fencing removed.
- 3 Town Square/plaza area adjacent to civic buildings. Regular pattern in paving to create a sense of uniformity and simple streetscape. Natural stone paving and high quality detailing
- 4 Semi mature tree planting and seating
- 5 Re-configuration of entrances to civic buildings: raised planting beds, direct and clear access to the buildings.
- 6 Flexible space, paved surface to be used as car parking and interchangeable to be used for other events and street markets.
- 7 Shared vehicle/pedestrian surface incorporating traffic calming, bay parking and intended to provide a link between the corner plot and the main space. Reconstituted stone paving.
- 8 Treatment to reflect plaza to ensure continuity.
- 9 Car parking to periphery of the square
- 10 Seating enclosed by raised planting beds and screen walls, which are not constant, but allow incidental access from parking areas. Natural stone materials. High walls could be gabions with local stone infill.
- 11 Open green space suitable for a wide range of activities such as passive and active recreation, events such as fairgrounds, fetes etc.
- 12 Strong link to cycle route gateway (See Trans Pennine Trail link/ Jacktrees Road Gateway plan.
- 13 Existing Cleator Moor sculptures relocated to the centre of the space as focal features
- 14 Car parking for workers within civic buildings
- 15 Area developed as an enclosed courtyard with retained vehicle access as a Social Services facility. This is intended to be a semi-private space with outdoor seating and generous soft landscaping as a space to relax in.
- 16 Level change across green tackled with steps between upper and lower levels. This will allow the spaces to be relatively flat and uniform

Design Rationale

The square has been split up into two distinct spaces, connected by pedestrian pathways and a smaller, flexible space for car parking and market space as required on particular days.

The space adjacent to the High Street and civic buildings is intended to be a hard paved pedestrian plaza, which contains trees and seating and serves as an arrival and departure point for people traveling by bus as well as a focal point in the centre of the town.

This treatment is continued across Jacktrees Road reinforcing the sense of pedestrian priority.

The second space within the square is a green space enclosed by raised planting beds. This, again, is a flexible space for passive and active recreation and will support a wide variety of organised and unorganised activities. The space also serves as an arrival point for people coming from the C2C cycle route via the link path (See Jacktrees Road/Cycle Link Plan). Steps have been included to tackle the level change necessary, which will create an upper and lower level to the space.

The importance of car parking particularly for rural residents coming into the town should not be underestimated. The proposal includes car parking to the edge of the space. With a good deal of permeability into the space, access for pedestrians from the parking areas is maximised.



Project to improve cycle route linkages.



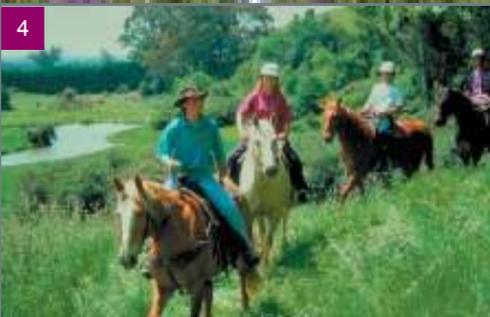
Project to include improvements to back alleys.



Cycle route link to include extensive landscaping.



Potential to extend existing recreation area.



Potential to extend existing recreation area.



Project 6 - Street Furniture Enhancement

- 5.28 Street furniture will be reviewed within the above project but elsewhere improvements need to be made to the palette of items in the public realm. It is important that a balance is struck between respecting the historic character of parts of the town whilst giving the town a modern feel. Therefore very simple, uncomplicated items are suggested and the associated images illustrate this approach.

Project 7 - Cycle Route Linkages

- 5.29 The C2C Strategic Cycle Route is an important and undeveloped asset that Cleator Moor needs to capitalise upon to help to drive the regeneration of the town. The existing linkages between the C2C route and the town centre are poor. This project aims to improve the connections between the town centre and the cycle route.
- 5.30 Significantly upgrading the quality of the physical linkage between the town and C2C is crucial. This will require new surfacing, enhanced signage and the creation of a new open and visible connection. This connection should continue to run adjacent to the recently improved children's play area. Abounding this route will be a new planting scheme to add visual interest as well as an enhanced habitat and will include tree planting.
- 5.31 A secondary connection between the route and the town square will be via Montreal Street. Dealing with the condition of the garages and the car park along this route will be crucial in its success. The garages are underused and half of them, the ones closest to the allotments, should be demolished to make way for further planting or an allotment extension. The remaining garages should be improved along with the existing car park. Improvements to the existing car park will include treatment of the boundary between the car parking and the recreation / landscaped area. Resurfacing the secondary connection - Montreal Street - is a priority to improve the image of the route.
- 5.32 There remains some derelict land adjacent to the C2C route, near to Montreal Street and this needs to be treated if the aspect onto Cleator Moor from the route is to be improved. In its current state this land would present a negative image of Cleator Moor to a potential visitor. This site, like the others around it, suffers from adverse ground conditions so an attractive planting scheme will be required to improve its condition. We are aware of land subsidence within this area which will need detailed consideration at the implementation stage.

Project 7 - Cycle Route Linkages

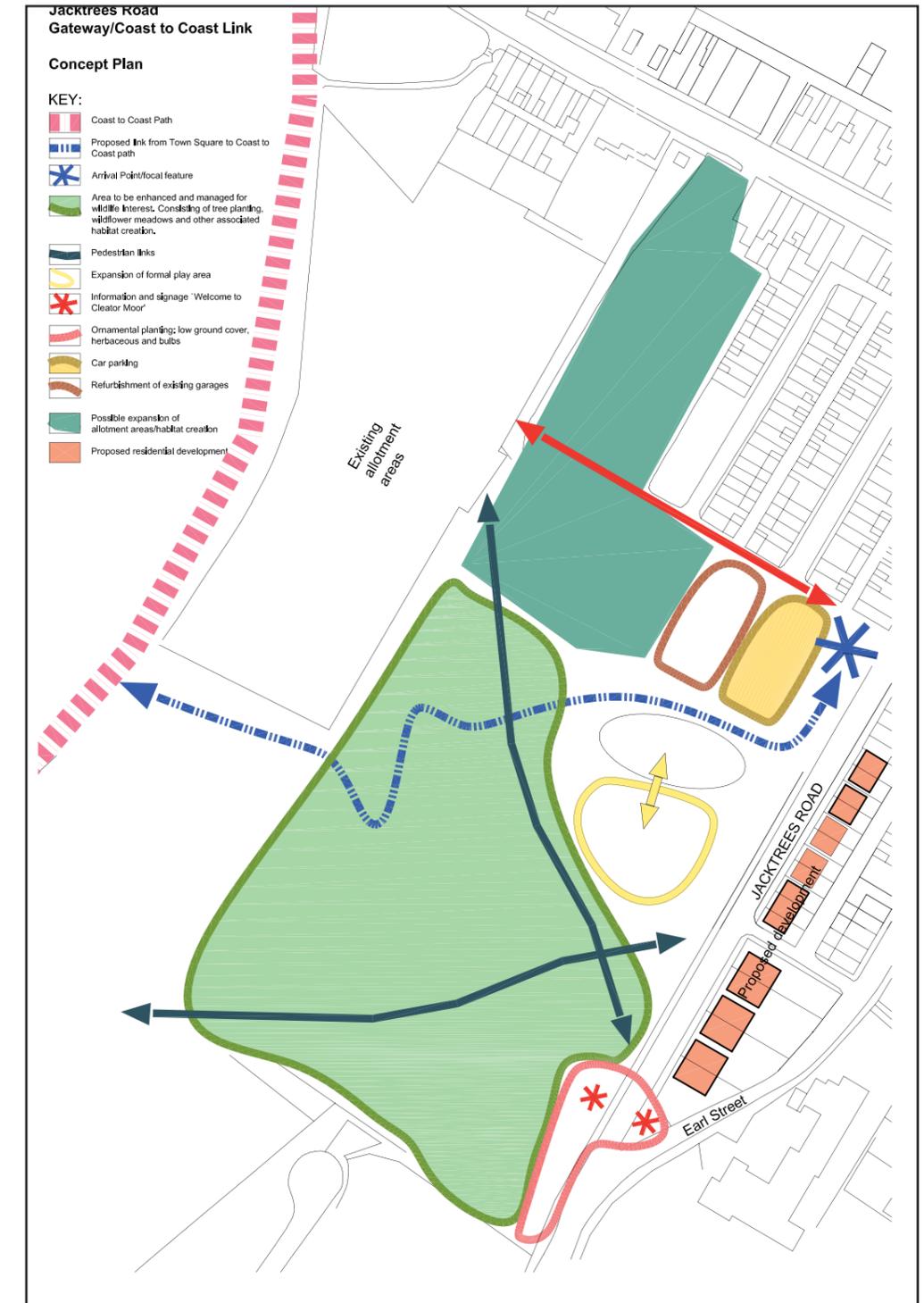


Figure 5.10 Cycle route linkages: setting and concept plan.

