

Canal Head, Phase 1. Business and Employment Opportunities

Location	Job Opportunities	Jobs Retained	New Business Opportunities	Training and Skills	Businesses Supported	Brownfield Land re-used	Potential Funding Source	Strategies Supported	Timescale
							NWRDA = North West Development Agency HLF = Heritage Lottery Fund ERDF = European Regional Development Fund CCC = Cumbria County Council SLDC = South Lakeland District Council	SLDC EDS = South Lakeland District Council Economic Development Strategy RES = Regional Economic Strategy RAZ = Cumbria Rural Action Zone Next Steps	Short Term 1 – 2 Years Medium Term 3 – 5 Years Long term 6 – 8 Years
Existing businesses Cumbria Crystal, Heron Glass. Booths.	Increasing business opportunity (increased footfall). Existing employment to increase by 10%	1.Existing glassworks - enhancement of sales / manuf. businesses related to visitors. 2. Existing Booth's		Specialised skill development / centre of excellence in Glass	As location	Existing	Private	SLDC EDS	Short Term
Proposed buildings, sites A and B	1. Tourism based business / light industry (ie fish business). / craft workshops. Comprising 'craft village' 60 FTE 2. Cycle hire / walking centre / refreshment / centre for local natural history etc 2.5 FTE	N/A	As Job opportunities; A. Tourism related light industry, nr units. / small manuf / site sales – possibly local food / craft. B. Cycle hire / equipment hire / refreshment (low Key).	Manufacturing skills development, trainees	New businesses as opportunities.	Partially located on open 'industrial' back-land behind glassworks, not previously developed. But generally on green field (all within town boundary of local plan)	NWRDA	RES RAZ SLDC EDS	Short Term
Proposed heritage / visitor centre canalside Site B	1. Interpretation / visitor information 10 FTE including below 2. Café facilities 3. Boat hire / boat trips / shuttle to canal foot. 4. Canal maintenance / site maintenance. 5. Canal basin project management.	N/A	As job opportunities	Tourism / visitor / interpretation development. Related to local colleges.	As job opportunities	Redevelopment of canalside / existing road adjoining canal. Otherwise open Greenfield as above. (Site likely to have been developed previously and returned to field – Tannery identified on old maps)	Private NWRDA HLF	RES RAZ	Short Term

<p>Relocated auction rooms – Site B adjoining visitor centre</p>	<p>Relocated existing employment plus possible increase related to flexible multi-use of building. 4 FTE Small craft / sales businesses within building footprint 4 FTE</p>	<p>Existing sales rooms staff.</p>	<p>A. Increased use of auction rooms / flexible use. B. Associated small specialist sales businesses (collectors / antiques / crafts)</p>	<p>N/A</p>	<p>Existing business relocated, enhanced and potentially increased.</p>	<p>Part green land as above</p>	<p>Private</p>		<p>Short Term</p>
<p>Site C Existing buildings / businesses at canal head – scrapyards / flats / agricultural supplier adj. Auction mart / auction mart itself.</p>	<p>N/A</p>	<p>Proposed no change for phase 1, no gains or losses.</p>	<p>N/A</p>	<p>N/A</p>	<p>Existing businesses at canal head</p>	<p>Existing retained</p>	<p>N/A</p>		<p>Short Term</p>
<p>Site E – Technology Business Park. High Quality low density setting in managed site, easy access to A590. High Quality business identity.</p>	<p>Potential professional high tech / office / technical manuf. Employment. Innovation Centre Business Park site ownership and lettings. Site infrastructure maintenance Potential employment opportunity may be between 120-150 FTE. These may be substantially re-locations within Furness. Employment here may be considered to be of similar skill or professional level to those jobs previously lost at GSK, to help balance the local economy.</p>	<p>Possible re-location of existing technology based businesses within Ulverston and surrounds.</p>	<p>Possible new business location opportunity to benefit quality location. Related support business Business Park site ownership and lettings. Site infrastructure maintenance</p>	<p>Technology / high tech manufacturing training + management development in hand with local / regional colleges</p>	<p>Existing high tech manufacturing businesses looking for improved location within area. (As identified). New business opportunity.</p>	<p>Open green land, previously part auction mart field areas. However within the local plan boundary for Town giving possible development opportunity.</p>	<p>ERDF NWRDA SLDC Private</p>	<p>RES SLDC EDS RAZ</p>	<p>Short Term</p>

Canal Head, Phase 2.

