

# WIGTON PLACE PLAN



2021-2031

## OUR IDENTITY

The roll graphic represents the industrial and manufacturing process in Wigton, taking inspiration from the film rolling process at Innovia Films.

It is used throughout the document, in particular where the themes are mentioned, to emphasise the interconnected objectives for the future development of Wigton.

The bright colours used throughout the document are inspired by the brightly coloured window frames present in the Georgian town centre.

The circle motif is used to represent the cycle of the creative process.

Gradient colours are used as a nod to the polymer manufactured in Wigton for use in bank notes.

**Wigton Town  
Council**

**Allerdale  
borough council**

**Cumbria  
County Council**

# CONTENTS

<b>1. INTRODUCTION</b>	<b>4</b>
<b>2. OUR VISION</b>	<b>12</b>
2.1 Themes	14
<b>3. WIGTON AS A PLACE</b>	<b>24</b>
<b>4. OUR TOWN IN CONTEXT</b>	<b>32</b>
<b>5. OUR OPPORTUNITIES AND CHALLENGES</b>	<b>40</b>
<b>6. BUILDING OUR FUTURE</b>	<b>46</b>
<b>7. DELIVERING CHANGE</b>	<b>58</b>
7.1 Outputs, Outcomes and Measuring the Benefits	58
7.2 Management and Governance	60
7.3 Monitoring and Evaluation	60
7.4 Marketing and Promotion	61
<b>APPENDIX 1</b>	<b>64</b>
<b>APPENDIX 2</b>	<b>70</b>
<b>APPENDIX 3</b>	<b>74</b>
<b>CREDITS</b>	<b>80</b>

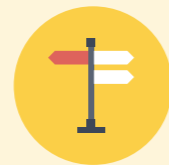
# 1. INTRODUCTION

This is the Place Plan for the historic Market Town of Wigton in north Cumbria, prepared by the Wigton Town Team with input from the local community.

The preparation and development of the Place Plan has come about as a result of community participation and engagement and is intended to capture the energy and enthusiasm of the local community about their place. It articulates a vision for its potential for growth and improvement going forward and bring confidence that selected interventions will result in meaningful change for the better.

The content of the Place Plan has been informed by a number of Strategic Objectives that have been identified by the Town Team to improve the social and economic wellbeing of Wigton:

## Strategic Objectives



**Reinvigorate and raise the quality of the physical environment in Wigton and Wigton town centre**



**Safeguard existing businesses and attract new businesses to Wigton town centre, to support increased footfall**



**Maintain and increase the number of visitors spending money in Wigton and increasing spend per visit**



**Safeguard existing employment and deliver new jobs and opportunities for economic and social participation, including education and training opportunities, through tackling barriers to participation**



**Maintain and raise the quality of green spaces in Wigton and Wigton town centre**



**Maintain and increase the number of people living in Wigton town centre through repurposing redundant sites**



**Retain and increase the working age population in Wigton**



**Enhance and develop the active and leisure offer to address health and wellbeing inequalities and tackle the barriers to participation**



© Tom Kay

What local people think...

**thinkingplace** carried out workshops and site visits with the Wigton Town Team in Summer 2021. Key thoughts on Wigton as a place are quoted across the document.

This Place Plan describes a Vision of Wigton for the future, the creation of which is the result of structured engagement sessions both on-line, in groups and on a one-to-one basis seeking views, ideas and feedback to a series of questions.

Drawing upon evidence and data illustrating the current performance of the town, and with due regard to the impact of Covid19, the Place Plan defines a shared Vision for Wigton. It describes its assets, sets out its challenges, assesses potential opportunities, and explains an ambitious programme of actions and possible projects, interventions and investments which are designed to help Wigton not only fulfil its strategic objectives but importantly achieve its Vision over the next ten years.

The Place Plan seeks to **set priorities** for Wigton which will help it achieve its Vision for the future in a coordinated and managed way. Supporting local businesses and residents improving the social and economic wellbeing of Wigton.

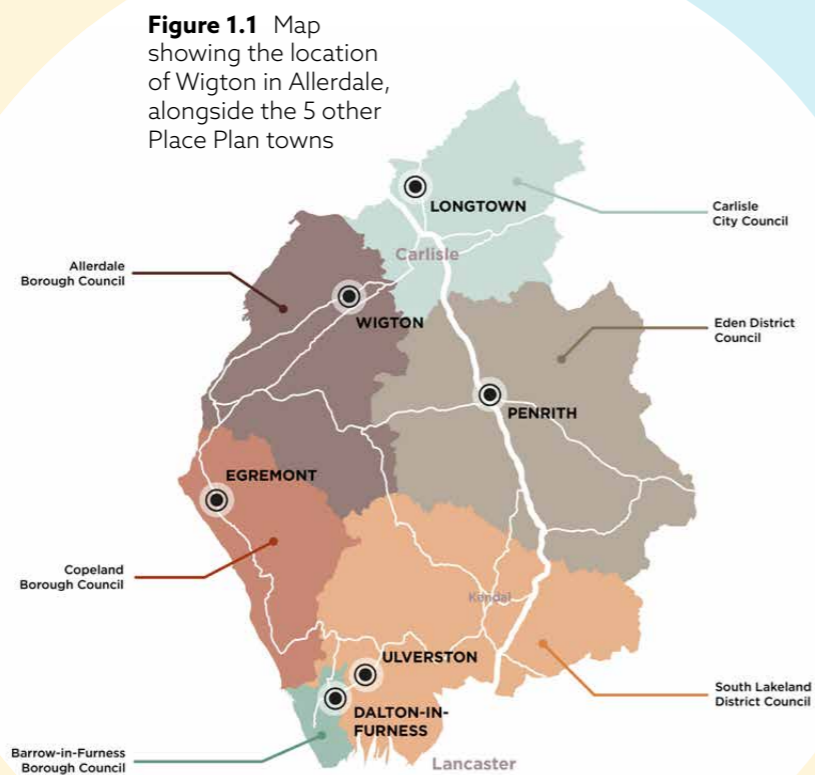


Figure 1.2 Map showing Wigton in Cumbria  
Contains OS data © Crown copyright and database right 2021

The development of the Place Plan has followed the steps of the Cumbria Borderlands Place Programme Route Map. The route map will also be used to take forward projects and activities that will address the challenges and issues identified within it to allow the vision for Wigton to be achieved.

### Cumbria Borderlands Place Programme Route Map

## Stage 1

### Establishing the Town Team

- Develop Town Team Terms of Reference
- Appoint Chair
- Agree Town Boundary
- Agree Stakeholder List

## Stage 2

### Developing the Vision

- Comms and Engagement Strategy development
- Consultation and Stakeholder Engagement
- Baseline of existing interventions
- Development of Vision/ Themes and adoption by Town Team

## Stage 3

### Developing the Draft Plan

- Longlist Development
- Development of Place Plan and Executive Summary
- Development of Action Plan for implementation
- Submission of Place Plan and Technical Report to Borderlands Programme
- Assessment and endorsement of Plan
- Feedback from Place Programme Board on Plan
- In parallel Town Team commissioning Action Plan activity

## Stage 4

### Development of the BTIP

- Shortlisting of schemes for Borderland Town Investment Plan (BTIP)
- Strategic Outline Business Case development of Borderlands scheme with scheme sponsors
- BTIP compilation and submission to Borderlands Programme
- Assessment and Approval of BTIPs
- Accountable Body Due Diligence and Contracting with Borderlands Schemes



02

OUR VISION

## 2. OUR VISION

The **Vision** for Wigton highlights a place of real distinctiveness for Cumbria, a combination of a vibrant, independent town which is a great place to live, and benefits by being close to the city of Carlisle and the employment opportunities this offers. Wigton is a place of business and enterprise and somewhere looking to champion creativity, arts and crafts. It has a strong community spirit and wishes to make itself a better local destination for people to visit, and also attract start-up businesses. A town and locality where people choose to live, work and bring up families in a wonderful setting with access to glorious countryside.

The **Vision** incorporates a strong economic role for Wigton that comes from being:

// **A beacon for business, a place where people love to live supported by a community that strongly values its heritage and recognises its role in creating a new future for the local community and reaching out to build a stronger business base.** //



© Tom Kay

Best kept secret?  
"It's historic buildings. Friendly people. John Peel Theatre. A few independent shops. Decent secondary school."

