



Cumberland  
Council

# Invest In Cumberland

## Building for the Future



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Introduction

Cumberland has a strong growth agenda, and we are confident that housing needs to be at the forefront of a compelling and dynamic offer for residents and business. We need to build more new homes to support our ambitious economic plans and to support population growth. However, it is more than just numbers it is about placemaking as the built and natural environments play a key role in the health and wellbeing of communities.

We have long embraced the housing challenge and will continue to do so, ensuring there is a robust platform from which to move forward:

- We have a track record in delivering homes (bucking previous nationally set targets);
- We have an attractive pipeline new homes at the application stage or under construction;
- Our future growth ambitions remain unchanged with the nationally significant St Cuthbert’s Garden Village leading the way;
- We have two World heritage Sites, two National Landscapes and a Heritage Coast within our boundary, making Cumberland an attractive place to live, work and visit.

We are now part of the government’s priority programme for devolution, with the potential of a Mayoral Combined Authority giving us even more control over decision making over matters such as economic development, transport, planning and housing.

From city centre through to rural living, we can offer a range of places to meet all developer interests. We are actively looking for small, medium and larger development partners to join us on our journey to improve and diversify our housing offer delivering for both existing and new residents.



Cllr Mark Fryer  
Leader of Cumberland Council

## Cumberland in Context

Cumberland is located in the Northwest of England, bordering Westmorland & Furness and Northumberland to the east and Scotland to the North.

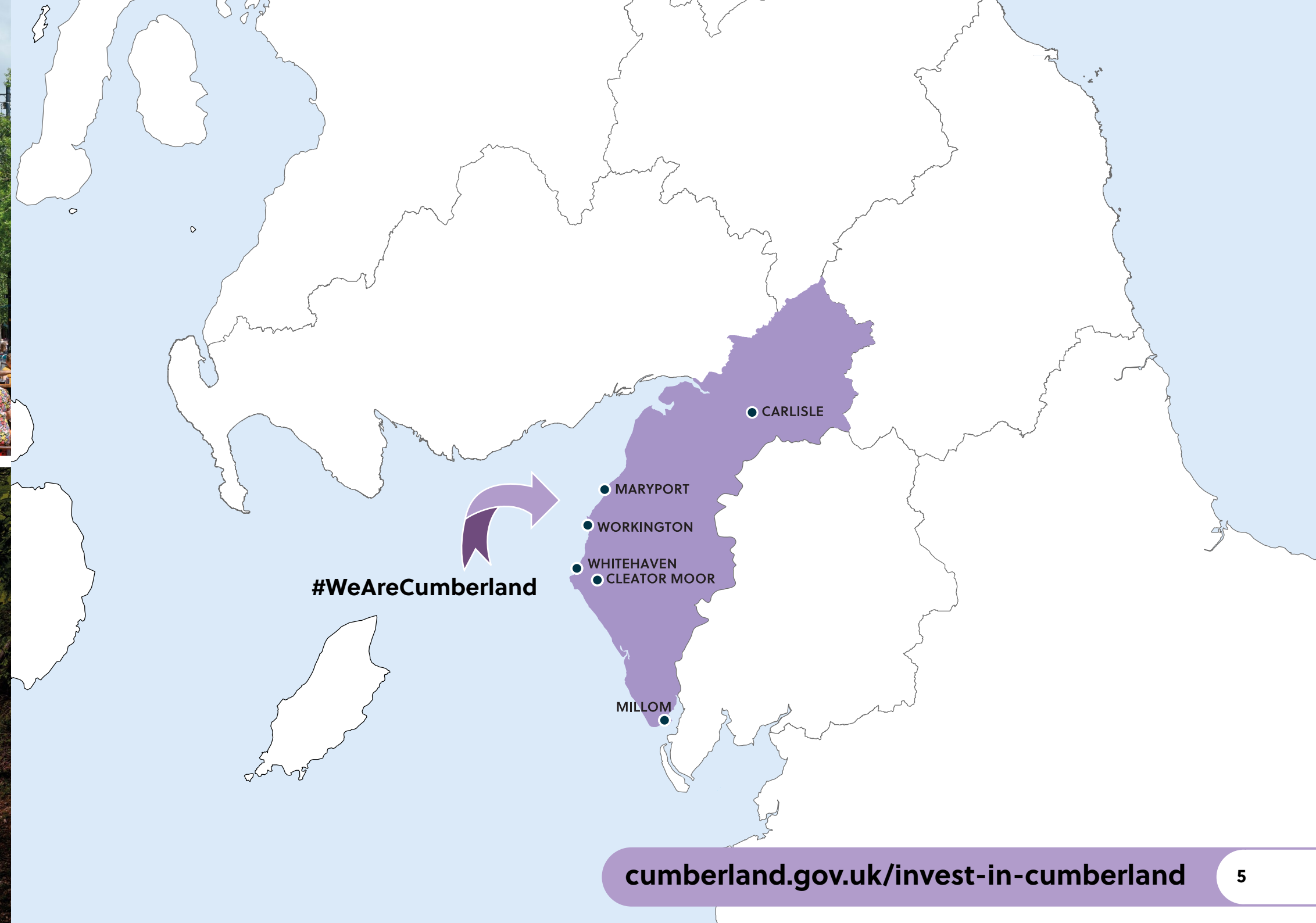
Cumberland is a place of contrasts. With a population of 277,000 lives in an area covering 3,012 square km it is a large, characterised by urban settlements with large rural hinterlands.

