



Ulverston Canal Head & Canal Corridor Masterplan



CAPITA SYMONDS

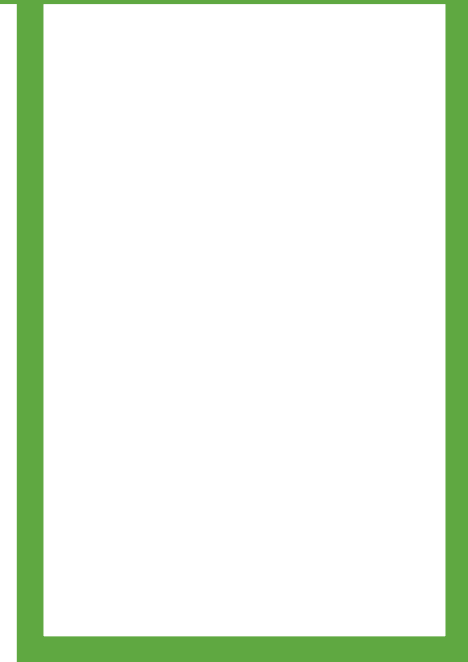
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NB (SERVICES, DRAINAGE AND LAND QUALITY CONTAINED IN SEPARATE DOCUMENTS)



Executive Summary

EXECUTIVE SUMMARY

Capita Symonds has been commissioned by the Ulverston and Low Furness Partnership to undertake a masterplanning exercise for the Ulverston Canal Head and Canal Corridor. The masterplan has provided a strategy for the ongoing regeneration of Ulverston. This has included options for the re-development of the Canal Head area as well as looking at the wider benefits of land-use re-allocation and associated landscaping to provide a gateway into the town and the Furness Peninsula.

This summary describes:

- The objectives of the study
- The process of consultation
- A summary of the masterplan
- A summary of the programme of implementation
- An overview of cost estimates
- Recommendations for the way forward

The objectives of the study

The Partnership identified a number of objectives which, taken as a whole, will consolidate the regeneration of the canal. The project team have addressed the following:

- To consult fully with landowners, businesses and the public
- To undertake an appraisal of the potential for new developments within the study site
- To undertake an appraisal of all landholding and Brownfield sites within the study area
- To explore mechanisms for the future maintenance of the canal
- To provide technical background information, which will include: existing services and drainage, transport and highways infrastructure, ecology, landscape and land quality.
- To recognise and understand the

potential value of land and any proposed developments

- To provide an overview of potential additional visitor numbers and new jobs as a result of the development of the canal area
- To present a masterplan which encapsulates a rolling programme of identified and achievable schemes supported by potential sources of funding

The process of consultation

The project team have carried out a series of one-to-one discussions with stakeholders, landowners and businesses as well as holding a two-day public engagement event.

The Partnership provided a list of primary consultees that were seen to be key players in investigating new opportunities. The project team arranged "fact-finding" meetings in order to explore what the aspirations of people were, both in terms of business development and also addressing the wider issues of the canal and its place in the landscape. The interim proposals, which developed from these meetings, were displayed at a two-day public consultation event. These were very well attended and people were asked to complete a questionnaire, which helped to further consolidate the decision-making process.

In general terms, 27% of the respondents strongly supported the proposals and 39.5% of people generally agreed with the strategy. Key issues included the desire to see some regeneration throughout the canal site, whilst retaining the integral character of the area. There was also a keenness to see that the tranquillity of the canal along with its wildlife should not be compromised.

The developing masterplan was also checked

against current tourism and marketing trends to ensure that the proposals would encourage an increase in the share of new visitors to the area.

The project team held technical consultations with statutory bodies including the Highways Agency, Environment Agency and other utilities providers. This enabled a technical constraints assessment to be prepared that then set the parameters for new developments. Key issues arising include the need to provide a full flood risk assessment for any new developments proposed north of the canal. In addition, there will be a requirement to undertake detailed traffic assessments at the Booth's supermarket roundabout and also the junction with North Lonsdale Road and the A590.

The project team recognised the value of detailed discussions with the Steering Group and the feedback at regular progress meetings was used as a guide to developing the overall strategy. Discussions were also held with GlaxoSmithKline in order to assess the requirements for the long-term, sustainable management of the canal and to explore the options for the creation of a Development Trust that would guide the management of the canal and also perhaps the wider redevelopment of the corridor.

A summary of the Masterplan strategy

The masterplan strategy reflects the results of the extensive consultation process. The strategy is also underpinned by its correlation to other documents including:

- South Lakeland Community Strategy, May 2004
- South Lakeland District Council's Economic Development Strategy, 2004
- South Lakeland Cultural and Arts Strategies

The strategy is based on a phased operation of re-allocation of land use, primarily focussing on the Canal head area, but also taking into account new opportunities through the whole length of the corridor. One of the main drivers for regeneration is the aim of safeguarding employment in the area and also creating opportunities for new jobs for local people. The aim of this exercise is to make a substantial difference to the canal area by enhancing the environment, making a significant improvement to the economy of the town and providing facilities for local people.

The proposals within the masterplan are a mixed-use development providing employment, tourism and recreation facilities and some housing within an enhanced environment. They respond to the points in the Vision within SLDC's Strategic Plan:

- Homes which meet need
- Opportunities for employment
- Quality jobs in a diverse economy
- Good transport facilities
- A high quality environment
- Healthy and safe communities

The proposals can be described in relation to specific geographical locations within the study area:

- Canal Head and land to the north of the canal – key strategic sites
- Mixed-use area – adjoining North Lonsdale Road to east of the railway bridge – local significance
- Steel Street and Kennedy Street areas – local significance
- The Elms – local employment opportunity
- Canal Foot – recreational potential
- Land to the north of the canal – informal recreation with some commercial opportunities at Rame Farm

A summary of the programme of implementation

A phased programme of implementation has been identified over a one to eight year period.

Phase I Canal Head and land to the north of the canal

Phase 1 requires little land assembly and could be implemented relatively quickly. Land to the rear of the glass centre is proposed as a new technology park. Access will be provided from the Booth's roundabout on the A590 and will be developed in a parkland setting to a very high standard of design. The technology park will provide relocation opportunities for expanding local businesses, which wish to remain in the area as well as attracting new similar businesses.

In addition, two sites that lie between Booth's supermarket and the Canal Head area would be the focus for recreational and leisure pursuits, including a landmark visitor centre, cycle provision, tourism-based businesses and public open space. These proposals are based on an assumption that the main Auction Mart operations are not able to relocate.

Phase II Canal Head and land to the north of the canal

Phase II requires a land assembly exercise involving sites at the immediate end of Canal Head as well as the Auction Mart Company acquiring land at the disused abattoir to enable them to reorganise their site and create land for development.

The part of Canal Head that lies immediately alongside the A590 is seen as the key site of re-development of the whole canal corridor. Importantly, it also enables the rationalisation of access to Canal Head to be completed. The poor junction between the Canal Tavern and the A590 will be removed entirely and improved pedestrian access between Canal Head and the

town centre can be formalised to create a safe and enjoyable link. The development proposals for this part of the site include a hotel and function rooms, a waterside restaurant, leisure facilities, café and bar and the relocation of part of the Auction Mart to the abattoir site.

Full development of the Canal Head area would mean that the aspiration for a "gateway" into Ulverston could finally be realised.

North Lonsdale Road – mixed use area

The overall strategy for this area is a mixed development of housing and new workshops whilst creating opportunities for existing businesses to grow. At present, businesses, workshops and industrial premises line the canal front. The strategy aims to encourage a gradual relocation of businesses to the North Lonsdale Road side, taking advantage of better vehicular access, and allowing housing to migrate to the pleasanter environment of the canal side.

Steel Street, Kennedy Street and The Elms

The strategy for the Steel Street area includes for land assembly to create a cluster of small workshops to satisfy local demand and to provide relocation opportunities for the many small business fronting the canal. The Kennedy Street area and The Elms have been the subject of development briefs for a number of years. The key to the redevelopment of this area will be the relocation of the SLDC depot. Uses proposed within this area include: social housing and eco-housing units, provision for public open space and gardens, particularly with the local community in mind, the possible location of a new skateboard park and a new footbridge over the canal to replace the sliding rail bridge.

Canal Foot

Canal foot is a destination for walkers and cyclists and it proposed to improve facilities there. A small car park on land owned by GSK could be provided in order to alleviate

congestion adjacent to the pier and Canal Foot Cottages. In addition, a viewing platform with interpretation will be provided to make the most of the expansive views across the bay. Canal Foot also will be the focus for the Hearts of Oak; a restored Morecambe Bay Prawner that will be moored up against the Lock Keeper's Cottage. The boat will provide timetabled pleasure trips along the length of the canal, whilst maritime interpretation will be the theme within the cottage.

A sculpture trail, woodland walks and Greenways will form a broader network of leisure routes, connecting Canal Foot with Canal Head and the wider environs.

Rame Farm

Opportunities for walking and cycling can be extended north of the canal. This could also include for pony trekking, equestrian activities and holiday lets at Rame Farm as a means of diversification.

If fully implemented, the masterplan has the potential to create approximately 175 new jobs. This would escalate to almost 300 jobs if the Technology Park were to be fully occupied.

An overview of cost estimates

Cost estimates for the implementation of the masterplan have been prepared based on current rates and appropriate industry indices. They exclude costs for remediation of contaminated land and land purchase but include for new build, associated infrastructure and landscaping. In total, the estimated costs are £36,404,368.00. Some of this will be sourced from private investment; some will be through partnership agreements and the remainder through public funding. The estimated figure shown above reflects costs over a rolling programme of implementation over an eight-year programme.

Opportunities have already been identified that

would enable some schemes to be kick-started. ERDF funding could be available but requires that an application is made before the end of the year. Potential sources of funding have also been identified for the provision of a Project Manager and also for the preparation of a detailed feasibility study for the Auction Mart.

Recommendations

The masterplan strategy lists a number of recommendations in order to identify the next steps forward. A dynamic partnership has already begun to emerge as a result of the masterplan consultations. Positive dialogue with key stakeholders, landowners, businesses and the community has provided encouragement to develop a masterplan that is achievable and realistic. In order to maintain the momentum, a series of priority recommendations are proposed:

- Ensure that the masterplan is accepted as the framework for the delivery of regeneration in Ulverston
- Agree on the most appropriate arrangement for the creation of a Development Trust that will allow for a strong partnership to manage the canal and the masterplan in a sustainable manner
- Engage a high calibre Project Manager to coordinate the creation of the Trust and also drive the masterplan forward
- Continue discussions and maintain good relationships with other key stakeholders
- Pursue discussions with GSK to finalise terms for the hand-over of the canal
- Produce Development Briefs for the Technology Park and sites A and B at Canal Head
- Establish potential funding from NWDA and other major agencies for implementation of the masterplan strategy
- Undertake the Phase II Geo-environmental Site Assessments to determine the levels of contamination

and mitigation requirements

- Undertake traffic assessments at Booth's roundabout and the North Lonsdale Road/A590 junction
- Undertake a detailed feasibility study for the Auction Mart

The masterplan strategy provides a realistic framework that will generate enthusiasm from existing stakeholders and potential partners and will enable Ulverston to implement flagship projects as part of the Market Towns Initiative.

FOREWORD

In December 2004, Capita Symonds was commissioned by the Ulverston and Low Furness Partnership to prepare a masterplan for the Ulverston Canal Head and Canal Corridor.

The masterplan has focused on creating a broad vision throughout the corridor, which in turn will inform the Local Development Framework and

also act as Supplementary Planning Guidance.

The vision has built on documentation and previous studies whilst responding to stakeholder's aspirations, site analysis, consultation, development of design principles and the needs of Ulverston as a whole.

The Ulverston Canal Head and Canal Corridor masterplan provides guidance and recommendations for the re-assignment of land

use, landscaping and access opportunities, potential for employment and the sustainable management of the canal.

It is anticipated that the proposals set out in this document should be implemented through a rolling programme of phased activities over a 1 to 8 year period. The masterplan is the foundation for development through detailed design and subsequent execution.



1

Introduction

SECTION 1 - INTRODUCTION

1.1 The Study Area

The study site is located approximately 0.5km east of Ulverston town centre on the Furness Peninsula and falls into four main areas, divided primarily by ownership:

- Canal Head adjacent to the A 590 principally owned by Ulverston Auction Mart
- The canal, tow path and nearby farm land owned by GlaxoSmithKline
- Parcels of land including the depot site owned by South Lakeland District Council and
- Land and buildings including residential areas in the ownership of other stakeholders

The study site occupies an area of approximately 68Ha in total. The masterplan has recognised the boundaries of the site but acknowledges the interface between the site and the immediately outlying areas. To that end, the study makes reference to the wider area and has identified opportunities outwith the boundary that reinforce the aims of the masterplan.

The study area presents a mosaic of uses ranging from residential developments, chemical and engineering operations, agricultural land and associated activities, open spaces and ad hoc establishment of small businesses and industrial operations.

1.2 The Market Towns Initiative

The Market Towns Initiative was originated by the Countryside Agency in 2001 in order to target those towns, which historically had been a thriving community but had latterly fallen into a degree of decline. Ulverston was successful in

its bid to be included in the scheme and undertook a Health Check which identified a comprehensive list of projects that would safeguard and enhance the prosperity of the town and provide increased opportunities for the local community as well as visitors.

The canal and its environs have long been recognised by the community as a focal point for the area, providing recreational opportunities as well as visual amenity. Access to the site is poor however, and visitors to the town are often unaware of the canal due to the restricted views and lack of orientation that would allow for increased use of the site.

The potential for the canal and canal head area to provide a "gateway" into Ulverston has been acknowledged for many years, however, a number of obstacles have always prevented its creation, not least of which are those appertaining to land use and ownership.

The identification of a significant project based around the canal is not a new one. The inclusion within the MTI Action Plan has meant that increased funding has been made available through the North West Development Agency in order to fully examine the opportunities. This funding has been further supported by contributions from Cumbria County Council and GlaxoSmithKline specifically to support the delivery of the masterplan study.

1.3 Previous Studies

The canal has always provoked much attention and has long been regarded as an asset to the town.

An earlier study, which looked at the development, primarily of the canal head area, was undertaken by The Len Cockcroft Consultancy and Haydn Morris Tourism in 1998 on behalf of South Lakeland District Council (SLDC) and English Partnerships. The feasibility study addressed the environmental, economic and social problems of the canal corridor, concentrating on the canal head and Schooner's

Wharf area and it made thirty-six proposals. Mechanisms for delivery were also put forward that included the creation of a development company to drive the initiatives forward and the provision of a project manager whose role would be to coordinate further detailed studies and investigate funding opportunities. Although the 1998 study was well received, the proposals never materialised, due in part to the lack of means for project management and also difficulties in instigating early negotiations with key stakeholders.

The value of the Market Towns Initiative is also recognised within South Lakeland District Council's Corporate Plan 2004 – 07. Priority Objective 4.4 looks to;

"enhance the special role of the Market Towns as key service centres for shopping, local services and community facilities and help stimulate regeneration."

A key action is to;

"support and monitor the delivery plans of the MTI's."

The canal, its long-term management and the provision of increased opportunities for leisure and recreation were also the subject of a draft paper prepared by SLDC in 2003. This sought to identify a mechanism for discussions with GlaxoSmithKline that could lead to the creation of a management organisation or Trust that would be responsible for the sustainable management of the canal.

The study area also sits within the Local Development Scheme (LDS) prepared by SLDC in March 2004. The Council has identified four areas which are considered to be the subject of Area Action Plans within the Local Development Framework as part of a future LDS. The value of the masterplan is reflected in the fact that the outcomes may well be included in the LDF, which is currently being prepared.

Running in tandem with the Canal Masterplan is a further study, also undertaken by Capita Symonds and split into strands, which addresses three prime targets, again identified within the MTI Health Check and Action Plan. Over the last few years, Ulverston has re-invented itself and has begun to turn around the earlier decline that the town had experienced. Public events, arts-related activities and an increase in the retail offer have brought a vibrant and prosperous beat to the heart of the town.

Any regeneration and subsequent increase in footfall at the canal must be seen to compliment the town centre activities rather than compete. To that end, Strand Three of the Town Centre masterplan addresses the options for encouraging a two-way flow of visitors and local people between the canal and the town centre, thus avoiding a polarisation of attractions and sustaining the vitality of the town. The brief has made clear that there will be constraints on provision of retail and new housing at Canal Head

1.4 What is a Masterplan?

The term masterplan is used widely in the landscape and planning professions although it is not strictly confined to a single definition. A masterplan can range from strategic planning at a regional scale, to designing smaller, localised sites above the scale of 1: 1250. Planning and design below this level is widely deemed as detailed design. A generic definition of a masterplan is:

“A plan giving comprehensive guidance or instruction.”

It is intended that this study will provide a structured approach to development and regeneration and can sit within the emerging Local Development Framework. A similar exercise has been successfully carried out on the A590 approach into Barrow-In-Furness and the masterplan proposals have been adopted

into the borough’s LDF.

The logical conclusion is to use the outcomes of the masterplan to inform detailed feasibility and design studies that can then become Supplementary Planning Documents – a vital tool in encouraging new developments in a coordinated and prescribed way.

The Canal Head and Canal Corridor Masterplan will address a number of key issues:

- Land use and ownership
- Creating a gateway into Ulverston and the Furness Peninsula
- Re-enforcing relationships between people and places
- Developing partnerships
- Supporting a high quality environment for business and leisure
- Promoting sustainability in all processes of development
- Meeting the needs of the community whilst striving to empower their aspirations
- Setting realistic and achievable targets for delivery

The masterplan is the first stage in exploring opportunities, engaging the interest and enthusiasm of potential partners and importantly; providing a sound case for public and private investment.

CABE (the Commission for Architecture and the Built Environment) believes that in recent years masterplans have become firmly established as tools to help deliver major projects and they have set out advice on how to develop and implement them.

Masterplans can help to make an area unique and open up its potential. A successful masterplan concerns major change in a defined area – in this case the Study Area as defined within the Study Brief. This masterplan will set out proposals for buildings, spaces, movement and land uses and will match these to the aspirations of the client¹ with an implementation strategy.

The masterplan will:

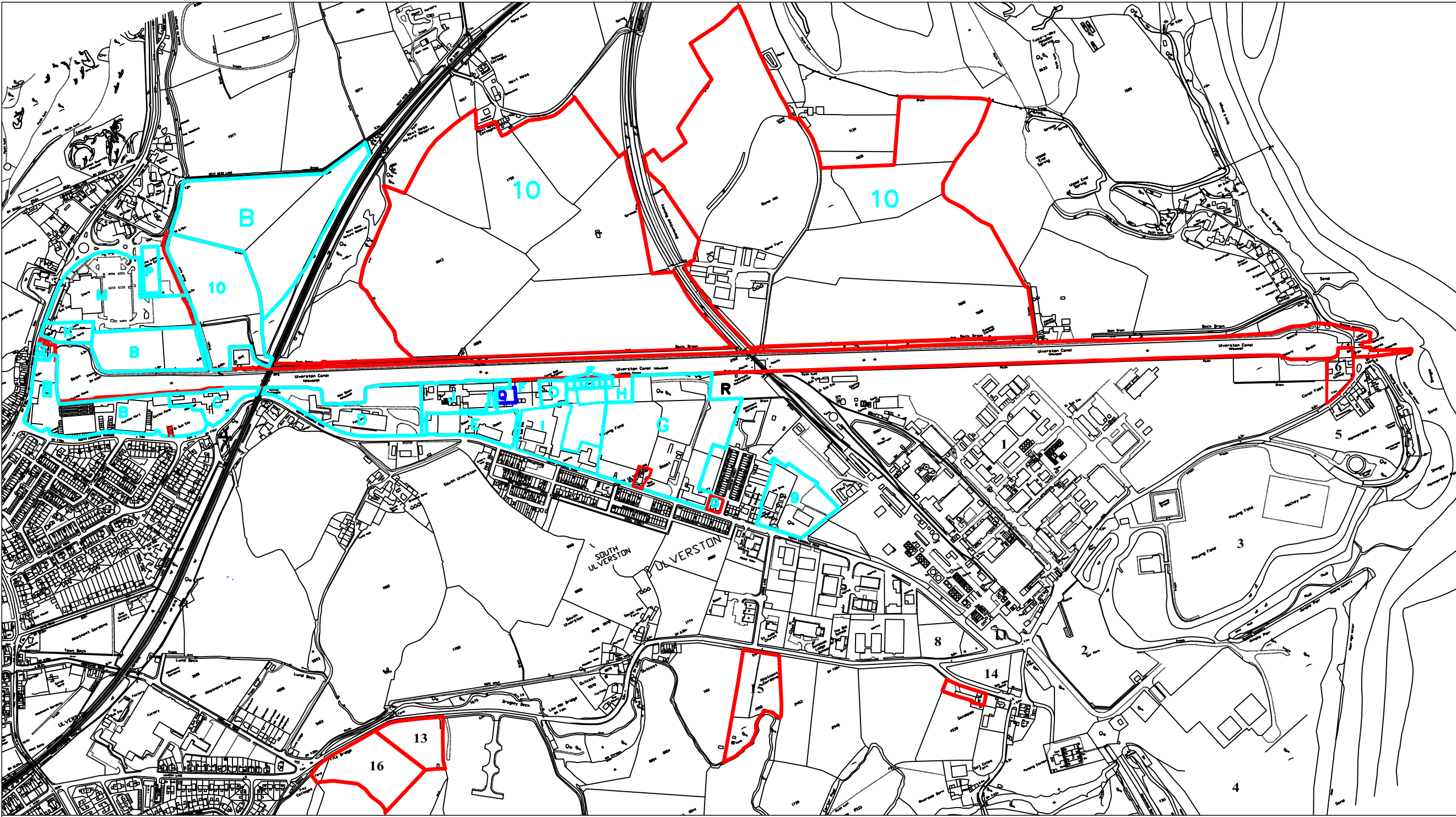
- Determine the activities and land uses which will take place
- Set out the suggested relationships between buildings and public spaces
- Show how footpaths and open spaces are to be connected
- Identify the movement patterns for people on foot, bicycle, car and public transport
- Provide for the service needs and provision of infrastructure and utilities

The masterplan will relate the physical form of the site to the social, economic and cultural contexts and will take account of the needs of those people living and working in the area, as well as those visiting the area.

- The masterplan will contain a strategic framework, a spatial plan and an implementation strategy.
- The strategic framework will take account of the statutory planning system, the Ulverston and Low Furness Partnership’s Market Towns Initiative’s Action Plan, the Brief for this masterplan and the feedback from the Steering Group

¹ the Steering Group representing the Ulverston and Low Furness Partnership and other stakeholders

ULVERSTON CANAL MASTERPLAN



KEY

- A - Canal Tavern
- B - Auction Mart
- C - Ex Abbatior, SLDC, (Long Lease to South Lake Caravans)
- D - Acrastyle
- E - Travis Perkins
- F - Mixed Users
- G - South Lakes District Council
- H - South Lakeland Storage Services

- I - Waites
- J - Mrs Mary Dunsford (Schooners Wharf)
- K - Williamson Scrap Yard
- M - Booths Supermarket
- O - Ainsworth
- P - Cumbria Crystal / Heron Glass
- Q - John Morgan
- R - Cyril Barker

GSK

- 1 - Factory Area
- 2 - Car Park
- 3 - Sports Field & environs
- 4 - Remaining Slagbank
- 5 - Field at hammerside
- 6 - Wood adjacent to lock cottage
- 8 - Triangle Trust Field
- 9 - ELMS GSK
- 10 - Rame Farm(GSK)
- 11 - Memorial Garden
- 12 - Newlands wellfield (not shown)
- 13 - Tanyard wellfield
- 14 - Seaview
- 15 - Allotments
- 16 - Fitz Bridge Field

- The spatial plan will develop the broad vision into physical proposals within a social, economic and political context. The masterplan will consist of a plan, visuals and written text
- The implementation strategy will translate the vision and plans into reality. It will have regard to the social, commercial, economic and political realities that drive change and will consider programmes, risk, funding and procurement

The masterplanning process will involve analysis of the existing situation, consultations, development of options, testing of ideas and refining the proposals in liaison with the Steering Group and wider consultations. The masterplan should be visionary and raise aspirations, it should be fully integrated into the land use planning system, it must be deliverable and it should not be seen as a rigid blueprint, but rather the context within which a series of proposals can be progressed, and must allow for an element of flexibility.



2

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



3

Meeting the
Objectives

SECTION 3 - MEETING THE OBJECTIVES

3.1 Site surveys and desktop studies

Capita Symonds was provided a multi-disciplinary team who have each determined the scope of their objectives and formulated the optimum approach for gathering and processing information. Site visits have included thorough walk-over surveys (gaining permission where appropriate), digital and aerial photographic records for reference, preparation of sketch plans and arranging meetings on site with specialist consultees.

Historic maps and records have been used to set the study site in context and also been used to evaluate previous use and any contamination issues that may transpire. Capita Symonds has access to electronic data for all the statutory undertakers and this has been used to prepare plans of existing services as well as make recommendations in light of the masterplan strategy.

3.2 One-to-one consultations with all relevant parties

The project team has used as a baseline, the primary consultee list, provided by the Ulverston and Low Furness Project Officer. During the progress of the study, additional consultees have been identified and were included in the process of discussion. The team recognise that one meeting with each consultee may not be sufficient to foster a trust or to determine an outcome. To that end, the project team as a whole have been sensitive to this matter and pursued further meetings or stepped back as appropriate. At all times it has been paramount to be tactful and transparent in all discussions and to manage people's expectations. This was achieved by presenting the discussions as a "fact-finding" opportunity and not one where decisions were brokered

3.3 Reviews and assessments of all relevant documentation

Full use was made of the reference documents described in the brief and each of the project team also undertook their own research for relevant documentation that informed their decision-making. The project team were sensible to the fact that some the information was of a sensitive nature and guidance has been sought from the Steering group as to its reference and inclusion within the masterplan.

3.4 Public engagement exercises

Fundamental to the success of the masterplan is its adoption into the hearts and minds of the local population and the business community. Although professional site surveys, documentation research and detailed analysis of information can provide a strong framework to the masterplan, the finer detail of local knowledge and information comes from the community. Wherever practicable and achievable, site-specific issues raised at these events has been incorporated into the strategy.

The value of assessing the results of the public consultation process has been demonstrated by providing firm results that were presented to the Local and District councils as well as potential funders. Support for the strategy and successful implementation go hand in hand with a successful public engagement that can demonstrate a transparency of objectives and a tangible response to feedback.

3.5 Progress meetings and team workshops

The project team recognise and value the wide range of experience and professions within the canal masterplan Steering Group. Monthly progress meetings were set up to provide an update on progress to the group. This provided an invaluable opportunity to get feedback on various issues from the Steering Group and provide guidance on the final outcomes of the

strategy. A clear steer on planning issues, land ownership and business opportunities has helped to define the masterplan. Steering Group members also acted as representatives of their various organisations and provided feedback to colleagues.

The complexity of the project has meant that a coordinated approach was required from the project team. This was assisted by means of regular team meetings, where new ideas or problems were discussed and resolved. "Brainstorming" sessions were also used to provide creative and synergistic alternatives to some solutions. Regular cross-reference was made to the outcomes of each Steering Group meeting so that the masterplan remained focused and on target.



4

Site Description

SECTION 4 - SITE DESCRIPTION

4.1 Location

Ulverston is one of the main towns within the Furness Peninsula of south Cumbria and lies on the A590, the second busiest road in the county after the M6. Lying adjacent to the Morecambe Bay estuary on the north-east side of the peninsula, the town is the first port of call for visitors arriving into the Furness area.

4.2 Extent of the Study Area

The study area comprises a range of land-holdings including those owned by GlaxoSmithKline, South Lakeland District Council, the Auction Mart and other private individuals. The canal forms the principal spine of the site with a concentration of varying business operations at Canal Head and along the southern boundary of the waterway. The low-key area of Canal Foot with its hamlet of houses and the Bay Horse Hotel contrasts with the much larger footprint of the GSK plant adjacent. To the north, the study site also takes in a broad swathe of agricultural land.

4.3 Current Use

The study area cannot be viewed in isolation and it is important to recognise the processes at the interface with the site and the wider environment. The canal towpath is a public right of way and used regularly by local people, though perhaps less so by visitors to the town, as access points are so poorly defined.

The large pharmaceutical plant (GSK) at the south-east end of the site provides employment for many local people and at breaks and lunchtime, workers enjoy the opportunity to jog or walk along the towpath or along the shoreline. Visitors, who find their way to the Bay Horse Hotel, are able to explore the canal as well as walkers who encounter it on the

Cumbria Coastal Way.

There are a small number of residential areas immediately next to and just inside the study area, including the "Honey Pot" estate, but the main housing areas of the town are away to the west, north and south of the canal.

Booth's supermarket at Canal Head provides a shopping facility for holidaymakers, passing trade and locals alike, whilst the glass works nearby (Cumbria Crystal & Heron Glass) attracts day-trippers and coach parties.

The Auction Mart at Canal Head occupies a large footprint but only has a bustle of real activity during mart days, whilst smaller businesses nearby provide a steady rhythm of regular traffic and customers.

Rame Farm to the north of the canal presents a much slower pace of life with grazing and livery stables at the centre of agricultural land.

4.4 Historical Background

Ulverston has been a very significant town during the development of the Furness Peninsula. It gained its Market Charter in 1280 and was a focal point for travellers and traders in the south Cumbria area. In 1796 the canal was opened in order to service the movement of raw and manufactured materials between Glasgow, Preston, Liverpool and Cardiff.

As the canal gained importance, other industries grew up alongside. Research has shown that as well as a variety of timber-related industries such as charcoal burning and hoop-making, other activities either on or adjacent to the site included ship building, gas and chemical works, railway engineering works, paper manufacturing and a bone mill and tannery. The canal continued to operate successfully until Barrow, only a few miles away, began to develop as a deep-water port. This combined with the construction of the Ulverston and Lancaster Railway led to a significant decline in activity

and no ships were built in Ulverston after 1878.

The canal was last used commercially in 1916 and finally abandoned in 1945. The earlier site of the iron works and the paper mills became the location for the current GlaxoSmithKline operation, which bought the canal from Ulverston Urban District Council in 1974. The canal is used by GSK as part of their emergency water supply and as such needs to be maintained under the authority of the Reservoirs Act 1975.

The Auction Mart moved from the town to the Canal Head site and was given consent to fill in part of the basin in order to accommodate the building of new stock pens. Smaller parcels of land became developed along the southern boundary of the canal, taking up those areas, which had previously been the paper mills. The abattoir was constructed to serve the Auction Mart and other businesses established themselves in an ad hoc manner to help serve the farming community. Today the parcels of land have become even more fragmented between tenants and there are several areas, which are completely neglected or underused.

The whole of the canal has a rich industrial legacy. Relic buildings and the unique sliding rail bridge give some insight into the extent of industrialisation in the area, but also hint at the potential for contamination

The Kennedy Street and Steel Street would have been provided to house the workers in the nearby factories, but the older dwellings at Canal Foot reflect a time when the canal and associated businesses were thriving. They would have provided for the entrepreneurs and workers whose livelihood would have been built on ships and the canal.

4.5 Overview of Access

The A590 and North Lonsdale Road are the principal vehicle routes in and around the study area. A finer network of access roads to houses

and businesses and informal tracks and desire lines also dissect the area.

The canal towpath is identified on the Definitive Map as public footpath No. 578016 that runs from the A590 beside the old Canal Tavern and meets the Cumbria Coastal Way at Canal Foot. There is permissive use of the towpath by vehicles accessing the nearby cottages and also Rame Farm, which operates a livery. A number of other public footpaths run northwards from the Canal Foot cottages towards Plumpton Hall and Spring Hagg quarries. Local people make use of the dismantled railway line that emerges from GSK and heads towards Next Ness. This provides an informal circular walk taking in fields, woodland and coastline.

The dismantled railway crosses a redundant sliding rail bridge over the canal and a footbridge attached to this allows for pedestrian access to the back of the residential area of Kennedy Street and Steel Street.

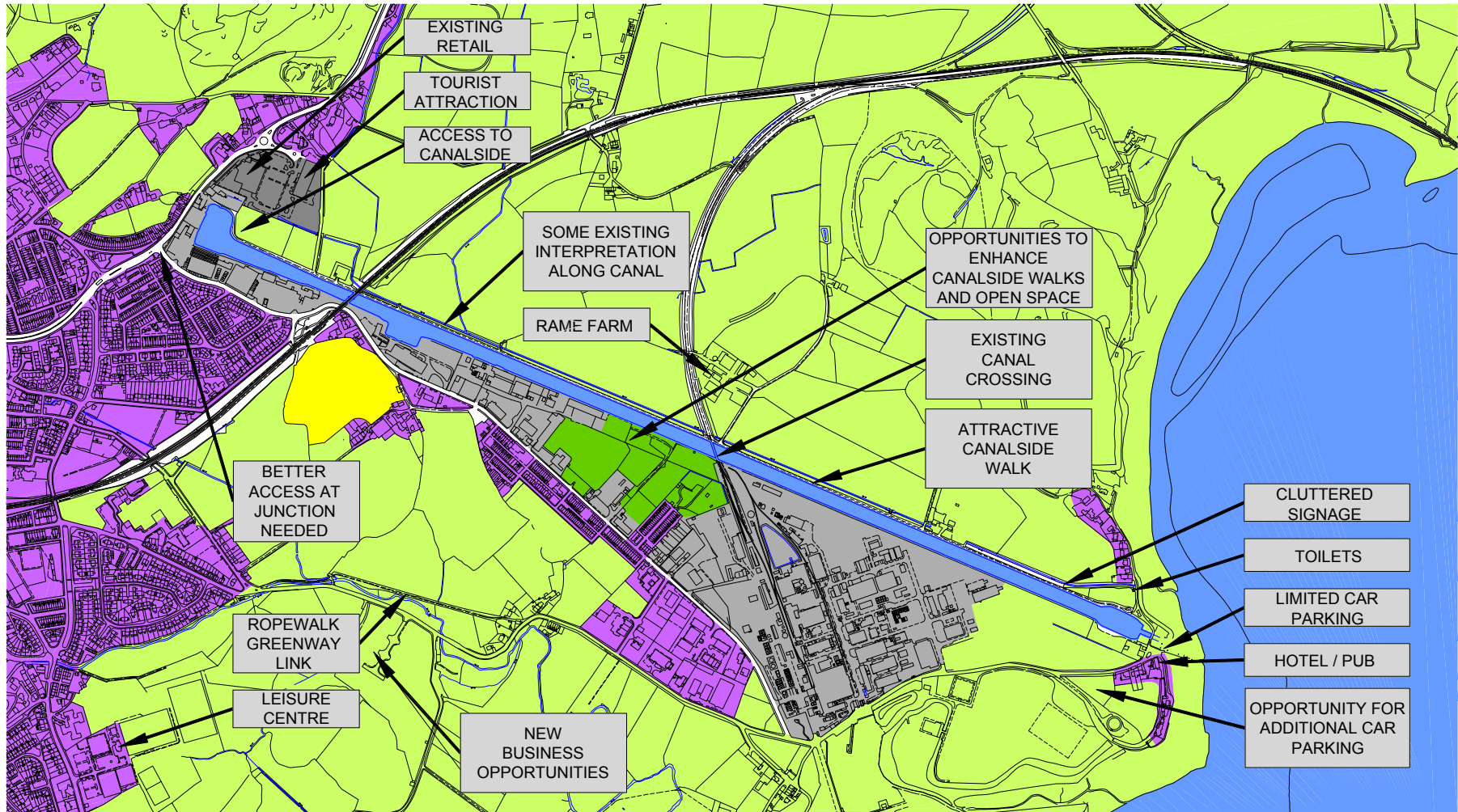
A byway open to all traffic (BOAT) runs directly from the end of the canal across the estuary to make landfall at Cark and is sometimes used for short guided walks across the sands. Parking by participants at these events can lead to congestion issues for local residents at Canal Foot.

4.6 Overview of Landownership

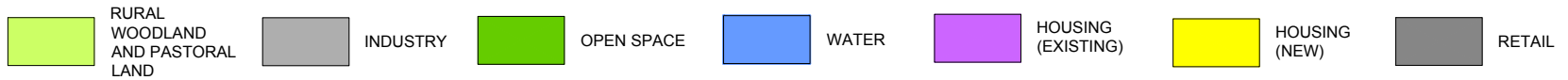
The principal landowners within the study site are described in 1.1. Further research into the area has disclosed that there are many subdivisions of tenancy, particularly in the area, adjacent to Schooner's Wharf. Both GlaxoSmithKline and Ulverston Auction Mart Plc. have very considerable landholdings within and just outside the boundary of the study.

The abattoir is subject to a complex lease agreement which is currently under review, whilst other sites including "The Elms" owned by GSK is let to a training company for a nominal rent. The diversity of ownership within the study site means that solutions to the development

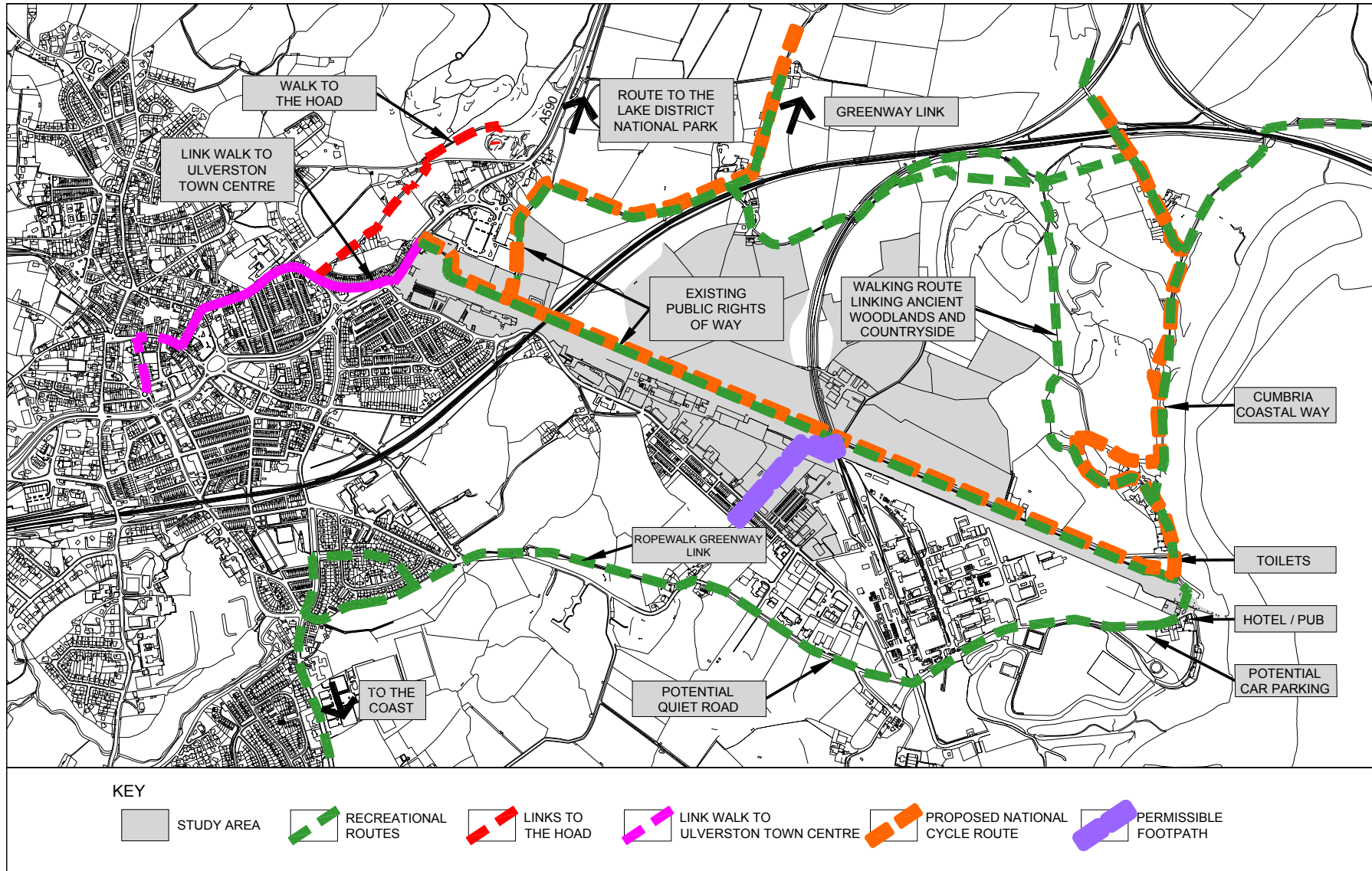
strategy will need to be carefully brokered to ensure a successful outcome for all parties.



KEY



ULVERSTON CANAL MASTERPLAN



IFF9515/2/103/Am0

ULVERSTON & LOW FURNESS PARTNERSHIP

RECREATIONAL ROUTES

CAPITA SYMONDS



5

Technical Constraints:
an Overview

SECTION 5 - TECHNICAL CONSTRAINTS: AN OVERVIEW

5.1 Introduction

Existing site conditions are a key consideration in determining the scope of the masterplan proposals. The strategy will not only need to reflect the limitations of the technical constraints assessments but also identify areas where mitigation may be appropriate or provide creative solutions to achieve the objective.

It is important to recognise that these technical assessments are set at a **preliminary investigation level**. Site-specific projects arising from the masterplan will require a much more detailed and focused evaluation. Full details of all the Technical Constraints reports can be found in the Appendices and supporting document.

5.2 Land Quality

A land quality assessment of the canal and corridor has been undertaken to provide preliminary information on whether the property would result in the inheritance of any enforceable statutory contamination liability on or below the ground. It also makes provisional recommendations for a further Phase II Ground Investigation.

The current study has undertaken to:

- Establish as far as is practicable, the historical uses of the site
- Review any existing ground investigation data
- Provisionally characterise the ground conditions and any contamination present

- Identify geo-environmental constraints on the development of the site
- Provisionally highlight contamination issues, which may be cause for concern in light of current environmental legislation

The study has identified potential contaminants, their sources and possible receptors, which may be vulnerable if the strategy proposals are to be realised. The chief concern, which presents a moderate to high risk, is the contamination of groundwater and surface water by the movement of leachate. Leachate gas may also present a moderate risk to adjacent land, buildings and services.

The proposals for a Phase II Geo-environmental Site Assessment include:

- Intrusive ground investigation comprising bore holes, trial pits and window sampling
- Installation of gas stand pipes to measure gas concentrations
- Measuring equipment to establish variations in groundwater levels
- An assessment of the geo-technical properties of the soil and rocks
- Chemical sampling and tests to assess the impact and nature of contamination to soil and ground water

5.3 Drainage

An assessment of natural drainage patterns has been made.