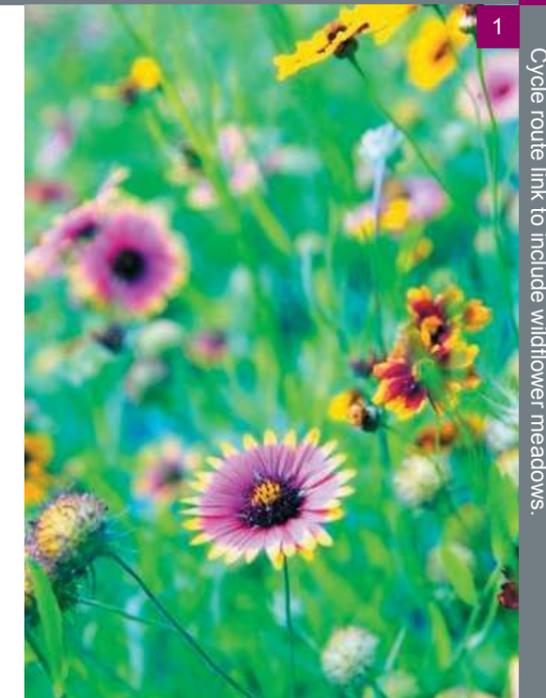
Project 7 - Cycle Route Linkages



KEY:

- 1 Proposed car parking enclosed on 3 sides with 2.1m mesh fencing.
- 2 Focal seating/cycle parking area as start/end of link to Coast to Coast Path and direct link to Town Square. To include seating and drinking fountain.
- 3 Existing sculpture to be relocated
- 4 Existing play area
- 5 Extension of existing play area with facilities for teenagers such as a meeting shelter, skate and sports facilities.
- 6 Habitat creation and management: Woodland and scrub planting, wildflower meadows to reflect and enhance local flora. Mown verges to be maintained to all areas. Forward and sideways visibility for pedestrians/cyclists to be maximised.
- 7 Coast to coast link path and ramp to tackle level changes (see sections).
- 8 Gateway signage: Welcome to Cleator Moor. Ornamental low ground cover and herbaceous planting with striking forms and sweeps of colour create an attractive arrival point.
- 9 Existing large trees retained within mown grass surroundings. Bulbs naturalised in drifts around trunks
- 10 Proposed residential development
- 11 Existing garages re-furbished with security and surfacing improvements

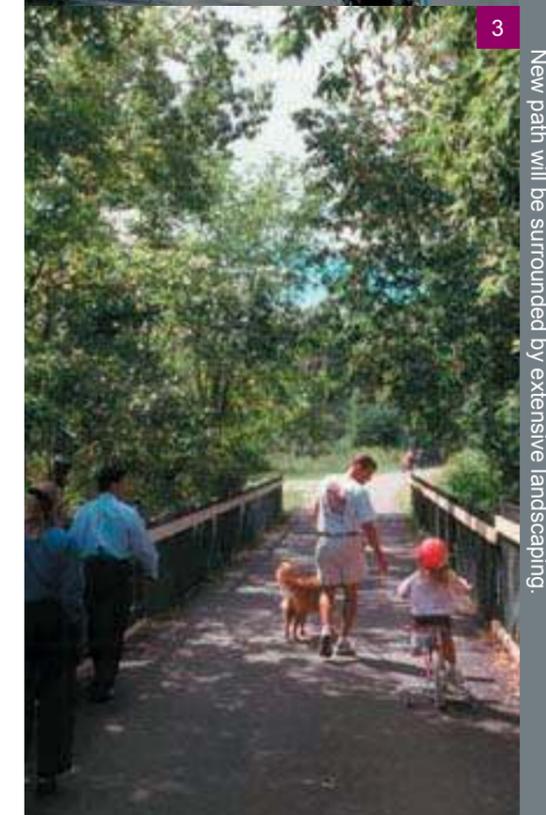
Figure 5.11 Detailed suggested cycle route linkages scheme.



Cycle route link to include wildflower meadows.



Example of new path.



New path will be surrounded by extensive landscaping.

Project 7 - Cycle Route Linkages

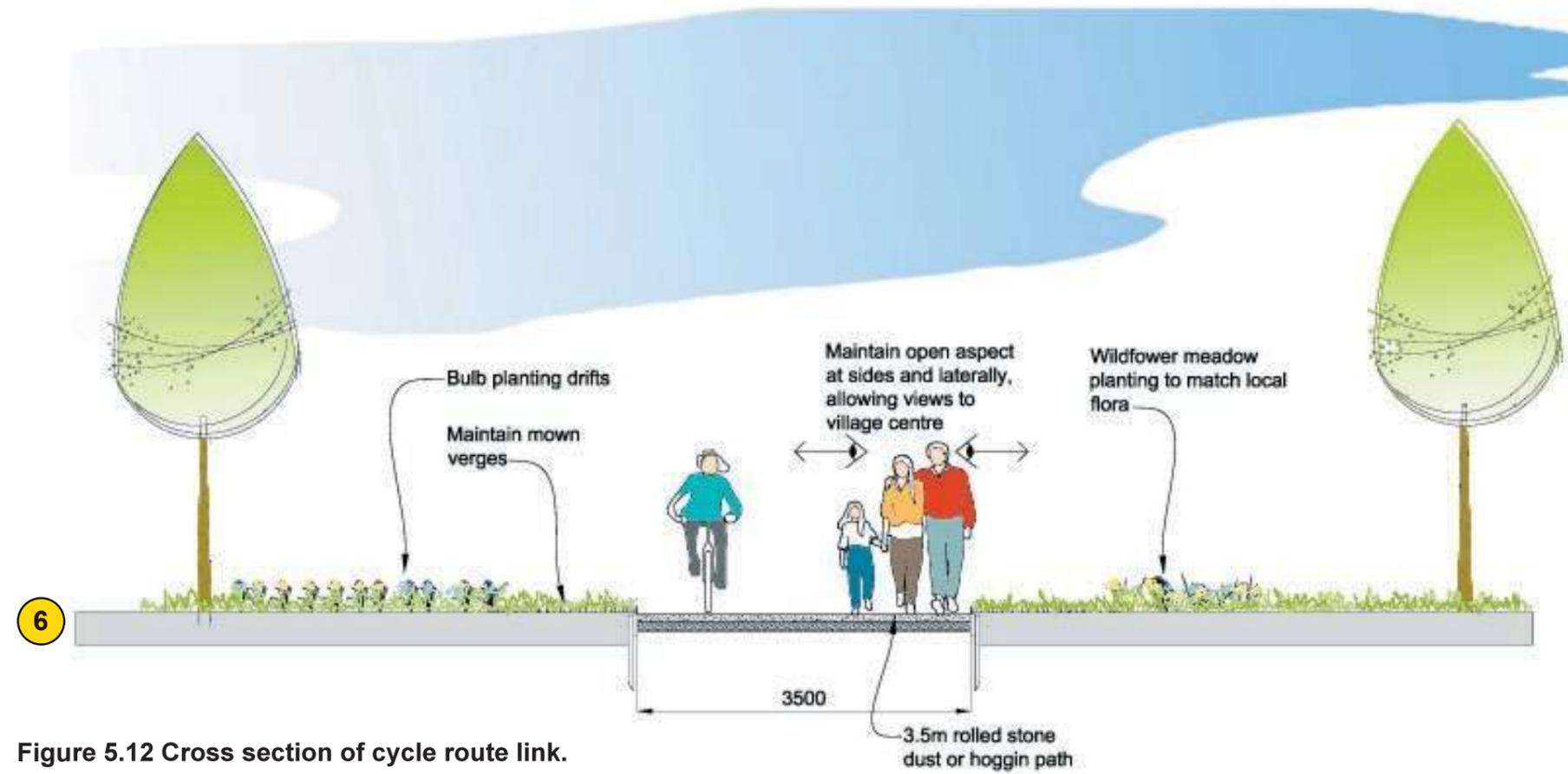


Figure 5.12 Cross section of cycle route link.



Figure 5.13 Cross section of cycle route link.

Project 8 - Cleator Moor Business Network.

- 5.33 This project will develop a network of employers and businesses in the town (and surrounding areas) to allow closer integration of business needs and regeneration priorities. A key role for this project will be bringing together retail and services employers to support town centre projects.

To address disadvantage and inequality

Project 9 - Basic Skills Training.

- 5.34 Roll out of additional outreach based basic skills support, using Frizington CDC, Howgill Centre and Cleator Moor Civic Hall as venues for courses. There is substantial potential funding available to support this work, which needs to happen close to target communities - current activities are held back to an extent by the capacity in local communities to deliver such work.

Project 10 - Health Living Frizington

- 5.35 An opportunity exists to redevelop Frizington council chambers into a healthy living centre, modelled on the Senhouse Centre in Whitehaven. In addition to providing a valuable community resource, this project will improve the physical quality of Frizington Main Street.

Project 11 - Community Transport Project

- 5.36 This project packages solutions to the problems of scale and scope concerning public transport provision in the Cleator Moor area. It includes engaging key employers in car brokerage, increasing public transport awareness and publicity, and running a Community Health Bus.

Project 12 - Raising Educational Aspirations

- 5.37 The town and its rural communities suffer from low educational aspirations, which in part is due to a lack of a 6th Form facility and a learning culture amongst young people. This project will provide wider exposure to different types of educational experience by using taster courses and developing stronger links with 6th Form, FE and HE providers in Cumbria.

Project 13 - Cleator Moor 'Wheels to Work'

- 5.38 This project involves rolling out the 'Wheels to Work' pilot in Cleator Moor, whereby scooters are leased to young people to allow them to access employment and training opportunities. The project will include safety training as a prerequisite.

Project 14 - CADAS Outreach

- 5.39 To tackle the ongoing issue of drug and alcohol abuse, this project will fund an outreach presence in Cleator Moor of the Cumbrian charity CADAS, which provides counselling and information services for 1 or 2 days per week, including training local volunteers.

Project 15 - Cleator Moor Employment Access

- 5.40 This project would bring together employment accessibility activity to coordinate and gap fill. The first step will be to establish a task specific Access to Employment group as part of revised partnership arrangements to bring key agencies and providers to the table in Cleator Moor. This would necessitate the appointment of an accessing employment support officer (part time shared with a parallel project in Egremont).

Project 16 - SRB Continuation Fund

- 5.41 Partners and stakeholders in Cleator Moor have developed a range of quality projects as part of the SRB process that could continue to contribute to the delivery of the Vision and Objectives beyond the end of the programme in 2005. There is a clear need to support the continuation of these projects, and also bring forward projects ideas that were delayed.

Project 17 - Dreamscheme Cleator Moor

- 5.42 Cleator Moor is well served by sporting clubs, with good participation and reputation, and basic skills and employment access work could be bolted onto sports development as an engagement mechanism. Furthermore the MOBEX project run by Groundwork West Cumbria has been extremely successful in improving school attendance levels and helping hard to reach young people improve their confidence and aspirations.
- 5.43 However this only represents part of the need for increased provision. This project would provide capacity building funding to develop youth engagement in sports and to develop a 'Dreamscheme' for Cleator Moor. The lead organisation for this project would be Home Housing, with support from CCC and the Cleator Moor Sports clubs.



1

Example of Community
Transport needed in Cleator
Moor.

