

**#brilliant**  
**BARROW**

## **Barrow Town Centre Regeneration Scheme Levelling Up Fund Investment**

**Public Consultation:  
Friday 2nd - Friday 23rd December 2022**



# Why are we Talking to You?

We want to hear your views to help shape a major regeneration project in Barrow's town centre. As part of the design process, we want your feedback on proposals to transform the Barrow Market building and its wider exterior public space into a new destination with shopping, food and experiences at its heart.

Markets have grown in popularity around the globe. They are becoming ever more relevant and valued through all they offer, from authentic street food and vibrant local produce to community spaces and shared experiences.

Barrow Market is to enjoy a rejuvenation. You can help guide the design of a bright new market, which will be a fantastic place to spend time for those young and old. There will be natural light and activities throughout the day. Barrow Market will combine the best of the new with our rich history to discover great produce, food and drink and much more.

The scheme will re-imagine Barrow's Market Hall, creating a destination for people of all ages with local and independent businesses, a food and drink hall and areas for children and families. The project includes a new exterior and shared entrance for the Market Hall and neighbouring entertainment venue The Forum, a new community hub, as well as improvements to Duke Street to create better transport connections. There will also be a pocket park and space for outdoor events.

Please share your views on the proposals during the consultation, which runs from Friday December 2 until Friday December 23. There will be the chance to attend drop-in sessions and fill out a survey online or in person. We will also be holding events with organisations who represent various groups of residents in our community.

# The Story so Far.....

In 2021, Barrow Borough Council developed an ambitious business case to inject vitality back into the heart of Barrow's town centre with proposals to create a major indoor attraction and gateway destination through significant transformation to existing buildings, streets and spaces.

Consultation with the public and other stakeholders shaped a successful bid for huge investment from the Government's Levelling Up Fund (LUF) in June 2021.

In Autumn 2021, the Government announced that a once-in-a-generation £16 million pound award from the LUF had been secured by Barrow Borough Council. With match funding of £1.5 million from Barrow Borough Council itself, the scheme will benefit from a £17.5 million overall investment

The business case put forward to Government consisted of three key elements:

- Improvements to the outdoor spaces (public realm) and accessibility in Duke Street and the creation of a high-quality entrance connecting The Forum and Barrow Market Hall.
- Revitalising Barrow Market with a vibrant food hall to offer more food and drink experiences, more family leisure facilities, and a high-quality shopping area to showcase local traders, makers, and producers at the heart of the scheme while also establishing a new town centre community hub within The Forum.
- The creation of a pocket park and events space at the Portland Walk entrance to Barrow Market Hall and improved pedestrian connectivity to Dalton Road.

In July 2022, the empty building at 56 Portland Walk was demolished to pave the way for the scheme.

Buttress Architects are the lead architects for the project, working alongside OPEN designers and engineers WSP.



# Background, Issues and Opportunities

Barrow is Cumbria's second largest urban area after Carlisle.

Barrow plays an important role in meeting the shopping, services, leisure, and public administration needs in South Cumbria. Barrow Town Centre, like many town centres across the UK, was impacted by the Covid 19 pandemic and this accelerated the decline in footfall with competition pressure from online shopping. With a high vacancy rate and reduced footfall, there is an urgent need to diversify the town centre offer.

The awarding of £16 million from the Government's Levelling Up Fund, with £1.5 million match funding from Barrow Borough Council, brings a £17.5 million pound overall investment. This will allow the creation of an attractive Duke Street gateway destination

to greatly improve the experience for residents, business owners and visitors. The exciting town centre venue will offer reimagined leisure and shopping experiences and improvements to outdoor spaces, transport infrastructure, connectivity, and public spaces.

This once-in-a-generation level of inward investment will help contribute to rebuilding a vibrant town centre, increasing footfall, boosting the local economy, encouraging people to spend an increased amount of time in the area and enhancing cultural heritage. This is not a scheme happening in isolation, Barrow Town Centre Regeneration Scheme comes at a time of great investment for Barrow. The town centre scheme incorporates elements of the £25 million pound #BrilliantBarrow Town Deal, with the creation of a new community hub within The Forum and

transformed outdoor community event spaces.

