

## MILLOM TOWN CENTRE AND GATEWAYS ENHANCEMENTS

**EXECUTIVE MEMBER:** Cath Giel, Deputy Leader (Achieving Transformation)  
**LEAD OFFICER:** Julie Betteridge, Head of Development Strategy  
**REPORT AUTHOR:** Simon Walker, Market Town Programme Manager

### **Summary and Recommendation:**

The report updates on two parts of the Millom Masterplan and recommends that, subject to consultation on the plans being carried out and an agreed detailed design:

1. The Council agrees to support the regeneration of Millom Town Centre and Gateways by being the applicant for West Lakes Renaissance funding (£493,700) and procuring enhancement works to the Market Square and Horn Hill gateway, and
2. Allocates £10,000 carried forward from the capital fund to support the Market Town Initiative in Millom to the project,

If the funding bid to West Lakes Renaissance is successful, a full consultation will be carried out prior to detailed design, with a potential for the works on site to be carried out from April 2009.

### **1. INTRODUCTION**

- 1.1. In 2007, White Young Green was commissioned by the Millom and Haverigg Economic Development Group to produce a Masterplan. This work was funded by West Lakes Renaissance. The report was based on a Baseline Transport Assessment which looked at issues affecting the use of Millom town centre, by motorists, cyclists, pedestrians and the wider highways network.
- 1.2. The Masterplan looked at nine areas of the town where improvements could be made and addressed two in greater detail as being the desirable starting point of a phased implementation. These areas are the Market Square and the key 'gateway' to the town from the north, Horn Hill.
- 1.3. Proposals for Horn Hill include landscaping improvements to enhance the green entrance way, a new footway on the north side of the carriageway and improved footways to the south side (see sketch illustration at appendix

one). A gateway feature will also be designed, involving an artist working with the community.

- 1.4. In the Market Square, the plans which are at an early stage of consultation, would involve removing the bus turning and stopping from the square, whilst retaining bus drop offs and pick ups to the central area, and partial pedestrianisation to allow an increased public use of the square for events. Improved lighting will make the area more amenable to evening use by the whole community. Sketch illustration, appendix two, shows how this might look.
- 1.5. The scheme will enhance Millom's attractive town centre and act as a catalyst for safeguarding and increasing investment in the services and trading in the town centre.

## **2. CURRENT POSITION**

- 2.1. An application for £493,700 to West Lakes Renaissance has been prepared and is currently being appraised, to secure funding to carry out these two key project from the masterplan, subject to a detailed design being agreed following full consultation. As with the Egremont Gateways project, the most efficient procurement route is for the Council to act as the applicant for the grant funding and the client for the works, which will be implemented in partnership with the Economic Development Group.

## **3. TIMESCALE**

- 3.1. The West Lakes Renaissance bid once appraised should be heard by their November Board and be available, if successful for spend in the New Year, with the capital works mostly falling into 2009/10. This timescale allows for a planned full consultation exercise.

## **4. RISKS AND MITIGATIONS**

- 4.1. The proposals are at a relatively early stage of consultation and it is clear that these might change. Any changes will need to be accommodated within the budgets that have been identified. As well as with residents and traders, consultation with County Highways, Stagecoach and the accessibility forum are also required.
- 4.2. A formal stopping up of the Market Square area which is designated as highway will be required.
- 4.3. The project represents a low risk to the Council as it will be externally funded. Funding will be claimed in arrears and to minimise the cost of bankrolling the project to the Council, timely and effective claims will be submitted by the project manager.

## 5. FINANCIAL AND HUMAN RESOURCES IMPLICATIONS (INCLUDING SOURCES OF FINANCE)

- 5.1. The capital project will be mostly funded externally, but the budgeted cost of £503,700 includes a contribution of £10,000 carried forward from the Council capital budget for Market Town Initiatives in Millom and Egremont which is still to be allocated. The project will be managed by Simon Walker and funded from existing resources. Should the West Lakes Renaissance funding of £493,700 not be agreed, the project will not take place and the £10,000 Council contribution will be reallocated.

## 6. IMPACT ON CORPORATE PLAN

- 6.1. The project contributes to the theme of creating a sustainable economic and sustainable environment, by enhancing a key public space in a town centre where market failure threatens to reduce the effectiveness of the centre as a trading area.

### List of Appendices

1. Sketch illustration of potential enhancements at Horn Hill, Millom
2. Sketch illustration of potential enhancements at Market Square, Millom

### List of Background Documents:

Millom Town Centre Masterplan and Baseline Transport Assessment are available.