To broaden the area's in doing economic base

Project 18 - NDA Leconfield

- 5.44 Leconfield Industrial Estate is owned jointly by Northern Trust and NWDA, and both organisations are evaluating the future role of the site and investigating whether a partial change of use would be viable. The site requires refurbishment (both in terms of general environment and also to type of industrial space currently provided), and Northern Trust and NWDA jointly submitted an objection to the Copeland Local Plan (deposit) advocating a change of use from the site from an employment site to a development site).
- 5.45 This project (along with Bridge End in Egremont) will look at the role of Leconfield as part of a nuclear decommissioning / environmental restoration sites offer in West Cumbria. This site is well positioned to fulfil a role in housing SME developments, construction and engineering facilities, as well as additional managed workspace and incubator facilities. This approach is complementary to that of NWDA at the current time, although more detailed discussions will be necessary to align the future use of Leconfield in the context of the Mini Masterplan to the aspirations on Northern Trust and NWDA.
- 5.46 This project will require a feasibility study in the short term, followed by a mix of capital and revenue funding.

Project 19 - Enterprise Development

- 5.47 This project will look at extending workspace development, social entrepreneurial capacity and repositioning the role of the Market in Cleator Moor, providing capacity for an increased role for the successful Phoenix Business Centre.

Project 20 - Cleator Moor Developments Capacity

- 5.48 This project comprises revenue funding additional staff members to develop and deliver core regeneration projects in Cleator Moor. The track record of CMDL is well established as a delivery partnership, however a number of the projects contained in this document require CMDL to take a lead role in development and potentially delivery, and at present the company does not have sufficient capacity to take forward this role. This project will include a post (shared with Egremont) to develop and deliver the core physical regeneration projects in Cleator Moor.

Project 21 - Cycle Hub Feasibility

- 5.49 As part of the work to develop a network of strategic cycleways in Copeland and across West Cumbria, there is scope to explore the provision of a cycle hub in Cleator Moor as a strategic location along the route of the existing C2C cycleway, perhaps as an interchange with concepts for any new coastal cycleways (such as the Hadrian's Wall route from Ravenglass northwards along the coast). This project would comprise a feasibility study to undertake market assessment and develop a detailed costed business plan.

Project 22 – Lamplugh Parish Cycle Path

- 5.50 This project will extend the current cycle path provision beyond Rowrah to Lamplugh Cross with link paths to Lamplugh School and Kirkland. The path will be wide enough to accommodate horse riders. A feasibility study will be undertaken to access the viability of a further extension to Cockermouth. It is expected to show that an extension to Cockermouth would massively increase both the travel to work and tourism potential of the path.

Project 23 – Cleator Moor Traffic Study

- 5.51 Consultations have highlighted the need for a considered study to look at options for traffic management in Cleator Moor and also on the key approaches to the town. This traffic study needs to take the spirit and principles set within the document that the client is about to receive and find ways of applying these to engineering / highways related matters. The study should have a particular focus on movements to and around Ennerdale Road and the Town Square.



CLEATOR MOOR

Chapter 6 >> Overview of Projects



1
Counselling: part of the CADAS Outreach Project.



2
Scooters to be leased to young people to allow them to access employment & training opportunities.



3
Development of youth engagement in sports.



4
Project to look into the role of Lecroftfield.

6. Overview of Projects

6.1 The table on the following pages contains a total of 23 projects that have been indicatively costed at a total of between £7.26m and £7.6m. This figure is dependant on whether the greening or residential option is implemented for the Ennerdale Road/Eastern Gateway project. The total cost is split by Capital, Revenue and Further Studies as follows:

- £5.01m or £5.35m (Capital)
- £423,000 per annum (total £2.11m over 5 years) (Revenue)
- £120,000 (Further Studies)

6.2 The table assumes revenue costs are split over 5 years, although some projects may be shorter in duration.

6.3 In total the Mini Master Plan will result in the following outputs:

- 25 New Dwellings
- 6300 sq metres of floorspace refurbished
- 21000 sq metres of open space land improved
- 53 buildings improved or brought back into use
- 8300 sq metres of pedestrian spaces/footpaths improved/created
- 6200 of floorspace created
- Develop 3.5km of cycle path
- Create 3 new jobs and also create the equivalent of 6 FTE jobs as a result of construction
- Assist at least 35 SME's
- Create a total of 147 training places
- Allow for 6 further studies to be created
- Train 6 volunteers
- Develop 4 partnerships and assist 4 community groups.

6.4 It is very difficult to quantify public realm outputs against costs, as the public realm, similar to highway and infrastructure improvements (for example) is for use by everyone and does not have any specific economic value or turnover like a new business or shop.

6.5 For public realm projects, there needs to be a commitment from clients and funding bodies to undertake improvements as enabling works to catalyse future developments. However, the benefits of an improved public realm to Egremont Town Centre can be justified. Whilst having no direct benefit to tangible economic outputs, there are very strong contributions to the town that a well designed, detailed and cared for public realm can make, such as:

- The critical first steps in improving the image of the area, encouraging civic pride and confidence in potential investors, through promoting local distinctiveness.
- Change in design quality, for example the creation of a revised Market Square will be a real improvement to the attractiveness of the town and set a design standard that may encourage funding for other improvements within the town centre.
- Potential tourism benefits: Gateway signage, public art features and improved car parking will all help to attract visitors. Signs and public art works are critical in providing historical interpretation.
- Promote social inclusion for example improvements to open spaces.
- Enhancements may contribute to enhancement of land values in the town.
- Improved town centre links, particularly lighting, will contribute to community safety.
- Promoting accessibility, health and fitness.
- Creating construction jobs, with the possible spin-off of training provided to local people. One example may be training in working with natural stone paving, a traditional skill that is increasingly in demand, as more town improvement schemes are using natural paving materials.

6.6 It is assumed that the revenue costs for this Mini Master Plan are incurred over a 5 year period. However some projects may be shorter in duration.

6.7 The tables on the following pages provide some basic information on each of the projects. All actions within the Action Plan have been grouped under the framework of the Market Town Initiative Healthcheck for Egremont, outlining for each project:

- Brief description
- Who will deliver the project
- How much it will cost to implement

6.8 Detail of the risk assessment scoring and a breakdown of the outputs are contained in the appendices.

CLEATOR MOOR Mini Masterplan

Project Number	Name of project	Short Description	Lead Partner	Other Partners	Cost of project (£000s)			Total Cost	Timescale Short (up to 2 years) Medium (up to 5 years) Long (over 5 years)
					Capital	Studies	Revenue (per annum figure)		
Strengthen and refine the service centre role of Cleator Moor									
1	Ennerdale Road / Eastern Gateway								
<i>a</i>	Trumpet Road Corridor Softening	Softening on the corridor achieved by introducing a planting scheme and providing car parking bays	CMDL	Copeland BC	70	0	2	80	Short
<i>b</i>	Wath Brow Church Grounds Relandscaping	Re-landscaping of the grounds to introduce some more deciduous species to allow clearer views of the church	CMDL	Copeland BC	13	0	0	13	Short
<i>c</i>	Junction Improvements	Junction improvements to include reducing its width and introducing improved seating / viewing space in front of the church	CMDL	Cumbria CC, Copeland BC	32	0	0	32	Short
<i>d</i>	Signage Improvements	The signage at the junction of Frizzington Road and Ennerdale Road needs to draw in potential visitors more effectively and should announce available facilities, the towns association with LS Lowry and the ease with which visitors can get back to the Frizzington Road / Main Road	CMDL	Cumbria CC	10	0	0	10	Short
<i>e</i>	Footways Improvements	Resurface footways with high quality materials	CMDL	Copeland BC	25	0	2	35	Short
<i>f</i>	Derelict sites redevelopment	Derelict sites need to be either developed for housing or greened to create attractive spaces	CMDL	Copeland BC	450 (Housing) or 110 (Greening)	0	0	450 (Housing) or 110 (Greening)	Medium
<i>g</i>	Traffic Managements Improvements	Improved traffic management needs to be considered along Ennerdale Road – this should form part of the brief for a separate study	CMDL	Cumbria CC	0	15	0	15	Medium
2	Jacktrees Road Gateway								
<i>a</i>	Signage Improvements	Improvements to signs at the junction of Main Street / Jacktrees Road and also at the junction of Ennerdale Road and Frizzington Road	CMDL	Copeland BC	20	0	1	25	Short
<i>b</i>	Landscape Improvements	Landscape improvement to a number of sites to the west of Jacktrees Road suffering from adverse ground condition	CMDL	Copeland BC	100	0	5	125	Short
<i>c</i>	New Dwellings	Development of new dwelling to land east of Jacktrees Road	CMDL	Copeland BC	1,275	0	0	1,275	Medium
3	Consolidating the Centre	Secure the long term use of underused or vacant buildings	CMDL	Copeland BC	0	25	0	25	Medium
4	Building Improvement Strategy	Building Improvements including improving the paintwork, signage, shop fronts, windows and roofing of priority buildings.	CMDL	Copeland BC	750	0	0	750	Medium
5	Town Square								
<i>a</i>	Civic Space Improvements	Improvements to the Civic Space to include hard landscaping, trees, seating, bollards, lighting, etc	CMDL	Copeland BC	480	0	10	530	Short
<i>b</i>	New Green Space	A new Green Space will be created acting as a an arrival point to the Town Square from the cycle route and the Jacktrees Road Gateway.	CMDL	Copeland BC	330	0	5	355	Medium



1

Additional staff to develop & deliver projects in Cleator Moor.



2

Feasibility to explore the provision of a cycle hub.



3

Project to increase role of Phoenix Business Centre.

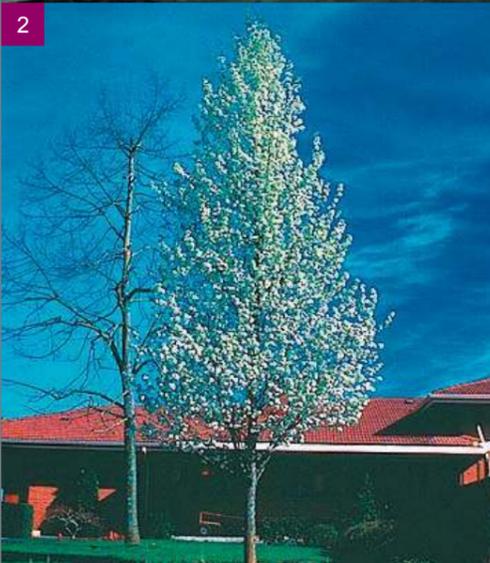


4

Potential for new coastal cycleways.



