

Annex A – Questions included in the readiness form

Town Deal Readiness Checklist

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

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

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

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

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

Lead Council information

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

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

6. Contact email –

sarah.mitchell@copeland.gov.uk

Town definition

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

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

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

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

No – map attached



Millom Parish
Boundary.pdf

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

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

The area proposed by the community is to stay contiguous with the Millom Parish boundary, which includes Haverigg. Millom town works closely with Haverigg, which is included within its boundaries and the Town Deal boundary needs to include both settlements.

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

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

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

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

N/A

Town Deal Board – Required Organisations

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

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

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

There is a current community regeneration partnership, the South Copeland Partnership that has been in existence as a constituted body for over 10 years. The partnership provides experience and a framework with an action plan and priorities already in place. The membership is drawn from the three tiers of local government and includes community organisations and local social enterprises.

We anticipate that the Millom Town Deal Board will use this partnership; an existing local three tier of government joint working approach and strong business and community linkages, with small and larger business and community based organisation interests in the area to form a Board. The local commitment for the Millom Town Deal will ensure a wide engagement from stakeholders and residents across the Millom and Haverigg town area. Two high profile businesses are considering their capacity to offer leadership to chair the Town Deal Board.

In parallel to the regeneration partnership, Millom has been hosting a series of meetings for the local three tiers of government over the past 10 months to look at the issues and challenges around highways and transport, infrastructure for the town, employability, access to skills and service deliverability. This will support the formation of the public sector side of the Town Deal Board as it can be built upon fairly easily.

12. Town/Parish Council (where they exist)

Name of the organisation(s)

Millom Town Council

13. Upper-tier Authority

Name of the organisation(s)

Cumbria County Council

14. Local Enterprise Partnership

Name of the organisation(s)

Cumbria Local Enterprise Partnership (CLEP)

15. Local businesses and investors

Name of the organisation(s)

Key businesses located on the Devonshire Road Industrial Estate or with the town includes:

- CGP Books
- Tornado Wire
- Mountain Method
- Slacks Brushes Ltd
- The Metal Ring Company
- Lakeland Steel Ltd
- Unit 3 – a social enterprise promoting skills development for local people

Millom has a number of businesses linked to the tourism potential of the area and is well located for BAe Systems and the Dong Energy Offshore windfarm, both based at Barrow in Furness.

16. Local communities

Name of the organisation(s)

- South Copeland Partnership
- Millom Recreation Centre
- Millom Network Centre
- Active sports clubs
- Around the Combe
- Citizens Advice
- Howgill Family Centre
- Credit Union
- Range of community groups engaging with different demographics within Millom and Haverigg

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

- South Copeland Partnership is the regeneration group for the town and surrounding area that offers a framework for partners from which to develop and evolve the Town Deal Board.
- Millom Recreation Centre is established to provide access to local sports and recreation and is working with local community leaders to form a group focused on bringing in additional facilities to the area including a swimming pool.
- Millom Network Centre operates from the local industrial estate, offering access to training and improving skills, supporting local people into work. Work and skills delivery is also provided through Phoenix Enterprise Centre, Choices and Community Learning & Skills.
- The town area has active and engaged sports and fitness clubs.

- Around the Combe is an online network and newsletter for South Copeland that has the potential to support the development of the Town Deal and engage a wide variety of members.
- Citizens Advice is active in the town and able to link into the community hub proposals for locally focused access to services.
- Howgill Family Centre has a base in Millom providing support to families and children and helps to draw in younger age into the partnership.
- Credit Union in the town offering access to financial advice and support.
- Demographically focused community groups including:
 - Older people;
 - Youth projects;
 - Arts provision through the Beggars Theatre and Millom Palladium;
 - Haverigg Lighthouse offering a community nursery and community venue;
 - Millom Hub hosting a range of community based groups and activity.