Excluding the canal, there are two water bodies within the area of interest, namely Newland Main Drain and an un-named back drain. In addition there are two current water abstraction licences, both held by GlaxoSmithKline. The first

allows GSK to abstract 795,550 cubic metres of water per year from the canal. The second permits GSK to abstract from Sandside Well at a rate of 713,722 cubic metres per year.

Anecdotal information and site survey details confirm that periodic flooding occurs in and around the study area. The Environment Agency has confirmed that the majority of the site resides within the indicative flood plain and it is recommended that as part of the planning process for any of the proposed developments, that a full Flood Risk Assessment should be carried out together with mitigation proposals. This could include for balancing ponds, sustainable urban drainage systems (SUDS) and construction methods that would considerably reduce the impact of sporadic flooding.

5.4 Services

The principal objectives of this assessment are:

- To identify the location of existing public utilities apparatus within and around the site boundary
- To determine the potential for servicing any future developments from the existing utilities apparatus

All of the major service providers are present within the site; predominantly located to the south of the canal. There is a wide range of capacities, suggesting that most types of development could be catered for, although it is likely that some expensive apparatus will need installing e.g. gas governors, pumping stations and sub-stations, to enable supplies to be delivered to certain locations on the site.

A major constraint will be the absence of a drainage system north of the canal and the fact that the combined sewer within North Lonsdale Road is flowing close to maximum capacity. This will possibly entail the installation of new drainage systems, (foul and surface water). Any new services brought into areas north of the

canal may have to cross the Carlisle to Lancaster Railway line, greatly increasing costs.

5.5 Canal Maintenance and Management

The canal, owned by GSK, ceased to operate in 1916 and the lock gate access to the sea was concreted up in 1949.

A public footpath (number 578016) runs the entire length of the towpath and connects the A 590 with Canal Foot. Although no longer used for vessels, the canal provides an emergency water supply to GSK in case of fire. The body of water also acts as a physical barrier between areas of general public access and storage plant on the site. The canal is classed as a reservoir under the 1975 Act and under Section 12 is required to be subject to regular inspection.

The canal towpath is used by local people as a recreational route, but is also used by regular traffic to Rame Farm and also anglers who stock and manage their fishing areas. In addition, horse riders frequent the towpath, although prefer to use the soft verges as well as drivers who regularly park on the grass, (despite advisory signs.)

It has been recognised that the condition of the canal and the associated structures are a cause for concern. In particular, the condition and stability of the canal embankment upon which the canal is directly dependent. Ultimately, collapse of the embankment would cause widespread flooding of adjacent land and result in significant environmental and ecological impacts.

Damage to the embankment is further exacerbated by heavy vehicles, unauthorised parking on the verges and by the invasion of the banking by vigorous tree roots.

GSK are committed to the maintenance of the canal and towpath and absorb the costs of the annual maintenance programme, which includes vegetation management, grouting,

reinforcement works and providing signage and lifebelts. Much time is also taken up in dealing with enquiries and complaints from members of the public regarding litter, access, dog fouling and vandalism. Following an appraisal of similar operations elsewhere, the project team have estimated that the average annual maintenance costs for the canal, may be in the region of thirty-five thousand pounds.

In 2004, the Owen Williams group produced a report that provided recommendations for the "maintenance and long-term strategy" for the management of the canal. The focus of the report is the provision of a civil engineering strategy for the stabilisation of the embankment. A combination of site-specific sheet piling, grouting and vegetation management has been proposed over a ten-year period. A significant financial sum will be required to maintain both the structural integrity of the canal and the soft-end use benefits that the canal provides to the wider public.

The Canal Head and Canal Corridor masterplan has provided an opportunity to explore a range of options for the long-term management and maintenance of the canal and towpath. The project team will recommend to the masterplan that the ownership and management of the canal be transferred to another party.

The masterplan proposes that a Development Trust be created in order to take responsibility for the canal. Any new organisation would need to be confident that the hand-over process would not incur severe financial responsibilities and to that end, GSK have suggested that support could be made available in order to realise some pump-prime funding to make the transfer a realistic proposition.

Potential partners could include the MTI Partnership, SLDC, Ulverston Town Council and the County Council. The Development Trust could be involved not only in the canal but also

in the implementation of the masterplan by purchasing key sites that have been identified in the strategy, thereby having fuller control in the long-term development of the area.

Other interested parties should not, at this stage be excluded from becoming involved in the creation of the Trust. The anglers group have a long history of active involvement in the canal and there may also be opportunities to involve businesses that seek to be stakeholders in the over-all regeneration of Ulverston. Other means of generating funding for future management could be secured via 106 planning obligations, revenue from additional parking facilities and an annual maintenance contribution from new businesses and developments along the canal.

The creation of a Development Trust requires further detailed consultation with a wide range of potential partners, but it is anticipated that the delivery of the masterplan strategy will give confidence to those that recognise the benefits of the proposal.

5.6 Ecology

The canal and the wider environs are already acknowledged as having a great wealth of wildlife value. Aquatic, wetland, woodland and coastal habitats all contribute to the collective biodiversity, even derelict buildings are host to species of bats and birds. The ecological impact assessment of the canal and canal corridor has identified a baseline range of species found within the study area. This information is derived from desk-top research and a site walk-over.

The masterplan proposals have been evaluated against the severity of impacts on the wildlife and habitat resource in order to identify any limitations on development. Many of the proposals address new developments on sites where built structures already exist. The main concern in these locations, is the bat roosts which would need to be surveyed in detail and

mitigation proposals put forward.

An increased use of the canal by pleasure craft may also have a minor to intermediate impact on the waterfowl and other birds that use the canal for nesting and feeding, however it should be noted that birds successfully breed along the banks of navigable canals elsewhere in the UK.

In other areas, the use of agricultural land presents opportunities to increase habitat diversity, as at present, they are classed as having negligible ecological interest. Landscaping proposals could include for hedgerow planting, creation of wetland and marginal planting as well as explicit habitat creation where a particular need has been identified. The study has also concluded that there are no specific management requirements for the maintenance of the current ecological and biodiversity interest of the canal, provided that the current extent of canal-side tree and scrub cover is retained.

(Please refer to Appendix II for full details.)

5.7 Highways

This assessment includes a review of existing cycleway, highway, footway and bridleway provision for the Canal Corridor study site. Proposals for improvements are discussed within the context of creating a wider network of linked access routes that will serve the canal and the wider environs. Safety and improved access are the key issues that need to be addressed in order to secure the successful realisation of the masterplan strategy.

At present, the study site is tolerably well served by routes but there are significant problems with the poor access onto the A590 from the side of Canal Tavern and also the lack of a pedestrian footway along the north side of North Lonsdale Terrace/North Lonsdale Road. Lack of pedestrian facilities on the approach to Canal Foot are mitigated by the fact that the traffic volumes at present are sufficiently low to allow for relatively safe walking on the road

itself.

A number of other recreational routes pass through or abut the study site including public rights of way, the Cistercian Way, Cumbria Way, Cumbria Coastal Way and proposed Greenways at Rope Walk and beyond. In June 2005, the Walney to Wear Cycle Route will be officially opened and will pass through the centre of Ulverston. This in turn connects to the proposed National Cycle Route 72, which runs directly along the canal towpath and continues along the coast and through Next Ness.

The Furness Greenways Initiative looks at the provision of off-road access for pedestrians, cyclists, disabled users and horse riders where appropriate. The canal towpath has been identified as a potential Greenway with further Greenways links at Rope Walk, Next Ness Lane and possibly along the disused railway line between GSK and Next Ness.

Canal Head is the start/finish point in a complementary masterplan, which addresses initiatives in Ulverston town centre. A signed, pedestrian link, using artworks, orientation points and bespoke street furniture has been proposed between Canal Head and County Square.

(Please refer to Appendix I for full details.)

5.8 Transportation Links

The masterplan strategy has been tested against the existing road network in order to identify whether the existing arrangements can accommodate an increase in capacity.

One of the fundamental aims of the proposals is to attract a greater number of visitors to the canal area and ultimately to Ulverston. This needs to be done without compromising safety and the levels of access that local people currently enjoy.

The A590 is a trunk road and therefore falls under the management and jurisdiction of the

Highways Agency (HA), who, along with Cumbria County Council have been consulted in relation to access and the potential traffic impact of the proposed Canal Head development. In their response, the HA have stated the need to assess the highway impact of the proposed development at fifteen years after occupation of the final phase of development and state that

“ phasing will be a crucial element and have a direct bearing on the assessment year requirements.”

The HA has specifically voiced concerns over intensification of use at the A590 Canal Street/North Lonsdale Terrace priority junction. The HA state

“This junction could prove to be a major constraint to any development aspirations along the canal corridor unless an appropriate solution can be achieved that will adequately mitigate the impact of development traffic.”

With regards to access into the site itself, the HA have requested that consideration be given to routing access into the site via the A590 roundabout adjacent to Booth's supermarket.

The HA will require an assessment of traffic impact where traffic volumes on any part of the road network would increase by 5% or more as a result of development. At this stage of the masterplan development, it has not been possible to obtain comprehensive traffic flow information for the existing local road network. Instead, data from a 2002 traffic turning count survey has been used, including trip generation estimates from the Lund Farm Transport Assessment. Flow diagrams have been produced to compare 2002 survey traffic and 2006 base traffic flows.

Estimated traffic flow levels for the two main phases of the strategy have been calculated using the TRICS computer database. The general magnitude of generated trips has been

based on the best-guess estimates of final site use and estimated employment.

On the A590 road network immediately adjacent to the Canal Head development area, the expected traffic impact is estimated to be between 4% and 5.2%. On North Lonsdale Terrace the impact is estimated to be 6.9%. The indicative 42% increase in traffic levels on the access road serving the Booth's supermarket is based on an estimate of existing retail park traffic levels elsewhere and would need to be validated with a detailed traffic count at that junction.

The 5% threshold of increase in traffic volumes is used by the HA to trigger a detailed safety and capacity assessment. This would certainly be required for the Booth's roundabout and the North Lonsdale Terrace junction.

In order to mitigate against increased capacity and traffic flows at the latter junction, a practical proposition would be to set some development land aside at Canal Head adjacent to the A590 and the Auction Mart. This would enable the HA to implement a larger junction improvement scheme to alleviate congestion problems.

(Please refer to Appendix II for full details.)



6

Planning, Policy and
Economic Development

SECTION 6 - PLANNING, POLICY AND ECONOMIC DEVELOPMENT

Review of current relevant documents

6.1 A Shared Vision for the Future – The Community Strategy for South Lakeland 2004 – 2024 South Lakeland Strategic Partnership May 2004

The purpose of the Community Strategy is to improve the economic, social and environmental well being of South Lakeland in a sustainable way by highlighting the key issues of the quality of life of the district and by seeking ways of working together to tackle them. The vision has a number of key priorities including the following, which are relevant to this Study:

A Vision for Jobs, Skills and Regeneration

A healthy and diverse economy which promotes enterprise and innovation, builds on its environmental strengths, maintains a highly-skilled and educated workforce and contributes to the high quality of life of the area.

A Vision for Quality Environment

The rich natural, built and heritage environment of South Lakeland is sustained and wherever possible enhanced for its own sake and for the residents and visitors to the area. People will have a greater understanding of the relevant issues and will benefit from opportunities for increased contact with nature and find a sense of place and belonging.

A Vision for Culture

To make South Lakeland a place where culture and creativity are highly valued, enabling them to play a pivotal and dynamic role in enriching all aspects of social, economic and community life and to reveal the unique character and potential of the area for the benefit of local

people and visitors.

The Vision for Jobs, Skills and Regeneration

Included below are measures in the Strategy which have particular relevance to the study area.

Develop and Support Business

- Assist new and indigenous businesses with growth potential and high value, higher wage employment opportunities and support their growth and development with practical advice and financial assistance where necessary
- Aim to encourage inward investment and sustainable development by businesses, groups and individuals who share a vision to contribute to the long term well-being of the community
- Support and develop cultural and creative industries (with new media and IT as one key 'cluster' alongside the visual arts and historic heritage) together with heritage related opportunities for job creation and business expansion

Support Agriculture and Rural Diversification

- Provide ongoing support for farming and food industries through the tracking, branding and promotion of higher value local produce and identification of new marketing opportunities (including those linked to biodiversity and organic farming)
- Ensure that agricultural practices result in environmental benefits and support the maintenance and enhancement of the countryside

Develop new workforce opportunities capitalising on existing under-utilised pools of employment potential

- Emphasise both the need and the opportunities for providing local training for trades skills to meet pressing local demands and to raise local environmental quality
- Increase the opportunities for graduates studying elsewhere to return to live and work in South Lakeland after qualifying

Focus on the Tourism Sector in South Lakeland as a key sector to deliver employment opportunities and economic growth

- Raise standards and quality in the tourism industry

Prioritise and lobby for Public Realm improvement schemes and visitor services which directly affect quality and accessibility

To support the special development of Market Towns

- Maintain the special role of Market Towns as centres for shopping, local services and community facilities, taking care to retain their distinctiveness and develop their unique selling points whilst maintaining and enhancing their contribution to fostering community well-being

Target Deprivation

- Stimulate regeneration and workforce development in those parts of the District with the most serious deprivation records and where opportunities for environmental enhancement and re-use of brownfield sites exist with East and South Ulverston requiring early attention

Deliver serviced land and premises for future developments

- Improve the range and choice of

opportunities for nurturing new businesses and supporting and expanding existing ones through the provision of a range of sites and premises. Where scope exists these should focus on re-using brownfield sites

Harness the full potential of current and proposed programmes

- Promote a policy of 'joined up thinking' to develop sustainable long term and aspirational projects. The Strategic Partnership will focus its efforts on developing and reinforcing a number of key projects and programmes which can contribute most to achieving the longer-term vision for South Lakeland's economy and workforce. Specifically these include:
- **Business Development and Grant Support:** Increased levels of assistance/support for business start-ups and growth. This will include pump-priming grant assistance and the development of schemes to nurture and develop small companies in new technologies, IT, new media and similar emerging fields.
- **Market Towns Initiative:** Focusing resources and investment from a wide range of agencies in the 'holistic' regeneration of South Lakeland's Market Towns. Initially concentrating on Ulverston/Low Furness and the Lakes Market Towns Initiative.
- **Lake District Renaissance:** A programme to lift the quality of experience for visitors to the Lake District and sustainable tourism practices – reinforcing high standards of environment, customer service, the visitor experience and value for money.
- **Business Park Development: Bringing forward** new quality business parks in Kendal and Ulverston to meet identified needs. This will include a second phase of site servicing at Low Mill Business Park, Ulverston.

6.2 SLDC's Strategic Plan, 2003

The Strategic Plan provides a framework for the delivery of services by SLDC to local people from 2003-2006. The Plan will be used to determine the Council's priorities and focus the allocation of financial resources over that period.

The Council's Vision is to see –

- Homes which meet need
- Opportunities for enjoyment
- Quality jobs in a diverse economy
- Good transport facilities
- A high quality environment
- Healthy and safe communities

The Vision is supported by the Council's Values which are to –

- Work in partnership to secure the well-being of those who live, work or visit the area
- Enable everyone to take part effectively in the activities of the Council
- Recognise the diversity in the District
- Seek continuous improvement in everything we do
- Communicate effectively both internally and externally
- Value our staff as a good employer
- Ensure that equality exists throughout the organisation
- Ensure sustainable principles are considered in all our activities

The Vision and Values will be implemented through the Council's various statutory plans and strategies, and will be taken into account in this masterplan.

6.3 The Planning Framework

The current development plan for the study area comprises the Cumbria and Lake District Joint Structure Plan and the South Lakeland District Council's Local Plan, produced in 1997.

The Structure Plan, together with Local Plans, provides the context for deciding planning applications. The Structure Plan will, in time, be replaced by the Regional Spatial Strategy under the new development plan system recently introduced by the Planning and Compulsory Purchase Act 2004. Local Plans will be replaced by Local Development Frameworks.

6.4 The Cumbria and Lake District Joint Structure Plan 1995

The Cumbria and Lake District Joint Structure Plan is a statutory document that guides change in land use by providing a strategy and policies for the development and use of land within Cumbria, including the Lake District National Park. The Structure Plan, therefore, has a major influence on the future pattern of development in the County. It provides a framework within which the District Councils and LDNPA prepare Local Plans and the County Council prepares a Minerals and Waste Local Plan. These translate the broad Structure Plan policies relevant to their area into more detailed policies and site allocations. Cumbria County Council and the Lake District National Park Authority are currently reviewing the Structure Plan and the new proposals have been through an examination in public.

6.5 South Lakeland District Council Local Plan, 1997

Within the Local Plan, Ulverston along with Kendal, are seen as the principle towns where development will be promoted. There are, however, no land allocations for development within the Study Area, although undeveloped land, to the north of the canal and to the north west of the railway, owned by GSK and the Auction Mart Company, is included within the settlement boundary.

6.6 South Lakeland District Council Local Development Framework, 2005

South Lakeland District Council has produced a

Local Development Scheme (LDS) under the new regulations recently published through the Planning & Compulsory Purchase Act, which commenced in September 2004. The document sets out the nature of the new Local Development Framework, which can best be described as a folder of planning strategies, policies, proposals and guidance which encompass the Council's core planning policy work for the next 3 years and beyond. The plan is required to have a ten-year time horizon. At this stage work has commenced on two documents in detail. These comprise, the Local Development Scheme (LDS), which seeks to act as the project plan for the production of the Local Development Framework. Secondly, work is proceeding on the South Lakeland Statement of Community Involvement, which sets out the Council's intentions to engage with the communities, which make up the District. It will influence the evolution and content of policies and plans throughout the process of producing the Local Development Framework.

During the period of preparation for the Local Development Framework the Council's South Lakeland Local Plan 1997 - 2006 will remain in force. This document underwent a First Alteration during 2001 and is available as the Adopted South Lakeland Local Plan First Alteration (2004). The plan will be saved under the Government's transitional arrangements for 3 years from adoption.

Within the Local Development Framework the content will be divided into:

- Local Development Documents which will be described as Development Plan Documents (DPD). These will include the Spatial Strategy for the district and Core policies, together with Topic policies which will support and explain the proposals map. DPD's will also include Action Area Plans where detailed proposals may be required for a geographic area or a large single issue requiring management or resolution.
- Supplementary Planning Documents (SPD's)

which will be produced to manage issues where rapid change is likely, or where the nature of the guidance doesn't require the full rigor of Development Plan Document status. Included within this category are Action Area Plans which are a detailed master planning process for a spatial issue affecting a specific geographical area within the district where the management of development change, the need for regeneration or the management of a conservation led approach to an area is required. The plan will not be comprehensive to the district, but will address all of the related issues affecting one area to provide an in-depth response to the problems or opportunities identified in the designation of the Action Area Plan approach. Within the district a number of options for this Development Plan Document have been identified. Work is currently ongoing with others to examine the scope and suitability of the AAP process to deliver change and regeneration in these areas.

There are a number of projects across the district that might benefit from this approach. These projects may be developed as SPD's linked to policy in the Core Strategy or may develop as separate Action Area Plans. One such potential project identified within the LDS is Ulverston Canalside Regeneration, which is described as:

"An area adjacent to the canal and auction mart in Ulverston characterized by under-utilised building and warehouses in close proximity to the centre of the market town of Ulverston. The re-use and regeneration of this area is constrained by ownerships and commercial restrictions associated with Glaxo's land holdings, but the land represents a potential area of significant commercial redevelopment. As an Action Plan it will be geographically quite small. The potential for change and growth and its proximity to Ulverston town centre place this scheme on the potential list for Action Plan work. "

Thus the work undertaken in this Study will be

useful as a component of this Action Plan.

6.7 SLDC's Economic Development Strategy, 2004

The Council undertook a SWOT Analysis and the following issues were identified which are relevant to this Study:

Strengths

- Sound base of technology and knowledge based companies
- Growth sectors include tourism, the arts and leisure
- Emerging local "town based" initiatives and partnerships

Weaknesses (seen as challenges)

- Lack of choice and availability of higher skilled, higher paid jobs
- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district
- Changing trends in agriculture

Opportunities

- To further develop and improve the quality of the tourist infrastructure
- Strengthen links between agriculture, food products and the tourist industry
- Increase interest in local products

Threats

- Increasing trend to lower wage, low skilled economy
- Limited employment options
- Likelihood of EU funding post 2006 very doubtful

The Strategy perceives the following as being the Key Issues and priorities for South Lakeland's economy over the next 3 - 5 years. Many of these have relevance to the Study Area

and proposals will need to consider these as appropriate.

- Serious & continuing loss of high-grade, professional/commercial employment coupled with low wage, low skilled economy, leading to a lack of choice and quality of employment in the future - places the District at a competitive disadvantage in terms of attracting and retaining both companies and staff
- Widening affordability gap for local people, with 90% of newly-forming households unable to afford even the cheapest housing. Coupled with supply constraints through the operation of strict planning controls and strong demand for second and holiday homes, "the net effect, if not the intent is social exclusivity" (Newby. H, Green & Pleasant Land)
- The District's economy is heavily dependent upon 2 major sectors, tourism & services, and there is a need to encourage business diversity in key towns and rural communities
- The District suffers from difficulties arising from limited public transport, inconsistent road & rail quality and a lack of ICT, (particularly Broadband) access. There is a need to capitalise on the area's natural environment and heritage assets to take advantage of opportunities arising from "environmentally friendly" tourism and sustainable development.
- There is a need to constantly upgrade and refresh the District's market towns and support the retail sector by tackling traffic congestion and distribution difficulties which pose a threat to future town-centre viability. The growing creative, (cultural) industries sector in South Lakeland is currently undervalued and key strengths (e.g. Visual Arts and Crafts) need to be promoted and developed. There is a need to support and develop the area's tourism infrastructure by

encouraging re-investment and enhancing the quality "offering"

- Emerging local "town-based" initiatives offering time-limited opportunities for significant EU and UK Government funding, requiring active support and commitment of a wide variety of local partners. Action needs to be taken to arrest the deterioration of the "public realm" and to address the lack of public sector investment in car parks, parks and gardens, signage, public conveniences etc to enhance facilities for local and visitors alike. (National Audit Office's "Hot property, 2000 report" states that property maintenance is frequently the first casualty of short-term revenue budget pressures, even where this runs counter to prudent asset management)
 - Tightening of the local labour market - leading to a shortage of people able/willing to do the job, coupled with an apparent mismatch between training needs and workforce development funding could prove a constraint to business viability in the future. Traditional measures of "disadvantage" do not fully reflect the level of need in more rural, dispersed communities such as South Lakeland, yet these are the basis upon which funding regimes are formulated. This puts the area at a competitive disadvantage in relation to other areas of the UK and indeed the North West region
 - South Lakeland must seize the opportunities arising from the North West Development Agency's Coastal Renaissance initiative to modernise and regenerate the District's coastal towns
- 6.8 SLDC's Cultural Strategy for South Lakeland 2005 – 2010, November 2004**

The strategic objectives are:

- 1 Enable young people to develop and pursue their own cultural preferences and to more

easily participate in existing cultural activity

- 2 Enable more people to participate in a wide range of physical activity relevant to their interest, ability and location
- 3 Provide an increased range of sustainable cultural activity to people in the places in which they live
- 4 Develop the potential of the creative industries across the District and maximise the impact of national, regional and county objectives
- 5 Maximise the tourism potential offered by the District's existing and planned cultural assets
- 6 Develop a coordinated, high quality programme to improve the public realm and access to it
- 7 Recognise the value and support the needs of existing and developing events, shows and festivals
- 8 Increase access to culture for all

6.9 SLDC's Arts Strategy for South Lakeland (Consultation Draft) January 2005

The ambition for this strategy is that, by 2010:

- South Lakeland will have a national reputation as a vibrant centre for the creation and enjoyment of the arts
- Communities that currently have least access to the arts have had an increase in opportunities available to them since 2005
- The number of visitors to South Lakeland who cite the arts as one of their reasons for visiting will have increased
- There will be readily available evidence of the social and economic impact of the

arts on the District

- People working in the arts in South Lakeland will have had significantly more access to opportunities to increase their knowledge and skills
- The creative industries in South Lakeland will have continued to grow
- Policy makers, funders, employers and arts practitioners will be working more together, to enrich the arts life of the District
- The arts will be celebrated for their contribution of the quality of life in South Lakeland

6.10 The Ulverston and Low Furness MTI Partnership Strategy and Action Plan, 2002

The Brief for this study has drawn ideas and proposals from the Partnership's Action Plan, in particular opportunities for a skatepark, the potential for the Lock Keeper's Cottage at Canal Foot and proposals of the Hearts of Oak Boat Trust

The masterplan study must take account of all of the above policy frameworks in formulating options and recommendations for action



7

Marketing and
Tourism

SECTION 7 - MARKETING AND TOURISM OPPORTUNITIES

Introduction

This section covers tourism trends and market factors, which provide a context for development planning at Canal Head and along the canal corridor. It considers visits by tourists, as well as residents of the Ulverston area. Tourists include people staying in the area and tourism day trips, which are defined as leisure visits of three hours or more and not taken on a regular basis. In addition there are many local trips of shorter duration and undertaken regularly by local people. The canal corridor is an important resource for local people and the development options must consider their interest and offer local people, as well as visitors, enhanced opportunities for leisure.

The section contains the following:

- Outline of current tourism opportunities
- Tourism trends and forecasts
- Tourism policy and target markets
- Potential tourist demand for development at the canal
- Tourism development proposals

7.1 Outline of current tourism opportunities

Ulverston is a historic market town of great character and has a growing reputation as a festival town. Its range of attractions includes the town centre itself, with a network of cobbled streets and ginnels, speciality shops and some fine buildings including the Lantern House (home of the innovative arts group, Welfare State International) and the Coronation Hall. Ulverston was the birthplace of Stan Laurel, and

today the Laurel & Hardy Museum is one of the main tourist attractions. The town has an indoor market and a street market on Thursdays and Saturdays. The Lakes Glass Centre near Canal Head offers visitors the opportunity to see glass being made at two adjoining factories - Heron Glass and Cumbria Crystal – and also contains a local information exhibition and a restaurant. Overlooking the town, the Sir John Barrow monument on Hoad Hill gives wide views across Morecambe Bay and the Lake District fells. Ulverston is the start of the Cumbria Way, a 70 mile long-distance footpath through the Lake District to Carlisle.

Ulverston lies south of the Lake District National Park in the area known as Furness, which is currently promoted as 'The Lake District Peninsulas'. This also covers Barrow-in-Furness, Grange-over-Sands and Cartmel. Attractions in the Lake District Peninsulas include The Dock Museum in Barrow, Holker Hall, Conishead Priory, Gleaston Water Mill, the Lakeside & Haverthwaite railway and the South Lakes Wild Animal Park. The Lake District National Park offers a wide range of attractions for tourists and stiff competition for attractions in and around Ulverston. The Lake District Peninsulas Tourism Partnership undertakes a programme of marketing to attract more visitors to the area.

Tourist accommodation in Ulverston is limited, in comparison to some of the towns nearby. There are several guest houses, B&Bs, small hotels and self-catering establishments and a hostel.

The Ulverston Canal is often overlooked by visitors, yet enjoys a reputation as the world's 'shortest, widest and deepest' canal. The walk along the towpath is rewarded at Canal Foot by excellent views across Morecambe Bay and refreshment at the Bay Horse Hotel. The towpath is used mainly by local people, for walking, jogging, exercising dogs, fishing and informal cycling.

Access to Canal Head for most people is pedestrian only and there is no obvious car parking close by. Access to Canal Foot by car is tortuous. Cycling is not legally permitted on the tow path. Boating is not normally allowed on the canal. There is little interpretation of the historical interest of the canal and its buildings. The combination of limited access and the poor environment of parts of the canal have meant that the opportunity for the canal to become a significant attraction for tourists has not yet been realised.

7.2 Tourism trends and forecasts

Volume & Value of tourism in the Lake District Peninsulas

In 2003, an estimated 3.8 million tourists visited the Lake District Peninsulas². This area includes South Lakeland outside the Lake District National Park together with Barrow Borough. These visitors generated a total of 5.5 million tourist days, slightly down on the previous year. They spent a total of £226.8 million (including indirect expenditure), which supported an estimated 10,887 jobs (full time equivalent).

Volume & Value of tourism in South Lakeland

Ulverston also attracts day visits by people staying on holiday elsewhere in South Lakeland, especially the Lake District National Park.

In 2003, an estimated 4.9 million tourists visited South Lakeland. They generated a total of 11.2 million tourist days, up significantly from 9.9 million in 2000. They spent a total of £481.4 million (including indirect expenditure), which supported an estimated 10,887 jobs (full time equivalent). The total number of jobs supported by tourism in South Lakeland (including both full time and part time jobs) is estimated at 18,725. In real terms, the value of tourism in

² STEAM (Scarborough Tourism Economic Activity Monitor) model data for 2003, Cumbria Tourist Board, 2004

South Lakeland has risen by 17.4% during the period 2000 to 2003, much more than the 12.9% increase for the county as a whole. In 2003, South Lakeland had 48,122 bedspaces in tourist accommodation (15,272 in serviced accommodation and 32,850 in non-serviced).

Forecasts

The main focus for tourism in Cumbria is the countryside. There has been a growth of interest nationally in countryside holidays and greater participation in rural activities, particularly walking, cycling and wildlife watching³. This is being stimulated by greater interest in the environment, promotion of the health benefits of exercise and the development of new opportunities for walking and cycling, including the National Cycle Network, which is set to achieve 10,000 miles of new signed, safe and attractive cycle routes in the UK by the end of 2005.

Locum Consulting forecast that from 2000 to 2010, staying trips to Cumbria will increase by 23%⁴.

Cumbria Tourist Board forecasts that over the next ten years (2005 to 2015), the value of tourism in the county will double, from £1 billion to £2 billion.

Conclusion – Tourism trends and forecasts

- Substantial growth in tourism in Cumbria is forecast, with a doubling in value over the next ten years
- Tourism in South Lakeland has increased faster than the county average
- This indicates potential demand for new tourism facilities in Ulverston, including accommodation, attractions and events. However, the forecast increases cannot

be taken for granted. Ulverston's tourism industry will need to continue to improve the quality and range of its tourism offer to obtain its share of the predicted growth

7.3 Tourism policy and target markets

Strategies relating to tourism in South Lakeland are set out in policy and research documents produced by the local authorities, NWDA and CTB. They include the following:

- The Strategy for Tourism in England's North West, NWDA, 2003
- Regional Tourism Strategy for Cumbria, Cumbria Tourist Board, 1998
- Cumbria Tourism Market Forecasts, Locum Destination Consulting, for CTB, 2003
- Lake District Futures, Regeneris Consulting for NWDA, 2004
- Cumbria & Lake District Joint Structure Plan
- South Lakeland Local Plan
- Morecambe Bay Interpretation & Marketing Strategy, Morecambe Bay Partnership, 2002

The common threads of policy in these documents need to be taken into account in the future development of tourism in South Lakeland. There is general support for the following aims:

- To develop tourism in a sustainable way, to bring greater benefits for the economy, the local community and the environment
- To improve the quality of the tourism product and infrastructure

- To spread the benefits of tourism from the central Lake District to other parts of the county, including the Ulverston area
- To extend the tourist season and increase the number of year-round jobs

The NWDA and CTB have established a 'star brand' approach to marketing. This aims to attract visitors to the region using 'attack' brands (one of which is the Lake District), then to disperse them to other, less well-known parts of the region, using 'slipstream' brands (including the *Lake District Peninsulas*, in which Ulverston is located).

Target markets

The most detailed market analysis recently has been undertaken by Locum Destination Consulting (for CTB's Market Forecasts)⁵. Locum Consulting recommended the following market priorities to achieve their growth forecasts:

- **Staying visitors** – they are much more valuable than day visitors
- **Post-family couples** – a growing market and can help secure midweek business
- **MICE (meetings, incentives, conferences and exhibitions)** – likely to be a growing market in the long term and will be particularly important in urban areas and along the M6 corridor
- **Upper socio-economic groups** – they have a much higher propensity to visit Cumbria and are higher spenders. (At the same time, there are important sectors of the county's product that depend upon the lower socio-economic groups, so they should not be ignored)

⁵ Cumbria Tourism Market Forecasts, Locum Destination Consulting, 2003

³ Insights Tourism Marketing Intelligence, Visit Britain

⁴ Cumbria Tourism Market Forecasts, Locum Destination Consulting, 2003

- **People living within two or three hours drive time** – they have a much higher propensity to visit and this is likely to be accentuated as short breaks become the norm
- **Activity and eco-oriented customers** – they are likely to be growing markets, but are also important in terms of updating the image of the county; in line with the core values of the area

Locum recommended that six product/market segments should be focused on to develop the tourism industry in Cumbria – each being a combination of the physical product offer and the type of customer it appeals to:

- **Seaside and Countryside Holidays** – the traditional long-stay, young family and post-retirement holiday business, focused on the Cumbrian Coast and the Lake District. They attract mainly the C, D socio-economic group, primarily from the Midlands and the North
- **Rural Getaways** – character cottages and high quality B&Bs attracting an A, B, C1 audience for 7 day, or sometimes shorter stays. Families and couples. Includes people who are into serious walking, etc, but also those who like a broad range of leisure and cultural activity in a quiet and beautiful environment
- **Sophisticated Short Breaks** – affluent pre- and post-family customers, mainly from urban areas, who like to take short breaks in high quality hotels
- **Active Outdoors** – people who come to Cumbria for serious physical activity, especially walking
- **Overseas Visitors** – dominated by North Americans and Australians, typically stay for a short time in serviced

accommodation

- **Conferences and Exhibitions** – for establishments which offer specialist facilities

These market priorities are likely to be the focus of tourism promotion in Cumbria over the foreseeable future. Growth in these sectors is therefore to be expected.

The Lake District Peninsulas Tourism Partnership is focusing on the following target markets:

- **The ‘family fun’ market** – seeking to attract families with activities to entertain the children
- **Retired people**, who have been the loyal market for the area over many years
- **Coach visits**, which the Partnership has worked hard to develop, although the market has declined due to competition from cheap flights to destinations abroad
- **Short breaks**, attracting customers mainly from an area including Yorkshire and the North East
- **Day visits**, from as far afield as Manchester and Fylde

The Morecambe Bay Partnership aims to raise awareness and understanding of Morecambe Bay’s heritage and encourage sustainable tourism to benefit the local economy.⁶ This is likely to attract to Ulverston and the canal additional visitors who are interested in the environment and history of the Bay. It offers encouragement for the development of tourist facilities linked to those themes. The Morecambe Bay Interpretation & Marketing

⁶ Interpretation & Marketing Strategy for Morecambe Bay, Morecambe Bay Partnership, 2002

Strategy identifies Canal Foot, Ulverston, as a primary outdoor location for interpretation, because of its good views across the sands and its strong associations with the main themes and stories of the Bay.

The Morecambe Bay strategy identifies the following target groups:

- Families with children aged up to 12
- Reasonably affluent ‘empty nesters’
- Holiday makers interested in outdoor activities, especially walking
- Special interest visitors, especially bird watchers

These target groups are consistent with the groups selected by the Lake District Peninsulas Tourism Partnership.

Conclusion – Tourism policy and target markets

- Tourism development at the canal would be consistent with tourism policy, as it would help to spread the benefits of tourism to the Lake District Peninsulas and extend the tourist season. Development here could also help to raise the profile of Morecambe Bay’s heritage
- Tourism development needs to be related to the target markets adopted by the agencies promoting tourism in Cumbria and the Peninsulas

7.4 Potential tourist demand for development at the canal

Catchment population

Most visitors to new tourism related development at the canal are likely to be day visitors from home or from holiday bases

outside Ulverston. National survey data indicate that the great majority of leisure day trips to the countryside involve visits to sites within 20 miles of home. Indeed, 90% of all leisure day visits to the countryside from home fall into this category, with two thirds of all trips being to sites within 5 miles of home. However, if regular and shorter trips are excluded, then tourism day trips⁷ show a slightly different profile, with 72% visiting sites within 20 miles and a further 21% visiting sites of between 20 and 50 miles from home. The available data from national surveys suggests that day trips from holiday bases are likely to have a similar profile to tourism day trips from home.

On this basis it is possible to define the likely catchment population from which visitors to Canal Head would be drawn. The area within 20 miles by road to the site comprises Barrow Borough, most of South Lakeland and the southern part of Copeland Borough. The resident population of this 20-mile zone is approximately 175,000. The 50-mile zone comprises most of the county of Cumbria, together with the northern part of Lancashire and parts of North Yorkshire. The population of the 50-mile zone is around 1 million⁸.

The site has a substantial catchment of tourists staying on holiday within 50 miles, some of whom could be attracted to Ulverston. Cumbria received 5 million staying visitors (staying 18 million days) in 2003⁹. However, the potential market penetration amongst staying visitors and day visitors is constrained by the existence of a range of competing opportunities, particularly those available in the Lake District National Park, although the town, the canal and the coast offer experiences which are complementary to lakes and mountains.

Comparator attractions & estimate of

⁷ Tourism day trips are defined as those leisure trips lasting at least 3 hours in duration and taken on an irregular basis.

⁸ Census, 2001

⁹ Cumbria Tourist Board STEAM report, 2004

visitor numbers

Comparator attractions	Visitor numbers, 2003	Adult entrance charge
Windermere Lake Cruises	1,337,879	various
South Lakes Wild Animal Park, Dalton in Furness	228,901	£9.50
Aquarium of the Lakes, Lakeside, Windermere	200,000	£5.95
Lakes Glass Centre (Heron Glass) (2002)	170,879	Free
Grizedale Forest Park	140,262	Car park charge
Lakeside & Haverthwaite Railway	120,000	£12.00
Leighton Moss RSPB Reserve (Lancashire)	104,480	£4.50
Lake District Visitor Centre, Windermere	89,139	Car park charge
Dock Museum, Barrow	85,098	Free
Muncaster Castle	81,301	£7.80
Sellafield Visitor Centre	76,729	Free
Cartmel Priory	62,322	Free
Sizergh Castle	60,645	£5.00
Steam Yacht Gondola, Coniston	37,173	£5.80
Lakeland Motor Museum, Cark	36,824	£6.50
Lazerzone, Barrow	30,572	£3.95
Bardsea Country park, Barrow	20,000	
Laurel & Hardy Museum	20,000 (2001)	£3.00
Furness Abbey	13,748	£3.00
Heron Corn Mill	1,543	

Estimates for visitor numbers at Canal Head should take account of numbers at established attractions in the area, as well as market trends and catchment population. The table below features a range of attractions and visitor

centres in the south of Cumbria. (Note that not all attractions submit their visitor statistics to the tourist board)¹⁰.

The highest attendances are at the larger attractions which have had major investment. The attractions in or near the Lake District benefit from the National Park's international reputation.

South Lakes Wild Animal Park and the Dock Museum demonstrate the potential to achieve substantial visitor numbers in the Lakeland Peninsulas (228,901 and 85,098 respectively).

Cumbria Tourist Board and the Lake District Peninsulas Tourism Partnership consider that there is room for more attractions in Ulverston, which would create a critical mass and exert a stronger pull for visitors, rather than causing competition which may dilute the customer base at the existing businesses. This is supported by the predicted growth in the market described in the earlier section.

Most of the attractions in Cumbria are small scale. Around half of the attractions in the county receive between 10,000 and 50,000 visitors per year.

Conclusion – tourist demand for development at the canal

- Prospects for building a strong customer base for tourism development at the Canal are enhanced by the predicted growth in the number of staying visitors in Cumbria: the forecast doubling of Cumbria's tourism revenue over the next ten years would generate demand for new development at the canal
- The main drawbacks of the location are the relatively low catchment population, remoteness from the main centres of visitor activity in Cumbria and a low level of awareness of the canal amongst

¹⁰ Visits to Visitor Attractions 2003, Visit Britain, 2004.

tourists. The proposed Gateway Visitor Centre near junction 36 on the M6 will intercept people heading for the Lake District, so there will be the opportunity to promote Ulverston and encourage visitors to look more widely than the Lake District

7.5 Tourism Development Proposals

To address the tourist demand identified in the market analysis above, options for development include the following:

- **Visitor centre to interpret local heritage** (maritime, industrial, cultural and wildlife). Canal Head could provide a new co-location for the Laurel & Hardy Museum and the Ulverston Heritage Centre. At Canal Foot there are plans to develop a heritage centre featuring the canal in the Lock Keepers Cottage and to display the 'Hearts of Oak' boat, which could also offer boat trips
- **High quality waterfront development around Canal Head** for tourism and other uses would create interesting spaces, reflections and views to attract visitors. Public access to the waterside should be created or maintained
- **Facilities for walking** – New paths to create short circular routes, improved access to the west bank of the canal, country park facilities including woodland planting, and countryside interpretation. Ulverston is already on the keen walker's map: it is the start of the Cumbria Way, the Cumbria Coastal Way passes Canal Foot and in April there is the Ulverston Walking Festival. The area's main target markets, including families and older people, would be attracted by short, easy circuits of a mile or two, with an obvious starting point, good surfaces, clear signage and accessible for prams and wheelchairs. The largely traffic-free canal towpath, with its wildlife and heritage interest, could be at the heart of a local network of circular walks from a visitor centre at Canal Head
- **Facilities for cycling** – Create the Ulverston 'cycling hub' envisaged in the Cumbria Cycling Strategy, which identifies excellent cycling opportunities within the Furness Peninsulas, with possible routes into the Coniston area. The canal towpath offers safe cycling, which would appeal to the family market. It could be the basis for creating short, circular routes and links to the wider cycle route network. The Walney to Wear cycle route opened in June 2005 and cycling charity Sustrans expects 12,000 people a year to ride through Ulverston. Development at Canal Head could include secure cycle parking and storage, changing and clothes drying facilities, meeting point, cycle hire and car parking. It would be desirable to formalise cycling on the tow path perhaps through the Greenways Initiative
- **Canal Foot viewpoint shelter** - To highlight the magnificent views across Morecambe Bay and improve interpretation of the wildlife and heritage of the Bay. It would also be a focal point for people walking and cycling along the canal and the Cumbria Coastal Way
- **Boat trips and boat hire** on the canal would appeal to target markets. Interesting activities for children will be crucial to attracting the family market and securing repeat visits
- **Arts & crafts** will appeal to the target markets, especially families, older people and groups. **A sculpture trail and public art** could be developed along the canal and to help link the town centre and Canal Head. There could also be a thematic link with the public art at Morecambe, helping to raise the profile of Ulverston as a destination in the Morecambe Bay area. **A craft village**, bringing other artists and craftspeople to complement the glass makers already at Canal Head, would create critical mass to attract more people to the town
- **Festivals and events** – Space could be provided at Canal Head for festivals and events linked to the natural and cultural heritage of Ulverston, to enhance its reputation as a festival town
- **Enhance the livestock market** – To provide an experience for visitors, to view the animals and see auctions taking place. This could be a popular attraction for families and, with interpretation, could help to improve awareness and understanding of South Lakeland's farming industry and local food products
- **Additional refreshment facilities** at Canal Head to meet increased demand. Waterfront locations for restaurants and cafes are particularly attractive and contribute to a lively sense of place. The aim should be to extend the range of facilities, rather than duplicate existing provision in the area
- **Accommodation** - To provide for visitors staying in Ulverston, there is likely to be demand in the future for some new accommodation, if the town is to attract its share of the predicted overall growth in the county. **A landmark hotel on the waterfront**, with around 50 rooms offering good quality, medium priced accommodation, would meet the needs of business visitors, group travel and independent visitors. There is local demand too for a venue for functions, which could be provided by a hotel of this nature. There also appears to be demand for additional

hostel accommodation. (This is being considered elsewhere in the town, at Ford Park House, as one of a number of options for the listed building)



8

The Built
Environment

SECTION 8 - THE BUILT ENVIRONMENT

8.1

A critical appraisal has been undertaken of the built environment within the study site. This includes an assessment of what is present on site and any issues or considerations arising. The information has been used to develop the approach to developing proposals for new construction and looks at the functionality of the buildings in relation to people, access and the effect of new structures in the landscape.