1
Example of screen wall proposed in the town square.



2
Example of semi-mature trees to be planted in the town square.



3
Example of seating proposed for the town square.



4
Example of paving proposed for the town square.

Project Number	Name of project	Short Description	Lead Partner	Other Partners	Cost of project (£000s)			Total Cost	Timescale Short (up to 2 years) Medium (up to 5 years) Long (over 5 years)
					Capital	Studies	Revenue (per annum figure)		
c	New Flexible Space	Creation of a new Flexible Space in front of the former Co-Op buildings able to provide a mixture of space for markets, community events and car parking	CMDL	Copeland BC	150	0	2	160	Short
d	New Shared Space	Creation of a new shared pedestrian / vehicle space on Jacktrees Road as it enters the Town Square	CMDL	Copeland BC	180	0	5	205	Short
6	Street Furniture Enhancement	Improvements need to be made to the palette of items in the public realm.	CMDL	Copeland BC	65	0	2	75	Short
7	Cycle Route Linkages		CMDL						
a	Physical Linkage Upgrade	Significant upgrading of the quality of the physical linkage between the town and C2C including new surfacing, enhanced signage and the creation of a new open and visible connection. Upgrade childrens play facilities to include teenage activities.	CMDL	Copeland BC	200	0	2	210	Short
b	Secondary Connection Improvements	Creation of a secondary link dealing with the condition of garages and car parking	CMDL	Copeland BC	230	0	1	235	Short
c	Derelict land landscaping	Landscaping of an area of derelict land adjacent to the C2C route near to Montreal Street	CMDL	Copeland BC	75	0	1	80	Short
8	Cleator Moor Business Network	Establishment of a business network, affiliated to Cumbria Chamber of Commerce	Cleator Moor Business Centre	Cumbria Chamber of Commerce, WCDA, RRC	0	0	2	10	Short
Address disadvantage and inequality									
9	Basic Skills Training Provision	Provision of outreach service from Lake College Cumbria	Lakes College	CBC, CMDL, LSC	0	0	50	250	Short
10	Health Living Frizington	Development of healthy living centre to serve Frizington, Arlecdon, Lamplugh and Rowrah	Arlecdon & Frizington Parish Council	CBC	50	5	10	105	Medium
11	Community Transport Project	Increase public transport publicity; Car Brokerage; Community Health Bus	CMDL	Stagecoach, NC NHS Trust, WCCVS, Cumbria CC, CBC	0	0	10	50	Short
12	Raising Educational Aspirations	Developing links and taster courses with 6 th Former, FE and HE	Ehenside Sendary School	LCC, Cumbria CC, LSC, WLR	0	0	5	25	Short
13	Cleator Moor Wheels to Work	Extend Egremont pilot to CM. Provides scoter leasing to young people for access to work and training	CMDL	Wheels to Work, CBC	0	20	15	95	Short / Medium
14	Cleator Moor CADAS outreach	Funding for part time outreach CADAS presence in the town	CADAS	CMDL	0	0	50	250	Short
15	Cleator Moor Employment Access	Establishing and supporting 'Access to Employment' group to coordinate and gap fill provision (shared with Egremont)	Cleator Moor Business Centre / Egremont Regeneration Partnership	JC+, CBC, LSC, WCCVS	0	0	35	175	Medium
16	SRB Continuation Fund	Fund administered by CMDL to ensure continuation of worthwhile SRB projects post 2005	CMDL	Cleator Moor Business Centre, CBC, WLR	0	0	100	500	Short / Medium / Long
17	Dreamscheme Cleator Moor	Developing a Dreamscheme Youth project. Supporting sports based youth development	Home Housing / CM Sports Clubs	Groundwork West Cumbria, Cumbria CC	0	0	20	100	Short

CLEATOR MOOR Mini Masterplan

Project Number	Name of project	Short Description	Lead Partner	Other Partners	Cost of project (£000s)			Total Cost	Timescale Short (up to 2 years) Medium (up to 5 years) Long (over 5 years)
					Capital	Studies	Revenue (per annum figure)		
Broaden the area's economic base									
18	NDA Leconfield	Feasibility, revenue & capital development for workspace at Leconfield Industrial Estate	WLR	Cleator Moor Business Centre, CMDL, CBC, WCDA	0	25	0	25	Medium / long
19	Enterprise Development	Development of activities at Phoenix Centre, to include: Workspace Options; Social Enterprise; Market Development	Cleator Moor Business Centre	CBC, WCCVS, CBC, Cumbria CC, WCDA	350	10	0	360	Medium
20	Cleator Moor Developments Capacity	Funding for additional staff at CMDL to deliver Mini Masterplan projects	CMDL	CBC, WLR	0	0	80	400	Short
21	Cleator Moor Cycle Hub Facility	Feasibility for strategic cycle hub facility	CMDL	Sustrans, WLR	0	20	0	20	Short
22	Lamplugh Parish Cycle Path Link	Extension of current cyclepath provision beyond Rowrah to Lamplugh Cross, with further feasibility work to extend to Cockermouth	Lamplugh Parish Council	Sustrans, Cumbria CC	500	10	8	550	Medium
23	Cleator Moor Traffic Study	Traffic study focussing on movements and solutions to issues on Ennerdale Road and the Town Square		CBC, Cumbria CC, WLR, CMDL, Cleator Moor Business Centre		25			Short
Totals					5355 or 5015	120	423	7600 or 7260	



1

Example of a water fountain proposed for the town centre.



2

Extension to recreation area adjacent to the cycle link.



3



4

Cycle link will include extensive landscaping



CLEATOR MOOR

Chapter 7 >> Delivery issues

7. Delivery issues

- 7.1 The Copeland Vision and Action Plan identifies the pressing need for more project development (and project monitoring), skills and capacity in Copeland. This will partly be achieved by growing the delivery capacity at both WLR and within the various localised regeneration partnerships (such as Cleator Moor Developments Ltd). The success of bringing forward projects under this action plan will depend on the development of these skills.
- 7.2 At the outset it is important to point out that the guiding principle for delivery structures in Cleator Moor (as indeed elsewhere) should be wherever possible, **not** to create new structures and bodies, but to build on existing bodies and capacity. In the case of Cleator Moor this means building on the strengths and experience of the Cleator Moor Partnership and Cleator Moor Developments Ltd.
- 7.3 The **Cleator Moor Partnership** as a governance mechanism for the SRB programme has established good community linkages with a wide range of local groups and organisations represented. The SRB Mid Term review highlighted that the partnership had experienced a very steep learning curve.
- 7.4 The Partnership acts as a management group for CMDL, maintaining a watching brief on project delivery and appraisals. There are 20 members of the group, which is supported by 3 sub groups:
- Youth Focus Group
 - Health and Communities Focus Group
 - Business and Environmental Focus Group
- 7.5 **Cleator Moor Developments Ltd** is the formal accountable body for the SRB Programme, submitting claims and monitoring reports, conducting appraisals, facilitation partnership meetings and providing project development support. Currently CMDL employs 4 staff (3 FTE) and also houses a community health worker.
- 7.6 The **Cleator Moor Business centre**, established in 1985 as Cleator Moor Workspace, delivers a suite of projects that provide business accommodation from basic workshops to high standard office accommodation. This is supported by office services, available to both tenants and the public. It is well recognised as a focus for business enquires and business led regeneration in the area.

Future role of CMDL – governance and direction

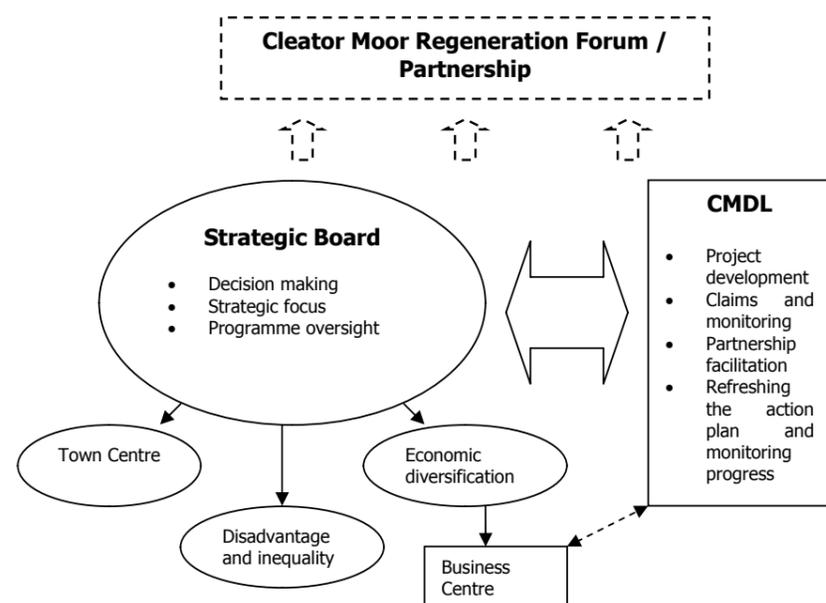
- 7.7 Partners and stakeholders have already begun discussions about ways in which Cleator Moor delivery infrastructure can be enhanced. This is vital to developing and implementing projects in the area, and it may be necessary to hasten this process, and concentrate on the delivery of interventions that improve the prospects of the town and its rural communities.

- 7.8 The SRB partnership has a wide membership, and there appears to be significant crossover in terms of representation on sub groups. Although the current structure is very representative, tighter executive arrangements are necessary, directly tied to the SRB's strategic objectives (which have strong validity beyond the end of the Programme) to allow activity to focus on delivery. These arrangements should consist of:

- Large **Stakeholder Forum**, which would meet twice yearly.
- A Strategic **Executive Board** – to determine overall direction and discharge the accountable body role for the remainder of the SRB Programme and act as a management group to CMDL. This group should meeting monthly to provide strategic direction and focus to the regeneration decision making process.
- This board would ideally consist of no more than 10 people, and would be supported by three groups tied to the SRB strategic objectives:
 - **Town centre development group**
 - **Disadvantage and inequality group**
 - **Economic diversification group**

- 7.9 We are aware that there has been ongoing dialogue as to the role of Cleator Moor Business Centre in this governance structure. The Centre has been very successful to date, and clearly widening its role (whether this is simply scope, or by closer integration with CMDL) is challenging, as there is the possibility of diluting its expertise on a wider agenda. It is suggested that the Board of the Business Centre should become the Economic Diversification Group, and that the Centre itself could take a prominent lead on projects under the third strategic objective.