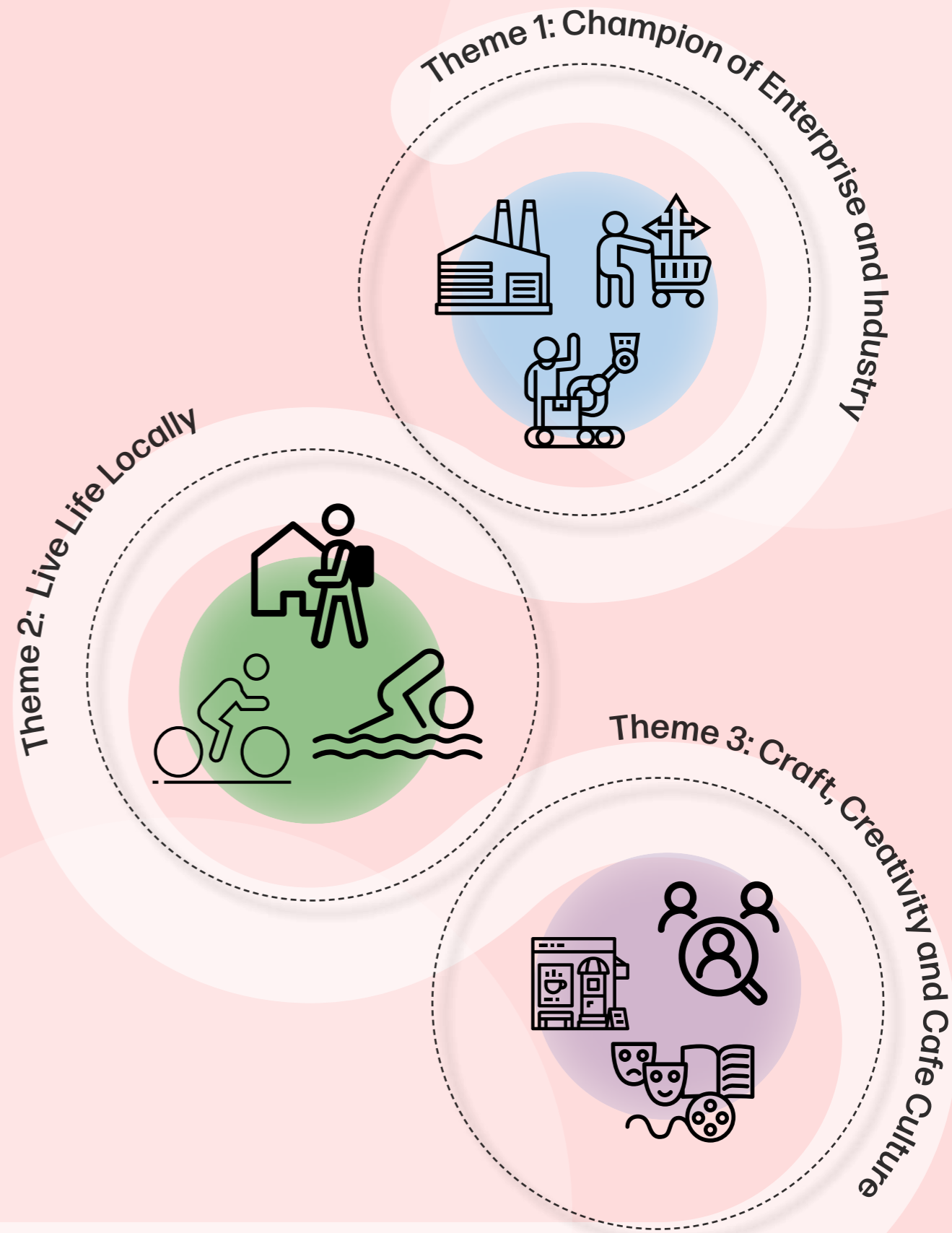


© Tom Kay

## 2.1 Themes

There are three thematic areas which are like “chapters of the story of Wigton”. These will be the priorities to guide future activity for developing and promoting the town.

The Place Plan has been designed to complement Wigton Town Plan 2020-2025 and the 2014 Allerdale Borough Council Local Plan which will guide activities and policy areas relating to Wigton until 2029.



“Community spirit; friendliness of residents and willingness to support others, as demonstrated admirably during the Covid Pandemic.”

Best kept secret?

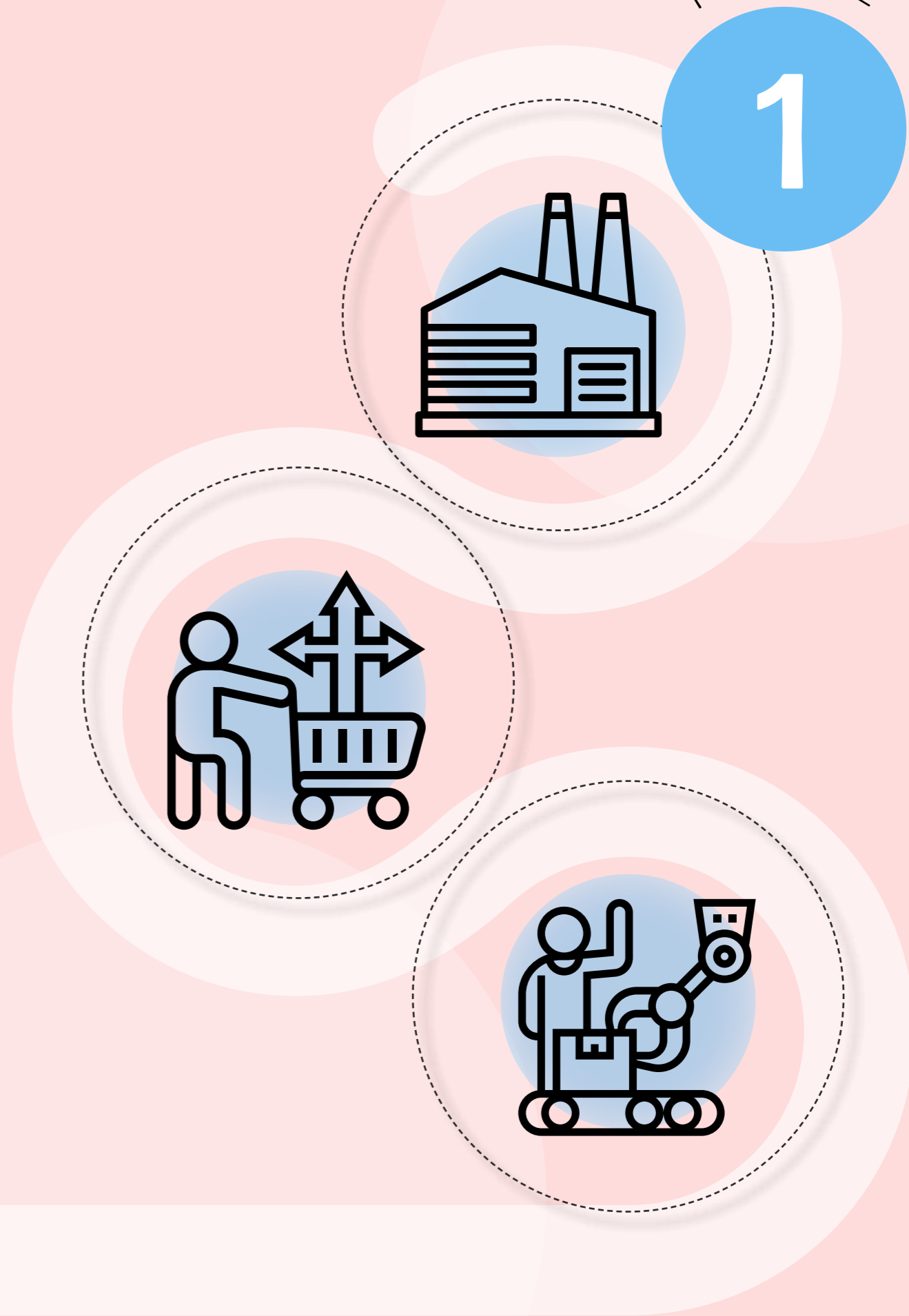


T H E M E 1

**CHAMPION OF ENTERPRISE AND INDUSTRY**

Packaging films have been manufactured on the business park off Station Road since 1936. Today it is home to the UK HQs of 3 vibrant businesses which are among the leading employers in the town: Innovia Films, a global business who produce speciality films used in wrapping and labelling; CCL who have a specialism in banknote production for, among others, Britain, Canada and Australia; and Futamura, who are the world's leading producer of renewable and compostable packaging films. Wigton is aiming to use these beacons of enterprise as a catalyst to attract start-up businesses to the town, capitalising on its connections which differentiates it from other market towns in the west of Cumbria. A key challenge for Wigton is the number of redundant buildings within the town centre and the reduced footfall this brings. A key focus of this theme will be developing the town centre and bringing back into use some of the characterful buildings and revitalising the high street. This theme could also include the development of an enterprise hub (including social enterprise activity) and making use of the post Covid desire to live in or near greener spaces.

There is no doubt Wigton offers great value not just from a cost of living perspective but also in terms of quality of life. Being the centre for the North Allerdale area also means it can develop as a commercial hub. Its proximity to the city of Carlisle and to Workington, with links to the Energy Coast, and having a train station are also very positive factors for attracting employees. However, the town would benefit from additional attractions for younger adults and it could become a characterful leisure destination, if the right food and drink and night-time economy provision come to fruition. These are expanded on in appendix 1.



*Single biggest opportunity?*

**"If we could work with the school's excellent reputation & the presence of the largest employer, to create more training, skills and education opportunities - a hub for the Solway area. Much of the area is agricultural, are there skills & learning opportunities we could develop. "**

# THEME 2

## LIVE LIFE LOCALLY

Wigton is set within a beautiful natural environment of fantastic countryside with the South Solway Mosses National Nature Reserve nearby and the Solway Coast Area of Outstanding Natural Beauty not much further away. It is also on the doorstep of the Lake District National Park. With its own train station and the M6 only being a short drive away, Wigton is a great and affordable place to live, a market town with a unique vibrant independent retail offer, in a green oasis. Wigton is steeped in history, dating back to the Medieval times reflected in the Corn, Meat and Goose Markets. The Georgian infrastructure is also synonymous with the town and there are opportunities to bring back into use underused or redundant buildings, recognising the character of the town.

Whilst the town meets the needs of local people it has the opportunity to provide more facilities, green space and reasons to dwell, through new uses for empty buildings and maximising the potential uses of the large Allerdale Borough Council owned car park in the centre of the town. This would allow the creation of a new meeting place and shared use of space, however would need to be done so recognising the requirement for appropriate parking infrastructure to meet the needs of the town. There is also the opportunity to encourage and promote improved health and well-being through the development of a mezzanine at the swimming pool and the additional training space this would provide. Active travel links to improve access for walking and cycling, supported by facilities such as cycling storage in the car park area, would also help to build on this further. These are expanded on in appendix 1.

THEME

2



Single biggest opportunity?

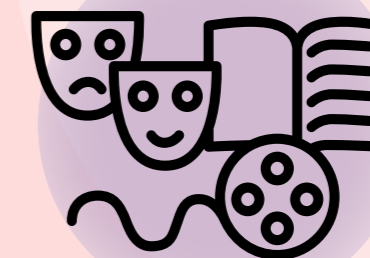
**"To use its generous green spaces to create wonderful recreational parks and spaces to keep people happy and healthy."**

T H E M E 3

**CRAFT, CREATIVITY AND CAFE CULTURE**

It's important that Wigton develops its cultural offer as a way of becoming a destination and generating footfall from locals and visitors alike. There is a pedigree of creativity in and around the town with Melvyn Bragg the celebrated author and broadcaster who maintains close links with his home town, the John Peel theatre, the Fountain Gallery being a wonderful co-operative of artists, artisans brought together from the wilds of Cumbria and events such as the Taste of Wigton. There are numerous groups covering a range of creative talents such as knitting, crafting and the North Allerdale Development Trust's (NADT) early intervention project, focusing on youngsters creating furniture by recycling old pieces. Redmayne 1860 bespoke tailors to the Royal family illustrate the talent and creativity hidden away in this pretty market town.