Business and Employment Opportunities

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All items of Canal Head Phase 1 retained in place. Following facilities for additional site C canal head only									
Relocation of scrap yard business to alternative site. Suitable location not identified within study area.	N/A	Existing business transferred elsewhere	Site redeveloped	N/A	Subject to alternative site being identified	Existing site reused following de-contamination. Associated buildings removed.	Private	SLDCEDS	Medium Term
Removal of existing tavern, currently in use as letting flats.	N/A	N/A	Site re-developed	N/A	N/A	Site re-developed	Private		Medium Term
Redevelopment of abattoir site. (Disused)	As below	N/A	As below	N/A	Auction Mart	Abattoir site re-developed following de-contamination.	Private		Medium Term
Part Auction Mart. Activities and associated agricultural supplier re-located to Abattoir site adj. North Lonsdale road to allow re-development of canal head site adjoining A590.	Existing auction mart and associated businesses	Existing auction mart employees. Existing associated agricultural business employees	Improved layout to auction mart. Improved access and facility for associated business. Possible additional area for assoc business	Continued employment opportunity in agricultural service business	Existing Auction Mart by re-organisation (and potential enhancement) of site with relocated access. Agricultural suppliers Local users of mart (local farmers)	As above.	Private NWRDA SLDC		Medium Term
Redevelopment of site C Canal Head;									
Hotel / function facility / leisure facility. (May be separate or associated with below).	Staff and management for new businesses. Facility and site maintenance 17 FTE- hotel	N/A	Hotel / Leisure / Social function facilities. (Supported by evidence from discussion with local	Service industry training / local college links (catering at Kendal college / Furness college.)	New business opportunity. Will provide services to existing local businesses (established need	Redevelopment of existing site, including widening of footway adjoining A590. De-contamination	Private		Medium Term

	6 FTE- leisure		manufacturing businesses)		for quality hotel), and to new businesses in technology park	likely to be necessary.			
Waterside Restaurant	Staff and management for new business. Facility and site maintenance 7FTE	N/A	Waterside Restaurant may be either independent or associated to Hotel or Café / Bar	Service industry training / local college links - catering at Furness college / Kendal college.	New business opportunity. Will provide services to existing local businesses, and to new businesses in technology park. Provides increased visitor interest in canal head generally	Redevelopment of existing site, including widening of footway adjoining A590. De-contamination likely to be necessary.	Private		Medium Term
Waterside Café / Bar	Staff and management for new businesses. Facility and site maintenance 6 FTE	N/A	Waterside Café / Bar may be either independent or associated to Restaurant or Hotel	Service industry training / local college links - catering at Furness college / Kendal college.	New business opportunity. Will provide services to existing local businesses, and to new businesses in technology park. Provides increased visitor interest in canal head generally	Redevelopment of existing site, including widening of footway adjoining A590. De-contamination likely to be necessary.	Private		Medium Term
Canal side access, pedestrian route through canal head to link with walk to town centre.	Canal Head / basin project management Canal infrastructure maintenance 2 FTE	Develop and strengthen links with town centre. Increase visitor numbers to town	N/A	Service industry training / local college links - catering at Furness college / Kendal college.	New canalside leisure and tourism related businesses. Existing town centre businesses	Redevelopment of canal head, following de-contamination.	HLF CCC SLDC		Medium Term

Areas adjoining North Lonsdale road. Business and Employment Opportunities

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Acrastyle site; -Proposed canal-side housing development site Public / pedestrian pathway along side canal No loss as transfer of business within Ulverston.	-Growth of re-located Acrastyle. -Local housing development opportunity.	-Possible re-location of Acrastyle to business Park, (site E canal head). Potential growth from existing total of 97 to target of 160 employees.	-Speculative housing development, good quality, canal –side environment.	N/A	Existing Acrastyle business retained in Ulverston by relocation to suitable site.	Existing light offices site to be re-developed. Area likely to have contamination issues from previous use.	Private		Medium Term
Schooners Wharfe; -Proposed housing development site. Public / pedestrian pathway along side canal	N/A	No employment currently on	N/A	N/A	N/A	Present redundant mixture of buildings and site use, to be redeveloped including retention of several buildings for domestic conversion.	Private Housing Association		Short Term
Travis Perkin’s site; -Existing site and use to be retained Employment as existing, no development or reduction envisaged.	N/A	Existing employment	N/A	N/A	N/A	Existing site use	N/A		
Industrial area ; -to be considered ‘long term’ housing development site, for mixed housing (low cost / social / elderly) No loss of employment as established businesses to be relocated to other areas within study area	-Potential future care employment if Elderly housing use.	Relocation of established businesses to Steel Street and Kennedy street sites	N/A	N/A	Existing businesses supported by redevelopment opportunity on alternative sites	Existing mixed development to be redeveloped and likely contamination removed or encapsulated.	Private		Long term
G.W. Waites site;	Additional	Existing business	Existing	N/A	Existing	Existing industrial	Private		N/A