7.10 These revised management arrangements are summarised below:



7.11 The new streamlined strategic board will need be proactive in the following areas:

- Making decisions on the tactics and mechanisms for securing funding to take forward the aims and objectives of this strategy
- Monitoring progress in taking forward the objectives of the SRB strategic framework (and replacement strategy)
- Instigating formal reviews of the action plan element of the strategy (which by definition need frequently refreshing)
- Refreshing and back-filling the action plan to respond to newly emerging challenges.

7.12 It is important that the role of the wider partnership is not lost as a result of any changes to management and / or delivery arrangements. We recommend that the wider partnership is retained as a single body, and is reported to by the Executive Board and the three Strategic Groups on either a yearly or twice yearly basis.

Future role of CMDL – delivery capacity

7.13 CDML is very committed to delivering regeneration in Cleator Moor, and has been successful in managing what has been a modest pot of funding in relation to the regeneration challenge, and with refreshed leadership has recently managed a very successful participatory appraisal process. The future challenge for CMDL is to place greater focus on project development and delivery.

7.14 To take forward the local regeneration agenda CMDL requires greater capacity to develop and in some cases deliver projects. This document includes a project that will boost this capacity (Cleator Moor Developments Capacity). This project will provide a pool of additional staff housed within CMDL to provide:

- Project development
- Project incubation
- Helping projects with claims and monitoring processes

7.15 In addition there is potential to build extra staff into discrete projects. Additional project staff together with new posts within CMDL would see the staffing complement of CMDL increase significantly.

7.16 Delivery capacity could also be boosted by investigating instances where projects that perhaps might not be viable in Cleator Moor could be made so by collaborating to solve similar problems in other areas. There are clear synergies for some projects with Egremont MTI, but that options for shared provision should also be explored with Millom MTI and South Whitehaven SRB:

- A number of projects are happening in adjacent areas, and with modest funding could be encouraged to provide outreach services. This approach could be used to bring in CADAS and Lakes College expertise from their bases in Whitehaven and Lillyhall.
- Some projects could be shared between neighbouring communities where either the project would not justify a full time presence in one community alone, or where there are common issues where combining resources would be more cost effective. An example contained in this document is the proposed sharing of Employment Access related capacity with Egremont.

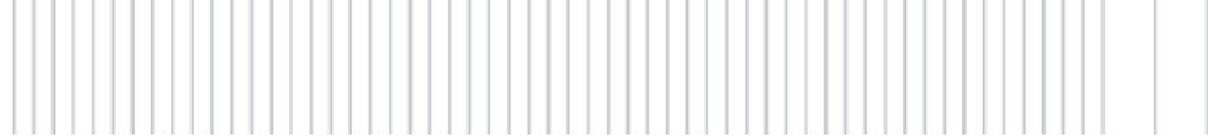
External delivery issues

7.17 A core part of the delivery of this document involves the role of West Lakes Renaissance and Cumbria County Council and Copeland Borough Council.

7.18 WLR are taking a lead in the delivery of interventions that will make the most of the future changes at Sellafield and the establishment of the Nuclear Decommissioning Authority. There is a key role for WLR in the delivery of the NDA Leconfield project. WLR will also need to be a key player in public realm activity.

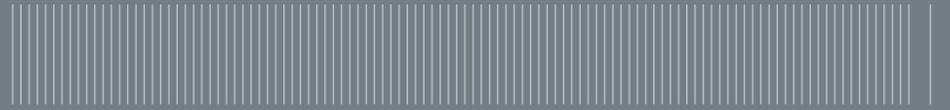
7.19 Like the other projects in this document, the townscape and public realm interventions described in this document will require additional funding. Nevertheless the thinking behind these projects will also need to permeate the approaches taken by the two local authorities as part of mainstream municipal and transport related works.

7.20 CMDL has a vital role to lobby and make the case for funding with these external delivery partners to ensure that Cleator Moor and its rural communities get its fair share.



COPELAND

[Appendix A](#) >> More Details on the Projects



Appendix A More Details on the Projects

Project 9 - Basic Skills Training Provision

The Copeland Vision and Action Plan identifies a high level of need for basic skills development and considerable potential funding for this provision. The barrier for Copeland remains infrastructure to implement the delivery of such work in communities.

This project would fund Lakes College Cumbria to roll out further provision via outreach at Frizington, Howgill Family Centre and at Cleator Moor Civic Hall allowing improved access to basic skills development in the community.

This project would be led by LCC, and supported by CBC and Cumbria LSC. It would cost £50000 per annum in addition to existing funding for basic skills provision, and would result in 20 training places being created per annum.

Project 10 - Healthy Living Frizington

This project will support the ambitions of the community to transform the old council chambers into a healthy living centre serving both Frizington and the communities of Lamplugh and Rowrah.

The model for this project will be the Senhouse Centre at Whitehaven, and in addition to providing a valuable community resource the centre will contribute to improving the physical quality of Main Street in Frizington.

Activities at the centre would include exercise classes, yoga, Tai Chi, aromatherapy and reflexology, meditation, healing and hypnotherapy, sports injury therapy, counselling and training.

In addition the centre could provide facilities for communities to access outreach provision from projects based in Cleator Moor and elsewhere, including:

- Credit Union surgeries
- Incubation workspace
- Access to employment training

This project would be initially led by Arlecdon and Frizington Parish Council, with strong support from CMDL and CBC. It would require a feasibility study (c. £5000) and indicative funding for capital works and revenue support (£50000 capital and £10000 per year revenue). The project would bring 1 building back into use, and would assist one community partnership. It would also provide a platform for the viability of other projects based in Frizington.

Project 11 - Community Transport Project

Consultations suggest that public transport provision in Cleator Moor and its rural hinterland is a barrier to accessing employment and training provision elsewhere, due to frequency and timing issues (which also impinge on the ability to access health appointments and the wider rail and bus network operating from Whitehaven).

This project would package together a number of related interventions including:

- Engaging employers to incentivise a car brokerage scheme (piloted by BNFL and West Cumberland Hospital)
- Increased publicity as to current bus timetables and services
- Community Health Bus (connecting rural villages to CM health centre, and CM to West Cumberland Hospital)

This project would indicatively cost £10000 per year (the main cost being leasing a Bus), and would have revenue raising ability through the Community Health Bus, which could be used for a range of other activities. It would be coordinated by CMDL, with support from the North Cumbria NHS Trust, Stagecoach, WCCVS and Cumbria CC / Copeland BC.

Project 12 - Raising Educational Aspirations

Post 16 participation rates are very low, with low progression to Sixth Form learning or Higher Education. Ehenside School does not have a Sixth Form facility, and as a result children do not benefit from interacting with Sixth Formers to gain a taste of the further and higher educational culture. Contributing factors include future employment expectations, negative learning expectations and confidence.

This project would facilitate wider exposure to FE, HE and Sixth Form by utilising taster courses and provide stronger links with Lakes College and HE providers with a Cumbrian presence.

This project would be led by Ehenside School, along with LCC, Cumbria CC, Cumbria LSC and WLR. Funding would comprise of £5000 per annum

Project 13 - Cleator Moor "Wheels to Work" Scheme

Connexions and partners have recently set up the "Wheels to Work" scheme operating from Egremont.

The scheme involves the leasing of scooters to young people who need to access work or college but have no/limited transport choices. The project is low cost and the young people have to option of eventually purchasing the scooters. At present this service is limited in its availability to young people across the district and hence there is the potential to extend this project to Cleator Moor, where access to college can be a major problem. An issue that might arise with this is the safety of the scooter users. It is suggested, therefore, that the project includes a training programme in how to use the scooter safely.

Next steps would include a study to establish potential usage of this service in these towns, and to what level. Initial costs would be approximately £20,000 whilst ongoing costs would be around £15,000 per annum.

Project 14 - CADAS Outreach

Consultations have indicated that Cleator Moor faces continued drug / alcohol related issues, and these have an impact on public spaces in and around the town centre, especially in the evening.

CADAS is a specialist Cumbrian charitable provider of counselling and information services for people with drug and alcohol related problems. The service offers one to one and group counselling, delivered and developed by volunteers designed to complement statutory provision.

This project would involve funding CADAS to provide a part time (1 to 2 days per week) outreach presence in Cleator Moor and train volunteer counsellors locally. CADAS has an office in Whitehaven, from where outreach could be provided.

This project should be led by Cleator Moor Developments, with revenue funding in the order of £25 000 per annum.

Project 15 - Cleator Moor Employment Access

Consultations highlighted the need to bring together a range of activity aimed at providing better access to employment opportunities in the Cleator Moor area. There are currently less than 50 vacancies in the area, with employers often struggling to fill jobs.

This project would bring together employment accessibility activity to coordinate and gap fill. The first step will be to establish a task specific Access to Employment group as part of revised partnership arrangements to bring key agencies and providers to the table in Cleator Moor. This would oversee the following activities:

- Provision of additional childcare, linking this to ILM support to create opportunities for childminder employment and training.
- Opportunity to identify non working mothers who have basic skills needs – provide assistance and information using library or Civic Hall as base.
- Opportunity for a link between Leconfield development and InBiz (workspace and support for self employed)
- Work experience or 'job tasting programme' working with schools
- Opportunity of ILM brokerage working with Home 2 Work and Impact Housing – could aid post 50 work agenda, and serve as a stepping stone for the long term unemployed (capacity to expand Home 2 Work programme)

This would necessitate the appointment of an accessing employment support officer (part time shared with a parallel project in Egremont), and revenue support for the project in addition to funding from key partner organisations. Funding for this initiative would be in the order of £35000 per annum for five years.

