

Annex A – Questions included in the readiness form

Town Deal Readiness Checklist

The following is the list of questions that make up the readiness form, referenced in the letter to Local Authority Chief Executives.

We suggest that once you have read the prospectus you go through the questions included here before beginning the online readiness form. This will enable you to ensure you have all the information and evidence required to undertake the form online, which you must complete in one sitting and will not save until submitted.

The purpose of this checklist is to provide Government with an understanding of how ready different towns are to complete a Town Deal. This will enable Government to deploy its resources to support towns and progress Town Deals, and to meet the need to start spending during the 2020-2021 financial year.

Readiness will be assessed based on whether a town has in place much of what is needed to progress a deal, as set out in the prospectus, in particular whether:

- A town has existing partnerships that meet most of the criteria for a Town Deal Board
- There are strategies or plans in place aligned with what we need in a Town Investment Plan
- The town has the capacity and governance to deliver at pace.

Lead Council information

Lead Councils will support the development of a Town Deal Board and a Town Investment Plan. They are either the unitary authority which covers the town, or the lower-tier authority in a County/District area.

1. Name of Lead Council Copeland Borough Council
2. Name of town Cleator Moor
3. Contact details – <i>This will be the individual leading on the Towns Fund for the council on a day-to-day basis. We will be in contact if we require any additional information, update with key information or guidance and invite to workshops and events.</i> Sarah Mitchell
4. Position with Authority Economic Development Manager
5. Contact telephone number 01946 598438

6. Contact email –
sarah.mitchell@copeland.gov.uk

Town definition

The Lead Council should define the area the Town Deal Board will represent. This is so that local communities and other bodies understand where the area of benefit will be.

7. We have used the Office for National Statistics to define the boundaries for your town. Are you content with this representing your intervention area?

Please refer to the following link to check the Office for National Statistics definition:

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/understandingtownsinenglandandwales/anintroduction>

Yes

8. If you are not content, please describe your proposed area, and explain how and why it differs from the ONS definition. Any change to the ONS boundaries would need to be agreed with government

Any change to the ONS boundaries would need to be agreed with government

N/A

9. Would you like to work with another selected town to form a joint Town Deal Board and produce a joint Town Investment Plan? If yes, please name the town

The partner town must be from the 100 places already selected for the Towns Fund. Any proposal for a joint board and investment plan will need to be agreed with government.

No. We anticipate that our Cumbria LEP will facilitate joint learning across all Cumbria Town Deals.

10. If you answered yes to the above question, please explain the benefits of collaboration in this case.

N/A

Town Deal Board – Required Organisations

Some towns may already have partnerships in place that align with Government’s requirements for a Town Deal Board as set out in the prospectus. In the following sections you will be asked to provide information to demonstrate the capability of existing partnerships to fulfil this role. This page covers the organisations and groups that must form part of the Town Deal Board. (For those wishing to form a joint Town Deal Board please provide information for all of the organisations covering the constituent geographies.)

11. Do you have an existing partnership that includes all the required stakeholders for a Town Deal Board? If so, please give some details

When were partnerships formed and for what purpose? What activities have they undertaken?

There is a current community regeneration partnership, Regen North East Copeland Ltd (RNEC) that has been in existence since 2005 and is a company limited by guarantee. The partnership has long experience of strategy development and action planning to deliver regeneration, building on a previous SRB programme in Cleator Moor. RNEC has experience of accountable body and project development and delivery roles. The membership is drawn from the three tiers of local government, as well as private and community sector organisations.

The partnership does have a private sector chairperson, but with a broader focus including the five parishes in and around Cleator Moor. We anticipate that this partnership will set up a widened membership sub-group to form the Board specifically for the Cleator Moor Town Deal. This will ensure a wide engagement from stakeholders across the town and from public and private bodies. The intention would be to identify a high profile business leader from Cleator Moor to chair the sub-group Town Deal Board.

Cleator Moor was one of the series of towns that received £10,000 to set up a Town Team under the Portas Pilot initiative. This private sector led group is still in active operation and is an important partner in the development of recent Cleator Moor initiatives and developments (see attached overview). It has formally constituted as Cleator Moor CIC and will be a member of the Town Deal Board.