8.2 Canal Head

The A590 passes right in front of the Canal Head area and is the main entrance into Ulverston, however there is little evidence of the canal due to the abundance of buildings, which surround this part of the site. The modern buildings of Booth's supermarket, combined with the older and the ad hoc agricultural buildings, turn their back on the canal and enclose the canal basin.

Physical access to the canal is limited to local knowledge and even when a way onto the site has been found, orientation is confused by the low visual quality of the surrounding buildings. Even the semi-industrial buildings of the glass centre have no reference to the town centre and its vernacular architecture.

There is a need to establish a main thoroughfare to the Canal Head area, which can be achieved by improving the roundabout at Booth's supermarket. This will become the main focus for access into the newly developed site and the movement of people and vehicles through the newly opened up space will allow for better orientation and reduce any potential conflict between different user groups.

8.3 Canal Corridor

The canal is primarily a feature in the landscape rather than a structure nevertheless; it presents a strong linear link between either basins. The sliding rail bridge, which is potentially a significant historic structure built in the 1870's, is almost complete. Its value however, has been dismissed with the construction of the nearby footbridge and service piping. The sliding bridge offers tremendous potential for restoration and interpretation associated with the engine room (now gone) and pulley tower.

Rame Farm is over-looked by users on the canal towpath, but presents a fairly orderly scene of low-scale agricultural operations.

8.4 Canal Foot

The remains of the original lifting bridge are still visible and the Lock Keeper's Cottage (sometimes prone to flooding) nearby presents an ideal opportunity for interpretation of the maritime environment and the associated industries of the area. Whilst the configuration of the rest of the dwellings and the hotel may not be ideal at present for vehicular circulation, the spaces are well set out allowing visitors full opportunity to enjoy wide views out across the bay and also back up the canal.

8.5 Mixed Landholdings

The commercial buildings on the Acrastyle site have little visual value, but do occupy a very attractive location with them being set back in a small basin along the canal.

The Travis Perkins buildings are suitable for their function and have good access from North Lonsdale Road. The Schooners Wharf area however, is currently in disarray, but does have several significant stone buildings from an earlier time. These should be retained and converted for future use. The nearby light

industrial site is unkempt and has no relation to the canal either in its range of operations or the development of its structures.

The Waite's site is well located against North Lonsdale Road for business access but the Steel Street area (part of Waite's and Kennedy Street) is generally undeveloped away from the canal side and would be suitable for employment and business opportunities.

The SLDC depot site is a sprawling area, tending to fill whatever space is available. The buildings are of little intrinsic value and again bear no current relationship to the canal-side location. The whole area has been the subject of a number of development briefs and would be eminently suitable for provision of both residential and workshop facilities for local people.

The green space adjoining the canal, the sliding rail bridge and the allotment gardens is valuable public open space. There is an opportunity to improve access via a new bridge whilst the sliding bridge is renovated and pulled back into its retaining structure.

The "Elms" site has fallen into a degree of dereliction, but there is still something of the air of a grander house and grounds remaining from an earlier time. Although there is no significant historic interest in the building, the site has great potential as a self-contained site for redevelopment.



9

Landscape Appraisal

SECTION 9 - LANDSCAPE APPRAISAL

9.1

The study area falls within what is predominantly, a rural setting. Hoad Hill serves as the backdrop to the town and the expansive views from the summit take in the length of the canal and the estuary reaching out beyond Canal Foot. On closer inspection, however, the character of the area becomes fragmented and there are many contrasts between the natural and built environment, which have, in turn, influenced the landscape.

The canal is situated in the urban wedge of Ulverston and between the coastal margin fringe to the north and south. Morecambe Bay is an estuary and marine area of broad intertidal flats. To the west of the canal, the landscape begins to increase in elevation and becomes the foothills of the upland fringes.

The table shows the landscape character areas adjacent to or within the Ulverston Canal masterplan study boundary.

Type of Landscape Area	Name of Designation	Location
National Character Area*	Morecambe Bay Limestones (20)	South of Ulverston and whole of Canal area to the coast
National Character Area*	South Cumbria Low Fells (19)	North of Ulverston and the Hoad area
Cumbria Landscape Classification**	(1a)	Morecambe Bay
Cumbria Landscape Classification**	(2d)	Area north of the canal and south of Ulverston urban area
Cumbria Landscape Classification**	(11a)	Area around the Hoad and beyond
Cumbria Landscape Classification**	Urban Area	Ulverston Town area

* Source of Reference – Countryside Agency

** Source reference – Cumbria County Council

There are uninterrupted views down the canal, occasionally interspersed with canal-side trees and vegetation. To the north, the views are open and wide, taking in the fields around Rame Farm and the wooded areas of Spring Hagg and the nearby disused quarries. On the south side of the canal, however, the aspect is very different. The chemical plant of GSK dominates the skyline and the vertical elements of the processing plant impose a stark industrial feel to almost half the length of the canal. Some screening planting has established which helps to disguise the security fence along the boundary of the plant and the canal. The remainder of the south side of the canal bank is given over to a mixture of business operations, occasional glimpses of green space, dereliction

and relics of an earlier time when the canal was a thriving port.

The Canal Head area presents the least inviting views, particularly for first-time visitors. The basin looks untidy and neglected and the scrap yard operations nearby reflect the very industrialised feel of this part of the site. Circulation through this area is fairly brisk. Pedestrians, cyclists, dog walkers and joggers combine with vehicles accessing Rame Farm and anglers using the towpath to get to their fishing pitches. Canal Head also attracts a moderate amount of fly-tipping and vandalism which dissipates further along the canal.

Canal Foot, by contrast feels more remote and calmer. The views from the small pier are wide and take in the coastline and the wooded Ellerside ridge on the other side of the estuary. This part of the site still retains a feeling of the original character of the canal. Two small clusters of cottages lie on either side of the lock gates and an informal grassed area is used for picnics. Some limited parking is available just in front of the pier area and is a favourite lunchtime spot for drivers.

Despite the significant industrial structures at GSK and much of the south side of the canal, there is still a very strong rural feel to the site. Well-established hedgerows line the areas adjacent to the canal and canal-side trees form an important habitat for birds and waterfowl. A wet woodland of willow and alder carr lies under the railway embankment on the north side of the canal at Next Ness and is of significant interest to be classed as a Local Nature Reserve as well as a County Wildlife Site. The fields around Rame Farm are predominantly flat pastureland divided by hedgerows and fences and are fairly typical of other farms in the area.

9.1 Designations

There are a number of specific landscape designations including those at Great Hagg Spring and Plumpton Quarries, which are classed as ancient woodland. In addition, other classifications which occur locally include Special Sites of Scientific Interest (SSSI) and Regionally Important Geological and Geomorphological Sites, (RIGGS).

There is an untapped resource of public open space within the study area. Essentially, the canal can be viewed as a linear park; connecting a dramatic seascape to the lower fells adjoining the Lake District National Park. Many European cities boast inner city waterways as one of their main attractions including Paris and Amsterdam. Nationally, Liverpool, Bristol and Birmingham are examples of English cities utilising this valuable resource as an attraction for tourism as well as a focus for redevelopment and business expansion. Water, whether moving or still has an undeniable attraction for people and residents of the town have enjoyed for years the tranquil environment of the canal.

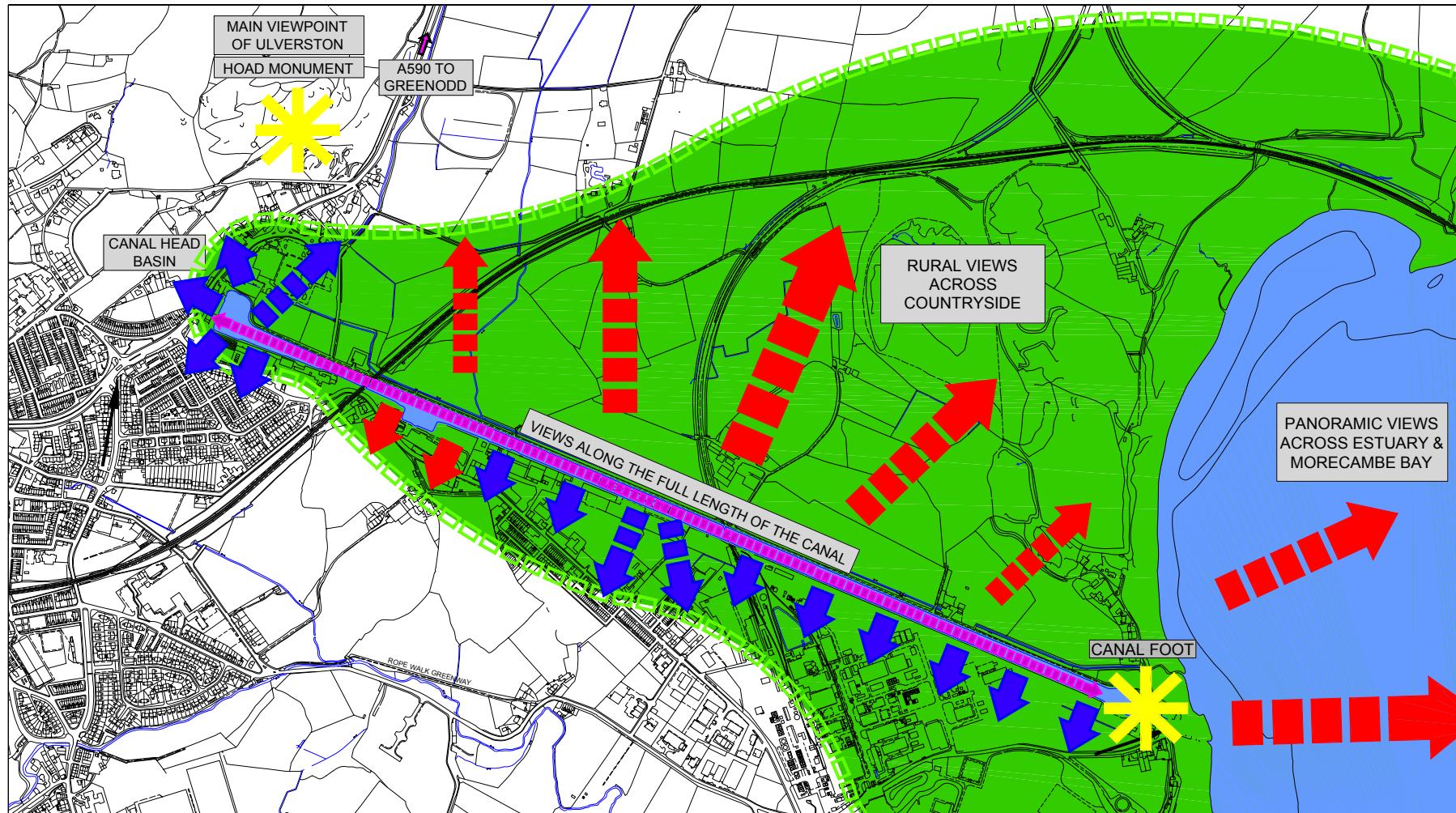
Although GSK manage the sides of the canal to keep bramble and vauk weeds under control, there is little else through the study area to indicate any formalized landscaping or management. The Acrastyle site maintain their grounds along the canal frontage to provide a pleasant seating area for employees, and grass is regularly cut near to the Bay Horse Hotel.

This table shows the landscape (or environmental) designation areas adjacent to or within the Ulverston Canal masterplan study boundary.

Type of Designation	Name of Designation	Location
Ancient Woodland	Great Hagg Spring and Plumpton Quarries	North of Canal Foot
Conservation Area	Ulverston	Ulverston Town Centre
Local Nature Reserve	Next Ness	Along disused railway embankment north of canal
County Wildlife Sites	Next Ness	Along disused railway embankment north of canal
County Wildlife Sites	Great Hagg Spring and Plumpton Quarries	North of Canal Foot***
Special Sites of Scientific Interest (SSSI)	Iron Pit Spring Quarry	North of Canal Foot
Special Sites of Scientific Interest (SSSI)	Morecambe Bay^	Morecambe Bay
RAMSAR	Morecambe Bay^	Morecambe Bay
Regionally Important Geological and Geomorphological Sites (RIGGS)	Great Hagg Spring and Plumpton Quarries	North of Canal Foot
Special Protection Area (SPA)	Morecambe Bay^	Morecambe Bay

^ Denotes all of these designations refer to the same area, ie Morecambe Bay

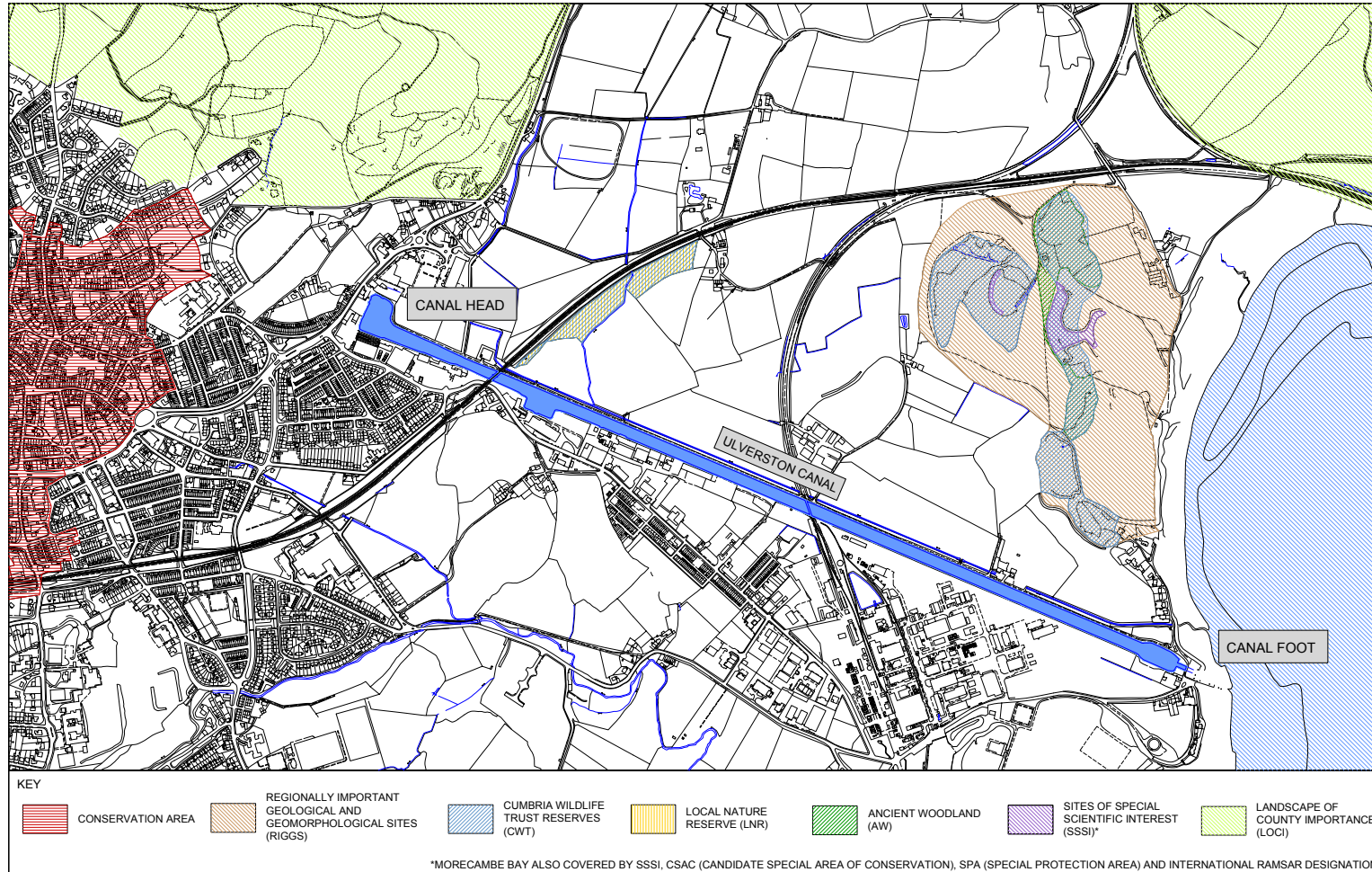
ULVERSTON CANAL MASTERPLAN



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| VISUAL ENVELOPE | NEGATIVE ENCLOSED VIEWS | NEGATIVE OPEN VIEWS | POSITIVE ENCLOSED VIEWS | POSITIVE OPEN VIEWS |
| LANDMARK FEATURES | POSITIVE VISTA VIEWS | NEGATIVE VISTA VIEWS | | |

ULVERSTON CANAL MASTERPLAN



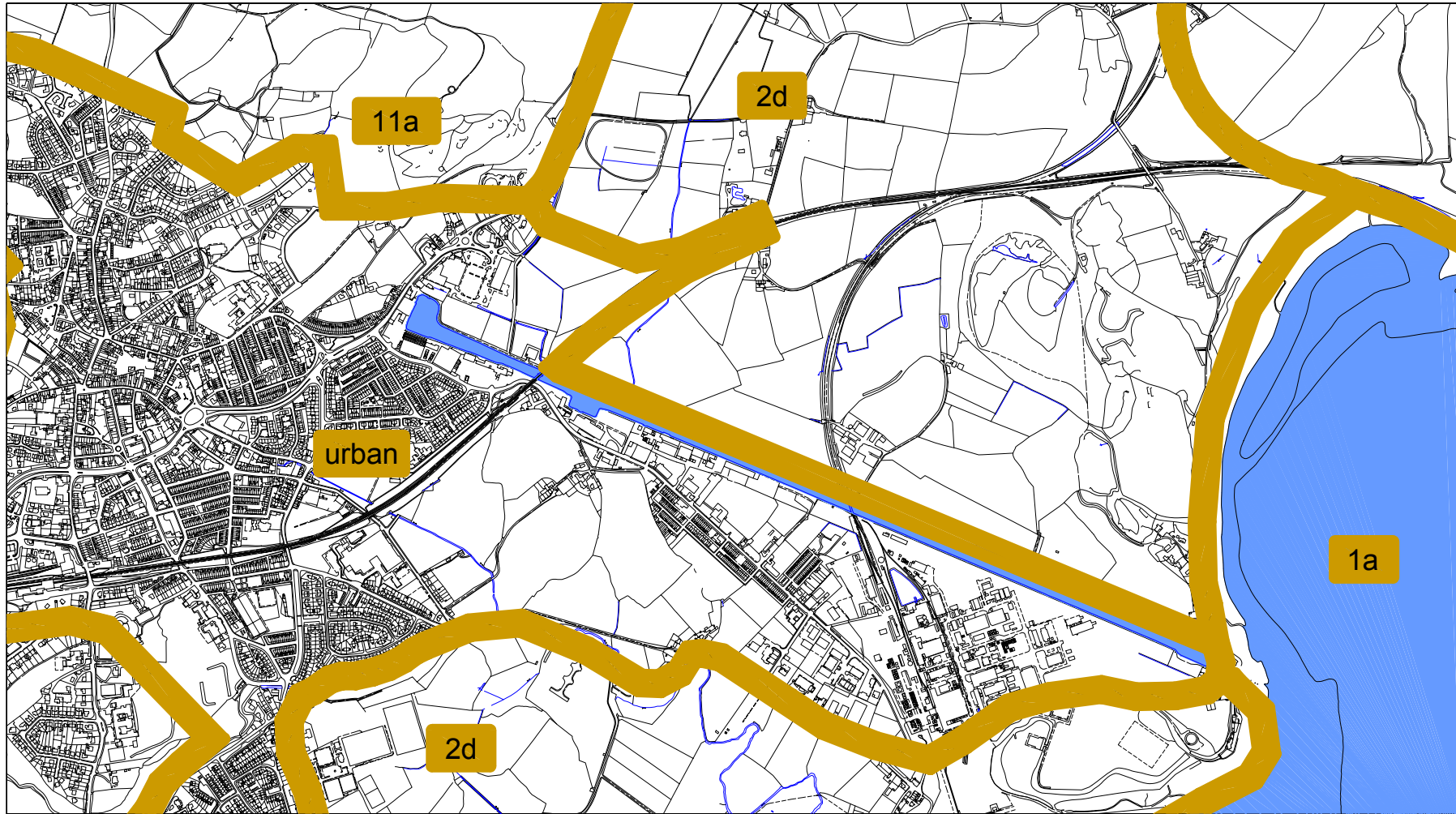
IFF9515/2/105/Am0

ULVERSTON & LOW FURNESS
PARTNERSHIP

LANDSCAPE DESIGNATIONS

CAPITA SYMONDS

ULVERSTON CANAL MASTERPLAN



KEY

urban

URBAN AREA -
ULVERSTON

1a

TYPE 1 ESTUARY AND
MARINE SUB-TYPE 1A -
INTERTIDAL FLATS

2d

TYPE 2 COASTAL MARGINS
SUB-TYPE 2d COASTAL
URBAN FRINGE

11a

TYPE 11 UPLAND FRINGES
SUB-TYPE 11a - FOOTHILLS

SOURCE OF REFERENCE:
CUMBRIA LANDSCAPE
CLASSIFICATION, CCC, 1995

IFF9515/2/104/Am0

ULVERSTON & LOW FURNESS
PARTNERSHIP

LANDSCAPE CLASSIFICATION

CAPITA SYMONDS



10

Approach to
Masterplanning

SECTION 10 - APPROACH TO MASTERPLANNING

10.1 Identification of key sites that link with aspirations of MTI Action Plan

The study identifies a number of key sites that link with the aspirations of the MTI Action plan. These include:

- **Sites for gateway and improvement of entrance to town**

Land at Canal Head has been identified as being crucial to achieving this objective. The redevelopment of these sites, including the scrap yard, the Canal Tavern and land owned by the Auction Mart fronting onto the A590 will be vital to creating a more attractive entrance to Ulverston, as an amenity and as a Gateway entrance to the Furness Peninsula. The Study will consider the creation of a quality environment, including amenities and recreation within this area.

- **Employment sites**

A number of sites have been identified for a range of employment-related activities throughout the study area. These include:

- A large green field site behind the Glass Centre for a technology park
- Land fronting the canal to the north east for a craft/local produce village and heritage centre
- Land at Canal Head for an hotel, restaurant, bar and offices
- Land along North Lonsdale Road for workshops.
- The Elms, suitable for business relocation

- **Kennedy Street**

Kennedy Street, the SLDC depot site and adjoining land has been identified for social

housing, local facilities and a skatepark.

- **The Lock Keeper's Cottage**

The Lock Keeper's Cottage at Canal Foot has been identified as a potential interpretation/visitor centre with new car parking close by.

10.2 Identification of opportunities for relocation

- **Land owned by GSK/Auction Mart**

Land owned by GSK (west of railway and north of canal) together with adjoining land owned by the auction mart has been identified as additional car parking to serve the redevelopments at Canal Head and a technology park. The technology park will offer opportunities for local companies seeking expansion in a prestige situation to relocate within a high quality landscaped environment.

- **Land owned by Auction Mart to north of canal**

This land has been identified as a site which could build on the existing tourism attractions of Heron Glass and Cumbria Crystal and provide for other local produce/craft manufacturing and sales outlets. Part of the site could be used to relocate Harrison Coward's auction rooms from the town centre. In addition Furness Fish have indicated an interest in relocating their manufacture and sales operation and this site may be a suitable location.

- **Land at Canal Head**

This land will offer opportunities for the development of a hotel, bar and restaurant.

- **The Elms**

This site is owned by GSK. It is set in its own grounds with an attractive driveway and mature trees and could be suitable for a local company

wishing to relocate, subject to the relocation of Rathbones training organisation.

- **Kennedy Street /Steel Street**

Vacant land in the Kennedy Street area, the SLDC depot site and vacant land adjacent to Waites could be made available for a mixed development including garden extensions, social housing, an experimental eco housing project, and workshops. The workshops will provide relocation accommodation for the existing workshops along the canal.

- **Vacant abattoir site**

The vacant abattoir site could be utilised by the Auction Mart, so releasing land for redevelopment at Canal Head.

10.3 Identification of opportunities for creating new developments to encourage local businesses to stay in the area

The study identifies a range of opportunities to encourage local businesses to stay in the area and a number of businesses have been contacted regarding these opportunities and have shown very strong interest in these proposals.

- Technology park – to the north of the canal, to rear of Glass Centre
- Craft/local produce village – to north of canal, adjoining Booth's car park
- Workshops – fronting onto North Lonsdale Road adjacent to Waite's

10.4 Discussions with planners to address

degree of flexibility and opportunity to include proposals that fit with current local plan

An initial meeting took place with Peter Ridgeway, the chief planning officer at SLDC who set out his views of what will be required from this Study. He would be very keen to see employment opportunities provided and stressed that opportunities for housing developments would most likely have to be restricted to social housing.

Further discussions have taken place with Elizabeth Jackson, from the policy section and with Nick Hayhurst and Kate Lawson from the development control section, who are also on the Steering Group. There have therefore been opportunities, as the masterplan has evolved for them to comment on the overall strategy and on individual proposals. Nick Hayhurst and Kate Lawson have commented in writing on the draft proposals.

10.5 Appraisal of the responses from landowners and businesses and their willingness to become involved in the proposals

GSK

GSK have been represented on the Steering Group and in addition a number of meetings have taken place directly with the company during this study. The company would wish to be supportive of any initiative or development that could have positive socio-economic and environmental benefits for the community. GSK wish to concentrate on their core business and in order to realise the master plan developments, it is proposed that GSK hand over the canal to another body, possibly a trust, for recreational purposes, subject to safeguards protecting the security of the Ulverston manufacturing site.

The canal is classed as a reservoir because it is a closed expanse of water, and as such is

subject to regular inspections and maintenance. In principal, GSK could make support available to these costs if the responsibility for its maintenance is handed over to another body.

Furness Fish

Furness Fish, a speciality food producer, is seeking new premises and would consider a site close to Canal Head.

The business is currently located at the edge of Ulverston town centre, off Daltongate. It produces Morecambe Bay potted shrimps, other fresh fish, game, smoked fish and meats and homemade game pies. Customers are wholesale, catering and retail trades throughout the country. Much of the business is mail order. Retail is limited here because of the confined site, which is also restricting growth of the business. The firm is a member of 'Made in Cumbria' and 'North West Fine Foods'.

A relocation scheme would involve:

- Processing fish and game
- Viewing gallery for visitors to watch interesting processes, for example shrimp peeling (there could also be exhibits to interpret the heritage of Morecambe Bay and its traditional industries)
- Speciality retailing.

This would link with other heritage interpretation in the canal corridor and the craft and local produce theme.

Ulverston Heritage Centre

Ulverston Heritage Centre is interested in a site at Canal Head, and is pursuing the possibility of a joint venture with the Laurel & Hardy Museum. They anticipate that any relocation to Canal Head would involve construction of a new building.

They have been looking for suitable premises for three years. They would prefer an historic building nearer to the town centre, although nothing has so far been secured. They have funding to undertake an options appraisal and business planning exercise, to consider various

potential sites, during 2005.

E.H. Booths

Discussions have taken place with Booths and their professional advisors and they have indicated that they would be interested in being involved with the Auction Mart in the development of the Auction Mart's land adjoining their car park, for additional car parking and commercial development.

Kirkland Developments

This company has an interest in the scrap yard fronting the A590 and the adjoining Canal Tavern and is very keen to be part of the plans for redevelopment at Canal Head.

Ulverston Auction Mart plc

Ulverston Auction Mart has been represented on the Steering Group for this study and a number of meetings and discussions have taken place with the company. A joint visit with the Partnership, to a new Auction Mart and agricultural centre at Bakewell has taken place.

The company currently employs 47 people on site and has 11 separate business units which are all let. These range from building materials to a pet shop. There is also a café on site with waterside views, on site.

The company would not contemplate a move from its present location unless a new site was already in place and the board would need to be satisfied that such a move was in the best economic interest of the company and its shareholders. Should external finance be available. the company would prefer to see that invested in the current site.

The company would, however, be open to suggestions as to how some of their land at Canal Head could be redeveloped for the mutual benefit of the Auction Mart and the town. Should any redevelopment take place,

alternative arrangements would need to be made to accommodate businesses and service areas displaced. The logical location for this would be the adjoining, vacant abattoir site where the freehold is owned by SLDC.

Subject to safeguards being in place, regarding safety, security, maintenance and bio-security, the Auction Mart Company would be prepared to discuss better pedestrian links through land at Canal Head linking the Booth's/Glass Centre site to the town centre. They have also raised the possibility of an underpass under the A590 to improve pedestrian links with the town centre.

The company feels that following on from the Booth's/Glass Centre developments the development of their site, which fronts onto the canal, would be a logical step. They would like to see the auction rooms of Harrison Coward relocated from the town centre onto this site together with additional retail use of a type which would add to that presently found in the town and provide net gains in employment and new facilities.

South Lakes Caravans

This company owns the leasehold interest in the abattoir site. Discussions have taken place with the director who wishes to co-operate in the redevelopment of this site. He would like to see housing or business use on the site and would be very supportive of plans for the regeneration of Canal Head.

Acrastyle

A meeting and other discussions have taken place with the MD of Acrastyle. The company currently have 97 employees (47 production staff and 50 higher paid professional staff) on site and have the business to expand to 160 within the next 3 – 4 years. They desperately need to relocate in order to expand to accommodate this demand.

In order to finance a relocation they need to realise the full potential from their existing site

and are currently talking to SLDC planners with a proposal for residential development on their site.

There was strong support for the redevelopment of the land at Canal Head and in particular for a technology park and business hotel.

Neil Price Developments

This local housing developer now owns Schooners Wharf and is considering a number of options for its development in liaison with SLDC planners, prior to submitting a planning application.

There are issues of contamination on site and details of the access onto North Lonsdale Road need to be resolved with the highway authorities.

G W Waite

This is a long established company who employ 40 staff. They own premises and land fronting onto North Lonsdale Road. They have surplus land and would like to hold some land back for possible future expansion and look to developing the remaining for a mixed development of housing and small industrial units.

Fairoak Housing Association

A meeting with Fairoak Housing Association confirmed that the association has plans to develop 2 bungalow units for people with learning difficulties within the "Kennedy Street scheme". They have discussed their proposals with SLDC housing officers who are supportive as the proposals meet the requirements set out in the Housing Pathways Survey.

Home Housing Association

Home Housing is in discussions with Neil Price Developments with regard to a social housing development on land at Schooner's Wharf.

Eco Housing

A local group are interested in developing about 10 eco houses, together with small workshops within the Study Area and are seeking a suitable site.

Hearts of Oak Boat Trust

The Trust has two main proposals:

Firstly to restore the 34 foot Morecambe Bay prawner, 'Hearts of Oak', which is the last remaining traditional vessel built in Furness, and provide:

- Themed cruises on the canal and activities for local community and tourists
- An education service for local schools
- Occasional appearances of the boat at maritime events elsewhere

This would require moorings at Canal Foot (near the Lock Keeper's Cottage) and Canal Head and replacement of the GSK railway bridge with an opening footbridge, to accommodate the footpath from North Lonsdale Road.

Secondly to turn the Lock Keeper's Cottage and garden at Canal Foot into an exciting visitor attraction for adults and children, featuring a heritage centre relating to the canal itself, Ulverston's ship building and maritime history, and the treacherous Morecambe Bay Sands.

Other proposals include:

- Restoring the lock gates at Canal Foot and replacing the road bridge with an opening bridge, perhaps of Dutch style (like the original bridge which was here);
- Potential for mooring or winter storage of up to 24 small craft (such as dinghies) at Canal Foot, using fixed or floating jetties

in the canal; they report a shortage of these facilities in the area; water supply and sewage disposal point would be required; and

- Potential for mooring and winter storage of small craft at Canal Head.

A Lottery application has been made for the restoration of the boat.

Other issues which need to be tackled in relation to the Trust's plans are repair to canal banks, which are falling in, and check that there is sufficient clearance underwater.

South Lakes Leisure Trust

The South Lakes Leisure Trust aims to develop community participation in sport, as well as running centres (including Ulverston Leisure Centre). They concentrate mainly on formal sports such as tennis, rugby and hockey. They would consider involvement with the provision of leisure facilities in the canal area, for example a skate park, although they have no specific plans at present.

SLDC Depot

It would be beneficial to the local community to locate the depot out of the residential area completely. Clearance of the site would also ensure that a comprehensive redevelopment of the Steel Street/Kennedy Street area could be undertaken. Discussions have taken place with SLDC management who have indicated that the depot could, from an operational point of view, be relocated within a mile of the town. Discussions are ongoing with regard to one possible site for relocation.

Rame Farm

Rame Farm is owned by GSK and let to on an agricultural tenancy. The consultancy team have had discussions with the tenant, who operates a livery stable from the premises, as

well as farming the land. Suggestions of additional diversification to enhance recreational facilities were put to the tenant who was receptive. Further business advice and possible feasibility work is recommended.

10.6 Project Team workshop and resulting draft masterplan

The Project Team have undertaken a series of consultations with stakeholders and other businesses in Ulverston and have obtained information from surveys and desk top studies and have undertaken technical studies covering tourism, ecology, drainage, landscape and highways and have determined information on the condition of the canal. They have also appraised the policy background from a number of relevant documents and have considered the requirements set out in the Study Brief and supplemented this through discussions with officers at SLDC and the County Council.

A series of workshops have been held with the Project Team to assimilate the above information and to develop a series of options for the regeneration of the study area, taking into account:

- Aspirations set out in the Brief
- Requirements of the Steering Group
- Opportunities that the site presents
- Creative thought processes of the team

The results of this process were brought together as a draft plan which was presented to the Steering Group for comments. These comments were taken on board and draft proposals were presented to a meeting of the Steering Group and councillors from the town council, SLDC and the county council at a meeting at the Lighthouse on 17 March. The draft proposals were then available on display to the general public and on the SLDC web site. Consultation questionnaires were made available and these have been analysed. The responses were generally very favourable towards the draft proposals. The Steering

Group were asked to confirm their views on the draft proposals and these comments were taken on board by the Project Team in a further workshop session to finalise the proposals.

10.7 Public consultation

An important consideration in the development of the masterplan has been to engage the support of the residents of Ulverston. Capita Symonds hosted a two-day public consultation event in March 2005 in order to gauge the community view on the interim proposals. As well as providing an opportunity for members of the public to respond to the outline strategy, it also enabled the project team to discuss on a first-hand basis, those issues that the local residents felt were important to them.

The events were very well attended and a simple questionnaire was circulated over the two days, which allowed for documented responses to be considered for inclusion in the masterplan.

In total, a 119 responses were received, 95 of which were from Ulverston residents. The study site was split into three broad sections: Canal Head, Canal Foot and the central residential and commercial area. People were asked to identify their likes and dislikes in each area and make recommendations to the project team for further study.

In general terms, 27% of respondents strongly supported the proposals and 39.5% generally agreed with the strategy. Many people expressed the wish to see the Canal Head area redeveloped and to remove most of the unsightly operations in that location. There was a strong view however, that the character of the area and links with the town should not be lost. There was also a keen lobby for better and more affordable housing including the provision of sustainable or eco-housing. The environmental and ecological quality of the canal was something that people also valued and they expressed a need to retain the

tranquillity of the site through sensitive development.

Anecdotal information during the public events was also invaluable to the project team. A requirement for additional parking at Canal Foot has been taken on board and a potential site on GSK land identified.

Whilst it is important to engage the community in the development of the masterplan, it is equally important to manage their aspirations. The project team have evaluated the responses against what is practical and feasible and incorporated those ideas into the strategy. It should also be recognised that many of the interim proposals were validated by the strong support they received and have become fully-fledged within the masterplan. Appendix III gives details of all the written responses from the two-day public consultation.



11

The Masterplan
Strategy

SECTION 11 - THE MASTERPLAN STRATEGY

11.1

The aim of this regeneration exercise is to make a substantial difference to the canal area by enhancing the environment, making a significant improvement to the economy of the town and providing facilities for local people. The strategy will put forward a series of proposals, which taken together, will have a material impact and will make a real difference, not only in the area of the canal, but to the town as a whole.

A key reference document for this Study is the South Lakeland Community Strategy, prepared by the Strategic Partnership in May 2004.

There are three measures in the Strategy which refer specifically to Ulverston and which have given the Project Team a broad framework within which the masterplan has been developed.

Market Towns Initiative

- Focusing resources and investment from a wide range of agencies in the 'holistic' regeneration of South Lakeland's Market Towns. Initially concentrating on Ulverston/Low Furness and the Lakes Market Towns Initiative.

Support the special development of Market Towns

- Maintain the special role of Market Towns as centres for shopping, local services and community facilities, taking care to retain their distinctiveness and develop their unique selling points whilst maintaining and enhancing their contribution to fostering community well-being.

Target Deprivation

- Stimulate regeneration and workforce development in those parts of the District with the most serious deprivation records and where opportunities for environmental enhancement and re-use of brownfield sites exist, with East and South Ulverston requiring early attention.

The proposals in this masterplan are a mixed use development providing employment, tourism and recreation facilities and some housing, within an enhanced environment. They respond to the points in the Vision within SLDC's Strategic Plan:

- Homes which meet need
- Opportunities for enjoyment
- Quality jobs in a diverse economy
- Good transport facilities
- A high quality environment
- Healthy and safe communities

The proposals can be described in relation to specific geographical locations within the Study Area.

- Canal Head and land to north of canal – key strategic sites
- Mixed use area - area adjoining North Lonsdale Road to east of railway bridge – local significance
- Steel Street area and Kennedy Street area - local significance
- The Elms – local employment opportunity
- Canal Foot – recreational potential
- Land to north of canal – informal recreation with some commercial opportunities at Rame Farm

11.2 Canal Head and Land to North of Canal

The most important element in this study is the creation of a more attractive entrance to

Ulverston, as an amenity and as a Gateway entrance to the Furness Peninsula. The assembly of land at Canal Head is the key to achieving this objective. This requires that the auction mart reorganise its site thus releasing land for development. The company are prepared to do this and may also need to acquire the former abattoir site in order to relocate some of its servicing facilities. The site of the scrap yard and the Canal Tavern will also need to be brought into the redevelopment.

Access directly from the A590 will not be allowed for any new development and therefore vehicular access will be via the roundabout servicing Booths. Additional car parking will be needed to serve any development and this can be provided to the rear of the Glass Centre served by a new road.

It is accepted that land assembly required for this exercise will take time and therefore the proposals will need to be phased.

11.3 PHASE 1

Phase 1 requires little land assembly and could be implemented relatively quickly.

11.4 SITE E

Land to the rear of the Glass Centre is proposed as a technology park. The site is included within the settlement boundary of the Local Plan although it is not specifically allocated for development. The land is in the ownership of GSK and the Auction Mart Company and could be available for development in the short term.

Access will be provided from the A590 using the existing roundabout serving Booths. The site will be developed in a parkland setting to a very high standard of design. It will meet a demand for this type of site which has been identified in consultations with existing local companies who are seeking to relocate, and who would otherwise have to move away from Ulverston to find suitable accommodation. The site could

contain an innovation centre to encourage research and develop new products.

This type of development also addresses issues raised in SLDC's Economic Development Strategy, referring to the serious and continuing loss of high-grade, professional/commercial employment coupled with low wage, low skilled economy, leading to a lack of choice and quality of employment in the future. Referring to the SWOT Analysis in the Economic Development Strategy, this development:

Builds on strengths:

- Sound base of technology and knowledge based companies

It addresses weaknesses:

- Lack of choice and availability of higher skilled, higher paid jobs
- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district

and it considers future threats:

- Increasing trend to lower wage, low skill economy
- Limited employment options

There are also relevant sections of the Strategic Partnership's Community Strategy which support this proposal:

- Assist new and indigenous businesses with growth potential and high value, higher wage employment opportunities and support their growth and development with practical advice and financial assistance where necessary
- Aim to encourage inward investment and sustainable development by businesses, groups and individuals who share a vision to contribute to the long term well-being of the community

- Increase the opportunities for graduates studying elsewhere to return to live and work in South Lakeland after qualifying
- Improve the range and choice of opportunities for nurturing new businesses and supporting and expanding existing ones through the provision of a range of sites and premises
- Bringing forward new quality business parks in Kendal and Ulverston to meet identified needs

11.5 SITES A and B

This aspect of the proposals depends upon the construction of the new road described above which would allow sites A, B and C (part) to be served and would create an alternative route to the canal towpath, meaning that the existing access onto the A590 adjacent to Canal Tavern would only serve that property and the scrap yard.

The development proposed in Sites A and B comprises:

- Boat hire/boat trips
- Tourism based businesses
- Craft units
- Relocated auction rooms/multi use building
- Cycle hire/walking centre
- Long and short stay car parking
- Public toilets
- Public realm/events area

The heritage/visitor centre is sited at a strategic location on the edge of the water, possibly even projecting over the water, overlooking the basin and also with views down the canal. The centre will be an attraction for all ages and will fulfil a number of functions. It can be developed as a gateway centre for the Furness Peninsula, helping to market attractions throughout the wider Furness area, as well as Ulverston itself. It can house the Ulverston Heritage Centre, which is interested in a site at Canal Head, and

is pursuing the possibility of a joint venture with the Laurel & Hardy Museum. The centre will interpret the maritime, industrial and cultural history, and could also display local landscape and wildlife. It will also have a café overlooking the waterside and be the booking office for boat hire and boat trips on the canal. Boat trips and boat hire on the canal would appeal to target markets and ensure repeat visits. Jetties will be provided for the boat hire and boat trips. The centre could also provide office space for the project management and site maintenance of the canal.

Tourism based businesses, similar to the Glass Centre housing Cumbria Crystal and Heron Glass, are proposed. They will add to the tourist attraction and help to bring further visitors to the existing businesses. Furness Fish has expressed an interest in relocating to provide a large manufacturing/sales area. A viewing area could be incorporated to enhance the visitor experience. Other businesses processing local produce could be interested in other units.

