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Objectives

SECTION 2 - OBJECTIVES

APPRAISAL OF THE OBJECTIVES

The Brief set out by the Ulverston and Low Furness Partnership has identified a number of objectives, which will form the foundation of this masterplan. This section reflects and confirms those objectives in order to ensure that the study fulfils the prescription of the Brief.

Objectives:

- **To consult fully with landowners, businesses and the public**

It is paramount that the wider community is engaged fully in determining the outcomes of this study. Only through consultation, transparency of actions and response to feedback will the opportunities and constraints be fully identified and clearly understood. The subsequent "ownership" of the outcomes will help to engender support for the wider masterplan

- **To undertake an appraisal of the potential for new developments within the study site**

At present, the site is made up of many and varied uses including areas of dereliction, inappropriate utilisation and key areas which could unlock the vision for the masterplan. Through a process of consultation, evaluation of development and economic factors and the marketing and promotion of tourism, the study will recommend a range of developments that will provide benefit to the whole community as well as support the growth and prosperity of the town

- **To undertake an appraisal of all landholding and brownfield sites within the study area**

The masterplan will identify priority sites that may require a change of land use and examine the implications of this in relation to the Local Plan. Proposals may also influence the newly emerging LDF where significant opportunities are deemed to be beneficial to the town. Discussions with businesses and landowners will also act as a catalyst for relocation and expansion as well as provide enhancements to the environment and the wider landscape

- **To explore mechanisms for the future maintenance of the canal**

The study recognises the value of the canal both as an amenity and ecological resource and as a vital component of GlaxoSmithKline's operations. The obligations and responsibility for the long-term management and maintenance of the canal will be investigated in order to identify potential options for securing its viability

- **To provide technical background information, which will include: existing services and transport infrastructure, drainage, landscape, ecology, land quality and transportation links**

Identification of technical constraints will set the parameters by which the masterplan will be developed. Site surveys, desktop studies and consultation with statutory bodies will help to define what is practical and achievable as well as identify areas that might require further investigation, special treatments or provide opportunities for enrichment

- **To recognise and understand the potential value of land and any proposed developments**

The study will undertake to assess the implications of any changes in land use and proposed developments in light of the current economic status of the area as well as be cognisant of the potential impact of the outcomes of the masterplan proposals on land

value and the Local Plan. The masterplan strategy will reflect the support of the Steering Group

- **To provide an overview of potential additional visitor numbers and new jobs as a result of the development of the canal area**

The canal area is regarded as an un-tapped resource that could generate much in the way of tourism and associated employment. The study will address current trends at a local, regional and national level in order to identify the key factors that will help increase visitor numbers to the area. Safeguarding jobs and creating new employment opportunities as well as tourism will underpin the main objectives of the masterplan

- **To present a masterplan, which encapsulates a rolling programme of identified and achievable schemes supported by potential sources of funding**

Through a process of detailed investigation, consultation and feedback, the study will identify a programme of realistic and achievable schemes. These will reflect "quick win" projects that will help maintain a high profile for the masterplan as well as those schemes that require a longer lead-in period. Potential sources of funding, both public and private will be proposed for each stage of the work with a timescale for delivery