12. Town/Parish Council (where they exist)

Name of the organisation(s)

Cleator Moor Town Council

13. Upper-tier Authority

Name of the organisation(s)

Cumbria County Council

14. Local Enterprise Partnership

Name of the organisation(s)

Cumbria Local Enterprise Partnership (CLEP)

15. Local businesses and investors

Name of the organisation(s)

- Phoenix Enterprise Centre office facility hosts around 30 businesses, from national firms to local SMEs including:
 - REACT
 - Rullion
 - MACE
 - Sawh Electronics
 - Prima Uno
 - The Guide Media Group
- Leconfield Industrial Estate hosts a range of companies from:
 - Brannan Thermometers
 - Forth Engineering
 - Capalex
- Cleator Moor Chamber of Trade
- Cleator Moor CIC, which has formed from the Town Team initiative
- Graphskill
- BEC – profit for purpose property development
- Works for You – a social enterprise promoting skills development for local people
- Hospitality and tourism, including accommodation sector

16. Local communities

Name of the organisation(s)

- Regen NE Copeland Ltd (RNEC)
- Phoenix Enterprise Centre (PEC)
- Phoenix Youth Project (PYP)
- Cleator Moor CIC
- Affinity Credit Union
- Clear Blue Skies (wellbeing support group)
- Copeland Occupational and Social Care (COSC)
- Social landlords and private care homes
- Churches together

17. Summarise how those named organisation(s) above represent your town, provide details on the nature of your involvement with them, and how your partnerships have evolved over time.

- Regen NE Copeland Ltd (RNEC) is the regeneration partnership for the town that involves the three tiers of local government, private and community sectors, it will provide a framework of partners from which to develop and evolve the Town Deal Board.
- Phoenix Enterprise Centre (PEC) is a CIC established to provide SME workspace, access to business advice and work and skills support to local unemployed residents. It is a key partner in the community and cultural hub.
- Phoenix Youth Project (PYP) works with marginalised and disadvantaged young people aged 8 -19 years old in Cleator Moor. PYP provides a voice for young people's involvement in the town and local regeneration.

- Cleator Moor CIC has evolved from the Town Team initiative and working with the Chamber of Trade will support the community and cultural hub and growth within the town.
- Affinity Credit Union works with local partners to provide access to affordable loans and savings accounts for local residents. It will add value as part of the community and cultural hub.
- Clear Blue Skies is an informal wellbeing support group for local residents to help with mental health and wellbeing, which has the potential to operate from the community and cultural hub linked to Cleator Moor Medical Centre.
- Copeland Occupational and Social Care (COSC) offers a day care service for people with disabilities throughout West Cumbria and are working with partners to develop the community and cultural hub.
- Social landlords and private care homes.
- Churches together.

Town Deal Board - Additional Organisations

The following organisations and groups are encouraged to be part of the Town Deal Board. Please indicate, where applicable, those organisations present in your existing partnership arrangements.

18. Private investors and developers

Name of the organisation(s)

Phoenix Enterprise Centre is a key partner in RNEC

Cleator Moor Chamber of Trade

Cleator Moor CIC, formed from the Town Team initiative

Additional members that will be encouraged to join the Town Deal Board include:

- REACT
- Rullion
- Prima Uno
- Brannan Thermometers
- Forth Engineering
- Capalex
- Graphskill
- Cygnus workspace
- Works for You
- BEC

19. Anchor institutions (e.g. local hospital, local university or large employer)

Name of organisation(s)

- Cleator Moor Town Council
- Sellafield Ltd
- Phoenix Enterprise Centre (PEC)
- Cumbria County Council Local Links and Library
- Cleator Moor Medical Centre
- Cleator Moor Activity Centre

- Home Group (registered provider)
- Wath Brow Hornets ARLFC, Cleator Moor Celtic FC, Cleator Cricket Club
- University of Manchester (presence on Leconfield Industrial Estate)

20. Business Improvement District(s)

Name of organisation(s)

None

21. Government arms-length bodies (e.g. Homes England)

Name of organisation(s)

None

22. Jobcentre Plus

Name of organisation(s)

Weekly presence is provided through activity within PEC

23. Have you appointed the Chair of your Town Deal Board yet?

It is not essential that you have the Chair in place yet. If they are, please give their name, organisation, and position

Not yet, although two key business who are strong investors in the town have been approached. The local community regeneration partnership detailed at (11) has a private sector chair, as does the CIC and PEC.

