

EGREMONT MARKET TOWN INITIATIVE/REGENERATION – TOWN GATEWAY

EXECUTIVE MEMBER: Cllr Cath Geil
LEAD OFFICER: Mike Tichford
REPORT AUTHOR: Brian Kirkbride, Julian Smith, Simon Walker

Summary: To provide greater detail on the Egremont Gateway Scheme, including minor revisions in applications for previously reported, to provide detail of funding sources and bankrolling requirement for the project.

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| Recommendation: | That the following be agreed 1. To support the project through bankrolling to the limits set out below. 2. To agree the allocation of the BNG market town funding for 2006/07 to this project. (£50,000) |
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Impact on delivering Copeland 2020 objectives:

The Market Town Initiative is a Regional Programme focusing on the Regeneration of Market Towns. The principle aim of the programme is to stimulate Economic Regeneration principally focusing on creating jobs, Enterprise Development Business Growth, Built Environment Improvements and skills development, all of which complement the Council's Regeneration Strategies.

Impact on other statutory objectives (e.g. crime & disorder, LA21):

The Project meets objectives within the Local Plan, in particular: 2.8.24 Efforts will continue to defend the vitality and viability of the town centres aided by the SRB programme at Cleator Moor and the Market Towns Initiative at Egremont and Millom.
The Project also helps to deliver to key Action areas within the Economic Strategy, Gearing Up for Change, including promoting the area's tourism potential, diversifying the local economy and refreshing and renewing the built environment, providing attractive town centres and residential areas.

Financial and human resource implications:

The Project will be fully funded by West Lakes Renaissance, ERDF and a number of other funding sources outlined in the table below. Officer time will be serviced through the Community Renewal Team and Market Town Manager, with support from West Lakes Renaissance's project managers.
Within the MTI programme, CBC has committed £20,000 over two years to public realm enhancement.
The funding application to the ERDF is for £492,000.
The funding application to West Lakes Renaissance is for £498,000.
£197,000 of Market Town Initiative funding from the North West Regional Development Agency will be unlocked through the project.
The full funding package is anticipated to be agreed by funders by the end of August 2006.

The Council has previously agreed (Executive Committee, 25 July 2006) to act as applicant and accountable body and support bankrolling of the scheme

Project & Risk Management:

The Project falls into three phases, with planting work at the town's gateways the most advanced in design and planning terms, and design work on the car parking proposals to follow. Plans for later phases can be scaled to match funding available.

Phase one of the work must be tendered and let by the end of December 2008 to qualify for ERDF funding. A timetable to achieve this is in place and the design team is signed up to meeting the timescale.

All funders require risk assessments and these will be undertaken as part of the appraisal process.

Key Decision Status

| | |
|--------------|------|
| - Financial: | None |
| - Ward: | None |

Other Ward Implications: None

1. INTRODUCTION

- 1.1 The Egremont and Area Regeneration Partnership, supported by Copeland Borough Council, is leading on the implementation of the Mini-Masterplan.
- 1.2 Primary Funding for the projects in the Mini-Masterplan is from the Northwest Regional Development Agency funded Market Town Initiative Programme (£1 million) and West Lakes Renaissance (£3 million), with match funding to be found from a number of public and private sources. NWRDA and WLR funding cannot be matched against the other.
- 1.3 The Project currently being put together brings together several of the priority projects from the Mini-Masterplan, which together will lead to a step change in the experience of visiting Egremont for regular local users and for visitors from outside the area.
- 1.4 These Projects put in place the basic foundations on which Egremont can build its niche retail and tourism potential as highlighted in two further action plan studies that inform the project.
- 1.5 The projects brought together under this scheme are designed also to maximise the use of available match funding to unlock the MTI and WLR funding in various areas. The scheme will unlock around 20% of both the MTI funding and the West Lakes Renaissance funding.

2. BACKGROUND

- 2.1 The Council agreed at the Executive Committee Meeting of the 25 July 2006 to support the project by acting as applicant and accountable body.
- 2.2 Applications have subsequently been submitted for appraisal to the ERDF and to West Lakes Renaissance.

- 2.3 The Mini-Masterplan identified that Egremont has very limited visibility from the by-pass and highlighted the need to create a distinctive presence and to improve signposting of the town.
- 2.4 An Egremont Gateways Baseline Study was commissioned by the Egremont and Area Regeneration Partnership and West Lakes Renaissance in order to address this.
- 2.5 The report recommendations make up the first phase of the Gateways project, using a theme of crab apple trees to emphasise Egremont's heritage and tie in with the annual Crab Fair. Other recommendations include the rationalisation of the signage, lighting of the castle to emphasise the town's most significant landmark, and enhancement of a small park area alongside the castle.
- 2.6 The opportunity to bid for further ERDF funding has enabled further associated works to be included in subsequent phases. The additional work will focus on car parking within the town. This will develop recommendations that have arisen from the MTI funded Town Centre Action Plan, carried out by King Sturge. This has analysed current and future economic factors affecting the use of the town centre and proposed a parking strategy for this. Recommendations include upgrading of the most central of CBC's car parks, introduction of further parking in the Eden Court Road area.
- 2.7 The Mini-Masterplan also highlighted the opportunity to improve Egremont's cycling and walking facilities for locals and visitors by opening up the adjoining countryside with signposting, environmental improvements and promotion. This element of the project completes the step change for the visitor to Egremont and the platform on which Egremont's tourism offer can be advanced by providing information and signposting of a choice of activities to keep the visitor within the town. It also paves the way for development of a key niche market identified within the MTI funded Tourism Study, for development of mountain biking routes from the town.
- 2.8 The development of this tourism area fits closely with the Western Lake District Tourism Partnership's and Cumbria Tourist Board's strategies and will benefit from substantial backing through regional publications.
- 2.9 The Town Centre Action Plan also proposes the introduction of more town centre employment through development of surplus car parking space at the Chapel Street Car Park and the current proposals for enhancing the car parking through the Gateway project will facilitate this should the Council wish to pursue this option. A further report will be presented to the Executive.
- 2.10 The Gateway Project links closely with EARP and WLR led proposals for improvements and expansion at the Bridge End Industrial Estate. A programme of screen planting is proposed that will draw on WLR and private finance and will further enhance the approaches to Egremont .
- 2.11 This report sets out below how the scheme will be delivered and the costs associated with bankrolling of the scheme.

