

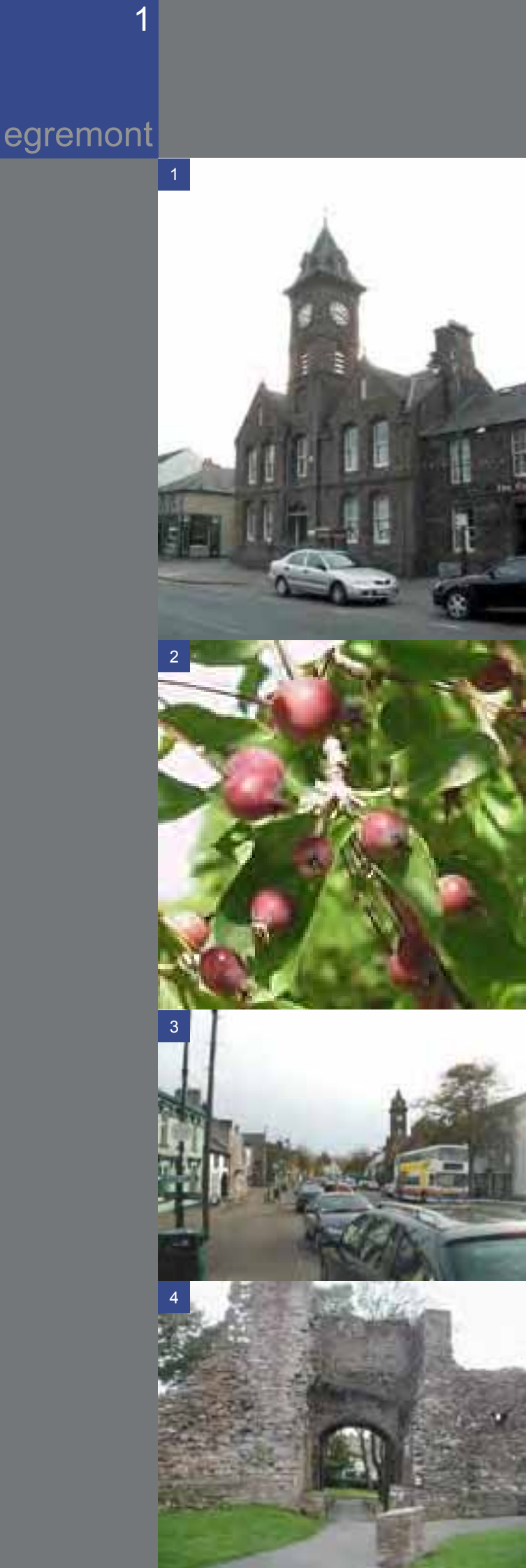


EGREMONT

Copeland >> Mini Masterplan >> **Final Report** August 2004

Egremont Mini Masterplan

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1. Introduction and aims of the document

- 1.1 This report was commissioned by Copeland BC and Northwest Development Agency (NWDA) to develop proposals to **improve the townscape** of Egremont with physical and supporting regeneration projects. It is part of a wider commission that has resulted in a Vision and Action Plan for Copeland and a parallel 'Mini Master Plan' for Cleator Moor.
- 1.2 Egremont is one of 11 settlements in Cumbria that are part of the Market Town Initiative, and as a result the town has undergone a Market Town Health Check and produced an outline action plan to draw down regeneration funding, produced in November 2002. This document is not a replacement of the Market Town Initiative Health Check strategy, but should be seen as an update exercise that looks at the scope for urban improvement in the town, and identifies the regeneration interventions necessary to implement them.
- 1.3 This report and action plan contains a range of physical projects, and a suite of supporting regeneration projects designed to complement their delivery over a five year time period. A number of existing MTI projects are contained within this document.
- 1.4 This report makes clear that the MTI objectives articulated in the Health Check remain a robust framework for regeneration activity in the town and its outlying rural area. The mini master plan represents an opportunity to fund key interventions that will be locally recognised and act as a catalyst for a further regeneration activity.
- 1.5 A key component to making the interventions detailed in this report happen will be the capacity of the local partnership. The Egremont Regeneration Partnership is a very committed body that has had to shoulder the burden of expectations from the community for action for a considerable period of time. It is hoped that the projects in this report when delivered will demonstrate tangibly the ambition and commitment of this group.
- 1.6 To take these plans forward the Partnership and Copeland BC need to secure dedicated officer support both in terms of a Town Regeneration Officer and increased community development and events and marketing expertise. Gaining organisational buy in to the town's regeneration aspirations is another prerequisite, with increased engagement with West Lakes Renaissance, Rural Regeneration Cumbria, Cumbria Tourist Board (as the sub regional Destination Management Organisation) essential.

- 1.7 A number of actions will be required from the Partnership to deliver this Mini Master Plan:
 - Drawing down of already committed MTI funding for Egremont
 - Submission of additional funding applications to NWDA, along with other core funders (for example West Lakes Renaissance (WLR), Rural Regeneration Cumbria (RRC), NW Objective 2 Programme, Coalfield Communities Programme)
 - Dialogue with Cumbria County Council regarding the highways impacts of some of the physical projects, as they will require Local Transport Plan funding and approval.
- 1.8 The remainder of this document is set out as follows:
 - Section 2 comprises a socio economic and townscape 'pen portrait' of Egremont
 - Section 3 details the current context for regeneration
 - Section 4 revisits and reaffirms the vision and objectives for regeneration
 - Section 5 outlines the main projects
 - Section 6 presents the action plan with indicative costs and lead bodies
 - Section 7 comments on issues of delivery that need addressing to make projects contained in the action plan happen
 - The appendices contain further detail on project ideas in section 5.
- 1.9 The physical scope of the commission was focussed on the north and south gateways, and the Castle and Town Centre, as highlighted by the opportunities plans contained in the appendices. The scope for the supporting projects was the MTI area.

2. Pen portrait of Egremont

- 2.1 Egremont is a compact and attractive Market Town with a wide tree lined Main Street with paved areas, seating and on-street parking. The Main Street is the focal point of the town where the majority of the shops and services are located. The town is overlooked by the Castle ruin and nestles along the banks of the River Ehen. Seven miles to the north of Egremont lies the larger settlement of Whitehaven with a population of 26,000. Egremont is bypassed by the A595 which links Whitehaven in the north with South Copeland.
- 2.2 The catchment area of Egremont covers the administrative wards of Egremont North and Egremont South, covering 6 square miles, although the focus of this mini-masterplan is urban Egremont. These wards are the closest fit available to derive useful statistics for an area that best fits the Egremont Market Town Initiative area. For the purposes of this report the ward of Beckermest has been excluded as the majority of its geography does not relate to the MTI.
- 2.3 Egremont acts as the service centre for the villages of Thornhill, Moor Row and Bigrigg and to a lesser extent Beckermest. It also services the hamlets of Haile, Wilton and Woodend, and provides a role for a wider rural hinterland, as there is no urban settlement going south along the West Cumbrian coast prior to arriving at Millom, which is 27 miles from Egremont.

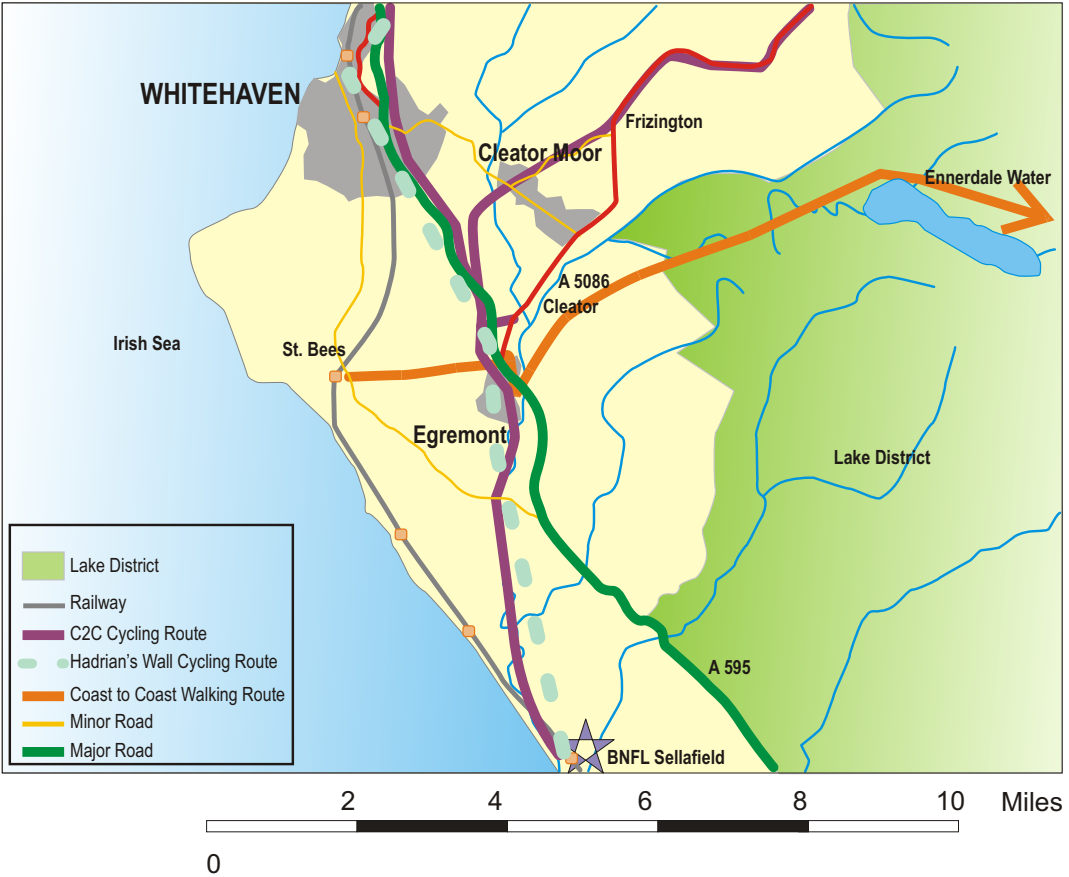


Figure 2.1 Location Plan

Socio economic summary

- 2.4 Egremont currently has several business sectors which offer substantial employment within the local community. Over 18% of employment is within the public sector (including health and social care, education, and public administration). Other important sectors for the town include business activities (52%), retail and wholesale (12%) and hotels and restaurants (4.6%). Key employers include Wyndham School, Harsh Environments Ltd, Campbell's, Royal Mail and Thomas Armstrongs
- 2.5 Many local people work outside the Egremont area, primarily at BNFL Sellafield. The importance of Sellafield to Egremont was recently highlighted by a recent study into the impact of decommissioning at Sellafield (ERM 2003)¹. Total employment at Sellafield is currently just over 12,000, which is projected to fall to around 4,000 by 2018. In Egremont itself, just under 1000 people are directly employed by BNFL (excluding agency and contract staff).

Table 2.1 Sellafield on site employment as a % of total		
Area	Resident number of employees	Total employment
Whitehaven	2484	8208
Workington	1257	12145
Egremont	949	2087
Cleator Moor	576	1140
Cockermouth	493	2547

Source: ERM analysis of BNFL payroll data. Excludes agency and contract staff. 'West Cumbria Socio-Economic Study: 2003 Update'

¹ ERM analysis of BNFL payroll data. 'West Cumbria Socio-Economic Study: 2003 Update'

- 2.6 Egremont's position as the closest centre of population to Sellafield makes it vulnerable to the changes being predicted for the nuclear industry, but also very well positioned to take advantage of opportunities spinning out of the development of 'environmental restoration' expertise in the area. Nevertheless this underlines the need for Egremont to make the most of its other assets to create wealth and employment.



Population

- 2.7 The total population of Egremont in 2001 is 7785 (see Table 2.2). Due to boundary changes at ward levels a strict comparison between the 1991 and 2001 Censuses is not appropriate as the geographical areas have changed significantly and thus any comparison over time would be rendered meaningless.

Table 2.2 Census Population in Egremont 1991 & 2001		
Area	1991	2001
Egremont North ward	4316	4078
Egremont South ward	3156	3707
Egremont	7472	7785
Source: Nomis, Census 1991, ONS Census 2001		

Employment and Earnings

- 2.8 Employment levels in Egremont have remained relatively healthy in recent years with the town's employment demonstrating resilience where other areas have experienced decline. Employment levels have increased by over 54% (800+ jobs) from 1998-2002, whilst Copeland in general has seen employment levels fall by over 5.3% during the same period. Cumbria has experienced a relatively small increase in terms of employment over the same period with a rise of 2.1%. However it should be noted that this high level of employment change in Egremont North is more likely to be as a consequence of boundary changes that have taken place over this five year ABI period.
- 2.9 The growth in employment levels in Egremont in general comes from within the Egremont North ward which has seen an increase of over 170% in employment levels, whilst Egremont South ward experienced a decline in employment of over 12%. We understand that this increase is almost wholly due to a boundary change which placed Westlakes Science and Technology Park (which employs in excess of 700 people) inside the Egremont North Ward.

Table 2.3 Employment levels in Egremont 1998-2002				
Area	1998	2002	Change	% Change
Egremont	1,538	2,372	834	54.2
Egremont North ward	560	1,516	956	170.7
Egremont South ward	978	856	-122	-12.5
Cumbria	192,323	196,362	4,039	2.1
Copeland	29,350	27,808	-1,542	-5.3
Source: Nomis, Annual Business Inquiry 1998-2002				

- 2.10 Economic inactivity levels within Egremont also indicate a healthy outlook for the town. Overall the town has experienced moderate levels of economic inactivity amongst its working population. Recent statistics from the Labour Force Survey 2002 indicate that the town has a 26% rate of economic inactivity, which is on a par with the North West region, marginally better than Copeland (27%) but slightly worse than Cumbria as a whole (25%).
- 2.11 The New Earnings Survey currently allows only a two year analysis of residence based earnings in the UK. As this is the case a trend analysis is unable to be undertaken as the Survey only covers the years 2002-2003. However, from analysing wage levels of these two years it is apparent that there has been a decline in wage levels within the town. The New Earnings Survey has found that the town experienced a fall in earnings of over 15% over this period (£468.50 to £396.07), whilst wage levels in Copeland and Cumbria as a whole have increased by 2.6% and 3.3% respectively. The absolute wage level for Copeland was £473.47 in 2002 and rose to £485.64 in 2003, whilst Cumbria enjoyed a higher increase from £417.85 in 2002 to £431.53 in 2003. Although this decline appears excessive (this may well be due to the small statistical groups used in such ward based analysis), there is evidence pointing to the fact that wages levels have decreased in the area, and that the area lags behind the district average.
- 2.12 The town did however experience variations in earnings within its own wards. Both Egremont North and South wards saw a decline in wage levels amongst its inhabitants with levels falling by almost 20% and 11% in each ward. Egremont North absolute wage levels fell from £476.69 to £382.39, whilst Egremont South's fell from £460.31 to £409.74. Beckermest ward performed well over this period however, with residents in this ward benefiting from a rise in earnings of 26.5% (£418.40 to £529.46).