- to be retained with area for potential expansion. Possible additional 15FTE	employment to follow further development of business	looking to develop				site			
'Steel Street' area (comprising part G.W Waites / part SLDC land ownership; - Proposed redevelopment as workshop / General industrial . -Relocation site for existing businesses from 'Industrial area'. -Opportunity for new workshop / general industrial businesses. Existing employment relocated from 'light industrial area adj. Canal - say 30 FTE existing (over long period). Plus 10 FTE by further expansion / new business.	Development opportunity for existing relocated businesses and new businesses.	Existing businesses relocated over period to this site.	Potential new workshop / manufacturing business locations		Existing workshop business relocations	Generally open land which to some part may have been reclaimed from previous use (unknown)	Private SLDC NWRDA	RES	Short Term
'Kennedy Street' area; -transfer existing SLDC depot to alternative site. -Social housing (established needs housing) -Relocation of Rathbones training centre. 6 existing part time jobs protected -Potential site for 'ECO' housing development. -Potential site for SLDC skateboard park. - retained green zone adjoining canal with public / pedestrian pathway.	N/A	Existing Rathbones training organisation relocated. 6 existing part time jobs protected.	N/A		N/A	Generally open land which to some part may have been reclaimed from previous use (unknown). Redevelopment of existing SLDC storage depot taking significant area of site.	Private Housing Association SLDC		Medium Term

<p>'Green space' adj. Sliding rail bridge; -Open green space 'public realm'. - public / pedestrian path adjoining canal connected to proposed new footbridge adjoining sliding rail bridge (see also further notes on sliding bridge elsewhere). No additional employment.</p>	N/A	N/A	N/A	N/A	N/A	Area previously used as control and lifting buildings for mechanism operating the sliding bridge. Control building removed, remaining derelict tower building possibly previously containing the weights to draw the sliding rail bridge). Site previously under industrial use.	HLF		Medium Term
<p>'Green space' adjoining Kennedy Street; -existing mixed use. -Retention / refurbishment of allotments. -Open space / recreation No additional employment.</p>	N/A	N/A	N/A	N/A	N/A	Previous uses unknown			Medium Term
<p>The 'Elms' site; -Transfer 'Rathbones' training centre from this site to Kennedy St. site. -Potential business relocation / new business development site (Office / manufacturing). Dependent upon type of business, possibly 50 plus FTE jobs</p>	(As new business opportunities)	Potential relocation within Furness area	Potential good location for one reasonable sized business re-location. Self contained site which could be high tech manufacturing / offices / Business HQ.	Associated to developing business	Opportunity for developing and expanding local business looking for identity on own site.	Site to be fully re-developed, existing developed site.	NWRDA ERDF Private SLDC		Short Term

Canal basin, other areas.

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Lock keepers Cottage and 'Hearts of oak' boat.	Interpretation centre staff / management. 2 FTE	N/A	As job opportunities	Potentially seasonal / part time employment – starter role in tourism / leisure.	In hand with proposed visitor centre and canal navigation managed from canal head.	Existing redundant cottage and site redeveloped as visitor centre	HLF		Short Term
Viewing Tower (Proposed free standing structure / canopy)	Fabrication and installation of facility as 'art in landscape' element, possible by local craftsmen.	N/A	As job opportunities	N/A (other than design and fabrication)	Existing Artist / fabricator.	Small installation as part of access improvement to canal foot.	Arts Grants Support		Short Term
Canal Foot Car Park, Hammerside field.	-Construction -maintenance (minimal) in hand with canal maintenance	N/A	N/A	N/A	-Existing Bay Horse pub / restaurant at canal foot. (Existing limited parking)	Open field, not previously used.	Private		Short Term
Sliding Rail Bridge and proposed Footbridge. (Refurbishment of 1870's sliding bridge structure, parked in open position to allow navigation, refurb of lifting tower adjoining, construction of new foot bridge –	-construction and design for new footbridge. - specialist refurbishment of historic bridge structure -maintenance as part of canal structure.	N/A	N/A	-Specialist refurbishment of cast iron bridge – possible training opportunity by charity training organisation.	N/A	Existing previous industrial construction .	HLF		Short Term