Portland Walk and Dalton Road are owned by the private sector and Barrow Borough Council does not determine either rent or business rates for the properties. However, Barrow Borough Council is working with Cumbria Constabulary to enhance CCTV provision and is seeking to secure Shared Prosperity Fund investment from the Government to improve Portland Walk.

The Council is also working with landlords and partners to reactivate the town centre overall. Dalton Road benefited from a successful temporary public realm scheme this year. The Welcome Back Fund provided pergolas so businesses could offer covered outdoor eating spaces.



Examples of the #BrilliantBarrow Town Deal projects



# Our Objectives

We have set the following objectives for our Barrow Town Centre Regeneration Scheme. We would like to know whether you agree with our objectives:

## Transform the role and perception of Barrow

through an enhanced leisure, arts, and culture offer creating new opportunities for people to spend time in the town centre.



## Diversify our offer

by creating a contemporary, attractive and exciting indoor destination to encourage footfall and spend.



## Establish a gateway

to the heart of the town centre which creates an exceptional sense of arrival and enhances linkages between civic, culture and retail uses.



## Objectives



In 2021, we consulted you on our business case proposals. We have taken your points on board.

You Said	We are Listening
Improve the appearance of the town centre and attract more people. Have culture and leisure at the heart. The town centre needs a focal point/hub. Have a city vibe.	The scheme proposes an attractive new entrance to the Duke Street venue, which will be a vibrant destination and focal point for local people and visitors to entice people back to the town centre.
Transform and modernise Barrow Market. Make more of the Market asset.	The transformation of Barrow Market is central to the proposals, and it showcases a modern shopping experience and food hall. Elements of the Market will be visible from Duke Street.
Have more places to eat and drink. Create an evening destination.	A vibrant food hall and multiple spaces for eating and drinking are key to the project. The venue will be a great daytime and evening destination for Barrow.
Support small businesses and encourage start-up businesses. Listen to the views of traders.	Supporting independent businesses and producers, and encouraging incubator businesses, is at the heart of the scheme. We are liaising with traders throughout the process.
Have a clearly defined route through Barrow Market from Market Square (the outdoor Market) to Barrow Town Hall and the town centre.	The proposals are for seamless accessibility and clear routes from the Duke Street and Portland Walk Market entrances and through the exciting features of the indoor venue, to the outside facilities and into the wider town centre.
Have more town centre greenery and areas for people to relax and spend time.	We have a lack of town centre green spaces, so improving greenery and biodiversity is planned through the introduction of a pocket park, plants and trees and spaces for relaxation.
Be more inclusive. Have more for young people, have more play facilities in the town centre.	The scheme proposes family activity areas within the transformed Barrow Market, and we are engaging with many groups in our community about the needs of all, including children and young people.
Bring buses back into the town centre. They need to be more prominent with modern bus stop facilities.	The scheme would bring buses back into the heart of the town centre for better transport connectivity and with modern facilities.