Education

- 2.13 Secondary education in Egremont is provided by three main schools within the wider area. The majority of children in Egremont go to Wyndham High School, although both St Benedict's Catholic High School and Ehenside Community School also offer places for Egremont children. School performance can be measured using the DfES monitoring performance tables and also OfSTED reports, and the following section provides an overview of the three schools performance over recent years.

2.14 Table 2.4 shows GCSE and Post 16 achievement at these schools.

Table 2.4 Educational attainment in Egremont 2003			
GCSE	5+ A*-C	5+ A*-G	Average points score
Ehenside	30.0%	86.0%	27.4
St Benedict's	50.0%	90.0%	33.7
Wyndham	44.0%	90.0%	32.6
LEA Average	53.0%	89.1%	34.7
England Average	52.9%	88.8%	34.8
Post 16 GCE/ VCE ²	Avg. points score per student	Avg. points score per examination	
St Benedict's	235.8	70.4	
Wyndham	261.5	68.0	
LEA Average	265.4	76.4	
England Average	258.9	77.4	

Source: DFES 2003

² Ehenside currently does not have a Sixth Form Facility

2.15 This data can be supplemented with evidence from OFSTED reports for each school.

2.16 Ehenside (2001):

- Pupils have a satisfactory positive outlook on wanting to learn, and teaching and learning levels within the school were reported to be satisfactory for pupils in years 7-9 and 10-11. The curriculum provided a broad and balanced approach to learning.
- However, the report does note that there is an unsatisfactory approach to personal development at the school as pupils do not have enough opportunities to take on responsibility, demonstrate initiative and contribute to the life of the school.

2.17 St Benedict's (2000):

- Regarded as a very good school where teaching levels are good, pupil achievements are very good, and is a school which has outstanding relationships between pupils and the school. The school has made an excellent improvement since the last inspection.

2.18 Wyndham (2004):

- OfSTED report that the school has serious weaknesses in the management of unsatisfactory behaviour among some pupils
- The school requires 'Special measure' under the School Inspections Act 1996
- The report found that in general pupil's attitudes were satisfactory towards learning and the school

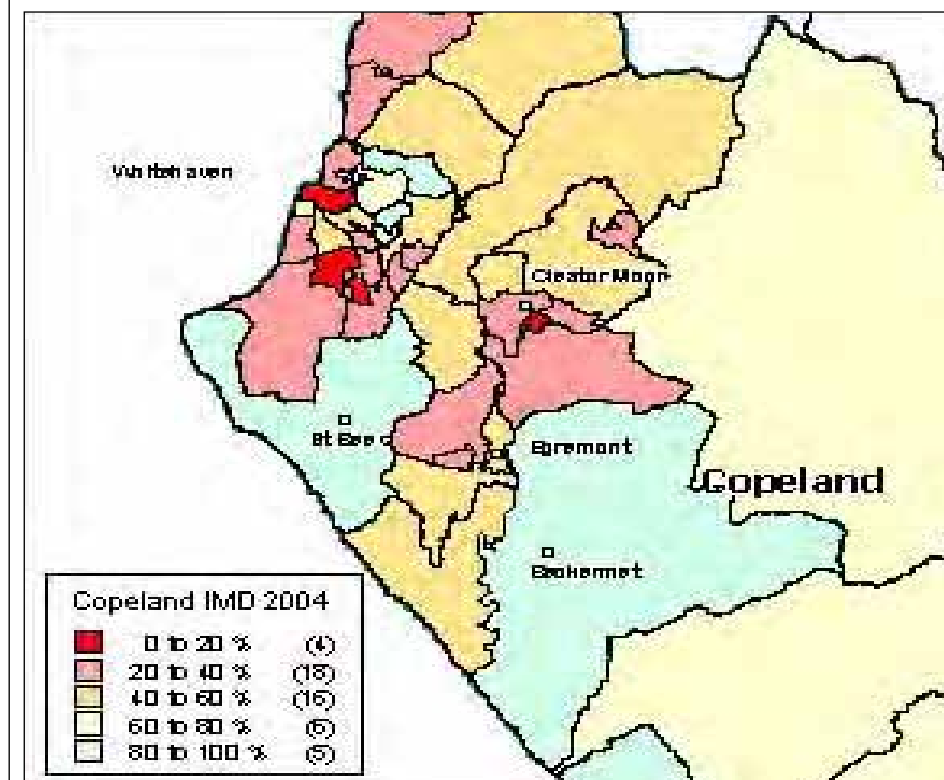
2.19 Overall, the picture of education in Egremont is mixed, with significant issues to be addressed at Ehenside and especially Wyndham, with sustained achievement at St Benedict's.

Deprivation

2.20 The Index of Multiple Deprivation (IMD 2004) provides a useful tool in which deprivation can be assessed at a lower than ward level of geography - Super Output Areas (SOAs)³. The IMD is compiled from a range of domains covering income, employment, health, education, housing, crime and living environment, and ranks each SOA in England in terms of their overall position.

2.21 Figure 2.2 illustrates the level of deprivation within Copeland district in 2004. The district as a whole has four SOAs within the top 20% most deprived in England, and 22 SOAs within the top 40% most deprived. Although SOAs within Egremont itself do not fall within the most deprived range, there are some distinct pockets of deprivation in the town. In total there are five SOAs which cover the two wards of Egremont. Of these there are two SOA's within Egremont North ward which are in the top 40% most deprived in England. The remaining three SOA's lie within the top 60% most deprived areas.

Figure 2.2
Deprivation in Egremont (Copeland), 2004



Source: ODPM ©, Admin Map 2004 ©

³ SOAs comprise typically 1,500 no. of households. They are the lowest geography to measure deprivation in England whereas previous IMD classifications used a ward based analysis.

1

Florence Mine.



2

Egremont celebrates its Medieval history.



3

Cycling: Tourism potential.



4

Walking: Egremont is close to strategic routes.



Crime and Community Safety

2.22 Statistics of recorded crime within Copeland are much lower than the national level according to statistics recently released by the Crime & Disorder Reduction Partnerships:

- Rates of house burglary per 1,000 households is 8.2% compared with an England average of 18.2% (2003/04)
- Rates of car theft per 1,000 population are 2.0% compared with 5.5% across England (2003/04)

2.23 The 2002 Crime and Disorder Profile breaks down Egremont by ward as follows

- There were 62.9 crimes per 1000 population for Egremont North, with the ward being ranked 12th out of 25 Copeland wards, and 59th out of 168 Cumbrian wards.
- There were 86 crimes per 1000 population for Egremont South, with the ward being ranked 5th out of 25 Copeland wards, and 31st out of 168 Cumbrian wards. The most significant types of crime were criminal damage, offences against the person and theft.

(Produced by: Cumbria Constabulary 2003)

2.24 The most significant types of crime were criminal damage, offences against the person and theft.

Tourism

2.25 Tourism data collection in Cumbria uses the STEAM (Scarborough Tourism Economic Impact Monitor), which provides data at a district level. Table 2.6 shows the performance of tourism in Copeland compared to Cumbria as a whole.

Table 2.5 Tourism performance in Copeland						
	Economic Impact £ms ⁴		Tourist numbers by year (millions)		Employment (FTE)	
Year	Copeland	Cumbria	Copeland	Cumbria	Copeland	Cumbria
2000	76.5	920	1.6	14.3	1863	23,138
2001	58.5	865.3	1.3	13.8	1575	22,323
2002	68.1	995.3	1.6	15.1	1755	24,162
Source: STEAM 2004, figures in £m's, indexed to 2002						

2.26 Although there is no tourism data specifically for Egremont, the town and surrounding area make a significant contribution to the West Coast tourism offer. There are a number of quality attractions and areas of interest to the visitor, including:

- Egremont Castle and river walks
- C2C walking and cycling routes,
- Crab Fair
- Florence Mine (Site of Special Scientific Interest)
- Lowes Court Gallery
- Egremont Market

2.27 Table 2.5 shows that although Copeland has recovered from the impact of Foot and Mouth in 2001, the recovery has not been as strong. Tourism remains a significant contributor to the Borough's economy, and as a regeneration driver, tourism has substantial potential for growth. The latest STEAM estimates suggest that tourism expenditure is worth some £68.1m to the Copeland economy and supporting 1755 full time equivalent jobs.

Townscape and Physical Environmental Audit of Town Centre

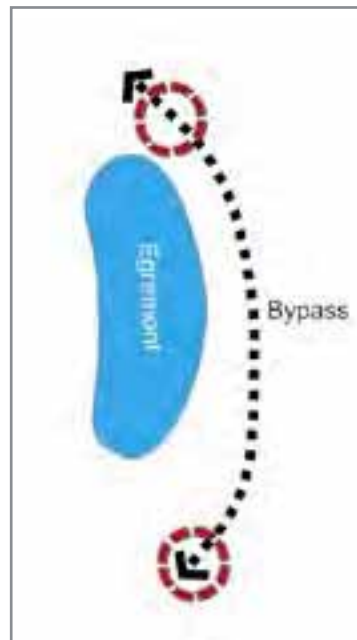
2.28 The following sub-section provides a summary of the findings of a thorough baseline audit of the Town Centre undertaken by Taylor Young. The results were collected from numerous site visits, dedicated audits, photographic surveys and through various stages of consultation with local community representatives.

2.29 A number of baseline plans are contained within the appendices containing more detailed information on local land use, local movement and linkages, building condition, aesthetic building quality and building height, and a townscape assessment

Movement and Linkages

2.30 The key movement and linkages **issues** include the following:

- The bypass means that Egremont is practically invisible to potential visitors
- There are important gateways at the two roundabouts either end of the town centre but these do not announce the presence of Egremont successfully
- Linkages between the strategic recreation routes and the town centre are weak
- There is only one pedestrian route from the residential areas to the town centre – St.Bridgets Road and this is not as good as it could be
- Car parks are underused as people prefer to park on the street for free or pay and go to Whitehaven



Egremont is invisible to potential visitors due to the bypass.

2.31 **Opportunities** for improving connections in the town centre include:

- Targeted signage improvements
- Find creative ways of giving Egremont a presence on the bypass
- Improve the quality of pedestrian surfacing and lighting on weak routes
- Connect the town more effectively with the strategic recreation and tourism routes (for example the Hadrian's Wall cycle route).

Public Realm and Open Space

2.32 The key public realm and open space **issues** include the following:

- The town does not have any central civic space – the current space around the war memorial is a car park which is also used for events. Egremont, a market town, deserves more than this.
- The quality of the footways is adequate but the quality and condition of street furniture is sub-standard
- The Castle is a key open space resource. The quality of landscaping and general visibility of the Castle need to be improved
- There are few green links to the River corridor
- The landscape treatment of the highway verges into the town is tidy but lacks distinction.

2.33 **Opportunities** for improving public realm and open space in the town centre include:

- Providing a significantly enhanced market square in the town
- Sensitive but creative landscaping to make the Castle feel more like a part of the town centre
- Re-thinking the street furniture and information boards
- Improving the space on Church Street as link between the Town, River and strategic leisure routes



1 Weak gateway to Egremont.



2 Car parks: underused.



3 Very poor central civic space suffering from confused function.



4 Poor quality street furniture undermines the town.



5 The Castle is a key opportunity.

1
Landmark building & strong townscape elements.



2
The Southern approach to the town is poor.



3
Vacant units detract from the attractiveness of the town.



Townscape and Built Environment

2.34 The key Townscape and Built Environment **issues** include the following:

- The Castle is a key visual landmark but its impact is limited due to the planting on the monument
- The buildings with the best aesthetic properties are in the worst physical condition and are clustered around the southern end of the town centre
- The former Walter Wilson building impedes views of the Castle
- There are some inactive units around the southern end of town



The Southern cluster: an area exhibiting signs of decline.

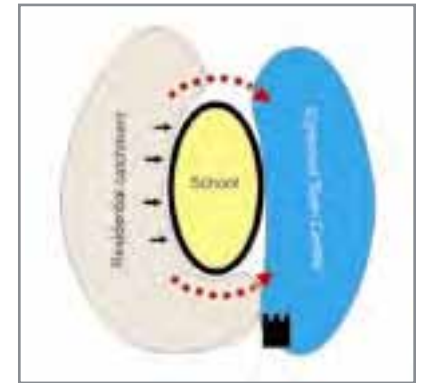
2.35 **Opportunities** for improvements to the townscape and the built environment include:

- Some really good landmark buildings as well as good background buildings which will need continued investment to maintain quality
- Better lighting of buildings and landmarks could help to enhance their visual importance after dark
- The town has retained its historic character and all improvements need to respect this
- Building Lines are strong and continuous and the frontages are generally active – there is potential to bring inactive units into active use

Land Use

2.36 The key land use **issues** include:

- The school is a land use and movement barrier between the town centre and its residential catchment
- There are not enough uses active throughout the evening
- There are too many vacant units to the south of the town centre



2.37 **Opportunities** for adjustment to the arrangement of land uses in the town centre include:

- Potential for living in the town centre
- Providing the right conditions for the growth of the evening economy and the local property market

2.38 There are numerous problems that detract from the physical and environmental quality of the town centre. Some of these will require careful planning and long term commitment to deal with whilst others can be rectified relatively quickly – with a big impact. Many town centres more successful than Egremont do not have the town's inherent strengths and qualities and the strategy will need to capitalise on these to be successful whilst addressing underlying weaknesses.

Key Stakeholders SWOT Analysis

2.39 In addition to the issues and opportunities highlighted above a comprehensive SWOT has been prepared through consultation with Key Stakeholders and served to guide the development of the opportunity plans and project ideas. The main themes are summarised below:

- The Key Stakeholders feel the history and heritage of the town along with the tourism potential and closeness to Sellafield and West Lakes are strengths which need to be developed.
- Again in terms of opportunities tourism, heritage and future employment opportunities at West Lakes and Sellafield will need addressing.
- A lack of services/facilities in the town along with a poor physical environment, poor promotion of Egremont and its dependency on Sellafield are highlighted as key weaknesses.
- Threats to Egremont have been highlighted as its dependency on Sellafield, its declining town centre and its increasing unemployment.

2.40 Consultation workshops were held in April 2004 which further helped focus thinking on the Mini Master Plan.

3. Current Regeneration Context

3.1 There are a number of key actors involved in the strategic delivery of regeneration in Egremont:

- NWDA as the major source of regeneration funding
- Rural Regeneration Cumbria, who are tasked with the delivery of the Cumbria Rural Action Zone Strategy and their corresponding business plan
- West Lakes Renaissance, the Urban Regeneration Company for West Cumbria and Furness, responsible for delivering the New Vision Strategy and their corresponding business plan
- Copeland Borough Council
- Cumbria County Council

3.2 The activities of these organisations in Copeland are delivered in accordance with a number of key strategies:

- Regional Economic Strategy
- New Visions & the West Lakes Renaissance Business Plan
- Cumbria Rural Action Zone and the Rural Regeneration Cumbria Business Plan
- The emerging Cumbria Sub Regional Strategy
- Copeland Strategy and Action Plan

3.3 It will be important that the proposals for Egremont are nested within these frameworks and are able to demonstrate a material contribution to achieving their objectives through funding intervention in the town and surrounding area.