possibly swing bridge / contemporary design to contrast cast iron rail bridge structure)									
Rame farm; Existing Agricultural business to be supported by; -development of existing equestrian business – trekking / stabling / training / schooling. -potential holiday lettings within building conversions / related to outdoor activities and locality.	-Existing equestrian business developed Possible additional 1/2FTE - Diversification into holiday lettings Possible additional 0.5FTE	Existing farming and equestrian business supported by potential diversification. 2/3 FTE at present	Holiday letting opportunity	Equestrian schooling may offer training posts / possibly seasonal.	Existing agricultural business	Existing farmland	Private NWRDA ERDF	RAZ	Short Term
Canal fabric generally; As identified canal structure requires maintenance activity and planned long term fabric improvement works (-Responsible organisation structure to be determined ? -funding strategy to be determined	Canal maintenance 1 FTE				Tourism / activity related businesses to be established in canal corridor.		HLF SLDC Private		Short Term

11.19 BENEFITS FOR LOCAL PEOPLE, BUSINESSES AND VISITORS

The main benefits to be gained from this masterplan are that, taken as a whole, the plan will be an agent for major regeneration of the area which will raise the profile of Ulverston as a tourist destination and as a gateway to the Furness Peninsula. It be of huge benefit to the local economy. It will make significant environmental enhancements and will provide job opportunities and facilities for local people and visitors to the area. The programme involves the development of untidy and brown field sites,

provides employment land and protects existing jobs and provides opportunities for a range of new jobs and training. A variety of housing developments is proposed including social housing provision and leisure and recreation facilities, for local people and visitors are proposed.

The package of measures proposed in this masterplan addresses a number of aims and objectives in the South Lakeland Strategic Partnership's Community Strategy, the SLDC Strategic Plan and SLDC's Economic Development, Cultural and Arts Strategies, as well as proposals contained within the Ulverston and Low Furness Partnership's Strategy and

Action Plan. The proposals within this masterplan can also feed into the emerging new local plan process – the Local Development Framework, as an Action Plan.

An innovative and inspired masterplan can be a very useful tool in promoting and marketing an area. Additionally, a strategic, masterplan approach is generally more attractive to major funders than dealing with a list of unconnected projects and will have a greater chance of attracting private sector funding.

Project	Benefits to local people	Benefits to businesses	Benefits to visitors
Technology park	Technology park will help to raise profile of Ulverston Retention of local companies in Ulverston – jobs protected New jobs created High quality, high skill, well paid jobs created Training opportunities	Local companies wishing to locate to prestige site Local companies wishing to expand Local technology companies wishing to become part of a technology cluster Other local businesses in supply chain to benefit Construction opportunity Inward investment opportunity Quick win project which could draw down ERDF funding Innovation Centre	Businesses could develop “Centres of Excellence” and provide opportunities for others to visit to view best practice operations
Heritage/visitor centre	Educational value to local schools and the community Conservation of the local heritage Employment opportunities	A permanent home for Heritage trust and Laurel and Hardy Museum Helps to raise profile of area – helps other tourist related companies Information centre to market Ulverston and the Lake District Peninsulas Construction opportunity Local suppliers	An interesting and entertaining visitor attraction An opportunity to find out more about the local heritage Provision of local information and details of attractions in the area Attractive building, overlooking water with refreshments, toilets etc
Boat hire/boat trips	New recreational activities for local people Employment opportunities	Local attraction – helps other tourist related companies Helps to create a lively atmosphere Local suppliers	New family attraction
Tourism based businesses	New attraction Educational value Training opportunities Employment opportunities	Construction opportunity Local attraction – helps other tourist related companies particularly Glass Centre Local suppliers	New visitor attraction
Craft units	New attraction Educational value Training opportunities Employment opportunities Creation of cluster of like minded artists/crafts people	Construction opportunity Local attraction – helps other tourist related companies particularly Glass Centre Local suppliers	New visitor attraction Opportunity to see arts and crafts being made and perhaps to try their hand
Relocated auction rooms/multi use building	New attraction Educational value Employment opportunities Facilities available for cultural events	Construction opportunity Local attraction – helps other tourist related companies Meeting, conference, exhibition, facilities, training venue	New visitor attraction Improve awareness of local farming industry and local food products
Cycle hire/walking centre	Employment opportunities New recreational activities for local people	Construction opportunity Business opportunity Local attraction – helps other tourist related companies	New visitor attraction linked to wider cycle network Health benefits

