



PRESS RELEASE

New website and branding launched for Millom Town Deal

AN EXCITING new website has been launched to ensure the communities of Millom and Haverigg can keep up to date with developments relating to a planned major regeneration programme.

Working with Copeland Borough Council, Millom and Haverigg secured an offer of £20.6 million in June 2021 from the Government's £3.6 billion Towns Fund initiative to help ensure it can thrive as a great place to live, work and visit now and into the future.

Four transformational projects were selected to be taken forward as part of the bid and work is now under way to build detailed business cases ahead of submission to the government later this year.

Robert Morris-Eyton, the chair of Millom Town Deal board, said: "We are making good progress as we work towards the submission of the business cases for each of the four exciting projects.

"Openness and transparency is very much at the heart of everything we do, and it is of paramount importance that residents of Millom and Haverigg are able to engage with the process and our new Town Deal website will enable that.

"It will be a one-stop-shop for the latest news, agendas and minutes relating to the Town Deal, and will also act as a point of contact for anyone wanting to get in touch with us about the process. We're really proud of the look and feel of the website and encourage everyone to pay a visit and learn more about this once in a generation opportunity."

Millom and Haverigg were among 101 towns invited to bid for a share of the Government's £3.6 billion Towns Fund in 2019 - part of the Government's Levelling Up agenda.

The four projects taken forward are:

- The Iron Line - A proposal to transform the unique coastal lagoon into an inspiring visitor attraction which fuses ecology, heritage and art within an inclusive recreational space around the sea wall.
- Activating community health - The creation of a new, multi-purpose community and leisure hub to provide a range of facilities including a swimming pool and 3G pitch, as well as improvements at Millom and Haverigg parks.
- 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.

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

You can visit the new website at millomtowndeal.org.uk

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 \(www.gov.uk\)](https://www.gov.uk/government/speeches/pm-speech-at-manchester-science-and-industry-museum)

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 \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/attachmentes/101-places.pdf)

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 \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/attachmentes/101-places.pdf)

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



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