3. RISKS AND MITIATION

- 3.1 The Council will not enter into a binding agreement to deliver the scheme until all funding is in place. This will include not only the funding from ERDF and WLR, but also the ratification of the MTI funds being committed and agreement to funding from Arts Council England. This latter funding is specifically related to the design of the lighting schemes for the castle and the landmark cemetery buildings. This is not on a critical path for the other works and, therefore, will not affect the ability to deliver the other elements.

- 3.2 As all the funding is provided retrospectively, there is an inevitable risk in bankrolling the project. However, this is considered small and with good financial checks in place, ensuring that only eligible expenditure is credited, there is no reason that the payments will not be made.
- 3.3 The contract will include showing that jobs have been sustained and created because of the works. The outputs that have been proposed are considered achievable. There is however, some risk of clawback if the target outputs cannot be shown. The method for calculating the outputs has been set out at Section 4 (p10) of Appendix 2, the Business Plan submitted along with the ERDF application

4. COSTS

- 4.1 Attached as Appendix 2 is the Business Plan from the ERDF application. This sets out how the funding sources are broken down and how the expenditure will be spread through the 18 month implementation period.
- 4.2 The table below sets out how this will translate to a bankrolling commitment for the Council, given that funding will be drawn down quarterly in arrears and that ERDF funding traditionally takes longer to be refunded.
- 4.3 The table shows the amount being backrolled during any quarter peaking at around £180,000.

| Egremont Gateways | | | | | | | | | |
|--------------------------------|------------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Total Cost | Dec 06 | Mar 07 | Jun 07 | Sep 07 | Dec 07 | Mar 08 | Jun 08 | Sep 08 |
| North Roundabout | 114 | 6 | 26 | 28 | 26 | 26 | | | |
| Northern Approach | 51 | 1 | 12 | 12 | 12 | 12 | | | |
| Central Roundabout | 214 | 12 | 50 | 54 | 50 | 50 | | | |
| Southern Roundabout | 162 | 9 | 37 | 40 | 37 | 37 | | | |
| | | | | | | | | | |
| Pocket Park | 117 | 6 | 27 | 30 | 27 | 27 | | | |
| Gateway Signage | 50 | 8 | 10 | 12 | 10 | 10 | | | |
| Castle Lighting | 57 | 8 | 11 | 13 | 13 | 11 | | | |
| Cemetery Lighting | 42 | 8 | 8 | 10 | 10 | 8 | | | |
| Project Management | 28 | | | 8 | | 12 | 8 | | |
| | | | | | | | | | |
| Beck Green and Ehen Court Road | 250 | 15 | | | | 45 | 190 | | |
| | | | | | | | | | |
| Town Centre Signage | 56 | 4 | 52 | 0 | | | | | |
| | | | | | | | | | |
| Rural Corridors Project | 136 | | 0 | 34 | 60 | | 42 | | |

| | | | | | | | | | |
|------------------|-------------|-----------|------------|------------|------------|------------|------------|----------|--|
| | | | | | | | | | |
| Sub Total | 442 | 19 | 52 | 34 | 60 | 45 | 232 | 0 | |
| | | | | | | | | | |
| Total | 1277 | 77 | 233 | 241 | 246 | 239 | 240 | 0 | |

| | | | | | | | | | |
|-------------------------|--|----------|------------|------------|-----------|-----------|------------|-----------|----------|
| Income | | | | | | | | | |
| WLR | | | 58 | 181 | 204 | 55 | | 0 | |
| ACE | | | 20 | | | | | | |
| NWDA (MTI) | | | 19 | 34 | 60 | 55 | 29 | 0 | |
| ERDF | | | | 30 | 91 | 94 | 96 | 93 | 88 |
| CBC | | 70 | | | | | | | |
| | | | | | | | | | |
| Gap | | 7 | 136 | -4 | -109 | 34 | 115 | -93 | 0 |
| Bankrolling Reqt | | 7 | 143 | 139 | 30 | 65 | 180 | 87 | 0 |

5. CONCLUSION

- 5.1 Supporting the development and submission of these applications at this time, will lever in £492,000 of European Funding and £498,000 of West Lakes Renaissance funding, with potential to increase leverage with private sources and further public funding bids. Furthermore, it will allow targets to be met within the MTI programme, which the Council is committed to as Accountable Body and will draw down just over one fifth of the West Lakes Renaissance funding allocation.
- 5.2 Supporting this project will allow the building blocks to be put in place to move Egremont forward through diversification of the economy, in line with the Council's Economic Strategy.

List of Appendices

[Appendix 1 – Plan showing project areas](#)

[Appendix 2 – Business Plan from ERDF Application](#)

List of Background Documents:

Previous Executive Report : 25 July
2006

List of Consultees:

Corporate Team

Paul Robson

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