3.4 In Egremont the existing MTI Action Plan has been developed by the local community and partners, and represents the first strategic document to pull together all the key initiatives, aspirations and plans for the development of Egremont as a town. Partly out of this process and partly from the momentum of wider regeneration programmes (such as Objective 2 programmes, CREDITS SRB, activities of Copeland BC and Cumbria CC etc.) a range of initiatives and interventions have either been delivered or are in development:

- Community Transport Project, led by Cumbria CC and Transport Brokerage Group
- Egremont (Wyndham) Youth Centre
- Development of Wyndham Swimming Pool, led by Cumbria CC and Egremont Pool Trust
- Orgill Living Space, led by Cumbria CC
- Family Support Project, led by Catholic Caring Services
- Development of Egremont Castle, led by Friends of Egremont Castle
- Securing 'Hidden Britain' status, led by Heritage Focus Group
- Employment of young persons advisor, led by Connexions

- Story Sacks project, led by Cumbria CC
- Provision of new community facilities led by Skool Trax Community Group
- Drug use drop in centre, led by Rising Sun Trust
- Door security for the elderly, led by Community Safety Focus Group
- Young persons ID Card, led by Connexions
- Neighbourhood Watch and Rural Safety Initiative, led by Police
- Business start up, development and support packages, led by WCDA

3.5 The **Wheels to Work** project was established by Connexions, Countryside Agency, and Copeland Local Area Committee and the project already covers the whole of the area but it is currently only a pilot. It involves the leasing of scooters (based in Egremont) to young people who need to access work or college but have no/limited transport choices. The project is low cost and the young people have the option of eventually purchasing the scooters.

3.6 At present this service is limited in its availability to young people across the district and hence there is the potential to extend this project to other areas of the borough, although it has been identified in the Copeland Vision and Action Plan as a project worthy of further support.

3.7 **Youth Works** is a project designed to help and engage young people in Egremont. It aims to meet the needs of young people who live on the Orgill and Smithfield estates and provide them with a drop-in centre with a broad range of activities. Two empty council houses provide the base for the Centre, the culmination of three years' planning by the Groundwork West Cumbria team. Youth Works is expanding all the time and is seen as being very effective at engaging with the youth sector, it is still expanding and looking for new ideas and roles.

3.8 A key source of previous regeneration funding was the **West Cumbria ERDF Objective 2** Programme, which delivered the environmental enhancement of Market Street. However Egremont has now been classified as being in a 'transitional area', with scarce prospect of post 2006 funding.

3.9 The **Credits CDC** centre run at Orgill infant school has been very effective at engaging adults in education and career development



1

Youth facilities.



2

Community transport.

Current Planning Context

- 3.10 Egremont is covered by the Copeland Local Plan. This plan is currently being reviewed and is at the 1st Deposit stage having been published in February 2004. The key policies of relevance to the on going regeneration of Egremont are as follows:

Conservation Area – ENV 27-31

- 3.11 The centre of Egremont is contained within a Conservation Area which includes Main Street and its adjacent buildings and the castle to the south of Main Street
- 3.12 This Conservation Area is one of nine within Copeland and takes into account many contributing factors such as building quality, historic layout of streets and squares, sense of place created by public and private spaces, archways, trees, parks or street furniture. These features and spaces should be protected from development proposals and where possible, their quality enhanced. New development proposals should also respect and enhance the character of the Conservation Area.
- 3.13 The demolition or development of buildings within the Conservation Area will need to be carefully considered in terms of preserving and/or enhancing the area.

Development Opportunity Site – TNC 7 (ETC1)

- 3.14 Adjacent to the Conservation Area is a town centre development opportunity site, located to the east of Main Street. The local plan highlights the potential use of the site as retail, office and/or residential. Development of the site will be permitted subject to policies DEV6 and TCN 10 which cover issues such as sustainability in design, standards of design, access, and car parking. Part of this site is currently an underused car park.

Employment Land Allocation – EMP1 (E7-E8)

- 3.15 Two employment land allocations are contained within Egremont. These are located to the south of the town centre towards the eastern gateway. The land allocations include part of the Bridge End Industrial Estate yet to be developed and land to the south east of the estate adjacent to Ennerdale Mill. The total amount of land allocated for employment within Egremont is 6.7 ha. The allocation of the land allows for the development of employment uses provided the sustainability of design requirements of policy DEV6 is met.

Housing with Planning Permission – HSG1 (H12-H15)

- 3.16 Planning permission has been granted for housing on two substantial sites within Egremont resulting in potentially 85 dwellings when added to other smaller sites granted planning permission. The large sites are the Old Castle Cinema opposite the Castle and Gillfoot adjacent to the north west boundary of Egremont. Of the 85 dwellings, 69 would be on greenfield sites.

Proposed Housing Allocation – HSG2 (H8-H10)

- 3.17 Six housing allocations are located within Egremont which totals approximately 12 ha, with the potential of developing 142 dwellings on greenfield land and 105 dwellings on brownfield land.

Tourist Opportunity Site – TSM2 (TOS1 & 2)

- 3.18 One Tourism Opportunity site is located to the north east of Egremont adjacent to the coast to coast walking route and River Ehen. This expansive site stretches from Egremont to Cleator Moor and is allocated for large scale tourist development, particularly those which can provide recreational opportunities for the local population. The Policy states that the site should be developed with an urban fringe leisure and recreation use of the Ehen valley. As with other allocations proposals are subject to the principles set out in Policy DEV6 in particular not compromising quality and character.

Scheduled Monument – ENV37

- 3.19 The Castle located adjacent to the southern end of Main Street is listed as a Scheduled Monument meaning development which would adversely affect the monument, its site or setting would be refused.

Urban Greenscape Protection

- 3.20 Various greenspace is contained within Egremont. This is a mixture of greenspaces purely of Landscape Importance or Recreation/Amenity or a mixture of both. Areas of Local Landscape Importance are protected from non essential and inappropriate development by the council, who will support proposals to enhance amenity or improve public access. Areas of Recreation/Amenity are protected from being developed upon unless a satisfactory replacement facility is provided for.
- 3.21 When developing proposals the relevant policies in the local plan will be fully considered and tested in order to validate the final strategy for Egremont.

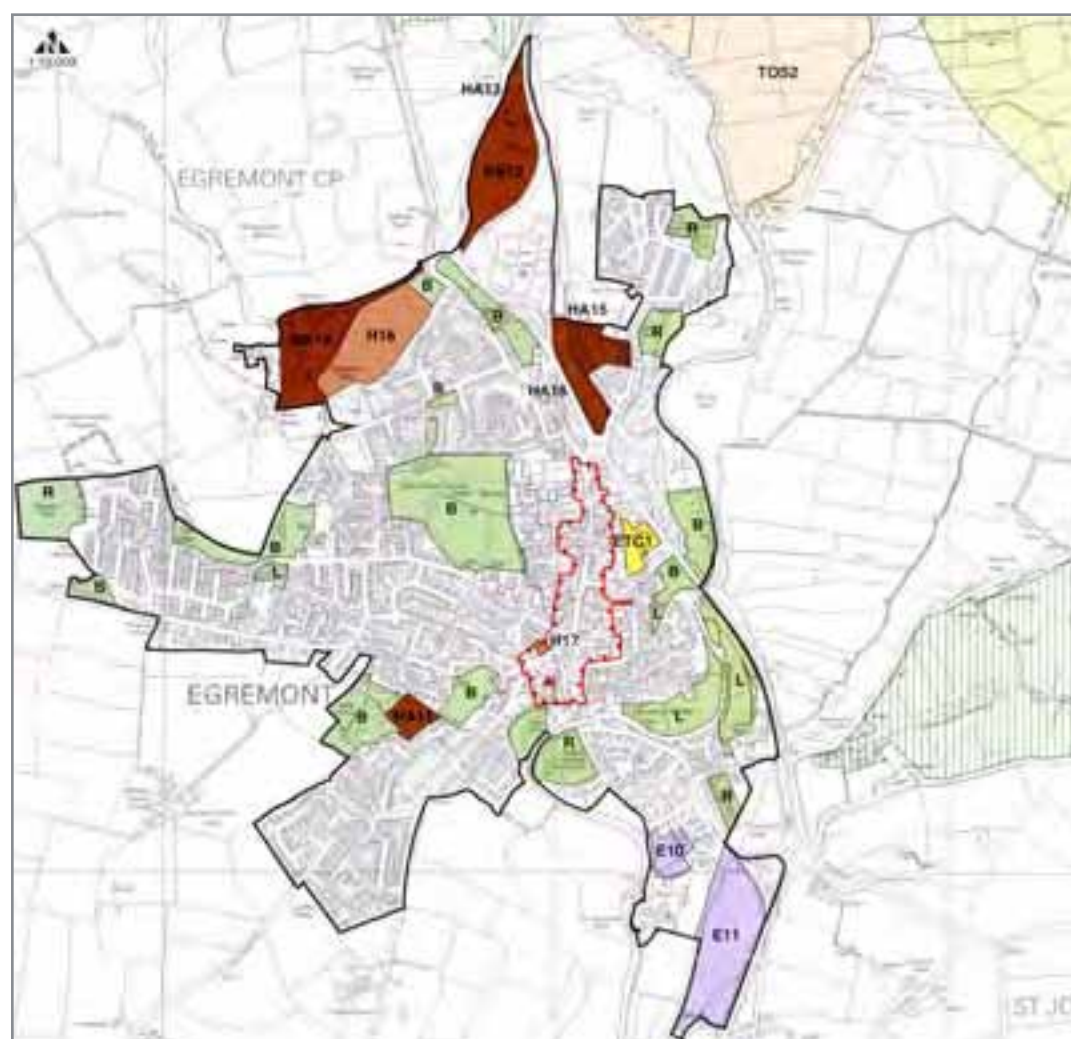


Figure 3.1 Extract from Copeland Local Plan (1st Deposit Draft)

1

Town Centre - Management, Services, Environment

- Gateway Improvements
- Car Park Improvements
- Town Centre Linkages
- Building Improvements
- Building Re-use strategy
- Castle Enhancements
- Street Furniture Enhancements
- Market Area
- Existing Open Space Enhancements

2

Development & promotion of activities & events:

- Fairs Potential
- Egremont Tourism Development Study
- Florence Mine

3

Improve services for young people & increase their involvement

- Basic Skills Training Provision
- Dreamscheme Egremont

4

Improve levels of community safety & well being

- Café - Community Action for Egremont Resource Centre
- Community Facilities - Youth Trax
- Egremont CADAS Outreach
- Egremont Employment Access

5

Improve opportunities for industrial & commercial investment

- NDA Bridge End
- Egremont Business Network
- Egremont Inbiz
- Egremont Partnership

4. The Vision for Egremont

4.1 The MTI Action Plan process developed a vision and regeneration objectives for Egremont **"to make Egremont a safe and positive town that makes the most of its many assets and provides valuable services to local people and visitors of all ages"**. This vision is accompanied by the following strategic objectives:

- To improve the management of the **town centre**, its services and environment
- To improve the development and promotion of **activities and events** for local people and visitors
- To improve services for **young people** and increase their involvement in the work of the Partnership
- To improve levels of **community safety** and well being
- To improve opportunities for **industrial and commercial investment**

4.2 Underpinning this strategic approach is a principle of 'slow growth' for the town, which recognizes its position as a dormitory town and its potential as a tourism destination.

4.3 The MTI Action Plan recognised that the renaissance of Whitehaven and its dormitory role in relation to Sellafield has changed the role of the town, and led to a decline in its retail provision. It recognizes that this needs addressing by improving the functionality of the town centre, improving retail opportunities and improving town centre coordination and management.

4.4 There is clear recognition that the cultural offer of Egremont has significant potential for development, although there is recognition that the Fairs have been successful for a considerable period of time, and there is further potential in the market, and also the attractions of Florence Mine and Egremont Castle.

4.5 The MTI Action plan raises the issue of local attitudes to tourism and cultural events, stating that the local community tends to be ambiguous towards perceiving Egremont as a 'tourism town', and our consultations have reinforced this finding. This lends added significance to the need for physical improvements leading to a greater local recognition of the attractiveness of the town.

4.6 The MTI Health Check highlights the prominence in the local community of issues relating to young people. During weekdays the town centre is a focal point for school children at lunchtime, with the evenings being associated with vandalism and acts of nuisance, and progressively drug and alcohol, leading to fear of crime and an undermining of community safety. The Youth Works programme has had significant impact upon this issue.

4.7 The Action Plan identifies the importance of improving opportunities for industrial and commercial development, recognizing the scale of Egremont's reliance on BNFL both directly and indirectly as a source of employment. Our consultations demonstrated an increased need for action under this objective, due in part to the importance of placing Egremont in the nuclear decommissioning agenda, and also building upon the success of the Bridge End Industrial Estate.

4.8 **The vision and objectives that underpin the Market Town Initiative remain a sound and valid framework for regeneration in the town. This is borne out by our analysis in section 2 and also by our consultations – the need for regeneration action is if anything more vital now than when the MTI Health Check process was undertaken. The key is providing a suite of worked up and fundable projects that can kick start this process and raise local awareness of change and the potential for growth.**

4.9 Table 4.1 demonstrates the drivers that underpin the continuing validity of the Egremont MTI objectives:

Table 4.1 – Ongoing validity of MTI Objectives

MTI Objective	Justification of validity	Suggested measurement of success
<ul style="list-style-type: none"> • Improve the management of the town centre, its services and environment 	<ul style="list-style-type: none"> • Need to improve physical functionality of town centre • Address decline in retail provision and improve town centre management • Need to improve civic facilities 	<ul style="list-style-type: none"> • Number of vacant retail units • Pedestrian footfall
<ul style="list-style-type: none"> • Improve the development and promotion of activities and events for local people and visitors 	<ul style="list-style-type: none"> • Well recognized potential for cultural development • Need to develop Fairs, Market and key attractions • Improving local attitudes to tourism development 	<ul style="list-style-type: none"> • Visitor numbers at key attractions • Visitor numbers at Crab Fair and other events
<ul style="list-style-type: none"> • Improve services for young people and increase their involvement in the work of the Partnership 	<ul style="list-style-type: none"> • Youth issues highly prominent, with vandalism, drug and alcohol issues and youth driven fear of crime • Need to build on success of Youth Works 	<ul style="list-style-type: none"> • School attainment levels • Percentage of school leavers accessing training
<ul style="list-style-type: none"> • Improve levels of community safety and well being 	<ul style="list-style-type: none"> • Crime statistics bear out need to improve community safety, especially in Egremont South ward 	<ul style="list-style-type: none"> • Crime and community safety statistics
<ul style="list-style-type: none"> • Develop opportunities for industrial and commercial investment 	<ul style="list-style-type: none"> • Dependence on Sellafield for employment high, driving need for diversification • Environmental restoration major opportunity 	<ul style="list-style-type: none"> • Stock of jobs • Economic activity rates

EGREMONT

Mini Masterplan

4.10 A number of indicators have been included to gauge success in delivering the objectives of the MTI in Egremont. These indicators (and possible targets) will need to be discussed more fully with the partnership.

