

# SHAPING THE FUTURE

of Barrow Town Centre

#OURTOWN

## EMERGING PROPOSALS



# REVISED VISION

## THE VISION FOR BARROW TOWN CENTRE IS:

Harnessing Barrow's urban, historic character and waterfront to create a vibrant centre for work, shopping, study, living, leisure and accessing services. Supporting our residents, employees and visitors from the local area, South Cumbria and beyond.



**OUR PEOPLE FROM  
YOUNGEST TO OLDEST  
AND THOSE IN BETWEEN**



**OUR PLACE**



**OUR PROSPERITY**



**OUR PRIDE**

# REVISED OBJECTIVES



## **STRENGTHEN**

Strengthen the perceptions of Barrow as the region's economic engine



## **REJUVENATE**

Improve the Town Centre to provide a vibrant mix of shops, leisure and culture in an attractive location



## **SUPPORT**

Supporting a more sustainable future for Barrow moving to be a carbon neutral Town Centre



## **INCREASE**

Increasing connectivity and movement around the Town Centre



## **HARNESS**

Harness local identity and community pride



## **IMPROVE**

Improving the health of Barrovians – support mental health and encourage exercise



## **ENHANCE**

Enhance the quality of the built and green environment



## **CREATE**

Create an environment to support Town Centre living



## **DIVERSIFY**

Create more opportunities for leisure to encourage visitors to spend longer in the Town



# KEY MESSAGES FROM PUBLIC CONSULTATION IN JANUARY

We received over 700 completed questionnaires in response to the consultation event held in January.

## WHAT THINGS WOULD YOU LIKE TO CHANGE ABOUT BARROW TOWN CENTRE?

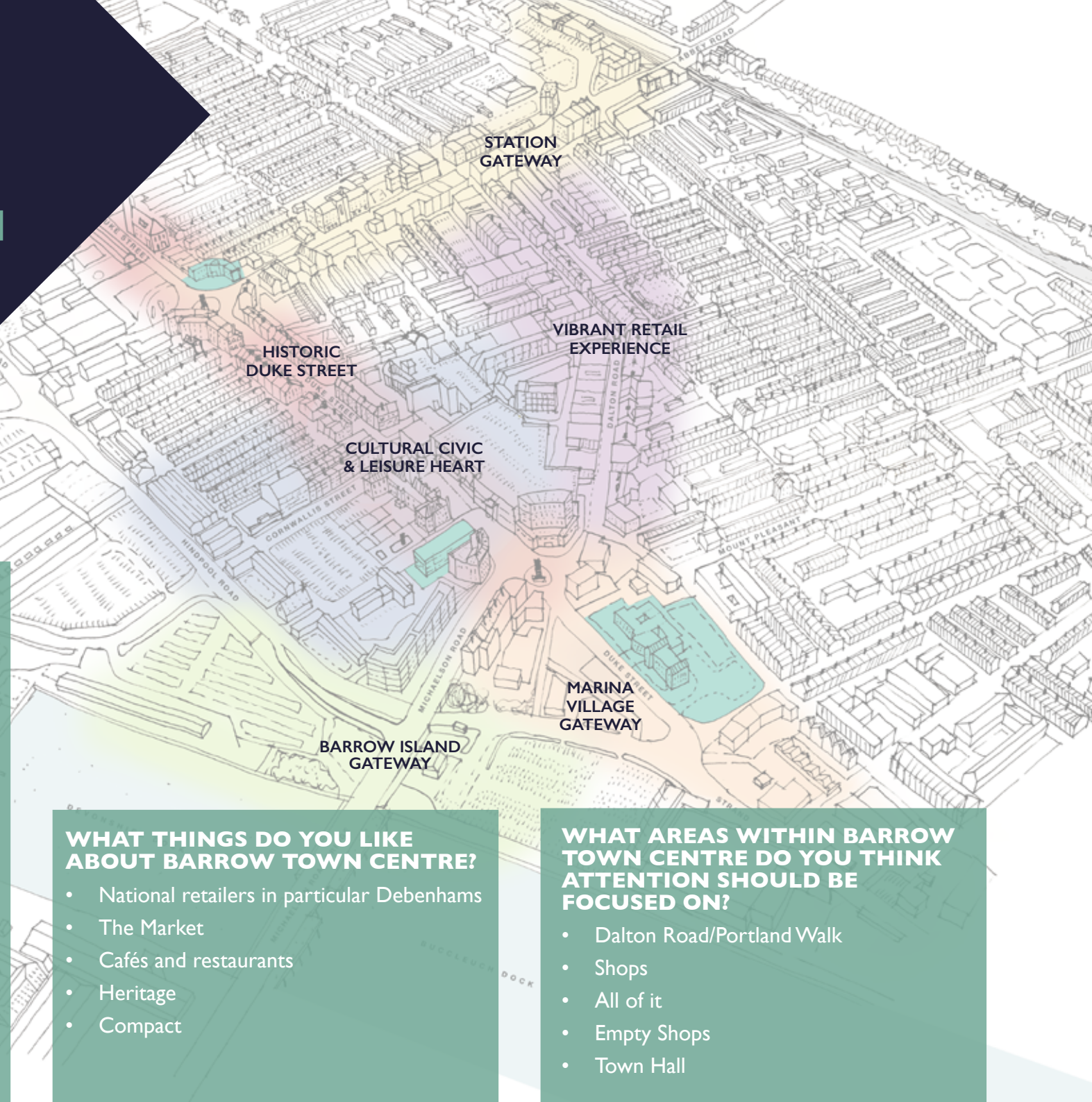
- Cheaper/free car parking
- Number of vacant retail units
- Make the town cleaner – including smarter buildings, collect litter, etc
- Add a cover over Portland Walk
- Reduce number of charity shops
- More festivals/events
- More independent shops
- Reduce business rates