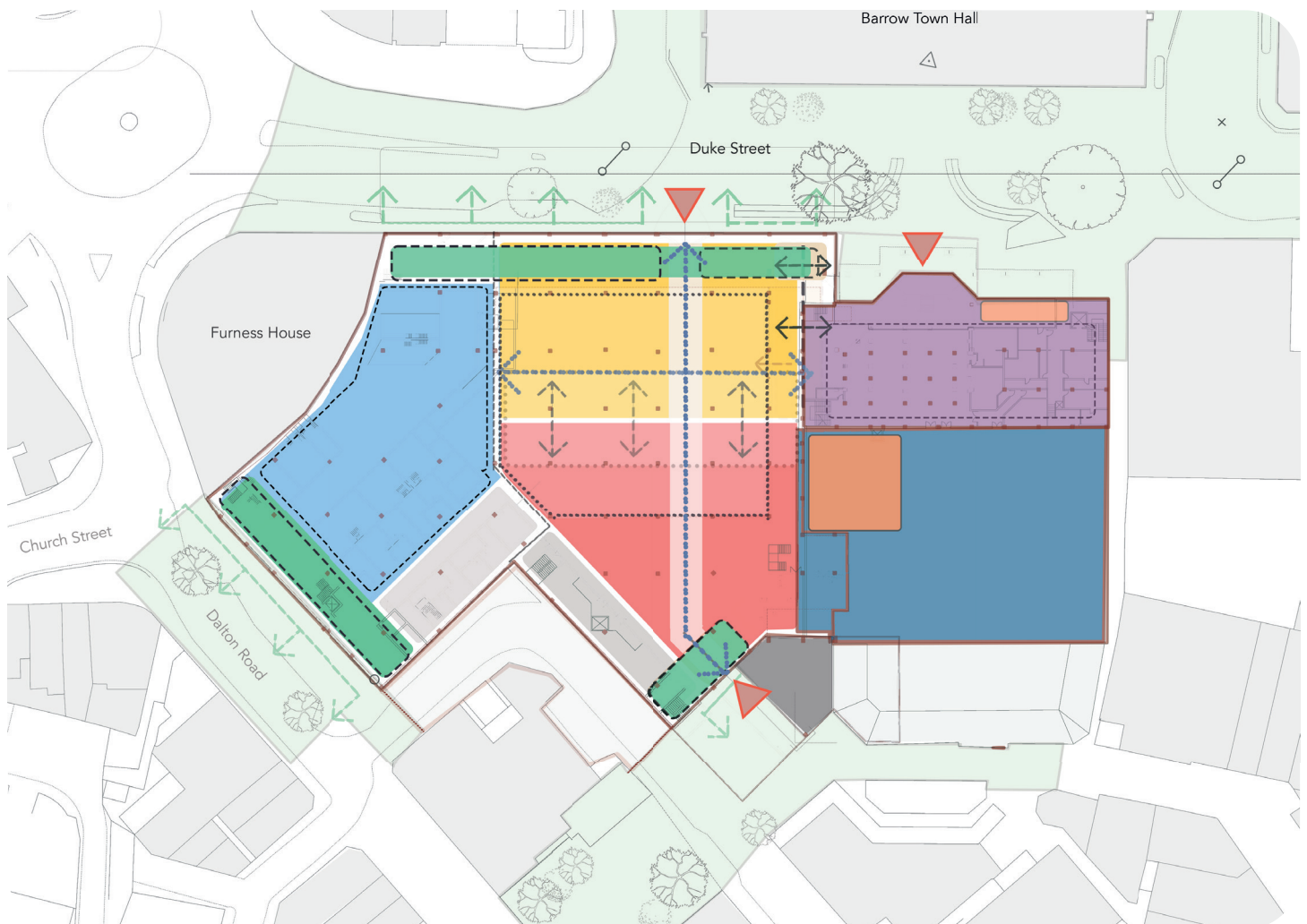
# Our Latest Designs

We want to revitalise Barrow town centre with an attractive and quality focal point destination for residents and visitors to enjoy. It will increase footfall and boost the local economy.

We would like your views and input into our latest designs. Your insight as residents, business owners, visitors and other stakeholders will be invaluable to helping ensure we design the right scheme for Barrow.

## Key

- Frontage onto High Street
- Upgraded Customer Entrances
- Food and Beverage Hall
- Market Trader Space
- The Forum
- Retained entertainment and conferencing facilities in The Forum
- Community Hub Facility
- Back of house facilities
- Storage and future expansion space



Proposed spatial layout plan for the new facility

## Duke Street Entrance

The main entrances to The Forum and Barrow Market on Duke Street, will be transformed to create an attractive and welcoming arrival. Internally, there will be an improved connection between The Forum and Barrow Market to establish one exciting destination. These improvements allow us to close the mall entrance and utilise this space for storage and future expansion space.