4.11 As highlighted in Chapter 2 there are clear opportunities for improving the physical and environmental quality of Egremont and these factors need to be addressed through projects to raise the attractiveness of the town.

4.12 The detailed baseline work and succession of consultations with local stakeholders have helped to shape our understanding of the issues and opportunities within Egremont.

4.13 A series of key opportunities were identified. The justification for identifying these areas is provided below:

- **Northern Gateway to Egremont** – The A595 running south from Whitehaven bypasses Egremont town centre. Main Street can be accessed from a roundabout on the A595. This 'gateway' does not announce the presence of Egremont to its full potential. If the town is to be seen as a tourist location a better quality gateway will need to be provided which promotes the existence and assets of Egremont such as the Castle, Crab Fair, Market and Florence Mine.
- **Town Centre East** – The car park to the east of the town centre is vital in providing access to the town centre. It is however of poor quality, underused and does not integrate well with the town centre. A good quality, popular, and safe car park is vital for not only locals but potential tourists.
- **Central Retail Core** – The retail core of the town suffers from strong competition from Whitehaven. It is however vital to the local population and needs to ensure it meets the needs of shoppers. Improvements are required to help it meet these needs and encourage businesses to invest in the town.
- **Town Centre South** – This part of the town centre is not working to its full potential. It contains many of the assets which could help to make Egremont an interesting, attractive and memorable place, such as the castle, the market square and historic buildings. Successful intervention here will have a significant effect on the rest of the town.
- **Southern Gateway** - The A595 running north to Whitehaven bypasses Egremont town centre. The town centre can be accessed from a roundabout on the A595. This 'gateway' does not announce the presence of Egremont to its full potential. If the town is to be seen as a tourist location a better quality gateway will need to be provided which promotes the existence and assets of Egremont such as the Castle, Crab Fair, Market and Florence Mine.

4.14 Further opportunity areas were identified which are listed below:

- Longlands Country Park
- Riverside Open Space
- Wyndham School and Community Facilities
- Town Centre North
- Chapel Street Industrial Estate
- Egremont Castle
- Bridge End Industrial Estate
- Florence Mine

4.15 All the opportunity areas are identified on the opportunities plan of which the key opportunity areas are the building blocks for all the key physical and environmental projects described in the next section.

EGREMONT Mini Masterplan

egremont



Overall Opportunities Plan

Key

- Gateway opportunity area
- Town Centre opportunity area
- Industrial opportunity area
- Community opportunity area
- Heritage opportunity area
- Tourist Opportunity area
- Key project area
- C2C Cycle Route
- Coast to Coast walking route

Regeneration Principles

- Develop a hierarchy and improve the environment of industrial locations.
- Continue to consolidate town centre
- Target future improvements of town core whilst promoting re-use in other clusters.
- Develop the locally/nationally distinctive tourism heritage assets of Egremont.



400 800 M

10 Miles

regeneris

taylor young ty
town planning and urban design

5. Key project descriptions

- 5.1 We have identified 22 projects with the greatest potential impact in order to help take forward the aspirations justified in Section 4. Some identified projects have a high degree of momentum and can be relatively easily implemented. Others have only been identified recently and whilst they have been assigned a project leader and some ballpark costings, there is still considerable concept development work to undertake.
- 5.2 The issues which Egremont faces are not static. We have not provided a comprehensive list of all actions to be pursued by partners, but instead comprises the key priorities at this moment in time. **The list will need to be continually refreshed on an ongoing basis as and when new opportunities arise.**
- 5.3 The remainder of this section describes the projects, using the MTI Objectives as a framework. Whilst being a useful method of structuring the projects, it should be borne in mind that many of these projects will make significant contributions to other objectives – i.e. many of the public realm projects will aid efforts to attract visitors, raise community confidence and also improve the town from a community safety point of view.

Town Centre – Management / Services / Environment

Project 1: Gateway Improvements

- 5.4 To promote the presence, facilities and points of interest in Egremont the gateways to the Town Centre need to be improved. In order to do this the quality of the corridors into the town centre need enhancing and the roundabouts need to announce arrival at the centre. There are two gateway areas in Egremont that require attention.
- 5.5 The Southern gateway improvements should include:
- Better signage on the roundabout – ‘Egremont Home of the Crab Fair’
 - A distinctive and highly visible piece of public art reflecting local assets to be placed at the centre of the roundabout
 - Better signage at the Bridge – ‘Welcome to Egremont’
 - Improved landscape boundary treatment around Bridge End Industrial Estate
 - Selective building improvements



Figure 5.1 Southern Gateway Improvement Plan



Figure 5.2 Northern Gateway Improvement Plan

Potential Castle lighting scheme.



Suggested lighting column style.



Suggested street furniture type.



Suggested street furniture type.



Suggested street furniture type.



5.6 The Northern gateway improvements should include:

- Better signage on the roundabout – 'Egremont Home of the Crab Fair'
- A distinctive and highly visible piece of public art reflecting local assets to be placed at the centre of the roundabout
- Improved landscape treatment of the corridor
- Improved lighting of the cemetery buildings

5.7 These plans show where improvements might be achieved

Project 2: Car Park Improvements

5.8 The town already has an ample supply of car parking. Improvements in the quality of these are required as well as careful thinking about the future of charging. Where possible the town centre car parks should be subjected to high quality treatment such as planting trees and renewing surfacing. The boundaries of the car parks should also be improved using either planting or furniture that accords with the wider suite of street furniture materials. In addition to this, signage highlighting the location of car parks is important. CCTV coverage of car parks is another positive feature that the Partnership may wish to address.

Project 3: Town Centre Linkages

5.9 Improving the quality of the pedestrian connections between the town centre, surrounding residential areas and car parks is crucial to the long term improvement of Egremont. The Plan overleaf highlights those routes requiring improvement. Along these routes improving the footway surfacing, lighting, signage and street furniture are all priorities. Funding for these projects is likely to be a cocktail of resources including Local Transport Plan monies and mainstream Council budgets. Additional funding for these improvements will be required with North West Development Agency a possible contributor to the pot. The impact of the project will be to make the town more attractive to visitors and encourage walking among the local population.

Project 4: Building Improvements

5.10 The baseline audits clearly highlighted that a key detractor in Egremont is that the most aesthetically attractive buildings are the ones that are in the worst state of repair. These are highlighted again in the Town Centre Strategy Plan. Dealing with these properties will be a priority project as public realm improvements alone will not secure the level of environmental improvement required. The external condition including the paintwork, signage, shopfront, windows and roofing materials all need improvement. This project has the potential to have a huge environmental benefit to the centre. Egremont Regeneration Partnership and the other partners will need to work closely with private owners and should attempt to draw down grants. The Townscape Heritage Initiative is the recommended mechanism for improving the buildings. Useful information on this is available on www.buildingconservation.com.

Project 5: Building Re-use Strategy

5.11 Many of the buildings mentioned above are in a poor condition because they are either underused or not used at all. Securing the long term use of these buildings is important. Whilst any use is better than no use at all efforts should be made to attract activity which contributes to the vitality of the town centre. Residential conversions are acceptable for peripheral buildings but active uses such as retail, and more probably community uses and small businesses should be actively encouraged into this part of town.

5.12 The CAFÉ project, if successfully implemented is a possible exemplar project within the Re-Use Strategy. A Building Re-Use Strategy needs to be compiled by the Egremont Regeneration Partnership who need to work closely with existing organisations, investors and retailers seeking accommodation in the area.

Project 6: Castle Enhancements

5.13 The Castle is Egremont's key physical heritage asset and should be improved so that it contributes effectively to the town's regeneration. Complementing the ongoing work by the local castle group and Copeland Borough Council the following activities should be applied to the improvement of the castle:

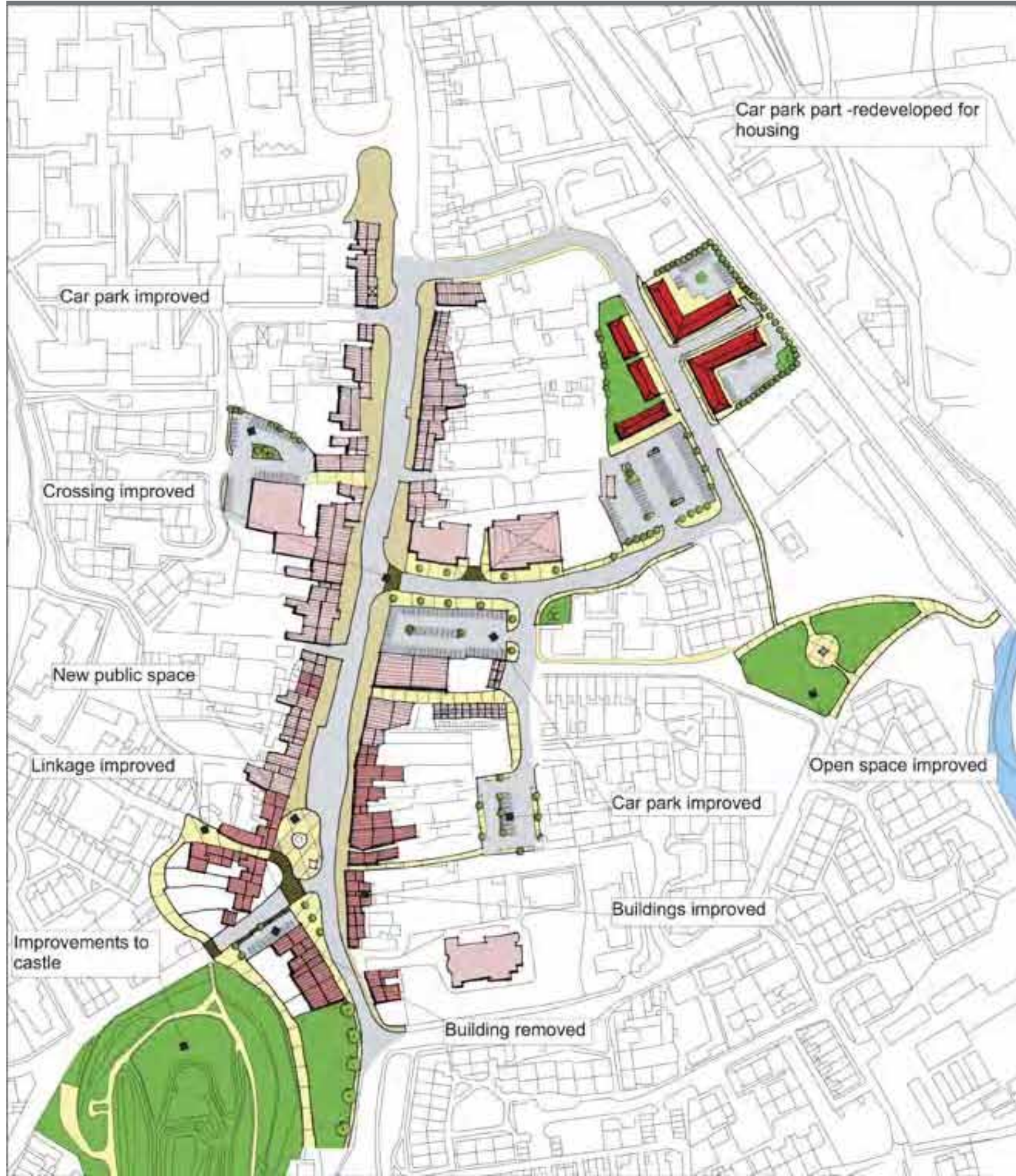
- Better management of vegetation to ensure that the castle and the earthworks it is built upon become a visual landmark in the town
- Better lighting to ensure the Castle remains a visual beacon after dark
- Improved security to manage access and control anti-social behaviour
- Better interpretation to allow people to understand the Castle's place in history

Project 7: Street furniture enhancement

5.14 The overall quality of the public realm is acceptable. The improvements made within the last five to seven years to the footways continue to perform their role well. However, the quality of the street furniture requires improvement. This includes, bins, seating, lighting columns, bollards, tree grids and boundaries. It will be important that the Regeneration Partnership select a palette of materials that contribute to the improvement of the town. Achieving a balance between standard Victorian and contemporary installations will be important. The associated images are intended to act as a guide to the type of materials that should be employed.

EGREMONT

Mini Masterplan



town centre regeneration plan



Improved footways



New build with character and quality



Potential to replace the standing stones within the enhanced greenspace at the eastern edge of the town



Improved buildings: before and after



Quality landscaped car parking

Key

	New residential
	Buildings retained
	Buildings improved
	Linkages improved
	Linkages retained
	Improved pedestrian crossing
	Improved greenspace



100 Metres
1/4 Miles

Improving the efficiency of the space as a car park**Pro's**

- Improves car parking, servicing and vehicular access

Con's

- Diminish environmental quality of Conservation Area
- Detracts from the pedestrian experience
- Erodes the character and charm of the town
- Impinges on the setting of buildings
- Retains building that does not contribute positively to townscape

Improving the quality of the space without demolition**Pro's**

- Environmental value of new public space
- Provides greater opportunities for pedestrian activity
- Balanced approach to car parking

Con's

- Retains building that does not contribute positively to townscape

Increasing the amount of public realm**Pro's**

- Environmental value of new public space
- Provides even greater opportunities for pedestrian activity
- Opportunity to strengthen the physical and visual link between the centre and the castle
- Enhanced opportunities for pedestrian crossings

Con's

- Servicing and parking space at a minimum – is this enough?