## WHAT THINGS DO YOU LIKE ABOUT BARROW TOWN CENTRE?

- National retailers in particular Debenhams
- The Market
- Cafés and restaurants
- Heritage
- Compact

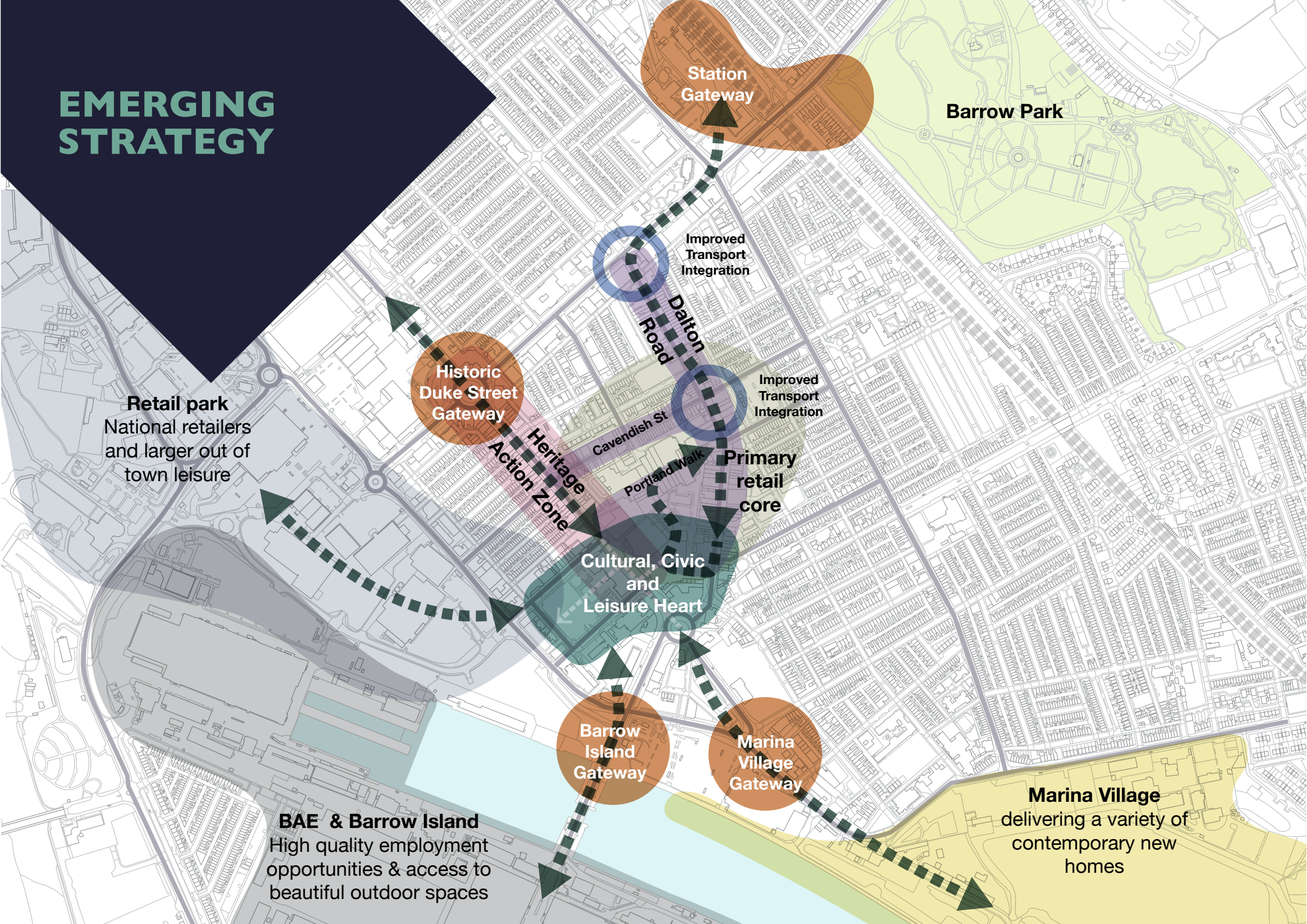
## WHAT AREAS WITHIN BARROW TOWN CENTRE DO YOU THINK ATTENTION SHOULD BE FOCUSED ON?