There's no doubt that repurposing the central car park holds the key to the creation of a totally different sense of place for Wigton opening up the potential of performance space, green space, café culture, dwelling space; a place for the community and visitors to come together. The Taste of Wigton festival highlighted the potential of this space with a packed event. A focus on craft, creativity and culture brings people together and importantly it is intergenerational. These are expanded on in appendix 1.



*Single biggest opportunity?*

**"To attract new businesses to the town in particular to improve the night time economy and improve the physical environment of the town centre and promote our history and heritage to attract visitors to the town and contribute to the economy."**

03

**WIGTON AS  
A PLACE**

### 3. WIGTON AS A PLACE

Wigton is an ancient settlement and evolved from a medieval street plan, which can still be traced today. The town is located at the centre of the Solway Plain, between the Caldbeck Fells and the Solway coast. It is characterised by its Georgian and Victorian architecture. Wigton has 51 listed buildings that are recorded in the National Heritage List for England.

The town lies on the northern edge of the Lake District National Park with enormous scope to make more of this proximity to a quieter part of the Lakes in the context of the strategy of Cumbria Tourism and the National Park of Attract and Disperse.

It is a small friendly market town with a population of 6,061, in the borough of Allerdale, in north Cumbria. Wigton sits only a short distance away from Carlisle with ready access to the national motorway network with links into Scotland close by. It is similarly reasonably close to Workington which serves as an additional employment location for Wigton residents.



**Figure 3.1** Map of Allerdale Borough Council and neighbouring districts

Contains OS data © Crown copyright and database right 2021

- KEY**
- Towns covered by the Borderlands Partnership Place Plans
  - UNESCO World Heritage Site
  - National Park
  - Area of Outstanding Natural Beauty
  - Primary Roads
  - Railway and Stations
  - Coast to Coast Walking Route
  - National Cycle Network

It has good road connections, with the A596 and the A595 on either side of the town. It also benefits from its own railway station providing good connections to the north and south of the County. The highways network in the town does however become congested at times, with particular pinch points at the B5302 and B5305, which can result in difficulties for heavy duty vehicles.

In addition, the arts and culture offer of the town, for example the Fountains Gallery, and its strong community feel means Wigton is a place which has the potential to reposition itself, attract more visitors and build upon the strong foundations of the historic fabric of parts of the town centre.

Wigton is a strong service centre for the area. It benefits from a well performing secondary school, Nelson Tomlinson, four primary schools and a range of preschool and nursery provision. There are three churches in the town, which play an important role in the community such as housing the local foodbank and fareshare pantry. The small town centre is historic with characterful buildings from the Georgian and Victorian period, a gallery, independent shops, including a hardware store, model railway shop, three



**Figure 3.2** Wigton's Key Features  
Contains OS data © Crown copyright and database right 2021

local butchers and a well patronised bakery, all set within a conservation area. There are however empty premises, including a number of old banks, which provide scope for enhancement and possible repurposing. This plan identifies interventions that not only have the potential to draw in visitors from outside Wigton, but also encourage residents from within the town to utilise the services and retail offer that they currently look further afield to provide.

The town is dominated by the principal employers of Innovia Films, CCL and Futamura. They are based very centrally and together employ nearly 900 people. However, there are challenges to hosting large manufacturers in the town, alongside the many benefits. Wigton has an agricultural base and continues to hold livestock auctions regularly at the Auction Mart which relocated to the edge of the town which has had an impact on the town centre businesses.

To the west of the town centre is a large housing estate however this is somewhat set apart from other elements of the town. Elsewhere the housing is a mix of ages with some newer development to the south around the secondary school. Local daily

needs are provided by a Co-op store and a Lidl. A notable number of town centre buildings are vacant, (some with absent landlords) and affecting the liveliness of the town centre but there are also a few “more high end” shops working hard to capture local and visitor spend.

There is a strong public sector presence within the town. Both the Town Council and the Borough Council operate from the Market Hall. The Market Hall also has a café, meeting rooms and performance space and is operated by a third sector organisation, the NADT. The town used to have a cottage hospital, and whilst the building remains, it provides different health provision. The County Council also has a library in the town providing a number of services.

A significant feature of the town centre is the central car park set to the rear of the traditional High Street, quite typical of some market towns. This area is owned by Allerdale Borough Council and appears underused with potential to make a greater contribution to what the town has to offer. Another striking feature of Wigton is the large memorial statue at the junction of the two “High Streets” (the B5302 and B5305).

The town benefits from a swimming pool which is run by the Wigton Baths Trust with assistance from Allerdale Borough Council, Wigton Town Council and private sponsorship. There are also a raft of sports clubs operating across the town, ranging from boxing and gymnastics to football and athletics.

The town has developed, and delivered successful festivals such as the Spring Fling, where shop windows display craft work from a range of artists, and a variety of exhibitions have been held in the Market Hall. These events are supported through the Town Council and help demonstrate Wigton’s strong community and voluntary sector and there is potential to extend and enhance its festival base.

There is nonetheless a sense of a town which needs to modernise and move with the times if it is to sustain itself and retain young people as they leave full time education. There is a close-knit community but the town needs to enhance and develop attractions to generate reasons to visit Wigton and help support the High Street.



04

OUR TOWN IN  
CONTEXT



## 4. OUR TOWN IN CONTEXT

From the consultations undertaken it is clear Wigton recognises that change is needed as it strives to develop as a successful local service centre. It must continue to provide local jobs, at the same time as improving cultural opportunities, and provide good value homes supported by high-quality education and leisure facilities, together with things to do for younger people all set within the context of a friendly community.

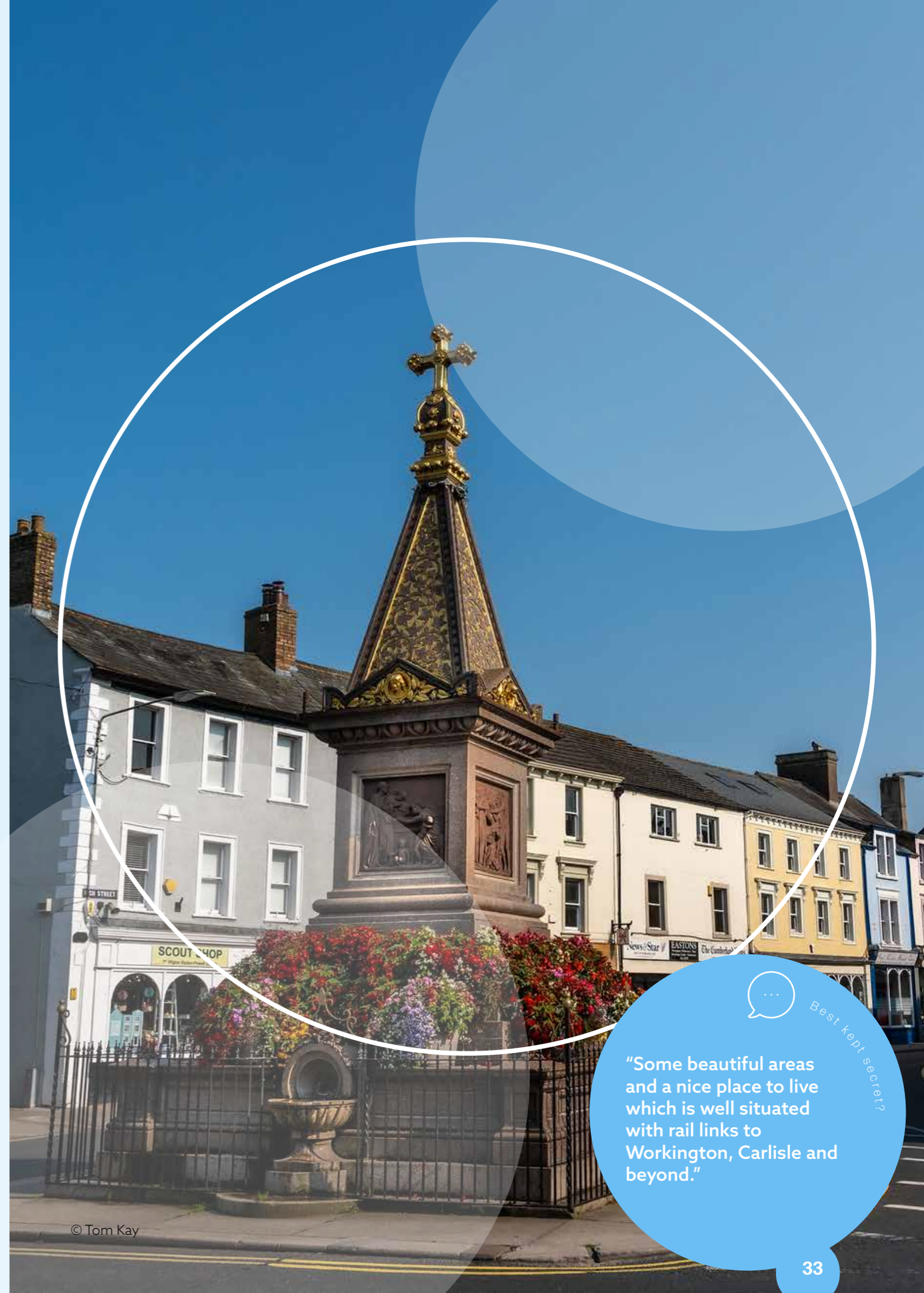
Whilst this Place Plan stands on its own as a document articulating the challenges, opportunities and potential interventions which would boost the performance of the town it is also prepared with regard to various locally prepared action plans, Local Plans and other regional or local strategies.

The Wigton Place Plan complements the wider place-based activity happening within Allerdale, and the other Place Plans being delivered across the other Districts in Cumbria. Strategically it aligns with the Levelling Up Agenda through regenerating the high-street, support for cultural and heritage assets and proposals to improve local transport infrastructure.

The Allerdale Borough Council Local Plan's aspiration for Wigton is for it to have developed its role as an important housing, commercial, employment and educational centre in North Allerdale. In particular the role of the town centre and the condition of its historic fabric will have been enhanced, meeting the retail and service requirements of its catchment population. The vision, themes and interventions identified within this Place Plan will fully support the Allerdale Borough Council Local Plan in achieving this aspiration.