Long and short stay car parking and public toilets	Useful to local people	Construction opportunity Brings visitors to existing and new businesses	Essential for visitors
Public realm/events area	Programme of events for local people – add to festivals programme	Construction opportunity Local businesses can participate in events – crafts fairs etc Network with events elsewhere	Events add to attraction of area Target specialist events to particular audience
Redevelopment of abattoir site to become part of auction mart site	New attraction Educational value Potential employment opportunities Car parking on site, improve local traffic and parking Junction improvement at North Lonsdale Road/A590 junction	Improved auction facilities benefits local farmers and suppliers to agricultural industry Construction opportunity	Potential viewing gallery to see the animals and the auction ring an attraction to visitors
Hotel, function rooms	Facilities available to local people for functions Employment opportunities	Construction opportunity Meeting, conference facilities, training venue Business hotel for visiting clients	Modern, high quality accommodation for staying visitors with a unique location
Waterside restaurant	Good quality restaurant in attractive setting Employment opportunities	Construction opportunity Convenient and attractive venue to take business customers	A good quality restaurant in an outstanding environment will attract people from a wide area
Bar/café	Lively outdoor day time café and night time bar available to local people Employment opportunities	Construction opportunity Convenient and attractive venue to take business customers	Day time café and night time bar attractive to visitors
Leisure facility	Membership opportunities Employment opportunities	Potential lunch time and early evening facility for local business people Corporate membership Construction opportunity	Leisure facilities add to attraction for staying visitors
Access and car parking	Available when using facilities	Convenient for quick turn around visits Construction opportunity	Essential for staying visitors
Public realm and access to waterside	Improved pedestrian route to town centre Lively and attractive area for meeting, events etc	Convenient and attractive venue to take business customers Construction opportunity	Attractive, exciting area to be in – day time and night time
Acrastyle site	Housing opportunities Public access to canalside Improved views from across canal	Local housing developer Local suppliers Construction opportunity	Improvements to environment
Schooners Wharf	Housing opportunities Public access to canalside Improved views from across canal	Local housing developer Local suppliers Construction opportunity	Significant Improvements to environment
Mixed industrial area	Housing opportunities Public access to canalside Improved views from across canal	Local housing developer Local suppliers Construction opportunity Businesses relocated to better premises	Significant Improvements to environment
Steel Street Area, Kennedy Street Area and The Elms	Employment opportunities Training opportunities A range of housing opportunities Experimental eco housing	Businesses relocated to better premises Local suppliers Construction opportunity The Elms offers good relocation opportunity	Significant Improvements to environment Skatepark available to visiting youngsters

	Local facilities – garden extensions, parking, skatepark Public access to canalside New footbridge	for local company	
Canal Foot Car park	Available to local people	Construction opportunity Additional parking for Bay Horse Hotel	Essential for visitors Compliments other attractions
Interpretation centre (former Lock Keeper's Cottage)	New attraction Educational value Employment opportunities Volunteer opportunities	Construction opportunity Local attraction – helps other tourist related companies	New visitor attraction
Restoration of Hearts of Oak	New attraction Educational value Employment opportunities Volunteer opportunities	Construction opportunity Local attraction – helps other tourist related companies	New visitor attraction
Project	Benefits to local people	Benefits to businesses	Benefits to visitors
Viewing tower	New attraction Educational value	Construction opportunity Local attraction – helps other tourist related companies	New facility
Land to north of canal – informal recreation with some commercial opportunities at Rame Farm	Potential new recreation facilities Employment opportunities	Construction/conversion opportunity Feasibility study opportunity	Potential new visitor attractions for day visitors and staying visitors