

For immediate distribution:

Millom Town Deal

PRESS RELEASE

Community swimming pool and leisure hub project takes a leap forward

AN ambitious scheme to deliver a new community swimming pool for Millom within a multi-million pound, purpose-built leisure hub has taken a significant step forward.

Working with Copeland Borough Council, the Millom Town Deal Board secured an offer of £20.5 million from the Government's £3.6 billion Towns Fund initiative this summer for four projects which are set to ensure the town and its communities thrive now and into the future.

Activating Community Health is one of these projects. It will provide a multi-purpose community and leisure hub with a swimming pool and 3G pitch, in addition to investment in outdoor amenity space at Millom and Haverigg Parks.

The proposal aims to help people to improve their health and wellbeing whilst also generating more reasons for people to visit and spend time in the town - increasing footfall and spend to boost economic growth.

Now, a search is underway to find a design team to work with the Millom Town Deal Board and Copeland Borough Council on the scheme.

The winning multi disciplinary team will be required to develop an outline design for the proposed new facility, taking into account local feedback, as well as providing formal assessment on the feasibility of possible locations for the building.

Mike Starkie, the Mayor of Copeland, said: "Nothing can be more important to us as a community than improved levels of health and wellbeing for everyone - and we know the Activating Community Health project will help us to achieve this alongside a whole host of wider

benefits.

“We also know securing a new swimming pool has been a community priority for a very long time. Appointing a design partner for the pool and hub is a milestone in the journey and I’m looking forward to seeing the proposals begin to take shape.”

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

All four projects aim to help maximise inclusive economic growth and better connectivity for the area while developing a welcoming arts, culture and tourism offer with thriving independent businesses and healthy, active people.

The other three Millom Town Deal projects are:

- Reactivating heritage buildings - A proposal to significantly enhance Millom Town Centre by bringing derelict, vacant and underused heritage buildings back into active use to increase vitality and footfall.
- Connected Millom and Haverigg - Improving Millom’s transport network to create a gateway to the town at the railway station, while transforming cycling and walking infrastructure in both Millom and Haverigg.
- The Iron Line - A project to sensitively transform the unique coastal lagoon and sea wall into an inspirational and fully inclusive, nationally significant visitor attraction.

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

It is hoped a design partner for Activating Community Health will be appointed by November.

Alongside Activating Community Health, the winning team will also work with the Cleator Moor Town Deal Board to help develop its Healthy Town project.

Robert Morris-Eyton, chair of the Millom Town Deal Board, said: “The projects that make up our Town Deal proposal will secure wider benefits for the area for years to come.

“Appointing a design partner for the Activating Community Health proposal is a very positive step forward and will form a vital part of the business case in support of the project.”

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

ENDS

Notes to Editors

For immediate release.

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

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

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

This release was prepared by 32West on behalf of Copeland Borough Council and the Millom Town Deal Board.



HM Government