Craft units are also proposed in this area, where local artists and crafts people can work and talk to visitors and sell their goods. A craft village, bringing other artists and craftspeople to complement the glass makers already located nearby would create a critical mass to attract more visitors to the town and would provide opportunities for additional events and festivals.

The Auction Mart Company have indicated that they wish to relocate their auction rooms from the town centre to provide more space and improved servicing. A site close to the visitor centre has been indicated. It is intended that the building be multi-function so that it can be hired out for gatherings, events etc at certain times. It could also accommodate associated small specialist sales businesses, such as antiques, collections and crafts.

A cycle/walking centre is proposed within the car park area, leading to the towpath on the

ULVERSTON CANAL MASTERPLAN



Key	
	Existing canal and canal feeder
	Tarmac surface
	Grassed area
	Shrubs
	Trees
	Woodland Planting
	Marginal Wetland Planting
	Pedestrian (priority) paving

ULVERSTON CANAL MASTERPLAN



Key

-  Existing canal and canal feeder
-  Tarmac surface
-  Grassed area
-  Shrubs
-  Trees
-  Pedestrian (priority) paving

ULVERSTON CANAL MASTERPLAN



Key

- Canal and canal feeder
- Tarmac surface
- Grassed area
- Shrubs
- Trees
- Pedestrian (priority) paving

north side of the canal. It will be the cycling hub" envisaged in the Cumbria Cycling Strategy, providing secure cycle storage, changing and clothes drying facilities, a meeting point, cycle hire, refreshments and information for both cyclists and walkers. Attached to this building will new public toilets. It would be desirable to formalise cycling on the tow path as it offers safe cycling which would appeal to families. There could be short circular routes developed as well as links into existing cycle networks.

Site B will be a largely pedestrian area with footpath access along the canal. The site will be hard and soft landscaped as an events area, related to the multi use function rooms. Such events could be linked to the natural and cultural heritage of Ulverston, to enhance its reputation as a festival town.

These developments address issues in SLDC's Economic Development Strategy. Referring to the SWOT Analysis in the Economic Development Strategy, these developments:

Build on strengths:

- Emerging local "town based" initiatives and partnerships
- Growth sectors include tourism, the arts and leisure

Address weaknesses:

- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district

It takes account of opportunities:

- To further develop and improve the quality of the tourist infrastructure
- Increase interest in local products

Consider future threats:

- Limited employment options

Relevant sections of the Strategic Partnership's Community Strategy which support these proposals are:

- Support and develop cultural and creative industries (with new media and IT as one key 'cluster' alongside the visual arts and historic heritage) together with heritage related opportunities for job creation and business expansion
- Lake District Renaissance: A programme to lift the quality of experience for visitors to the Lake District and sustainable tourism practices – reinforcing high standards of environment, customer service, the visitor experience and value for money
- Prioritise and lobby for Public Realm improvement schemes and visitor services which directly affect quality and accessibility

Sections of SLDC's Cultural & Arts Strategies which support these proposals are:

- Develop the potential of the creative industries across the District and maximise the impact of national, regional and county objectives
- Maximise the tourism potential offered by the District's existing and planned cultural assets.
- Develop a coordinated, high quality programme to improve the public realm and access to it
- Recognise the value and support the needs of existing and developing events, shows and festivals
- The creative industries in South Lakeland will have continued to grow

11.6 PHASE 2

Phase 2 requires a land assembly exercise involving the scrap yard (and possible relocation) and the Canal Tavern, as well as the

Auction Mart Company acquiring land to enable them to reorganise their site and create land for development. Therefore this phase of development will take longer to implement.

11.7 SITES C and D

This site is the key to improving the entrance to the town as it bounds the A590 along Canal Head. It is proposed that part of the development on this site will be served from the north and part from the south, off North Lonsdale Road. Discussions with the Highways Agency have indicated that a small amount of land within the Auction Mart site would be needed for an improvement to the access onto the A590, permitting a mini roundabout to be created. The existing, unsatisfactory access onto the A590 serving Canal Tavern and the scrap yard can be closed as a result of this development. There is the possibility in any redevelopment of this site to construct the footpath fronting the A590 into the site as part of the development, and allow the Highways Agency the opportunity to widen the carriageway along this section. No discussions have, however, taken place with the Highways Agency regarding this suggestion.

Development proposals for this site include:

- Redevelopment of abattoir site to become part of Auction Mart site
- Hotel, function rooms
- Waterside restaurant
- Bar/cafe
- Leisure facility
- Access and car parking
- Public realm and access to waterside

A prerequisite of the redevelopment at Canal Head will be the reorganisation of the Auction Mart to create available land. This will require the acquisition of the adjacent vacant abattoir site to provide alternative servicing areas for the mart. It would be possible to provide an experience for visitors, to view the animals and see auctions taking place. This could be a

popular attraction for families and, with interpretation, could help to improve awareness and understanding of South Lakeland's farming industry and local food products. The Auction Mart Company have indicated that their car parking area could be made available to the public on non auction days.

A landmark hotel is proposed to provide for visitors staying in Ulverston. It will be built in a prime location on the A590 and also with views straight down the canal. There is likely to be demand for some new accommodation if the town is to attract its share of the predicted overall growth of tourists in the county. A good quality, hotel, with around 50 rooms, offering medium priced accommodation would meet the needs of coach parties and independent visitors as well as business visitors. There was strong support for a hotel serving the business market, in our consultations with local businesses. They indicated that they currently have to use hotels closer to the motorway for their business visitors. There is a local demand also for a venue for functions, which could be provided by a hotel of this nature.

The waterside restaurant will be sited adjacent to the hotel, and it could be operated with the bar/cafe, or as a separate business. It will take full advantage of the water front environment and together with the bar/café will contribute towards a lively sense of place.

A bar/café is also proposed, which will have a water frontage and outside tables. It will operate as a day time café and night time themed bar, such as a wine bar.

The leisure facility could be developed as part of the hotel, offering a pool, gym, dance studio and beauty treatments, with the services offered to guests and to the local community through a membership arrangement. Alternatively, the health club could be a separate facility which may also offer alternative holistic therapies.

Access and car parking will need to be from the Booth's car park and also from North Lonsdale Road.

The whole development will be a high quality waterfront development and attention will be given to the public realm. Public access will be maintained around Canal Head with a pedestrian route onto the town centre. Interesting spaces, reflections and views will be created within the design together with water features. Lighting will be a feature to create an exciting night time environment.

Within the phase 2 proposals there is the opportunity to consider a foot bridge over the canal from the north to the Auction Mart site. This will allow easy access between sites A, B and E with site D and also allow the possibility to connect through the railway bridge between the abattoir site and the Acrastyle site once it has been redeveloped. This will connect the footways on both side of the canal and provide a return walk along the canal, crossing also at the proposed new footbridge at the location of the existing low level rail bridge to GSK. Both bridges will be designed to allow navigation, either by height or by mechanical means, and should be design features.

These proposals address issues in SLDC's Economic Development Strategy. Referring to the SWOT Analysis in the Strategy, these developments:

Build on strengths:

- Emerging local "town based" initiatives and partnerships
- Growth sectors include tourism, the arts and leisure

They address weaknesses:

- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district

- Changing trends in agriculture

They take account of opportunities:

- To further develop and improve the quality of the tourist infrastructure
- Strengthen links between agriculture, food products and the tourist industry

and they consider future threats:

- Limited employment options

Relevant sections of the Community Strategy which support these proposals include:

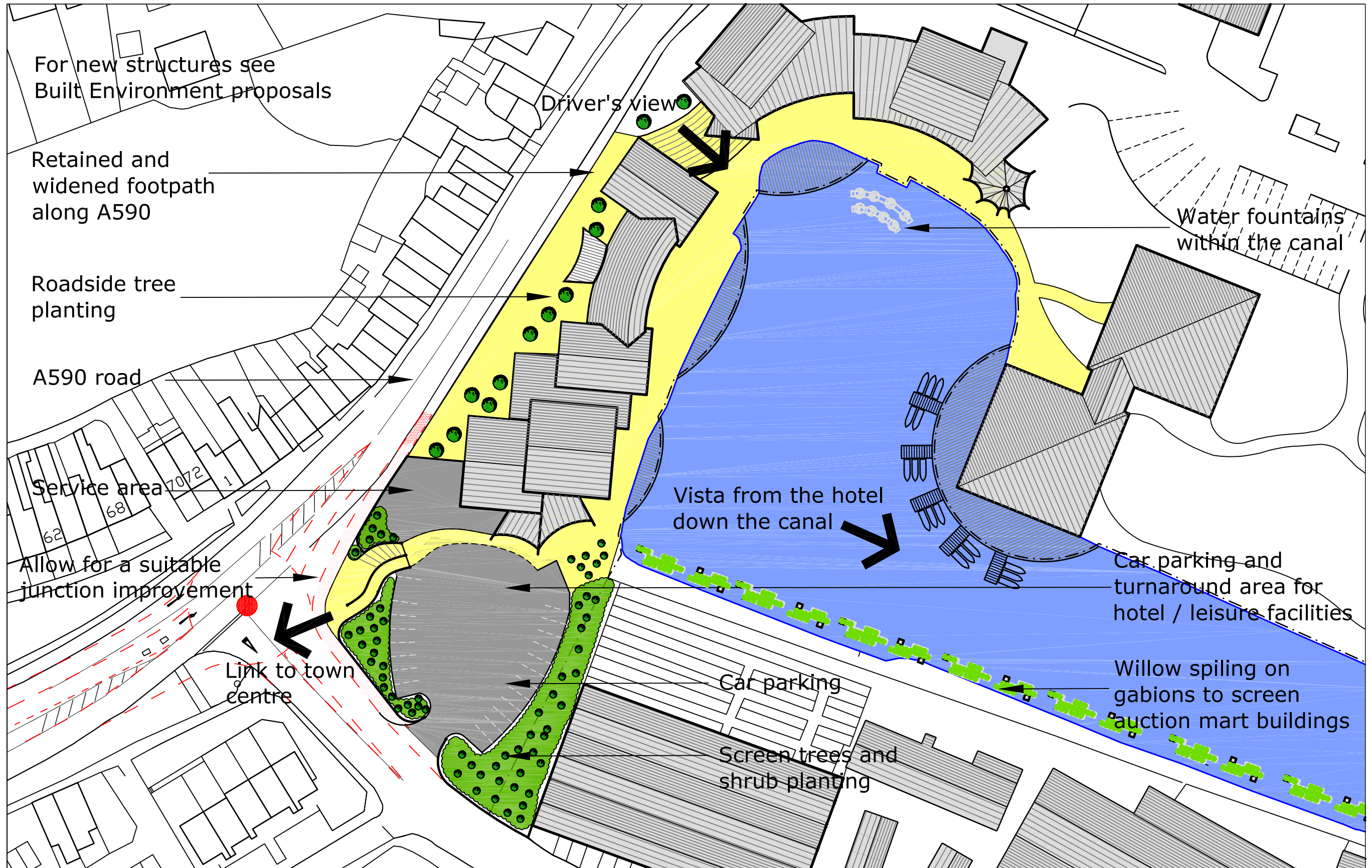
- Provide ongoing support for farming and food industries through the tracking, branding and promotion of higher value local produce and identification of new marketing opportunities (including those linked to biodiversity and organic farming).
- Lake District Renaissance: A programme to lift the quality of experience for visitors to the Lake District and sustainable tourism practices – reinforcing high standards of environment, customer service, the visitor experience and value for money.

11.8 Mixed use area - Area adjoining North Lonsdale Road to east of railway bridge

The overriding strategy for this area is a mixed development of housing and new workshops, whilst creating opportunities to allow existing businesses to grow.

In order to resolve some of the existing access difficulties and poor relationships of land uses the suggested strategy for this area, to be achieved in the medium term, is to encourage housing development along the water front where the environment is pleasant, to present a good face to other side of the canal and to reintroduce public access along canal, whilst

ULVERSTON CANAL MASTERPLAN



For new structures see
Built Environment proposals

Retained and
widened footpath
along A590

Roadside tree
planting

A590 road

Service area

Allow for a suitable
junction improvement

Link to town
centre

Driver's view

Vista from the hotel
down the canal

Water fountains
within the canal

Car parking and
turnaround area for
hotel / leisure facilities

Willow spiling on
gabions to screen
auction mart buildings

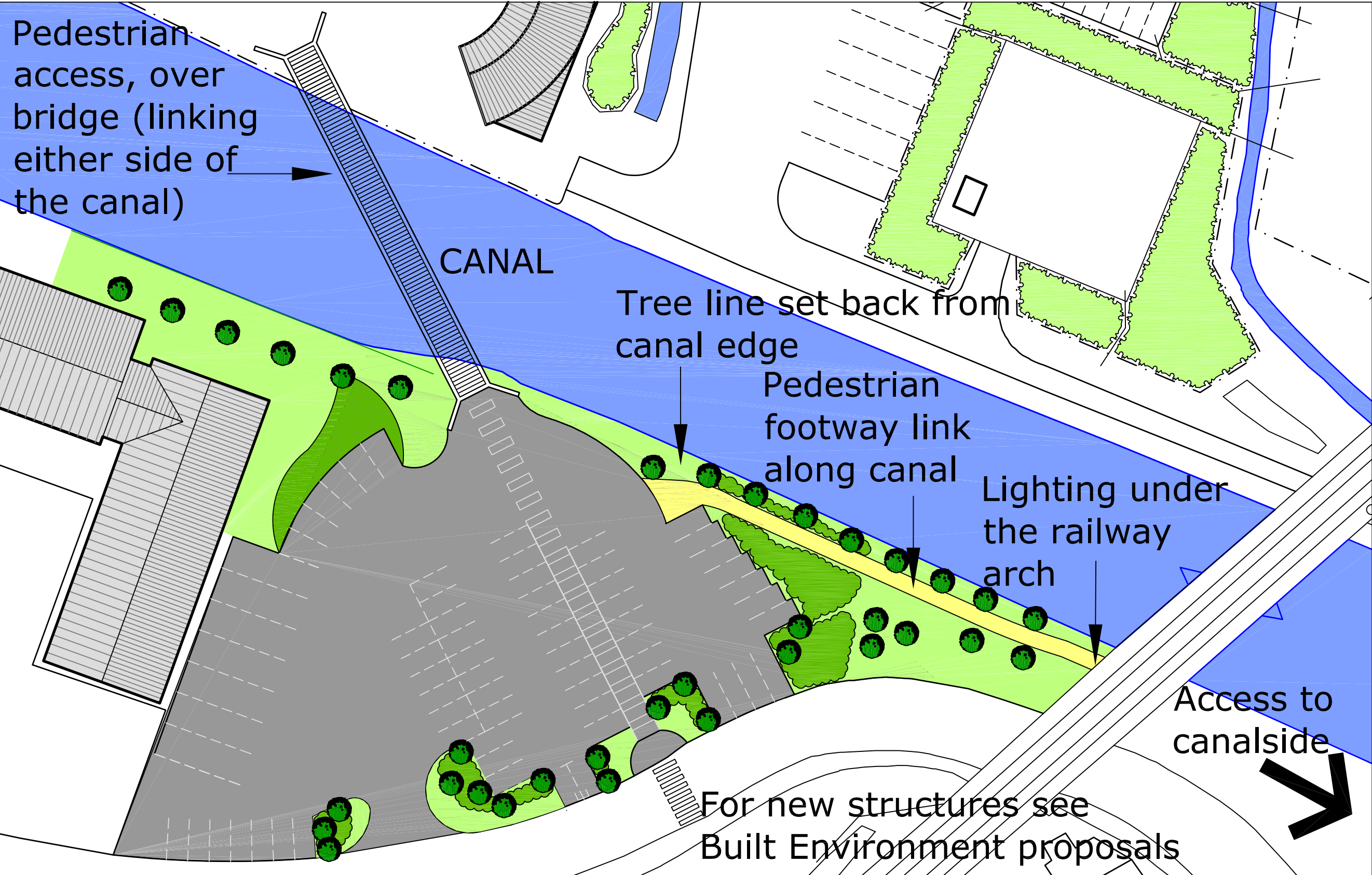
Car parking

Screen trees and
shrub planting



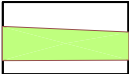
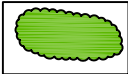


Key

- Canal and canal feeder
- Tarmac surface
- Grassed area
- Shrubs
- Trees
- Pedestrian (priority) paving

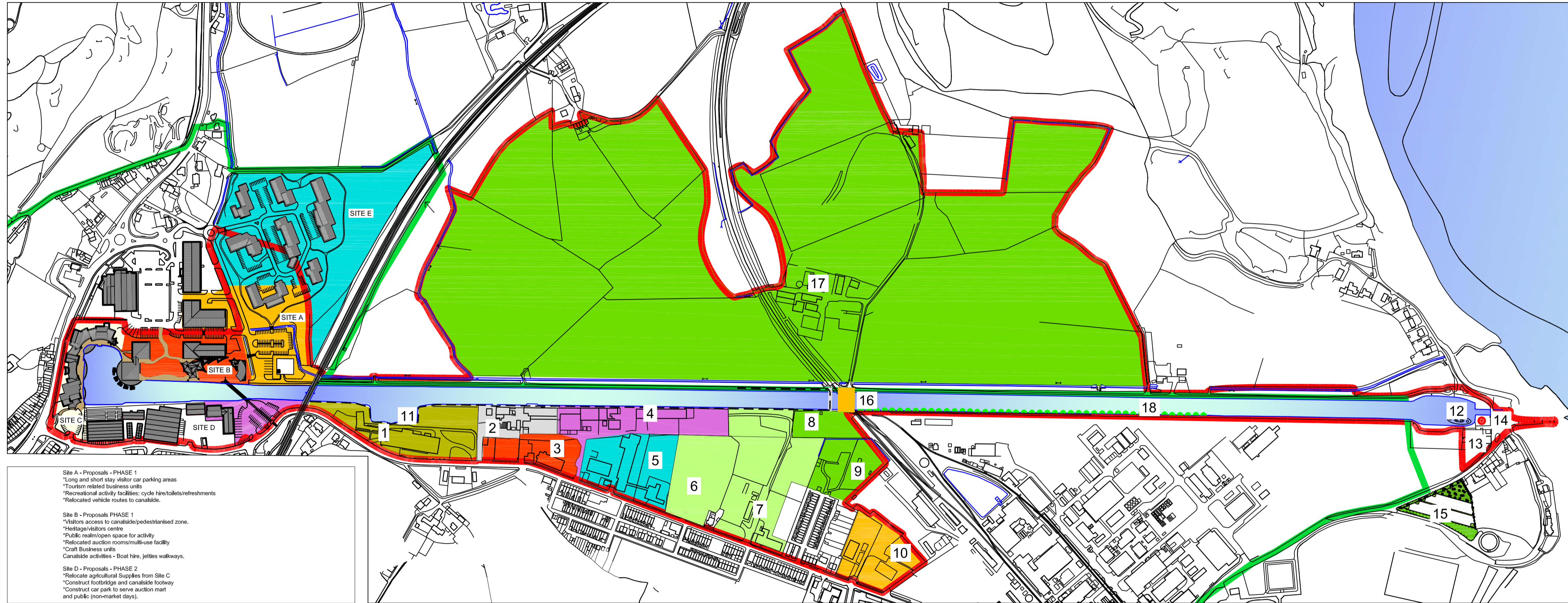
ULVERSTON CANAL MASTERPLAN



Key

-  Existing canal and canal feeder
-  Tarmac surface
-  Grassed area
-  Shrubs
-  Trees
-  Pedestrian (priority) paving

ULVERSTON CANAL MASTERPLAN



- 1) Existing Acrostyle Site.
* Potential Canal Side Housing Development Site.
* Public / Pedestrian pathway along Canal Side.
- 2) Schooners Wharf
* Proposed Canal Side Housing Development Site.
* Public / Pedestrian pathway along Canal Side.
- 3) Existing 'Travis Perkins' Site
* To be retained.
- 4) Existing light industrial area
* To be considered for long term canal side housing.
* Public/Pedestrian Pathway along Canal Side
- 5) Existing G.W. Whittes Site
* To be retained with area for potential expansion.
- 6) 'Steel Street' Area
* Proposed Redevelopment as Workshop/General Industrial
* Relocation of Established Businesses from Canal Side.
* Opportunity for new Workshop/General Industrial Businesses
- 7) Kennedy Street Area.
* Transfer of Depot to alternative site.
* New Workshops / Re - location.
* Social Housing.
* Re - location of 'Rathbones' Training Centre.
* Location of Furniture Re - Cycling Project.
* Social Housing Development.
* Potential Site for 'ECO' Housing.
* Green Area and Canal Side Public / Pedestrian pathway.
* Potential location for Outdoor Skateboard Park.
- 8) Green Space adjoining Sliding Bridge.
* Open Green Spaces - 'Public Realm'.
* Public / Pedestrian Canal Side pathway linking to Pedestrian Mobile Bridge across Canal.
- 9) Green Space adjoining Kennedy Street.
* Retention / refurbishment of allotments.
* Open space / recreation
- 10) The Elms.
* Transfer 'Rathbones' training centre to 'Kennedy Street' site.
* Potential Business relocation/development site (Office/Manufacturing).
- 11) Canalside Pathway:
* By managed programme of canalside redevelopment, public/pedestrian pathway to be established to connect Canal head to pedestrian crossing at 'Sliding' Rail bridge.
- 12) 'Hearts of Oak' Historic Fishing Boat.
* 'Refurbished' 'Hearts of Oak' Prawn Fishing Boat, to be moored in canal foot basin.
* Public access to moored boat managed by interpretation centre within 'lock keepers cottage'.
- 13) Canal Foot 'Lock-keepers Cottage'.
* Refurbished as Interpretation Centre associated to 'Hearts of Oak' Fishing Boat and Maritime History.
- 14) 'Viewing Tower'.
* Possible location.
- 15) Potential Public Car Park
* Consider creation of Public Car Park, to support increased leisure use of Canal and Canal foot environment.
- 16) Potential work to historic rail crossing (subject to further discussion with GSK).
* Re - position Roller Bridge in 'open' position to allow potential controlled and managed navigation of full length of canal.
* Renovate and provide interpretation of bridge at canal side.
* Install 'feature' mobile footbridge for right of way.
- 17) Rame Farm
* Reinforcement of existing agricultural business by related diversification.
* Development of Livery and Trekking.
* Potential holiday letting accommodation.
* Establishment of Habitat Plantations and Pathways.
- 18) Boundary Security consideration to GSK / Canal Interface.
* Method to avoid mooring and provide security to be discussed with GSK.
* Proposed 'Willow Spiling' planting zone, set on Gabion bases within canal, extending to agreed distance from GSK boundary fence.
* To allow potential full managed navigation of the whole canal.

- Site A - Proposals - PHASE 1
* Long and short stay visitor car parking areas
* Tourism related business units
* Recreational activity facilities: cycle hire/toilets/refreshments
* Relocated vehicle routes to canalside.
- Site B - Proposals PHASE 1
* Visitors access to canalside/pedestrianised zone.
* Heritage/visitors centre
* Public realm/open space for activity
* Relocated auction rooms/multi-use facility
* Craft Business units
* Canalside activities - Boat hire, jetties walkways.
- Site D - Proposals - PHASE 2
* Relocate agricultural Suppliers from Site C
* Construct footbridge and canalside footway
* Construct car park to serve auction mart and public (non-market days).

ULVERSTON & LOW
FURNESS PARTNERSHIP

STRATEGY PLAN

CAPITA SYMONDS

encouraging business uses along the North Lonsdale frontage where vehicular access is better.

11.9 Acrastyle site

Acrastyle need to relocate in order to expand to meet demands for their products. The site is very attractive, set around the basin in the canal, and it is proposed that this be allocated for residential development, tied to a planning obligation that the company relocates within Ulverston. It is important to create a public pathway along the canal as part of any development proposals. Discussions are on going with SLDC officers to achieve a satisfactory outcome.

11.10 Schooners Wharf

This is a site, set back from North Lonsdale Road, fronting the canal. In line with the above strategy it is recommended that the site be developed for housing purposes to enhance the canal frontage and create a public access route along the canal. This could be part private and part social housing provision. Home Housing are known to be interested and have been in contact with the developer.

Site contamination and access may cause problems. A joint access with the adjoining Acrastyle site may ease access problems along North Lonsdale Road.

11.11 Travis Perkins

There are no proposals for this site. Access for commercial vehicles is not ideal but by steadily implementing the strategy outlined above, of separating housing and business uses, access may be able to be improved over time. Car parking has been provided on land on the opposite side of North Lonsdale Road.

11.12 Mixed Industrial Area

This is a very untidy area with unmade roads and some very poor quality buildings. Access

from North Lonsdale Road is difficult. Nevertheless the area houses a number of small businesses that are surviving and some which are thriving. The medium to long term proposal is to provide alternative workshop accommodation close by and encourage businesses to relocate, in order to develop this site for social housing with public access along the canal. This section of footpath would connect with the existing open space owned by SLDC thus completing the footpath route. The site has a good aspect over the water and a good quality development would enhance the view from across the canal.

Access would need to be rationalised and land contamination measures put in place.

11.13 G W Waites

G W Waites are a well-established and stable company. They own a derelict building and vacant land adjacent to their premises. It is proposed that the building be demolished, part of this land should be reserved for their future expansion and the remainder be sold to SLDC in order to assemble a site for workshop development.

These proposals address issues in SLDC's Economic Development Strategy. Referring to the SWOT Analysis in the Strategy, these developments:

Build on strengths:

- Emerging local "town based" initiatives and partnerships

They address weaknesses:

- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district

and they consider future threats:

- Limited employment options

11.14 Steel Street Area, Kennedy Street Area and The Elms

The Steel Street area involves land owned by G W Waites and SLDC. The strategy for this part of the Study Area is to assemble land to create a cluster of small workshops to satisfy local demand and to provide relocation opportunities for the many small businesses fronting onto the canal. Access will be from North Lonsdale Road.

The Kennedy Street area has been the subject of development briefs for a number of years and there has been substantial public consultations regarding the future use of land in this area. The key to the redevelopment of this area is the relocation of the SLDC depot. Discussions with the management have concluded that the depot need not be situated in this locality, but needs to be within a one mile radius of the town. Discussions regarding alternative sites for the depot are on going. It has been suggested that the depot could relocate to the nearby Elms site. This would, however, lose the potential advantage of relocating such a use out of this residential area altogether and would also lose the opportunity of using The Elms site for a more advantageous use.

Uses proposed within this area include:

- Land for gardens for residents of Kennedy Street
- Two bungalows for people with learning disabilities to be built by Fair Oak Housing Association
- Small social housing unit - six flats for single people
- Up to 10 eco housing units and associated workshops
- Relocation of Rathbones Training Centre from The Elms
- Potential site for skatepark away from canal
- Retain green zone and footpath route adjacent to canal

- New bridge over the canal to replace the sliding rail bridge

It has been a long standing desire of residents in Kennedy Street to acquire land to create larger gardens. This request has been incorporated into the proposals.

Fairoak Housing Association has been in discussions with SLDC for some time, following the Housing Pathways Survey to provide accommodation in this area for people with learning difficulties. A site has been identified in this area for two supported bungalow units and these have been incorporated within these proposals.

A proposed small scheme to provide 6 flats for single people has also been incorporated within these proposals.

A local group of environmental enthusiasts are keen to find a suitable site to erect up to 10 experimental eco houses and our proposals include the principle of development on this site.

In order to make more efficient use of The Elms site, it is proposed to relocate the Rathbones Training organisation into one of the buildings vacated by the SLDC depot.

The Partnership Action Plan refers to the need for a skate park and earlier plans for this area had located it beside the canal. These proposals have relocated the skate park away from the canal and retained the allotments, green open area and footpath alongside the canal.

It is proposed to replace the sliding railway bridge over the canal with a light, contemporary design footbridge. The existing, 1870's sliding bridge structure would be parked in the open position to navigation. The services leading into GSK along the bridge will have to be relocated under the canal as part of the accommodation works. The adjoining lifting tower will be refurbished.

The Elms is a 5 acre, self contained, fenced and landscaped site, which would be ideally suitable as a relocation opportunity for a local company seeking expansion. There is an existing building and scope for additional accommodation together with car parking.

These proposals address issues in SLDC's Economic Development Strategy. Referring to the SWOT Analysis in the Strategy, these developments:

Build on strengths:

- Emerging local "town based" initiatives and partnerships

They address weaknesses:

- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district

and they consider future threats:

- Increasing trend to lower wage, low skilled economy
- Limited employment options

These proposals are supported by the following measures in the Community Strategy:

- Improve the range and choice of opportunities for nurturing new businesses and supporting and expanding existing ones through the provision of a range of sites and premises. Where scope exists these should focus on re-using brownfield sites
- Emphasise both the need and the opportunities for providing local training for trades skills to meet pressing local demands and to raise local environmental quality

11.15 Canal Foot – recreational potential

Canal Foot is a destination for walkers and cyclists and it is proposed to improve facilities there. A small car park on land owned by GSK at Hammerside Field will be provided and also a viewing tower, which could be a free standing structure or canopy to enjoy the views across Morecambe Bay and improve interpretation of the wildlife and heritage of the Bay. It will be a focal point for walkers and cyclists using the canal towpath and the Cumbria Coastal Way.

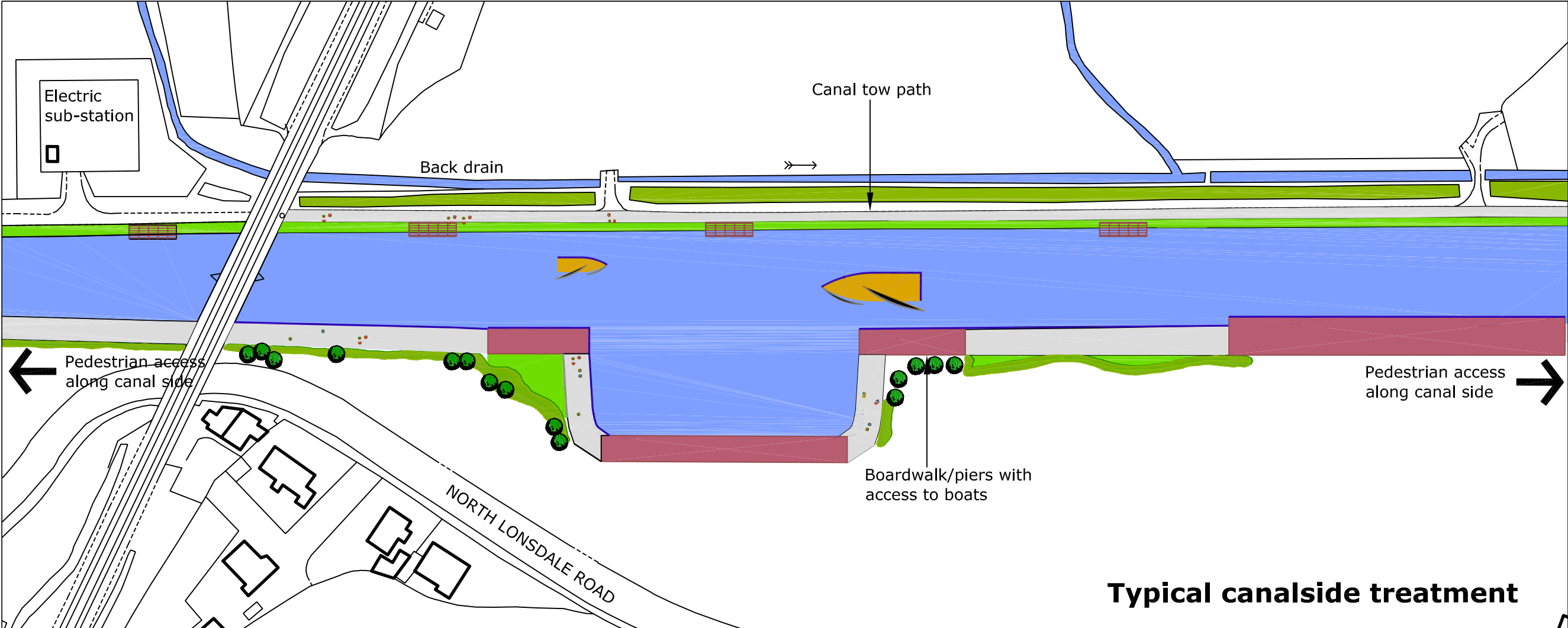
A sculpture trail and public art will be developed along the canal and help to link Canal Head with the town centre. A thematic link with the public art at Morecambe would help to raise the profile of Ulverston as a destination in the Morecambe Bay area.

The Lock Keepers Cottage, a listed building, will be converted to an interpretation centre featuring the canal and the Hearts of Oak boat will be restored and displayed at Canal Foot, with the possibility of cruises along the water to Canal Head.

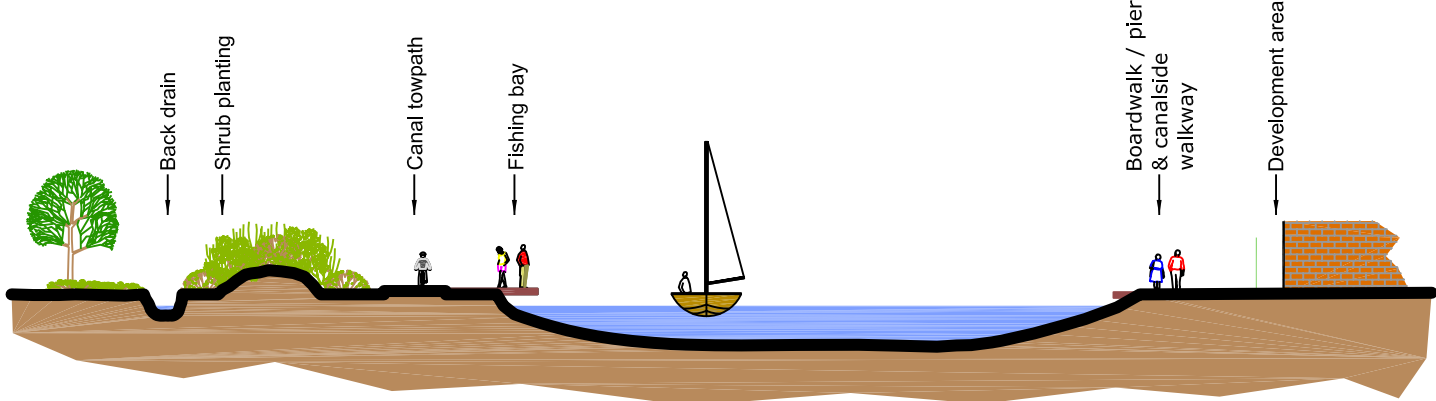
These proposals are supported by the following measures in the Community Strategy:

- Support and develop cultural and creative industries (with new media and IT as one key 'cluster' alongside the visual arts and historic heritage) together with heritage related opportunities for job creation and business expansion
- Lake District Renaissance: A programme to lift the quality of experience for visitors to the Lake District and sustainable tourism practices – reinforcing high standards of environment, customer service, the visitor experience and value for money

ULVERSTON CANAL MASTERPLAN



Typical canalside treatment

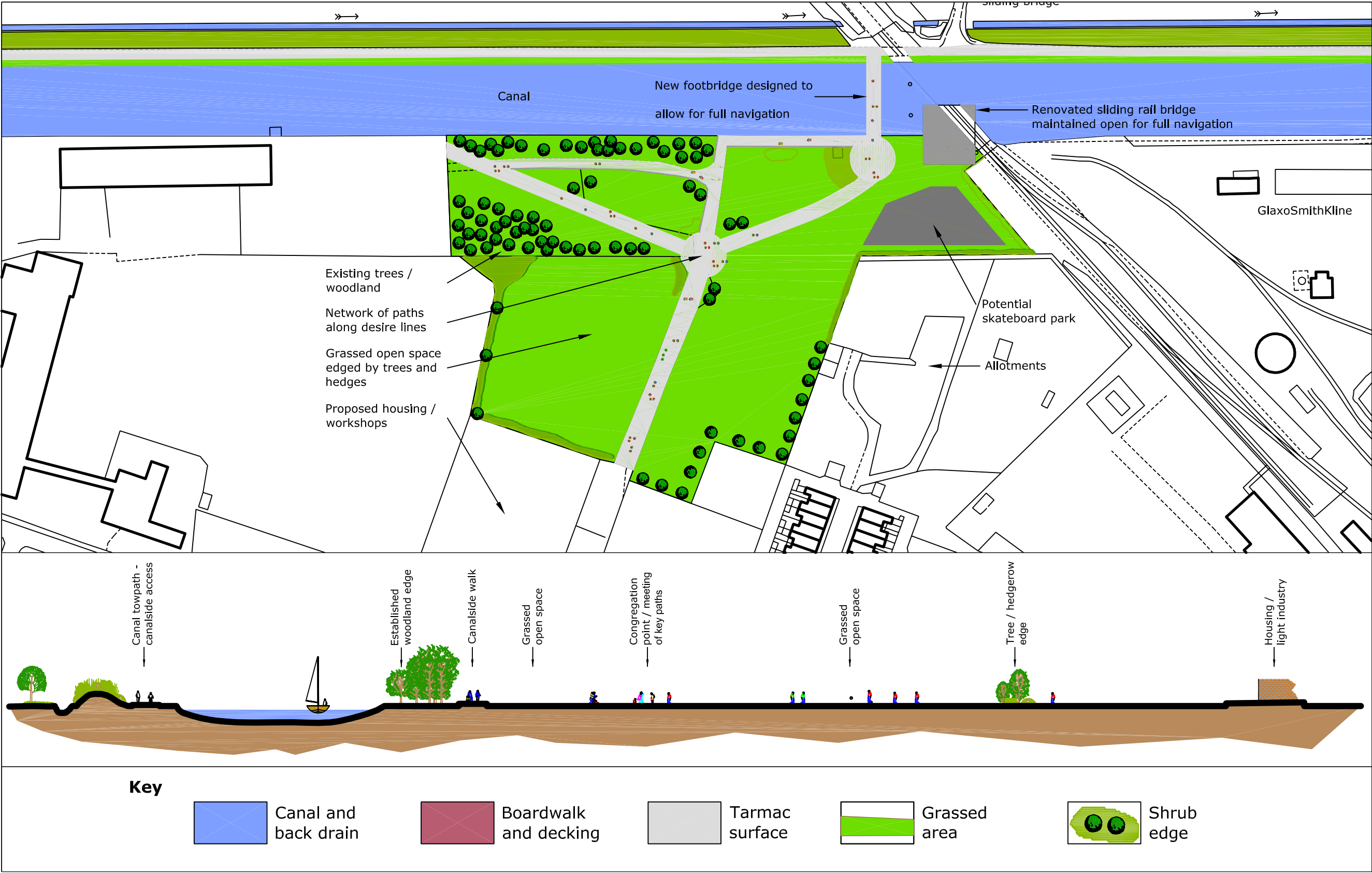


Key

-  Canal and back drain
-  Boardwalk and decking
-  Tarmac path
-  Fishing bay
-  Grassed area
-  Shrub edge

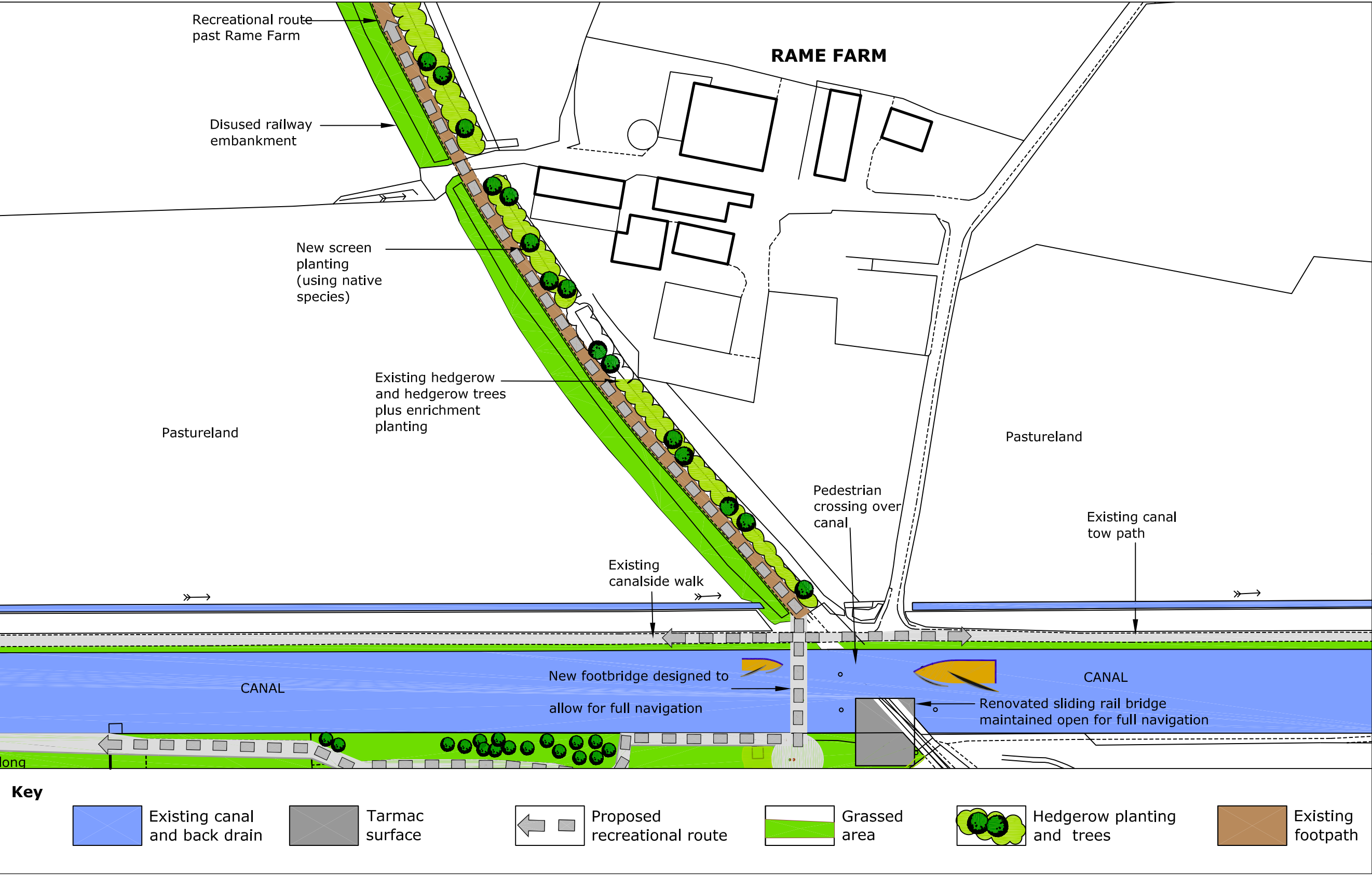
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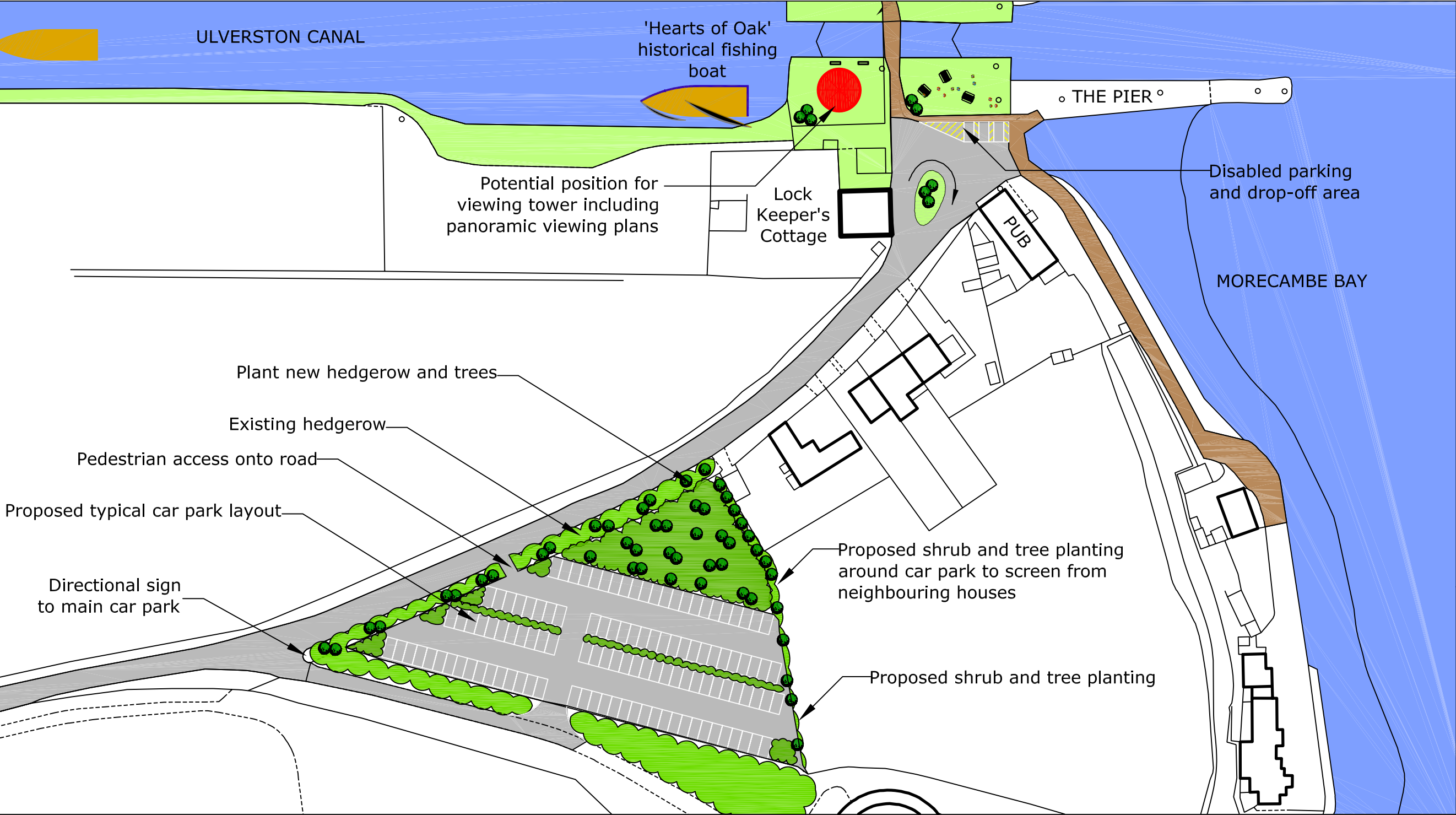
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ULVERSTON CANAL MASTERPLAN