Balancing an improved public realm with car parking and servicing space**Pro's**

- Environmental value of new public space
- Provides even greater opportunities for pedestrian activity
- Opportunity to strengthen the physical and visual link between the centre and the castle
- Enhanced opportunities for pedestrian crossings
- Enough car parking servicing space to compensate for the amount lost – but located in a less intrusive location

Con's

- Will need to ensure (through detailed design) that good pedestrian access is achieved between the town and castle

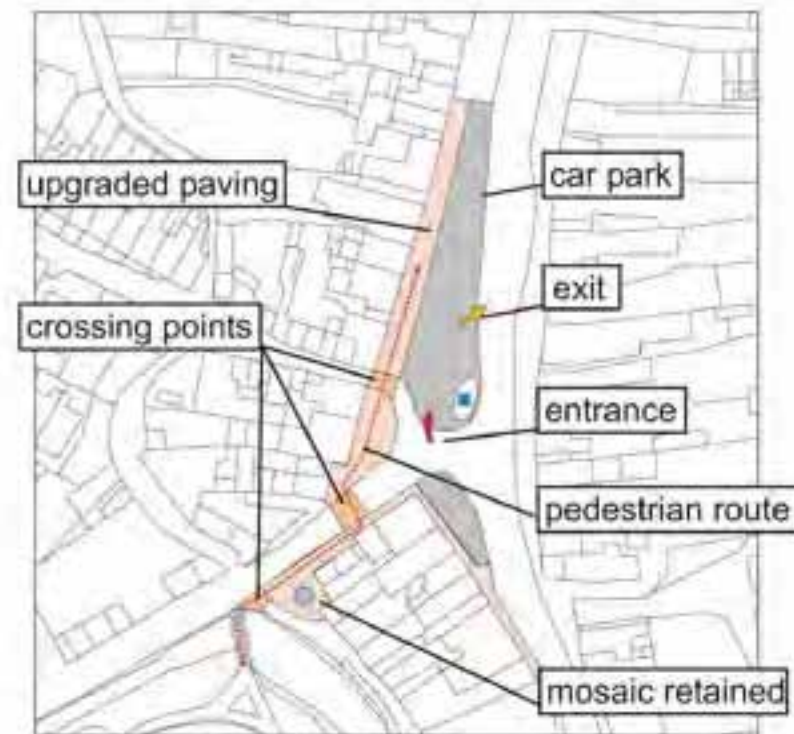


Figure 5.3 Improving the Efficiency of the Space as a Car Park



Figure 5.5 Increasing the Amount of Public Realm



Figure 5.4 Improving the Quality of the Space Without Demolition



Figure 5.6 Balancing an Improved Public Realm With Car Parking and Servicing Space

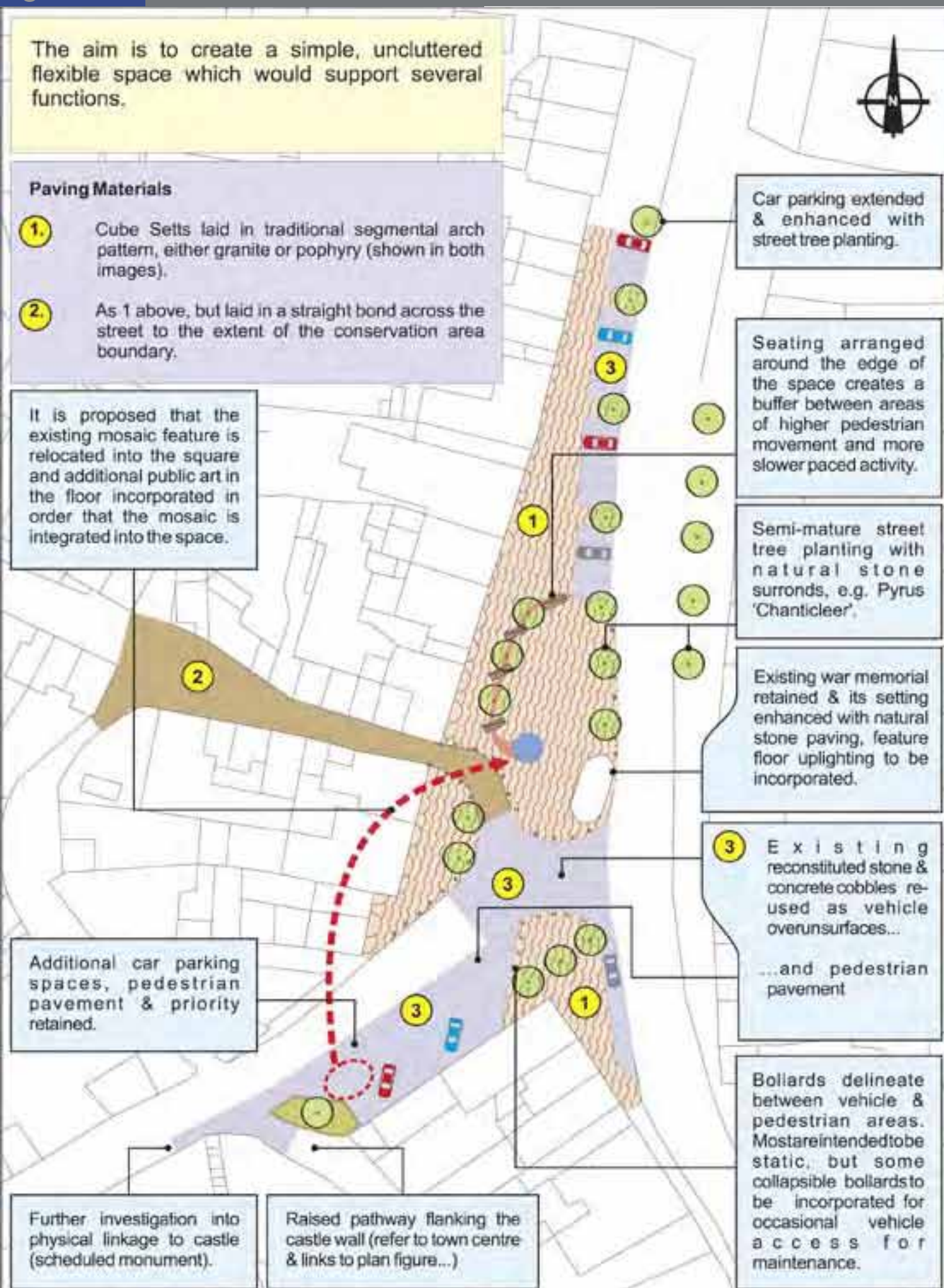
Project 8: Market Area

- 5.15 Egremont is a market town without an identifiable town square, civic space or market space. Egremont needs a main focus space if the town is to improve its image, attract investors and visitors and expand the scope of the Fairs. The existing space, near the war memorial, requires a radical re-think in order to give the town the Market Square it deserves and should therefore be a core priority of the Regeneration Partnership.
- 5.16 Contact with stakeholders has identified the following priorities for the scheme:
- Prevent vehicle access but replace lost car parking / servicing space nearby
 - Retain / re-locate the existing mosaic
 - Incorporate planting and new seating
 - Provide sufficient space for markets and special events; and
 - Aim for a scheme which is distinctive and of a high quality
- 5.17 Several options for dealing with the space on Main Street have been developed and one option has been worked up into further detail to illustrate how a scheme could be developed. The options include:
- Improving the efficiency of the space as a car park
 - Improving the quality of the space without demolition
 - Increasing the amount of public realm
 - Balancing an improved public realm with car parking and servicing space

Within each of these options there are a number of detailed design considerations which will need to be addressed at implementation stage.

- 5.18 The following plan and diagrams illustrate how this might be achieved and they provide an indication of how this could be taken forward. The 'balanced approach' to the renewal of the market area is the one which fits most comfortably with the stakeholders' priorities for the scheme. This has been worked up in more detail to indicate how the scheme would be designed and how it might look. As part of an initiative to take this forward a local traffic assessment will be required, for example looking, at parking, servicing, etc.
- 5.19 A further function of the space will be to act as a linkage between the town centre and the Castle. Visual linkages will be improved as a result of the demolition of the former Walter Wilson building on Main Street.





Market Square: Principal Public Realm Opportunity



Cycle parking



Low discrete bollards



Example of floorcape pattern that could be incorporated into the main focal area.



Simple timeless seating a mixture of wood and metal



Street tree



Natural stone cube sett paving laid in a traditional pattern



Quality of detailing should be carried over to vehicle crossing points



Market Square as a focus for markets and special events



The flexible space for relaxing, meeting and contemplation



Scale: 1:500

Project 9: Existing Open Space Enhancements

- 5.20 The open space adjacent to the river and towards the end of Church Street requires improvement. The space has the potential to act as a green link between the C2C route and the town centre. The space should benefit from improved planting and new enhanced pedestrian routes. Feedback at the consultation session suggested a prehistoric stone monolith once occupied the site and some public art / landscape feature which recalls this could form an interesting centre point to the scheme.

Development and promotion of activities and events

Project 10: Fairs Potential

- 5.21 It is well understood that Egremont has a strong events offer. There is significant scope to develop the benefit that accrues to Egremont by investing in facilities and administration for the Crab Fair, which can be used to facilitate further events (such as a resurrected Medieval Fair) at other times of the year. Over time this investment could become self sustaining.

Project 11: Egremont Tourism Development Study

- 5.22 This project will focus the tourism offer in Egremont, linking together main attractions and events together and placing the 'Egremont Offer' in a wider West Cumbrian and Cumbrian context. This project will also audit the scope and quality of accommodation in the town and surrounding area. Following this study a case can be made for revenue funding to support targeted marketing, and capital funding for accommodation upgrades.

Project 12: Florence Mine

- 5.23 Partners are working through options to progress the development of Florence Mine as a key tourism attraction for the town, and a detailed business plan has been produced for which funding is being sought outside the scope of this commission. It is going to take several years before the business plan can be fully realised and the capital investment in upgrading the visitor centre and museum made.
- 5.24 The funding required for the Florence Mine Heritage Group over the next three years to run and manage the centre (and continue to take and train young people on New Deal placements) would be in the region of £30,000 per annum.
- 5.25 The group needs to deal with the following issues in the short term to satisfy potential funders:
- The Group needs to progress solutions to engineering issues (mainly the provision of a pumping water solution – critical to allow visitors to go underground)
 - The mine needs to be secured on a long lease and agreement needs to be brokered with the owners, the operational mining company and the heritage group
 - Current tourist facilities at the mine need to be maintained and kept open.

Improve services for young people and increase their involvement

Project 13: Basic Skills Training Provision

- 5.26 This project would fund provision of an outreach service in Egremont allowing access to basic skills development and training in the town. There is substantial potential funding for such activity, which is currently held back by the capacity in local communities to deliver such work.

Project 14: Dreamscheme Egremont

- 5.27 This project would complement and extend the Youth Works project by using the Dreamscheme franchise that has been successfully operating in Distington and elsewhere. This scheme operates around a concept of work, points and trips, with community based activities earning points that can be exchanged for trips and activities. This activity could be focused on the development of a BMX track in the town.

Improve levels of community safety and well being**Project 15: CAFÉ (Community Action for Egremont) Community Resource Centre**

- 5.28 This project entails undertaking a detailed feasibility study to investigate the potential for co locating a number of projects and initiatives in one building in the town centre, with a focus on community support and dealing with barriers to employment. This will provide space and support for projects whose scale might mean they would not be independently viable.

Project 16: Community Facilities – Youth Trax

- 5.29 The old Orgill Infants School was demolished some seven years ago and the site, based in the heart of the Smithfield Estate, has been left undeveloped. Cumbria County Council, the owners of the land, has had the site up for sale but has had no approaches since the demolition of the school. A group of local residents concerned about the general deterioration of the site have now formed a group, Skool Trax, to look at ways of raising funds to develop the site. A questionnaire has been completed by over 100 local residents and two public meetings have been held to ascertain what exactly local people would like to see happen on the site.
- 5.30 It is clear that many people feel that there is a lack of facilities for young people in the area and the most popular suggestions for facilities to be developed on the site include a BMX track and a children's play area.

Project 17: CADAS Outreach

- 5.31 CADAS is a specialist Cumbrian charitable provider of counselling and information services for people with drug and alcohol related problems, offering one to one and group counselling. This project would fund CADAS to provide a part time regular presence in Egremont, operating as an outreach service from Whitehaven. It would need to liaise with Catholic Caring Services, who have a keen interest in establishing an Egremont presence.

Project 18: Egremont Employment Access

- 5.32 A freshly convened 'Access to Employment Group' would be formed to bring together key agencies and stakeholders to coordinate and gap fill where necessary actions to improve employment access for Egremont communities. This project would fund the appointment of an Accessing Employment Support Officer (50/50 shared with a parallel Cleator Moor project), who would coordinate provision.

Improve opportunities for industrial and commercial investment**Project 19: NDA Bridge End**

- 5.33 This project will look at the role of Bridge End Industrial Estate as part of a nuclear decommissioning / environmental restoration sites offer in West Cumbria. This site is well positioned (along with Leconfield at Cleator Moor) to fulfil a role in housing SME developments, construction and engineering facilities. This project will require a feasibility study in the first instance.

Project 20: Egremont Business Network

- 5.34 It is vital that the regeneration process in Egremont engages with its employers and businesses. A business network informing the regeneration process will allow closer integration of the business and community needs of the town. The proposed network would encompass three themes – retail and services, engineering and technology and tourism and tourism support.

Project 21: Egremont Inbiz

- 5.35 Funding would provide specialised support that would encourage benefit dependent people to move towards self employment via an outreach service one day per week based in Egremont.

Project 22: Egremont Partnership Capacity

- 5.36 This project would involve revenue funding an additional staff member to develop and deliver core physical regeneration projects in Egremont (shared half time with Cleator Moor).
- 5.37 A number of the projects in the Mini Master Plan require the Egremont Regeneration Partnership to take a lead role in project development and potentially delivery, and at present the partnership does not have sufficient capacity to take forward this role. The post holder would principally coordinate the delivery of the physical aspects of the Mini Master Plan, and would manage a revised Townscape Heritage Initiative.

6. Overview of Projects

6.1 The action plan contains a total of 22 projects that have been costed at a total of £5.15m. This is split by Capital, Revenue and Further Studies as follows:

- £2.59m (Capital)
- £503,000 per annum (total £2.45m over 5 years⁵) (Revenue)
- £106,000 (Further Studies)

⁵ Florence Mine is only seeking 3 years funding

6.2 In total the Mini Master Plan will result in the following outputs:

- 12,400 sq metres of floorspace refurbished
- 36,000 sq metres of open space land improved
- 56 buildings improved or brought back into use
- 8250 sq metres of pedestrian spaces/footpaths improved/created
- 15 jobs created, with a further job safeguarded
- 3 FTE equivalent construction jobs created
- 1 new business
- 282 training places (for both employed and unemployed people)
- 3 feasibility studies
- 1 business network created

6.3 It is very difficult to quantify public realm outputs against costs, as the public realm, similar to highway and infrastructure improvements (for example) is for use by everyone and does not have any specific economic value or turnover like a new business or shop.

6.4 For public realm projects, there needs to be a commitment from clients and funding bodies to undertake improvements as enabling works to catalyse future developments. However, the benefits of an improved public realm to Egremont Town Centre can be justified. Whilst having no direct benefit to tangible economic outputs, there are very strong contributions to the town that a well designed, detailed and cared for public realm can make, such as:

- The critical first steps in improving the image of the area, encouraging civic pride and confidence in potential investors, through promoting local distinctiveness.
- Change in design quality, for example the creation of a new Market Square will be a real improvement to the attractiveness of the town and set a design standard that may encourage funding for other improvements within the town centre.
- Potential tourism benefits: Castle improvements, Gateway signage, public art features and improved car parking will all help to attract visitors. Signs and public art works are critical in providing historical interpretation.
- Promote social inclusion for example improvements to open spaces.
- Enhancements may contribute to enhancement of land values in the town.

- Improved town centre links, particularly lighting, will contribute to community safety
- Promoting accessibility, health and fitness.
- Creating construction jobs, with the possible spin-off of training provided to local people. One example may be training in working with natural stone paving, a traditional skill that is increasingly in demand, as more town improvement schemes are using natural paving materials.