The bright and inviting entrance will allow natural light to illuminate the building and new

facilities within it. The shop units will be removed to allow sunlight to penetrate into the Market Hall and allow visitors to Duke Street to see into the market and see the hive of activity.

The design will compliment and respect the adjacent landmark of the Grade II\* Listed Barrow Town Hall.

The revitalised Barrow Market Hall will be showcased from Duke Street for the first time.





## Duke Street Public Realm (Open Spaces)

Duke Street's open spaces will be enhanced with greenery and street furniture. There will be areas for people to sit and relax outside the venue.

The plans include bringing buses back along Duke Street, into the heart of the town Centre, with modern bus stop facilities at the front of the Duke Street building.

The designs for Duke Street are still in development. The Council will undertake further consultation on this element of the scheme in due course.



## The Interior - The Forum

A modern bar area with open plan seating space will allow visitors to view the magnificent Grade II\* Listed Barrow Town Hall and the enhanced street space outside.

A new, glazed entrance will also allow visitors to take in more of the grandeur of our Barrow Town Hall and Duke Street heritage.

The interior entrance space unifies the transformed Barrow Market with new food hall attraction, the cultural vibe of The Forum theatre

and the new inspiring Town Centre Community Hub area. The community hub is an intrinsic part of the project and will be very much part of the Market Hall.

It will act as a service that connects The Forum and the Market Hall and will work with existing services within the Town Centre, to maximise cultural and enterprise opportunities for all.





## The Interior - Market Hall

Our traditional Barrow Market Hall is currently hidden from its surroundings.

However, when it is completely transformed It will be visible from Duke Street and stand proud within the heart of the town centre retail circuit. Showcased from the enhanced Duke Street, it will help to increase footfall and support our independent traders and producers who are at the heart of our town centre.

Our revitalised Market Hall will offer something for everyone.

A new, vibrant food hall is planned along with a play area for young children. There will be greater flexibility in the market so that different events can be held. It will also be a wet-weather destination for visitors to the town.

New lighting will be provided and make the interior bright and cheery.



# The Portland Walk Market Entrance

The proposals are to bring attractive and flexible community events spaces, outdoor trading opportunities and places to spend time in the heart of Barrow Town Centre.

A new pocket park in Stephen Street will be an impressive asset for the community, linking the route from Barrow Market to Dalton Road, enhancing the retail circuit. This fresh open space could include seating, canopies with lighting, an outdoor events area and a place for food and retail opportunities.

Market Square at Portland Walk will benefit from greenery improvements, and become a welcoming and lively outdoor environment for the community events calendar and outdoor trade. It will create an attractive entrance for visitors into the improved Market Hall.





