



Workington Town Investment Plan and Town Deal

21st August 2020

Agenda

1. Introductions and apologies

2. Minutes of meeting held on 24 July 2020

3. Update on project priority areas

- Town centre: townscape and connectivity (Martin Kirkpatrick, Buttress)
- Town centre: alternative uses (Danny Collins, Savills)
- Port of Workington (Michael Barry, CCC)
- Improved leisure and culture offer – Workington Sports Village (Kevin Kerrigan, ABC)
- Skills and enterprise (Ashley Bennett, Mott MacDonald)

4. Town Investment Plan: Programme and wider next steps (Ashley Bennett)

5. Date for future meetings

6. AOB

Update on project priority areas



Town centre: Townscape and connectivity

Martin Kirkpatrick, Buttress Architects



2.1 Connectivity Strategy Diagram



2.2 Town Centre Projects

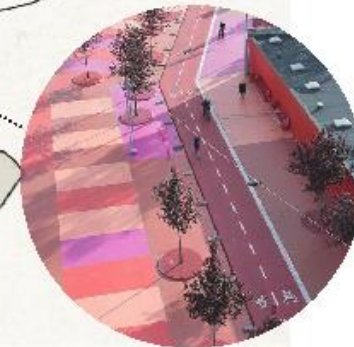
Public Realm Improvements

- ||||||| Train Station to Historic Quarter
- ||||||| Vulcan's Lane to Ladies Walk & Workington Hall
- ||||||| Central Way & underpass

Development Plots

1. Central Way underpass linking to Griffin Street car park
2. Improved link to car park from Brow Top
3. Train station to Washington Street & King Street / Market Street, improved public realm, wayfinding & landscape
4. Opera house - new market, food & beverage use
5. Improved public realm to Workington Hall, Ladies Walk & Vulcan's Lane
6. Retail / mixed use / co working /community use
7. Sports village, new elevated parkway
8. Development plot
9. Senior living care apartments
10. Development plot
11. Arts & events in Cunwen park





2.3 Riverside Masterplan

1. Existing park, flood risk, elevated parkway
2. River Denwent
3. Old railway line & cycle network
4. Food & beverage development plot
5. Senior care residential
6. Leisure active park
7. Existing leisure centre
8. Free up space for route, reposition cars
9. New public realm cycle way link



Questions for the Board and Next Steps

- Does the Board agree with identified challenges in town centre around access and permeability?
- Does the Board agree with the focus on 2-3 key projects in the town centre:
 - Station Road/ Oxford Street streetscape and active travel improvements?
 - Central way corridor enhancements, potentially including Riverside Connection (part funded by advanced funding)?
 - Improved public realm to Workington Hall, Ladies Walk and Riverside Walk
- *Next steps:*
 - Confirm which projects to include in Town Investment Plan
 - Work with CCC to ensure projects are contextualised in wider local transport plan for Workington
 - High-level feasibility and costing of preferred projects

Town centre: Alternative uses

Danny Collins, Savills

Agenda

- A. Key Sites Identified
- B. Co-working Market
- C. Aged Care Market
- D. Residential Market
- E. Development Potential of Key Sites
- F. Questions for Board / Next Steps

A

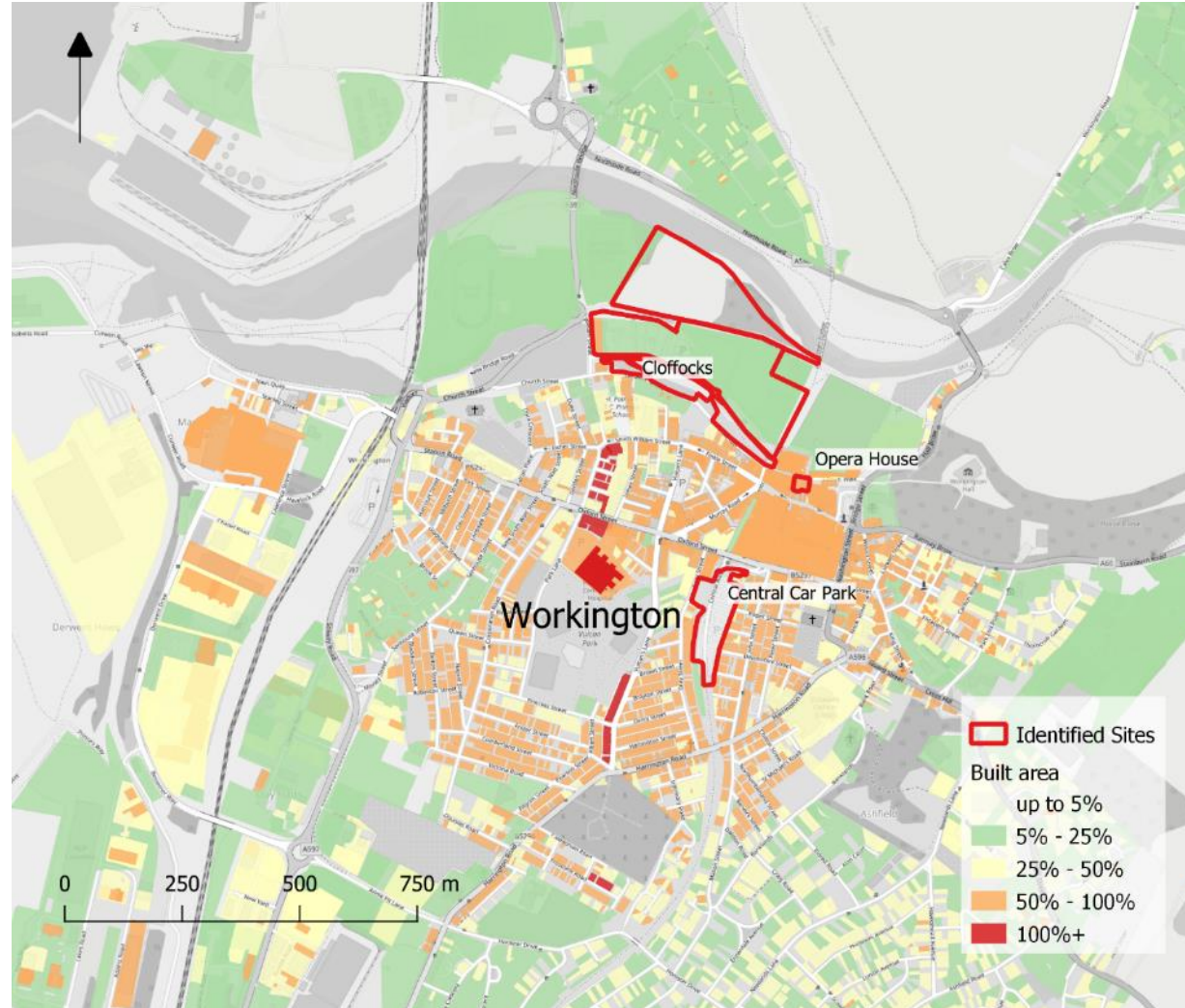
Key Sites Identified

Workington

Identified Potential Development Sites

The three potential development sites identified include:

- **Cloffocks** – Consists of a group neighboring land parcels which are situated to the north of Workington urban area between Derwent St and the River Derwent.
- **Opera House** – Is a single land parcel situated on the northern side of the city centre off Udale St and Pow St.
- **Central Car Park** – Is located on the south of the city centre.



Cloffocks

Approximate Land Area – 11.22 Ha

Access – Multiple access points including direct links to A596.

Distance to Workington Station – 600m

Existing Use – Site contains Allerdale Council buildings and Workington Leisure Centre. There is also a large amount of green space including Lonsdale Park.

Opera House

Approximate Land Area – 0.1Ha

Access – Site best accessed by foot. Nearby car parking on Bridge St

Distance to Workington Station - 1km

Existing Use – Vacant

Central Car Park

Approximate Land Area – 1.5Ha

Access – Good access onto Central Way and Oxford St.