6.5 It is assumed that the revenue costs for this Mini Master Plan are incurred over a 5 year period. However some projects may be shorter in duration.

6.6 The tables on the following pages provide some basic information on each of the projects. All actions within the Action Plan have been grouped under the framework of the Market Town Initiative Healthcheck for Egremont, outlining for each project:

- Brief description
- Who will deliver the project
- How much it will cost to implement

6.7 Detail of the risk assessment scoring and a breakdown of the outputs are contained in the appendices.

Mini Masterplan **EGREMONT**



1



2



3



4

Project Number	Name of project	Short Description	Lead Partner	Other Partners	Cost of project (£000s)			Total Cost	Timescale
					Capital	Studies	Revenue (per annum figure)		Short (up to 2 years) Medium (up to 5 years) Long (over 5 years)
Town Centre - Management, Services, Environment									
1	Gateway Improvements								
a	Enhanced Signage	Enhanced signage required at the two gateway roundabouts and the bridge to inform of local services and attractions	Egremont Regeneration Partnership	Cumbria CC	40	-	-	40	Short
b	Public Art/Landmark Feature	A distinctive and highly visible piece of public art reflecting local assets to be placed at the centre of the roundabout perhaps a tall iron gurning man	Egremont Regeneration Partnership	Cumbria CC, NWDA	70	10	-	80	Short
c	Landscape Boundary Treatment	Improvement to quality of boundary treatment and planting within the southern gateway especially around the Bridge End industrial estate	Egremont Regeneration Partnership	Copeland BC	50	TBC	-	50	Short
d	Selective Building Improvements	Selective building improvements including new roofs, rendering, windows , etc within the southern gateway	Egremont Regeneration Partnership	Copeland BC	250	6	-	256	Short - Medium
e	Corridor landscape treatment	Northern Gateway roadside planting scheme to improve the quality of the corridor, could include Crab Apples to highlight distinctiveness of Egremont	Egremont Regeneration Partnership	Copeland BC	20	-	1	25	Short
f	Improved lighting of the cemetery buildings	Illumination of buildings to highlight architectural qualities to provide visual interest along the northern gateway corridor	Egremont Regeneration Partnership	Copeland BC	20	-	-	20	Short
2	Car Park Improvements	Improvement of the town centre’s car parks consisting of re-construction, marking, kerbs to edges, soft landscaping and tree planting, drainage and lighting.	Egremont Town Council,	Copeland BC, etc	360	-	3	375	Medium
3	Town Centre Linkages	Improvement of routes into the town centre consisting of footway resurfacing, additional street lighting, and signage at the end of routes	Egremont Regeneration Partnership	Copeland BC	150	-	-	150	Medium
4	Building Improvements	Improvements are required to a number of important townscape buildings that are in a poor state of repair	Egremont Regeneration Partnership	Copeland BC, etc	600	10	-	610	Short - Medium
5	Building Re-Use Strategy	Formulate a clear strategy to deal with unused buildings especially around the southern part of the centre. This will involve coordination with the building improvement project and trying to assess opportunities for future uses and improvement. The uses should include retail where possible supported by community uses	Egremont Regeneration Partnership	Copeland BC	TBC	25	-	25	Short
6	Castle Enhancements	Improvements including better management of the vegetation, better lighting, improved security, and better interpretation and information for visitors. Improved surrounding routes	Egremont Regeneration Partnership		150	-	5	175	Short - Medium

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7	Street Furniture Enhancements	Improvements to street furniture including bins, seating, lighting columns, bollards, tree grids and boundaries achieving a balance between Victoriana and contemporary installations	Egremont Regeneration Partnership		80	-	5	105	Short
8	Market Area								
a	Market Square improvements	Radical re-thinking of the existing square involving preventing vehicle access, relocating existing mosaic into the heart of the space, planting and new seating	Copeland BC	Egremont Regeneration Partnership	390	-	5	415	Short
b	Former Walter Wilson Building	Demolition of the former Walter Wilson building in order to improve the visual linkages between the town centre and the Castle	Copeland BC	Egremont Regeneration Partnership	20	-	-	20	Short
9	Existing Open Space Enhancements	New footpaths and focal seating areas, seats, tree planting, lighting and soft landscaping.	Copeland BC	Egremont Regeneration Partnership	60	-	3	75	Short
Development and Promotion of activities and events									
10	Fair Potential	Investment in supporting facilities for Fayre capacity, including a Crab and Medieval Fayre Marketing Office	Egremont Regeneration Partnership	Crab Fair Committee Western Lake District TP CBC		0	100	500	Short / Medium
11	Egremont Tourism Development Study	Egremont tourism audit and positioning study	Egremont Regeneration Partnership	WLDTP, CBC, CTB	100	20	50	370	Short / Medium
12	Florence Mine	Funding to sustain the Mining Centre and progress feasibility (three years only)	Copeland BC	Florence Mine Heritage Group			30	90	Short / Medium
Improve services for young people and increase their involvement									
13	Basic Skills Training Provision	Provision of outreach service from Lake College Cumbria	Lakes College	Egremont Regeneration Partnership			50	250	Short
14	Dreamscheme Egremont	Developing a Dreamscheme Youth project to compliment the role of Youth Works	Home Housing	Egremont Town Council, Cumbria CC	0	0	10	50	Short
Improve levels of community safety and well being									
15	CAFÉ – Community Action for Egremont Resource Centre	Development of the CAFÉ project at 5 Castle St. Purchase and renovation of building as 'one stop shop' space for Credit Union, CAB etc, with a community run café.	Egremont Regeneration Partnership and CAFÉ	CBC	100	10	75	485	Short / Medium
16	Community Facilities - Youth Trax	Supporting the development of Orgill Infant School as a community facility	Skool Trax Community Group	WLR Cumbria CC, Groundwork Trust	130		4	150	Short / Medium
17	Egremont CADAS Outreach	Funding for part time outreach CADAS presence in the town	CADAS	Egremont Regeneration Partnership	0	0	50	250	Short
18	Egremont Employment Access	Establishing and supporting 'Access to Employment' group to coordinate and gap fill provision (shared with Cleator Moor)	Egremont Regeneration Partnership / CMDL	JC+, CBC, LSC, WCCVS	0	0	35	175	Medium
Improve opportunities for industrial and commercial investment									
19	NDA Bridge End	Feasibility study assess potential for workspace development at Bridge End	WLR	CBC, WCDA	0	25	0	25	Medium / long
20	Egremont Business Network	Establishment of a business network, affiliated to Cumbria Chamber of Commerce	Egremont Regeneration Partnership	Cumbria Chamber of Commerce, WCDA	0	0	2	10	Short
21	Egremont InBiz	Funding for part time outreach InBiz presence in the town	InBiz	Egremont Regeneration Partnership	0	0	25	125	Short
22	Egremont Partnership Capacity	Delivery Capacity for physical projects	Copeland BC	Egremont Regeneration Partnership	0	0	50	250	
Totals					2590	106	503	5151	





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7. Delivery issues

- 7.1 The Copeland Vision and Action Plan identifies the pressing need for more project development (and project monitoring) skills and capacity in Copeland. This will partly be achieved by growing the delivery capacity at both WLR and within the various localised regeneration partnerships (such as Egremont Regeneration Partnership). The success of bringing forward projects under this action plan will depend on the development of these skills.
- 7.2 At the outset it is important to point out that the guiding principle for delivery structures in Egremont (as indeed elsewhere) should be wherever possible **not** to create new structures and bodies, but to build on existing bodies and capacity. In the case of Egremont this approach should therefore aim to build on the strengths of the partnership overseeing the MTI programme.
- 7.3 The Egremont Regeneration Partnership was formed in September 2000, and its main remit has been the development and management of the MTI process to date. The partnership is supported by an officer delivery group.
- 7.4 The partnership is already well established with a number of sub groups (for example tourism etc). This document is proposing that it also serves as an umbrella for the new Access to Employment Group and the Egremont Business Network proposed as projects in this document. To ensure that the coordination of parallel activities is maximised, it is recommended that a number of other established groups are also brought under the partnership umbrella formally – namely:
- Friends of Egremont Castle
 - Crab Fair Committee
- 7.5 If this is not possible then a clear and formal relationship needs to be established.
- 7.6 This approach will necessitate restructuring the partnership, with the chairs of these groups and committees forming the core of the revised membership of the partnership, along with the following organisations:
- Community Action for Egremont
 - Copeland BC
 - Cumbria CC
 - Egremont Town Council
 - West Cumbria Local Strategic Partnership
 - West Lakes Renaissance.
- 7.7 The partnership will need to lobby hard to ensure full commitment from these partners to regular partnership meetings.

- 7.8 A key role in delivering regeneration for Egremont is that of the Egremont and Areas Market Town Manager. This role will involve working with the communities and organisations to develop and manage and deliver projects. In addition to this the Market Town Manager will need be proactive in the following areas:
- Making decisions on the tactics and mechanisms for securing funding to take forward the aims and objectives of this Mini Master Plan
 - Monitoring progress in taking forward the objectives of the strategy
 - Refreshing and back-filling the action plan to respond to newly emerging challenges.
- 7.9 Egremont Regeneration Partnership and the Market Town Manager will require considerable ongoing support in this process from Copeland BC, West Lakes Renaissance and other key partners.
- 7.10 A key aspect of the Marketing Managers role will involve networking with other MTI towns and local regeneration initiatives for ideas and best practice, and also to determine where resources can be shared by projects with a presence in similar communities (notable Cleator Moor and Millom). This approach can serve to make projects more viable.
- 7.11 Egremont Partnership might want to consider extending invitations to Cleator Moor SRB Partnership and Millom and Haverigg Economic Forum to regularly attend meetings in an observation / linkages role.
- 7.12 Clearly the Market Town Manager cannot delivery every project. There is a need to bring in project specific staff, and the Action Plan identifies a limited number of projects where this would be necessary. This has been recognised with the inclusion of a project to support the implementation of this Mini Master Plan and create a maintenance budget for unadopted physical projects. Other key appointments would be a Fairs Manager as part of the 'Fair Potential' project and an Employment Access Support officer (shared part time with Cleator Moor).
- 7.13 It is often the case that settlements such as Egremont do not have the critical mass to allow some much needed interventions to be viable. There are three ways by which Egremont can overcome this barrier:
- Firstly a number of activities can be co located under the CAFÉ Resource Centre project, sharing overheads other core costs. This will serve to improve the viability of projects that might not happen in isolation
 - Secondly a number of projects are happening in adjacent areas, and with modest funding could be encouraged to provide outreach services. This could be used to bring in InBiz and CADAS resources from their bases in Cleator Moor and Whitehaven
 - Thirdly some projects could be shared between neighbouring communities where either the project would not justify a full time presence in one community alone, or where there are common issues where combining resources would be more cost effective. Potential approaches could include sharing Employment Access related capacity with Cleator Moor, and events / tourism marketing capacity with Millom.

- 7.14 A core part of the delivery of this document involves the role of West Lakes Renaissance and Cumbria County Council and Copeland Borough Council.
- 7.15 WLR are taking a lead in the delivery of interventions that will make the most of the future changes at Sellafield and the establishment of the Nuclear Decommissioning Authority. There is a key role for WLR in the delivery of the NDA Bridge End project. WLR will also need to be a key player in public realm and tourism development activity.
- 7.16 The townscape and public realm interventions described in this document will require additional funding. Nevertheless it also needs to permeate the approaches taken by the two local authorities as part of mainstream municipal and transport related works.



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Egremont >>Appendix A

Appendix A More Detail on the Projects

Project 10 - Fayre Potential
<p>Egremont is synonymous with the annual craft fair, and its lynchpin, the World Gurning Championships, it is important that the Crab Fair is regarded to a key event in the cultural calendar of Cumbria. There is significant scope to develop the benefit that accrues to Egremont by investing in the facilities and administration that supports the Fair, and can be used to promote further events (such as Medieval Fair, Egremont After Six events).</p> <p>To date fair management in the town has been coordinated by the Crab Fair Committee, and has relied on the commitment of volunteers and the local business community. To allow Egremont to develop its fair potential it is necessary to appoint a coordinator who can manage the event, supporting facilities and lead of the development of the Crab Fair brand to its maximum potential.</p> <p>The Cumbria Strategic Festivals Steering Group is led by Cumbria CC, with support from both WLR and Rural Regeneration Cumbria. It has been established to developing support interventions to tackle the strategic marketing and management of festivals in Cumbria as a whole. WLR are supporting this sub regional initiative by allocating £200 000 per year for four years ring fenced as part of this initiative marketing and development allowing festivals to apply for four years of funding, and also including provision for new 'one off' initiatives.</p> <p>This project comprises of investment into facilities and management to support principally the Crab Fair, but other fairs as well. It would comprise the following interventions:</p> <ul style="list-style-type: none"> • Appointment of a Fairs Manager (plus support) who would develop a Management Plan, to manage the logistics of coordinating investment into core facilities and equipment. • Positioning of the Crab Fair as a key cultural event in Cumbria with the full support of the Cumbria Strategic Festivals Support Group. • Investment into permanent Crab Fair site, with electricity, water and drainage facilities <p>This project would need significant up front funding, in the order of £100 000 per annum over five years, to support a Fairs Officer, (and support), and to invest in facilities. Over time this could be sustained by a Egremont Fairs Investment fund that would reinvest profits from the Crab Fair and re invigorated Medieval Fair. It is important the governance of the Crab Fair and the role of the Crab Fair committee be respected and fully integrated into the development of this project.</p> <p>This study would create 2 jobs and would lead to an increase in day visitor numbers from 5,000 to 15,000 over 5 years, This would lead to a further 3.5 FTE jobs being created locally.</p>

Project 11 - Egremont Tourism Development
<p>Egremont has much to offer in terms of tourism in a West Cumbrian context. However small scale marketing has led to a lack of a integrated 'menu of attractions' being developed to date.</p> <p>A major pinch point in the expansion of tourism in Egremont (and also West Cumbria) is the provision and quality of tourism accommodation. Owing to its proximity to Sellafield, accommodation provision has tended to cater for the contracting market, and consultations have suggested there is a case for improving the availability and quality of tourism accommodation.</p> <p>A key project in the MTI Action Plan was the undertaking of on independent review into the options and feasibility of tourism accommodation in the town, leading to an agreed plan for a mix of accommodation development and improvement.</p> <p>This project would combine an Egremont 'tourism positioning' exercise and an audit of the existing accommodation stock. The 'tourism positioning' exercise would determine the tourism focus for the town, linking attractions and events together and place the 'Egremont offer' in a wider context. It would focus on:</p> <ul style="list-style-type: none"> • Egremont Castle and river walks • Crab Fair and reviving Medieval Festival • Caravan provision and opportunities • Links to C2C and Hadrian's Wall cycle routes • Florence Mine • Lowes Court Gallery • Egremont Market • Development potential of Clint Quarry • Potential of Uldale as 'recreation zone' possibly as part of 'Coastal Park' concept • 'Historical heritage town near the coast and fells' <p>The study should cost in the order of £20 000, with an indicative amount of £250000 to follow for a support officer and marketing and promotion and £100000 for a Egremont Accommodation Improvement Fund. The lead organisation would be Egremont Regeneration Partnership with support from CTB, WLDP</p> <p>Outputs from this project would be:</p> <ul style="list-style-type: none"> • 2 jobs created • 10 businesses assisted • 53 training opportunities (33 for people employed, 20 for people unemployed) • 5000 visitors over and above those attracted to the Crab Fair, which would result in a further 2 jobs being created locally • 1 study

Project 12 - Florence Mine

Partners are working through options to progress the development of Florence Mine as a key tourism attraction for the town, and a detailed business plan has been produced for which funding is being sought outside the scope of this commission. It is going to take several years before the business plan can be fully realised and the capital investment in upgrading the visitor centre and museum made.