Led by Cleator Moor Developments, this project would also involve Home 2 Work, Lakes College, West Cumbria CVS, Job Centre+ and Copeland BC.

Project 16 - SRB Continuation fund

Partners and stakeholders in Cleator Moor have developed a range of quality projects as part of the SRB process that could continue to contribute to the delivery of the Vision and Objectives beyond the end of the programme in 2005. There is a clear need to support the continuation of these projects, and also bring forward projects ideas that were delayed.

This project will comprise a fund, managed by Cleator Moor Developments with support from WLR and CBC, which will enable key SRB projects to continue where there is value in doing so. Such projects include:

- The Lingla Centre
- Townscape Heritage Initiative
- Credit Union
- Howgill Family Centre
- Wath Brow Hornets

This fund should be in the order of £500000 over a five year period, and should be administered by CMDL.

Project 17 - Dreamscheme Cleator Moor

Consultations have suggested that engaging young people has been one of the most challenging aspects of the Cleator Moor SRB Programme, and like many rural settlements, Cleator Moor and surrounding villages faces ongoing challenges in finding activities for young people to engage with. The work of the MOBEX scheme run by Groundwork West Cumbria has been very successful in engaging with hard to reach young people, and the town continues to be well served by sporting clubs, with good participation and reputation, and basic skills and employment access work could be bolted onto sports development as an engagement mechanism. However this only represents part of the need for increased provision

There is an opportunity to develop complimentary approach to MOBEX designed to improve engagement with youth using local best practice examples (such as Youthtastic in Workington, Youthworks in Egremont and Dreamscheme in Distington). It needs to be accessible (i.e. not 'schoolified'), but at the same time must weave in core needs like basic skills and community confidence and respect.

The Dreamscheme franchise provides support for community youth development based on a simple concept of WORK, POINTS and TRIPS. Young people are enabled to carry out community based work projects for which they earn points, which can be exchanged for trips and activities of their choice. The Dreamscheme Network provides training, information, advice, guidance and support to help groups across the UK set up their own Dreamschemes.

A dreamscheme has successfully been operating in Distington since November 2001. Activities include local events on club premises such as arts and crafts, sports and IT sessions (including web design) to a weekend visit to an outdoors activities centre.

This project would provide capacity building funding to develop youth engagement in sports and to develop a 'Dreamscheme' for Cleator Moor. The lead organisation for this project would be Home Housing, with support from CCC and the Cleator Moor Sports clubs. An indicative project cost of £10000 would sufficiently cover training and materials, and provide funding for trips and activities for a Dreamscheme, with a further £10000 to fund further sports based youth provision.

This project would provide 2 training opportunities for volunteers and would provide a valuable community youth resource.

Project 18 - NDA Subsidiary Leconfield

An opportunity exists to refocus activity at Leconfield Industrial Estate in Cleator Moor. Gearing up for change at Sellafield will lead to a range of demand for proximate industrial and commercial facilities, and the assumption underpinning this project is that Westlakes Science Park will likely be reserved for high end R&D and HQ uses. There will be substantial demand from nuclear decommissioning for construction and various types of engineering facilities and supplies for both. This project would involve branding both sites as subsidiary environmental restoration supplier sites, in a hierarchy headed by Westlakes Science Park.

Consultations and site visits highlight a significant proportion of the units are vacant, and that the units are of the wrong specification (i.e. large units). The site suffered the disappointment of the fire that destroyed the Perkins Factory, which was a notable successful inward investment for the town.

The site requires a feasibility study (joint with Bridge End at Egremont) for brand positioning and environmental enhancements to become subsidiary site to Westlakes in NDA hierarchy. A key part of this process will be engaging with existing employers at the site. The feasibility study could also look at the potential for small scale (possible creative) work space as demand for SME workspace and micro business workspace in the town is healthy, bourn out by the high occupancy rates enjoyed at the Phoenix Business Centre (located in the town square), although it will need to bear in mind proposals for the former Co-op building.

The next steps would entail auditing the current stock of floorspace at the site in its entirety, and working with existing businesses and those agencies involved in the decommissioning agenda. Following this a mix of revenue and capital funding could be targeted at the two sites in terms of branding, floorspace redevelopment and environmental enhancement. The study might consider whether the site could be partitioned to allow residential development or an expansion of the green space adjacent to the cycleway.

The natural lead partner for this work is WLR, with partners being Cleator Moor Business Centre, CBC, Groundwork, CIIA and WCDA.

Project 19 - Enterprise Development

The Phoenix Centre has been very successful in providing workspace and business advice with support from InBiz and WCDA. Consultations suggest that there is a need to provide more capacity for growth, and exploit diversification opportunities:

- Opportunities for workspace development (managed, creative/niche and incubator unit) exists in the form of the redevelopment of the old COOP and the potential portioning of a portion of the Leconfield site. This will require capital and revenue support.
- Supporting Social Entrepreneurial capacity for the Cleator Moor area, with early activities around cycle recycling (as part of a hub linked to the C2C feasibility project) and the operation of a Cleator Moor community health bus.
- Remarketing the Market, which has suffered from competition with Whitehaven and Egremont. This could occur on a different day, and specifically look at very local products and produce, or developing a specific offer for which there is less competition.

Some aspects of this project could be developed relatively quickly, but there would need to be feasibility work to develop ideas around social entrepreneurial capacity and positioning of a revised Market offer.

This project should be led by CMDL, with support from WCCVS, CBC, Cumbria CC and WCDA. Indicative projects costs would comprise:

- £350 000 for the development of further workspace at the Old Coop / Leconfield
- £10000 for studies into social enterprise capacity building and Market positioning.

This project would assist 35 SME's over five years, and would also contribute to redeveloping Brownfield land.

Project 20 - Cleator Moor Developments Capacity

This project would involve revenue funding 2.5 additional staff members to develop and deliver core regeneration projects in Cleator Moor.

The track record of CMDL is well established as a delivery partnership, however a number of the projects contained in this Mini Masterplan require CMDL to take a lead role in development and potentially delivery, and at present the company does not have sufficient capacity to take forward this role:

- Healthy Living Frizington
- Enterprise Development
- Community Transport Project
- Cleator Moor Cycle Hub Feasibility
- Cleator Moor Business Network
- CADAS Outreach
- SRB Continuation Fund

There is also a need to coordinate the delivery of the physical aspects of the Mini Master Plan, and would manage a revised Townscape Heritage Initiative. This is a post that we envisage could be shared with Egremont.

This project will cost £80,000 per annum for 5 years, and will provide 1.5 project development officers, administrative support (1 post) and a budget to maintain aspects of the Mini Master Plan that are not adopted by either Cumbria CC or CBC.

It should be led by CMDL and Egremont Regeneration Partnership and CMDL, with CBC providing payroll and formal line management functions

Project 21 - Cleator Moor Cycle Hub Feasibility

As part of the work to develop a network of strategic cycle ways in Copeland and across West Cumbria, there is scope to explore the provision of a cycle hub in Cleator Moor as a strategic location along the route of the existing C2C cycleway, perhaps as an interchange with concepts for any new coastal cycle ways (such as the Hadrian's Wall route from Ravenglass northwards along the coast).

The hub could include hostel type accommodation and cycle repair and hire facilities.

Partners would include WLR and Sustrans. At this stage the mini master plan includes feasibility funding (£20K) to support this scheme, which should comprise a market assessment and the development of a detailed and costed business plan.

Project 22 – Lamplugh Parish Cyclepath Link

This project will extend the current cycle path provision beyond Rowrah to Lamplugh Cross with link paths to Lamplugh School and Kirkland. The path will be wide enough to accommodate horse riders

A second feasibility study will be undertaken to access the viability of a further extension to Cockermouth. It is expected to show that an extension to Cockermouth would massively increase both the travel to work and tourism potential of the path.

A programme of maintenance works will also be built into the project.

The project will result in 3.5 miles of new cycle path being built and 1 feasibility study being conducted. The Lead partner is Lamplugh Parish Council (Cyclepath group). Other partners are Cumbria CC (Area Team) and Sustrans.

The Lamplugh Link is estimated to cost £500,000, with an ongoing revenue cost of £8,000 per annum. A second feasibility study has been costed at £10,000

Project 23 – Cleator Moor Traffic Study

Consultations have highlighted the need for a considered study to look at options for traffic management in Cleator Moor and also on the key approaches to the town. This traffic study needs to take the spirit and principles set within the document and find ways of applying these to engineering / highways related matters.

The study should have a particular focus on movements to and around Ennerdale Road and the Town Square

Ennerdale Road

- The weight of the traffic flows and the accident record along the section of Ennerdale Road that we have identified. Following this a broad review of opportunities and recommendations that will provide for more effective pedestrian movement.
- Review the feasibility of altering the junction of Frizington Road and the land to the River Ehen. Following this the scheme will need to be designed based upon the recommendations from both the Mini Master Plan and the traffic study.

Town Square

- A review of the number of car parking spaces within the town centre and recommendations on the future number of spaces required
 - A traffic count and survey of existing traffic flow around the square
 - Recommendations on the most suitable method of dealing with traffic flow around the square
 - Recommendations regarding possible improvements to bus stops
 - Recommendations on dealing with traffic
 - Advise on detailed issues concerned with shared surface along Jacktrees Road
- Partners will need to be clear about what elements of projects contained in this Mini Master Plan they want to pursue and make sure that these are included within the brief so that the traffic / highway work adds value.
- The cost of this study will be in the order of £25,000, and should be led by a Steering Group consisting of CBC, Cumbria CC, WLR, CMDL and Cleator Moor Business Centre.

More Details for Project 5 Town Square.



To create 'liveable' neighbourhoods, make them walking friendly, Living Streets' Director tells conference

10 July 2003 [Tom Franklin](#)

Extracts from a speech to an urban design conference in London yesterday

"Liveability is the new buzzword. If you take a closer look at what makes a neighbourhood liveable, it's the quality of the public realm and the ability to walk around it, to the places you need to visit.

"So when people say 'liveability', what they are actually talking about is 'walkability' - how easy or otherwise it is to get around on foot.

"I want to outline to you ten 'ingredients' that are needed to create better streets - more liveable streets.