Town Deal Board – Additional Organisations

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

18. Private investors and developers

Name of the organisation(s)

Key businesses that will be encouraged to join the Town Deal Board includes:

- Sellafield Ltd
- CGP Books
- Tornado Wire
- Slacks Brushes Ltd
- The Metal Ring Company
- Lakeland Steel Ltd

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

Name of organisation(s)

- Millom Town Council
- Sellafield Ltd
- BAE Systems
- Haverigg Prison
- Dong Energy
- Millom Hospital
- Millom School
- Millom Library and public service centre
- Millom Surgery
- Home Group (registered provider)
- Millom Recreation Centre
- Millom Network Centre
- Around the Combe

- Millom health groups including Shine on Autism
- Citizens Advice
- Howgill Family Centre
- Millom Pensioners Group
- Moore Arts including youth group activity
- Millom Palladium

20. Business Improvement District(s)

Name of organisation(s)

None

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

Name of organisation(s)

None

22. Jobcentre Plus

Name of organisation(s)

Presence is provided through activity within Citizens Advice

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

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

Not yet, although two key business who are strong investors in the town have been approached.

Town Investment Plan

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

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

Please include a hyperlink to the documents where possible

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

<https://copeland.moderngov.co.uk/documents/s6865/Millom%20Framework%20Report%20Issue%2008-08-2018.pdf>

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

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

Millom is a deeply rural and isolated community bordered on two sides by the sea, with limited access to a range of key public and key services. Copeland has the lowest rate of business start-ups in the County, with only 6 start-ups in Millom during 2018. Out of work claimant rates for the town are 10.8% compared to the national average (8.2%). Of the population of Millom, 30.4% have no qualifications.

The key issues for Millom outlined in the indices of multiple deprivation (2017) show:

- Approximately 1,700 (15%) of children now live-in low-income families;
- Older population projected to increase; working age population projected to decrease in the district (Copeland);
- Hospital stays for alcohol related harm are above the national average;
- Childhood obesity is worse than the national average;
- Elective hospital admissions for hip replacements are above the national average;
- Life Expectancy and Healthy Life Expectancy in the district (Copeland) is below average;
- Deaths from circulatory disease, under 75 years, are worse than the national average;
- Greater percentage of patients on GP Registers with: autism; hypertension; diabetes; asthma; and dementia than the national average.

In 2018, 58.7% of people in Millom were categorised under ACORN as financially stretched. In addition, 8.8% of the population are classed as economically inactive (other), against a national average of 2.2%.

Average house prices in 2018 were £111,862, against a national average of £322,562. Whilst there is sufficient affordable housing in the town, properties are generally old and energy inefficient stock; unattractive to buy or rent.

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

The Vision for Millom is to become a beacon town for sustainable living. The spatial strategy looks at:

- Diversification of businesses and sector development to improve access to employment training and career opportunities including retaining existing major employers;
- Young people accessing opportunities;
- Creating new industrial and commercial sites and buildings, improving and expanding existing spaces for business growth;
- Empty homes and community led housing to provide housing mix;

- Open space, cycle infrastructure and public realm improvements, supporting access and movement;
- Connecting and expanding the experience tourism offer within and around the town, maximising coastal regeneration linkages and developments;
- Encourage town centre as a vibrant service centre;
- Supporting healthy lifestyles and social prescribing;
- Build on the potential for investment in Millom park, protecting and enhancing the local nature reserves and environmental protection sites.

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

- Encourage housing which is the right product in the right place at the right price through the focus on empty homes;
- Encouraging local area diversification – focus for Millom to drive growth in tourism, town experience, sports/ leisure and local produce.
- Working with wide range of partners to deliver high quality services in a town to build service centre approaches;
- Engaging with local residents to address cold spots of worklessness, social deprivation through provision of skills and experiences.
- Continue to develop and nurture an enterprise culture including social entrepreneurs to take advantage of new developments.

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

Some of the ideas identified through the Town vision include:

- An integrated leisure and sports facility – linked to the School offer and site;
- Town Centre planning including public realm, greener streets, war memorial square reframed and movement around the town;
- Create jobs by bringing heritage buildings back into economic use in town centre;
- Raise educational qualification levels by enabling skills provision to be met locally and through collaboration supported by the Copeland Work & Skills Partnership;
- Create Transport Hub and green transport links for businesses, residents and visitors;
- Skills and work initiatives to underpin growth and tourism sectors;
- Upgrade to the Millom Palladium – a cultural hub for the town;
- Empty shops and homes initiative – building a community led housing approach;
- Tourism development including expanding visitor accommodation, linking into the Coastal Programme and Hodbarrow lagoon and the potential extension of the Lake District National Park;
- Industrial and commercial site and space initiative.