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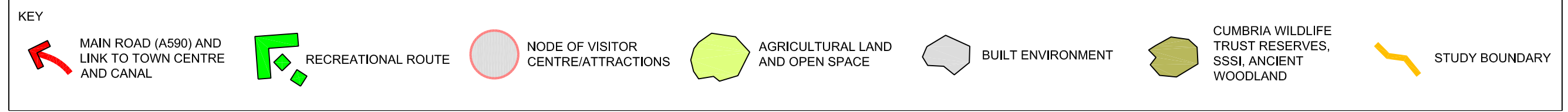
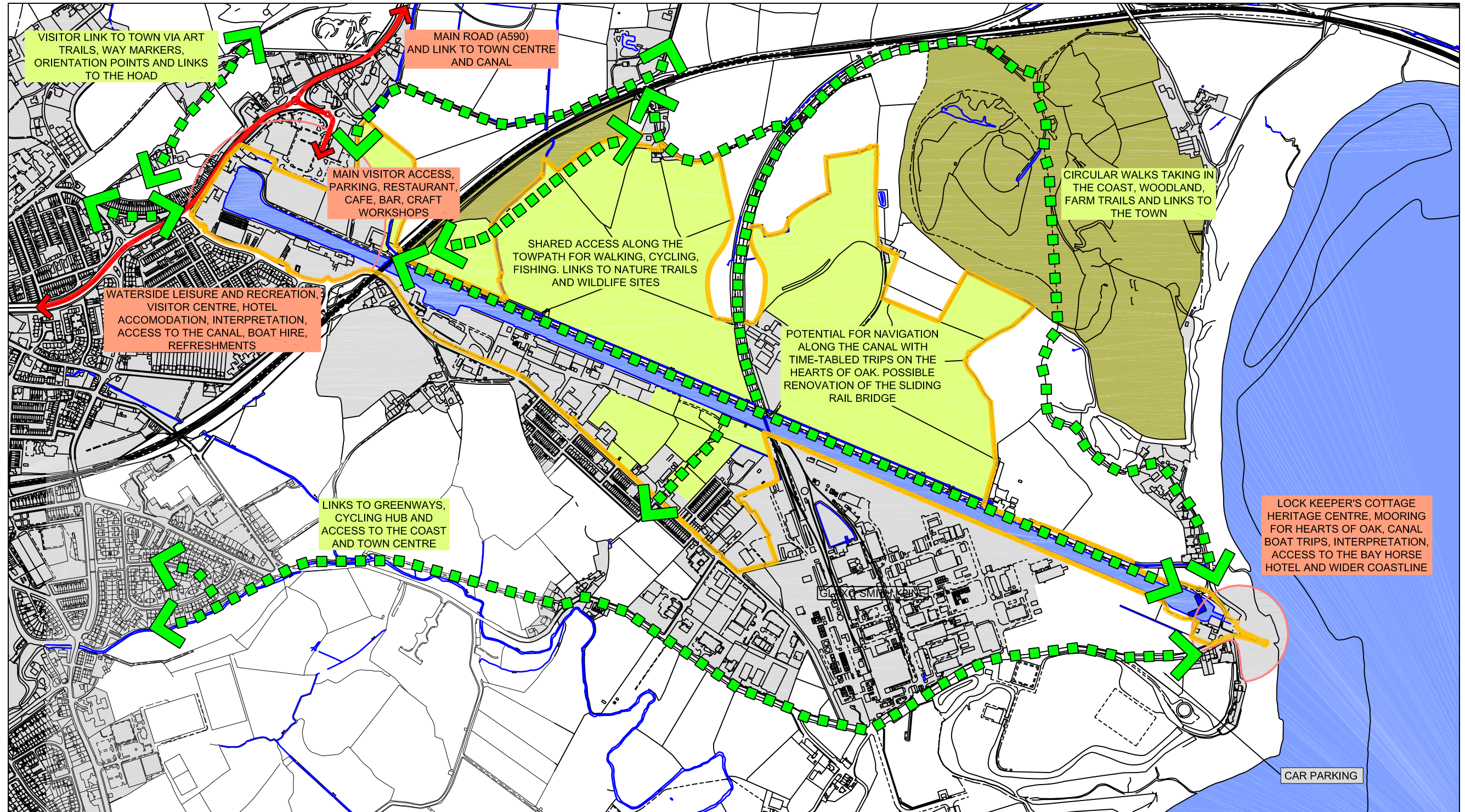
ULVERSTON CANAL MASTERPLAN



Key							
	Existing Canal and back drain		Tarmac surface		Grassed area		Existing screen planting
					Proposed screen planting		Proposed seating/picnic area
					Vehicular circulation		Existing footpath upgraded

IFF9515/2/209/Am0

ULVERSTON CANAL MASTERPLAN



IFF9515/2/201/Am0

Artistic focal points



Bespoke railings



Seating



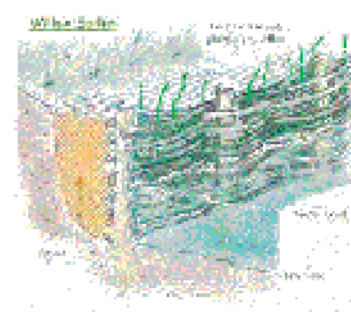
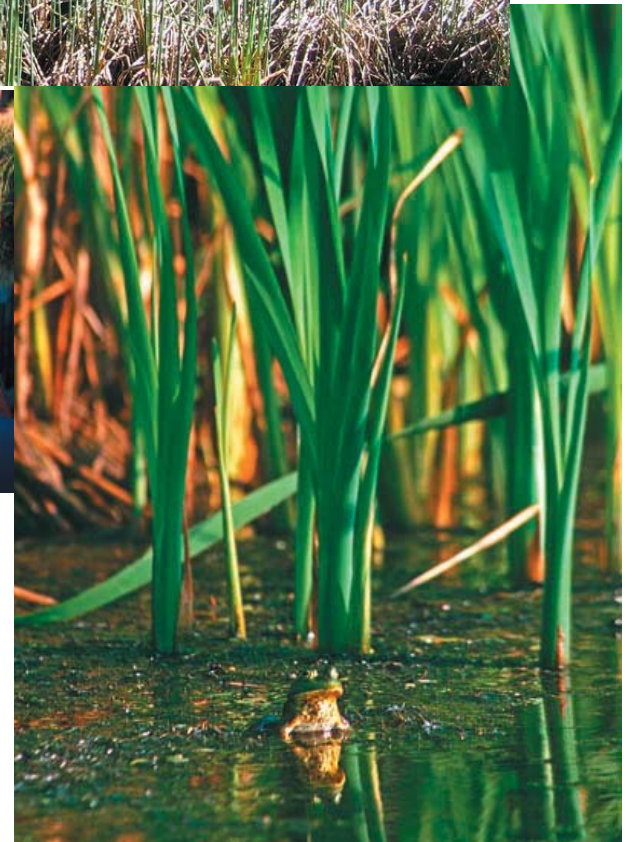
Fountains



Themed approach

An example of a themed approach used for the Ulverston (Rope Walk) Greenway. Rope walk theme used in the design for a suite of street furniture



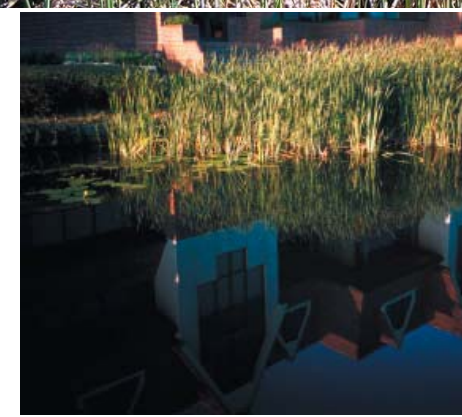
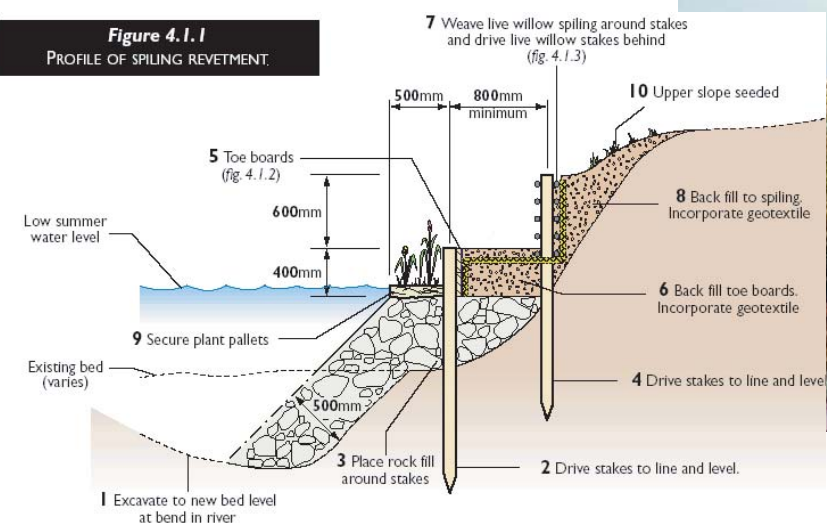


Willow spiling

Figure 4.1.3
PLAN OF SPILING
Live willow stakes driven behind spiling as shown c. 50mm dia. x 1000mm long



Figure 4.1.1
PROFILE OF SPILING REVETMENT





ULVERSTON CANAL MASTERPLAN
 Illustrations of interpretative signage

CAPITA SYMONDS

Sections of SLDC's Cultural & Arts Strategies which support these proposals are:

- Maximise the tourism potential offered by the District's existing and planned cultural assets

11.16 Land to north of canal – informal recreation with some commercial opportunities at Rame Farm

Facilities for walking can be extended with the creation of short circular walks and some of the land to the north of the canal can be developed as woodland, with the establishment of a country park and interpretation.

It will be possible to examine opportunities to expand facilities at Rame Farm to encourage tourism and help with farm diversification. It may be that the equestrian activities could be extended to include trekking, schooling and training. There may be opportunities for building conversions for holiday lets, related to outdoor activities. Ideas have been discussed only briefly with the owner, but these need to be developed through further discussions and a feasibility study before taking the matter further.

These proposals are supported by the following measures in the Community Strategy:

- Ensure that agricultural practices result in environmental benefits and support the maintenance and enhancement of the countryside

11.17 Strategy for the built and landscaped environment

These proposals take into account the findings of the landscape and built environment appraisals and make recommendations for new developments that are in keeping with the location as well as strengthening links with the town and local community. The design of new buildings will draw on the vernacular style of the

town as well as structures typical of wharfs and waterside activity, but allow for a contemporary approach. Materials will include stone, slate, timber, glass and steel to help create a quality environment.

The hard and soft landscaping will be designed to complement the new developments. Detailed amenity planting adjacent to buildings and key access points will highlight important features and provide a visual frame within the landscape. High quality paving, decking and surface treatments will indicate a hierarchy of access and movement throughout the whole site. The more formal planting and paved areas near the buildings will give way to grassed areas and shelterbelt planting, using native species to create a visual and environmental link with the surrounding countryside. Pre-emptive planting on key sites such as the Technology Park and proposed car park at Canal Foot will allow trees and shrubs to become established and provide a more effective buffer between the new developments and existing housing and business areas.

There is potential to include artworks at strategic locations throughout the site. These may take the form of commissioned one-off pieces or may be specialized interpretative items or bespoke street furniture, which will help to strengthen the idea of creating a linear park along the length of the canal.

11.18 Canal Head

The A590 approach to the Booth's roundabout is the main access to the proposed Canal Head development. The key to improvement is to extend and open the views to the canal basin and to provide safer access. New pedestrian links will be provided including the way-marked link between the town and the canal. By re-directing vehicular traffic to Canal Head via the roundabout, the need for the access via Canal Tavern will be removed and this part of the site can be taken wholly into the design.

Established tourist-related businesses including the glass works have already set the scene in this area, but the architectural style of the buildings need not set the standard for the rest of the new development. Buffering in the form of landscaped car parking will help to divide the existing from the proposed and allow the newly emerging Canal Head developments to make their own statement.

11.19

Site A provides the opportunity for the relocation of the access road and brings people and cars to Canal Head and its new attractions. The heel of the canal basin is the site of a new landmark building – the proposed visitor center, which could be cantilevered out over the basin to create an eye-catching structure that provides excellent views down the canal, but can also be seen from the A590 approach.

The landscape treatment around the new car park parking area will link into the surrounding hedgerows and existing planting to provide a natural fit. The edges of the car park will require shelterbelt treatment with hedgerow and tree planting to provide a visual screen around the gas sub station but also create a wildlife corridor linking with the sensitive areas of the wetland reserve adjacent to the railway.

11.20

Site B centres round the new developments for tourism-based businesses and will also contain the cycling hire centre. A new footbridge linking the old abattoir site to this new activity area will allow for improved pedestrian circulation and create a focus on the events area adjacent to the canal side. A combination of hard landscaping and planting will provide a suitable venue for organized festival activities or simply informal recreation and new access routes will radiate from this part of the site linking with potential Greenways, cycling routes, nature trails and also to other developments at Canal Head.

11.21

Improvements at the Booth's roundabout junction provide an opportunity to develop Site E as the Technology Park. It is sheltered by the railway embankment to the south east and to the south west by existing and proposed buildings. The site falls within the Local Plan area and will have its own link road that need not conflict with users on the rest of the site. Given the size of this proposed development, sensitive landscaping is required to reduce any potential for significant landscape impact. Screening shelterbelts, planted in advance of construction will be well established and new wetland areas and balancing ponds will help to mitigate the potential for flooding in the area. This will also provide an opportunity for habitat creation and enrichment.

11.22

Site C is the key area for major redevelopment at Canal Head. The proposed pattern of buildings will relate directly to the canal basin by function, activity and access, providing a marina-like, waterside environment. Consideration of the siting of the buildings should retain a strong visual link with the town center. Creation of new, and use of existing service access will enable the buildings to be accessed from a new opening on North Lonsdale Road and also from behind Booth's supermarket. Full pedestrian access around the canal basin will also mean that the link to the town centre can be realised via Canal Head and North Lonsdale Road. High quality paving, seating, lighting and detailed planting will be used to complete the refurbishment of this part of the site.

11.23

If the Auction Mart is able to partly relocate to the redundant abattoir site then any new configuration of buildings can also permit for the improvement in parking provision on Site D. Discussions with the Auction Mart indicate the

potential to allow for additional parking on non-mart days. The new footbridge across the canal will enable coach parties to disembark and move directly to the visitor offer on the other side of the canal. The pedestrian links and circular walks also provide a strong connection to any housing opportunities on the south side of the canal.

11.24

Moving down the canal, the general policy will be to consider the whole area as mixed use but with an emphasis on migrating businesses away from the canal side towards the road. The canal side offers the best opportunities for living and recreation and a comprehensive and connecting network of leisure routes could be developed to encourage walking and cycling.

11.25

Full navigation of the canal is also essential. At present the sliding rail bridge prevents full use. This could be renovated such to bring it back into the open position and interpretation could be provided as part of a themed walk around the canal. The existing access will need to be maintained and a new footbridge will be located alongside. This will be contemporary in design and will lift or rotate in order to allow for boat passage. The secure boundary alongside GSK will not be compromised by the introduction of watercraft. Willow spiling techniques will be used to provide a physical and permeable barrier, which will also create a green screen between the chemical plant and users on the canal. Provision will be made for green space activities on land adjacent to Kennedy and Steel Street.

11.26

The Lock Keepers Cottage at Canal Foot is proposed as a small interpretation centre, focusing on the maritime and industrial heritage of the site and also as a drop-off point for the Hearts Of Oak boat. At present, informal

parking arrangements can lead to conflict with local residents. This will be alleviated by the creation of new parking facilities behind the cottages, which will be screened by the establishment of a substantial shelterbelt. Disabled parking will be provided at Canal Foot along with the opportunity to enjoy the coastline from a proposed viewing platform. This low-key structure will provide shelter and interpretation for visitors. Circulation in this area will be managed through a combination of improved signage and hard and soft landscaping.

11.27

The large tracts of land to the north of Rame Farm offer opportunities for increased woodland planting, walks and nature trails as well as commercial development of the Farm itself. Any proposals for this site will be low-key and in keeping with the landscape, providing enrichment and enhancement rather than introducing contemporary elements.

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

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
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

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
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.

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
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

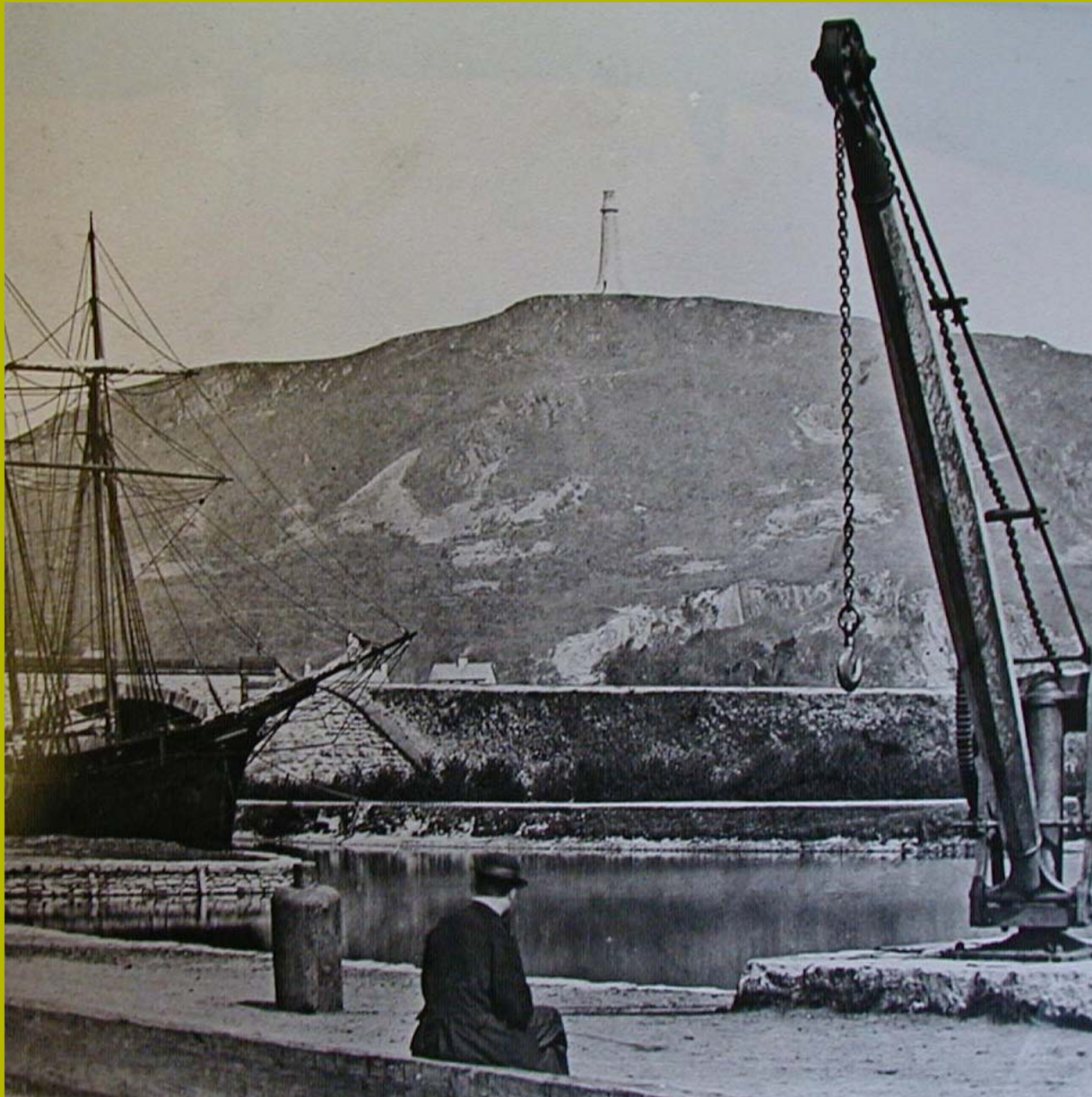
Action Plan. The proposals within this masterplan can also feed into the emerging new local plan process – the Local Development Framework, as an Action Plan.

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



12

Programme of
Implementation

SECTION 12 - PROGRAMME OF IMPLEMENTATION

The Steering Group were keen that the Project Team identified a programme of implementation, and in particular that a number of "short term wins" was identified.

Short Term Wins (1-2yrs)

12.1 Schemes which can be implemented relatively easily need:

- To be identified within the context of a wider plan – in this case the masterplan
- A willing developer
- Agreement of land owners
- Acceptability in planning terms
- Highways and infrastructure either in place or agreed in principle
- Funding package in place – possibly a mix of private and public sector; public sector needed to pump prime overall regeneration project

SITE E

12.2 Technology park

- Identified in masterplan
- Developer not yet determined – may be SLDC, or a Development Trust, subject to funding available
- Land owners in agreement
- Planners in agreement in principle – subject to flooding assessment and highway comments; design brief required
- Highways and infrastructure – HA support access from Booth's roundabout in principal
- Funding to be negotiated, possible ERDF available in short term if scheme can proceed quickly

SITE A

12.3 Car parking and new access

- Identified in masterplan
- Public sector developer needed possibly Development Trust
- Land owners in agreement
- Planners in agreement in principle – subject to flood risk assessment and highway comments
- Highways and infrastructure – HA agreeable to access via Booth's roundabout in principal
- Funding to be negotiated as part of larger package

12.4 Tourism related business units

- Identified in masterplan
- Developer not yet determined – may be individual private sector, subject to grant aid available
- GSK in agreement, Booth's subject to negotiation and agreement
- Planners in agreement in principle subject to low density development
- Highways and infrastructure –HA agreeable to access via Booth's roundabout
- Funding to be negotiated

12.5 Recreational activities

- Identified in masterplan
- Developer not yet determined – may be individual private sector or joint development with Development Trust subject to grant aid available
- GSK in agreement
- Planners in agreement in principle
- Highways and infrastructure – access to be complementary to new infrastructure
- Some public sector funding needed - to be negotiated

SITE B

12.6 Heritage/visitor centre/boat hire

- Identified in masterplan
- Developer not yet determined – may be Ulverston Heritage Trust in liaison with Laurel and Hardy Museum, plus input from Development Trust
- Auction Mart Company in agreement, in principle
- Planners in agreement in principle, subject to low density development
- Highways and infrastructure – access to be complementary to new infrastructure
- Funding to be negotiated, possible input from HLF (Heritage Lottery Funding)

12.7 Relocated auction rooms/multi use space

- Identified in masterplan
- Auction Mart Company would be developer
- Auction Mart Company keen to pursue
- Planners in agreement in principle, subject to low density development
- Highways and infrastructure – Access to be complementary to new infrastructure
- Private funding but with possible grant aid

12.8 Tourism related business units

- Identified in masterplan
- Developer not yet determined – may be individual private sector, subject to grant aid available
- Auction Mart Company in agreement, in principle
- Planners in agreement in principle, subject to low density development
- Highways and infrastructure – access to be complementary to main scheme
- Funding to be negotiated

12.9 Craft units

- Identified in masterplan
- Developer not yet determined Auction Mart Company in agreement, in principle
- Auction Mart Company in agreement, in principle
- Planners in agreement in principle, subject to low density development
- Highways and infrastructure – access to be complementary to main scheme
- Funding to be negotiated

12.10 Public realm

- Identified in masterplan
- Public sector developer, possibly Development Trust
- Auction Mart Company in agreement, in principle
- Planners in agreement in principle
- Highways and infrastructure – not an issue
- Public sector funding to be negotiated as part of overall package

12.11 Abattoir site (acquisition and rearrangement of auction mart)

- Identified in masterplan
- Auction Mart Company/SLDC to pursue acquisition
- Current lease holder in legal discussions with SLDC (freeholder)
- Planners in agreement in principle
- Highways and infrastructure – to be investigated
- Private sector funding

12.12 Schooners Wharf

- Identified in masterplan
- Private sector developer
- Developer now owns site
- Planners in agreement in principle with some housing
- Highways and infrastructure – access

from North Lonsdale Road being negotiated, land contamination issues being addressed

- Private sector funding; some funding available through Home Housing for social housing element

12.13 Steel Street Area

- Identified in masterplan
- Possible development of workshops by SLDC
- SLDC owns land
- Planners in agreement
- Highways and infrastructure – Planning brief for adjoining (Kennedy Street) indicates access and infrastructure available
- Funding – from SLDC with possible grant aid from RRC or NWDA

12.14 Kennedy Street Area (housing, garden extensions, green space and skatepark) (Depends upon relocation of SLDC Depot to other site)

- Identified in masterplan and Planning Briefs
- Keen housing association developers plus eco-housing group, and residents (extended gardens), South Lakes Leisure Trust or ULF Partnership to lead on skatepark development
- SLDC owns land
- Planners in agreement
- Highways and infrastructure – Planning brief indicates access and infrastructure available
- Funding available from Housing Associations for social housing element; funding for eco housing being sought; funding for open space from SLDC; funding for skatepark from a number of possible sources
- (Cumbria Community Foundation, Northern Rock Foundation, Big Lottery, Francis Scott Trust, Esmee Fairbairn

Foundation, Garfield Weston Foundation, Hadfield Trust, Sport England)

12.15 The Elms (depends upon relocation of Rathbones Training)

- Identified in masterplan
- No developer identified as yet
- GSK owns land possibly Development Trust, Rathbones Training to be relocated
- Planners in agreement
- Highways and infrastructure – to be investigated
- Funding possibly available from RRC, NWDA, ERDF

12.16 Canal Foot – recreational potential

There are 4 projects here:

- Car park
- Interpretation centre (former Lock Keeper's Cottage)
- Restoration of Hearts of Oak
- Viewing tower

12.17 Car park

- Identified in masterplan
- To be developed by Development Trust
- GSK owns land
- Planners in agreement
- Highways and infrastructure – to be determined
- Funding to be determined, possibly SLDC

12.18 Interpretation centre (former Lock Keeper's Cottage)

- Identified in masterplan
- To be developed by Hearts of Oak Trust
- GSK owns the property
- Planners in agreement
- Highways and infrastructure – not an issue
- Funding to be determined – possible Heritage Lottery Fund

12.19 Restoration of Hearts of Oak

- Identified in masterplan
- To be developed by Development Trust
- The Hearts of Oak Trust owns the vessel
- Planners in agreement
- Highways and infrastructure – not an issue
- Funding – Heritage Lottery Fund

12.20 Viewing Tower

- Identified in masterplan
- To be developed by Development Trust
- Precise site to be identified – either public ownership or GSK/Development Trust
- Planners to be discussed when site finalised
- Highways and infrastructure – not an issue
- Funding – to be determined

12.21 Land to north of canal – informal recreation with some commercial opportunities at Rame Farm

- Identified in masterplan
- Private business venture – needs feasibility/business advice
- Farm owned by GSK with tenant farmer
- Options to be discussed with Planners
- Highways and infrastructure – to be determined
- Funding – private sector, with possibility of some grant aid – RRC, DEFRA, ERDF

Medium Term Wins (3 – 5 yrs)**12.22 Auction Mart reorganisation**

- Identified in masterplan
- Auction Mart Company in agreement
- Abattoir site to be acquired
- Planners in agreement in principle
- Highways and infrastructure – final arrangements to be agreed with HA
- Private sector funding – some public sector funding possible

12.23 Canal Head hotel, restaurant, bar/café and leisure facility

- Identified in masterplan
- Developer not yet determined – may be a number of separate developers
- Auction Mart Company in agreement, in principle; scrap yard and Canal Tavern to be acquired
- Planners in agreement in principle
- Highways and infrastructure – final arrangements to be agreed with HA
- Funding to be negotiated – some public sector funding needed, possibly SLDC

12.24 Acrastyle site – timing related to relocation of business to new site

- Identified in masterplan
- Private sector developer to be introduced
- Acrastyle in agreement
- Planners in agreement in principle – subject to planning obligation

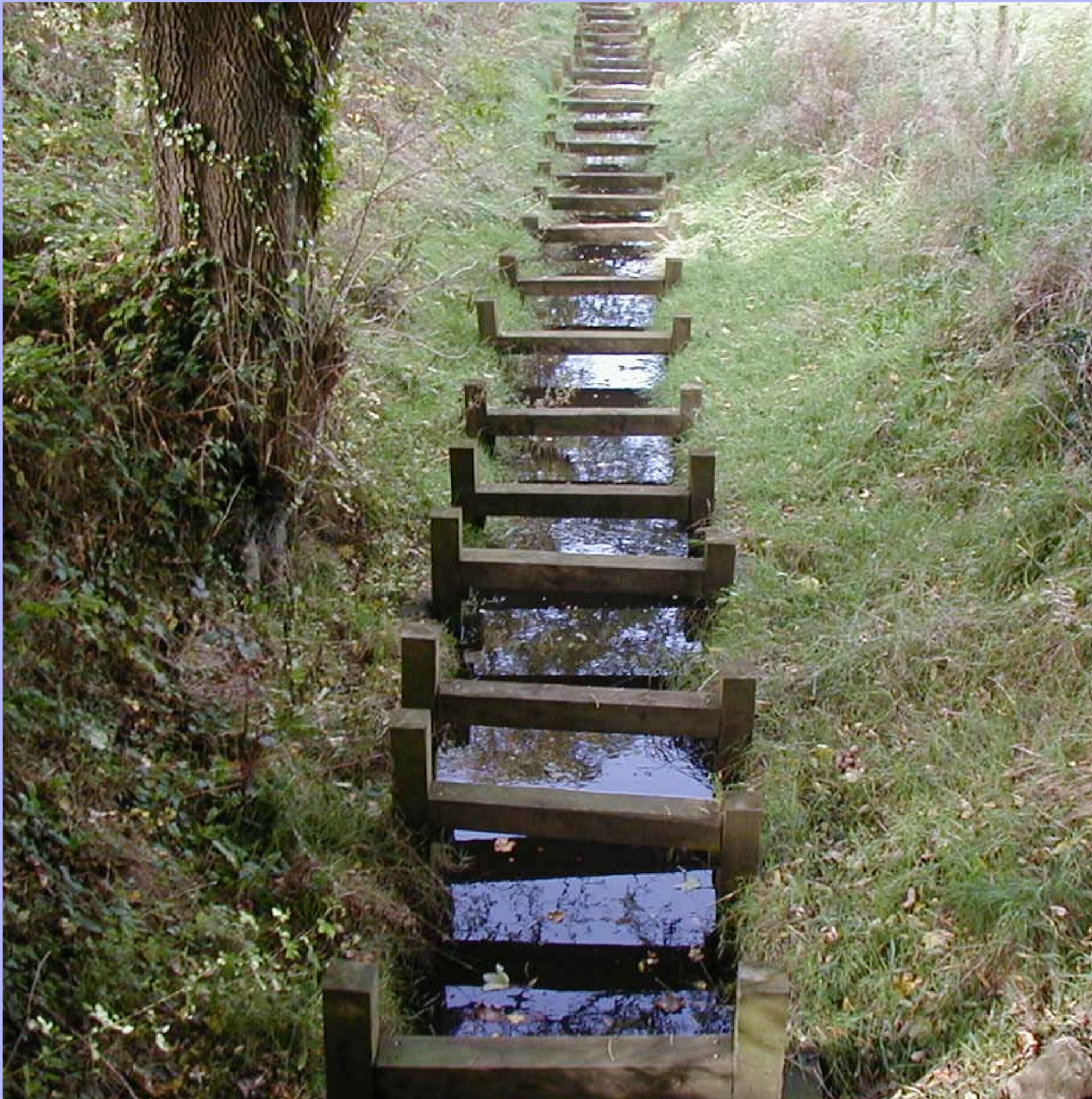
- Highways and infrastructure – to be investigated in association with adjacent site (Schooners Wharf)
- Private sector funding

12.25 Kennedy Street Area (new footbridge)

- Identified in masterplan
- To be developed by Development Trust
- GSK owns existing
- Planners in agreement
- Highways and infrastructure – not an issue
- Funding – public sector funding required, possible Heritage Lottery Funding

Long Term Wins (6 – 8 yrs)**12.26 Mixed industrial area – relocation of businesses and development of social housing**

- Identified in masterplan
- Social housing provider as developer
- Land assembly exercise required by SLDC in association with relocations
- Planners in agreement in principle
- Highways and infrastructure – access from North Lonsdale Road to be negotiated with HA – provision of new roundabout, land contamination issues to be addressed
- Public sector funding; some funding available through Home Housing for social housing element, possible contribution from SLDC



13

Risk Schedule

SECTION 13 - RISK SCHEDULE

Project	Potential risks	Risk management
Technology park	Flood risk Access agreement with Highways Agency Viable provision of services Funding availability	Undertake Flood Risk Assessment Close consultation with planners Undertake full traffic analysis at roundabout Prepare sound business case
Heritage/visitor centre	Agreement over content of Centre Possible land contamination Partnership working/funding arrangements Funding availability	Engage with Laurel and Hardy Museum/Ulverston Heritage Centre to agree content Undertake Phase II Site Investigation
Boat hire/boat trips	Identify operator Business viability	Liaise with local interest boating groups
Tourism based businesses	Business viability Possible land contamination Public sector grant aid availability	Identify market opportunities Undertake Phase II Site Investigation
Craft units	Business viability Possible land contamination Public sector grant aid availability	Engage with local and regional arts/crafts groups. Explore opportunities for exhibition and workshop space Undertake Phase II Site Investigation
Relocated auction rooms/multi use building	Business viability Possible land contamination Public sector grant aid availability	Discussions with Harrison Coward and Auction Mart Phase II Site Investigation
Cycle hire/walking centre Public toilets	Private sector partner to find Business viability Public sector grant aid availability	Engage with cycling activity groups Strengthen links with NCN route 72 Explore funding opportunities via Greenways
Long and short stay car parking	Access agreement with Highways Agency Funding availability	Full consultation with planners and HA
Public realm/events area	Funding availability Future maintenance costs	Establish need Engage with local and regional arts-related groups
Redevelopment of abattoir site to become part of auction mart site	Outstanding legal difficulties Valuation and acquisition of land Agreement of highway authority regarding access arrangements Agreement with planning	Continue discussions based on outcome of masterplan Close liaison with planners and Auction Mart Undertake traffic analysis
Hotel, function rooms	Site assembly Attracting a developer Agreement of highway authority regarding access arrangements Possible land contamination Public sector grant aid availability	Successful relocation to abattoir by Auction Mart Encourage support from local businesses Phase II Site Investigation
Waterside restaurant	Site assembly Attracting a developer Agreement of highway authority regarding access arrangements Possible land contamination Public sector grant aid availability	Successful relocation to abattoir by Auction Mart Phase II Site Investigation Provide opportunity for high class/local produce eating establishment Ensure flexible arrangements to reduce conflict with other café/restaurants

Bar/cafe	Site assembly Attracting a developer Agreement of highway authority regarding access arrangements Possible land contamination Public sector grant aid availability	Successful relocation to abattoir by Auction Mart Phase II Site Investigation Ensure flexible arrangements to reduce conflict
Leisure facility	Site assembly Attracting a developer Agreement of highway authority regarding access arrangements Possible land contamination Public sector grant aid availability	Successful relocation to abattoir by Auction Mart Phase II Site Investigation Ensure diversity of offer to reduce conflict with other leisure centre
Access and car parking	Agreement with Highways Agency Funding availability	Detailed discussions with planners and HA
Public realm and access to waterside	Possible land contamination Funding availability	Establish access protocol with local residents/Rame Farm/anglers
Acrastyle site	Agreement of highway authority regarding access Agreement of planning regarding proposed usage and planning obligation (S 106) Possible land contamination	Demonstrate value to town by retaining business locally Identify suitable relocation site Detailed discussions with planners and HA Phase II Site Investigation
Schooners Wharf	Agreement of highway authority regarding access Agreement of planning regarding proposed usage and planning obligation (S 106) land contamination	Establish early dialogue to determine programme of relocation and development Phase II Site Investigation Detailed discussions with planners and HA
Mixed industrial area	Availability of alternative accommodation Land assembly and relocations Funding availability for land assembly Land contamination Access to be agreed with highway authority	Identify suitable relocation sites and a programme of implementation Phase II Site Investigation
Steel Street Area, Kennedy Street Area and The Elms	Land assembly Relocation of Rathbones into suitable accommodation Identify developer – SLDC Possible land contamination Funding availability	Potential sites for Rathbone relocation already identified masterplan proposals mirror many SLDC aspirations for the site
Canal Foot Car park	Access to be agreed with highway authority Funding availability	GSK agreement in principal Site available for immediate development
Interpretation centre (former lock keeper's cottage)	Funding availability On-going viability – use of volunteers	HLF funding currently being sought Coordinating body already established
Restoration of Hearts of Oak	Funding availability On-going viability – use of volunteers	HLF funding currently being sought Coordinating body already established
Viewing tower	Identify developer Planning – agree siting Funding availability	Potential site on GSK land Undertake landscape impact assessment Detailed discussions with planners
Land to north of canal – informal recreation with some commercial opportunities at Rame Farm	Feasibility study/business advice needed Planning agreement needed Access to be agreed with highway authority Public sector grant aid availability	Opportunities for access development via Greenways Initiative Habitat enhancement opportunities Tenants indicate interest in diversification