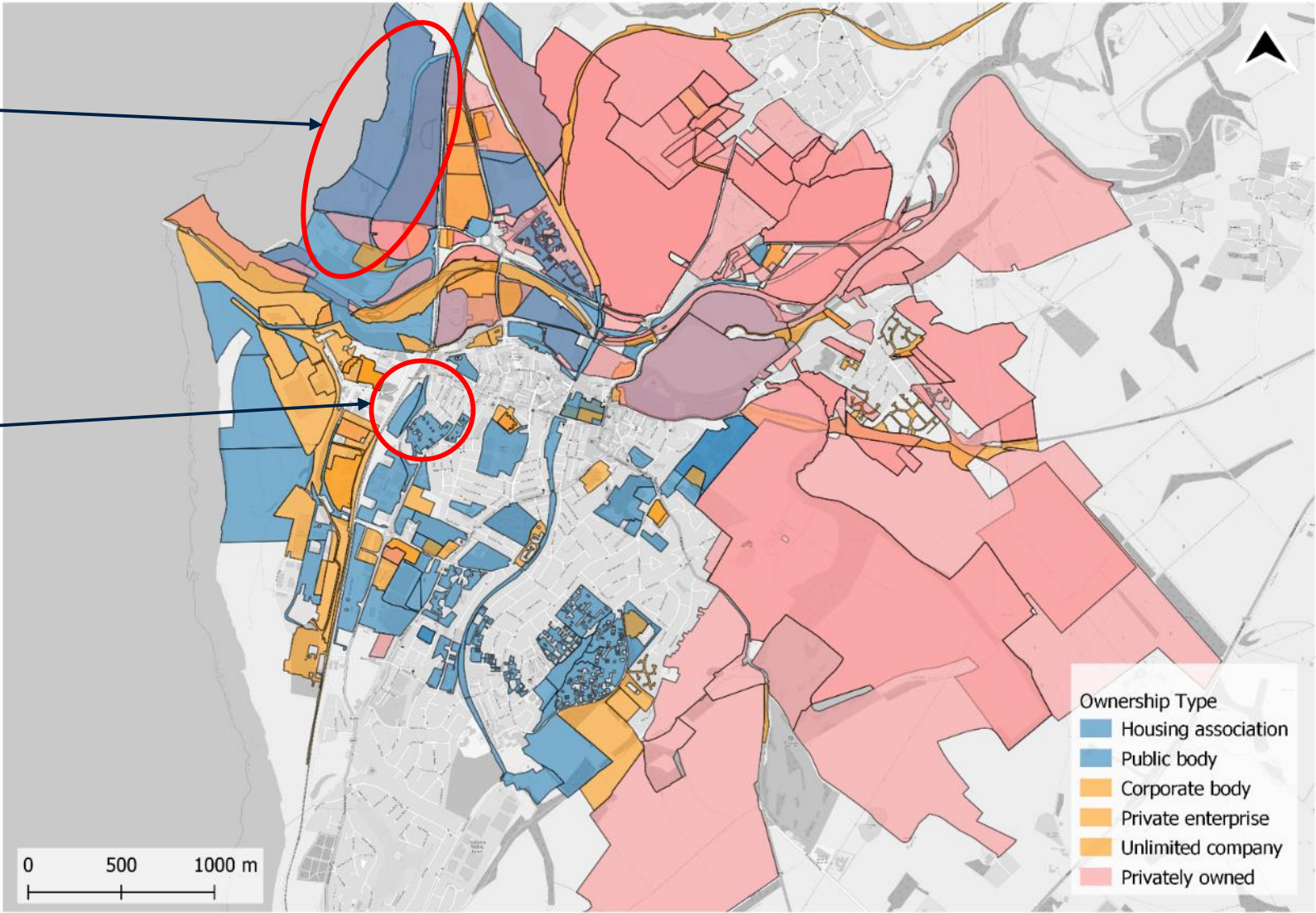
Distance to Workington Station - 800m

Existing Use – Public Car Park

Other Potential Development Sites

Marine, Harbour
and Port related
development

Around Station
Development



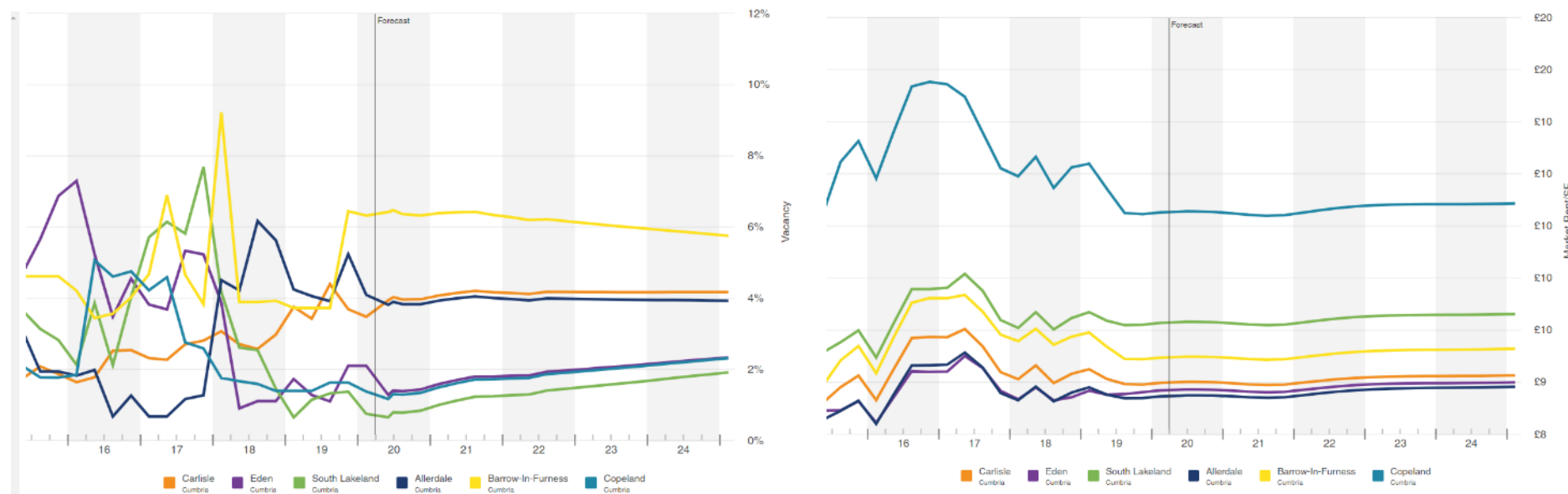
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Co-Working and Office Markets

With Case Studies

Market Overview

- Relatively weak office market
- Fairly static in terms of supply
- High vacancy due to unsuitable properties
- Limited supply of new stock in Workington, but evidence of high quality delivery elsewhere in sub-region
- Demand driven by local occupiers
- Support for delivery of major new scheme would require significant anchor by major institution
- Could provide flexible co-working space to support local firms and new business growth



Town	Vacancy	Vacancy Change	Availability	Rent (£/sqft)	Rent Change	Sales (£/sqft)	Sales Change	Yield
Workington	9.4%	+1.1%	9.4%	£8.02	-0.1%	£110	+2.5%	9.4%
Maryport	0%	-7.6%	-	£8.65	-0.7%	£91	+1.7%	10.0%
Cockermouth	0%	-2.0%	4.2%	£8.91	0.7%	£123	+2.7%	9.3%
Aspatria								NA
Wigton	-	-	-	£8.02	+3.2%	£79	+0.6%	10.5%
Silloth								NA

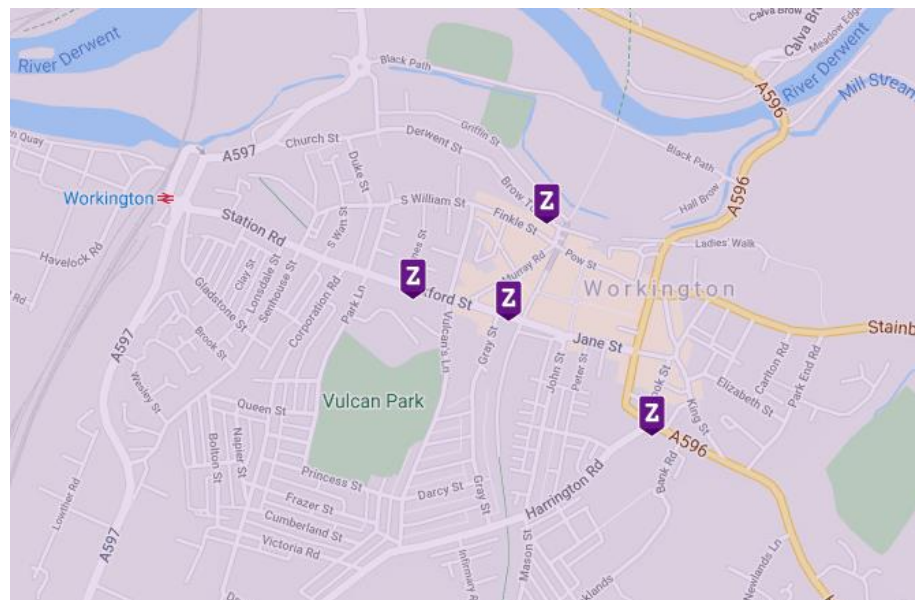
Current Office Space Availability

Four existing properties are on the market, offering a combined 17,000 sqft of office floorspace.

However we understand that deals have been complete on some of these units.

While they offer town centre locations, none are of high quality or modern refurbished space.

Rents range from £4 to £20 per sqft pa with highest values asked for the most modern property with its own parking spaces, but with poor EPC rating.



7

Just added
£12,500 pa (£7.04/sq. ft. pa)
↳ 1,775 sq. ft*
New Oxford Street, Cumbria
House, Workington CA14



3

£13,500 pa (£20.67/sq. ft. pa)
↳ From 653 - 1,649 sq. ft*
First Floor, Prosper House,
Regents Court, Guard Street, ...



3

£18,000 pa (£4.05/sq. ft. pa)
↳ 4,447 sq. ft*
Oxford Street, 19, Oxford House,
Workington CA14



5

Non-quoting
↳ 9,149 sq. ft*
Finkle Street, 8, Workington CA14

The Vicky, Cockermouth

The Vicky, nestling in the heart of Cockermouth, is a collaborative community of home and mobile workers, start-ups and small businesses sharing workspace, ideas and energy. The iconic town centre Victoria Hall has been remodeled to create a warm, supportive, fun environment for all with flexible, affordable membership packages to suit the space demands of every business.

Regenerated former town hall

Site Area: 0.03Ha

Refurbishment cost: £100,000

Operated By: Workspace Cumbria

Prices: Can pay by the hour (£3.5-7/hr per person) or join a membership with full access (£189pcm)

Office in Cockermouth: £8-10/SF asking rent

Partners: EU, BEIS. University of Cumbria, Lancaster University, Sellafield Ltd, Northern Powerhouse, Carlisle CC, South Lakeland DC, Cumbria LEP, The Edge

Funding: EU – European Regional Development fund



Commercial Development

The Mintworks, Kendal

The MintWorks offers a range of spaces where you can work, meet clients, hold an event or collaborate with others in the heart of Kendal.

The offices, meeting rooms and co-working spaces offer a low risk and fuss free way to increase your creativity, expand your team or grow your business.

The MintWorks modern office suites house between one and 10 people. Rental prices are from just £15.50 per sq/ft* with flexible, short-term leases available. The MintWorks is a South Lakeland District Council economic initiative.

Site Area: 0.07Ha

Operated By: Workspace Cumbria

Refurbishment cost: £50,000

Conference Room £75 half day, £125 full day, £25 hourly rate

Small Meeting Rooms* accommodating 2-6 people: £30 half day, £55 full day, £12 hourly rate.

Hot Desk* space also available for £12.50 per session.

Funding: ERDF, DEFRA (Rural Growth Network), South Lakeland DC



Partners:

The MintWorks is funded in part via the Department for Environment, Food and Rural Affairs (DEFRA) through its Rural Growth Network (RGN) pilot programme and by South Lakeland District Council.



Commercial Development

The Workspace, Penrith

Currently closed due to planned relocation.

The workspace offered co-working office space in an ideal location in the centre of Penrith.