"Ingredient one: facilities close to where people live. Over the last decade, the services people need have been moving away from where they live. People are travelling further to visit the doctors, the post office, the chemist, the food store, and the shopping centre. Often, these are no longer within walking distance. The consequence is that people are walking less, and using their cars more, for these journeys.

"We'd like to see 'walkability' built into planning decisions. New housing estates should offer a mix of housing, shops, offices, pubs and schools. Densities in urban areas should be increased, to provide the critical mass of people needed to support these services.

"Ingredient two: better balance. Traditionally, streets had three distinct roles: as exchange places, where goods and services were bought and sold; as meeting places, for neighbours to meet and talk; and as transportation spaces, for moving people and goods. The first two have been squeezed out - and you can see it all around you. Pedestrians are pushed underground - through subways - or above ground - over bridges - or are herded in sheep pens in the middle of the road, or penned in by railings at the side of the pavement. Little old ladies have to do heroic sprints across busy junctions because the green man on traffic lights stays up for just a few split seconds.

"All of the above is proof that the balance of our streets has gone. So, we want to see roads redesigned for more than just traffic. We want to see the re-classification of roads, with pedestrians given priority. And we want wider pavements, barriers removed, and more crossings.

"Ingredient three: reduced traffic volume and speed. Living Streets is a great fan of the congestion charge. It has shown that those in power can take decisions which reduce traffic volume. It's not the only good example around. In the city of Kingston upon Hull, they've introduced 120 20-mph zones. The effect: pedestrian casualties are down 60%, and child pedestrian casualties are down 75%. And what are people in Hull doing more of? Walking. The more traffic and the faster it goes, the more people will be pushed back behind their front gates, and behind their front doors.

"Ingredient four: Environment. We need well-designed, clutter-free, fully accessible streets. We need urban design standards that are people friendly. We need high quality street furniture. The only guidance available at the moment is a design manual for roads and bridges which is actually suitable for dual carriageways rather than living streets.

"Ingredient five: Good Upkeep. Once the design is right, we then need to maintain them to that standard. We need clean, well-managed streets and public spaces. We need more customer focus from councils. And we need to break down the bureaucracy that stops the public getting seamless services.

"Ingredient six: Safety. The neighbourhood warden schemes are having a big impact where they are operating. And lighting is crucial too. Research shows that better lighting is four times more effective than CCTV in reducing crime and the fear of crime. Yet the Home Office spends virtually nothing on better lighting. The responsibility for lighting remains with the Department for Transport - and the focus is on lighting the carriageway for the cars, rather than lighting the footpaths for the pedestrians. The latest Home Office research shows that in areas where lighting is improved, fear of crime goes down during the day as well as the night. They put this down to an increased sense of security and pride, generated by better lighting.

"Ingredient 7: Relaxation. Streets should be places where we can take time out to sit and watch the world go by. Yet we've come to believe that if anyone spends time in public space, they must be up to no good. Look at much of the language we use to describe this activity: 'loitering', 'lingering', 'hanging around'. We should be encouraging people to spend more time on the streets, and to make the streets more sociable. We should therefore have more places to sit, in locations convenient for pedestrians.

"Ingredient 8: Beauty. We want our streets to be beautiful, attractive and interesting places to be. That's why there should be a massive increase in investment in public art, tree planting, and high quality artistic lighting. Many of our streets look like they belong in the former eastern bloc, they are so dull.

"Ingredient 9: Connections. The knee-jerk reaction from some local authorities to street crime is to block up rights of way and access points. This is wrong. They should be dealing with the root causes of these problems, not stopping people walking where they want to get to. In fact, there should be new rights of way created in new developments.

"Ingredient 10: Information. So much of the information you see on our streets is designed for people travelling at 30mph rather than 3mph. Some local councils have led the way in turning this round: Bristol, the City of Westminster, and the Corporation of London are three examples. But in most places, it's so much easier to find your way round if you are in a car than if you are on foot. We need maps and signs to tell walkers where they are. We need better street name signs. And we need 'places of interest signs too'.

"Finally, I know that many people are trying to think up performance indicators for 'liveability'. I'd like to propose a really simple one: the number of people walking. If public space works, people will be there on foot. If it doesn't, they won't - or they'll rush through with their heads down....."

Printed from Living Streets on 24 August 2004 - www.livingstreets.org.uk/page.php?pageid=110

Makkinga and Oosterwolde, Friesland, Netherlands

From road space to shared social space



This junction on Oosterwolde has been redesigned to create a public square that is still used by cars. (Picture by Hans Monderman)

Friesland is a province in the north of the Netherlands, with rural settlements ranging from small villages to market towns. This case study focuses on two settlements, Makkinga and Oosterwolde. Makkinga is a small village with a central high street running through it. The high street is used by children getting to school and by people passing through the village. It is also popular with tourists and has a fleamarket.

Oosterwolde is a town which used to have a busy intersection controlled by traffic priority rules and traffic islands. The intersection is situated in the heart of the town, where people shop, bus stops are located and where traffic converges either entering or leaving the town. This area is also used as a social space with street cafes.

Highways in both Makkinga and Oosterwolde used to follow the same design principles as in every other village and town in the Netherlands. Traffic was given priority over pedestrians and cyclists and traditional traffic control measures such as lights, traffic calming and signage were used. A new approach to highway design was taken by Hans Monderman, the traffic engineer responsible for Makkinga and Oosterwolde. Monderman's view on traffic and people is very simple: a space designed primarily for traffic is hostile to social activities; however, a space designed primarily for social activities can easily co-exist with traffic but in a far safer way.

The traffic management methods used in Makkinga and Oosterwolde rely on the design of the road, and the environment around the road, to inform the driver that this is a social space and extra caution must be taken. The removal of all traffic signs, markings and other instructions to drivers prevents the road looking like a space designed for traffic. It instantly creates a more social space and makes drivers use eye-contact with other road users to inform them of their intended actions. This has the effect of creating caution and making drivers slow down.



In Oosterwolde signs and road markings have been removed. (Picture by: Graham Smith)

Key features

Makkinga

- Signs and road markings relating to traffic were removed.
- Street design was changed to reflect the historical pattern of the settlement.
- The footway is now almost level with the highway and segregated from traffic by bollards.
- Casualties have fallen by 10 per cent in three years since the redesign.
- Traffic speeds have been significantly reduced to less than 30kph.

Oosterwolde

- All traffic control features, including traffic priority rules, signs and road markings, were removed.
- The edges of junctions have been kept square and there is no footway.
- The junction has been redesigned to resemble a public square, using brickwork instead of asphalt.
- The 'square' is used far more as a public space, with extension of street cafes, seating areas and a great deal more use by children.
- Speeds and casualties have both been significantly reduced.



COPELAND

Appendix B >> Risk Assessment & Outputs

Appendix B: Cleator Moor Risk Assessment and Outputs

1.1 In our risk assessment of individual projects we have focused on:

- First, whether the project is likely to be affected by land ownership and/or statutory consents that cannot be resolved
- Second, whether there will be sufficient demand for the outputs that are being generated (i.e. floorspace/visitor attractions)
- Third, whether the project presents particular delivery risks in the five year time frame for the Action Plan.

1.2 Each project has been scored, for each of the above, categories as follows:

- Very low risk = 1
- Low = 2
- Medium = 3
- High = 4

1.3 Table b1 gives the scores against each project

Table b1: Quantified Analysis of Risk				
		Planning	Demand	Start date
1	Ennerdale Road / Eastern Gateway			
<i>a</i>	Trumpet Road Corridor Softening	1	1	1
<i>b</i>	Wath Brow Church Grounds Relandscaping	1	1	1
<i>c</i>	Junction Improvements	2	1	1
<i>d</i>	Signage Improvements	1	1	1
<i>e</i>	Footways Improvements	1	1	1
<i>f</i>	Derelict sites redevelopment (Housing Option)	3	2	3
	(Landscaping Option)	1	1	1
<i>g</i>	Traffic Managements Improvements	2	1	1
2	Jacktrees Road Gateway			
<i>a</i>	Signage Improvements	1	1	1
<i>b</i>	Landscape Improvements	1	1	1
<i>c</i>	New Dwellings	3	2	2
3	Consolidating the Centre	3	2	3
4	Building Improvement Strategy	3	2	3
5	Town Square			
<i>a</i>	Civic Space Improvements	3	1	3
<i>b</i>	New Green Space	3	3	4

<i>c</i>	New Flexible Space	3	2	3
<i>d</i>	New Shared Space	3	2	3
6	Street Furniture Enhancement	1	1	1
7	Cycle Route Linkages			
<i>a</i>	Physical Linkage Upgrade	2	1	1
<i>b</i>	Secondary Connection Improvements	2	1	1
<i>c</i>	Derelict land landscaping	1	1	1
8	Cleator Moor Business Network	n/a	2	1
9	Basic Skills Training Provision	n/a	1	1
10	Health Living Frizington	2	3	3
11	Community Transport Project	n/a	1	1
12	Raising Educational Aspirations	n/a	1	1
13	Cleator Moor Wheels to Work	n/a	3	2
14	Cleator Moor CADAS outreach	n/a	2	2
15	Cleator Moor Employment Access	n/a	2	1
16	SRB Continuation Fund	n/a	3	1
17	Dreamscheme Cleator Moor	n/a	2	2
18	NDA Leconfield	n/a	2	1
19	Enterprise Development	n/a	3	2
20	Cleator Moor Developments Capacity	n/a	2	3
21	Cleator Moor Cycle Hub Facility	n/a	1	1
22	Lamplugh Parish Cycle Path Link	3	2	4
23	Cleator Moor Traffic Study	n/a	1	1

Quantified Analysis of Risk

1.4 Most general environmental enhancement projects are very low/low risk. The highest risk projects are:

- Consolidating the centre
- Town Square
- Building Improvement Strategy
- Lamplugh Parish Cycle Path Link

1.5 Of the supporting projects the highest risk projects are Healthy Living Frizington, and Enterprise Development, as both involve pulling substantial activity together in one package. Taking forward the NDA Leconfield study will also be a complex process.

