

For immediate distribution:

Cleator Moor Town Deal

PRESS RELEASE

New leisure complex scheme takes a step forward with search for design team

AN ambitious scheme to deliver improved leisure services for Cleator Moor as part of the town's multi-million pound Town Deal has taken a significant step forward.

Working with Copeland Borough Council, the Cleator Moor Town Deal Board secured an offer of £22.5 million from the Government's £3.6 billion Towns Fund initiative in June for a series of schemes which are set to ensure the town and its communities thrive now and into the future.

Healthy Town is one of five exciting projects that make up the Cleator Moor Town Deal proposal. It will see the existing facility enhanced to provide a modern, multi-purpose sports centre with associated facilities including a gym, flexible studio space and a cafe.

The proposal aims to help people to improve their health and wellbeing while also generating more reasons for people to visit and spend time in the town.

Now, a search has been launched to find a design team to work with Cleator Moor Town Deal Board and Copeland Borough Council on the Healthy Town project.

The winning team will be required to develop an outline design for the proposed new facility, taking into account local feedback.

Mike Starkie, the Mayor of Copeland, said: "Nothing can be more important to us as a community than improved levels of health and wellbeing for everyone - and we know Healthy Town will help us to secure this alongside a whole host of wider benefits.

“The significant step we are now taking marks a milestone in this project and brings us closer to the reality of having state of the art leisure facilities at the heart of Cleator Moor.

“Securing funding for projects like this is a once-in-a lifetime opportunity and I’m looking forward to seeing the proposals begin to take shape.”

Cleator Moor was one of 101 towns invited to bid for a share of the Government’s Towns Fund in 2019 - part of its Levelling Up agenda.

Healthy Town is one of five projects that made up Cleator Moor’s successful submission. All aim to help maximise inclusive economic growth and better connectivity for the area while developing a welcoming arts, culture and tourism offer, thriving independent businesses and healthy, active people.

The other four Cleator Moor Town Deal projects are:

- Enterprising Town - a project to develop an enterprise campus on the Leconfield Industrial Estate aimed at leveraging the economic growth potential of the Sellafield supply chain by growing and diversifying the West Cumbria economy.
- Revitalised Town - to increase activity and footfall around the Town Square by bringing vacant and under-utilised buildings back into active use while creating an attractive new public realm. Uses will include a new cultural community hub and enhanced business space.
- Campus Town - a scheme to provide flexible, fit for purpose student accommodation to facilitate planned growth at the University of Central Lancashire’s Westlakes Campus using vacant or derelict sites in Cleator Moor. This will support vitality and footfall in the town centre.

- Connected Town - this scheme will deliver a high-quality integrated and sustainable transport network to improve connections between employment, education, amenities and leisure in Cleator Moor.

Business cases supporting each project will be subject to a rigorous assurance process next year before high level summaries are submitted back to the Government for approval.

It is hoped a design partner for the Healthy Town project will be appointed by November.

Alongside Healthy Town, the firm will also work with the Millom Town Deal Board to help develop its Activating Community Health project.

Bob Metcalfe, chair of the Cleator Moor Town Deal Board, said: "This is a significant point in the development of our Healthy Town proposal and the first stage in the process of bringing this project to life.

"The outline scheme will help to inform the business case which is the mechanism for unlocking the promised funding from Government.

"We are looking forward to being able to appoint a design contractor in the coming weeks."

For more information on the Cleator Moor Town Deal Board, visit [Towns Fund | Copeland Borough Council](#)

ENDS

Notes to Editors

For immediate release.

On July 27, 2019, the Prime Minister announced that the Towns Fund would support an initial 101 places across England to develop Town Deal proposals, to drive economic regeneration and deliver long-term economic and productivity growth. See further details of the announcement: [PM speech at Manchester Science and Industry Museum - GOV.UK \(www.gov.uk\)](#)

A Town Deal is an agreement in principle between government, the Lead Council and the Town Deal Board. It will set out a vision and strategy for the town, and what each party agrees to do to achieve this vision. See the 101 places being supported to develop Town Deals: [list-of-100-places.pdf \(publishing.service.gov.uk\)](#)

Each of the 101 towns selected to work towards a Town Deal also received accelerated funding last year for investment in capital projects that would have an immediate impact and help places “build back better” in the wake of Covid-19. View a list of accelerated funding by place: [towns-fund-accelerated-funding-grants.pdf](https://publishing.service.gov.uk/towns-fund-accelerated-funding-grants.pdf) (publishing.service.gov.uk)

This release was prepared by 32West on behalf of Copeland Borough Council and the Cleator Moor Towns Deal Board.



HM Government