The Wigton Town Council Town Plan covers the period 2020-2025. The objectives within the Town Plan for a Safe and Healthy Community, support for Business and Economy and promotion of Heritage and Culture complement the themes and vision within this Place Plan.

The Place Plan also has had reference to a range of Cumbria wide strategic discussions which have informed the context of the Place Plan, particularly the Cumbria Local Enterprise Partnership's Re start, Re think, Re boot Recovery Plan, and other related initiatives relating to connectivity, cycling, walking, rural accessibility and voluntary groups.



© Tom Kay

Best kept secret?  
"Some beautiful areas and a nice place to live which is well situated with rail links to Workington, Carlisle and beyond."

The Cumbria Digital Infrastructure strategy identifies the importance of digital infrastructure for modern life and the connectivity it provides to services and markets. Wigton benefits from good digital connectivity, both with regards to access to superfast broadband and 4G coverage. The town has 98.8% of premises with over 30 Mbps of fixed broadband speed coverage and 100% of premises have access to the four Mobile Operating Networks. Wigton's good digital infrastructure is a strong asset that could be used to attract working age people to live in the town and to support business investment opportunities.

Importantly, the Place Plan has considered a great deal of statistical data assembled by Cumbria Observatory which sets out the current performance of Wigton against key headings. This data informed the selection of Wigton as a place which would be suitable for Borderlands investment under the Borderlands Place programme and also informed the headline "themes" which emerged from the community consultation as a way of articulating the Wigton story.

Examples include:

- Albeit small at only 1%, the population change within Wigton is a positive one which is not the case for many of

the towns in Cumbria. This Place Plan therefore needs to include appropriate interventions to ensure this population change remains positive. It is important that opportunities are made available for residents within the town to help them stay within Wigton and not gravitate to the other towns within Cumbria, or further afield.

- In September 2021 there were 111,806 visitors, of which 80% of people stayed for less than 1 hour. The opportunities within this Place Plan support the enhancement to widen the offer to allow visitors to spend more time in the town and ultimately increase visitor spend within the town.
- Wigton records generally low house prices, considerably less than the Cumbria average although by no means the lowest. However, 70% of housing is in private ownership which is in line with the Cumbria average,
- Wigton has a small percentage who are classed as "affluent achievers", (7.2%) which is considerably less than the Cumbria average of 21%. However, there is a healthy percentage measured against the "comfortable communities" index. Nonetheless, this, to some extent, illustrates that Wigton is not currently considered an aspirational place to live.



"Good variety of independent shops and quality local produce."

Best kept secret?

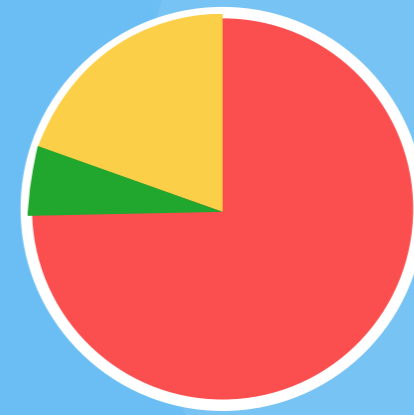
- Median household income for Wigton is one of the lowest in Cumbria with a higher than Cumbria average of households earning below £10,000p.a.
- With regard to skills, the town has a larger than average proportion of the population classed as having no qualifications and one of the smallest proportions of those with level 4 qualifications and above. However for secondary school provision, Nelson Tomlinson school is rated as Outstanding and achieves excellent GCSE and A-Level results. The school acts a key draw for the town and is the third biggest employer in the town.
- The public sector (including North Cumbria NHS Foundation Trust, the local schools, the Town, Borough and County Councils) employs over 350 people between them.
- Wigton has low crime rates across the town. However, there have been isolated incidents of a more serious nature with some pockets of antisocial behaviour reported, and this has been reflected in the consultation response. The interventions within the Place Plan would help to address antisocial behaviour through providing increased opportunities for social participation and support Wigton to be a more safe and secure town.

In developing this Plan, consultation was undertaken with local and regional stakeholders and the community through workshops and an online and physical survey. Headlines from the online/physical survey are detailed on the next page.

The word clouds are included in appendix 3.



195 responses where over 53% live in Wigton, over 4% work in Wigton and over 14% live and work in Wigton.



**53% LIVE**  
**4% WORK**  
**14% LIVE + WORK**

When asked what are the positive things about Wigton, the top three answers were:



**FRIENDLY**



**COMMUNITY SPIRIT**



**EDUCATION PROVISION**

When asked what the negative things about Wigton, the top three answers were:



**DRUGS**



**DOG FOULING**



**PARKING**

When asked what Wigton's best kept secret is, the top three answers were:



**INDEPENDENT SHOPS**

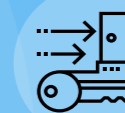


**COMMUNITY SPIRIT**



**HISTORY**

When asked what Wigton's biggest challenge is, the top three answers were:



**OPPORTUNITIES FOR YOUNG**



**YOUNG PEOPLE'S FACILITIES**



**ATTRACTING VISITORS**

05

OUR  
OPPORTUNITIES  
AND CHALLENGES

## 5. OUR OPPORTUNITIES AND CHALLENGES

The strong educational provision within the town is a valuable asset and attracts people to choose to live in Wigton. There are some good quality outdoor sports facilities which are well maintained and are well used features of the town. The consultation however, identified opportunities for younger people outside of school hours as a key challenge. There are a range of services available within the town provided through the Wigton Youth Station, NADT and other sporting facilities. Therefore, it may be about increasing access to these opportunities that should be explored further, and addressing any barriers that may be in place that are preventing people from using them.

The railway station is clearly an asset for Wigton providing ready connections for its residents to places of employment, and for leisure travel. It is also an opportunity to bring people into the town to experience what Wigton has to offer. There are however challenges with the station with concerns over safe walking and cycling access, wayfinding from the station to the town, and lack of suitable parking infrastructure. There are potential opportunities to link developments at the station with the feasibility works to upgrade the Coastal Railway Line.

This is supported by a variety of bus services going through the town centre. The town's history and the related streetscape, listed buildings, conservation area, and dominant memorial statue at the crossroads in the town centre are undoubted assets of significance for the town. They each contribute to its character and sense of place which is valued by the local community.

Wigton has a highly rated Medical Practice, an NHS dentist and a private BUPA dentist. Despite the closure of the inpatient beds at the hospital, the site remains a significant centre. It is a much needed and important asset for the town for outpatients requiring many different disciplines, such as physiotherapy, counselling, and the out of hours medical provision team work out of there too.

Wigton's employment base is a strong asset for the town. The North Cumbria NHS Foundation Trust, Innovia Films, CCL and Futamura employ over 1,000 people between them. There is therefore potential for these employers to work more closely together with the town, including for example opportunities for the Hospital to contribute to the training of NHS ancillary staff, supporting skills development within the town.

A key asset for the town is its proximity to beautiful rural countryside and the green spaces within the town. The Local Plan recognises this, with Wigton being the most ecologically diverse in terms of natural environmental assets within the Allerdale Local Plan area. The town's rural location coupled with its excellent connectivity provides a real opportunity to attract people who want to work outside of urban areas. The town has already attracted additional funding through the County Council's Environment Fund to enhance green spaces and there are many other initiatives already in train such as a tree planting group, a bee and butterfly gardening group, and the planned redevelopment of Barton Lanes green space.

The town operates successfully as a service centre, with the shops and facilities that exist within the town. However, opportunities exist to better maintain, improve, enhance, and develop the features and facilities of the town. Starting with the town centre, this would complement

Single biggest challenge?

**“Improving empty business properties. Encouraging more independent business. More for the youth of today. Restaurants open on an evening. Live entertainment.”**



the aspirations within the ABC Local Plan to safeguard and protect the attractive and distinctive historical architectural heritage within Wigton and promote improvements and enhancements to maximise the character of the buildings and public realm within conservation areas. With cooperation and collaboration between local partner organisations and the private sector the interventions identified in section 6 would enhance Wigton as an attractive and vibrant place to live.

The scope to examine opportunities for further new housing development should be taken in conjunction with the Allerdale Borough Council and their Local Plan housing sites, Homes England and Registered Social Landlord partners. Drawing in more families to choose to live in Wigton and its town centre, and to use the local facilities will boost the performance of the specific local economy. To support this endeavour there is an opportunity to investigate enhancements to the public realm which should be designed in such a way as to create a recognisable heart to the town, the place to meet and socialise. This could be supported by a review of the use of the car park to encourage greater and more varied use, flexible in its nature, incorporating an arts and cultural hub which

in itself could attract visitors to use the town's facilities. This could also include further use of the carpark for events space such as the Taste of Wigton event. There is however a balance to be struck in providing sufficient parking infrastructure for visitors to the town and promoting sustainable and alternative means of travel. There is currently a lack of provision for Electric Vehicle Charging Points across the town which should be considered as part of developments to the carparks. This could be done in partnership with Allerdale Borough Council and the Climate Change Group.

Wigton is well served with green spaces that are now more valued by the resident population and visitors with three parks available right next to the town centre. This provision places Wigton in a good position and is a strong foundation for further work. Work is already underway to develop Barton Laws with over 1,000 trees planted, a 10 metre pond installed and wonderful paths created making a beautiful and pleasant green environment. The Town Council and County Council have already invested in these areas to enhance them and they are ripe for further community nature projects for all ages.

However, historically Wigton is sometimes overlooked when investment is considered. There is a sense that it is ticking over quietly, a friendly place, doing okay, albeit with some rough edges and uncared for features and facilities which require attention. The Covid pandemic has highlighted the fragility of the current town centre retail and leisure offer. Key to Wigton's economic future will be to develop and bring new opportunities to the High Street, bringing back into use redundant buildings. There is a vital need to maintain and enhance the centre to serve local residents by sustaining and improving trade, through attracting more residents, more people of working age and visitors. More people are needed to support the potential for investment in an improved town centre offer across the board. It's important that Wigton thrives as a successful local service centre with more economic activity happening around the High Street, better supported by the current car park space.

Single biggest opportunity?