Cumberland is home to some of the world's most stunning rural and coastal landscapes (including the Lake District National Park and Hadrian's Wall World Heritage Sites) which draw in millions of visitors a year.

Reflecting our geography Cumberland has a diverse economy with two major centres of economic activity: the city of Carlisle located in the east and the 'energy coast' area located in the west, that incorporates the towns of Maryport, Workington and Whitehaven.

The city of Carlisle is our largest urban centre and at the heart of the regional economy delivering services for communities and business across much of Cumbria, south Scotland and Northumberland. Situated alongside the M6 motorway and West Coast Mainline railway the city has excellent connectivity to the north, east and south.

The West Cumbrian coast is characterised by rich industrial and maritime heritages but has now established itself as both a visitor destination with the landscapes of the Western Lake District and as a centre for industry, nuclear excellence in decommissioning and research and development.





**An Excellent Track Record in Delivering New Homes**

We are ambitious about the role of housing with focused local plans and a determination to deliver. Our adopted local plans each responded with ambitious growth strategies designed to address local demographic trends and support long term economic growth.

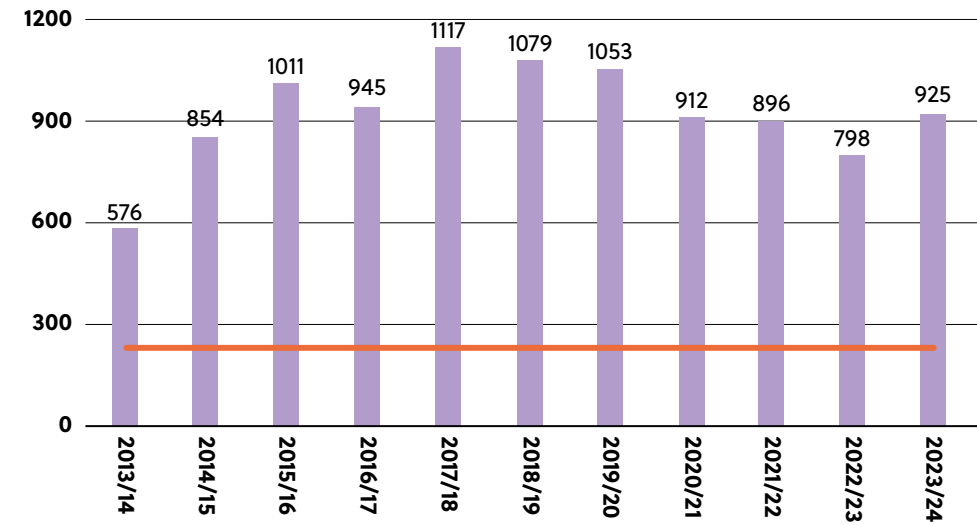
These Plans have delivered excellent results. The majority of the sites allocated in both the Allerdale and Carlisle Local Plans have now been taken up which demonstrates the strong and sustained demand for housing within the region.

We have a significant pipeline of live planning applications with the capacity to deliver over 3,000 homes. The scale of applications pending further reinforces the evidence of the sustained demand for new homes, which is not showing signs of dissipating.

As a result of the homes delivered in recent years, we are now showing a net growth in working age residents which doubled after Covid. As well as delivering the right types of homes, this can be attributed to households now having greater flexibility in where they 'choose' to live and work versus where they 'need' to live and work. Cumberland provides that wider lifestyle offer and major growth projects like St Cuthbert's Garden Village will ensure this positive trend continues.



**Net Housing Completions in Cumberland vs the Former Standard Method Requirement**





## A Place Unrivalled for Future Growth and Settling Down

There are very good reasons why people are attracted to living in Cumberland which continues to drive the demand for new homes ensuring new developments will succeed.

We have a diverse and thriving economy and are home to some of the most famous brands in the world. We also host the largest nuclear site in Europe which is leading the way in R&D, robotics and clean energy growth.

We are accessible served by the M6 motorway and West Coast Main Line meaning we are within 2 hours of Manchester, Liverpool, Newcastle, Edinburgh and Glasgow.

We offer a network of high quality schools, colleges and training centres and the University of Cumbria are collectively delivering skilled and qualified young people into our workforce.

We can offer the lifestyle providing something for everyone – ranging from a stunning landscape and coast catering for a range of outdoor pursuits to having great places to eat and drink - we are home to the most Michelin starred restaurants outside of London.

We have comparatively lower living costs and lower crime rates.

We are providing the foundations for future growth with a multi-million-pound investment pipeline over the next decade in Carlisle, Cleator Moor, Maryport, Millom, Whitehaven and Workington. In the north west alone, five of the eight largest proposed investment projects will be delivered in Cumbria – bringing more jobs and providing an environment that is ideal to live and play in.





## Looking Ahead to Our Future Housing Offer

Cumberland remains firmly open for business and we are moving forward to preparing a new Local Plan for Cumberland to provide even greater certainty for the future supply of housing land over the next 20 years.

To maintain the pace of delivery and to provide greater choice and range of product, we want to broaden the number of housebuilders operating across Cumberland. The pipeline - current and future - provides opportunities for all sectors of the house building industry to flourish.

The following areas have been identified as local housing priorities:

- Town and city centre living - the development of housing that brings more people to live within our town centres plays major role in our ambition to revitalize our town centres, as well as supporting key policy aims around active travel, affordable and independent living, the wellbeing economy, net zero, and the re-use of existing built assets.
- Quality family homes - we need to continue increasing the number of quality family homes available across Cumberland to meet both local needs and the needs of an increasing number of families moving into Cumberland to take up employment opportunities.
- Older people's and specialist housing - with an aging population and an increasing number of people those opting to retire in Cumberland, we will need to deliver a range of accommodation solutions for older people.
- Affordable housing - for individuals and families remains an important component of our approach.
- A good quality rented sector - Market renting is likely to have a role to support our economic ambitions eg for good quality temporary accommodation for staff and contractors.





## Housing Opportunity Sites

### St Cuthbert's Garden Village

Covering over 1,300 hectares, St Cuthbert's Garden Village is a transformative new urban extension to the edge of Carlisle and is currently the largest single development opportunity in the north of England.

Over a projected 30 year build out, St Cuthbert's will deliver 10,000 new homes for around 23,000 new residents. The project will deliver quality homes in a quality environment and will drive the role of Carlisle at the heart of our region.

The £225m Carlisle Southern Relief Road funded by Homes England will open in December 2025 fully unlocking St Cuthbert's and improving connectivity to the M6 for its residents and the existing communities west and south of the city.





The delivery strategy is underpinned by St Cuthbert's Local Plan. The Draft Plan was published in March 2025 and scheduled to be adopted in Summer 2026. The Plan sets out a clear plan for supporting infrastructure including:

- 161,000 sq ft of new comparison and convenience shopping
- 75,000 sq ft new on-site employment space
- A Strategic employment site to the east of Junction 42 of the M6 Motorway capable of delivering over 2m sq ft of new floorspace for manufacturing and logistics.

We are also working closely with MHCLG and Homes England to finalise our proposals for a new delivery vehicle to support delivery of St Cuthbert's that would be operational by 2027. In part, this will operate as a master developer, taking an active role to assemble the necessary land, preparing and servicing development plots, and subsequently disposing these to developers. Our economic, commercial and financial research confirms the viability of our proposition with a positive BCR of 4.45. So there are genuine opportunities for new private sector partners to work alongside the public sector to deliver St Cuthbert's.