Site Area: 0.05Ha

Operated By: Workspace Cumbria

Prices:

Hourly Rate: £2.5/hr per person

10hrs for £20 pp

20hrs for £35 pp

Membership: £185 pcm



the
workspace

PENRITH



Commercial Development

The Guild, Carlisle

The Guild is a Shared Office space in Carlisle designed around the brilliant Coworking & Hot Desking concept.

Size: 0.02 ha

Prices:

- £25 per day
- £70, £130 or £190 for 4, 8 or 10 days/month
- £249/month for the full membership

Operator: Thomas Jardine & Co

Occupancy: 21 coworking businesses



Commercial Development

Rabble Studio, Cardiff.

Rabble is a coworking studio based in Cardiff Bay. We offer workspace for freelancers, remote workers and small businesses on a monthly basis and can join Rabble for 5 days, 12 days or 24/7 if you need a permanent desk.

The Rabble Studio coworking venue is in a Victorian building with stunning high ceilings, wooden floors and plenty of natural light.

Private Owner, Rabble leases one floor

Site Area: 0.02Ha

Refurbishment cost: £300,000

Prices:

- Desk Space - £200 pcm
- Workspace - £100 pcm
- Coworking Space £65 pcm
- Studios - £450-550 pcm

Office asking rent in Cardiff: £18.93/sf

Funding: Private, Rabble



Commercial Development

The Buzz Station/ Watershed Complex, Whitehaven .

Part of the £300m North Shore project.

The Buzz station and the Watershed complex offer co-working space for start-up businesses.

Based on a collaboration between Sellafield Ltd and developer BEC

The Buzz Station is a £4.1m scheme into which Sellafield Ltd have invested £2.6m. Sellafield are also providing £1m towards the Watershed via Sellafield's social impact budget.

The Watershed will occupy a 2,715 sq ft site.



Commercial Development

Duke Studio, Leeds.

Duke Studios is an open collaborative space in Leeds. Duke is based around a Coworking model and provides a range of workspaces, creative services and facilities.

Privately renovated and managed.

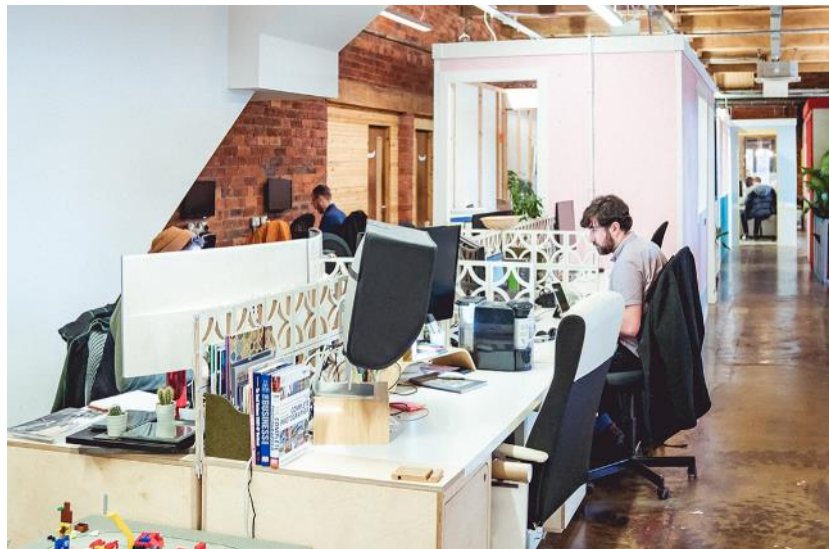
Prices:

Workspace - £250 pcm

Coworking Space £115 pcm

Studios - £440+ pcm

Duke Studio also offer Virtual Office services. For **£50 pcm** users can have access to meeting rooms and have postal services done for them.



Commercial Development

Piece Mill, Halifax.

Piece Mill in Halifax is a converted 19th century historic textile warehouse, offering co-working space for small businesses and support for start-up companies. It is located in the Halifax Town Centre Conservation Area. It's redevelopment was the result of a collaboration of civic leaders, university and private developer who identified an opportunity to maximise the benefit of the investment in the wider historic area.

Size: 100 to 12,000 Sq Ft

Developer: Gilmark Properties

Refurbishment Cost: £1.5m

Owner: Piece Mill Ltd

Freeholder: Leeds Beckett University

Leasing: Steadman Brierly, Walker Singleton (Commercial Ltd)

Tenants: Leeds Beckett University (16,674 sf until March 2028), Exa Networks (2,680 sf until December 2036), Halifax, Lime Tree Europe Limited

Prices: Rents from £100 per desk pcm

Funding: Calderdale Council (£150,000)

Asking rents in Halifax: Office £10.8/sf, Industrial £3/sf, Retail £13/sf or £15,000 pa

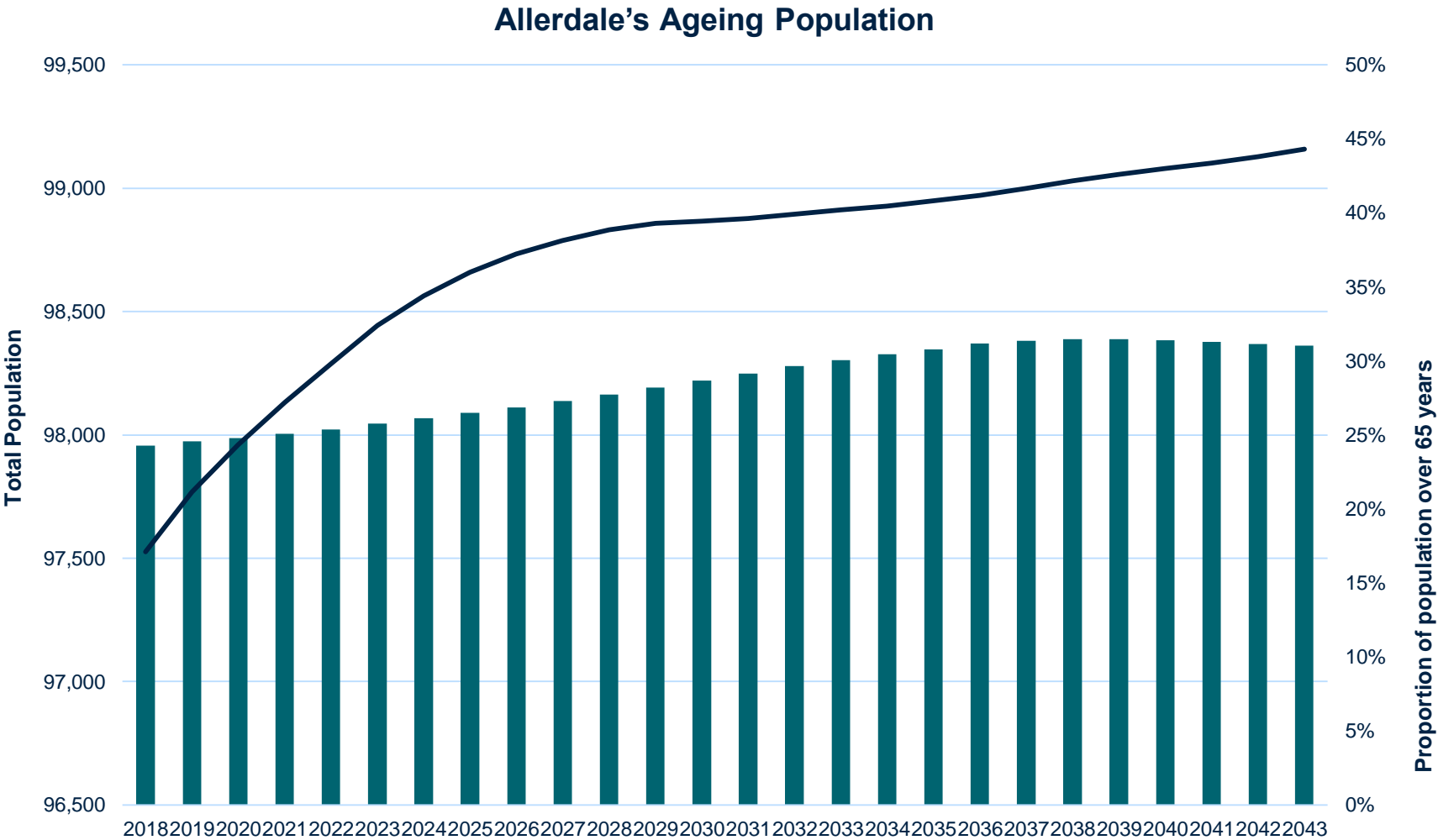


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Care Home Analysis

With Case Studies

- Allerdale has an ageing population
- Currently 24% of the population are over 65 years
- This is expected to grow to 28% in 10 years
- Over ten years while the total population will grow by 1,300 people (1.3%) the over 65's will grow by 3,700 (16%)
- This has the potential to drive demand in modern age care facilities in town centres with good access to local amenities
- This can also drive footfall and spending in the area



Current Care Home Provision

There are 10 care homes in Workington. Most are located on the periphery of the town, and a few are further inland.

Each is run by different operators and all of varying age.



Stilecroft Residential Home 1.1 miles

51 Stainburn Road, Workington CA14 1SS



Stilecroft Residential Home is a large Victorian building situated in landscaped gardens with many rooms boasting a beautiful view across the River Derwent and Millfield. Stilecroft provides 44 beds for frail elderly people requiring residential care... [more info on Stilecroft Residential Home](#)

Group: MPS Care Group



Stanbeck Residential Care Home 0.5 miles

8 Stainburn Road, Workington CA14 4EA

Barchester Newlands Care Centre 0.5 miles

Newlands Park, Workington CA14 3NE



In its central location in Workington, Newlands gets the best of both worlds: plenty of local amenities yet within easy reach of the beautiful Lake District and the scenic Solway Coast. This purpose built centre benefits from a high standard of décor... [more info on Barchester Newlands Care Centre](#)

Group: Barchester Healthcare Ltd



Amathea Care Centre 0.4 miles

Newlands Lane, Workington CA14 3JG



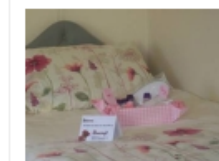
Amathea Care Centre provides residential dementia care, with the expertise appropriate to include provision for people with a form of dementia. All residents, whether on a long or short-term admission, receive the highest standard of care from a team... [more info on Amathea Care Centre](#)

Group: MHA



Rosecroft Residential Home 1.0 mile

Westfield Drive, Workington CA14 5AZ



Rosecroft Residential Home provides care for both ladies and gentlemen who, for various reasons can no longer manage at home. The aim at Rosecroft is to provide a safe and healthy environment whilst allowing residents to pursue their own lifestyle and... [more info on Rosecroft Residential Home](#)

Group: MPS Care Group



Current Care Home Provision

Amathea Residential Care Home

Amathea Care Centre provides residential dementia care, with the expertise appropriate to include provision for people with a form of dementia.

