

**Actions to increase levels of investment**

- Inward Investment marketing activities
- Pumping primary investment in infrastructure
- Gap funding private sector property investments
- Public ???? investments
- Direct investment in key projects such as Cleator Moor Business Centre and The Beacon
- Attracting and facilitating major investments from other public agencies e.g.
  - Whitehaven Coastal Fringe
  - Westlakes Science Park
  - Whitehaven Harbour and ancillary facilities
- A high ratio of investment between Copeland's reserve and external funding is achieved e.g.
  - Beacon 1:6
  - Cleator Moor Business Centre 1:
  - Westlakes 1: