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PRESS RELEASE

The entrances to Egremont on the A595 are to be transformed, thanks to a new £500,000 Gateway scheme, which will also include a pocket park near the Castle, and a community orchard.

The project, which is being funded by West Lakes Renaissance and the European Regional Development Fund, and implemented by the Egremont Regeneration Partnership with Copeland Borough Council, will see trees being planted round the edges of the junctions, and along the sides of the A595. In keeping with the theme of Egremont's historic crab fair, the trees will be fruit trees, including cherry and apple trees. The idea is to create a boulevard effect for drivers coming towards the town, providing continuity with the different entrances.

There will be a community orchard on the triangle of land on opposite side of the A595 to the cemetery, behind the living sign, which will remain in place. It is hoped that local children and schools will get involved in planting the trees, which will be semi-mature, rather than very young saplings, to help give an immediate effect. The orchard will eventually be able to provide the apples for the Crab Fair cart. The work on the community orchard is being done in partnership with Creative Egremont

The cemetery lay-by will also be planted, as will land round the St Thomas' Cross roundabout.

The scheme also includes lighting plans for the two cemetery buildings, and for the Castle, new signage and crossings.

The middle roundabout will see a new paved crossing at the entrance to Egremont high street, to make the road and entrance feel linked to the town centre, as opposed to simply being a way to bypass the town. There will be a sandstone wall in the centre of the roundabout, and the railings surrounding the roundabout will be painted.

An area below the Castle will be developed as a pocket park, with terracing and fruit trees in keeping with the rest of the planting schemes. This park will tie in with plans for a resource centre which will be developed with Age Concern NW Cumbria and Community Action of Egremont. The centre will provide meeting and conference rooms.

Ann-Marie Cowperthwaite, WLR project manager, said: "WLR are delighted to be funding this public realm project for Copeland Borough Council which will have a major effect on visitors' perception of Egremont, encourage future investment, and provide an enhanced environment for residents."

The project is being run by the Egremont Regeneration Partnership with Copeland Borough Council. Chair of the Partnership, Elaine Woodburn said: "The scheme was identified in the mini

master plan by the people of Egremont. It has been a long time in the planning so it is great that the local community will shortly start to see action on the ground. What is planned will ensure no one will forget their visit to Egremont.”

As part of the project, Market Town Initiative funding will be used to enhance the town's car parks, and to develop riverside walks and cycle-ways, to encourage visitors into the town centre.

Work should be able to start on the hard landscaping parts of the project in the summer, although the soft landscaping and planting will not be started until the autumn.

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Editors Notes:

WEST LAKES RENAISSANCE



West Lakes Renaissance is the Urban Regeneration Company for Furness and West Cumbria. The company is a public-private partnership that was formed in 2002 with the aim of stimulating the economic regeneration of the main urban centres along the west coast of Cumbria. The boundary of operation extends from Barrow to Silloth. The company operates from offices in Barrow and Westlakes Science and Technology Park (near Whitehaven).

West Lakes Renaissance has a Board of 13 non-executive directors and is chaired by Bob Watson, formerly Managing Director, Iggesund Paperboard and Managing Director (Europe) Fujifilm Sericol. The partners behind the company include the Northwest Development Agency, English Partnerships, the Government Office for the North West, the Borough Councils of Allerdale, Barrow and Copeland, together with the County Council, and local business leaders.

The company has put together a 10 year £200+ million investment programme. The company's mission is:

“Renewing the economy of Furness and West Cumbria through the co-coordinated delivery of infrastructure, new skills and sustainable communities.”

Further details of the main projects and proposals being promoted by WLR can be found on the following website: www.westlakesrenaissance.co.uk



The Northwest Development Agency (NWDA) is responsible for the sustainable economic development and regeneration of England's Northwest and has 5 key priorities: Business Development, Regeneration, Skills & Employment, Infrastructure and Image.