Newlands Ln, Workington CA14 3JG

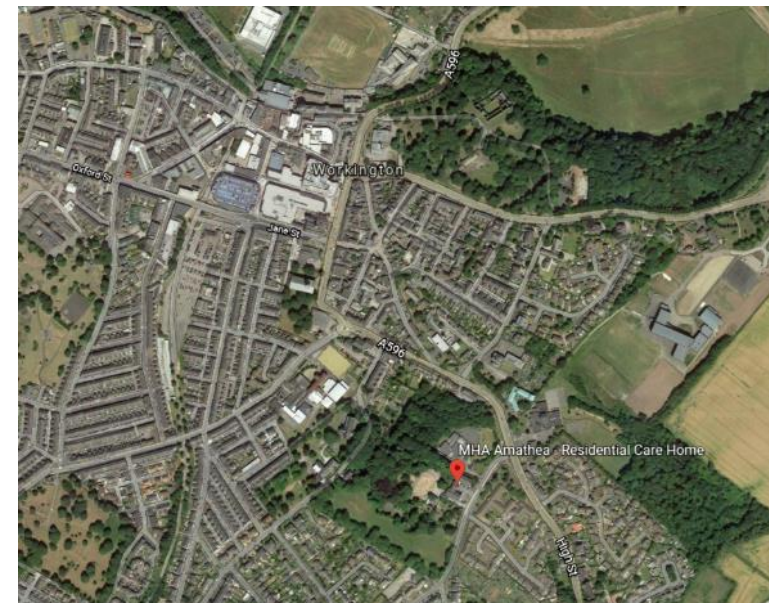
Operated by MHA, a charity care provider.

Site size: 0.2 ha

Units: 40

Prices (weekly):

- Nursing care: £795.61-£843.95
- Dementia care: £861.82-£928.03



Amathea Care Centre 0.4 miles

Newlands Lane, Workington CA14 3JG



Amathea Care Centre provides residential dementia care, with the expertise appropriate to include provision for people with a form of dementia. All residents, whether on a long or short-term admission, receive the highest standard of care from a team... [more info on Amathea Care Centre](#)

Group: MHA



26 Reviews



My father has been in this care home now for 6 months. During this time, the staff have been consistently excellent, treating my Dad with...

[View Full Details](#)

Current Care Home Provision

Barchester – Newlands Care Centre

In its central location in Workington, Newlands gets the best of both worlds; plenty of local amenities yet within easy reach of the beautiful Lake District and the scenic Solway Coast. This purpose built centre benefits from a high standard of décor, landscaped gardens and the most modern facilities to welcome residents, relatives and friends

Newlands Park Workington CA14 3NE

Operated by Barchester Healthcare Ltd, supported by the Barchester Charitable Foundation

Site size: about 0.6-0.7 ha

Units: 50

Price: £1,006 per week



Barchester Newlands Care Centre 0.5 miles

Newlands Park, Workington CA14 3NE



In its central location in Workington, Newlands gets the best of both worlds; plenty of local amenities yet within easy reach of the beautiful Lake District and the scenic Solway Coast. This purpose built centre benefits from a high standard of décor,....
[more info on Barchester Newlands Care Centre](#)

Group: Barchester Healthcare Ltd



19 Reviews



My relative is in Lakeland Unit, which is for the most challenging dementia residents. We were impressed by how quiet and calm it is. The...

[View Full Details](#)



Current Care Home Provision

Stilecroft Residential Homes

Stilecroft Residential Home is a large victorian building situated in landscaped gardens with many rooms boasting a beautiful view across the River Derwent and Millfield. Stilecroft provides 44 beds for frail elderly people requiring residential care and EMI. Care is provided 24 hours per day by loyal members of staff, all of whom are highly trained and have considerable experience in the care environment.

51 Stainburn Rd, Stainburn, Workington
CA14 1SS

Operated by MPS Care Group

Site size: 0.34 ha

Units: 44



Current Care Home Provision

Rosecroft Residential Home

Rosecroft Residential Home provides care for both ladies and gentlemen who, for various reasons can no longer manage at home. The aim at Rosecroft is to provide a safe and healthy environment whilst allowing residents to pursue their own lifestyle and choice of social activities.

Westfield Dr, Workington CA14 5AR

Operated by MPS Care Group

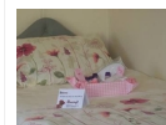
Site size: 0.26 ha

Units: 51



Rosecroft Residential Home 1.0 mile

Westfield Drive, Workington CA14 5AZ



Rosecroft Residential Home provides care for both ladies and gentlemen who, for various reasons can no longer manage at home. The aim at Rosecroft is to provide a safe and healthy environment whilst allowing residents to pursue their own lifestyle and... more info on Rosecroft Residential Home

Group: MPS Care Group



6 Reviews

8.7

Good care home.

[View Full Details](#)

Current Care Home Provision

Stanbeck Residential Care Homes

8 Stainburn Rd, Workington CA14 4EA

Family run care home

Site size: 0.17 ha

Units: 13

Prices: £415-£483 per week



Elderly Care – Case Study

North Berwick

- At north Berwick, the proposal is to develop a new contained retirement living village, consisting of four separate residential elements, alongside the ancillary uses (spa, restaurant and atrium). All commercial floor space developed on site will be employment generating.
- The proposed development is expected to deliver a total of 152 residential units. The various residential units will receive different levels of care and consist of:
 - 94 independent living units,
 - 20 bungalows and
 - 38 assisted living units.

Site Size – Approx. 5Ha

Density – 30 dph

Estimated Construction Cost -
£43million



Elderly Care – Case Study

Aston Village

Aston Village is located near Aston on Trent, Derbyshire. It is operated by BUPA Richmond and consists of 76 Independent Living Units, 49 Assisted Living Units and a 61-bed care home with dementia unit. There is also a restaurant, wellness spa, gym, pool and gardens and outdoor space for activities.

- 76 independent living units,
- 61 bed care home, and,
- 49 assisted living units.

Site Size – 2.8Ha

Density – 66 dph

Prices:

£250-280,000 - 1 bedroom suite

£450,000 - 2 bedroom detached bungalow

£360,000 2 bedroom retirement apartment

Tenure typically leasehold



Elderly Care – Case Study

Hagley Road Village

Hagley Road Village is located in Edgbaston, Birmingham and is also run by BUPA Richmond. The development consists of apartment designed for elderly residents.

Onsite there is a café, bar, lounge, craft rooms, enriched opportunities suite (to support residents with dementia) a gym, greenhouse and a hair and beauty salon.

The village also has access to the city through a 'ring and ride' system.

- 240 independent living units,

Site Size – 2.7Ha

Density – 89 dph

Prices:

££300,000 - 2 bedroom apartment



Elderly Care – Case Study

Buckshaw Village

Buckshaw Village is located near Chorley and is managed by HICA Homecare – Chorley.

The facility provides a range of retirement housing, extra care housing and close care housing. There are a number of facilities onsite including: Lounge, Restaurant open to the public, Garden, Hobby room, Activities room, Shop, Hairdressing salon, Bar/pub, Library, Assisted bathing facility.

Prices:

- £100,000 for 1-bed flat.
- £170-£200,000 for 2-bed flat.



Elderly Care – Case Study

Insights

This care facility was developed to a different model than the previous private facilities, as there is more independent space and it is public sector led and funded (including a capital grant).

The facility cost £130,000 per resident to develop and used local housing association land.

There are restrictions on the type/level of care the centre can provide as well as a local residency requirement. Consequently, the market it serves is more constrained.

Greta Gardens, Keswick

Housing Association Care Facility

Completed 2015

- 69 Extra Care apartments for local residents aged 55 and over – 75% affordable rent / shared ownership.
- On-site catering, beauty and sports therapy facilities (commercial) as well as a communal lounge, dining room, hobby room and garden.
- Developed by Your Derwent & Solway Housing Association for a reported £9m including a £1.1m HCA grant.
- The list price for the market homes was £275,000 - £300,000 for two-bed flats plus a £4,700 annual service charge.
- There are press reports of initial under-occupancy on cost grounds.
- Managed by Castles & Coasts Housing Association



D

Residential Market Analysis

With Case Studies

Workington Housing Market

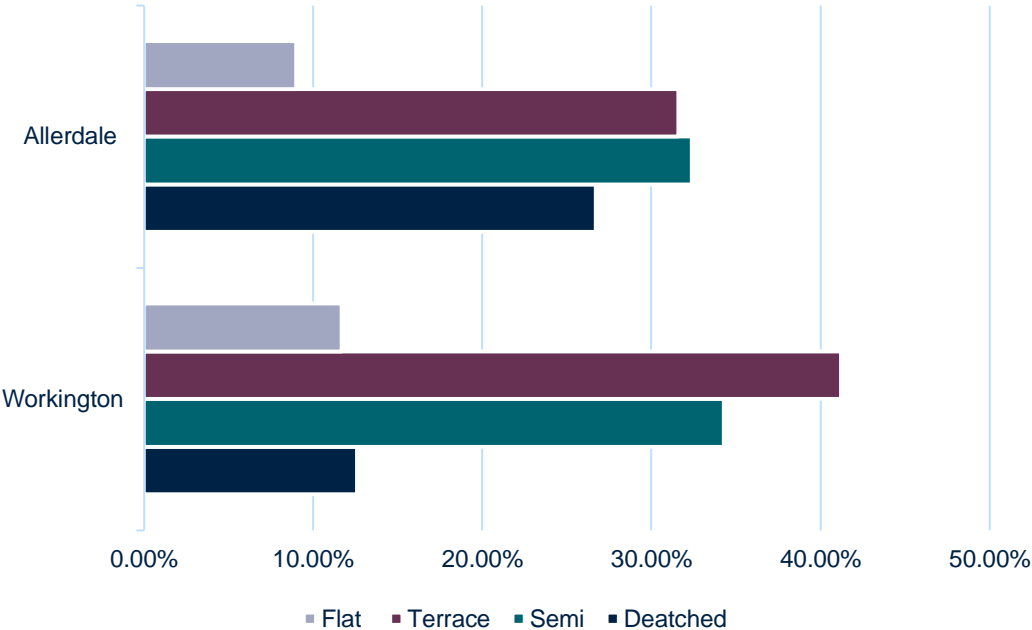
Allerdale achieves good values compared to the regional average, and is delivering on its housing targets across the borough, with sufficient sites coming forward and some towns already exceeding their housing growth target, demonstrating high demand and an good investment market.