Quantifying the outputs

1.6 We have presented outputs using NWDA Tier 3 classifications as well as using additional measures as appropriate. Wherever possible outputs have been provided by lead organisations. Where this has not been possible, the following approach has been adopted:

- The EKOS quantification model used for the North West ERDF Objective 2 Programme has been used to generate the following outputs
 - SME's assisted (average grant per beneficiary of £10,000)
 - Employed person trained (average grant per beneficiary of £1500)
 - Jobless person trained (average grant per beneficiary of £2000)
- We have also calculated construction jobs based on the following methodology:
 - The estimated project cost is divided by a standard benchmark of £80,000 to calculate person years of employment.
 - This is then divided by the government guideline of 10 to derive full time equivalent jobs created.

1.7 The physical projects will produce:

- 25 New Dwellings
- 6300 sq metres of floorspace refurbished
- 21000 sq metres of open space land improved
- 53 buildings improved or brought back into use
- 8300 sq metres of pedestrian spaces/footpaths improved/created
- 6200 of floorspace created
- The equivalent of 6 FTE jobs as a result of construction

1.8 The supporting projects will:

- Create 3 new jobs
- Assist at least 35 SME's
- Create a total of 147 training places
- Allow for 4 further studies to be created
- Train 6 volunteers

1.9 The projects will also develop 4 partnerships and assist 4 community groups.

Table b2 Project Outputs.		NWDA Tier 3								Other Outputs									
		Jobs Created	Jobs Safeguarded	SMEs assisted	New businesses supported	Training opportunities	Brownfield land reclaimed	Land developed (sq metres)	Floorspace created (sq metres)	Floorspace refurbished (sq metres)	Studies	Volunteers Trained	Partnership developed / Assisted	Community Group Assisted	Land Improved/ Reclaimed for Open Space (sq metres)	Number of buildings improved or brought back into use	Area of roads improved (sq metres)	Area of pedestrian spaces/footpaths improved/created (sq metres)	Number of New Dwellings
1	Ennerdale Road / Eastern Gateway																		
a	Trumpet Road Corridor Softening														3660				
b	Wath Brow Church Grounds Relandscaping														900				
c	Junction Improvements															1000			
d	Signage Improvements *																		
e	Footways Improvements																	860	
f	Derelict sites redevelopment						12500	13200	1000										8
g	Traffic Managements Improvements *																		
2	Jacktrees Road Gateway																		
a	Signage Improvements *																		
b	Landscape Improvements														250				
c	New Dwellings						2600	2600	1700										17
3	Consolidating the Centre						2000	2000	3500										
4	Building Improvement Strategy									6300						22			
5	Town Square																		
a	Civic Space Improvements														150	90	2110		
b	New Green Space														1550	620	1000		
c	New Flexible Space															1520	1500		
d	New Shared Space															85	85		
6	Street Furniture Enhancement*																		
7	Cycle Route Linkages																		
a	Physical Linkage Upgrade														7550			2750	
b	Secondary Connection Improvements															30	1350		
c	Derelict land landscaping						7000								7000				
8	Cleator Moor Business Network					7							1						
9	Basic Skills Training Provision					100													
10	Healthy Living Frizington										1			1					
11	Community Transport Project											2		1					
12	Raising Educational Aspirations													1					
13	Cleator Moor Wheels to Work																		
14	Cleator Moor CADAS outreach											2							
15	Cleator Moor Employment Access	0.5				40													
16	SRB Continuation Fund																		
17	Dreamscheme Cleator Moor											2		1					



COPELAND

Appendix C >> Baseline Plans

CLEATOR MOOR Mini Masterplan

cleator moor

Local Land Use Plan

Key

	Residential
	Vacant building
	Community/Public
	Pub/Cafe
	Open Space
	Public Open Space
	Office
	Public car park
	Anchor
	Retail

- 1 - Job Centre
- 2 - Hairdressers
- 3 - Age Concern
- 4 - Dental Practice
- 5 - Painting and Decorating Shop
- 6 - Off Licence
- 7 - Clothing Shop
- 8 - Fish and Chip Shop
- 9 - Butchers

- A - Town Council Offices
- B - Library
- C - Civic Centre
- D - Police Station



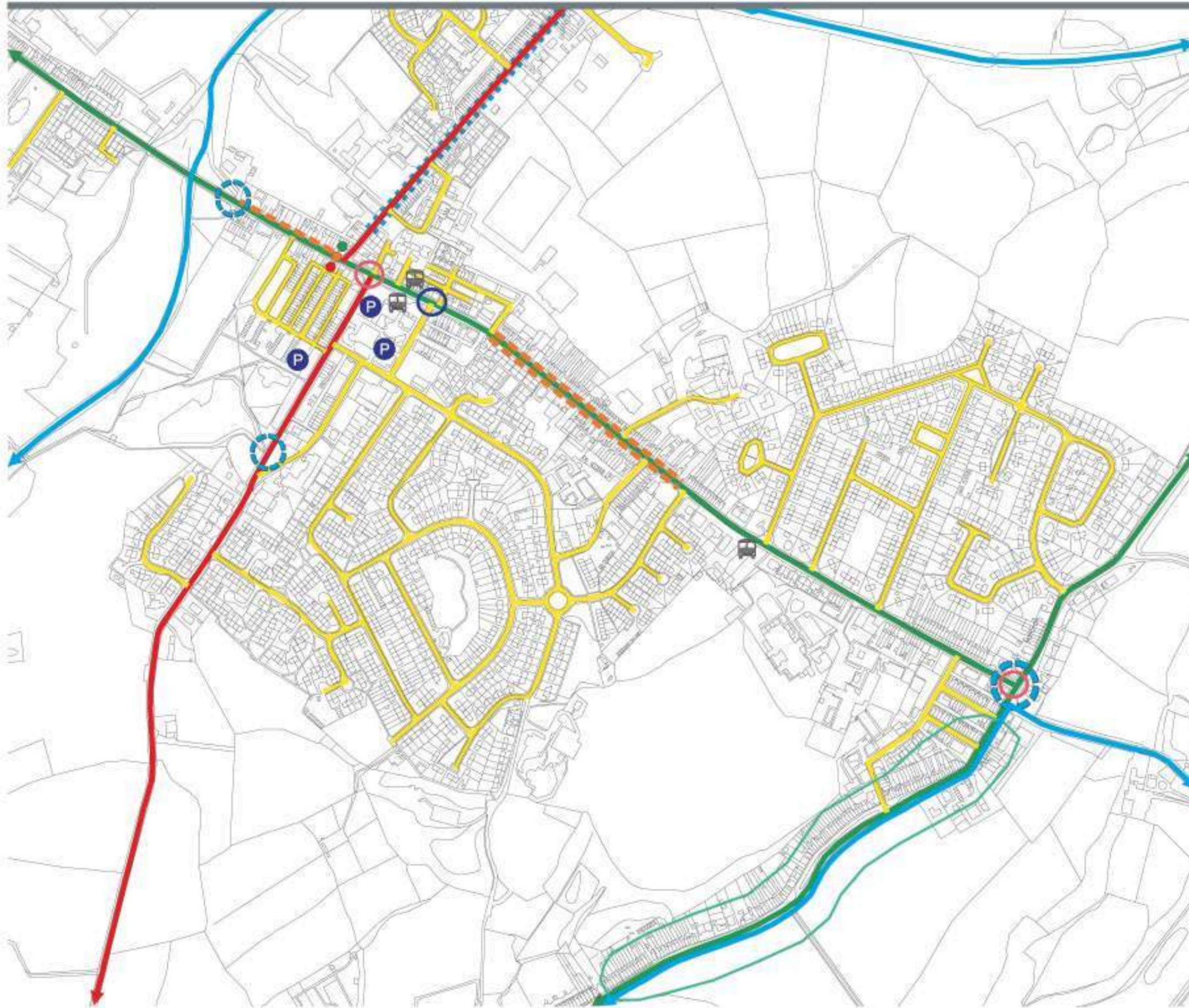
drawn by: JW/ALS
 checked by: PS
 date: October 2003
 drawing no: 2355.103
 scale: 1:5000 @ A3

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CLEATOR MOOR Mini Masterplan

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Movement & Linkages Plan

Key

-  Poorly defined gateway feature
-  Primary movement node
-  Secondary movement node
-  On street parking
-  Controlled Crossing
-  Bus Stops
-  Primary Route
-  Secondary Route
-  Tertiary Route
-  Cycle Routes
-  Humps on Roadway
-  Weak Corridor



0 200 400 M
0 2 5 Mins

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date: October 2003
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scale: 1:5000 @ A3

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CLEATOR MOOR Mini Masterplan

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Townscape Assessment Plan

Key

-  Public Space
-  Good quality frontage
-  Frontage in need of enhancement
-  Local views
-  Panoramic views
-  Landmark building
-  Character building
-  Landmark Feature



Former Co-op buildings are an important character building and every effort should be made to retain them.



The civic square forms an attractive centre-piece to the town. Shops and services need to be focused around it to ensure activity and vitality.



Landmark fountain within the civic space.



Cleator Moor has important long views out to the nearby fells which accentuates its rural setting.



200

400 M

2^{1/2}

5 Mins

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CLEATOR MOOR Mini Masterplan

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Eastern Gateway Opportunities Plan



Key

-  Potential long term development opportunity
-  Gateway corridor
-  Demolish building
-  School
-  Gateway improvement opportunity
-  Illuminate landmark sensitively
-  Local amateur rugby league club
-  Maintain and improve linkages to Ennerdale Valley
-  Enhance signage

Regeneration Principles

- Opportunity to improve the eastern gateway to the centre
- The eastern corridor also requires action to improve its condition and the setting of buildings.



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CLEATOR MOOR Mini Masterplan



Central Opportunities Plan

Key

- Building to be improved / re-used
- Raising of road surface
- Enhance public realm
- Community uses
- Car Parking to be improved
- Demolish building
- Improve pedestrian links
- Pedestrian security improvement opportunity
- Retail and commercial activity to be concentrated within this area.
- Gateway improvement opportunity
- Development opportunity site
- Green wedge
- Long term consolidation of retail uses to within the town square
- Illuminate landmark
- Green gateway

- ### Regeneration Principles
- Long term managed relocation pending further feasibility work with market intelligence
 - Consolidation into town square
 - Concentrating community uses, retail and commercial around town square



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