Town Investment Plan

Towns are tasked with developing a Town Investment Plan which meets the objectives of the Fund. Similar to existing partnership arrangements, Government recognises that towns may have existing strategies and plans in place which align with the expected deliverables of a Town Investment Plan. Please provide a brief summary of any existing plans or strategies that you currently have, if you consider them to fulfil the purpose of a Town Investment Plan. If there are no existing plans or strategies which could be directly used as the Town Investment Plan, or if plans and strategies would need to be revised or updated then you can leave this page blank.

24. Is there an existing plan or strategy which aligns with the requirements for a Town Investment Plan, or can be the primary basis for your Plan? If so, please give details.

Please include a hyperlink to the documents where possible

Cleator Moor Vision and Spatial Plan – developed through full local consultation and agreed at Copeland Borough Council on 14th August 2018.

<https://copeland.moderngov.co.uk/documents/s6863/Cleator%20Moor%20Framework%20Report%20Issue%2008-08-2018.pdf>

Additional plans that will support the development of the Town Investment Plan include: Cumbria County Council Area Delivery Plan and RNEC Partnership Plan, as well as emerging project business plans.

25. Summarise the background, baseline data and evidence of need.

Cleator Moor South ward is within the most deprived 10% of LSOA's nationally, with 17% of children living in low income families and 12% of households experiencing fuel poverty. The Community Wellbeing Index shows poor results for health and voice/participation. General health in Cleator Moor is poor with 11.3% of residents being very limited in day-to-day activities, against a national average of 8.3% and 7.3% of the population classed as long-term sick or disabled, against a national average of 4%.

A recent vacancy survey shows of 119 business properties in the Town Centre, 27 are empty, (23%). Unused first and second floors over shops add to the sense of decline. Copeland has the lowest rate of business start-ups in the County, with only 9 start-ups in Cleator Moor during 2018. Out of work claimant rates for the town are 13% compared to the national average of 8.2%. Of the population of Cleator Moor, 30.6% have no qualifications. Sellafield Ltd are predicted to lose a significant number of jobs, severely impacting the town with over 50% of in work residents employed there.

Average house prices in 2018 were £109,676 (national average of £322,562). Whilst there is sufficient affordable housing in the town, properties are generally old and energy inefficient stock; unattractive to buy or rent.

There is significant digital exclusion (average of 70%) in Cleator Moor due to lack of physical access to a computer at home. Some have mobile phones but experience poor connectivity and cost barriers.

26. Summarise the vision for the town, and links to the agreed or emerging Local Industrial Strategy.

The stated vision is for Cleator Moor to become a contemporary market town which drives inclusive growth and celebrates its sporting heritage through reshaping the town, revitalising green spaces, reclaiming main street, refreshing dilapidated and brownfield sites for commercial and residential development and community open spaces. There is a particular focus on enabling space for innovation companies and collaborations through existing and proposed industrial space with a focus on low carbon.

The strategy looks at the physical welcome into the town, options to improve the experiences within Cleator Moor for local and wider visitors, how to ensure stronger physical connections and movement around the town and improving digital connectivity.

The Cumbria Industrial Strategy has six key strategic priorities which all fit with the current need and proposed priorities in the Cleator Moor Vision;

- Anchor more research and development activity through the proposed industrial space opportunities in Cleator Moor;
- Address cold spots of worklessness and social deprivation in Cumbria – key evidence of IMD need in Cleator Moor – supporting local residents experiencing worklessness and youth unemployment;
- Enhance and exploit supply chain opportunities to drive linkages and opportunities within the Town Vision;
- Invest in infrastructure for people and economy outcomes – development of new site and existing sites for industry and housing;
- Work with public and third sector partners to deliver high quality services developing a Cleator Moor Community and Cultural Hub;
- Engage actively with the tourism strategy locally and the visitor economy and tourism deal for Cumbria through the CLEP.