The housing stock is dominated by the largest detached or semi-detached homes planned on out of town growth areas, with some towns falling behind.

In Workington there is a lack of new build development, slow growth rates, and undersupply of new build homes.

According to the (Allerdale SHMA, 2016) Workington is undersupplied housing units, mainly 1, 2 and 3 bed homes. With the largest deficit being for 3 bed homes.

Some of the highest levels of housing dissatisfaction across Allerdale were found in Workington.



Average price of new and existing houses and flats in Workington from Jan 2019- June 2020

Property Type	Price of New Building	Price of existing stock	Difference	% Difference
Workington	£210,129	£135,692	£74,437	35%

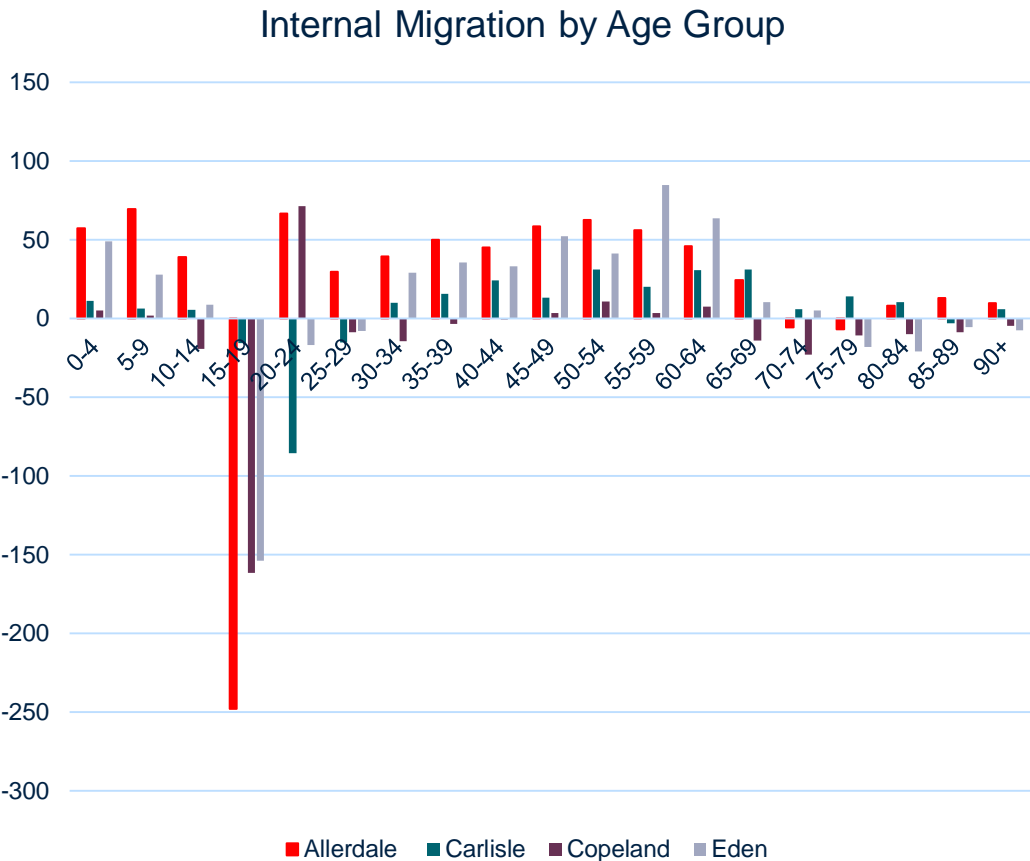
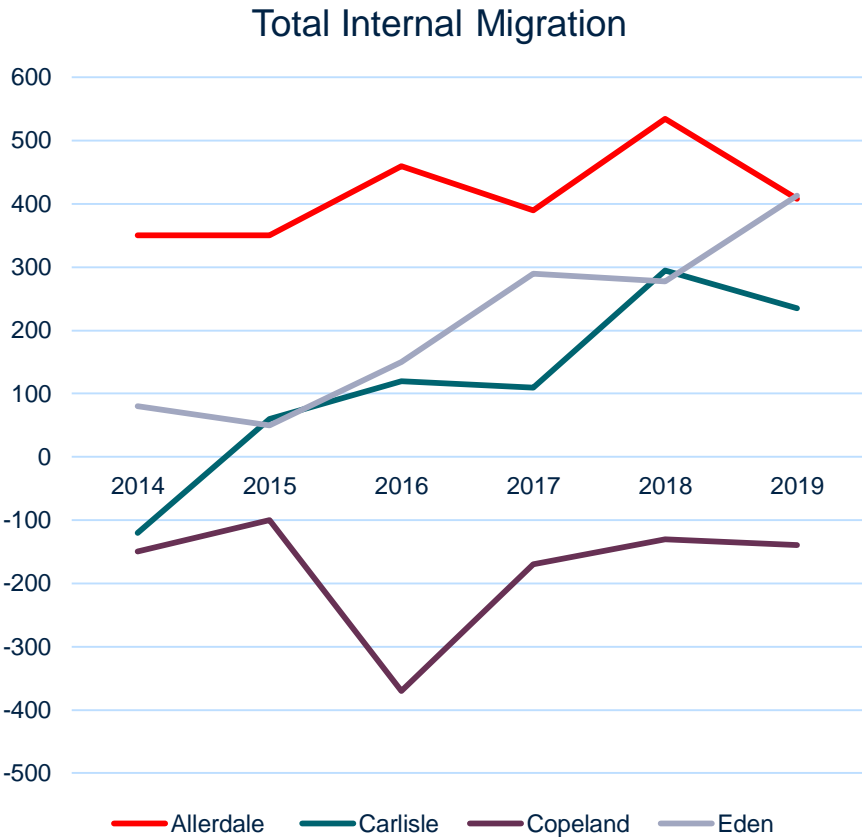
Allerdale Internal Migration



Compared to neighbouring boroughs Allerdale has experienced a larger amount of internal migration from elsewhere in England and Wales.

Families and older settlers are key in-migrants to Allerdale.

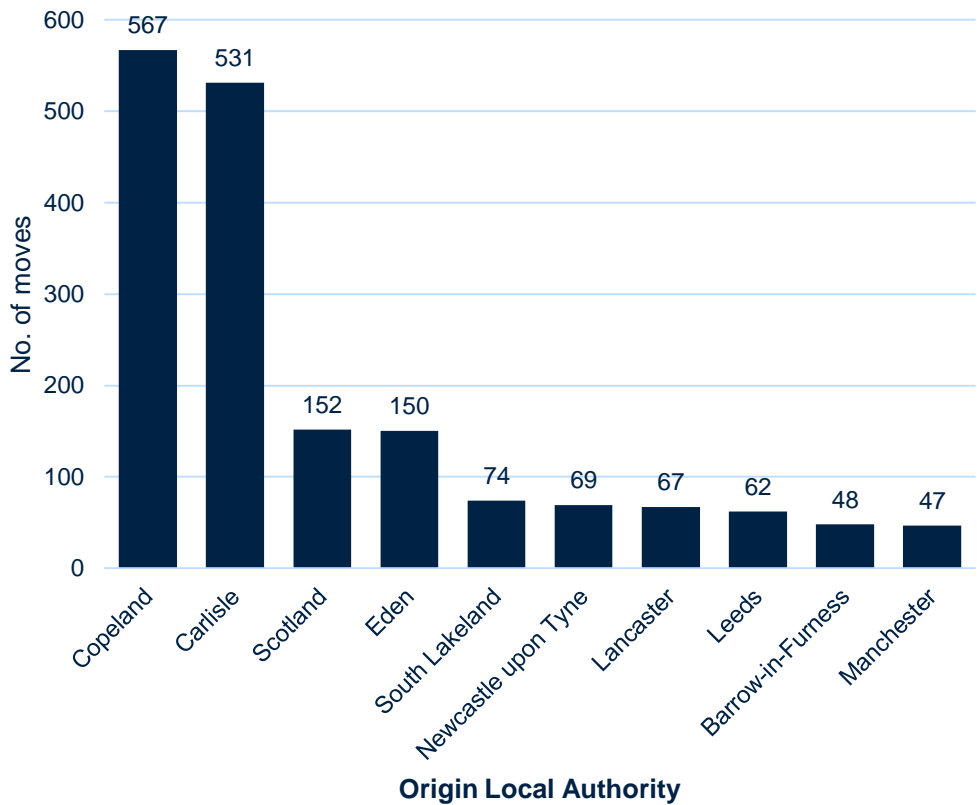
Allerdale has a significant net loss of school aged children