**"The influx of people into new housing developments - an opportunity to renew the community and make it stronger."**



© Tom Kay

06

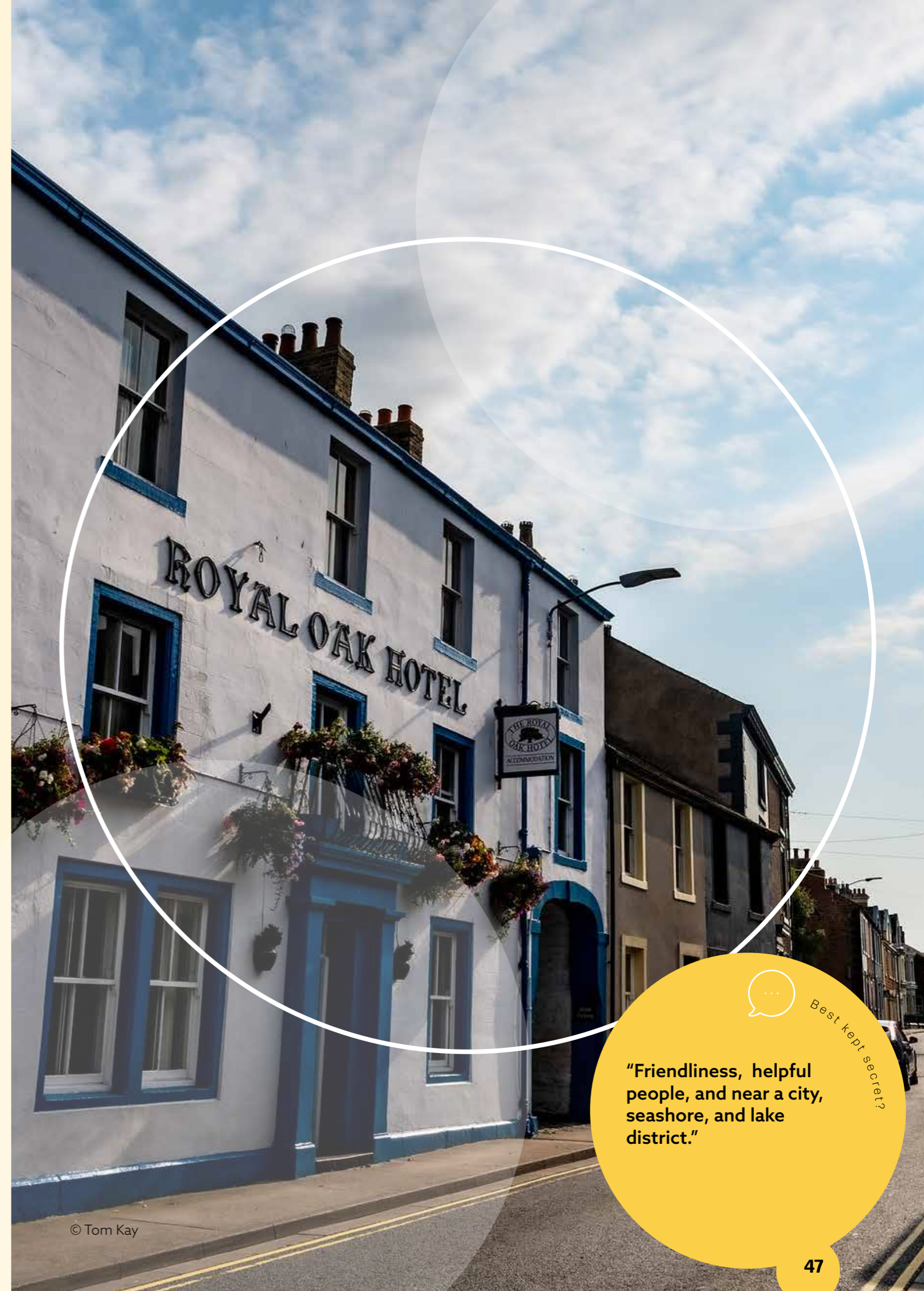
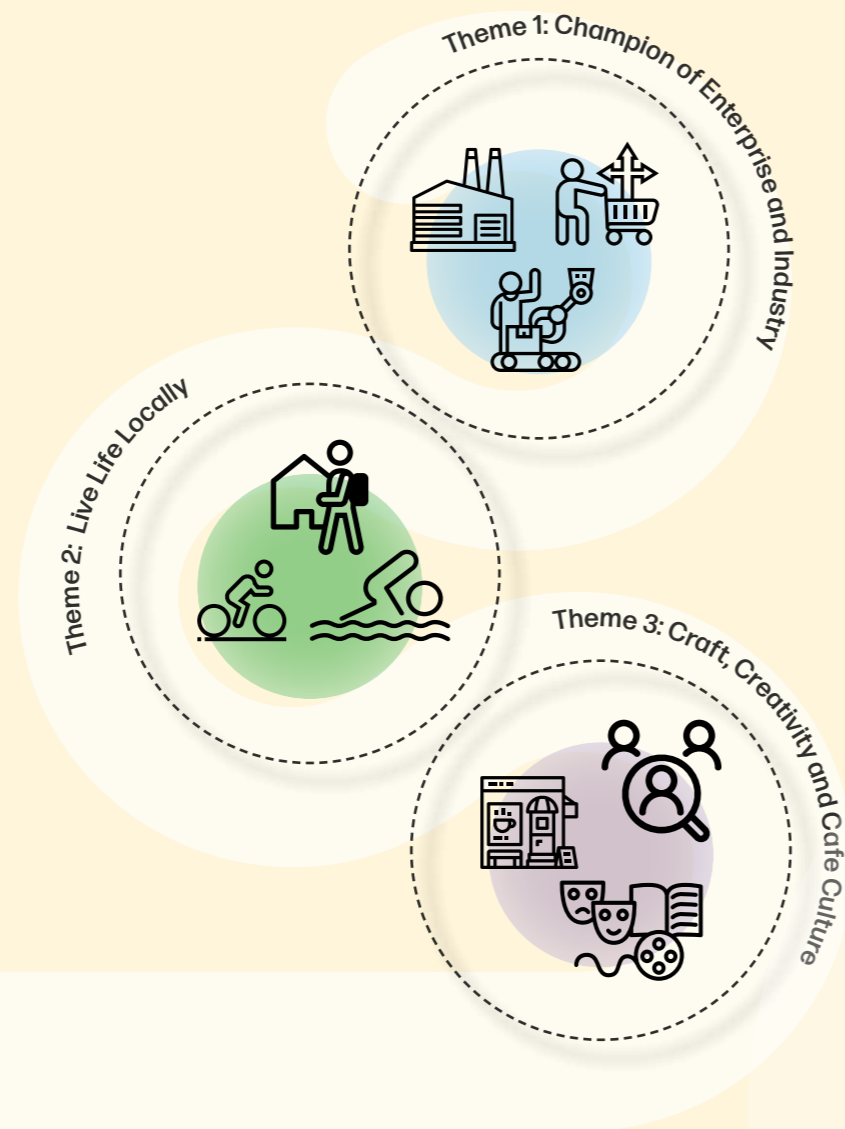
**BUILDING  
OUR FUTURE**

# 6. BUILDING OUR FUTURE

As described earlier in the Vision section, three themes have been identified and agreed locally which have informed the consideration of potential projects, interventions and investments. It is critical for this Place Plan that these contribute to the achievement of the overall Vision and work together with each other to form a coherent whole plan which knits together and drives the change needed.

Project ideas have been sought locally and from the broader engagement work undertaken with regard to existing Plans prepared by local stakeholders.

The following are illustrations of project intervention proposals under each theme which are designed to support the town achieve its Vision of the future as well as address the headline strategic objectives referred to earlier.



“Friendliness, helpful people, and near a city, seashore, and lake district.”

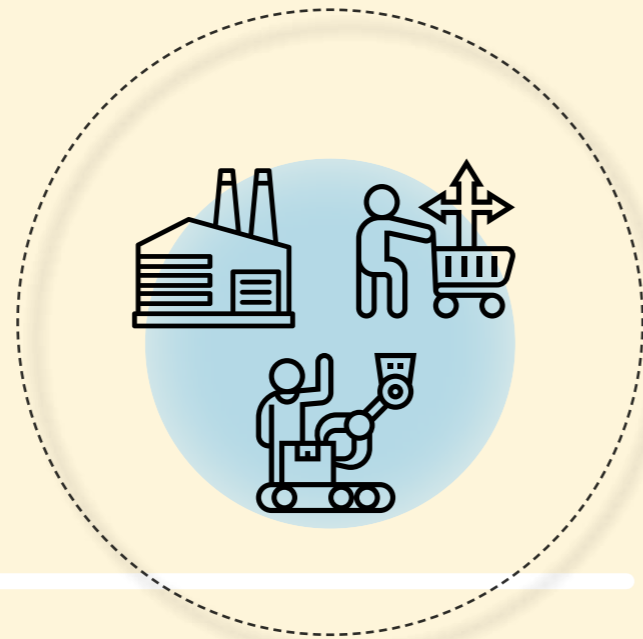
Best kept secret?

© Tom Kay



# THEME 1

## CHAMPION OF ENTERPRISE AND INDUSTRY



### Introduction

Recognising the major employers within the town, there are opportunities to harness this spirit of enterprise through supporting interventions that can encourage the development of Wigton as an enterprise town, maximising the potential to support social enterprise initiatives as part of this. To support this ambition, it is essential that appropriate infrastructure is in place to facilitate and nurture entrepreneurial activity. This theme is fully aligned to the Wigton Town Plan and its vision for the town as a good place to be in business, providing a vibrant community of sustainable businesses.



### Concept 1a

#### STATION UPGRADE

##### Concept Idea

The Allerdale Borough Council Local Plan references support for proposals that would improve facilities at Wigton Railway station to support sustainable communities and infrastructure. An upgrade to the station approach, general setting and station facilities would encourage greater use. This concept could consider a range of sustainable transport interventions, building on the Electric Vehicle Charging point pilot town activity including appropriate parking infrastructure, potential for electric buses, public realm and improved green wayfinding from the station to the town. The key aim of the concept would be to make the station a more welcoming place to be, promote sustainable travel links, attract more visitors to the town and making use of the town's services. It would also be a key asset for people using the train to get to work in Wigton.