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Outline costs

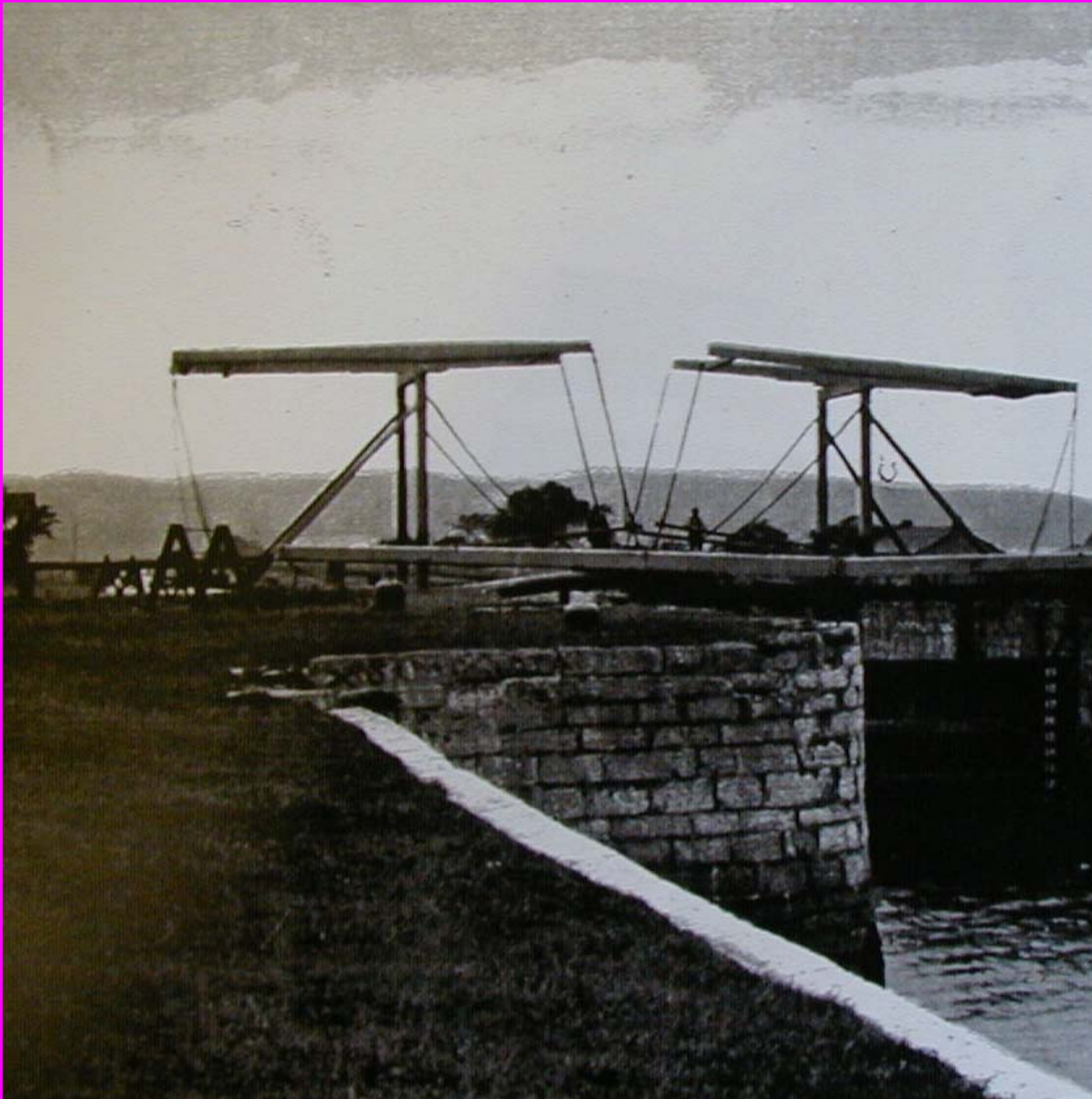
SECTION 14 - OUTLINE COSTS

Cost Estimates							
Timescale	Location	Item / Element	Quantity <i>(if applicable)</i>	Unit <i>(if applicable)</i>	Item Cost <i>(if applicable)</i>	Overall Cost	Potential Funding Source
							NWRDA = North West Regional Development Agency
							HLF = Heritage Lottery Fund
							ERDF = European Regional Development Fund
							CCC = Cumbria County Council
Short Term							
1 - 2 years							
	Canal head, Phase 1 - sites A and B.	<i>Tourism Business units / Light industry.</i>	3,656	m2	479.00	£ 1,751,224	NWRDA / Private.
	Canal head, Phase 1 - site B	<i>Heritage / Visitor Centre</i>	676	m2	1600.00	£ 1,081,600	NWRDA / HLF / Private.
	Canal head, Phase 1 - Site B	<i>Relocated Auction Rooms</i>	650	m2	850.00	£ 552,500	Private
	Canal head, Phase 1 - Site E	<i>Technology Business Park, two storey office facilities.</i>	1300	m2	6108.00	£ 7,940,400	ERDF / NWRDA / SLDC / Private.
	Canal head, Phase 1 - Site E	<i>Technology Business Park, single storey manufacturing facilities</i>	641	m2	2974.00	£ 1,906,334	ERDF / NWRDA / SLDC / Private.
	Schooners Wharfe site	<i>Housing development site (not inclusive of site value)</i>	22	n/a	85000.00	£ 1,870,000	Private
	Steel Street site	<i>Industrial development site, local re-locations, various buildings @25% site area built density.</i>	3990	m2	450.00	£ 1,795,500	Private / SLCD / NWRDA
	The 'Elms' site, North Lonsdale Road	<i>Redevelop as Industrial / Commercial business - mix 28% office / 72% manufacturing facilities @ 35% site area built occupancy</i>	3,500	m2	1,300/479	£ 3,797,500	NWRDA / ERDF / SLDC / Private
	Canal Head - Phase 1	<i>Exterior paving, artworks, planting, street furniture and signage at Sites A, B & E</i>	5900	m2	20.00	£ 118,000	NWRDA / Private / HLF / Technology Business Park
	Canalside Development including Schooner's Wharfe	<i>Tarmac pathways, street furniture, signage and planting</i>	n/a	n/a	n/a	£ 121,403	Private / Housing Association / HLF
	Canal Greenway - Phase 1	<i>Construction of Greenway along the Canal including tarmac path, planting, signage, drainage and street furniture - Phase 1</i>	n/a	n/a	n/a	£ 77,440	NWRDA / CCC / HLF
	Canal foot, Lock Keepers Cottage	<i>Renovation as interpretation centre associated with 'Hearts of Oak' Boat moored in lock.</i>	n/a	n/a	n/a	£ 125,000	HLF
	Canal foot, Viewing tower	<i>Construction of freestanding canopied structure at Canal Foot, excluding landscaping</i>	n/a	n/a	n/a	£ 35,000	HLF
	Car Parking at Canal Foot	<i>Construction of car park - tarmac, planting, street furniture, drainage and signage at Canal Foot, near the pier</i>	n/a	n/a	n/a	£ 42,000	SLDC / CCC
	GSK Screening	<i>Planting of Willow in Gabions within the canal to screen GSK</i>	n/a	n/a	n/a	£ 52,050	Private
	Public Open Space including 'Kennedy Street' area and 'Green Space' adj. Sliding rail bridge	<i>Planting of trees, shrubs grassed areas, paving and street furniture at areas near to Kennedy Street - Phase 2</i>	n/a	n/a	n/a	£ 56,773	SLDC / Housing Association
	Historic sliding rail bridge and footbridge	<i>Renovation of historic rail bridge and construction of new independent footbridge.</i>	n/a	n/a	n/a	£ 205,000	NWRDA / CCC / HLF

	Recreational Ground at 'Green Space' adj. Sliding rail bridge	<i>Recreational/Sports area, grass open space, seating, planting, signage, teenage shelter and street furniture</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	£ 215,998	SLDC / Housing Association / NWRDA
	Skateboard Park adjacent to Kennedy Street	<i>Phase I installation of a skateboard park in the public open space near the allotments</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	£ 62,540	SLDC / Housing Association / NWRDA
	Street Furniture along the canal and Canal Head	<i>Ancillary street furniture for the use along the canal environment</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	£ 56,500	CCC / SLDC
	Art works along the canal	<i>Artwork features within paving, as commissioned items or within signage</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	£ 60,000	Arts grant support
	Rame Farm.	<i>Tourism based business development - Equestrian, Holiday accommodation</i>	<i>8</i>	<i>Bedspaces</i>	<i>30,000.00</i>	£ 240,000.00	Private / NWRDA / ERDF
					TOTAL	£22,162,762.00	

	Cost Estimates						
Timescale	Location	Item / Element	Quantity <i>(if applicable)</i>	Unit <i>(if applicable)</i>	Item Cost <i>(if applicable)</i>	Overall Cost	Potential Funding Source
							NWRDA = North West Regional Development Agency
							HLF = Heritage Lottery Fund ERDF = European Regional Development Fund
							CCC = Cumbria County Council SLDC = South Lakeland District Council
Medium Term							
3 - 5 years							
	Canal Head - Phase 2, Site D	Redevelopment of Abattoir site - relocated agricultural suppliers to Auction Mart	865	m2	479.00	£ 414,335	Private / NWRDA / SLDC.
	Canal Head - Phase 2, Site D	Redevelopment of Abattoir site - construction of footbridge crossing canal, associated path to canalside.	n/a	n/a	n/a	£ 180,000	NWRDA / SLDC.
	Canal Head - Phase 2, Site C	Canal-side Hotel, three storey	2,445	m2	1150.00	£ 2,811,750	Private
	Canal Head - Phase 2, Site C	Function room, single storey	325	m2	1200.00	£ 390,000	Private
	Canal Head - Phase 2, Site C	Leisure facility, two storey	450	m2	1220.00	£ 549,000	Private
	Canal Head - Phase 2, Site C	Canal-side Restaurant	688	m2	1220.00	£ 839,360	Private
	Canal Head - Phase 2, Site C	Canal-side Café / Bar	606	m2	1220.00	£ 739,320	Private
	Acrastyle site	Housing development, site area= 1.37 ha, housing density @30 dwellings per ha =40units, average 90sq.m per unit	90x40	m2	925.00	£ 3,330,000	Private
	Kennedy Street site	Relocation 'Rathbones' training centre to existing buildings	n/a	n/a	n/a	£ 30,000	SLDC / Private
	Kennedy Street site	Social housing (supported living)- independent living, single floor dwellings.	6x65	m2	800.00	£ 312,000	SLDC / CCC / Housing Association
	Kennedy Street site	Eco Housing development, 10nr 3/4 bed units @ 90sq.m per unit	900	m2	900.00	£ 810,000	Private / Housing association.
	Canal Head - Phase 2						
	Canalside Development including Acrastyle	Roads, car parking, exterior paving, planting street furniture and signage at Sites C, D & E	33598	m2	20	£ 671,955	NWRDA / SLDC / Private
	Canal Greenway - Phase 2	Tarmac pathways, street furniture, signage and planting, boardwalks and piers	n/a	n/a	n/a	£ 121,403	Private / Housing Association / HLF
	Car Parking at field near GSK	Construction of Greenway along the Canal including tarmac path, planting, signage, drainage and street furniture - Phase 2	n/a	n/a	n/a	£ 77,440	NWRDA / CCC / HLF
	Rame Farm Screening / Footpath	Construction of car park - tarmac, planting, street furniture, drainage and signage at field opposite GSK near Canal Foot	n/a	n/a	n/a	£ 138,730	Private / SLDC
	Art works - fountains within the canal	Planting trees and hedgerows to screen the views from the proposed footpath to Rame Farm and footpath construction	n/a	n/a	n/a	£ 41,000	CCC / Woodland Grant
		Water fountains within the canal	n/a	n/a	n/a	£ 65,000	Arts grant / NWRDA / SLDC / Private
					TOTAL	£11,521,293.00	

Cost Estimates							
Timescale	Location	Item / Element	Quantity <i>(if applicable)</i>	Unit <i>(if applicable)</i>	Item Cost <i>(if applicable)</i>	Overall Cost	Potential Funding Source
							NWRDA = North West Regional Development Agency
							HLF = Heritage Lottery Fund
							ERDF = European Regional Development Fund
							CCC = Cumbria County Council SLDC = South Lakeland District Council
Long Term							
6 - 8 years							
	Industrial area, Canalside, North Lonsdale Road.	<i>Long term mixed social housing development site, area 1.15ha @ 30 units per ha = 34 units @85sq.m each</i>	34x85	m2	900.00	£ 2,601,000	Private / Housing association / CCC
	Public Open Space	<i>Planting of trees, shrubs grassed areas, paving and street furniture at areas near to Kennedy Street - Phase 2</i>	n/a	n/a	n/a	£ 56,773	SLDC / Housing Association / NWRDA
	Skateboard Park	<i>Phase 2 installation of a skateboard park in the public open space near the allotments</i>	n/a	n/a	n/a	£ 62,540	SLDC / Housing Association / NWRDA
					TOTAL	£ 2,720,313.00	
Exclusions;	Note all budget costings subject to the following exclusions;	A. Estimated budget costs as 2nd Quarter 2005, and must be multiplied by appropriate industry indices to suit programme					
		B. All estimates DO NOT include VAT					
		C. All estimates based upon 'normal' ground conditions / availability of services.					
		D. All estimates DO NOT include additional costs for consultants fees, planning and building regulation fees.					
		E. Estimated costs EXCLUDE additional cost of potential land contamination issues (which are known to be likely and will require remediation)					
	All building costs inclusive for associated infrastructure.	F. All costs must be regarded as advice for general guidance, and must be re-estimated at time particular elements progress					
		G. Do Not include land purchase costs					



15

Funding
Opportunities

SECTION 15 - FUNDING OPPORTUNITIES

15.1

To enable the regeneration proposals for the canal corridor to proceed, significant capital and revenue resources will need to be identified. To achieve the changes being proposed it is likely that funding will be required from a variety of sources depending on the nature of the individual projects. Potential funding opportunities have been identified which include a mixture of public and private sector sources. The majority of public funding programmes will require match funding. Ideally this should be from private sector sources, however in some cases where clear separate outputs can be attributed to each funding stream it may be possible to match one public sector source with another.

The main potential sources of funding are as follows:

15.2 Loans and Venture Capital Funds

Cumbria Capital Fund For existing businesses in Barrow, Carlisle, Eden and South Lakeland

Furness Challenge Loan Fund For start up and existing businesses with up to 50 employees within the Ulverston (LA12) area.

Small Firms Loan Guarantee Scheme For businesses employing 200 people or less (either trading or about to start in the near future)

15.3 North West Regional Development Agency

As part of their Regional Economic Strategy the North West Rural Development Agency and the Countryside Agency are supporting the regeneration of market towns across the region including Ulverston.

Market Towns act as service centres for surrounding rural areas, they may have the potential for growth but are also vulnerable to decline. Within each town, partnerships are actively involving the local community in identifying the issues most important to them and setting out a programme for action. Part of this process is the preparation of this masterplan. It is reasonable to assume that the NWDA will continue to support Market Towns with funding provided to appropriate projects identified by the Partnership.

The Selective Finance Initiative SFI is the main capital grant scheme operating in the Furness Area, it is a discretionary grant scheme administered by the DTI and NWDA.

The criteria to be met by SFI projects include:

- Projects must fit in with NW Development Agency's regional sector priorities, as set out in the North West Regional economic strategy (see below)
- Both the local and UK economies must benefit tangibly for example, by the introduction of new technologies, import substitution, export increase or similar benefits.
- The project must be commercially viable and show additionality.
- There must be a demonstrable need for assistance to allow the project to go ahead at all, or at the desired speed and scale, in the Barrow in Furness Assisted Area.
-

Proposals for Canal Head, which seek to provide an improved infrastructure for the retention of existing business and the creation of serviced land and premises for the attraction of new businesses are all activities appear to meet the criteria for SFI including the Regional Economic Strategy (RES).

Proposals for sites A and B and the development of the serviced technology park at site E appear

to meet the following Key Activities of the RES

2) Improve the competitiveness and productivity of business

2.7) Encourage manufacturing businesses to adopt continuing improvement measures, access regional and national sources of expertise and good practice to improve product development and productivity.

2.8) Ensure businesses have access to environmental advice and support linked to reducing business overheads, e.g. through waste minimization recycling measures.

5) Deliver rural renaissance

5.1) Implement the Regional Rural Recovery Plan through County Action Plans for Cumbria, Lancashire and Cheshire.

5.5) Develop action plans for selected market towns and commence implementation.

6) Secure economic inclusion

6.2) Develop social enterprises, including community businesses.

6.3) Encourage the public and private sector to employ people from disadvantaged communities and groups, through positive action programmes and other measures, and promote the benefits to employers of equality and diversity in the workforce.

9) Ensure the availability of a balanced portfolio of employment sites

- 9.2) Secure a complementary portfolio of sub-regional and local employment sites.

15.4 European Regional Development Fund

Objective 2 (transitional)

Projects in Ulverston may be eligible for European Regional Development Fund however this is only available until the end of 2006. Projects which can be shown to meet one or other of the following three objectives and can be progressed quickly may be eligible :

- To contribute to the creation of a 21st century economy through the development of new and high growth employment sectors as well as supporting the competitiveness of existing businesses, where the key features are enterprise and knowledge
- To empower and enable people of all ages, races and gender to access income and employment opportunities that reflect their aspirations and circumstances
- To address the environmental legacy of the past through supporting opportunity led investment that creates new income and employment opportunities while restoring or maintaining the environment and heritage assets of the region

Although the North West Objective 2 Programme has been allocated substantial sums, achieving these objectives requires that funds are deployed in discrete areas which maximise economic, social and environmental impacts. A strategy based upon three Priorities of Business and Ideas, People and Communities, and Strategic Regional Investment have been devised to address the range of competitiveness

and regeneration issues identified in the review of current conditions in the North West.

- The first Priority, Business and Ideas, seeks to improve the competitiveness of the existing business, through exploiting existing sectoral strengths as well as maximising the opportunities afforded by developments such as the Information Society as well as the academic and research base in the Region
- Priority 2, People and Communities, seeks to target resources on the most disadvantaged communities in the North West, in order to address the multifaceted problems of economic and social exclusion
- The third Priority, Strategic Regional Investment, aims to generate substantial new employment opportunities through the development of key business, heritage and cultural locations

Within the three Priorities, the Objective 2 Strategy also identifies three cross-cutting themes of Equal Opportunities, The Information Society and Sustainable Development. The integration of these themes into project design and implementation will help to ensure that the objectives achieve a reduction in gender disparities, maximising the potential of ICT, and promote growth which is economically, socially and environmentally durable.

The Canal Head proposals particularly for sites A and B and Site E all have a good fit with the Objective 2 priorities particularly Priority 3 and its reference to new employment opportunities in key heritage and cultural locations. The employment and training opportunities identified in the proposals for Phase 1 also appear to meet the Priority 2 and a strong case can be made which demonstrates the support for the cross-cutting themes.

15.5 Heritage Lottery Fund

The Heritage Lottery Fund provides a number of potential sources of funding that could be applied to the Ulverston Canal Corridor these include

Townscape Heritage Initiative (£250,000 to £2 million)

Through the Townscape Heritage Initiative, grants are available that help communities to regenerate the historic parts of their towns and cities.

The programme is designed to address problems in areas of particular social and economic need throughout the United Kingdom. It encourages partnerships to carry out repairs and other works to a number of different historic properties within those areas, and improve the quality of life for all those who live, work or visit there.

This fund may be appropriate to help support the Canal Head proposals which appear to offer a good fit with the overall objectives of the Townscape Heritage Initiative fund.

Landscape Partnerships (£250,000 to £2 million)

This initiative allows partnerships representing a range of heritage and community interests to tackle the needs of landscapes, whose various elements may be in different ownership.

It caters for applications based round a portfolio of projects, which combine to provide a varied package of benefits to an area, its communities which live, work and visit there.

The initiative will mainly help to promote heritage conservation as an integral part of rural regeneration.

Proposals to maintain the unique canal side environment which require significant capital investment may attract support from the Landscapes Partnerships.

15.6 Local Housing Associations

There is a desire to include within the Canal Head Corridor an element of social/low cost housing and local housing associations may be able to support these proposals.

15.7 Private Sector

Private sector funding is likely to be realised when business see realistic opportunities to improve their operating conditions. There are potential opportunities for business to realise an asset (the sale of land and or buildings) to finance a move to a more appropriate site. In some cases such moves may be supported by private financial institutions. However, there may be a case for intervention by the local authority to prepare a site and then lease or sell land or premises to businesses to facilitate

movement within the area.

15.8 Revenue Funding Issues

The funding outlined above concentrates on the sources of capital funding to realise the proposals contained in the masterplan it is apparent however, that there is a significant revenue issue to be addressed in order that some of the capital projects can proceed. In particular it is evident that the realisation of land and property values for housing will, to a significant extent, rely on the maintenance and enhancement of the waterside environment. It is estimated that the annual cost of planned and reactive maintenance of the canal is approximately £35,000 per annum.

In addition it is understood that there may be a significant major capital investment required in

the canal. The Heritage Lottery Fund may be the most appropriate body to assist in the funding of the capital works. In terms of ongoing annual maintenance this could be financed either through utilising income from other sources such as pay and display car parking but is unlikely to realise the levels of funding required. An alternative would be to commute a capital sum raised through land and property sales into a maintenance fund, which could be managed by the Development Partnership.

The following table sets out for illustrative purposes the level of capital investment required to fund maintenance at £35,000 per annum for 25 years assuming an annual inflation rate of 2.5% and an investment return of 4% per annum.

Year	Financial Year	Canal Maintenance + 2.5% inflation	Investment Required to provide 25 year maintenance fund	Investment fund 2.5% inflation and 4% investment return
1	2005/06	£35,000	£ 524,578 + first years maintenance @ £35,000	£0
2	2006/07	£35,875		£545,561
3	2007/08	£36,772		£567,383
4	2008/09	£37,691		£590,079
5	2009/10	£38,633		£613,682
6	2010/11	£39,599		£638,229
7	2011/12	£40,589		£663,758
8	2012/13	£41,604		£647,041
9	2013/14	£42,644		£628,572
10	2014/15	£43,710		£608,257
11	2015/16	£44,803		£585,992
12	2016/17	£45,923		£561,672
13	2017/18	£47,071		£535,184
14	2018/19	£48,248		£506,414
15	2019/20	£49,454		£475,238
16	2020/21	£50,690		£441,530
17	2021/22	£51,958		£405,155
18	2022/23	£53,257		£365,974
19	2023/24	£54,588		£323,842
20	2024/25	£55,953		£278,604
21	2025/26	£57,352		£230,103
22	2026/27	£58,785		£178,170
23	2027/28	£60,255		£122,632
24	2028/29	£61,761		£63,305
25	2029/30	£63,305		£0

15.9 Other Revenue Funding Issues

It is likely that if the masterplan is to be realised a dedicated project officer will need to be appointed to drive forward its implementation. The Rural Regeneration Company (RRC) have suggested that they may be able to support this appointment and it is recommended that further discussions are held with the RRC, NWDA and South Lakeland District Council.

15.10 Future Funding Issues

The most obvious future funding issue relates to the long-term future of GSK in Ulverston. If Glaxo were to substantially reduce or indeed close its operation in Ulverston, it is likely that substantial public sector funding would be forthcoming to assist in attracting alternative employment opportunities.

15.11 Auction Mart Feasibility Study

The Auction Mart Company, being a major land holder within the study area, has been represented on the Steering Group. In addition, a number of individual meetings have taken place with the company to discuss their aspirations and options for the development of their land. Discussions took place regarding their possible relocation to another site and a visit to a modern agricultural business centre at Bakewell was arranged for representatives from the company and Partnership members. The

consultancy Project Team was also represented on that visit. The company concluded that they would not contemplate a move from their present site unless a new site was already in place. The board would also need to be satisfied that a move was in the best economic interest of the company and its shareholders.

In discussions with the company it was suggested, however, that a feasibility study might be undertaken to explore opportunities for the company's future. The consultants have had discussions with Rural Regeneration

Cumbria (RRC), who would be prepared to assist the company in drawing up a brief for a feasibility study to consider the company's future direction. Investigations regarding the funding for such a study have taken place and a productive meeting was held with DEFRA, who may be able to contribute up to about £25,000 to the study, from the Rural Enterprise Scheme. A new fund – Cumbria Rural Services Infrastructure Programme (CRISP) may also be able to assist. Details of these funds have been made available to the Partnership by the consultants.



16

Recommendations

SECTION 16 - RECOMMENDATIONS

The successful implementation of the masterplan strategy will depend on maintaining the momentum gained through recent consultations with stakeholders and the public. Consolidation of potential partnership arrangements together with close liaison between planners and landowners will help to secure a way forward for the regeneration of the canal.

The strategy has made a number of recommendations, which will need to be actively pursued in order to progress the masterplan:

- Respond to the feedback from the final public exhibition of the masterplan strategy
- Ensure that the masterplan is accepted as the framework for the delivery of regeneration in Ulverston
- Produce a detailed Delivery Plan and Programme that identifies a process for implementation
- Agree on the most appropriate arrangement for the creation of a Development Trust that will allow for a strong partnership to manage the canal and the masterplan in a sustainable manner
- Engage a high calibre Project Manager to coordinate the creation of the Trust and also to drive the masterplan forward
- Pursue discussions with GSK to finalise terms, based on a preliminary negotiated "agreement in principle" for hand-over of canal to a Development Trust. There will be a need to determine the financial responsibility for maintaining pumping

and abstraction operations

- Continue discussions and maintain good relationships with other stakeholders – Booths, Kirkland Developments, South Lakeland Caravans, Auction Mart Company etc
- SLDC to finalise the legal issues regarding the lease with South Lakeland Caravans
- Establish potential funding from NWDA and other major agencies for implementation of the masterplan strategy
- There is an urgent need to progress the Technology Park proposal to benefit from ERDF funding whilst this is still available
- Identify funders for smaller projects e.g. skate park, viewing tower, workshops, eco-housing, craft units and workshops etc.
- Commence land assembly – consider CPO where necessary to achieve co-ordinated scheme – if CPO is proposed then ensure that an end developer is in place
- Produce Development Briefs for the Technology Park, Canal Head, Sites A/B
- Undertake the Phase II Geo-environmental Site Assessments to determine levels of contamination and mitigation requirements
- Prepare Flood Risk Assessment and mitigation proposals for all projects in the Environment Agency's indicative

flood plain area

- Undertake traffic assessments at Booth's roundabout and North Lonsdale Road/A590 junction
- Undertake a detailed Feasibility Study for the Auction Mart, potential funding already identified
- SLDC to relocate the depot out of the immediate area
- Rathbones to relocate to part of the vacant SLDC depot site
- Provide business advice/feasibility study for Rame Farm in order to identify potential diversification opportunities
- Re-introduce the canal towpath and associated routes into the Greenways implementation programme
- Seek to establish the masterplan document within the Local Development Framework
- Monitor progress against timescale for delivery and review the Strategy document on an annual basis in order to be responsive to new developments and opportunities

Conclusion

Ulverston Canal Head and Canal Corridor present a complex and challenging environment for regeneration. Public support for the main principles of the masterplan has already been demonstrated through the response to consultation. Positive dialogue with the Partnership and other key stakeholders has

provided encouragement to pursue those components within the Strategy, which require additional discussions in order to secure a fruitful outcome.

The masterplan strategy provides a realistic

framework that will generate enthusiasm from existing stakeholders and potential partners and will enable Ulverston to implement flagship projects as part of the Market Towns Initiative. A dynamic partnership has already begun to emerge as a result of the masterplan

consultations. It will be important to seize those opportunities, which are available at present, both in terms of funding and good will, in order to set the wheels in motion and begin to deliver the strategy for Ulverston.

APPENDICES -

APPENDIX I - ECOLOGICAL IMPACT ASSESSMENT

Ecological Impact Assessment

Methodology

The aim of the study is to identify features of ecological importance present in the Ulverston Canal Head and Canal Corridor. The study has been limited to a desk study, together with a walk-over survey.

A desk study of the site was carried out involving the collation of data on all statutory and non-statutory ecological and nature conservation designations within and adjacent to the site and an investigation and evaluation of biological records and ecological information held by the Cumbria Wildlife Trust, English Nature, R.S.P.B., Environment Agency, GlaxoSmithKline Biodiversity Team, Tullie House Museum Biological Records Centre, Westmorland and Furness Bat Group and the South Lakes Badger Group.

Much of the information contained in this report is based on the records of the GlaxoSmithKline Biodiversity Team and data contained in the 1999 Glaxo Wellcome Biodiversity Management Plan and its 2002 review.

A walk-over habitat survey was carried out in April 2005 to update the 1998 ecological habitats and communities survey carried out by Cumbria Wildlife Trust for the Biodiversity Management Plan. The Ecological Habitats plan is based on this 1998 survey, updated by information gathered in 2005.

Assessment of impacts

Scales of impact are based on the nature conservation evaluation of the habitats or species and the ecological impact of the proposal on them. The nature conservation evaluation of individual sites or interest features is based on the scale given in the Department of Transport's Transport Analysis Guidance (TAG Unit 3.3.10, 2004, Table 1). The JNCC Birds of Conservation Concern 2002-2007 was used to assess the conservation status of bird species on a national scale.

Table 1 Nature conservation value of features/attributes

Value	Criteria	Examples
Very high	High importance and rarity, international scale and limited potential for substitution	Internationally designated sites
High	High importance and rarity, national scale, or regional scale with limited potential for substitution	Nationally designated sites Regionally important sites with limited potential for substitution
Medium	High or medium importance and rarity, local or regional scale, and limited potential	Regionally important sites with potential for substitution Locally designated sites

	for substitution	
Lower	Low or medium importance and rarity, local scale	Undesignated sites of some local biodiversity and earth heritage interest
Negligible	Very low importance and rarity, local scale	Other sites with little or no local biodiversity and earth heritage interest

The severity of impacts is categorised according to the duration of the impact (long term, medium term or short term), the nature conservation evaluation of the species or habitat and the severity of the impact (major negative, intermediate negative, minor negative, neutral or positive). Severity of adverse impacts are based on the extent to which the impact affects the integrity and coherence of the interest feature (Table 2). The impact assessment takes into account the potential impact of an operation and the moderating affect of any agreed mitigation measures. Table No. 3 shows how the severity of impacts is determined.

Table 2 Criteria for determining the magnitude of the impact

Magnitude Criteria

Major negative

The proposal (either on its own or with other proposals) may adversely affect the integrity of the site, in terms of the coherence of its ecological structure and function, across its whole area, which enables it to sustain the habitat, complex of habitats and / or the population levels of species of interest.

Intermediate negative

The sites integrity will not be adversely affected, but the effect on the site is likely to be significant in terms of its ecological objectives. If, in the light of full information, it cannot be clearly demonstrated that the proposal will not have an adverse effect on integrity, then the impact should be assessed as major negative.

Minor negative

Neither of the above apply, but some minor negative impact is evident. (In the case of Natura 2000 sites a further appropriate assessment may be necessary if detailed plans are not yet available).

Neutral

No observable impact in either direction.

Positive

Impacts which provide a net gain for wildlife overall.

There is a record for a large (100+ bats) common pipistrelle nursery roost in industrial buildings along North Lonsdale Road in the area of Schooner Wharf and a small common pipistrelle roost in buildings at Rame Farm. There is also a record of a pipistrelle nursery roost in the GSK Administrative building. Five out of the eight species, which occur in Cumbria have been recorded on GSK land, these being common pipistrelle, soprano pipistrelle, Daubenton's, noctule and an unidentified Myotis bat. These frequent feeding areas along the canal, the scrub along the old railway line through Rame Farm and other trees and large hedges throughout the site. Whilst there are no records of bat roosts within structures along the canal it is possible that they are present and survey would be required prior to any work affecting bridges, locks and possibly the sides of the canal. Similarly surveys for bat roosts would be needed of any buildings within the masterplan area, which were to be altered or demolished.

Table 3 Overall appraisal category

Magnitude of potential impact	Nature conservation value of sites damaged or improved				
	Very high	High	Medium	Lower	Negligible
Major negative	Very large adverse	Very large adverse	Moderate adverse	Slight adverse	Neutral
Intermediate negative	Large adverse	Large adverse	Moderate adverse	Slight adverse	Neutral
Minor negative	Slight adverse	Slight adverse	Minor adverse	Slight adverse	Neutral
Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Positive	Large beneficial	Large beneficial	Moderate beneficial	Slight beneficial	Neutral

Baseline Conditions

Designated sites

Table 4 and the Nature Conservation Designations plan show that the outer lock and adjacent pier lie within the Morecambe Bay Site of Special Scientific Interest, which is also designated as a Ramsar Wetland of International Importance, Special Protection Area (SPA) and Special Area of Conservation (SAC), giving it the highest level of protection under both UK and European legislation. Morecambe Bay is of international importance for its wintering and passage bird populations, saltmarsh and intertidal habitats.

No other designated sites lie within the masterplan area, but Next Ness County Wildlife Site and Cumbria Trust Nature Reserve lies immediately adjacent to the masterplan boundary and Great Hagg Spring and Plumpton Quarries County Wildlife Sites, Iron Spring Pit SSSI and the Great Hagg and Twice-a-day Meadow Spring woodland areas of ancient woodland lie just to the north-east of the masterplan area.

Bats

Badger

No records of badger are present within the masterplan area, but they are known to be present to the north and east of the site and may well forage across the fields of Rame Farm.

Other features of biodiversity interest

A number of bird species of conservation concern have been recorded from the masterplan area (see Table 4). These are largely associated with hedgerows and field margins and areas of scrub, with the exception of lapwing which breed in the fields east of Rame Farm. The canal itself supports a breeding population of water birds including coot, moorhen, mallard, mute swan, reed bunting and kingfisher.

Table 4 Summary of designated sites and species

TYPE OF DESIGNATION	NAME AND LOCATION OF SITE, (OR SPECIES NAME)	NOTES
International Designations		
Ramsar Wetland of International Importance	Morecambe Bay	A very small area at Canal Foot lies within the masterplan area
European Designations		
Special Protection Area (SPA)	Morecambe Bay	A very small area at Canal Foot lies within the masterplan area

Table 4 Summary of designated sites and species

TYPE OF DESIGNATION	NAME AND LOCATION OF SITE, (OR SPECIES NAME)	NOTES
candidate Special Area of Conservation (cSAC)	Morecambe Bay	A very small area at Canal Foot lies within the masterplan area
Species Protected By European Law		
Habitats Directive Annex IV	Bats (all species)	Also protected by Wildlife and Countryside Act. Cumbria BAP species. The pipistrelle is a UK BAP species
National Designations		
Site of Special Scientific Interest	Morecambe Bay	A very small area at Canal Foot lies within the masterplan area
	Iron Pit Spring Quarry	designated for geological interest only
Species Protected By National Law		
Wildlife & Countryside Act	Bats (all species)	common pipistrelle (Pipistrellus pipistrellus) soprano pipistrelle (P. pygmaeus) Daubenton's (Myotis daubentonii) noctule (Nyctalus noctula) unidentified Myotis bat (Myotis sp.)
Protection of Badgers Act	Badger	Records from land outside masterplan site
Regional Designations		
	none	
Local Designations		

Table 4 Summary of designated sites and species

TYPE OF DESIGNATION	NAME AND LOCATION OF SITE, (OR SPECIES NAME)	NOTES
	none	
Non-Statutory Designations		
County Wildlife Sites	Next Ness	also a Cumbria Wildlife Trust Nature Reserve. Adjacent to site
	Great Hagg Spring and Plumpton Quarries	Adjacent to site
Ancient Woodland Inventory	Great Hagg and Twice-a-day Meadow Spring woodland	Adjacent to site
Birds Of Conservation Concern		
Red	song thrush	breeding
	reed bunting	breeding
	bullfinch	breeding
	grey partridge	old breeding record
	linnet	breeding
	starling	breeding
	house sparrow	breeding
	dunnock	breeding
Amber	mistle thrush	breeding
	kingfisher	breeding
	swallow	breeding
	lapwing	breeding
	barn owl	hunting over fields
	green woodpecker	winter

Table 4 Summary of designated sites and species

TYPE OF DESIGNATION	NAME AND LOCATION OF SITE, (OR SPECIES NAME)	NOTES
	redwing	winter
	fieldfare	winter
	goldeneye	winter
<i>Biodiversity Action Plans</i>		
Countryside and Rights of Way Act 2000 Section 74 and UK Biodiversity Action Plan	Grey partridge	
	Song thrush	
	Pipistrelle bat	
Cumbria BAP	Song thrush	
	Barn owl	
	Bats	

Assessment of ecological importance of ecological features

Technically the pier jutting out into Morecambe Bay lies within the Morecambe Bay SSSI/SPA/SAC/Ramsar site and consequently should be considered to be of international importance. No other designated site lies within of relatively recent origin. Areas of improved grassland and arable farmland are of negligible ecological importance. Industrial, farm and domestic buildings are also of negligible ecological importance, except where they support bat roosts, in which case they are of local ecological importance. It should be noted that it is possible that bats roost in other buildings within the masterplan area as there has not been a detailed survey of every building in the area.

Assessment of the ecological impact of masterplan proposals

Phase 1

The majority of the Phase 1 proposals involve the development of agricultural land of negligible ecological interest. This will have a neutral ecological impact. However the proposed alternative access around the eastern side of Site A runs through an area of fen vegetation of local ecological interest. The loss of this habitat would have a slight adverse ecological impact as it would reduce the ecological diversity of the local area and remove or greatly reduce in size one of the few areas of semi-natural habitat present.

The construction of a walkway out over the canal is likely to result in the loss of a small number of semi-mature and young trees of negligible ecological interest. None of these trees has potential to host bat roosts as they lack the structural complexity required.

The proposal for boat trips along the canal is

the masterplan boundary. Next Ness County Wildlife Site and CWT Nature Reserve, which lies adjacent to the masterplan boundary is of county ecological importance as an example of wet woodland.

The breeding, passage and wintering bird populations of the site are all of local ecological importance, as are the bat roosts and bat likely to have a minor to intermediate impact on birds nesting along the canal edge due to the potential for the wake from boats washing out nests. Whilst there may be a short term impact on birds due to reduced breeding success it is likely that provide that boats are travelling slowly the birds will adapt to the new conditions. It should be noted that birds successfully breed along the banks of navigable canals elsewhere in the UK. This impact will be no more than slight adverse.

This Phase also extends the development on the north side of Canal Head onto agricultural land of negligible ecological importance. This will have a neutral ecological impact. The southern end of this development area extends into an area of woodland and scrub of local ecological importance adjacent to the railway line. The loss of this woodland would have an adverse ecological impact due to habitat loss. Prior to any development on Site E potential hydrological impacts on Next Ness Nature Reserve should be investigated.

Bats foraging along the canal will be unaffected provided that the current tree cover along the banks of the canal and along the towpath are maintained.

The overall ecological impact of Phase 1 would be slight adverse due to potential loss of fen habitat, small areas of scrub and woodland and disturbance to breeding water birds. This could be mitigated, however, by increased woodland planting to act as a visual buffer between residential areas and the proposed technology park. Landscaping could also include water

foraging areas. The canal and associated wooded fringe is by far the most important feeding area for bats within the masterplan area.

Areas of woodland, unimproved grassland and fen are all of local ecological importance, being not particularly diverse or well developed botanically and mainly features and balancing ponds which would provide for a greater diversity of habitats.

Phase 2

In addition to the impacts of Phase 1, Phase 2 extends the development around the western end of Canal Head. There are no features of ecological interest here, however it should be note that this development will require the redevelopment or demolition and rebuilding of a number of buildings and full bat surveys will be required of all affected buildings to establish whether bats are present. All species of bats and their roost sites are fully protected under the Wildlife and Countryside Act 1981 (as amended) and the Conservation (Natural Habitats &c.) Regulations 1994.

The overall ecological impact of Phase 2 would be **slight adverse** due to potential loss of fen habitat and disturbance to breeding water birds.

Additional proposals

Three proposals in addition to those detailed above have been made:

- The opening up of the Canal Foot lock to allow boat access to Morecambe Bay
- Extensive woodland planting on Rame Farm
- The construction of a protective barrier along the length of the GlaxoSmithKline works canal frontage to keep boats away from the factory for safety reasons

The re-opening of the Canal Foot lock could have a potential significant impact on the Morecambe Bay European Marine Site. As part of the planning process English Nature would require an Appropriate Assessment to be made of the potential impacts of the proposal on the designated features of the site. In particular English Nature would require a detailed study and assessment of the proposal's effect on coastal processes in Morecambe Bay and how this would impact on the designated features.

There have been proposals for extensive planting of native woodland on farmland on Rame Farm to create a country park. Provided that the trees planted were of local provenance, species native to Cumbria and appropriate to the local conditions this would have a net ecological benefit in the medium to long term as it could greatly extend the area of woodland present in the local area, providing habitat for a range of wildlife. To ensure that a woodland groundflora develops in areas of tree planting woodland blocks should be a minimum of 40m x 40m to create the levels of shade required by woodland plants.

One potential barrier to boats along the GSK boundary is a line of gabions below the water level planted with willows. This would provide visual screening and would create a quiet area for wildlife, particularly water birds, along a considerable length of the canal. This would be of considerable wildlife benefit and would at least partially counter balance the adverse impact of the introduction of boats on the canal.

Management Requirements

There are no specific management requirements for the maintenance of the current ecological and biodiversity interest of the canal, provided that the current extent of canal side tree and

scrub cover is maintained.

Summary

- The masterplan area contains a single feature designated for nature conservation reasons: the pier extending into Morecambe Bay at Canal Foot, which lies within the Morecambe Bay SSSI/SPA/SAC/Ramsar site. The Morecambe Bay European Marine Site is of international ecological importance for its wintering and passage bird populations, saltmarsh and intertidal habitats.
- The canal is of local ecological importance for its breeding water birds and as a bat foraging area.
- Two bat roosts of local importance are known to be present within the masterplan area. Other buildings within the area may also support bat roosts.
- Any buildings, which are to be demolished or redeveloped as part of the proposals will require a full bat survey prior to the commencement of work.
- Areas of woodland, unimproved grassland and fen are of local ecological importance.
- Phase 1 will have a **slight adverse** ecological impact due to potential loss of fen and scrub woodland habitat and disturbance to breeding water birds. Extensive mitigation works can be included in the development of Site E.
- Phase 2 will have a **slight adverse**

ecological impact due to potential loss of fen habitat and disturbance to breeding water birds.

- Additional proposals for woodland planting on Rame Farm and for a willow barrier along the GSK canal frontage would have **slight beneficial** ecological impacts.
- The potential impact of opening the Canal Foot lock would require a detailed Appropriate Assessment of its impact on the coastal processes of the Morecambe Bay European Marine Site.

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APPENDIX II - HIGHWAYS AND TRANSPORTATION LINKS

Highways

11.1

This section reviews the existing cycleway, footpath and bridleway provision for the Canal Head development site. Proposed improvements and developments to the existing cycleway, footpath and bridleway network are also discussed.

A location plan showing the existing and proposed cycleway, footpath and bridleway provision for the Ulverston Canal area is included in the report.

Existing Situation

The Ulverston Canal site is situated on the eastern fringe of the built up area of Ulverston, between the A590 Canal Street to the west and Ulverston Channel to the east. Canal Street is an urban section of the A590 trunk road that ultimately connects Barrow-In-Furness to the M6 motorway.

Canal Street is street lit and has footways on both sides of the carriageway, serving pedestrian access from the town centre and surrounding residential areas. The footways are of varying width ranging from approximately 2.5 metres in the vicinity of North Lonsdale Terrace, down to barely 1.0 metre wide at the narrow section of the Canal Street adjacent to the existing Canal Head entrance. On the opposite side of the A590 to the Canal access, there is very restricted footway width between the terraced property frontages and the pedestrian guard railing. The footways on the A590 continue eastwards to the roundabout adjacent to Booths foodstore and continue on further beyond the town boundary. The only controlled pedestrian crossing facility on the A590 in the vicinity of the site is a pelican crossing located just to the west of the junction with North Lonsdale Terrace.

The Cumbria Cycleway presently passes along

the A590 adjacent to the proposed Canal Head development. This route is, however, no longer promoted nor does it have its signage maintained. The traffic volumes, speeds and number of large vehicles do not make the carriageway a safe route for cyclists.