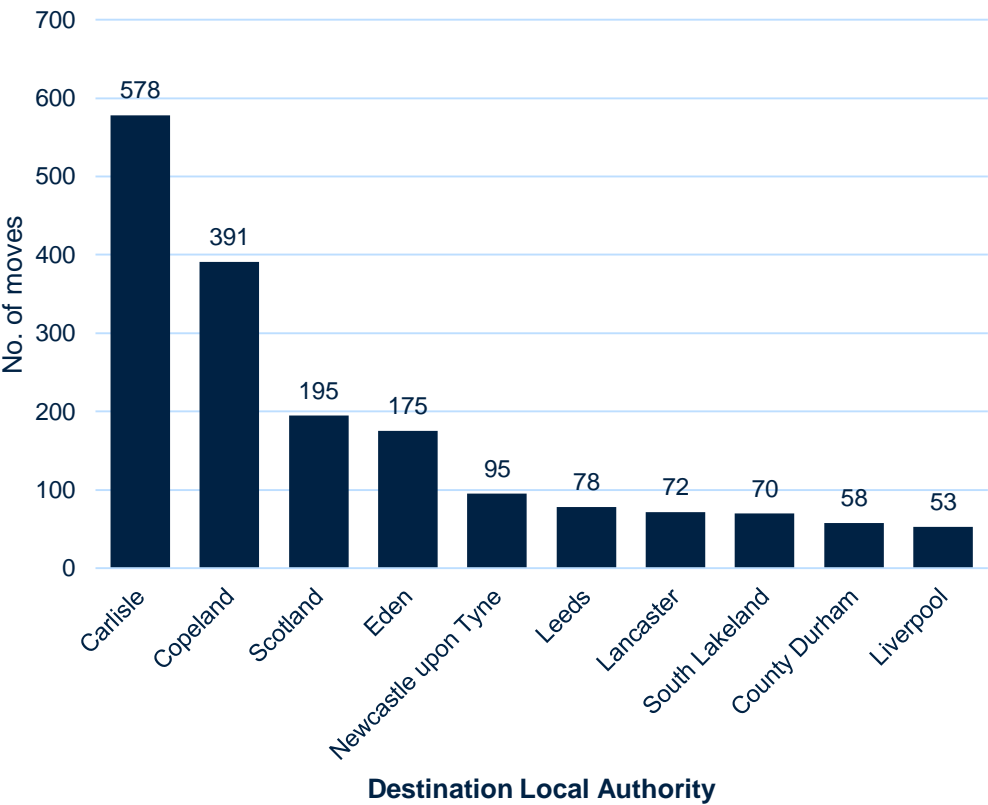
Allerdale Internal Migration

The majority of migration to / from Allerdale is internal to Cumbria. Other common general origins and destinations include: Scotland, the North West of and the North East of England.

Internal migration to Allerdale: top 10 origins locations





Internal Migration From Allerdale: Top 10 destination locations



Existing Residential Offer

Significant opportunities in second hand market for low value family homes, with values of under £75,000 common.

This can accommodate the first time buyer market for the area.





3 bedroom terraced house for sale
Moss Bay Road, Workington

LOOK AGAIN !!! FANTASTICALLY GOOD VALUE WITH THREE BEDROOMS CLOSE TO THE TOWN CENTRE...A BRILLIANT STARTER HOME OR INVESTMENT PROPERTY...NO FORWARD CHAIN... Take a look at No 243....the interiors are bright,

Added on 19/02/2020 by Grisdales Estates Agents, Cockermouth

£49,950

01900 390015 Local call rate Email agent





3 bedroom terraced house for sale
Clay Street, Workington, CA14

A well-presented, mid-terraced property situated on the outskirts of Workington town centre, just a short walk from the wealth of amenities.

Reduced on 10/07/2020 by Cumbrian Properties, Whitehaven

£58,000

01946 445011 Local call rate Email agent





3 bedroom semi-detached house for sale
Pearl Road,

Offered for sale with no forward chain. Spacious semi detached property. The property boasts two reception rooms and three bedrooms plus gardens front and rear. There is also a large useful storage room and washroom to the side of the property

Added yesterday by First Choice Move, Lillyhall

£59,950

01946 445002 Local call rate Email agent



3 bedroom terraced house for sale
Moss Bay Road, Workington, Cumbria

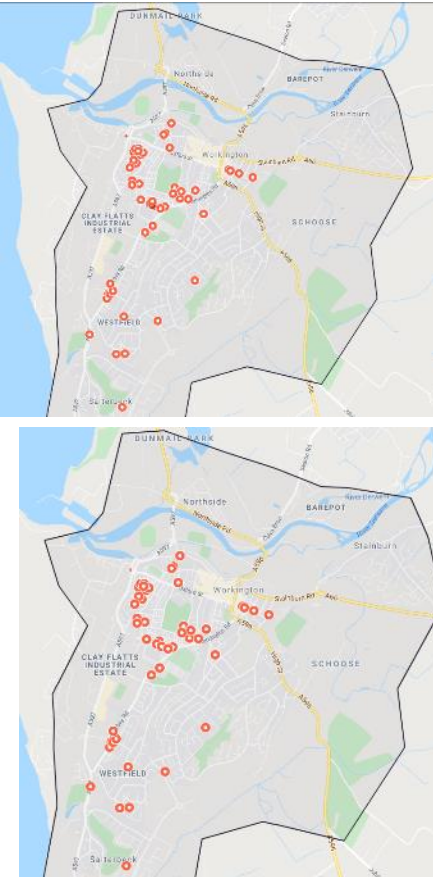
The Express Estate Agency is proud to offer this Three Bedroom Mid Terrace House - All interest and OFFERS are INVITED. *Guide Price: £65,000 - £75,000* INTERNAL: Entrance - The front entrance opens to the hall, with the staircase leading

Reduced on 15/07/2020 by Express Estate Agency, Nationwide

£65,000
Guide Price

03330 165458 Local call rate Email agent

All properties £80k or less



Residential Development – Case Studies

Balmoral Road, Darwen, Blackburn

Balmoral Gardens is a luxury gated new development consisting of twenty seven uniquely designed properties. Constructed to a high specification and finished with a contemporary influence, setting it apart from the typical new build developments in the area.

Estimated Build Cost - £4million
(From BCIS)

Developer – Waterfield Homes Ltd

Properties sold as freehold.

Site Area – 0.7Ha

Prices:

4-bed semi £180-240,000



Residential Development

Urban Splash's Modular Town Houses

Located in Manchester's New Islington Marina

Spread over three floors, this Town House features open plan living, dining and kitchen with island to the ground floor, which opens out on to your own private terrace and communal gardens. Homes are filled with natural light with super large windows and high ceilings

Construction Cost - £150,000-200,000 per unit. BCIS Estimate.

Prices:

- 2- Bed terraced town house 1,500 sqft £520,000

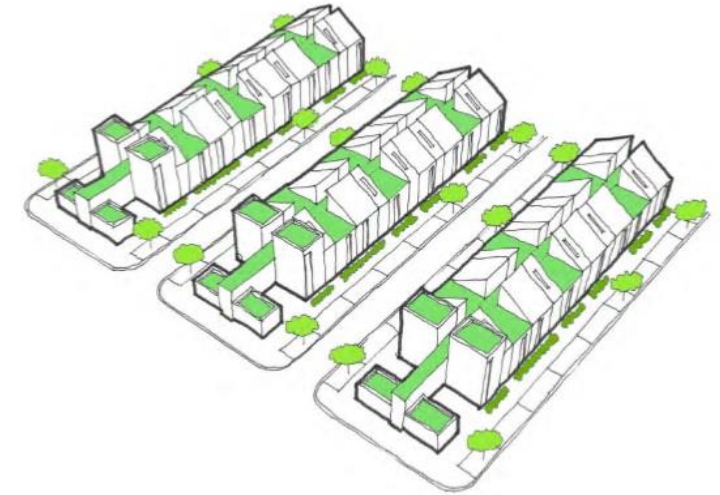


Residential Development

Capital & Centric's NOWHAUS

Capital & Centric intends to roll out new housing concept NOWHAUS which provides high-density but low-rise housing. NOWHAUS represents a modern reinterpretation of a terraced housing. The houses are built back to back and side to side. The concept removes the alleyways and gardens typical of traditional terraces, adds a garden to the roof, and uses an open-plan layout internally. This design doubles the amount of houses that can be built on an acre of land.

Construction Cost - £150,000-200,000 per unit. BCIS Estimate.



E

Development Potential of Key Sites

Cloffocks

Approximate Land Area – 11.22 Ha

Access – Multiple access points including direct links to A596.

Distance to Workington Station – 600m

Extra Care Scheme Potential:

80/90 unit elderly care scheme is highlighted in yellow and is approximately 0.7Ha. This would mean a relatively high density care scheme would be required.

Sales Values of Comparables:

- 1 bed retirement units - £60-70,000
- 2 bed retirement units - £100-120,000
- Assuming 50:50 units size split:

Scheme	80 Unit	90 Unit
Estimated Construction Cost	£9m	£10m
Anticipated Total Sales Value	£6.4m	£7.2m



Opera House

Approximate Land Area – 0.1Ha

Access – Site best accessed by foot.
Nearby car parking on Bridge St

Distance to Workington Station - 1km

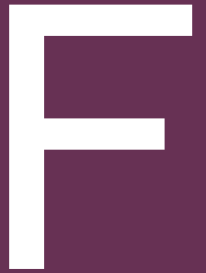
Demolition and rebuild for mixed use scheme incorporating active ground floor uses with potential community activity and upper floor residential to support increased town centre population.



Opera House – alternative concepts

Potential for interactive public space on Opera House site?





**Questions for the Board and
Next Steps**

Questions for the Board and Next Steps

- Do we want to include support for any town centre “exemplar” projects designed to spur wider residential and/or commercial development in Workington town centre?
- For residential market would the Board prefer to support standard (e.g. town houses, apartments principally aimed at young professional market) or specialist residential (e.g. elderly care)?
- Board views on options for redevelopment of the Opera House site (purchased through £750k MHCLG advanced funding)
- For commercial development, does the Board want to support wider office development (beyond Skills and Enterprise proposal) in Workington town centre?
- *Next steps:*
 - Confirm which projects to include in Town Investment Plan (including locations)
 - Develop indicative development schedule and viability analysis to identify funding “ask” from MHCLG for these projects.