##### Outcomes and Benefits

Through the delivery of this concept there would be an improved railway station and public space with the ultimate aim to increase footfall into the town. There are opportunities to improve the green economy through encouraging alternative means of travel to the town, and the introduction of electric vehicle charging points which could promote more sustainable vehicle use. These improvements will have a positive impact on the wider area through reducing the reliance on the car to make journeys.

##### Key Partners

To develop this proposal further, opportunities for development should be discussed with both Northern and Network Rail. The project would also benefit from engagement with the Cumbria Community Rail Partnership.

### Concept 1b

#### REPURPOSING BUILDINGS

##### Concept Idea

This activity would support the repurposing of vacant buildings, including former banks and pubs, potentially as "start-up" spaces which could form the basis of an Enterprise Hub for the town. The concept would benefit from an audit of the buildings and an understanding of the current owners' aspirations and intentions. The town has well established and successful Social Enterprises operating and there are opportunities to establish Wigton as a "Social Enterprise" town through establishing links with the Cumbria Social Enterprise Partnership and maximising the opportunities within this sector.

##### Outcomes and Benefits

This concept has the potential to support, new business start-ups, new and safeguarded jobs, develop a circular economy, public realm improvements and increased business rates.

##### Key Partners

The Wigton Town Team could act as a conduit to starting discussions with key stakeholders around the need to repurpose and bring back into use empty buildings. Other key partners could include the Chamber of Commerce, Cumbria Local Enterprise Partnership and Cumbria Social Enterprise Partnership. To fully implement the concepts within this theme, local businesses would benefit from support enabling them to come together and also develop a much stronger partnership with the two dominant employers. This could be through the development of an ambassador scheme.

## THEME 2

### LIVE LIFE LOCALLY



Wigton is incredibly well located with its proximity to both the A595 and the A596 and benefitting from its own railway station. It is also close to both the National Park and the Solway Coast. Wigton does however have the potential to build on the assets within the town to extend its offer and the services it can provide, not only to its local residents but also to those further afield by drawing in visitors from outside the town.



### Concept 2a

#### GREENING THE HIGH STREET AND WIGTON TOWN

##### *Concept Idea*

This concept would support the development of small-scale active travel interventions and associated wayfinding to support people make their way through the town. There could include improvements to the public realm to create a distinctive and characterful heart to the town building on the historic layout and attractive streetscape as well as better connecting the current car park with the retail core. This concept would link the tree planting work at Barton Laws, through the town to help improve public spaces, recognising the challenges and constraints there may be relating to the widths of the pavements in the town. There is potential to consider the extended use of the carpark for shared and flexible space for use for events, striking a balance between developing new facilities and the requirement for appropriate parking infrastructure. This concept would support the activity within Theme 1 by providing the complementary activity that would enable the interventions delivered under Theme 1 to come to life. Theme 2 supports the wider ambitions of Net Zero through supporting a reduction in car travel and promotion of alternative means of travel and transport.

##### *Outcomes and Benefits*

This concept will support improved health and well-being outcomes through reduction in car usage and promotion of active travel. Improved footfall will be a key outcome by supporting people to make their way through the town and use the High Street and the independent retail opportunities that Wigton has to offer. Improved public spaces will support and promote the sustainability and the green economy.

##### *Key Partners*

This concept would benefit from engagement with local partners including the Town Council, the Highways authority and owners of green spaces. Consultation on proposed interventions would allow fit for purpose local solutions to be developed.

## Concept 2b

### WIGTON BATHS EXTENSION

#### *Concept Idea*

This concept supports the extension and improvement to the existing swimming pool building to boost the offer of this facility and make the site more accessible by better connecting it to the town centre. It would see the provision of a first-floor extension for spectator/ viewing, training and events. The concept would be fully aligned to the Local Plan's aspirations to support developments which would provide and improve open space provision, leisure facilities and recreational areas for young people. Work is ongoing with this idea, led by the Wigton Baths Trust. Sport England is engaged with this development; however, further work is needed to fully scope the potential investment required to best exploit the opportunity.

There are also opportunities under this concept to develop an "Active Wigton" brand to support wider participation in sport and active lifestyles. This could link with the other sports provision that already exists within the town including the football, running, rugby tennis, gymnastics, TaeKwondo, and Boxing clubs.

#### *Outcomes and Benefits*

Tackling barriers to participation in active lifestyles will allow for increased uptake in sport and leisure provision. This will lead to the delivery of the key benefits for this concept which will relate to improved local services. The concept also has the potential to reduce antisocial behaviour through the provision of new opportunities for those currently disengaged with the current offer.

#### *Key Partners*

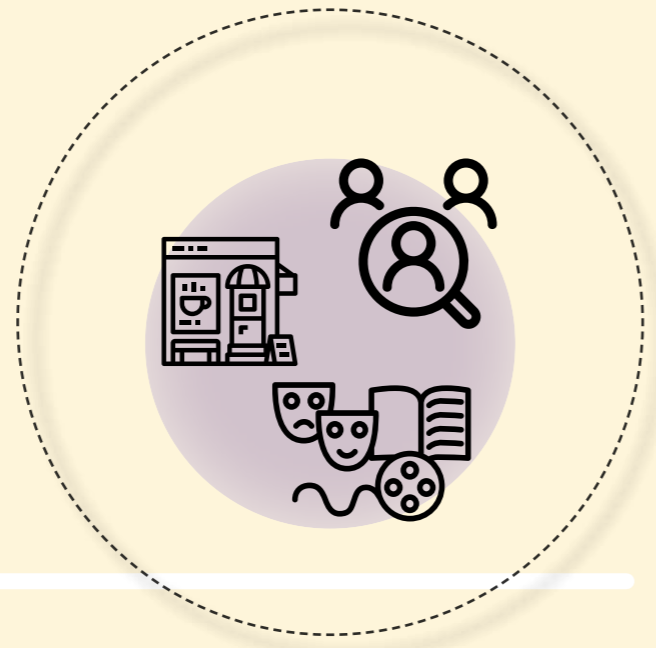
The swimming pool is owned by Wigton Baths Trust. Delivery of this concept will require further engagement with Sport England.



© Alan Pitcher 2022

## THEME 3

# CRAFT, CREATIVITY AND CAFÉ CULTURE



This theme recognises the strong creative assets that exist within Wigton. There is momentum within the town regarding a café culture and this concept would seek to maximise this opportunity. It would link with the activity in themes 1 and 2 through a coordinated approach to renewed public and community space, and public realm which reflects the historic character of the town. Through this intervention it can act as a draw for residents and visitors alike.

### Concept 3a

## DEVELOPMENT OF CULTURAL INFRASTRUCTURE

#### Concept Idea

Development of cultural infrastructure and enhancement, improvements, and development of Wigton's cultural and heritage assets, including revenue activity that would support volunteer capacity. It could also see support to develop further the cultural offering, linked to existing provision such as that offered through the Fountain's gallery. There would also be opportunities to consider how other cultural assets could be enhanced such as the John Peel Theatre. The concept could work with Theme 2 with consideration of how to repurpose and better animate the large central car park, perhaps introducing outdoor performance space and encourage some of the retail and café units to be "double facing".

#### Outcomes and Benefits

Enhanced Market offer, Increased Gross Value Added, Improved Heritage/Cultural Attraction  
Improved footfall/visitor numbers, New Jobs, Reduction in anti-social behaviour

#### Key Partners

Town Council, Townscape Heritage Initiative, Volunteer groups, Arts Council.

### Concept Development

These are project ideas and initiatives that could address the identified challenges and support the aspirations of the Place Plan to achieve the vision. The initiatives are at very early stages of consideration/development and the next stage of implementation is to identify the appropriate steps, funder and project sponsor to develop the proposals further. Engagement with local partners including the Borough Council, County Council and other community action groups and stakeholders will be undertaken to support this process. Nonetheless, each of these projects could be progressed quickly, subject to more in depth project development.

Projects will be developed, in a proportionate manner following HM Treasury Green Book principles and will be overseen by the Town Team. The business cases will respond to the individual requirements of the funder, each business case will be expected to demonstrate its contribution to inclusive and sustainable growth. For Borderlands funding, these business cases will be compiled into the Borderlands Town Investment Plan.

These projects will inject much needed pride and confidence into the town and help to address the need for greater local spending power to sustain and develop the current retail and leisure offer and develop the town as a residential location of choice for working age families.

Appendix 1 provides details of the steps for implementation.



07

**DELIVERING  
CHANGE**

# 7. DELIVERING CHANGE

## 7.1 Outputs, Outcomes and Measuring the Benefits

The Wigton Place Plan is designed to boost the attractiveness, functionality, and economic performance of the town. The Place Plan advocates supporting enterprise, promoting green space and celebrating its heritage and creativity. This will attract residents and visitors, to more frequently use, dwell, congregate and meet in the centre. This will help reinstate the life and vitality in the centre that the local stakeholders seek and go some way to achieving the Place Plan's strategic objectives. Whilst the outputs from most of the prioritised interventions will be physical improvements to the environment, the outcomes will be a huge increase in local pride and confidence in the town's future and a keen ownership and custodianship of the improvements, for the benefit of the local community for years to come. Critically, there will be a boost to local business and more likelihood of new businesses being established to take advantage of the fresh sense of place afforded by the intended investment.

Local procurement in the delivery of activity will be encouraged where possible.

Appendix 1 provides further detail on how the themes and concepts will support the delivery of the Place Plans Strategic Objectives and the benefits that will be achieved. Quantification of these benefits will be identified as the schemes are further developed however, key outputs and outcomes that the plan would contribute to are:

- New Businesses Created
- Businesses Safeguarded
- Increased Gross Value Added
- Increased Footfall
- New Jobs
- Improved Health Outcomes
- Create new social enterprises to support green jobs and green economy

The Place Plan aims to provide lasting benefits for all residents and to support inclusive and sustainable growth for the Wigton community. The monitoring of the Place Plan will measure the impact of the activities and interventions brought forward against the baseline indicators for inclusive growth such as deprivation, workless households, access to services, qualifications and population/depopulation. The baseline for these indicators can be found at Appendix 2.