North Lonsdale Terrace/North Lonsdale Road is located along the southern fringe of the Canal study area and provides the main access route from the trunk road for GlaxoSmithKline employees. The route is generally street lit but towards the west end of the route has only a footway on the south side. No footway is provided on the north side of the road outside the auction mart and abattoir from the A590. North Lonsdale Road continues south-eastwards to the GlaxoSmithKline plant then joins the U5722 county road towards Canal Foot. There are generally no pedestrian facilities provided on the U5722 towards Canal Foot although traffic volumes are generally sufficiently low to permit relatively safe walking on the road itself. Similarly, access by cycling and horseback is reasonable via this relatively quiet road. At Canal Foot, the road continues over the lock gate to serve as an access-only route for vehicles to the parking area and also residential properties. Pedestrians, cyclists and equestrians can then enter the Canal towpath at the Canal Foot access point

Direct access to the west end of the Canal area is provided via an existing access road junction located immediately northwest of the Canal Head Basin. This affords the only vehicle access to existing Canal Head properties and businesses and also to Rame Farm and Meadow Cottage located further east along the surfaced Canal towpath, which runs along the north side of the water. Anglers also park in the verges along the towpath. The general level of vehicle use along the Canal towpath is very infrequent and the route is widely used by leisure walkers, cyclists, horse riders and anglers, without noticeable detrimental impact from motor vehicles. The existing Canal towpath is only

wide enough for single file traffic along most of its length.

In addition to the vehicular access routes described above, walking and cycling access onto the central section of the Canal towpath is also provided via the former sliding rail bridge crossing the Canal adjacent to the GlaxoSmithKline site, and which has now been converted to pedestrian footbridge use. From the bridge, the footpath turns northwest-wards along the south bank of the Canal before turning south-westwards and joining North Lonsdale Road.

There is a completed section of Greenway, 750 metres south of the study area named the Rope Walk. This off-road route is accessed from the U5722 county road which connects south Ulverston to Canal Foot. The Rope Walk provides an alternative non-vehicle route to a rural section of the road without footways between Fitz Bridge and South View Farm. The Rope Walk is essentially an isolated short section of Greenway but the connecting road sections are generally quiet in terms of vehicle volumes and provide a reasonably safe access route towards Canal Foot from Ulverston for pedestrian, cycling, and equestrian travel.

Ulverston Town is connected to the Cistercian Way and the Cumbria Way footpaths. The Cistercian way links Barrow in Furness with the Cumbria Way at Ulverston. The Cumbria Way continues North from Ulverston through the Lake District to Carlisle.

There are several public rights of way in the Ulverston Canal area. There is currently a section of right of way running through the proposed development site from Next Ness Lane, to the east of the existing glass centre, to the canal towpath. The canal towpath itself is also an existing public right of way. There are two public rights of way to the north of Canal Foot with one running adjacent to Ulverston channel and the other going through Riggs

Ancient Woodland. There are also informal footpaths along Next Ness Lane and the section of dismantled railway connecting this lane with the canal overbridge.

1.2 Proposed Extensions / Improvements

Cycle Routes

There are already two proposed extensions to the National and Regional Cycle Route network that will directly improve accessibility to the Canal head development:

Walney to Wear Cycle Route – This route will connect Walney Island with the Coast at Sunderland and would pass through the centre of Ulverston. The route is due to open in June 2005. This route would also be connected to the proposed National Cycle Route 72, which links to the proposed Canal Head development.

National Cycle Route 72 – It is proposed to significantly extend the National Cycle network in the Ulverston area with the implementation of National Cycle Route 72. This proposal would see the cycle route connect from the Walney to Wear Cycle route in Ulverston Town Centre, via the B5281 and A590, to Canal Head where it would separate into two off-road cycle routes. One route would then go directly north to Arrad Foot from Canal Head. The second route would proceed along the Canal Towpath to Canal Foot where it would go north adjacent to Ulverston Channel before connecting back to the original route.

1.3 Greenways

The Furness Greenways Project involves the construction of accessible paths in the Furness area to cater for walkers, horse riders and cyclists, which are known as Greenways. There are currently proposals to increase the existing Furness Greenways network in the Canal area, which will incorporate some of the proposed and existing cycleways and footways detailed previously. These proposals would include the formalisation of the Canal towpath as a

designated Greenway, which would link via Canal Foot and a section of road network into the existing Rope Walk Greenway section. It is also proposed to formalise a length of Greenway along a section of dismantled railway, between the pedestrian bridge over the Canal, northwards past Rame Farm to Next Ness Lane and beyond. The proposal would also see part of Next Ness Lane itself formalised as a Greenway, thereby creating a Greenway link to the northern fringe of the Canal Head development site. These proposed extensions to the Furness Greenways network in the area would greatly enhance non-vehicular access to and through the Canal site, and help to integrate the development more fully into a designated transport network in the area.

1.4 Ulverston Town Centre Development Proposals

As part of the Ulverston Town Centre masterplanning works, a signed pedestrian link has been proposed along the A590 from the town centre to Canal Head. The proposals include the possible provision of two uncontrolled pedestrian crossing points across the A590 in the vicinity of Canal Head. The first of these is a central refuge on the A590 adjacent to the existing Canal Head access road junction. If a suitable facility can be constructed along this confined section of carriageway, it would greatly assist pedestrians wishing to cross the A590 to what would be the start of the Greenway along the Canal towpath. A second possible A590 crossing point has been identified a short distance west of the Booths roundabout, and this would also benefit pedestrian crossing movements including visitors to the Canal Head development site.

1.5 Ulverston Canal Development Proposals

As part of the Ulverston Canal development, it is proposed to provide a new vehicle access route into the Canal Head area via the existing A590 roundabout adjacent to Booths. The existing

access from the A590 would then become an access-only vehicle route for properties/businesses fronting the Canal Head Basin. Vehicle access would terminate at the existing scrap yard, with the towpath continuing as a non-vehicular route for pedestrians, cyclists and equestrians.

The new vehicle access road into the Canal Head area could route around Cumbria Crystal and Heron Glass to serve the new development and visitor parking areas and also to provide a vehicle access-only link to the Canal towpath for Rame Farm and Meadow Cottage. Pedestrians, cyclists and equestrians will then have a fully vehicle-free section of the towpath at Canal Head whilst essential vehicle access to Rame Farm and Meadow Cottage will still be provided via the new access link and towpath Greenway.

Visitor parking would be included in the development site area adjacent to Canal Head and accessed from the new site access road. Visitors arriving by car would then have a short walk to the canalside and visitor facilities, from where they can choose to walk or cycle along the towpath, using the cycle hire facilities on offer. At Canal Foot, the development proposals include the provision of a new visitor car parking area adjacent to the GlaxoSmithKline car park. This would provide an extended parking area to the existing parking spaces at Canal Foot, and alleviate potential problems of roadside parking at busiest times of the year when all parking spaces may be occupied.

1.6 Draft Policy For Road, Cycleway, Footpath and Bridleway Provision In The Ulverston Canal Area

Clearly, there are a number of existing highway routes and individual schemes already identified for improving access for pedestrians, cyclists and equestrians, both within and connecting to the Canal development area. As part of the Canal development proposals, there is now clearly an opportunity to identify how the individual schemes can best be brought

together to create an integrated highway network serving both the Canal corridor and national routes

The first significant step would be the formalisation of the existing Canal towpath as a Greenway to provide the key corridor for connecting the existing and proposed footway, cycle routes and Greenways. With this in place, the other proposed Greenways improvements serving the site can then be implemented to provide a coherent network for shared pedestrian, cycle and equestrian facilities. These include provision of signing for an on-road Greenways link between the Rope Walk and Canal Foot, the implementation of a Greenways link along the former track bed from the Canal footbridge to Next Ness Lane linking to further proposed Greenway routes along Next Ness Lane itself and a new northeasterly route. The Next Ness Lane Greenway would then connect back to the Canal towpath through the proposed Canal development site. With all the proposed Greenways links in place, this will provide the core for the combined walking, cycling and equestrian networks.

Presently the footpath between the Canal towpath and South Ulverston on the south side of the canal needs improvement, and as part of the overall highways strategy to improve access by all users, it is recommended that this route be improved to provide full shared access by pedestrians and cyclists to and from the Canal area.

The proposed National Cycle Route 72 would

interconnect with the Greenways proposals for the towpath and Next Ness Lane. At Canal Foot, the NCN72 would then route northwards to connect with the existing public right of way along the coastline before rejoining the proposed new Greenways link across the Furness Rail Line towards Greenodd and other parts of the National Cycle Network. The proposed cycle hire facilities provided on-site as part of the Canal development would enable visitors to arrive by car and hire a cycle to ride along the Canal towpath and interconnecting routes, and could also provide an opportunity for longer distance cyclists to buy basic parts and refreshments en route.

Vehicular access to the main development area at Canal Head would be provided via a new access road linking to the A590 roundabout adjacent to Booths. A car parking area would be provided within the development area to serve visitors. At Canal Foot, the U5722 will continue to be used as the vehicular route towards the existing and proposed visitor car parking areas. The proposed new car parking area located to the east of the existing GlaxoSmithKline car park should reduce the likelihood of potential roadside parking problems at Canal Foot at busier times of the year and reduce potential conflict with pedestrians, cyclists and equestrians using the road.

It would be desirable to provide some form of pedestrian crossing facility over the A590 adjacent to the existing Canal Head access junction to integrate with the Town Centre masterplanning proposals and the proposed

Canal Greenway. This would most likely be provided in the form of a central pedestrian refuge as it is unlikely that the Highways Agency would permit a controlled crossing at this location. A signal controlled pedestrian crossing already exists across the A590, just west of the North Lonsdale Terrace junction but is not considered to be conveniently located for all pedestrian movements to and from the Canal Head area and it is likely that some pedestrians exiting the site at the existing Canal Head access would attempt to cross the A590 close by, rather than walk to the existing signal controlled crossing. A second possible pedestrian crossing point located closer to the Booths superstore should also be investigated to serve pedestrian crossing movements to and from the proposed development site access as well as the existing retail developments.

Overall, the strategic implementation of the above proposed highways improvement measures would enable the Ulverston Canal site area to be developed in a sustainable manner in line with DFT and Cumbria County Council policy. Tourism and leisure use of the area would be encouraged through the improvement of the cycleway, footway and bridleway routes at the site. In a regional context an improved transport network would also help to improve access to Ulverston and the Furness peninsula as part of the ongoing regional regeneration and development.

Transportation Links

2.1 Existing Road Network

The western limit of the Ulverston Canal study area is bounded by Canal Street, which is an urban section of the A590 trunk road connecting Barrow-In-Furness to the M6 motorway. This route carries relatively high volumes traffic throughout the day with a significant proportion of heavy goods vehicles. Canal Street provides the only existing vehicle access into the Canal Head site and is located on the southeast side of the A590 approximately 140 metres northeast of its junction with North Lonsdale Terrace. The section of A590 Canal Street bounding the study area is single carriageway and becomes confined in width in the vicinity of the site access, with narrow footways either side.

At the junction with North Lonsdale Terrace, the A590 widens to accommodate a ghost island right turn priority junction. Approximately 120 metres southwest of this junction, the A590 Quay Street reaches a staggered junction with Swan Street to the northwest and the A5087 Quebec Street to the southeast. A signal controlled pedestrian crossing is provided within the staggered junction layout with a central refuge, enabling pedestrians to cross the A590 in two stages.

Approximately 170 metres northeast of the Canal Head access junction, the A590 reaches a three-arm roundabout junction providing access to a petrol filling station, two Glassware producers (Crystal Glass and Heron Glass) and a Booths food store. A second (mini) roundabout located approximately 60 metres from the A590 roundabout feeds access to the individual developments listed above and also Next Ness Lane. The A590 Newland Road then continues northeast-wards from the roundabout as single carriageway to the town boundary before reverting to the national speed limit towards Greenodd.

North Lonsdale Terrace runs southeast-wards along the southwest boundary of the Canal Head area and serves residential areas to the southwest, and at South Ulverston, as well as being the main access route for the GlaxoSmithKline works located towards the southeastern section of the Canal. North Lonsdale Terrace runs from the A590 junction, passing the existing auction mart and abattoir areas of the Canal Head development site. This section of road only has a footway on the northeast side of the carriageway and none on the auction mart side. The road continues southwest-wards beneath the Ulverston rail bridge as North Lonsdale Road, passing numerous residential and business frontages and also a new housing development on the former Lund Farm site. Through South Ulverston, North Lonsdale Road has significant levels of roadside parking, frequently reducing the carriageway to single file working for passing traffic. To the southeast of South Ulverston, North Lonsdale Road serves several access roads to business units and GlaxoSmithKline before reaching the priority junction with the U5722 county road at the southern end of the GlaxoSmithKline works.

Vehicle access to Canal Foot is served by the U5722 county road which runs eastwards from the main southern residential area of Ulverston. The U5722 meets with North Lonsdale Road at the GlaxoSmithKline works then continues eastwards along the southeastern fringe of the works towards Canal Foot. The U5722 is a typical rural county road but is relatively lightly trafficked. No footways are provided between the works and Canal Foot. At Canal Foot, the U5722 continues across the lock gates to serve access to residential properties on the north side. The main public highway section of the U5722 effectively terminates at an informal roundabout south of the canal crossing and limited parking is provided for visitors and also patrons of the Bay Horse Inn.

The existing A590 access junction into the Canal

Head area lies between the property frontages of Canal Head House and Canal Head Court. The Canal Head Court frontages lies within one metre of the edge of the A590 running carriageway and this severely restricts visibility to the left from the access road. In combination with the uphill approach grade of the access road, drivers have difficulty creeping forward safely onto the A590 live carriageway to obtain sufficient vision of oncoming eastbound traffic. The view of oncoming traffic to the right from the access road is much less restricted. The restricted highway space available means that it is unlikely that an acceptable access junction arrangement could be found at this location without demolishing the properties at Canal Head Court to provide sufficient visibility.

Consultation with Highways Authorities

The Highways Agency (HA) and Cumbria County Council have been consulted in relation to access and potential traffic impact of the proposed Canal Head development. A copy of the correspondence received from the respective development control officers can be found at the end of this report

The HA is responsible for the trunk road network and are therefore concerned about the potential traffic impact of the development upon the existing A590 trunk road. In their response, the HA states the need to assess the highway impact of the development at 15 years after occupation of the final phase of development and state that "phasing will be a crucial element and have a direct bearing on the assessment year requirements". Initially, they would require a scoping note to be prepared in order to agree the parameters for the transport assessment.

Notwithstanding the general requirement for a transport assessment, the HA has specifically voiced concerns over intensification of use at the A590 Canal Street/North Lonsdale Terrace priority junction. Traffic volumes at this junction are expected to increase significantly as a result of a 118 dwelling residential development being constructed at Lund Farm, accessed from North

Lonsdale Road some 500 metres southeast of the A590 junction. However, it is understood that there are presently no major junction improvement proposals at the A590/North Lonsdale Terrace junction to mitigate against the additional housing development traffic. Any further development traffic would exacerbate the problems created at this junction. The HA goes on to state that "this junction could prove to be a major constraint to any development aspirations along the canal corridor, unless an appropriate solution can be achieved that will adequately mitigate the impact of your development traffic ..." Typically, this means that traffic queues and delays with the development in place should not be worse than those experienced without development traffic.

As regards to access into the site itself, the HA requests that consideration be given to routing access into the development site via the A590 roundabout, adjacent to Booths. In addition, the HA considers that the existing Canal Head access road junction would need to be improved if it is to be utilised for access into the proposed Canal Head development site.

The Cumbria County Council highways development control officer also indicated that suitable points of access into the site would need to be identified and that a transport assessment would be required to cover the whole site. In addition, access and links for pedestrians and cyclists should be explored.

2.2 Proposed Canal Access

The existing site access into the Canal Head area is substandard in terms of visibility from the access road, and is not considered a viable route into the main Canal Head development area. In order to provide a more appropriate access into the northern section of the Canal Head development area, it is proposed to construct a new road link from Canal Head onto the existing access road network serving the Booths and glass sites, and thereby connecting into the A590 at the existing roundabout as

suggested by the HA. The new access road would route around the east side of Crystal Glass and Heron Glass, connecting into the existing mini-roundabout, and then route via the existing road network onto the A590. The new access road would serve the proposed Canal Head development sites, a new visitor parking area, and also provide an access-only vehicle link onto the canal towpath for Rame Farm and Meadow Cottage. This would enable existing vehicle access onto the towpath from the A590 to be closed. The existing A590 access junction would however need to remain open to serve direct access to Canal Head Court, Canal House and the scrap yard site. Further vehicle access would be prevented beyond the scrap yard, thus providing a completely vehicle-free section of the Canal towpath between the scrap yard site and the new Canal Head access road.

Existing vehicle access into the Canal Head sites on the south side of the canal would remain largely unchanged except for some possible relocation of accesses into the auction mart and abattoir sites.

Vehicle access to Canal Foot would remain as existing via the U5722 county road.

2.3 Assessment of Traffic Impact

The Canal development proposals will generate some additional traffic on the local highway network and it will be necessary to carry out an assessment of roads and junctions likely to be significantly affected by the proposals. The HA typically considers that a significant impact occurs where traffic volumes on any part of the road network would increase by 5% or more as a result of the development. However, in congested conditions "as is the case on the trunk road network in this location", a lower threshold level could apply. Any junctions or links experiencing a significant impact would need to be subjected to a safety and capacity assessment to determine whether highway improvements are necessary to mitigate against the additional development traffic.

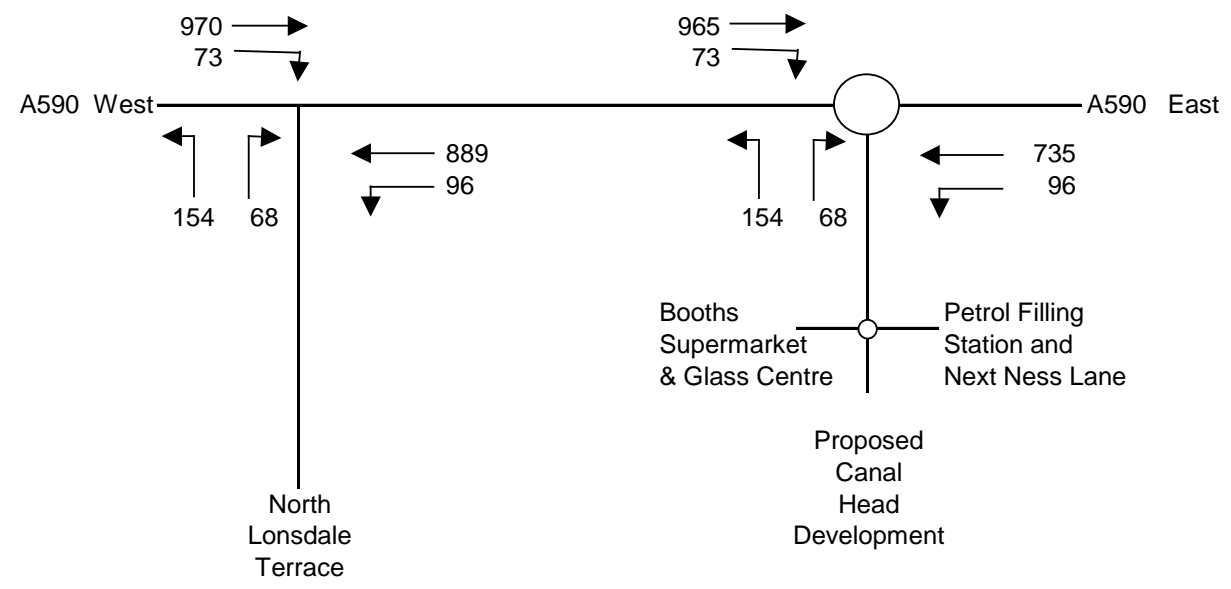
In order to calculate the proportional increase in traffic, it is necessary to know the base line traffic levels i.e. the traffic volumes on the existing road network without the development. In addition, the size and type of development at the site needs to be identified in order to estimate the levels of generated traffic. For the purposes of carrying out a provisional assessment of the level of traffic impact, it is considered that the affected road network should initially comprise the following:

- A590 Canal Street between and including its junctions with North Lonsdale Terrace and the roundabout adjacent to Booths
- North Lonsdale Terrace – North Lonsdale Road
- U5722 county road between North Lonsdale Road and Canal Foot

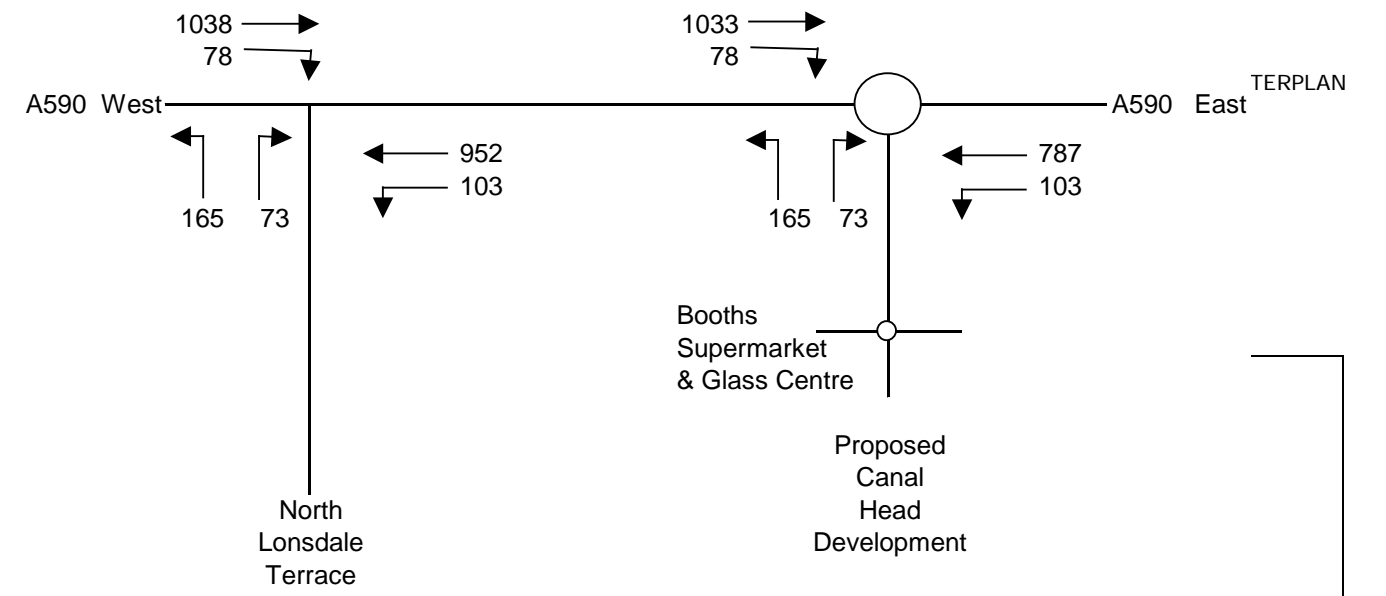
2.4 Base Traffic Levels

At this early stage of the Ulverston Canal masterplan development, it has not been possible to obtain comprehensive traffic flow information for the existing local road network. Data from a 2002 traffic turning count survey at the A590/ North Lonsdale Terrace junction (undertaken as part of the transport assessment for the Lund Farm residential development) is the only traffic survey information available. This can be used to give an indication of base traffic levels for 2006 on the A590 and North Lonsdale Road. The junction survey would not include traffic generated by the committed residential development at Lund Farm currently under construction. Therefore in order to represent all base and committed development traffic flows, the original trip generation estimates from the Lund Farm transport assessment have been added to the base traffic flows. The survey data covers the AM, PM and inter-peak periods for a weekday with the busiest period being the PM peak hour. There is no traffic data available for the A590 roundabout adjacent to Booths therefore it will be necessary to make an estimate of junction

turning movements based on the data from the North Lonsdale Terrace junction. It will however be necessary to undertake a traffic count at this location at a later date to provide actual turning movement data at what will be the main access junction for development. The 2002 pm peak base data has then been factored using National Road Traffic Forecast (NRTF) factors to provide estimates of 2006 base traffic levels. Although it is unlikely the development would be fully operational by 2006, the adoption of 2006 as the base year for traffic impact should provide a robust assessment of percentage impact during the busiest highway period. Flow diagrams showing the 2002 survey traffic and 2006 base traffic flows are shown over.



2002 Base Traffic Flows - PM Peak Hour



2006 Base Traffic Flows - PM Peak Hour



2.5 Development Traffic Levels

In order to assess the potential impact of Canal development traffic upon the road network, an estimate needs to be made of generated traffic volumes. Estimated traffic flow levels for the two scheme options have been calculated using trip rates from the TRICS computer database. This database contains traffic survey data for a wide range of existing development sites throughout the United Kingdom and enables an estimate to be made of hourly trip

generation based on the size and type of development.

At this early stage of the masterplanning process, precise details of the proposed individual developments along the Canal corridor site usage have not been finalised. However, it should be possible to estimate the general magnitude of generated trips using best-guess estimates of final site use. A summary of projected land use in the Canal area is given below. Where appropriate, individual sites have been split or combined into common land use categories for ease of estimating overall trip generation.

Estimates of Canal Development Land Use

Nature of Development	Estimated Employment	Nearest Equivalent TRICS Site Category
PHASE 1		
Sites A & B: Tourism Based industry, Light Industry, Craft Businesses	85	N.B This part of the canal head development was split into 3 separate land uses in order to get a representative trip estimate from the TRICS computer database.
		The TRICS computer database was searched for small non food retail units from 125 to 3000 m2 to provide a mean trip rate for the retail element of Sites A & B.
		The TRICS computer database was searched for small industrial units that employed between 15 to 150 employees. The survey trips from these sites were used to gain a mean trip rate that was then applied to 30 employees to give estimated trips for the light industrial element of Sites A & B.
		The TRICS computer database was used to find an existing retail craft centre with 25 employees. The survey trip amounts from this existing development were used to provide the craft centre trips to and from Sites A & B.
Site E: Business/ Technology Park	150	The TRICS computer database was searched for Business Parks in England, Scotland and Wales with between 75 and 300 employees. The surveyed trips from these sites used to gain a mean trip rate that was then applied to 150 employees to give estimated trips for this section of the Canal Head Development.
PHASE 2		
Site C: Hotel and Leisure / Pub Restaurants	35	The TRICS computer database was searched for combined Hotels, Public Houses and restaurants, in England, Scotland and Wales with between 30 and 41 guestrooms. The individual sites were checked to ensure that employee levels were similar to the Canal Head development and were then used to gain mean trip rate.
Canal Foot		
'Hearts of Oak' boat and viewing tower tourist attraction with new car park	2	The development at Canal Foot was too small to find representative sites in the TRICS computer database. To represent some traffic impact during the PM peak hour as a result of the overall Canal Foot development proposals, a nominal 10 arrivals and 10 departure trips from Canal Foot will be assumed.

Within the development area, there may also be a nominal increase in employment at Rame Farm and for canal maintenance. However, these have been excluded from the trip generation estimates due to their negligible material impact in relation to the other site developments.

The TRICS parameters outlined above were used to produce trip rates and calculated trips for the proposed Canal Head developments. The trip generation estimates for the critical highway PM peak hour are summarised over.

Canal Development Trip Estimates

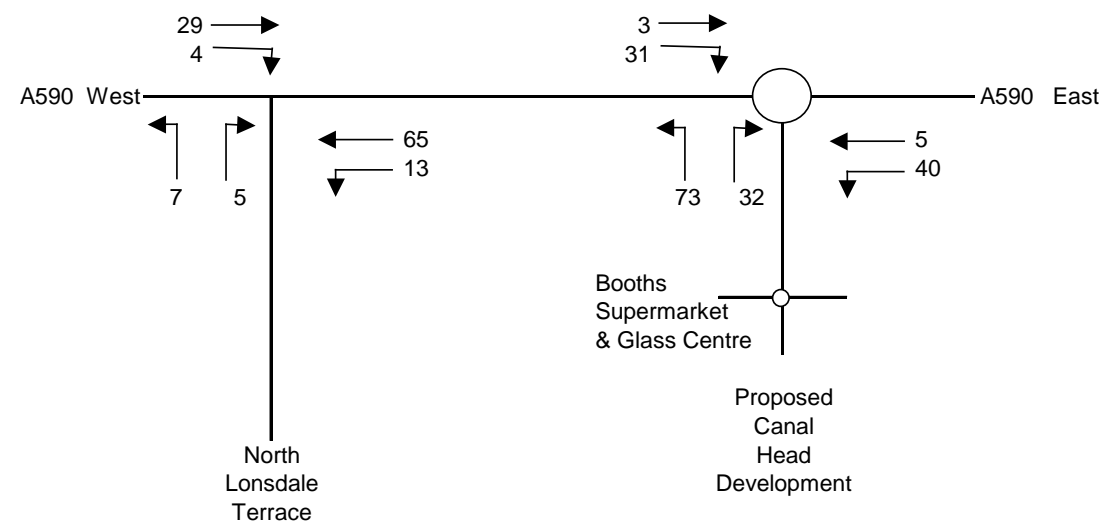
Proposed Development (Parameter used)	Arrivals		Departures		Total	
	<i>Trip Rate</i>	<i>Trips</i>	<i>Trip Rate</i>	<i>Trips</i>	<i>Trip Rate</i>	<i>Trips</i>
Non food retail (2000 m2)	0.99 (/ 100 m2)	20	0.85 (/ 100 m2)	17	1.84 (/ 100 m2)	37
Light Industry (30 employees)	0.05 (/ 1 employee)	2	0.33 (/ 1 employee)	10	0.38 (/ 1 employee)	12
Craft Businesses (N/A)	N/A	3	N/A	16	N/A	19
Business Park (150 employees)	0.07 (/ 1 employee)	11	0.27 (/ 1 employee)	40	0.34 (/ 1 employee)	51
Hotel/Pub/Restaurant (40 bedroom)	0.88 (/ 1 bedroom)	35	0.52 (/ 1 bedroom)	21	1.40 (/ 1 bedroom)	56
Totals		71		104		175

2.6 Impact of Development Traffic

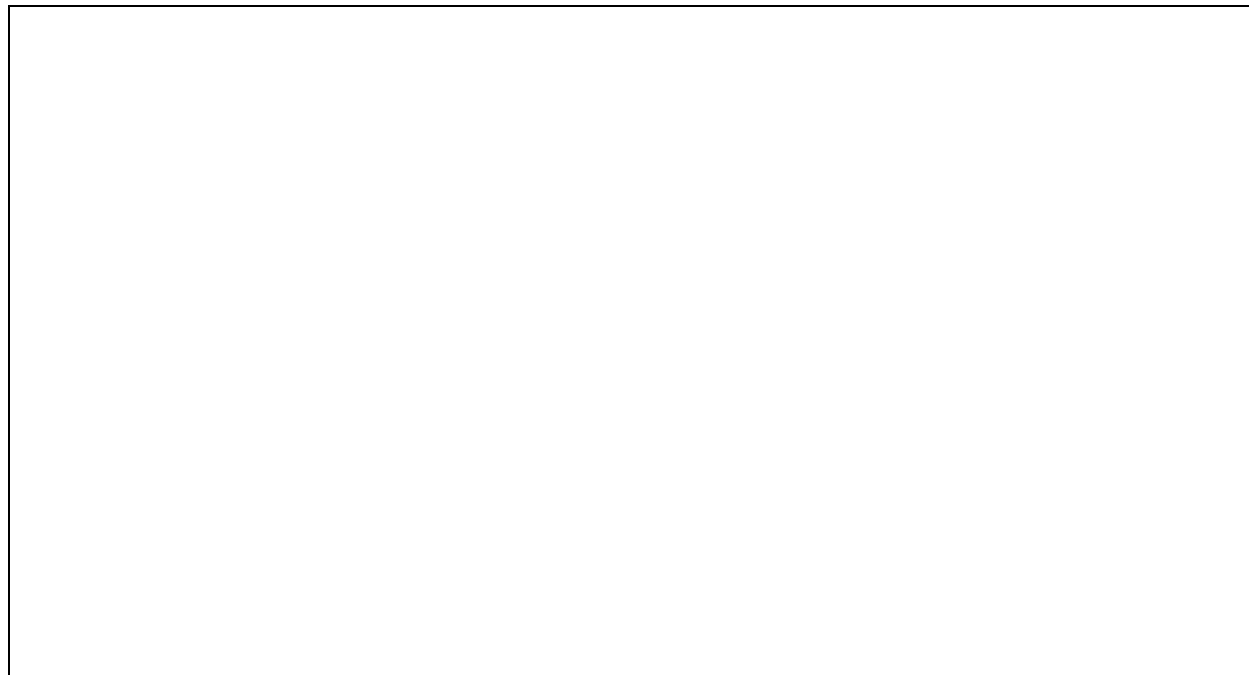
The peak hour development traffic flows then need to be assigned to the local road network. Given the limited amount of information currently available regarding likely origins and destinations of trips generated by the proposed

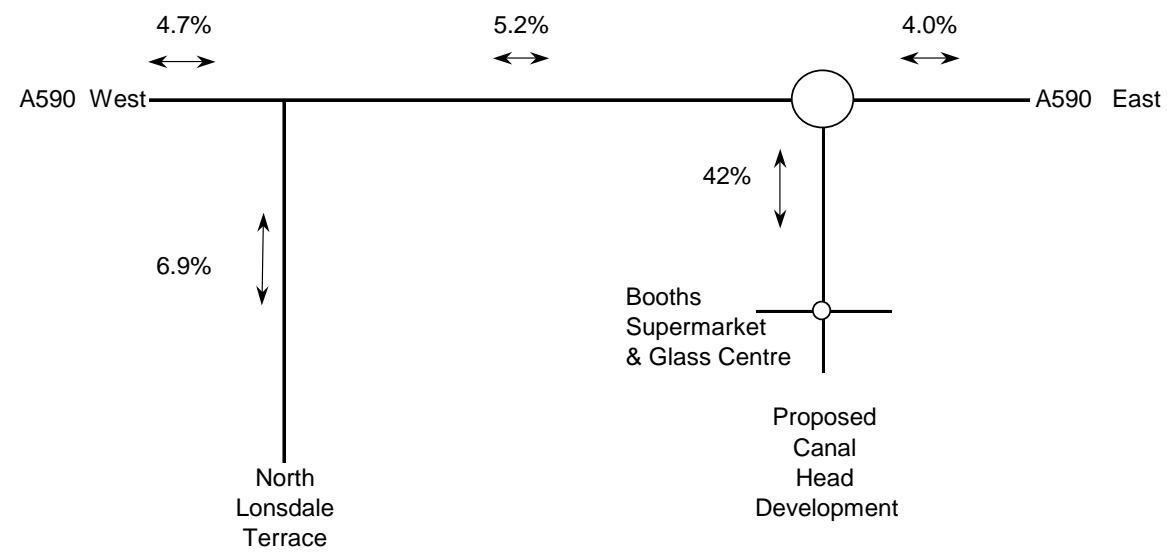
Canal developments, a best-guess estimate of trip assignment onto the road network will be made based upon existing turning movements derived from the A590/North Lonsdale Terrace survey. This indicates that most trips from the Canal Head developments would route onto the A590 towards Ulverston town centre. The

assignment of development traffic onto the A590 road network and impact in terms of proportional increase in base traffic are shown over.

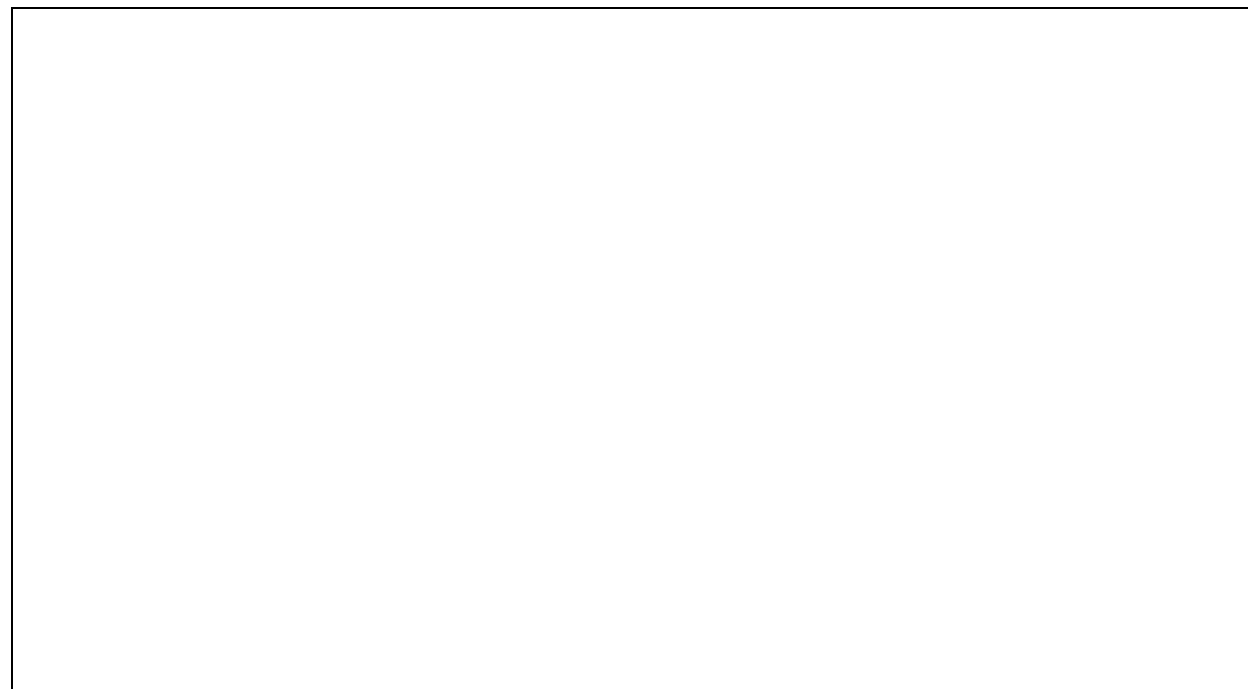


Assignment of Development Traffic - Highway PM Peak Hour





Impact of Development Traffic - Highway PM Peak Hour



Preliminary Assessment and Recommendations

On the A590 road network immediately adjacent to the Canal Head development area, the expected traffic impact is estimated to be between 4% and 5.2%. On North Lonsdale Terrace, the impact is estimated to be 6.9%. The indicated 42% increase in traffic levels on the access road serving the Booths supermarket et al is based on an estimate of existing retail park traffic levels, and would need to be validated with a detailed traffic count survey of existing traffic.

As part of a transport assessment for the

Ulverston Canal development proposals, the Highways Agency would require a detailed safety and capacity assessment at any junctions experiencing an increase in traffic volumes of 5% or more, and have also indicated that a lower threshold level (less than 5%) would apply at this location. The Highways Agency would therefore require a detailed assessment not just at the A590/North Lonsdale Terrace and A590/Booths roundabout junctions but also at any other junctions further afield where the development generated traffic could produce a material impact. However the Highways Agency has not been specific about what impact threshold would apply to other junctions, and without A590 traffic flows for the wider network, it has not been possible to determine how many

junctions would need to be assessed. Ultimately, for any A590 junction experiencing a material impact in traffic volumes as a result of the development, it would need to be demonstrated that safety and capacity would be no worse off than without the development in place. If either safety or capacity is compromised as a result of development traffic then it may be necessary to carry out mitigation measures in the form of junction improvements. This would very likely apply at the A590/North Lonsdale Terrace junction where the indicated impact of development traffic lies close to the 5% threshold level. The indicated impact level at the A590/Booths roundabout is also significant and a capacity assessment may show that a junction improvement is required at this

location to support development traffic.

The projected increase in traffic volumes on North Lonsdale Terrace – North Lonsdale Road is not likely to materially increase safety or capacity problems and therefore it is unlikely that any further highway improvements will be required as part of the Canal proposals.

It should be noted that this preliminary impact assessment has been carried out using basic estimates of development traffic. No allowance has been made for possible pass-by and diverted trips from the existing road network and therefore the impact levels may be overestimated.

Highway Improvements

The North Lonsdale Terrace/ A590 junction is likely to undergo intensification in traffic as a result of the Lund Farm residential development. This is likely to generate significant queuing at peak times for the junction in its present state. It is understood

that the Highways Agency have already investigated possible junction improvements at this location but there is presently not sufficient room for a suitable junction layout within the confines of the existing highway boundary. Any congestion problems created at this junction would be exacerbated by the additional traffic from the Canal Head development. In order to mitigate against the projected impact of Canal development traffic at the A590/North Lonsdale Terrace junction, it may be possible to implement a relatively minor junction improvement that would create a no-worse traffic scenario. However, this would not alleviate the congestion problems that would be created by the Lund Farm residential development and any natural growth in trunk road traffic flows. A far more practical proposition to put forward as part of the Canal development proposals would be to set some development land aside at Canal Head, adjacent to the A590 junction. This would enable the Highways Agency to implement a larger junction

improvement scheme to alleviate imminent congestion problems.

In addition to the North Lonsdale Terrace junction, a detailed capacity assessment will be necessary at the A590/Booths roundabout including undertaking a traffic count. It is possible that some form of junction improvement will be necessary if the capacity assessment indicates significant increases in queues and delays with the existing junction layout.

Further to the two A590 junctions identified above, a more detailed impact assessment will be required to determine how many other A590 junctions will experience a material impact and may require improvement. However, given that the impact on the A590 adjacent to Canal Head is approximately 5%, it is considered unlikely that any other junction improvements will be necessary unless the Canal proposals change significantly.

Date: 2nd March 2005
 Our reference: 2940/7850
 Your reference: TPA/RA/RA
 Your file ref: Mr D Whitehead
 Our file ref: (01539) 773045

Date:



**Cumbria
Highways**

Capita Symonds Ltd
 Kingmoor Business Park
 Carlisle
 Cumbria
 CA6 4SJ
 Richard Arnott

South Lakeland
 County Offices
 Kendal LA9 4RQ
 Tel: 01539 773404
 Fax: 01539 773415

Dear Sir

ULVERSTON CANAL HEAD AND CANAL CORRIDOR MASTERPLAN

I refer to your letter of 28th February 2005.

You will need to identify suitable and acceptable points of vehicular access and undertake a Transport Assessment for the whole site.

You must refer to the relevant Cumbria Design Guides; Volume for Housing and Mark Goodwill Development control Engineer for Carlisle is in the final throws of preparing an Industrial Estate Guide. Other relevant documents are Parking Guidelines in Cumbria and The Cumbria Local Transport Plan which is still in draft form.

My initial thoughts are that good pedestrian and cycle provision must be provided beside the Canal and links (ideally separate from vehicles) and there will be opportunities to link in with other paths/ cycleway links to be explored.

Yours sincerely

D Whitehead
 D Whitehead
 Highways Control Officer

Cumbria Highways hotline tel- 0845 609 6609
 email- contact@cumbriahighways.co.uk

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 CA6 4SJ

Direct Line: 0161 930 5768
 Fax: 0161 930 5670
 10 March 2005

For the attention of Richard Arnott - Senior Consultant

Dear Mr. Arnott,

ULVERSTON CANAL HEAD AND CANAL CORRIDOR MASTERPLAN, CUMBRIA HIGHWAYS & TRANSPORTATION

Thank you for your letter dated 28th February 2005 requesting the views of the Highways Agency in relation to the potential impact of the above-proposed development on the surrounding highway network.