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

Currently there is existing private sector interest in the integrated leisure / sports facility to the value of £1M.

Opportunities are being investigated for private and public sector industrial investment into office space development linked to a heritage building.

Conversations are ongoing with a potential large tourism / housing investment opportunity in the Town area.

Other investment ambitions have yet to be pursued, but include an expansion of visitor accommodation. They also include widening the engagement with neighbouring organisations and service providers including Haverigg Prison. The Town Investment Plan development will enliven these.

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

The infrastructure for community involvement in Millom is strong and links with the range of arrangements has been used to develop the Town Vision and Spatial Plan. The ambitions for community involvement to move this to a Town Plan for this funding include:

- Online open surveys and drop in sessions to enable a wider range of the community to get involved and have a say;
- A series of workshops/ open events targeting commercial businesses, community organisations, etc to discuss opportunities for those locally to get involved in shaping their Town Deal. This means reaching out to those who have limited time or sit outside the social media network.
- Facilitated development through existing communications routes, for example the Round the Combe provides an opportunity through social media to reach a wide range of residents and different age groups.

The framework will ensure ongoing engagement through development and delivery.

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

At this stage there are some initiatives underway in the town, including improvements to the town centre public realm with commitment from Copeland Borough Council and Sellafield Ltd for a budget of £175,000 and there is existing private sector interest in the integrated leisure / sports facility to the value of £1M.

Further detail regarding co-funding will be provided within the business case detail as the town investment planning and funding and partner conversations develop.

Delivery capacity

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

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

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

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

Yes

32. Please provide details of these proposals.

1. Public realm – upgrade the main town square area and provide a central space that can be used for community events / informal leisure space.
2. Leisure – a number of groups are developing a model and business plan for a new facility within the grounds of the secondary school to provide a new location for the existing recreation centre and meet demand for sports and leisure.
3. Community Hub – linked to the new leisure facility through bringing into one space a range of local provision to support public/ voluntary service delivery including library, financial and digital inclusion, police multi-agency hub activity, plus a venue for community groups and events.
4. Existing industrial sites and spaces – will include site development for new industrial uses and business location, offering the opportunity for increasing workspace.
5. Office development – identifying suitable buildings and tenants for relocation of businesses in line with the opportunity of refurbishing a heritage building and bringing more employment and footfall into the town centre. This links with the rail use which is taking people out of town to work.
6. Empty homes work focused on the empty terraces in the town and the opportunity of remodelling space to offer more desirable and modern housing whilst maintaining affordability.
7. Tourism routes, footpath/ cycleway plans and designs are being pursued to link the town with the Lake District National Park, the England Coastal Path and offer leisure and tourism opportunities for local and visitor users, including a cycling hub and EV infrastructure.

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

Current estimate £23m.

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

Current estimate £2.5m.

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

Not yet

36. Please provide details of the agreements and permissions

The land agreements have yet to be formalised in the case of cycleways and leisure development. Planning permission will need to be sought for the leisure development in line with being a new build, the existing location has planning permission for a smaller extension. Public realm and community hub are finalising details now.

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

Copeland Borough Council

38. Please provide details of the organisation.

Copeland Borough Council is the local district council
Copeland Borough Council
The Copeland Centre
Catherine Street
Whitehaven
CA28 7SJ

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

Yes

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

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

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

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

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

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

Yes, there are a number of key projects within the bid which will be ready to move to capital delivery by 2021/22

- Leisure facility and sports developments continuation;
- Industrial sites preparations;
- Skills and health revenue projects to enable the capital developments;
- Links to Coastal programme through phased approach;
- Site preparation to increase industrial/ commercial capacity;
- Heritage office development site preps by 2021/22;
- Empty homes initiative;
- Development of other projects started in 2020/21.

My Town Campaign

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

42. Name
Andrew Clarke
43. Organisation
Copeland Borough Council
44. Position in organisation
Communications and Engagement Manager
45. Contact telephone number
01946 598353
46. Contact email address
andrew.clarke@copeland.gov.uk
47. Please provide details of any additional contacts including their role
N/A