27. Describe projects that could be supported by public investment (including through the Towns Fund).

Some of the ideas identified through the Town Vision include:

- Industrial estate reshaping to meet commercial need, supporting diversification; innovation, digital delivery and growth;
- Expanded commercial and workspace development, building on existing infrastructure and low carbon potential;
- Community and Cultural Hub through renovation of Civic Buildings;
- Social inclusion and development of community infrastructure;
- Connectivity and infrastructure improvements – digital and transport links;
- Town Square and high street movement and physical enhancement;
- Sports, leisure and wellbeing facility developments;
- Development of the visitor economy and links with the English Lake District World Heritage Site, including green space and cycle infrastructure, including connections into the National Park and to the coast;
- Infill of gap sites on high street and connected roads;
- Empty shops and homes initiative linked into the community led housing initiative in Copeland and the Copeland Housing Partnership;
- Expanded work and skills offer through the Copeland Work and Skills Partnership.

28. Describe existing private sector interest around projects, and ambitions for leveraging investment.

Existing businesses are keen to invest in their buildings including heritage assets to expand commercial and community spaces. A recent Heritage Action Zone EOI, which although unsuccessful detailed four business owners looking to invest in the built environment and this commitment remains. Local partners are also exploring opportunities to secure investment through charitable banks and the private sector.

29. Describe ambitions for community involvement in delivering the Plan.

The infrastructure for community involvement is well established in Cleator Moor and was used to develop the Town Vision and Spatial Plan. To realise our ambitions for developing a well-supported and sustainable Town Deal Plan, we will use the template of community involvement being implemented for the Whitehaven Future High Street Fund as a guide. This will include:

- Online open surveys and drop in sessions to enable a wider range of the community to get involved and have a say;
- A series of workshops/ open events targeting commercial businesses, community organisations, etc to discuss opportunities for those locally to get involved in shaping their Town Deal. This means reaching out to those who have limited time or sit outside the social media network.
- Facilitated development through Town Deal Board members, for example Phoenix Youth Project will lead on engagement with young people, working with local schools and the Britain's Energy Coast Shadow Board.

The framework will ensure ongoing engagement through development and delivery.

30. Give an outline of which projects would be will be locally co-funded, and status of budget commitments (where they exist).

During the development of the HAZ EOI, the private sector owning existing heritage buildings were prepared to commit up to £85,000 private investment into the built environment.

Copeland Council, Cleator Moor Town Council and Leisure Providers Greenwich Leisure Ltd are driving investment in Cleator Moor Activity Centre. £175,000 is currently committed with a gap of a further £75,000 for phase 1.

Cleator Moor is developing improvements to the town square public realm and has commitment from local partners, including Copeland Borough Council, the Town Council, RNEC and Sellafield Ltd for a budget of over £210,000.

Cumbria County Council and the Lake District National Park Authority are also working with RNEC to invest in cycleway connections between Cleator Moor and the Ennerdale Valley, with initial feasibility work being agreed for development.

Others yet to be confirmed as we develop the town investment plan.

Delivery capacity

We are keen to ensure those towns that require it are afforded the time and support necessary to develop quality, sustainable and transformational proposals for their town through a Town Deal. But whilst we recognise most places will need time to develop their proposals and map out their priority interventions, there may be Towns with 'shovel ready'

proposals which align to the objectives of the Towns Fund that are ready now to progress to a Deal.

Whilst Government will only make one Deal with a town, we are keen to support those places who are advanced in their partnerships, planning, and with projects that are 'shovel-ready', i.e. to begin delivery 2020/21, to bring forward their proposals quickly and begin delivering benefit to their communities. We would also like to understand, in these instances, the governance and capability in place to deliver the projects.

31. Do you have well-developed proposals of interventions in place that align to the Towns Fund objectives, and address the strategic needs identified within your town plans?