As highway authority for the strategic highway network, we are, of course, interested specifically in how the A590 trunk road will be affected by the proposals. This area of interest will extend to the capacity and safety of all junctions and links on the A590 that it is considered will be materially affected by development-generated traffic. As you will be aware, our policy in relation to such issues is set out in the Department for Transport Circular 04/2001; "Control of Development Affecting Trunk Roads and Agreement with Developers Under Section 278 of the Highways Act 1980". I have attached a copy for your information.

The area that has been highlighted for development is extensive and, unfortunately, at this stage, I am unable to provide a fully considered response without further detailed information. However, I am pleased that you are tackling the regeneration of this area via a 'masterplanning' approach. This will allow the cumulative impact of the development to be considered from the outset, rather than on a piece-meal basis. Taking this into account, it is important to note that the above policy document requires developers to consider the impact of their development both at the opening year and at fifteen years after the occupation of the 'final phase' of the development. In the case of a masterplan, phasing will be a crucial element and it will have a direct bearing on the assessment year requirements. Initially, I would suggest that you will need to prepare a scoping note in order that we can agree the parameters for any subsequent transport assessment. In order to assist you, I have attached a 'note for developers' that sets out the Agency's requirements in this regard.

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Notwithstanding the above, we would obviously have particular concerns in relation to any intensification of use at the junction of the A590(T) / North Lonsdale Terrace. As you are probably aware, we have recently dealt with a planning application for the construction of 118 residential properties on North Lonsdale Terrace, at a site known as Lund Farm. This development is now under construction and the impact of development-generated traffic at the above junction was a major issue throughout the planning process. Concerns have been raised by both Ulverston Town Council and local residents that any intensification of use at this junction, as a result of development generated traffic, will lead to the potential for motorists to divert through adjacent residential areas in order to avoid queuing at the junction, especially during peak periods. Any further development proposals will obviously add to those concerns. You therefore need to be aware that this junction could prove to be a major constraint to any development aspirations along the canal corridor, unless an appropriate solution can be achieved that will adequately mitigate the impact of your development traffic to the satisfaction and agreement of all parties.

Undoubtedly, you will be undertaking full consultation throughout the area and, if you have not already done so, I would urge you to seek the views of Ulverston Town Council and local residents at the earliest opportunity.

Finally, I would also request that you give consideration to the possibility of taking access into the development site from the A590 roundabout, adjacent to the existing retail outlet. In addition, any improvements to the existing vehicular access at Canal Head House will, of course, need to be undertaken in line with the required standards as set out in the Design Manual for Roads & Bridges and you will need to identify where you consider that Departures from Standard or relaxations might be required. Please note, though, that there is no guarantee that departures will ultimately be approved.

I trust that the above information will assist you in the preparation of your masterplan for this corridor and please do not hesitate to contact me if you wish to discuss any of the issues raised in more detail or indeed if you feel that a meeting might be appropriate.

Yours sincerely,

David Wild

David Wild
 Network Strategy North West
 Email: david.wild@highways.gsi.gov.uk

- Cc: Ms. L. Alder - Highways Agency - Network Strategy
- Mr. S. Owen-Ellis - Highways Agency - Development Control Manager
- Mr. P. Hamer - Highways Agency - Project Sponsor
- Ms. M. Snow - Halcrow Group Ltd
- Ms. K. Lawson - South Lakeland District Council - Planning Officer

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APPENDIX III - RESPONSES TO PUBLIC CONSULTATION

CANAL HEAD AREA**WHAT FEATURES DID YOU LIKE?****ALL RESPONSES**

Check Number	Canal Head Area - What features did you like?
1	Regeneration of the canal side area.
3	Good to see modernisation is proposed - the whole area needs an up-lift.
4	Café. Craft workshops, sports activities.
5	Redevelopment of whole area.
6	Option 3 - I like the visit to centre idea and footpaths.
7	All.
8	Option 3 - Auction relocating not moving away from the town.
9	All.
10	Restaurants, cafes, bars.
11	General restoration - very keen on restoring the sliding mechanism on rail bridge to allow access for boats - a new foot bridge would be great.
12	Improvement of Canal Head/Auction Mart area is needed. Watersport and recreation facilities.
14	Craft workshops, café bar, restaurant.
15	Visitor centre, shops.
17	Pedestrianisation.
19	Canal Head walkways at waterside.
20	Restaurants, pubs, café, walkways, recreational aspect.
22	Canal navigation. Visitor access at Canal Head.
23	Everything which improves this site and makes it more enjoyable to visit.
24	Boating. Visitor Centre. Activities to draw in kids.
26	All.
27	General tidy up will be good.
29	All - in draft form at least.
30	General tidy up. Mix of industrial and new?
32	All of it.
33	Regeneration of Canal side. Recreational facilities - job prospects.
34	All were good ideas.
35	Redevelopment of all "grottness". Heritage Visitor Centre. Use

Check Number	Canal Head Area - What features did you like?
	of existing facility of canal eg boat trips/leisure.
36	Removal of scrapyards and tatty business areas.
37	Variety of suggested interests.
38	Navigation of canal and opening of bridge. Hotel and leisure/heritage centre.
39	Landscaping. Relocate Auction Mart.
41	Most of them but give it more of a continental style waterfront feel.
42	The general promotion of Ulverston as a tourist attraction without rushing into doing too much.
44	Clearance of existing ugly/detracting features.
45	Public access. Restaurant.
47	Whilst the area needs attention some indication of cost and timescale would be helpful.
48	Just open up the area and make the public realise what a good open space it is.
49	Option 3.
52	Clean up the canal, open it up for leisure use.
54	Like jetties and heritage visitor centre.
55	All.
56	Your proposals.
58	Auction Mart removal critical to success.
59	Field area on Booths side of canal.
60	Cycleways. Waterside leisure and visitor centre, walkers etc.
62	All.
66	Canal basin.
70	Alternative path from Booths to town to avoid road. Moving Auction Mart (too close to town). Cleaning up the area.
71	We need alternative footpath through to Canal and Booths. Café style area around docks.
73	Hotel and leisure facilities would make a very welcome intro to Ulverston.
74	Redevelopment of West side of canal.
75	Creation of access to the canal basin (all sides) would have great impact and has great potential.
77	Pedestrian crossing by the Shell garage.
78	More green.
80	The fact the boats will use the canal.
81	Option 1.

Check Number	Canal Head Area - What features did you like?
82	Option 1.
84	The removal of abattoir and cattle market.
93	Waterfront restaurant. Recreation and leisure. Craft.
95	Better utilisation of the area.
97	Most, if not all.
98	Pleased to see place for a heritage centre. Local history support has taken a battering recently but it's an area worthy of a centre. Will it be run voluntarily with a peppercorn rent?
99	Visitor centre, recreational facilities, canal side activity/navigation.
100	Most of it especially craft centres.
105	Nice that it's being tidied up.
111	Development of a once industrial area. I preferred Option 2. I liked the idea of café bars etc alongside visitor centre, and containing parking nearby.
113	Long and short stay car parks, cycle hire, business units and visitor centre.
114	Visitor centre/heritage centre. Jetties and boats. Widening of A590. Upgrading of architecture.
115	Option 3.
116	Restaurants, crafts, cycle links, boat hire, visitor centre, walks.
117	Tidying up of the area - making it pleasant area for enjoying canal.
118	Opening up of this important entrance into Ulverston. Views of canal. Car parking. Improved vehicle access. Use of canalside for walks etc.

CANAL HEAD AREA

WHAT FEATURES DID YOU DISLIKE?

ALL RESPONSES

Check Number	Canal Head Area - What features did you dislike?
1	Favour relocation of Auction Mart.
2	Option 3 - Building on a green field and too expansive regarding site. Can the abattoir not be located at the Old Tannery site?
3	In principle - none. But the proposals are complex and too varied to evaluate clearly and think of selecting option 1, 2 or

Check Number	Canal Head Area - What features did you dislike?
	3.
5	Need to see more simple proposals of site. Drawing too complex/complicated.
7	None.
9	Not sure of access via booths - re other shopping traffic.
11	Need further detail.
12	Unlikely that "hotels, cafes and bars" will get much custom or will draw away from town centre. Too much development on Eastern side on all the options (particularly option 3).
14	Parking - if possible keep cars out of the immediate area.
17	Site E - building on green fields - why can't existing industrial sites be used for the Auction Mart etc.
20	Boat rental. Prestige office accommodation.
26	None.
32	None.
35	Access onto a pressure point of A590?
38	Moving Auction Mart (loss of fields - Site E).
39	Retail units!
40	No provision for by-pass in future.
41	Lack of footbridge over canal.
42	Not to spoil the small town attraction and the individuality of the place.
43	Concerns re movement along Sunderland Terrace area - more cars re new developments on Hart street anyway.
44	Concerns re access via booths car park area (capacity).
46	No water skiing or fast boats.
49	Disused and ugly buildings.
52	Entry via Booths and Crystal Roundabout, its already tight on the access into car parking.
54	Leaving existing Abattoir site as it is.
55	None.
56	A need for good access to A590 from North Lonsdale Terrace.
59	Glaxo Auction Mart area.
62	Wouldn't trust water for bathing quality use at present.
66	None.
70	Housing at top (road) end of canal. No playground for honeypot kids. No walkway on south (top) side of canal.
73	Cannot see how the old industrial sites can fit in with a canal for leisure.
74	ANY development of fields on East side of canal. Removal of

Check Number	Canal Head Area - What features did you dislike?
	footpath on south side of Canal Street - possible pubs, offices etc - we don't NEED pubs and hotels at Canal Head.
77	Development of the East side of the canal. If acquisition of the auction mart is successful a car park and visitor centre can be accessed from North Lonsdale Road. Green field sites should remain as such. The proposed site for a visitor centre would ruin the pleasant character of the canal, it seems you want to commercialise the area, disrespecting its heritage, environmental aspects and local residents. I'm also concerned about the proposal to widen the road and lose a pavement on Canal Street.
80	Do not like the round area - it will restrict boating movements.
81	The office block idea is an awful idea.
82	Options 2 and 3. I live on Canal Street opposite auction mart and do not like the idea of a hotel opposite the houses. Also a plan for on street parking in Sunderland terrace when there is not enough room for the residents!
92	All the commercial developments (other than leisure) which will draw attention away from the town centre, thus amplifying the trade drain already caused by Booths.
93	None.
94	I would prefer to see fields staying fields and buildings erected where buildings have been vacated. No direct pedestrian access from Canal Head to Booths.
95	Who is going to pay?
104	Visitors to Ulverston will not venture into town when they can park more easily here. Booths must be laughing.
105	Laid on parking - people can't park in town so will stay there rather than walk into town.
109	Far too extravagant at the Head. Extra cafes, pubs etc. not needed.
110	Much too ambitious. What about present litter - eg a settee in the canal which has been there some time.
111	Option3 seemed overdeveloped/using space because its there.

CENTRAL RESIDENTIAL & COMMERCIAL AREA

WHAT FEATURES DID YOU LIKE?

ALL RESPONSES

Check Number	Central Residential & Commerce - What features did you like?
1	Important to redevelop.
3	Good to see modernisation is proposed - the whole area needs an up-lift.
5	The fact whole area would be redeveloped.
6	Recreational area, public art.
8	Prefer bus access to town centre.
9	All.
10	OK.
11	Eco-housing project.
12	Development of brownfield sites.
14	Social housing (Ulverston eco-housing proposal - private dwellings - eco sensitive site - sustainable etc).
15	Option 1.
19	Option 2.
20	Social housing (something ecological maybe). Allotments, gardens.
23	Keep it small (residential development).
26	All.
29	Good.
32	All of it.
33	Loss of bus turnaround.
34	Car parks.
35	Again the redevelopment of general grottness unless access to canal walkway is limited by private ownership.
37	hotel. Parking - refreshments. Canal used for boats.
38	The more development the better.
39	Option 2 County Square. Union Street cobbles.
41	Most of them. Provide more small business units.
42	Too soon to say, we hope it is very well thought.
44	Looks OK.
45	Larger pedestrian areas.
46	Clear up all the old derelict buildings.
48	Pavement opposite Coronation Hall.
49	Furniture recycling.

Check Number	Central Residential & Commerce - What features did you like?
52	It makes use and cleans up the western side of the canal above Glaxo.
53	Open access - visiting facilities.
54	Like pedestrian area outside Coronation Hall.
55	Generally supportive of all.
56	Navigation proposals.
59	General upgrade of surrounding areas.
62	Affordable housing.
65	Liked looks generally very good. Timescale.
66	Coronation hall enhancement.
70	Improvement of rundown area.
71	Great to improve a desolate area. Would like to see a pathway along canal side.
72	Mixed tenure. Sustainable eco-housing.
73	Like the idea of mixed tenure eco houses. Although not on the plan, but I believe there is a group wanting to do this.
75	Sensible and sensitive mix of residential and commercial aspects and public access to canal on both sides.
77	Much of the west side of the canal looks shabby-run down; I welcome a sympathetic redevelopment of this area, ie buildings of traditional style and proportion.
78	More green areas.
81	None.
93	Option 2 with events area.
95	Most of it.
97	Area in front of Coronation Hall (improved Market hall and refurbished).
105	Good that walkers are still considered as long as they aren't charged.
106	Anything which develops the canal area is good as long as walkers can still enjoy strolling.
107	Developing long disused land is good.
109	Needs affordable housing, parks etc.
111	Pedestrianisation plans (case the cars away!!)
112	Nothing special.
115	Wider footpath along Quay/Canal Street.
118	Reorganisation of use and better facilities.

CENTRAL RESIDENTIAL & COMMERCIAL AREA

WHAT FEATURES DID YOU DISLIKE?

ALL RESPONSES

Check Number	Central Residential & Commerce - What features did you dislike?
3	In principle - none. But the proposals are complex and too varied to evaluate clearly and think of selecting option 1, 2 or 3. Plans on display are both complex, and yet too simplified and unclear.
5	Suggest models are made as plan too complex.
11	needs further detail.
12	Need to include more trees/gardens/green areas particularly along the canal edge west side.
14	Skateboard park.
15	Do not stop buses dropping off at Coronation Hall.
20	Skateboard park.
26	None.
32	None.
33	Pedestrianisation - loss of outlets, loss of jobs - shopping will go out of town.
38	None.
39	Consider link walk impractical.
40	Pedestrianisation of Union Street, New market Street/Market Street will result in a loss of loading facilities (shop purchases) and valuable much needed short stay car parking.
48	Not sure about Market Hall jazzing up. Leaving turning space for buses at Coronation Hall.
49	Skateboard park. Housing should be eco friendly.
52	No access to sea being reintroduced.
59	Commercial area.
62	Hotel.
65	Very nice but seating in middle of County Square with traffic all round, traffic priorities if pedestrianise New Market Street.
70	No walkway along anal.
71	Traffic uses the canalside line. Should be rerouted as there is some speeding on what is a footpath or perhaps card access to residents only and speed humps?
72	Social housing. Should be evenly spread with no more in south Ulverston.
73	Will industrial units be required to plant screening?

Check Number	Central Residential & Commerc - What features did you dislike?
77	The head of the canal should not be built up, the view of the Canal from the road should be maintained, and the view from the canal of Canal Street houses - built at the same time as the canal. This might be a good location for a single storey visitor centre.
78	Could you not have more parking for residents included? I personally find it very hard to park anywhere near my house on lower Brook Street.
81	All of them especially the pub idea but mostly the houses and the office block and shops.
84	Windows in market Hall.
92	Housing along a canal is a recipe for disaster. Leisure activities along the canal pose some risk, but national press reports show young children drown in their own garden pools. All the commercial developments (other than leisure which will draw attention away from the town centre.
93	Option 1 - position of Laurel and Hardy statue.
94	Too many people invited to reduce the recreational area to disturb the fish, the swans, the anglers and the people pushing prams.
95	Who pays? Bit nebulous?
105	Trade taken away from town centre.
106	Feel that trade will be taken away from town centre businesses. Look at what's happening in Barrow.
107	Worried that town centre will die especially with traffic flow restrictions and pedestrianisation, whereas free parking at Booths.
108	Strongly disagree with plans for viewing area on Sunderland Terrace.
110	Too many bars, cafes etc. Walk way to town not very practical. How many would bother to use it?
112	Lack of thought on the needs of disabled.

CANAL FOOT AREA

WHAT FEATURES DID YOU LIKE?

ALL RESPONSES

Check Number	Canal Foot Area - What features did you like?
1	Favour whole scheme.
3	Good to see proposals for up-dating and making more attractive and user friendly.
4	Boat trips.
5	The fact whole area would be redeveloped.
6	It is good to make the most of a nice area.
8	Regeneration of the area.
9	All.
11	All.
12	No opinion - not much change. Good to use canal for boats again.
14	Heritage Centre.
15	Navigation proposals.
19	Heritage Centre.
20	Boat trips.
22	Circular walks.
24	Like the proposals.
26	All.
29	Need additional parking.
30	Needs tidying.
32	All of it.
34	Walkway.
37	For Lock-keepers cottage (what about extra parking there is already congestion). Approach to Glaxo for car park.
38	Renew lock gate (not to open). Signed walks and canal boat rides.
41	Most of them.
42	The canal boating is good.
44	Hearts of Oak mooring (a point of interest). Access to coastline.
45	Greater public access to the Canal area.
46	Heritage centre.
48	Just open up the area and make the public realise what a good open space it is.

Check Number	Canal Foot Area - What features did you like?
51	Access for wheelchair users essential along both sides of canal.
53	Lock gates treatment.
54	Boat hire and waterfront restaurant.
55	All.
59	Beach, tow path area.
60	Lock-keepers cottage, heritage centre, waterside leisure, visitor centre, Hearts of Oak boat.
66	All.
68	Mixed eco housing - we'd like this works on your maps.
70	Looking good.
73	Like all that is planned.
75	Again the improvement of access to the canal as a feature and the emphasis on opening up the various walks.
78	Like the idea of smartening up the canal.
81	Wildlife area and seat to sit on while walking down the canal.
93	Circular walks.
94	Wider coastline.
95	Most.
97	All.
99	Recreational routes/better link of Canal Foot area with Canal Head.
100	Easier access to wider coastline.
109	OK.
111	Not a fan of this proposal.
112	Any improvements would be good.
113	Craft units and boat hire and trips.
114	Circular walks. Heritage centre.
118	Walks, use of canal for boat for boat trips. Prevention of use by cars. Use of surrounding land and wooded area. Heritage enhanced.

CANAL FOOT AREA

WHAT FEATURES DID YOU DISLIKE?

ALL RESPONSES

Check Number	Canal Foot Area - What features did you dislike?
3	None.
5	Suggest models are made as plan too complex.
10	Canal boats moored up.
11	None.
14	Canal boat trips.
16	Industrial enhancement.
26	None.
32	None.
37	None.
40	There is no provision in the plan should Ulverston ever be by-passed properly. Any route will have to cross the canal somewhere. This should be planned now.
44	Another Heritage centre?
49	Lack of detail.
51	Offices: they should be either shops or workshops.
52	Access being denied to sea.
56	It could be a bottleneck as a resident the access to my home is often blocked.
59	Factory eyesore.
63	Lack of parking space would favour interpretation centre on Kennedy Street and adjacent to Rolling Bridge.
74	Canal Foot is fine exactly how it is now.
76	I think parking will be a problem.
77	What's wrong with Canal Foot as it is?
78	What about patrolling the nature areas to stop youth crime.
95	Who pays?
104	Fear this out of town development will kill the town centre.
111	It is already worth the walk down there - it is peaceful and beautiful with interesting views and wildlife and a pub. Allow people to enjoy the bay as it is.
112	Again the lack of thought on disablement. Plans too complicated for layman.
118	Nothing in particular.

WHAT ARE THE MOST IMPORTANT ISSUES IN YOUR OPINION FOR THE PROJECT TEAM TO CONSIDER?

ALL RESPONSES

Check Number	CH What are most important issues for project team to consider?
1	Important to aim for redevelopment of whole canal area.
3	Preservation of character of buildings and streets. Consideration of access for elderly/disabled/young. Need to obtain public opinion and give due consideration - some town centre projects have recently been strongly opposed, but opposition disregarded!
4	Quality of outcome - danger of looking like a theme park - avoid at all costs!
5	Make plans on the area less complex. Make models for ease of understanding.
6	Good walking paths. Cycling routes.
9	Ownership of canal - in the event of a Glaxo pullout.
10	Quality design - no shortcuts.
11	Believe this is a very long term project but is an important development to Ulverston and should be pursued with vigour.
12	Want absolutely minimal/no development on current greenfield areas.
14	Need for affordable housing - opportunity to provide a model for sustainable living setup - generating interest and income. Chance to tastefully regenerate a historic but run down area.
15	Environment issues. Attracting all ages. Security. Tidal flooding.
17	Minimum build on greenfield sites.
20	Affordable housing. Protect the environment.
23	Existing wildlife and parking issues - not an easy road to get in/out of.
24	Floating café (on a boat).
29	Cost and getting the private sector on board!
30	Better toilet facilities.
33	Impact on town centre.
37	Impact on North Lonsdale Road residents.
38	Preservation of fields. Development of brown field sites. Improvement of walkway into town.
39	Not to dilute town centre with more "out/edge of town" development. If Ulverston is an "historic market town" let's not kill it.
40	Loss of access/loading etc New Market Street/Union Street,

Check Number	CH What are most important issues for project team to consider?
	market Street and no provision for proper town by-pass in future.
41	Roundabout at North Lonsdale Road/A590 junction is vital.
42	Consider the Ulverstonians and not for us to look like all the other town transformations.
43	Would hate to lose any original features - should be incorporated in any designs
44	Conserve heritage features. Avoid Encroaching on countryside.
45	Access to parking for less able.
46	Protect existing wildlife.
48	Continue to improve environment of Ulverston.
49	Housing should be good quality and environmentally friendly. Reduce cars along canal. What are Greenways?
54	Considering business usage alongside canal and incorporate housing - reasonable cost to us? Junction at Abattoir needs looking at.
55	Traffic from A590.
56	To ensure the well being of the residents in the areas are not detrimentally affected.
59	Funding of project, not to use council tax.
62	Make it happen! Greenodd cycle track.
63	Eager to see Rolling Bridge restored. Need to secure access across canal at this point and public access over old railway junction to Plumpton.
65	Parking in town centre to be suitable for all day and short term - to be inexpensive and consider residents in centre.
66	Balance wildlife/leisure use. Screening to Glaxo complex etc?
70	Kids of the Honey-pot. Traffic on main road (junction with North Lonsdale terrace specially). Keep pedestrian bridge over middle of canal.
71	Good exit/entrance onto A590 from north Lonsdale. Play area for children 2-10 years old as there are large numbers of kids who play in the street. No high rise at Canal Head. Pathway to the Hood.
73	This is an opportunity to create leisure and housing facilities that the town can be proud of and bring people into the area.
74	The same as overleaf. NB. Fields are important, don't build on them.
75	The canal is seen as a public spaces by locals and visitors. This has to be enhanced in a realistic yet sensitive manner.
76	Can something be done about the maram grass that is taking

Check Number	CH What are most important issues for project team to consider?
	over Canal Foot sands. There will soon be no beach, it will be as bad as grange over Sands.
77	Consider the areas heritage when designing buildings. Any development of East side of the canal should involve planting, not building.
78	Resident parking inclusion.
80	The canal must be connected to the estuary so visiting boats can be accommodated on the canal.
81	Traffic going to be bad enough with all the extra cars when the houses on the Lund are finished without more trying to get in and out from the canal area for the people living on Lune Road, North Lonsdale Road and Devonshire Road without more cars. Also there is going to be all the cars from the new houses on Hart Street getting Back into town if they have been out on the A590.
82	Need to take into account feelings of residents of Canal Street, Sunderland Terrace, North Lonsdale and consider traffic - human - vehicular implications.
84	Will farm land be lost?
93	Need to appeal to all social groups. Wheelchair/trolley access. Free bus between Canal Head and town centre.
94	Council Tax. Education and health.
95	Auction mart must move before anything can happen. Road junction with A590 needs sorting!
97	Attracting visitors by significant improvement as per plan access/egress for pedestrians and disabled persons. Safe traffic management particularly in front of Coronation Hall access areas.
98	Enticing people to go "beyond Booths" and back into town. Temptations "en route" will help - ie shops - other features - eg enhanced Ford Park - freedom from too much traffic.
103	Don't overshadow the town centre. A shop at Booths and a walk along the canal, tourists won't bother walking all the way into town. Town centre shops will lose out.

Check Number	CH What are most important issues for project team to consider?
104	The town centre businesses - the town centre parking
105	To turn Canal head into an out-of-town complex will be to the detriment of the town centre.
106	Consider the town centre - the heart of this ancient market town.
107	Must not develop this area to such an extent that people will not come to the centre of Ulverston.
109	Keep costs down. Ideas far too extravagant.
110	High cost of the whole thing. Money from where?
111	Creating employment and visitor interest is paramount to Ulverston's continued success, but it should not be turned into an "urban entertainment centre". Its rural character should be preserved. Bored people can go to Barrow!
112	Pay more attention to the needs of disabled persons of all disabilities. Don't try to make Ulverston a copy of every city centre.
113	Traffic congestion, something for everyone young and old. We desperately need to bring the visitors back.
114	Re-opening of lock. Wildlife conservation. Pollution.
115	Keep local businesses in mind.
116	Opening up accessibility, improving amenities, enhancing nature/looks/interests, encouraging visitors.
117	Residents who live in Sunderland Terrace have problems as it is with youngsters coming home drunk, sitting on seats at present on green, shouting and causing damage to property and cars at 2, 3 and 4 in the morning.
118	Put in plenty of rubbish/dog excrement bins. Park and ride facility into Ulverston?

APPENDIX IV - LIST OF PRIMARY CONSULTEES

List of Consultees

South Lakeland District Officers

Dave Pogson	Property Services Manager
Nick Hayhurst	Planning Officer (Ulv)
Kate Lawson	Planning Officer (Ulv)
Elizabeth Jackson	Development Plans Officer
Lawrence Conway	Assistant Director – Street Care
Tony Whittaker	Principal Housing Strategy Officer
Audrey Taylor	Economic Development Officer
David Sykes	Regeneration Officer
Jon Shaw	Legal Department
Peter Ridgeway	Assistant Director of Development
Peter Knapton	Estates Surveyor
Mike Jones	Chief Executive

Cumbria County Council Officers

Stuart Pate	Area Support Manager
Dick Cuckson	Land Reclamation Programme Manager
Alan Haile	Principal Policy Officer – Regeneration
Tony Richardson	Strategic Planning Team
Gillian Elliot	Regeneration Support Team
Paul Dodson	CRISP

North West Development Agency

Gill Ingram

Government Office North West

Pat Allison

Rural Regeneration Company

Richard Pealing	
Freddie Markham	
Richard Lancaster	Agricultural Advisor

DEFRA

Jim Robinson
Mark Hesketh

Westmorland County Show

Roger Read

Lake District National Park

Neil Henderson	Planning Officer
Geoff Chandler	WCDA

GlaxoSmithKline

Dr Carl Milner	Senior Environmental Advisor
David Parker	Head of Services
Steven Dawes	Engineer
Messrs. Woods	Rame Farm Tenants

E.H. Booth

Graham Booth	Head of Property
Robert Pinkus	

Auction Mart Company

William Case	Director and Vice Chairman
John Hornby	Chairman
Ian Walker	Manager
Margaret Bushnell	Carigiet Cowan
Neil McGregor	Bakewell Agricultural Business Centre

Canal Landowners/Potential Developers

George Tait	Kirkland Development Ltd.
Neil Price	Neil Price Developers
Mr Waite	G.W.Waite Ltd
Iain Gaskell	South Lakeland Caravans
Bill Rodgers	Acrastyle
Geoff Edwards	Oxley's
David Clarke	BGH Architects
Les Salisbury	Furness Fish
John Thistlethwaite	Managing Director, Heron Glass

Housing

Jean Povey	Eco-Housing Secretary
Mike Muir	Impact Housing Association
Greg Denwood	Home Housing Association
Clive Wigley	Fairoak Housing Association

Leisure and Tourism

Carrol Bennet	Chair, Ulverston Heritage Centre
Jason Wood	Advisor, Ulverston Heritage Centre
Jennifer Snell	Hearts of Oak Trust
Angela Knowles	Programme Manager, LDPTP
Colin Hewson	South Lakes Leisure Trust
Claire Whickam	South Lakes Leisure Trust
Richard Greenwood	Director of Development, Cumbria Tourist Board
Richard Green	Area Development Manager, Cumbria Tourist Board

APPENDIX V - LIST OF REFERENCES

References

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- (Specific references for the technical constraints assessments are found at the back of each document)

APPENDIX VI - ORIGINAL WORKING DRAWINGS OF SLIDING RAILWAY BRIDGE

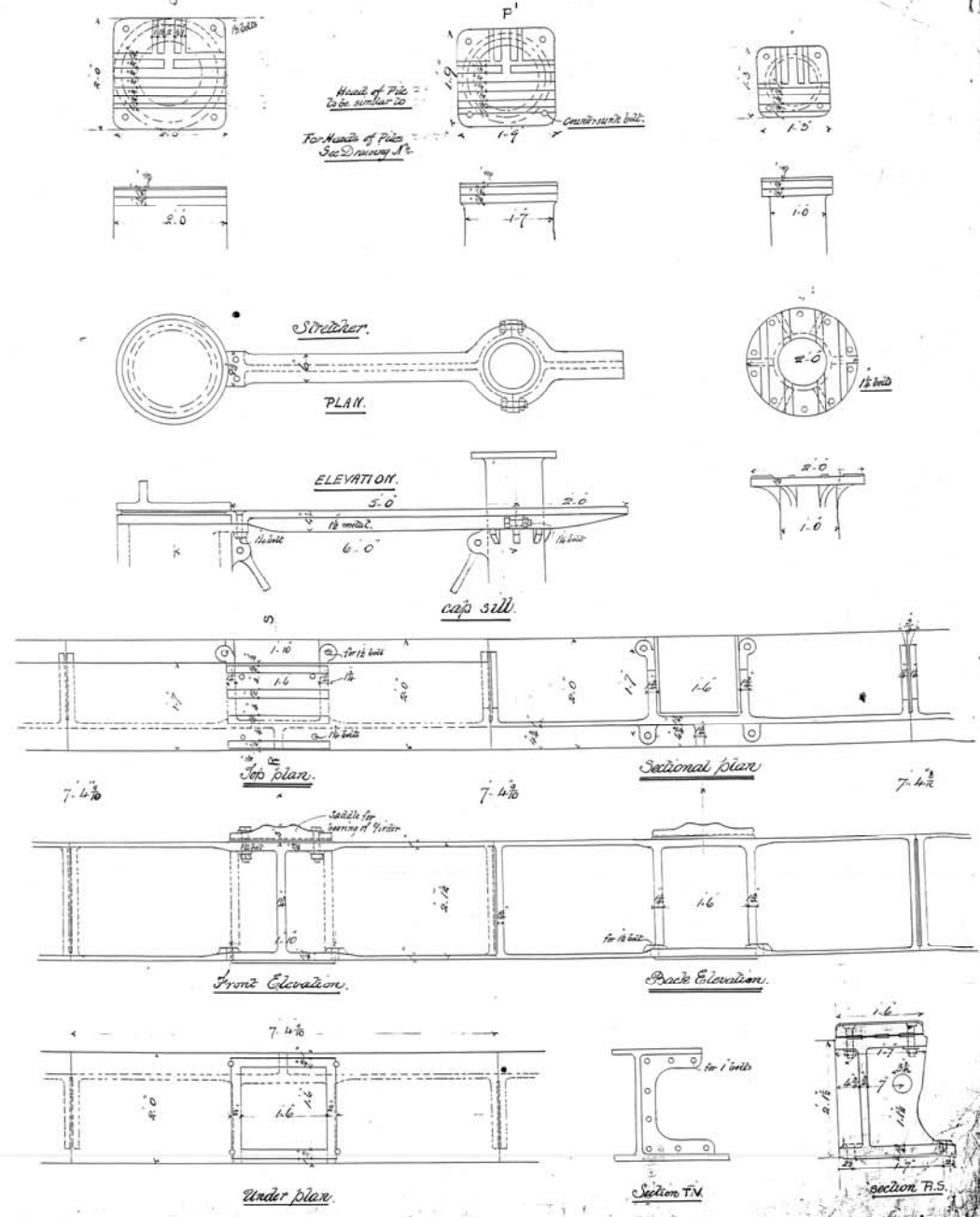
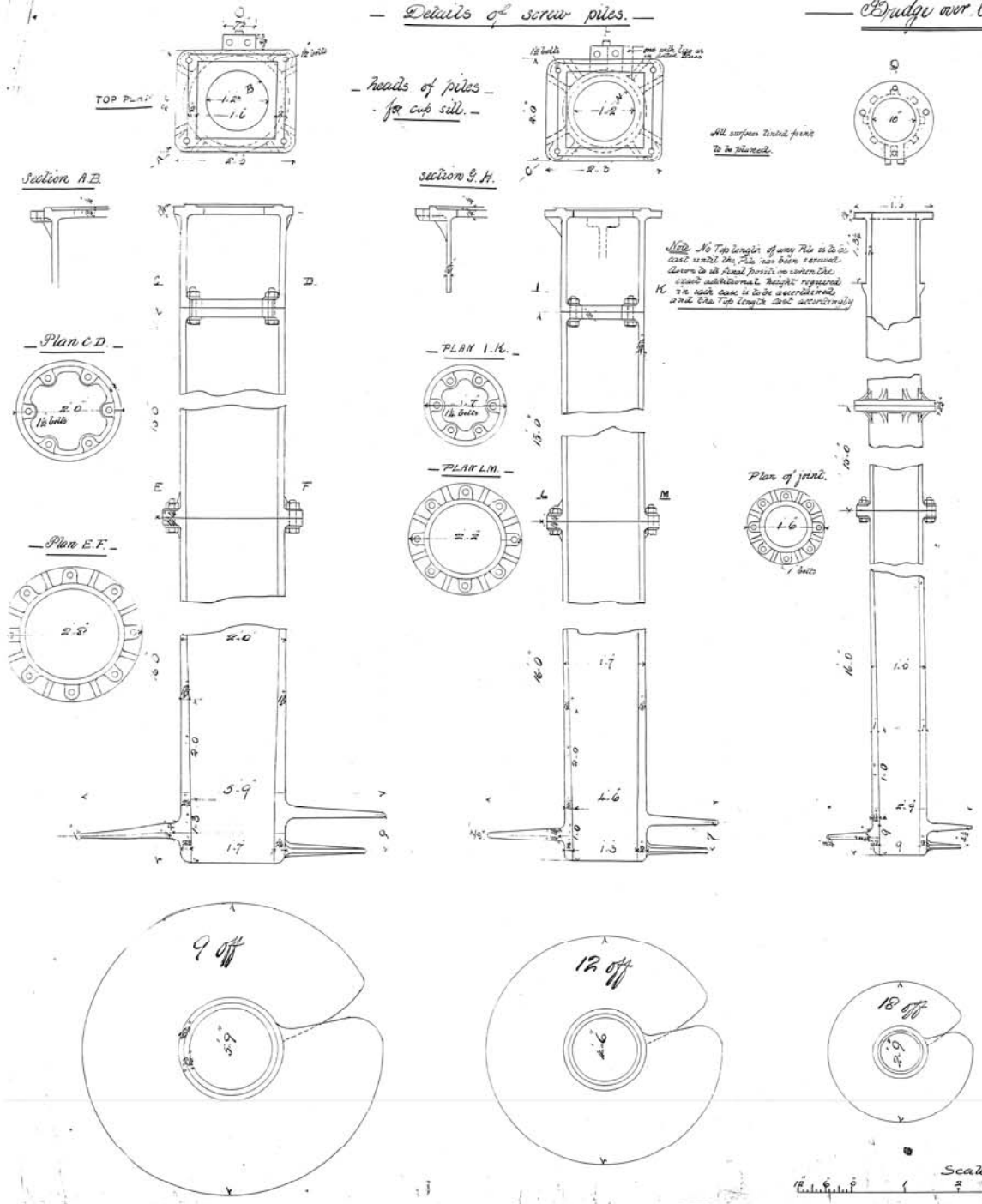
OFFICE.
Farness Railway.

Barrow Branch.
Bridge over canal.

Contract Drawing.
Sheet No 2.

Details of screw piles.

Heads of piles with rail plates for girder.



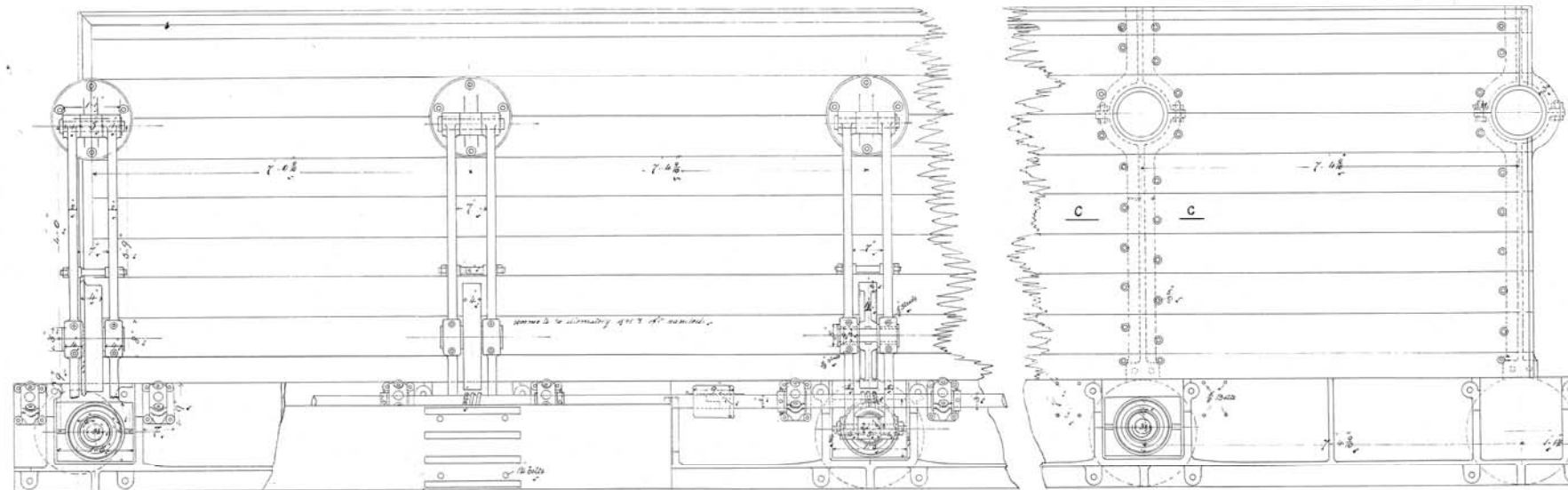
OFFICE
Furness Railway

Bardsca Branch.
Bridge over Canal.

Contract Drawing N^o 5
Sheet N^o 7.

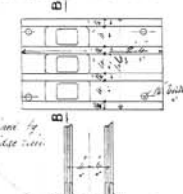
1880. 1877
All dimensions in feet and inches unless otherwise stated.
See other drawings

PLAN OF ROLLERS & LIFTING GEAR AT CENTRE
OF BRIDGE.



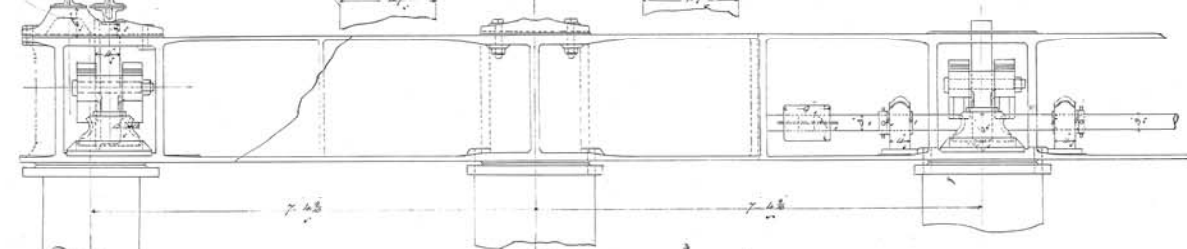
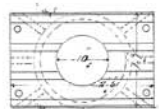
SECTION C.C.

UNDER PLAN OF SPECIAL SADDLE.



The dimensions to be maintained by
making the depth of the saddle
conform to the 1 1/2"

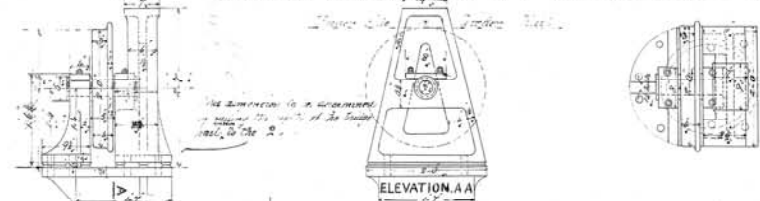
PLAN OF PILE HEAD P^o



ELEVATION & PART SECTION OF CAPSILL SHOWING
LIFTING GEAR.

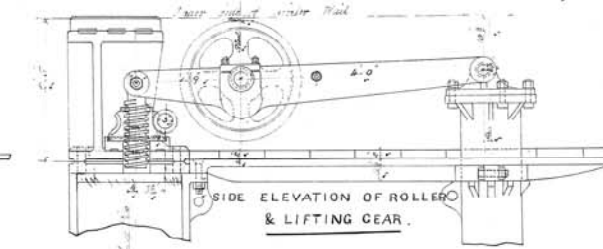
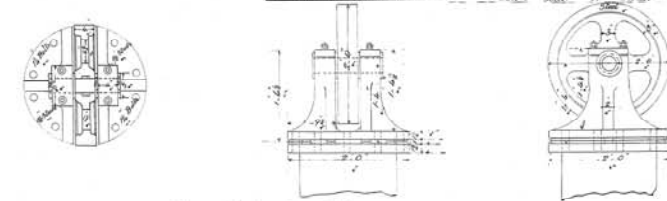
SECTION B.B.

STATIONARY BEARING & ROLLER AT P^o DRAWING N^o 5, SHEET N^o 1.



ELEVATION A.A.

STATIONARY BEARINGS & ROLLERS
AT REAR OF BRIDGE.



SIDE ELEVATION OF ROLLERS
& LIFTING GEAR.

SHAFT BEARING
ELEVATION

PLAN OF TOP OF PILES P^o & Q^o
FOR STATIONARY ROLLERS

Scale.

1 inch = 10 feet