## 7.2 Management and Governance

The Place Plan has been developed in partnership with a Town Team consisting of representation from a range of Wigton Stakeholders. It will be used to lever investment opportunities from a variety of sources, including but not limited to the Borderlands Inclusive Growth Deal. The Town Team, and Local Governance structures will be an integral part of the governance for the next phase in developing and endorsing schemes.

As full business cases are developed, engagement with the community will be an integral part of their development to ensure the proposals are continuing to meet the needs of the town and are fit for purpose.

As schemes are submitted to individual funding sources, the local governance of the lead organisation will be recognised as the formal decision process and endorsement for submission. Recognising the changes that will be introduced through Local Government Reform, the management and governance of the Place Plan will continue to be reviewed as the reforms are implemented.

## 7.3 Monitoring and Evaluation

The effectiveness of the Place Plan will be monitored through the delivery against the identified themes and the strategic objectives within it. Individual schemes, as part of funding submissions, will be required to demonstrate their contribution to the strategic objectives and the outputs and outcomes that will support achievement of these objectives. Schemes will be required to submit returns and report on progress. Mid term (five years) and ten year evaluations will be undertaken to identify the collective impacts of the individual interventions and their contribution against the achievement of the strategic objectives.

## 7.4 Marketing and Promotion

In developing the Place Plan engagement was undertaken with a range of stakeholders including local authorities, businesses and the community. In order to take the Place Plan forward and maximise opportunities a full communications plan will be produced. This communications plan will be developed and implemented through the Town Team, ensuring appropriate consideration is given to the needs and requirements of the local community, as well as maximising impact to draw in investment to realise the opportunities within the Place Plan.





# APPENDICES



# APPENDIX 1

## Wigton Place Plan: Concepts and Action Plan

Theme 1 - Champion of Enterprise					
Concept(s)	Intervention/initiative	Link to Strategic Objective	Potential Outputs and Outcomes	Potential Funder	Next Steps
1a) Station Upgrade	<ul style="list-style-type: none"> <li>Station gateway and enhancements including improved signage, sustainable travel interventions, EVCP, parking infrastructure, public realm. Improved wayfinding from the station to the town. Key aim to make the station a more welcoming place to be and therefore attract more visitors</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and increase the number of visitors spending money in Wigton, increasing spend per visit and extending the visitor season</li> <li>Maintain and raise the quality of the physical environment in Wigton and Wigton town centre</li> </ul>	<ul style="list-style-type: none"> <li>Improved public space</li> <li>Electric vehicle charging points</li> <li>Increased footfall</li> <li>Improved railway station</li> </ul>	<ul style="list-style-type: none"> <li>Borderlands</li> <li>Northern Rail</li> <li>Network Rail</li> </ul>	<ul style="list-style-type: none"> <li>Identification of Sponsor organisation</li> <li>Identification of options for development of the station</li> <li>Feasibility of design and delivery</li> <li>Establish costs at SOBC stage</li> <li>Quantification of benefits</li> <li>Identification of project constraints and risks</li> </ul>

Theme 1 - Champion of Enterprise					
Concept(s)	Intervention/initiative	Link to Strategic Objective	Potential Outputs and Outcomes	Potential Funder	Next Steps
1b) Repurpose or redevelopment of unused or underused buildings into an enterprise hub/centre.  Provision of managed workspace.  Potential for Wigton to become a "social enterprise" town	<ul style="list-style-type: none"> <li>A High Street grants programme that could provide incentives to bring back in to use redundant buildings. This programme could have a number of end uses such as food and drink sector, enterprise space, accommodation providers.</li> <li>Shop front scheme, recognising the heritage of the town</li> </ul>	<ul style="list-style-type: none"> <li>Safeguard existing businesses and attract new businesses to Wigton town centre, to support increased footfall.</li> <li>Safeguard existing employment and deliver new jobs and opportunities for economic and social participation, including education and training opportunities</li> <li>Maintain and increase the number of people living in Wigton and Wigton town centre</li> </ul>	<ul style="list-style-type: none"> <li>New Jobs</li> <li>New businesses supported</li> <li>New/Improved workspace</li> <li>Increased GVA</li> <li>Improved public space</li> </ul>	<ul style="list-style-type: none"> <li>Borderlands</li> </ul>	<ul style="list-style-type: none"> <li>Identification of Sponsor organisation</li> <li>Possible location for enterprise hub/centre</li> <li>Establish costs at SOBC stage</li> <li>Quantification of benefits</li> <li>Identification of project constraints and risks</li> </ul>

## Wigton Place Plan: Concepts and Action Plan cont.

Theme 2 - Live Life Locally					
Concept(s)	Intervention/initiative	Link to Strategic Objective	Potential Outputs and Outcomes	Potential Funder	Next Steps
2a) Greening of the High Street and Wigton Town	<ul style="list-style-type: none"> <li>• Cycle Storage</li> <li>• Public Realm</li> <li>• Extended use of the carpark- look at how this could be better utilised to incorporate shared space for events and festivals.</li> <li>• Wayfinding and small scale improvements that would reduce the barriers that may exist for people to take up walking/cycling</li> <li>• Tree planting.</li> <li>• Barton Laws as a project within its own right, seeing enhancements to this green space, including a BMX track providing opportunities for younger people.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and raise the quality of the physical environment in Wigton and Wigton town centre</li> <li>• Safeguard existing businesses and attract new businesses to Wigton town centre, to support increased footfall.</li> <li>• Maintain and raise the quality of the physical environment in Wigton and Wigton town centre</li> <li>• Safeguard existing employment and deliver new jobs and opportunities for economic and social participation, including education and training opportunities</li> <li>• Maintain and increase the number of people living in Wigton and Wigton town centre</li> <li>• Retain and increase the working age population in Wigton</li> </ul>	<ul style="list-style-type: none"> <li>• Additional visitors/ footfall attracted</li> <li>• Upgraded walking and cycling paths</li> <li>• Improved Health and Well being</li> </ul>	<ul style="list-style-type: none"> <li>• Borderlands</li> <li>• Environment Fund</li> </ul>	<ul style="list-style-type: none"> <li>• Identification of Sponsor organisation</li> <li>• Identification of wayfinding routes</li> <li>• Options for walking and cycling routes</li> <li>• Establish costs at SOBC stage</li> <li>• Quantification of benefits</li> <li>• Identification of project constraints and risks</li> </ul>

Theme 2 - Live Life Locally					
Concept(s)	Intervention/initiative	Link to Strategic Objective	Potential Outputs and Outcomes	Potential Funder	Next Steps
2b) Wigton Baths Extension	<ul style="list-style-type: none"> <li>• Activity that would support the extension and improvement to the existing swimming pool building and how these interventions could be used to boost the offer of this facility provides. Provision to make the site pool more accessible by better connecting them it to the town centre.</li> <li>• "Active Wigton" branding.</li> </ul>	<ul style="list-style-type: none"> <li>• Safeguard existing employment and deliver new jobs and opportunities for economic and social participation, including education and training opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Additional visitors/ footfall attracted</li> <li>• Upgraded Sports facility</li> <li>• Improved Health and Well being</li> </ul>	<ul style="list-style-type: none"> <li>• Sport England</li> </ul>	<ul style="list-style-type: none"> <li>• Identification of Sponsor organisation</li> <li>• Identification of options for delivery of a grant scheme</li> <li>• Consideration of public realm enhancements</li> <li>• Establish costs at SOBC stage</li> <li>• Quantification of benefits</li> <li>• Identification of project constraints and risks</li> </ul>

## Wigton Place Plan: Concepts and Action Plan cont.

Theme 3 – Craft, Creativity and Cafe Culture					
Concept(s)	Intervention/ initiative	Link to Strategic Objective	Potential Outputs and Outcomes	Potential Funder	Next Steps
3a) Development of cultural infrastructure, Enhancement, improvements and development of Wigton's cultural and heritage assets, including revenue activity that would support volunteer capacity, events development including enhancement of the Goose Market.	<ul style="list-style-type: none"> <li>Investing in cultural assets, renewed public and community space, and public realm which reflects the historic character of the town and can act as a draw for residents and visitors alike. This could include enhancements to Fountain's Gallery, enhance the use of the Goose Market, John Peel Theatre, Fountain Monument.</li> <li>Consideration of how the Car Park could be used as an asset to support cultural/craft activity and as events space.</li> <li>Potential for Wigton to work in partnership with established museums such as Tullie House to act as an outpost for some of their collections.</li> <li>Bus station</li> <li>Fountain monument</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and increase the number of visitors spending money in Wigton, increasing spend per visit and extending the visitor season</li> <li>Maintain and raise the quality of the physical environment in Wigton and Wigton town centre</li> <li>Safeguard existing businesses and attract new businesses to Wigton town centre, to support increased footfall.</li> <li>Safeguard existing employment and deliver new jobs and opportunities for economic and social participation, including education and training opportunities</li> <li>Maintain and increase the number of people living in Wigton and Wigton town centre</li> <li>Retain and increase the working age population in Wigton</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced Market offer</li> <li>Increased GVA</li> <li>Improved Heritage/ Cultural Attraction</li> <li>Improved footfall/visitor numbers</li> <li>New Jobs</li> <li>Reduction in anti social behaviour</li> </ul>	<ul style="list-style-type: none"> <li>Borderlands</li> <li>Heritage</li> <li>Lottery</li> <li>Arts Council</li> </ul>	<ul style="list-style-type: none"> <li>Identification of Sponsor organisation</li> <li>Identification of options for development of cultural assets</li> <li>Establish costs at SOBC stage</li> <li>Quantification of benefits</li> <li>Identification of project constraints and risks</li> </ul>

# APPENDIX 2

## Cumbria Observatory Data for Wigton

**Table 1 - Existing fixed broadband speed coverage**

Admin Area	Total premises	>1000 Mbps	<1000 Mbps	>30 Mbps	<30 Mbps	>10 Mbps	<10 Mbps
Wigton	3,170	136	3,034	3,133	37	3,164	6
	As percentage	4.30%	95.70%	98.80%	1.20%	99.80%	0.20%

Source: Connecting Cumbria September 2021

**Table 2 - Existing outdoor 4G coverage from Mobile Network Operators (MNOs)**

Admin Area	Total premises	4G Service From				
		No 4G	1 MNO	2 MNO's	3 MNO's	4 MNO's
Wigton	3,170	0	0	0	0	3,170
	As percentage	0.00%	0.00%	0.00%	0.00%	100.00%