### List of Consultees:

Councillor Cath Giel  
Corporate Team

## CHECKLIST FOR DEALING WITH KEY ISSUES

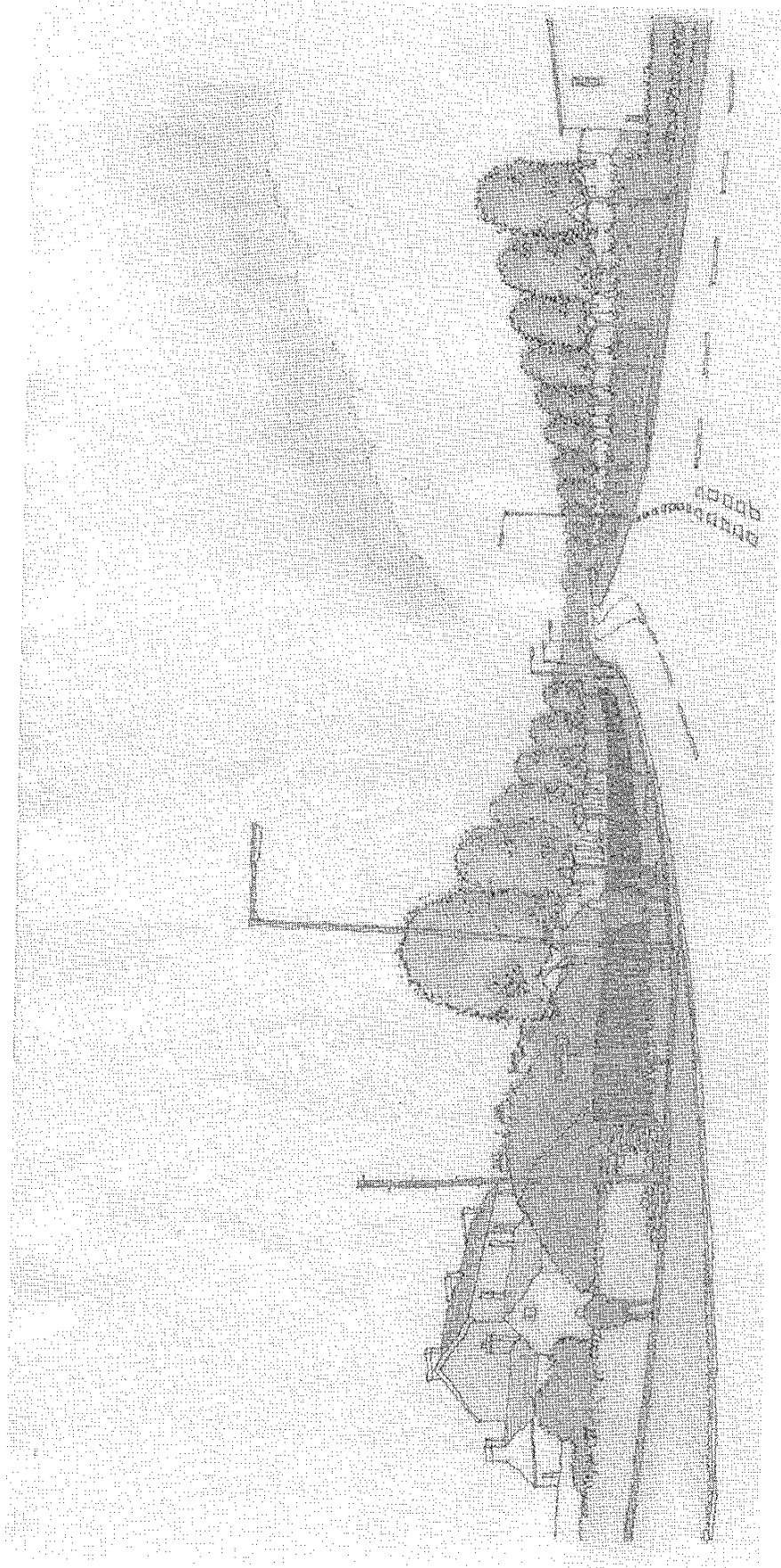
Please confirm against the issue if the key issues below have been addressed. This can be by either a short narrative or quoting the paragraph number in the report in which it has been covered.

Impact on Crime and Disorder	None
Impact on Sustainability	None
Impact on Rural Proofing	None
Health and Safety Implications	None
Impact on Equality and Diversity Issues	None
Children and Young Persons Implications	None

Human Rights Act Implications	None
Section 151 Officer Comments	None
Monitoring Officer Comments	Executive will need to be assured there are no adverse consequences of the Council becoming the applicant for any grant application

This is not a key decision.