More information can be found at  
<https://www.stcuthbertsgv.co.uk/>



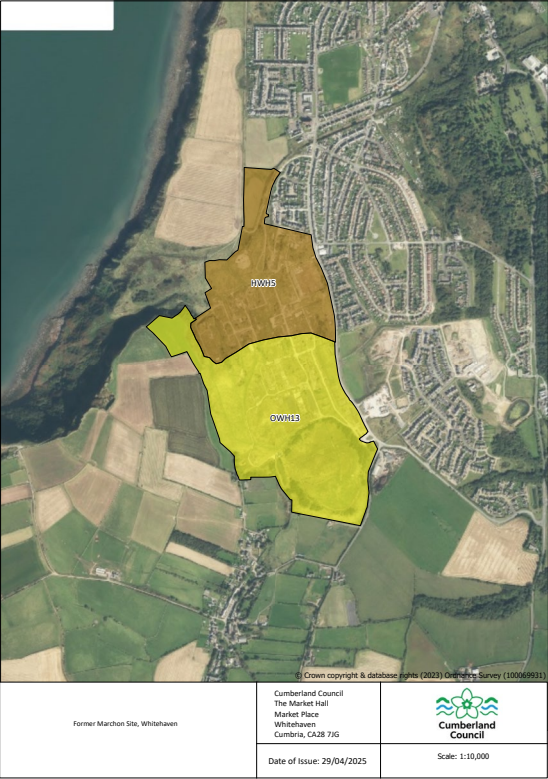


### Marchon, Whitehaven

The Marchon site is a 52-hectare brownfield site located on the outskirts of the coastal town of Whitehaven. Marchon is uniquely positioned alongside St Bees Head, which is only Heritage Coastline in the North-West of England, while the site also has views across to the east that are framed by the Western Lakeland Fells. The site is included in the recently adopted Copeland Local Plan 2021-2039 under two separate allocations. The northern part of the site is allocated for some 500 homes, whilst the remainder of the wider site is identified as a wider regeneration opportunity site suitable for a range and mix of uses including office, employment, residential, tourism associated development, community spaces, biodiversity and public open spaces.

We are keen to see the redevelopment of this significant brownfield site to deliver housing to meet the current housing needs in Whitehaven. The site requires remediation and we are working to establish a route for bringing the site forward for housing development.

We have an active and willing landowner and we now have the opportunity to approach development of the entire site in a Masterplan-led manner, to ensure the extensive potential of the site is fully unlocked delivering significant benefits to the town.



### White Croft, Maryport

The White Croft site is a 13.5 hectare greenfield site on the outskirts of the coastal town of Maryport. The town is experiencing a significant rejuvenation as a result of over £13m investment to transform it into a destination for arts, heritage and leisure. The plan for the town is bearing fruit and there has been a 35% increase in footfall in the town over the past 12 months, which has generated an uplift in demand for residential and commercial property.

Allocated in the Allerdale Local Plan as a housing site with a potential capacity of 300 homes, its redevelopment would be an opportunity significantly increase the supply of housing in the town and deliver a housing mix of types, sizes, and tenures to appeal to a range of households.

The owner of the site is actively seeking a developer willing to take a masterplan approach to unlock its potential.





## Corus, Workington

The Corus site is located on the former Corus Rail steel works in Workington.

The site has an extant planning consent, underpinned by a masterplan, for mixed use development comprising residential, commercial, small scale retail, community and leisure uses.

Persimmon Homes secured an option on the northern portion of the site and has delivered residential development over two phases - and provided the main access road from the adjacent industrial estate to north.

A development opportunity exists on the southern portion of the site and the landowner is seeking developer interest to deliver the remaining elements of the masterplan. This presents potential for significant housing development and the delivery of the non-residential uses, which would drive the urban transformation of the coast area of Workington.



## Caldew Riverside, Carlisle

The Caldew Riverside site is a 2.2 hectare brownfield site that we own and located within Carlisle city centre next to the River Caldew.

Allocated in the Carlisle Local Plan as a regeneration opportunity, the redevelopment of the site is one of our key priorities. A core element of the strategy for renewal of the City Centre is to increase the resident population and due to its position and we consider the Caldew site to be an excellent location for a city centre living development.

The site is perfectly located for city centre living - within five minute walking distance of the city centre, the railway station and the new £78 million University of Cumbria campus that is to be created at the Citadels site.

Working with Homes England, we have produced an indicative masterplan for the site comprising of a mixture of apartments and townhouses. On the back of the masterplan, we have secured funding from the Brownfield Land Release Fund and are now undertaking a remediation and site preparation scheme to get the site development ready.

We will be launching an Expression of Interest process later in the year in order to secure a developer for the site.







# Want to Invest in Cumberland?

Contact us by emailing [Regeneration@cumberland.gov.uk](mailto:Regeneration@cumberland.gov.uk)