## Next Steps

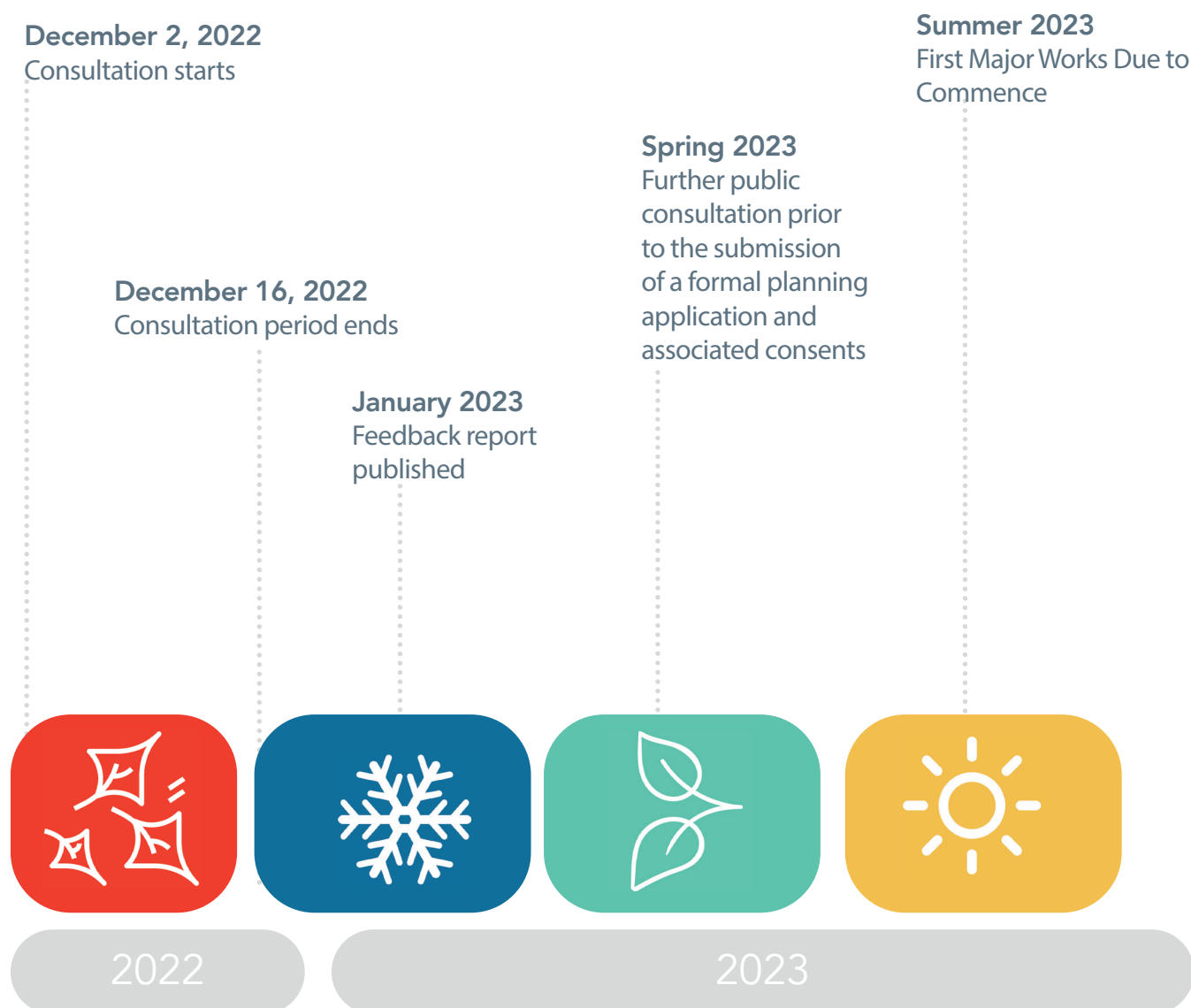
Your views on the design options will be used to inform the plans as they are developed for approvals and consents. Following the consultation, we will publish a feedback report. This will summarise the public's views on the designs and how these will be used to inform project development.

Following the consultation, we will:

- Analyse your responses and summarise them in a short report.
- Undertake further design work on the project and seek consents from statutory bodies.
- Prepare planning applications for submission to the Local Planning Authorities.
- Prepare variations to Traffic Regulation Orders.
- Continue to work with partners to co-ordinate the range of work planned in the local area.



# Timeline



## How can I find out more ?

The consultation runs from **Friday December 2nd to Friday December 23rd, 2022** You can respond to the consultation in a number of ways:

Online ;

You can have your say at **Barrowbc.gov.uk/regen** where there is a digital survey to complete that accompanies this document.

Attend the public consultation events ;

Saturday December 3  
Barrow Market 11am-2pm

Monday December 5  
Tesco Extra 12-2pm

Saturday December 10  
Dock Museum 11am - 2pm

Wednesday December 14  
Barrow Market 11am - 2pm



Printed copies of the consultation survey can be completed at these events.

If you have a query regarding the consultation please email [regen@barrowbc.gov.uk](mailto:regen@barrowbc.gov.uk)



#brilliant  
BARROW

Buttress

LEVELLING  
UP

wsp

open  
optimised environments