Horn Hill Proposals - Sketch



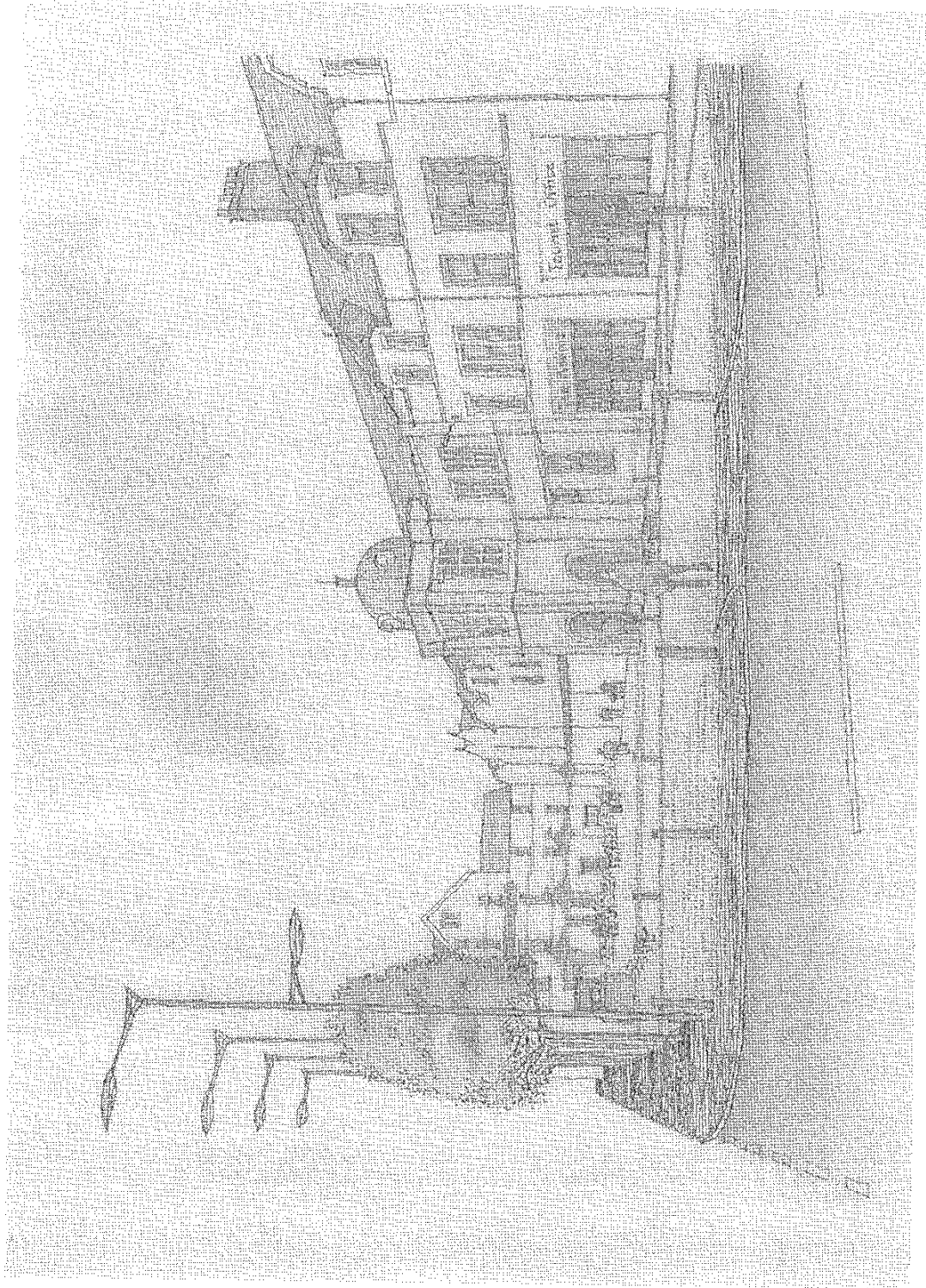
Millom Masterplan

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Client: West Cumbria Partnership  
Project: Millom Masterplan  
Title: Sketch Masterplan

Scale: 1:500  
Drawing No: 2/01/01  
Checked by: [Name]  
Approved by: [Name]

Market Square Proposals - Sketch



Millom Masterplan

Millom Town Centre Regeneration  
Millom Town Centre Regeneration  
2010 - 2015  
2010 - 2015

City of Millom, Cumbria  
Project: Millom Regeneration  
2010 - 2015

Scale: 1:500  
Author: Millom Regeneration  
2010 - 2015