The funding required for the Florence Mine Heritage group over the next three years to run and manage the centre (and continue to take and train young people on New Deal placements) would be in the region of £30,000 per annum.

The group needs to deal with the following issues in the short term to satisfy potential funders:

- The Group needs to progress solutions to engineering issues (mainly the provision of a pumping water solution – critical to allow visitors to go underground)
- The mine needs to be secured on a long lease and agreement needs to be brokered with the owners, the operational mining company and the heritage group
- Current tourist facilities at the mine need to be maintained and kept open

Funding in the order of £30,000 per annum over three years would allow partners to progress the concept of the mine as an attraction and secure more substantial funding.

If the Mine were to be flooded because pumping has to cease, would English Nature lose a very special underground SSSI and the Heritage Group will have no underground tours which will significantly undermine their tourist offering and deprive them of a key income stream. The RRC have indicated strongly that they will not support capital investment without the underground tour being part of the package.

The lead organisation would be CBC, with support from RRC and the West Cumbria Mines research group.

Outputs from this project would be 1 job safeguarded and 14 New Deal training opportunities supported. In the longer term this gap funding project would unlock more significant capital investment.

Project 14 -Dreamscheme Egremont

Like many semi rural settlements, Egremont faces ongoing challenges in finding activities for young people to engage with. The Dreamscheme franchise provides support for community youth development based on a simple concept of WORK, POINTS and TRIPS. Young people are enabled to carry out community based work projects for which they earn points, which can be exchanged for trips and activities of their choice. The Dreamscheme Network provides training, information, advice, guidance and support to help groups across the UK set up their own Dreamschemas.

A dreamscheme has successfully been operating in Distington since November 2001. Activities include local events on club premises such as arts and crafts, sports and IT sessions (including web design) to a weekend visit to an outdoors activities centre.

This project should be seen as complimentary to Youth Works in Egremont, as it has the potential to engage a different cohort of young people.

The lead organisation for this project would be Home Housing, with support from CCC and Egremont Town Council. An indicative project cost of £10000 would sufficiently cover training and materials, and provide funding for trips and activities.

This project would provide 2 training opportunities for volunteers and would provide a valuable community youth resource.

Project 13 - Basic Skills Training Provision

The Copeland Vision and Action Plan identifies a high level of need for basic skills development and considerable potential funding for this provision. The barrier for Copeland remains infrastructure to implement the delivery of such work in communities.

This project would fund Lakes College Cumbria to provide an outreach service to Egremont (located at either the Supper Rooms or, once developed, the CAFÉ centre) that allows access to basic skills development in the community.

This project would be led by LCC, and supported by CBC and Cumbria LSC. It would cost £50000 per annum in addition to existing funding for basic skills provision, and would result in 20 training places being created per annum.

Project 15 - CAFÉ (Community Action For Egremont) Community Resource Centre

Egremont lacks a resource centre that will house a range of projects. An opportunity exists to refocus and build on a range of activity by creating a 'one stop shop' for community support services in the town centre.

Partners have made attempts to develop a resource centre at the premises at 5 Market St, including a rejected feasibility study application to RRC. This proposal should be revisited and a range of activities included in a widened feasibility study that links to the master planning approach for the town centre.

Dispersing activity across the town means that communities loose out from critical mass and networking, and co-location of projects would mean that projects that independently might be on the cusp of viability would become deliverable, with overheads and administrative support being shared. This project should be seen as a regeneration lynchpin project for the town, alongside the **Fair Potential** and **NDA Subsidiary Bridge End**. Critically it would enable aactivities to happen that would not be independently viable.

This feasibility study should investigate the scope to co locate number of projects in the building, with a focus on community support and accessing employment. Activities should include:

- Office space
- Citizens Advice Bureau
- Egremont Credit Union
- Employment and 'skills for life' training
 - o InBiz workshops
 - o Taster courses
 - o LCC outreach basic skills provision
- Meeting place and front of house café (with cyber element)
- Limited workspace provision (managed by Cleator Moor Business centre via SLA)
- Youth Café / breakfast and after school facilities
- Drug and alcohol dependency support (outreach provision via CADAS)
- Administrative support

The CAFÉ project could be positioned as the lynchpin of MTI delivery. The feasibility study should be in the order of £10 000. Following this study, this project would require funding as follows:

- Capital funding to renovate the building to spec to provide flexible community space and workspace purpose and for public access requirements. (£100 000)
- Revenue support funding to for the Youth Café and Breakfast Club, the CAFÉ Café, and admin support (£75000 per annum for three years).

A number of other projects and outreach services would be able to use the CAFÉ Centre and its admin support. Rent from these activities, combined with income from the CAFÉ Café and admin support, would begin to make the facility self sustaining after the first couple of years.

Although currently 5 Market St is available for this purpose on a tenancy basis, partners may wish to negotiate with the owner for freehold of the property. This would increase the capital costs of the project by another £75000 to £100000.

The lead organisation would be Community Action For Egremont and Egremont Regeneration Partnership, with support from CBC and WLR.

This project would result in 1 feasibility study, 4 Full Time Equivalent jobs created, and 1 new business created.

Project 17 - CADAS Outreach

Consultations have indicated that Egremont faces a series drug / alcohol related issues, and these have an impact on public spaces in and around the town centre, especially in the evening.

CADAS is a specialist Cumbrian charitable provider of counselling and information services for people with drug and alcohol related problems. The service offers one to one and group counselling, delivered and developed by volunteers designed to complement statutory provision.

This project would involve funding CADAS to provide a part time (1 to 2 days per week) outreach presence in Egremont and train volunteer counsellors locally. CADAS has an office in Whitehaven, from where outreach could be provided. It would need to liaise with Catholic Caring Services, who have a keen interest in establishing an Egremont presence.

This project should be led by Egremont Crime and Disorder Partnership with support from Community Action for Egremont and Egremont Town Council, with revenue funding in the order of £25 000 per annum.

It would deliver 2

Project 18 - Egremont Employment Access

This project would bring together employment accessibility activity to coordinate and gap fill. The first step will be to establish a task specific Access to Employment group as part of revised partnership arrangements to bring key agencies and providers to the table in Egremont. This would oversee the following activities:

- Provision of additional childcare, linking this to ILM support to create opportunities for childminder employment and training.
- Opportunity to identify non working mothers who have basic skills needs – provide assistance and information using library or Town Hall as base.
- Opportunity for a link between NDA Bridge End development and InBiz (workspace and support for self employed)
- Work experience or 'job tasting programme' working with schools
- Opportunity of ILM brokerage working with Home 2 Work and Impact Housing – could aid post 50 work agenda, and serve as a stepping stone for the long term unemployed (capacity to expand Home 2 Work programme)

This would necessitate the appointment of an accessing employment support officer (part time shared with a parallel project in Cleator Moor), and revenue support for the project in addition to funding from key partner organisations. Funding for this initiative would be in the order of £35000 per annum initially for three years.

This project could ideally be housed in the CAFÉ resource centre. Key partners would be Egremont Regeneration Partnership, Impact Housing, Home 2 Work, Lakes College, West Cumbria CVS, Job Centre+ and Copeland BC.

Project 19 - NDA Subsidiary Bridge End

An opportunity exists to refocus activity at Bridge End Industrial Estate in Egremont. Gearing up for change at Sellafield will lead to a range of demand for proximate industrial and commercial facilities, and the assumption underpinning this project is that Westlakes Science Park will likely be reserved for high end R&D and HQ uses. There will be substantial demand from nuclear decommissioning for construction and various types of engineering facilities and supplies for both. This project would involve branding both sites as subsidiary environmental restoration supplier sites, in a hierarchy headed by Westlakes Science Park.

Consultations suggest that existing firms are keen to expand, and the Copeland Local Plan (deposit version) has made an allocation for expansion land for the site. The site requires a feasibility study (joint with Leconfield, Cleator Moor) for brand positioning and environmental enhancements to become subsidiary site to Westlakes in NDA hierarchy. A key part of this process will be engaging with existing employers at the site. The feasibility study could also look at the potential for small scale (possible creative) work space at the Ullcoates site near Florence Mine.

The next steps would entail auditing the current stock of floorspace at the site in its entirety, and working with existing businesses and those agencies involved in the decommissioning agenda. Following this a mix of revenue and capital funding could be targeted at the two sites in terms of branding, floorspace redevelopment and environmental enhancement. The natural lead partner for this work is WLR, with partners being CBC, Groundwork, CIIA and WCDA.

The cost of a feasibility study would be in the order of £25,000.

Project 20 - Egremont Business Network

Engaging Egremont businesses is a critical aspect of the town's regeneration agenda. The creation of a business network would allow a closer integration of the business and community needs of the town, and would strengthen the regeneration partnership.

The business network should be structured around three core themes:

- Retail and services – supporting the town centre
- Engineering and technology – supporting the town's capacity to gain benefit from restructuring in the Nuclear industry and environmental restoration
- Tourism and tourism support

Project cost £10,000. The project should be led by Egremont Regeneration Partnership and supported by Cumbria Chamber of Commerce. There may be a role for Cleator Moor Business Centre to provide support for this project.

Project 21 - Egremont Inbiz

InBiz was established in 1990 to provide specialist support to the long term unemployed, benefit dependent individuals wishing to move into self-employment, and has a presence in Cleator Moor and Whitehaven.

This project would support seminars and one to one support for unemployed people in the town to engage in activity leading to self employment and business starts. Funding would support in the first instance an outreach provision of an Inbiz Business Advisor to be based in Egremont one day a week, providing advice and guidance and start after care support, ideally using the CAFÉ resource centre project.

The lead organisation would be InBiz, with support from Business Link and CBC. Revenue costs would be in the order of £25 000 per annum.

Project 22 - Egremont Partnership Capacity

This project would involve revenue funding an additional staff member to develop and deliver core physical regeneration projects in Egremont and Cleator Moor.

A number of the projects in the Mini Master Plan require the Egremont Regeneration Partnership to take a lead role in project development and potentially delivery, and at present the partnership does not have sufficient capacity to take forward this role.

The post holder would principally coordinate the delivery of the physical aspects of the Mini Master Plan, and would manage a revised Townscape Heritage Initiative

This project will cost £50 000 per annum for 5 years, and will provide 0.5 of a project development officer, and a budget to maintain aspects of the Mini Master Plan that are not adopted by either Cumbria CC or CBC.

It should be led by Egremont Regeneration Partnership and CMDL, with CBC providing payroll and formal line management functions



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Egremont >>Appendix B

Appendix B Egremont risk assessment and outputs

1.1 In our risk assessment of individual projects we have focused on:

- First, whether the project is likely to be affected by land ownership and/or statutory consents that cannot be resolved
- Second, whether there will be sufficient demand for the outputs that are being generated (i.e. floorspace/visitor attractions)
- Third, whether the project presents particular delivery risks in the five year time frame for the Action Plan.

1.2 Each project has been scored, for each of the above, categories as follows:

- Very low risk = 1
- Low = 2
- Medium = 3
- High = 4

1.3 Table b gives the scores against each project

Table b : Quantified Analysis of Risk				
		Planning	Demand	Start date
1	Gateway Improvements			
a	Enhanced Signage	1	1	1
b	Public Art/Landmark Feature	3	2	2
c	Landscape Boundary Treatment	2	1	1
d	Selective Building Improvements	3	2	2
e	Corridor landscape treatment	1	1	1
f	Improved lighting of the cemetery buildings	1	1	1
2	Car Park Improvements	1	2	2
3	Town Centre Linkages	1	1	2
4	Building Improvements	3	2	3
5	Building Re-Use Strategy	2	1	1
6	Castle Enhancements	2	2	2
7	Street Furniture Enhancements	1	1	1
8	Market Area			
a	Market Square improvements	3	1	3
b	Former Walter Wilson Building	3	1	3
9	Existing Open Space Enhancements	1	1	1

10	Fair Potential	n/a	1	2
11	Egremont Tourism Development Study	n/a	1	2
12	Florence Mine	1	2	1
13	Basic Skills Training Provision	n/a	1	1
14	Dreamscheme Egremont		2	2
15	CAFÉ – Community Action for Egremont Resource Centre	2	1	2
16	Community Facilities – Youth Trax	2	2	2
17	Egremont CADAS outreach	n/a	2	2
18	Egremont Employment Access	n/a	2	1
19	NDA Bridge End	n/a	2	1
20	Egremont Business Network	n/a	3	2
21	Egremont InBiz	n/a	2	1
22	Egremont Partnership Capacity	n/a	2	3

1.4 Most general environmental enhancement projects are very low/low risk. The highest risk projects are:

- Public art – this will require artist input, plus extensive community consultation/consensus.
- Market Square - -risks in terms of necessary traffic/safety audits required. Ownership issues, Highway adoptions/maintenance and others e.g. statutory service diversions etc

1.5 Of the supporting projects the most risky project is the CAFÉ resource centre, as it will involve pulling substantial activity together in one package. Taking forward the NDA Bridge End study will also be a complex process.

Quantifying the outputs

1.6 We have presented outputs using NWDA Tier 3 classifications as well as using additional measures as appropriate. Wherever possible outputs have been provided by lead organisations. Where this has not been possible, the following approach has been adopted:

- The EKOS quantification model used for the North West ERDF Objective 2 Programme has been used to generate the following outputs
 - SME's assisted (average grant per beneficiary of £10,000)
 - Employed person trained (average grant per beneficiary of £1500)
 - Jobless person trained (average grant per beneficiary of £2000)
- For tourism it has been assumed that each day visitor may be expected to spend in the region of £15.00 per trip, including travel costs (1998 UK Day Visits Survey stated that average expenditure per trip was £12.00 – this has been inflated by 12% to arrive at an estimate in 2001 prices).
 - In the absence of any empirical data, we have cautiously assumed that 80% of this expenditure will be in Egremont.
 - We then use a turnover per head assumption for the hospitality sector of £34,000 (calculated from English Tourism Council data, 2001) to calculate the number of FTE jobs created.
- We have also calculated construction jobs based on the following methodology:
 - The estimated project cost is divided by a standard benchmark of £80,000 to calculate person years of employment.
 - This is then divided by the government guideline of 10 to derive full time equivalent jobs created.