Port of Workington

Michael Barry, Cumbria County Council



Port of Workington Proposal

- ~£5m from Towns Fund to undertake site preparation works on land around Port and at Oldside as part of wider Ports masterplan (under development)
- Intended to build on Workington's and Port's role as a logistics and clean energy hub
- Initial market assessment undertaken by CCC, considering role of nuclear supply chain imports/exports, bulk cargo and multimodal freight
- Linked to possibility of Freeport application for the Port (Cumbria LEP considering)
- Output from Towns Fund investment would be 4-5 hectare of serviced development plots
- *Next steps:*
 - High-level site costing assessment (MM / Savills)
 - Initial market engagement to identify demand (MM / Savills)

Improved leisure and culture offer – Workington Sports Village

Kevin Kerrigan, Allerdale Borough Council

Workington Sports Village



Allerdale Community Sports Village - Town Deal Outline Submission

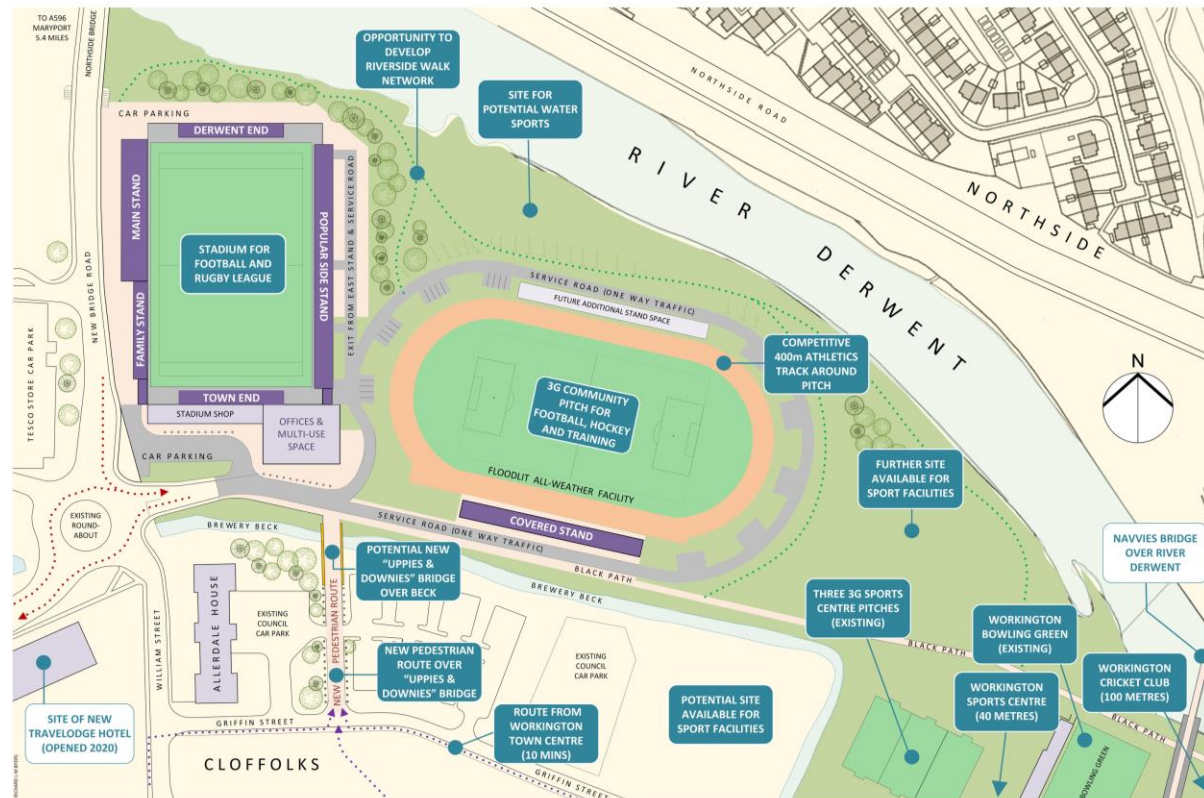


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- p.5 - Key project outputs
- p.6 - Outcomes and linkages to Workington's strategic goals
- p.7 - How the Town Deal can help, and other funding avenues
- p.8 - Community support
- p.9 - Confidence and deliverability

The project



OUTLINE CONCEPT OF PROPOSED ALLERDALE SPORTS VILLAGE

The project is to create a sustainable and multi-purpose sports village for West Cumbria by delivering an inclusive, accessible, and available set of community and professional facilities. The sports village will also become the new home of the area's two professional sports clubs, meeting their requirements and facilitating their growth as employers, community assets, and anchors of our cultural fabric. The development will link in with the Workington Sports Centre and draw together the town's existing leisure facilities, while also giving the infrastructure to bring other significant events to the town, providing the foundation for further development and investment in the Lower Derwent Valley area. It will create a compelling beacon for civic pride that excites, enthuses and serves the community and in so doing, generating sporting ambition, inspiration, and participation.

The need



1. Public Health

- Allerdale has a wide variety of health-related issues with nearly two thirds of its population overweight or obese
- Sporting participation has been identified as a key priority nationally and locally in improving physical and mental health and wellbeing

2. Lack of accessible and inclusive sporting facilities in the town

- General lack of playing fields, limited availability of current options
- Existing facilities are underdeveloped and run down with little or no amenities
- Limited options for disabled or mixed ability sports

3. Decrepit professional facilities

- As the homes of the area's only professional clubs, the facilities at Borough Park and Derwent Park are at the end of their usable life
- Clubs do not have the resources to invest in required improvements, and investment to meet safety standards is crippling the clubs' ability to grow

4. Sense of place and civic pride

- The entrance to the north of the town is opened by the ailing Borough Park setting the first impression for the town
- Nowhere to stage major events
- Neither current stadium engenders civic pride and add to the sense of decline in the area

5. Professional clubs' community outreach

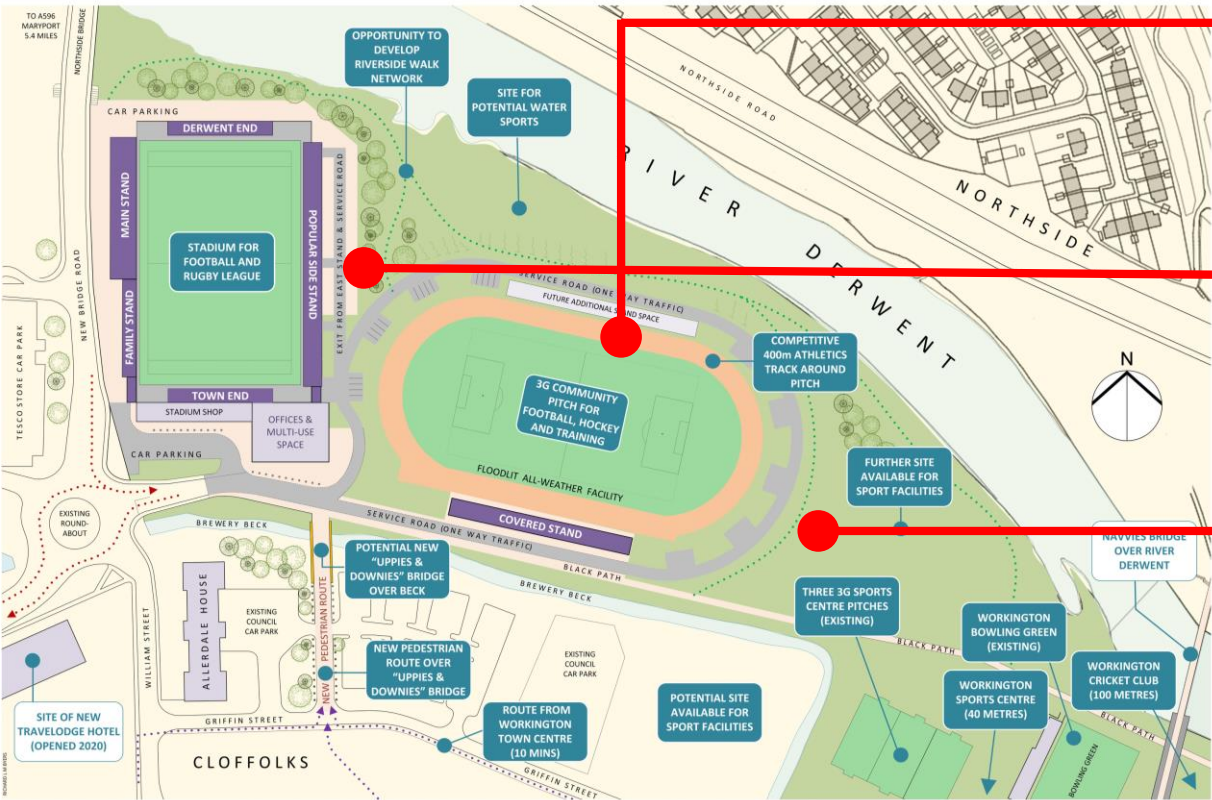
- Despite having over 400 members, Workington Reds Juniors do not have appropriate facilities to properly support current uptake or grow further
- Unlike Copeland, Allerdale has no amateur rugby league teams within the top amateur league and no team within Workington town itself

6. Loss of talent

59

- Local and regional based professional and potentially elite sports people have to travel long distances to appropriate facilities
- This "talent drain" has a negative affect on professional sports in the county, and the perception of opportunity

Key project outputs



OUTLINE CONCEPT OF PROPOSED ALLERDALE SPORTS VILLAGE

- 1. Accessible and inclusive community facilities available 24/7 and 365 days a year
- 2. A re-developed stadium at the Borough Park site that meets the requirements and growth aspirations of the area's two professional sporting clubs, as well as providing conference facilities and amenities for other economic activity such as gigs
- 3. The adjacent Lonsdale Park brownfield site developed to link the new facilities with existing provision and draw together the town's sporting offer while providing space for further investment
- 4. A satellite facility in Moorclose to enhance the reach of the project into one of the borough's most underprivileged wards

Outcomes and linkages to the town vision



The project outcomes clearly help to deliver the strategic goals for Workington through the Town Deal

Strategic goals for Workington

Outcomes	Examples
A significant uptake in sporting activity across the borough with a strong focus on disability and mixed ability sports	<ul style="list-style-type: none"> Creating a regional hub for disability sports Re-establishment of amateur rugby league clubs and academies in the town centre
An impressive welcome to the town from its northern gateway	<ul style="list-style-type: none"> Modern and well-finished stadium development Integrated sports village footprint – close to transport
The renaissance of professional sporting activity in West Cumbria to the benefit of the whole area	<ul style="list-style-type: none"> A West Cumbrian Super League club Reds return to National League (Steps 1 - 2)
Creation of employment	<ul style="list-style-type: none"> Sports village operations employment Professional clubs growth
Halt the migration of sporting talent to other parts of the country	<ul style="list-style-type: none"> Centre of excellence for the county Further growth of Town and Reds' community programmes
Further investment and development in the Lower Derwent Valley	<ul style="list-style-type: none"> Creating a focal point for further development Disposal of the Derwent Park site by the council for further development

1. Workington grows its economy and employment through focusing on its strengths in manufacturing and clean energy, and its role as West Cumbria's primary service centre.
2. Workington attracts new and growing businesses through offering a skilled workforce, a competitive cost base, and localised support.
3. Workington offers high-quality academic and vocational education and training opportunities to its residents and people across West Cumbria.
4. Workington bolsters its natural and built environment offer for residents and visitors.
5. Workington's town centre prospers through attracting residents and public and private investment, diversifying existing uses.
6. Workington enjoys excellent digital and physical connectivity.
7. The proceeds of Workington's growth are shared widely in the local community.
8. Workington remains a safe, healthy, affordable and sustainable community.