Source: Connecting Cumbria September 2021

**Table 3 - Wigton Footfall Report - September 2021**

	Sept 2021 Analytics	
People in catchment area	85,300	
Monthly visitors	15,086	
Monthly visitors (as % catchment)	18%	
Monthly visits	111,806	
Visit frequency (per month)	7.94	
Typical retail dwell time hrs:mins	01:59	
Length of visits	Brief (6-12 mins)	23%
	Short (12-20 mins)	18%
	Medium (20-40 mins)	24%
	Long (40-60 mins)	16%
	Extended (60+ mins)	19%
Visitors come from:	CA7	69%
	CA5	12%
	CA15	11%
	CA15	7%
Day of visits	Monday	12%
	Tuesday	13%
	Wednesday	16%
	Thursday	18%
	Friday	16%
	Saturday	14%
	Sunday	11%
Time of most visits:	09:00	
	15:00	
Streets visited (% movements during visits)	Not available	
Visitors also go to:	The Lanes Shopping Centre	
	Carlisle	
	Derwent Howe Retail Park	
	Keswick	
	Cockermouth	

Source: Town and Place AI (Place Informatics Ltd)

# APPENDIX 2

## Cumbria Observatory Data for Wigton cont.

Table 4 - Top 10 Employers in Wigton

Employer	Sector	Employees
Innovia Films Ltd	Manufacturing	550
Futamura Chemical UK	Manufacturing	280
Nelson Thomlinson School	Education	180
North Cumbria NHS Foundation Trust	Human Health	140
Reays Coaches	Passenger Transport	130
CCL Secure Ltd	Manufacturing	80
Royal Mail Group	Postal services	40
Thomlinson Junior School	Education	35
Co-Operative Group	Retail	30
B&M Retail	Retail	30

Source: Cumbria Observatory

Table 5 - Allerdale - Index of Deprivation 2019 Centiles (1 = most deprived)

Borderlands Town	LSOA	Multiple Deprivation	Income	Income Dep Affecting Children	Income Dep Affecting Older People	Employment	Education & Skills	Education & Skills - Young People	Education & Skills Adults	Health	Crime	Barriers to Services & Housing	Barriers - Geographical	Barriers - Wider	Living Environment	Living Environment - Indoors	Living Environment - Outdoors
Wigton	001D	7	7	9	8	5	4	5	4	4	10	9	4	10	9	8	10
	001E	3	3	3	5	3	2	2	2	3	7	4	2	9	7	5	10
	001F	7	6	6	8	6	5	6	4	6	9	9	5	10	6	4	9
	001G	4	4	4	5	3	5	5	4	4	5	10	10	10	1	1	10

Source: Cumbria Observatory

# APPENDIX 3

## Survey Results

The following spreads summarise the consultation work carried out by Thinking Place.

### What we did:

#### Evidence Gathering

- desk research
- immersion visit
- x 14 stakeholder interviews overarching interviews
- x 2 workshops
- online survey

### What we found:

#### Describe:

- friendly market town
- edge of Lake District
- bit 'rough' round the edges
- what you see is what you get
- potential
- loyal
- sporty town
- growing
- close knit community
- central town for outer villages (hub)
- fiercely independent, to its detriment
- working class

### Assets:

- welcoming and friendly
- good schools
- The Factory
- events
- new residents
- accessible countryside
- good range of independent shops
- swimming pool
- theatre
- train station
- Rugby Club
- sporting facilities and groups
- community feel
- Fountain Gallery
- architecture
- between Carlisle and West Cumbria
- strong industrial roots
- arts and culture
- history of textiles
- parking in the centre
- affordable
- housing growth
- mixture of housing

### Worst aspects:

- needs to be brought into 21st century!
- lacks activities for young people
- limited f+d and night time offer
- pockets of deprivation
- changes
- personality of an evening
- smell from the factory
- cars/boy racers in the town
- bus service to rural villages
- pubs don't welcome 'outsiders'
- high street decline
- no reason to go
- lacks aspiration
- too close to Carlisle
- irresponsible parking

### External view:

- the smell
- Auction Market
- rough and ready
- cellophane, banknote factory
- forgotten about
- no reason to go
- anonymous

### Leadership:

- always the same people
- mistrust
- nothing is joined up
- always a 'test pilot', frustrating for community and organisations
- fragmented
- top down
- lacks vision and sense of direction

### Business:

- Factory
- Auction Market
- farming
- agriculture
- service sector
- small trading estates

### Visitor Economy:

- no B&B's or holiday cottages
- no one would come to Wigton, not a visitor destination
- maximise on proximity to Lakes and Keswick
- Hadrian's Wall
- Greenhill Hotel on the edge
- on the border of the Lakes, other places are closer
- cycling opportunities

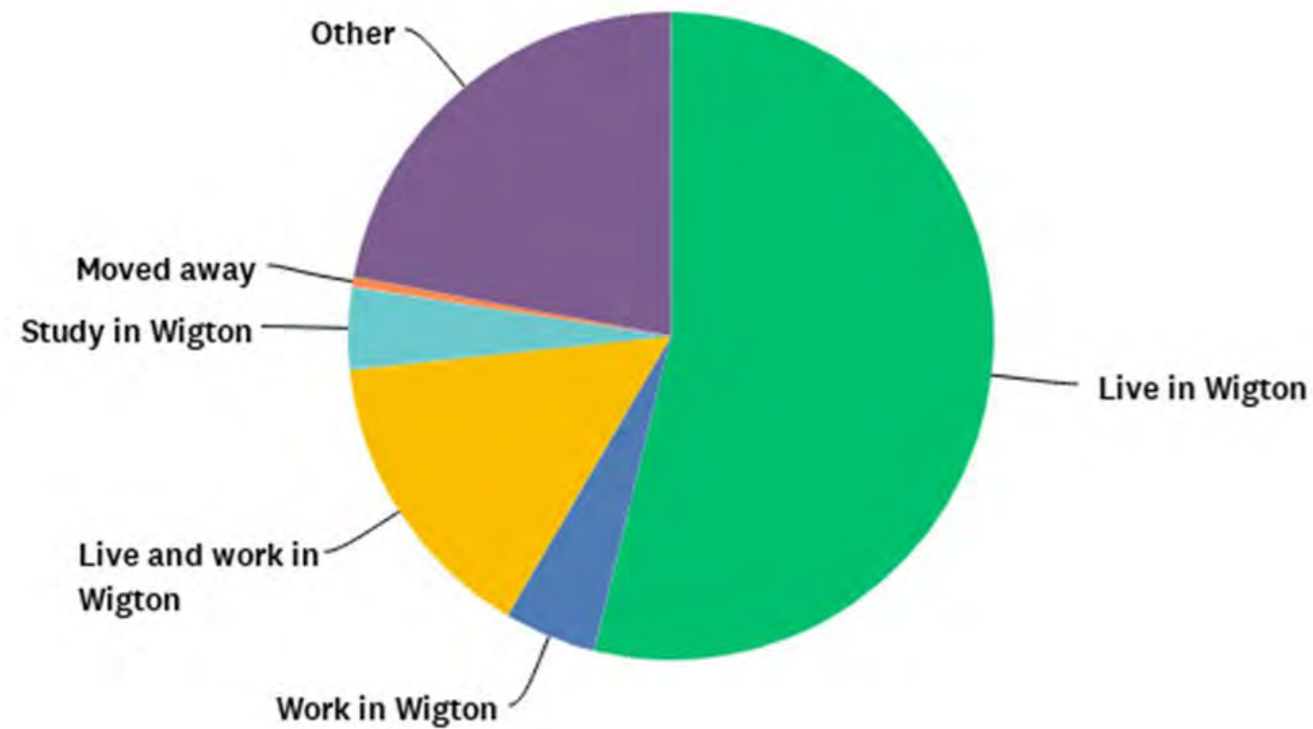
## Survey Results cont.

### On-line/physical survey

195 responses.

The responses are represented with word clouds, the bigger the word, highlights the frequency of the word.

### What is your association with Wigton?



Other responses:- children go to school in Wigton, live near/outside Wigton

### When thinking about Wigton, what three POSITIVE words spring into your mind?



### When thinking about Wigton, what three NEGATIVE words spring into your mind?



## Survey Results cont.

In a few words, tell us what you think Wigton's **best kept secret** is?



In a few words, tell us what you think is the single **biggest challenge** overall for the town of Wigton?



*Looking to the future, what is the single biggest opportunity for Wigton in the next 10 years?*

- attracting new businesses
- develop town centre/high street offer
- develop sports, leisure facilities, facilities for young people
- attracting tourism, visitors and people with disposable income development
- of restaurant/good bar offer
- local attractions
- transport links

*What's important?*

Use its business profile to encourage start ups across the town in the centre and round the edge making it a better local destination with a quality heart to support /grow the population where green space is a focal point with a fresh look at opportunities to promote health and well being and a coming together of community with a focus on craft and creativity providing a reason to come to town driving footfall and a vibrant centre



# CREDITS

## Images

Images courtesy of Cumbria County Council, Allerdale Borough Council, Thinking Place, Alan Pitcher and G Calvert.

Images of the local community taken at the Taste Festival and around Wigton © Tom Kay

## Maps and Plans

Contains OS data © Crown copyright and database right (2021)

## Document

Document design by **Optimised Environments** Ltd.

If you require this document in another format (eg CD, audio cassette, Braille or large type) or in another language, please telephone **0300 303 2992**.

আপনি যদি এই তথ্য আপনার নিজের ভাষায় পেতে চান তাহলে অনুগ্রহ করে **0300 303 2992** নম্বরে টেলিফোন করুন।

如果您希望通过母语了解此信息，  
请致电 **0300 303 2992**

**Jeigu norétumète gauti šią informaciją savo kalba,  
skambinkite telefonu 0300 303 2992**

**W celu uzyskania informacji w Państwa języku proszę  
zatelefonować pod numer 0300 303 2992**

**Se quiser aceder a esta informação na sua língua,  
telefone para o 0300 303 2992**

**Bu bilgiyi kendi dilinizde görmek istiyorsanız lütfen  
0300 303 2992 numaralı telefonu arayınız**