Yes

32. Please provide details of these proposals.

1. Innovation Hub – supporting diversification through commercialising local skills to develop innovative solutions to international issues.
2. Leconfield – we have aspirations against a longstanding industrial estate in Cleator Moor where condition, site infrastructure and affordability need to be addressed to maximise the opportunity for economic diversification and low carbon growth.
3. Town Centre proposals will:
 - Create a community hub within the listed public buildings on the square to encourage both residents and workers to visit the civic core.
 - Implement a public realm scheme on the square to provide a more inviting and vibrant space suitable for community and cultural activities.
 - Upgrade priority buildings to improve and bring back into use key historic buildings.
4. Housing – Home Groups proposes to look at the different ways to provide housing that works better for the community, including plans for Extra Care for Older people, their Community Wellbeing Project.
5. Leisure – an existing facility, recently upgraded, is now finalising proposals to further expand the built facilities to offer more physical activity in an area of high health inequality and poor health statistics.
6. Workspace – range of investors are keen to build on the thriving hub of office workspace through upgrading and refurbishing existing buildings and digital access to meet demand.
7. Cycle paths – we recently secured Coastal Communities Funding to deliver the Connecting Cumbria's Hidden Coast project to enhance connectivity and encourage cycling and walking for visitors and local residents.
8. Work and Skills support through range of pathways and entry points.

33. What is the indicative total value of these proposed project(s)?

Current estimate £30.5m.

34. How much of this would be spent in FY 2020/21, if Government approval was received by April 2020?

Current estimate £3m.

35. Do you have agreements in place with the relevant delivery partners for the proposed interventions to begin delivery? And do you have relevant planning permissions to undertake the work?

Yes

36. Please provide details of the agreements and permissions

The buildings for the community and cultural hub and the public realm space are all in local authority ownership and there is a working group currently for this project which will consider options and agreements for project delivery. Architects have yet to be commissioned to amend the space, but previous designs will be used. Planning permission will be sought in the Town Deal development phase.

Land ownership and permissions for the industrial and workspace and cycle paths will continue to be investigated and pursued and are not ready for sharing within this checklist.

37. Can you identify an organisation able to act as an Accountable Body for the substantive funding with the capability to flexibly manage the delivery of multi-year capital programmes of this scale?

Copeland Borough Council

38. Please provide details of the organisation.

Copeland Borough Council is the local district council

Copeland Borough Council
The Copeland Centre
Catherine Street
Whitehaven
CA28 7SJ

39. Do you have existing in-house capacity capable of managing and delivering the proposed capital programme?

Yes

40. Please provide details of your relevant in-house capacity which will fulfil this role.

Corporate leadership, Economic Development team lead, planning and conservation specialisms, property, legal and finance capability. Communications and engagement specialisms.

We have a team of skilled and qualified project managers who are across the roles above, but recognise we may need to buy in project management against project budgets to provide the needed capacity to deliver key projects. We anticipate private investors and partners will bring capacity to the plan delivery particularly to deliver specific project elements.

We will be able to call on key partners including the County Council on transport, highways, environment, and footpaths/ cycleways, plus the Lake District National Park Authority to support with the latter.

41. Do you have the ability to start spending capital monies within 2021/22?

If you answer 'yes' you will be asked for further information

Yes – not only will we be continuing capital project spend from projects started in 2020/21, but we anticipate other projects will be developed by the first half of the year and able to begin capital spend by March 2022. Each project within the investment plan will have a project plan / timeline.

My Town Campaign

On 25 October Government launched the My Town campaign promoting the Towns Fund, and encouraging people in the 100 places we announced to get their voice heard in directing investment priorities. As detailed in the Prospectus, places must nominate a primary My Town campaign contact. Please provide the details below including any additional contacts you may feel are relevant.

42. Name

Andrew Clarke

43. Organisation

Copeland Borough Council

44. Position in organisation

Communications and Engagement Manager

45. Contact telephone number

01946 598353

46. Contact email address

andrew.clarke@copeland.gov.uk

47. Please provide details of any additional contacts including their role

N/A