How the Town Deal can help, and other funding avenues



Work is ongoing to develop the proposal and further refine the design and indicative cost envelope. Investment from the Town Deal would provide the platform for project to leverage further funding:

- The Local Authority is backing the project and has committed to co-fund.
- The project aligns to the aims of the Football Foundation and the Rugby League World Cup Createdby Fund. Engagement with both organisations has been promising with Cumbria identified as being a key strategic area for their investment.
- In addition, its outcomes also align to the funding criteria from other organisations such as Sports Foundation, Coal Fields Initiative, and the Lottery. Each of these funding routes are being eagerly pursued.
- Engagement is also taking place with potential sponsors for the sports village focusing on large players in the area e.g. New Balance.
- A number of organisations have expressed an interest in the design and construction of the Sports Village, with the early gate work being offered for free due to the significant PR opportunities associated with the project, and in line with their social impact commitments.

Community support

1. The sports village project is strongly supported by key community figures

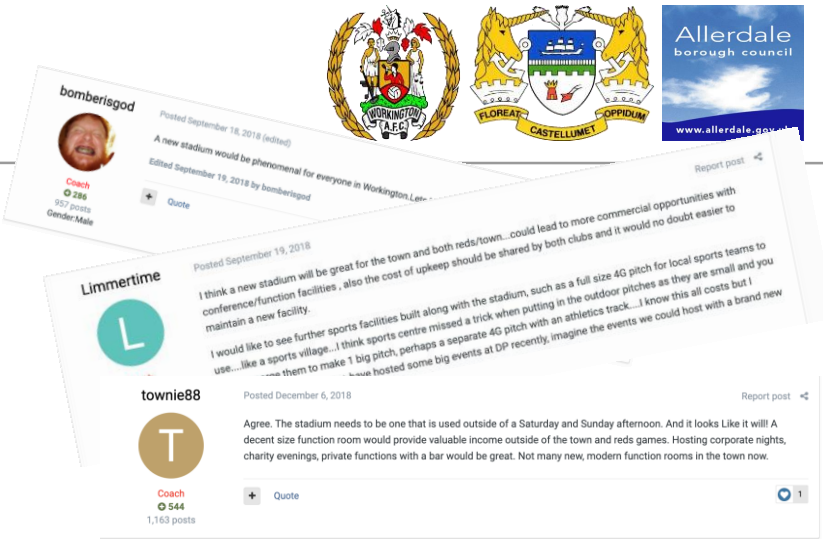
“I must stress that the current administration does want to see new sporting facilities developed in Workington and is keen to work alongside the clubs to deliver this.”

Mike Johnson, Deputy Leader, Allerdale Borough Council

2. Below: the need for new community facilities is clear to aid further investment and reach



Workington Reds' already has a significant footprint in West Cumbria and places community at the heart of its vision. It has an established foundation and junior setup that includes over four hundred members. It aims to develop a lifelong interest in sport and physical activity among young people and ensures that older people remain active for longer, seeking to address barriers to participation in football and recreation. As it stands, the Reds Juniors are playing at the Ranch playing field in Moss Bay, with those four hundred members utilising a single set of portacabins. With the right facilities to support its current members and offer space to grow, the new community facilities would have an excellent core base of users from the outset. The club has recently appointed two new community directors to build on the foundations in place to continue to grow this user base in a significant way across West Cumbria.



3. Above: upgrading sports facilities is a key topic of online discussion



Despite being a rugby league hotbed with a number of first-class stars, Allerdale does not have a team in the highest amateur division – in contrast to two in Copeland. Workington Town's community outreach is expanding to help change this. The club is offering its current facilities and staff to run development workshops for amateur clubs and players, helping to better increase the standard of coaching and development across the West Cumbria. This builds on the good work of the previous season where Town welcomed over 1000 kids from teams across West Cumbria to "takeover" Derwent Park. The club is also helping to re-establish teams with youth setups into the town centre which is a key goal of the Rugby League World Cup Createdby fund. The opportunity for further growth is well understood and would be chiefly enabled by safe and inclusive new facilities.

Confidence and deliverability



A number factors underpin confidence in the project and its deliverability:

1. Strong political support

- The project is supported by Mark Jenkinson MP
- The Local Authority executive, including the Deputy Leader, is supportive, and involved in the project

2. An established project board

- Representatives from the Local Authority, Reds, and Town working in collaboration against a clear Terms of Reference
- Mark Jenkinson MP attends as an advisor
- Supported by other key local stakeholders

3. Much of the thinking and enabling work is done

- There is the opportunity to build on the previous Local Authority executive's stadium project - with much of the initial planning, site investigation and strategic case is already complete

4. Significant interest from a well-established supply chain

- Soft testing combined with experience from the previous project suggests that there is interest from a well-established and competitive supply chain
- Opportunity for them to align with wider social value requirements as key players in the region

5. Delivery

- This type of project has been carried out in other locations across the country
- This could be procured as a turnkey project from the well-established supply chain via the Local Authority

6. Vast LFE from across the public estate to underpin cost and delivery route of this type of project

- Because of this all stages of the project can be robustly underpinned and benchmarked

Skills and Enterprise

Ashley Bennett, Mott MacDonald

Skills and Enterprise

- ~£5-7m from Towns Fund to develop Enterprise and Innovation Campus in town centre, potentially co-funded by major tenant
- Concept would provide shared workspace both to major employers (e.g. Sellafield or Government office) as well as co-working/incubator space for start-ups/small businesses
- Intended to be cross sectoral – demand for sector-specific facility outside of nuclear sector unlikely to be large enough in West Cumbria
- Scale offers potential for clustering benefits via cross-fertilisation of ideas between business – although security concerns would need careful handling if nuclear sector included
- Potential for FE/HE partnership with Enterprise and Innovation Campus
- Next steps:
 - Feasibility development – Cumbria LEP lead with SQW support
 - Confirm location – Central Car Park site emerging as likely location that offers sufficient scale and meets broader requirements (activation of town centre)
 - Project team initial engagement with potential tenants / wider partners

Central Car Park

Approximate Land Area – 1.5Ha

Access – Good access onto Central Way and Oxford St.

Distance to Workington Station - 800m

Major Mixed use potential

This site has potential to deliver an exemplar co-working scheme, backed by a major anchor tenant, with co-working space on lower floors to support business start ups, smaller businesses, and those who want more flexible working.

This could include retail / leisure elements to attract occupiers.

The site also has capacity to deliver homes.



Programme and wider next steps



Programme

Task	Status	Consultant team lead	Week Commencing		03-Aug	10-Aug	17-Aug	24-Aug	31-Aug	07-Sep	14-Sep	21-Sep	28-Sep	05-Oct	12-Oct	19-Oct	26-Oct
			20-Jul	27-Jul													
1. Baseline assessment	Complete	MM															
2. Vision and Objectives setting	Complete	MM															
3. Option identification	Complete	MM															
4. Options development	Ongoing	MM (overall)															
a. Port of Workington		TBC															
i. Initial development																	
ii. Towns Deal Board discussion																	
iii. Costing and benefits assessment																	
iv. Pro Forma draft																	
b. Town Centre Townscape and Connectivity	Ongoing	Buttress															
i. Initial development																	
ii. Towns Deal Board discussion																	
iii. Costing and benefits assessment																	
iv. Pro Forma draft																	
c. Town Centre Alternative Uses	Ongoing	Savills															
i. Initial development																	
ii. Towns Deal Board discussion																	
iii. Costing and benefits assessment																	
iv. Pro Forma draft																	
d. Improving Workington's Leisure and Cultural Offer	Ongoing	TBC															
i. Initial development																	
ii. Towns Deal Board discussion																	
iii. Costing and benefits assessment																	
iv. Pro Forma draft																	
e. Skills and Enterprise package	Ongoing	SQW															
i. Initial development																	
ii. Towns Deal Board discussion																	
iii. Costing and benefits assessment																	
iv. Pro Forma draft																	
5. Online community consultation	Yet to start	MM															
6. Reporting		MM (overall)															
a. Report skeleton to ABC	Ongoing																
b. Draft TIP to Towns Deal Board	Yet to start																
c. Board comments to ABC	Yet to start																
d. Draft Final TIP submitted to ABC (incorporating consultation outputs)	Yet to start																
e. ABC Council Executive review of TIP	Yet to start																
f. Final TIP submitted to Towns Deal Board	Yet to start																
g. Final TIP submitted to MHCLG	Yet to start																
6. Towns Deal Board meetings	Ongoing	MM (overall)															

Wider observations and next steps

1. Scale of proposed investment may exceed £25 million available via Towns Fund – decision will be needed on whether co-funding is realistic, whether should ask for more from TF, or should prioritise to contain ask within £25 million funding envelope
2. By next Board meeting, *pro formas* for each proposed project will be drafted for agreement at the Board. This will help allow any the Board to prioritise projects, if required
3. ABC progressing online *community consultation* and considering offline options – to go live mid-Sept. Timeframe very tight and substantial change after consultation would require deferral of Town Investment Plan to 3rd cohort.
4. Skeleton Town Investment Plan has been drafted. Full draft to be issued, subject to board approval of project set, w/c 21 September