1.7 The physical projects will produce:

- 12,400 sq metres of floorspace refurbished
- 36,000 sq metres of open space land improved
- 56 buildings improved or brought back into use
- 8250 sq metres of pedestrian spaces/footpaths improved/created
- The equivalent of 3 FTE jobs as a result of construction

1.8 The supporting projects will:

- Create 15 new jobs, with another job safeguarded
- Assist 10 SME's
- Support 1 new business
- Create a total of 282 training places
- Reclaim one piece of brownfield land
- Allow for 3 further studies to be created
- Train 10 volunteers

1.9 The projects will also develop 2 partnerships and assist 3 community groups.

		NWDA Tier 3									Other Outputs							
		Jobs Created	Jobs Safeguarded	SMEs assisted	New businesses supported	Training opportunities	Brownfield land reclaimed	Land developed (sq metres)	Floorspace created (sq metres)	Floorspace refurbished (sq metres)	Studies	Volunteers Trained	Partnership developed / Assisted	Community Group Assisted	Land Improved/ Reclaimed for Open Space (sq metres)	Number of buildings improved or brought back into use	Area of roads improved (sq metres)	Area of pedestrian spaces/footpaths improved/ created (sq metres)
1	Gateway Improvements																	
a	Enhanced Signage*																	
b	Public Art/Landmark Feature*																	
c	Landscape Boundary Treatment*																	
d	Selective Building Improvements									3400						16		
e	Corridor landscape treatment														15000			
f	Improved lighting of the cemetery buildings																	
2	Car Park Improvements							5600							4700		5600	
3	Town Centre Linkages																	2800
4	Building Improvements									9000						40		
5	Building Re-Use Strategy*																	
6	Castle Enhancements														14000			
7	Street Furniture Enhancements																	2800
8	Market Area																	
a	Market Square improvements																	2500
b	Former Walter Wilson Building							150										150
9	Existing Open Space Enhancements														2300			
10	Fair Potential	5.5																
11	Egremont Tourism Development Study	4		10		53					1							
12	Florence Mine		1			42												
13	Basic Skills Training Provision					100												
14	Dreamscheme Egremont											2		1				
15	CAFÉ – Community Action for Egremont Resource Centre	4			1						1			1				
16	Community Facilities – Youth Trax						1					6	1	1				
17	Egremont CADAS outreach					10						2						
18	Egremont Employment Access	0.5				40												
19	NDA Bridge End										1							
20	Egremont Business Network					7												
21	Egremont InBiz	0.5				30												
22	Egremont Partnership Capacity	0.5											1					

* Please note, not all projects produce clear quantifiable outputs



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Egremont >>Appendix C

Egremont Mini Masterplan

Local Land Use Plan

- 1 - Hardware Store
- 2 - Hairdresser
- 3 & 4 - "The Horn" Public House
- 5 - Hairdresser
- 6 - "The Wheatsheaf" Public House
- 7 - Booze Buster
- 8 - "The Black Bull" Public House
- 9 - NatWest Bank
- 10 - Chemist
- 11 - Dragon Palace Take Away
- 12 - Building Society
- 13 - Apple Tree Cafe
- 14 - Mandarin Take Away
- 15 - Convenience Store
- 16 - Post Office
- 17 - HSBC Bank
- 18 - "Chameleon" Public House
- 19 - Bookmaker
- 20 - Taxi Office
- 21 - Services Club
- 22 - Veterinary Surgery
- 23 - Chemist
- 24 - Office
- 25 - Public House
- 26 - Age Concern
- 27 - Gift Shop
- 28 - Estate Agent
- 29 - Beauty Centre
- 30 - HF Kitchens
- 31 - Pat a Cake
- 32 - Hairdressers
- 33 - Office
- 34 - Office
- 35 - Bali Haven
- 36 - Pound Shop
- 37 - Lowes Court Gallery
- 38 - Physio Centre
- 39 - Naj Naj Tandoori Take Out
- 40 - Hairdressers
- 41 - Lakeland Self Drive
- 42 - "The Cat Inn" Pub
- 43 - Paul's Wines
- 44 - Wilson Butchers
- 45 - Furness Building Society
- 46 - Unisex Hair Salon
- 47 - KwikSave
- 48 - Co-Op
- 49 - "King's Arms" Public House
- 50 - Office
- 51 - Gregg's
- 52 - Knoxwood Wildlife Trust
- 53 - Hunger's End Cafe
- 54 - "Red Lion" Public House
- 55 - Gent's Hairdressers
- 56 - Molly's Pet Shop

- A - Surgery
B - Town Hall
C - Council Office
D - Police Station
E - Egremont Methodist Church
F - St. Mary's & St. Michael's Church

- Residential
Vacant building
Community/Public
Pub/Cafe
Open Space
Public Open Space
Office
Public car park
Retail
Anchor



drawn by: ALS
checked by: PS
date: October 2003
drawing no: 2355.203
scale: 1:2500 @ A3

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Egremont Mini Masterplan

Local Movement & Linkages Plan

Key

-  Poorly defined gateway feature
-  Primary movement node
-  Secondary movement node
-  On street parking
-  Controlled crossing
-  Controlled crossing required
-  Primary route
-  Secondary route (key pedestrian route)
-  Poor pedestrian linkage
-  Barrier to movement
-  Information point
-  Bus stop
-  Bicycle stand
-  Good standard car parking



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checked by: PS
date: October 2003
drawing no: 2355.205
scale: 1:2500 @ A3



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Egremont Mini Masterplan

Building Condition Survey

Key

- Good Condition or Standard of Repair
- Average Condition or Standard of Repair
- Poor Condition or Standard of Repair

Methodology:

General visual assessment of the quality and level of maintenance afforded to:
Paintwork/ render on front elevation;
Paintwork on windows, doors, rainwater goods;
The quality, specification, and level of maintenance of the shopfront



0 100 200 M

2 1/2 Miles

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scale: 1:2500 @ A3

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Egremont Mini Masterplan

Aesthetic Building Quality and Building Height

Key

- Good Aesthetic Building Quality
- Average Aesthetic Building Quality
- Poor Aesthetic Building Quality

- 4 4-Storey Building
- 3 3-Storey Building
- 2 2-Storey Building
- 1 Single-Storey Building



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date: October 2003
drawing no: 2355.207
scale: 1:2500 @ A3

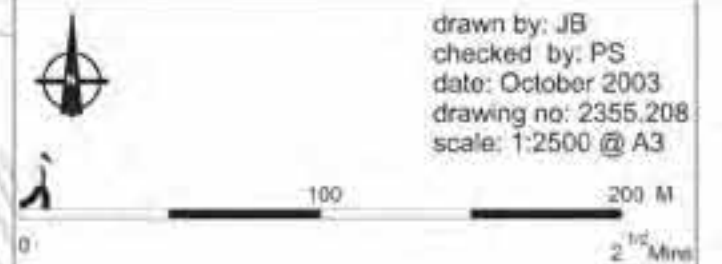
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Egremont Mini Masterplan

Townscape Assessment Plan










-  Public Space
-  Good quality frontage
-  Frontage in need of enhancement
-  Local views
-  Panoramic views
-  Landmark building
-  Character building
-  Landmark Feature



Egremont Mini Masterplan

Central Opportunities Plan

Key

-  Primarily residential area
-  Potential mixed use / residential area
-  Strengthened retail core
-  Development opportunity site
-  Improved market square
-  Conservation area boundary
-  Community facilities
-  Car parking improvements
-  Improved car park linkages



The continued viability of the Co-op and Kwik Save is important to the future of Egremont as a local retail destination.



Opportunity to improve the southern gateway to the centre, either through building improvements or the creation of a new open space.



Need to enhance the relationship between the castle and the centre.



Need to improve the buildings and the quality of the public realm around the old market square.



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date: October 2003
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scale: 1:2500 @ A3

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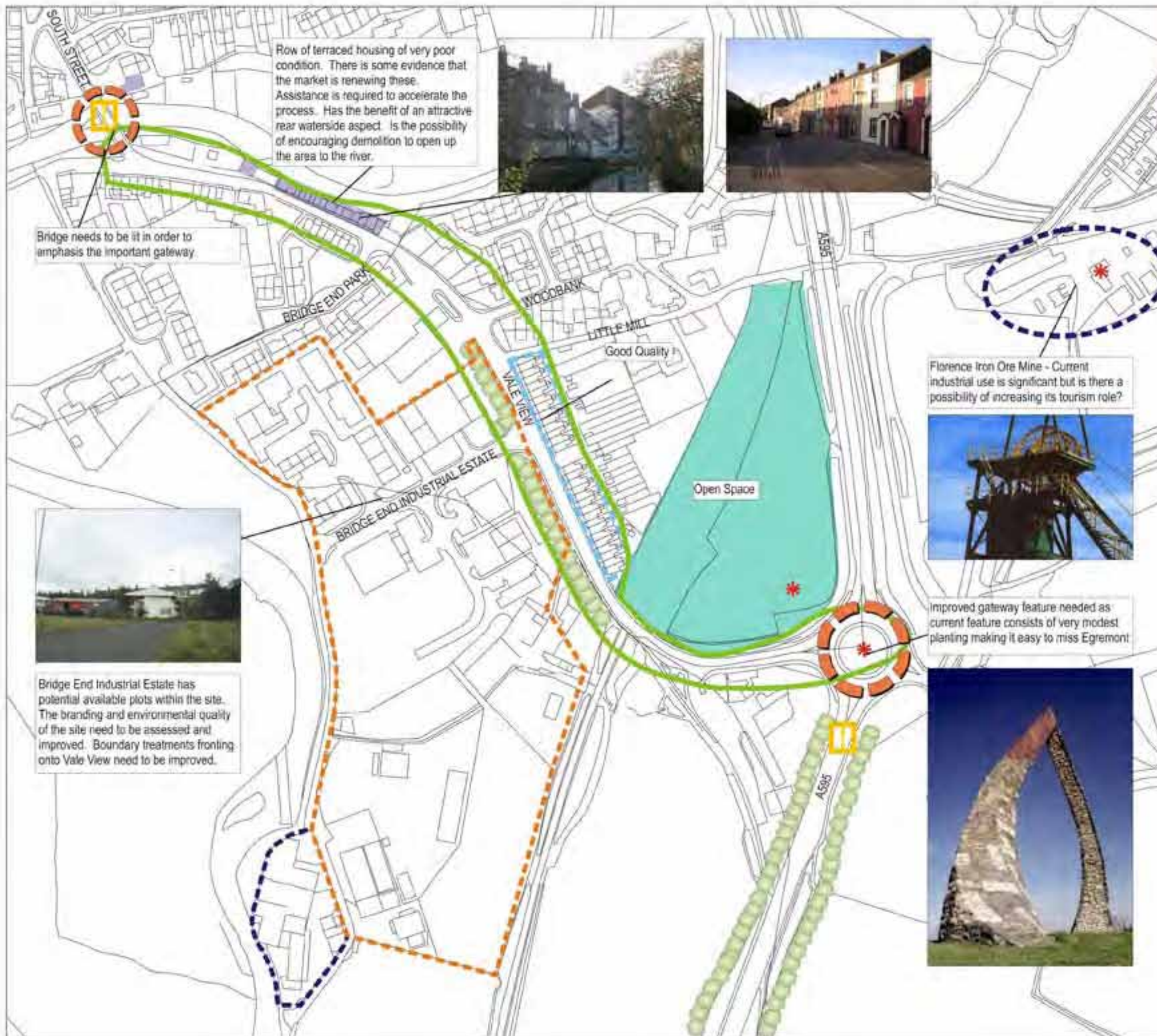
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Egremont Mini Masterplan

Southern Gateway Opportunities Plan

Key

-  Building to be improved / re-used
-  Development opportunity site
-  Good quality buildings with positive impact on corridor
-  Improvement opportunity
-  Gateway improvement opportunity
-  Enhance signage
-  Landmark structure
-  Planting area / border treatment
-  Gateway corridor



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checked by: PS
date: Nov 2003
drawing no: 2355.212
scale: 1:2500 @ A3

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Egremont Mini Masterplan

Northern Gateway Opportunities Plan

Key

-  Building to be improved
-  Development opportunity site
-  Gateway corridor
-  Illuminate landmark
-  Planting area / border treatment
-  Gateway improvement opportunity



Potential Development Opportunity.
It is important that subsequent development enhances the role of this road as a gateway into Egremont. This site currently has environmental ground condition issues which need resolving. Permission for housing on site would suggest developing the site for housing is desired.

Gateway corridor improvement opportunity.
Tree planting (Crab Apples) along the edge of the bypass to emphasise the heritage of Egremont to passing tourists.

Gateway feature emphasising Egremont role is required



0 100 200 M
2 1/2 Mins

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Egremont Mini Masterplan

Southern Area and Castle

Key

-  Improve buildings
-  Enhance public realm
-  Improve open space
-  New structured civic space
-  Demolish building
-  New secure car park
-  Improve aspect of gable
-  Enhance signage
-  Enhance information boards
-  Improve pedestrian links
-  Illuminate landmark
-  Development opportunity site
-  Existing parking to be improved

Regeneration Principles

- Improve buildings
- Attract new uses which provide activity and security
- Improve links between castle and centre
- Enhance the use and quality of the Market Place
- Re-organise car parking
- Improve castle environment



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date: Nov 2003
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Issue
The building is in very poor condition and undermines the attractiveness of the castle.

Opportunity
Acquire the site, demolish the snooker hall and either use the site as the main car park for the centre to 'free up' the market place or develop housing on the site. The site currently has planning permission for the development of housing.

Issue
The use of the market place is confused. It is currently used as a car park, public space, and market. While it fulfils all these roles acceptably, none are performed well.

Opportunity
Enhance 'public space' function of the space.

Castle Acts as an informal public open space and has an important role to play in the local area. Improvements to the level of maintenance, the interpretation resources and lighting will all help the castle perform its role as local open space and heritage asset more effectively.

Within the grounds of the castle extensive tree surgery is needed to improve the landscape within the ground but to also improve views from and into the grounds.

Important to recognise that the footpath is set in a 'gully' between the castle and houses, both of which are at a higher level.

There is a need to improve this space as it forms part of the important southern gateway into the town centre. The outlook of the adjacent dwelling could be improved at the same time.

These areas are currently underused lacking a clear purpose. Enhancements are needed to provide a purpose and redesign of the areas. Use as more structured civic spaces is the preferred option.

Issue
The poor condition of many of the buildings, especially to the rear is affecting the relationship between the castle and the centre.

The buildings are important as they help to provide the 'enclosure' around the market place and terminate the long views from the north of the centre. They are an essential ingredient in the character of the town.

Opportunity
Encouraging residential and non-retail conversion will provide activity and a mechanism for improving their overall condition and the quality of the rear aspect of the properties. There is a need to treat the large south facing blank gable on the gateway.