- Dalton Road/Portland Walk
- Shops
- All of it
- Empty Shops
- Town Hall





# EMERGING STRATEGY



Barrow Park

Station  
Gateway

Improved  
Transport  
Integration

Dalton  
Road

Historic  
Duke Street  
Gateway

Improved  
Transport  
Integration

Cavendish St  
Portland Walk

Primary  
retail  
core

Heritage  
Action Zone

Cultural, Civic  
and  
Leisure Heart

Barrow  
Island  
Gateway

Marina  
Village  
Gateway

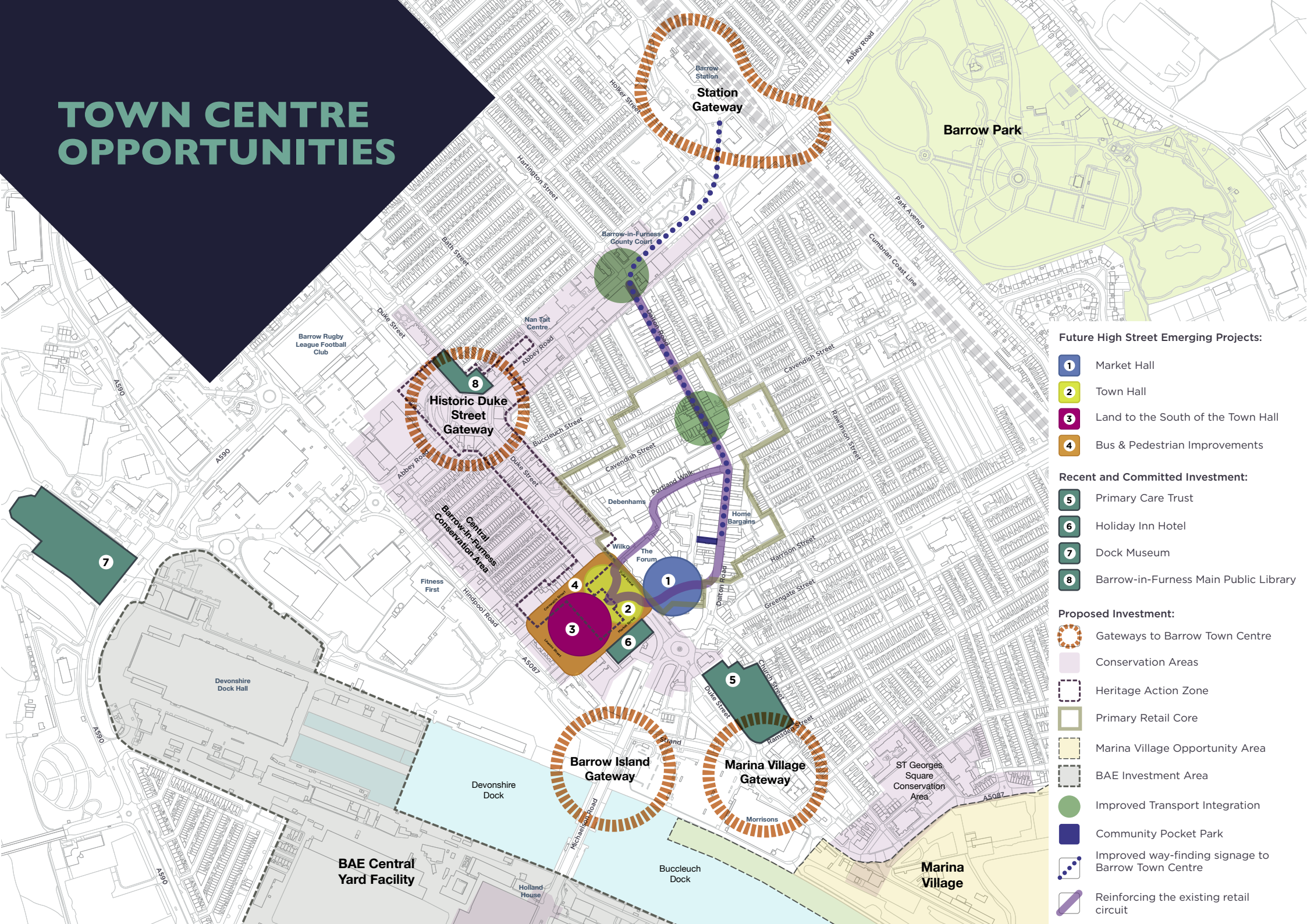
Marina Village  
delivering a variety of  
contemporary new  
homes

BAE & Barrow Island  
High quality employment  
opportunities & access to  
beautiful outdoor spaces

Retail park  
National retailers  
and larger out of  
town leisure



# TOWN CENTRE OPPORTUNITIES



## Future High Street Emerging Projects:

- 1** Market Hall
- 2** Town Hall
- 3** Land to the South of the Town Hall
- 4** Bus & Pedestrian Improvements

## Recent and Committed Investment:

- 5** Primary Care Trust
- 6** Holiday Inn Hotel
- 7** Dock Museum
- 8** Barrow-in-Furness Main Public Library

## Proposed Investment:

- Gateways to Barrow Town Centre
- Conservation Areas
- Heritage Action Zone
- Primary Retail Core
- Marina Village Opportunity Area
- BAE Investment Area
- Improved Transport Integration
- Community Pocket Park
- Improved way-finding signage to Barrow Town Centre
- Reinforcing the existing retail circuit



# POTENTIAL FUTURE HIGH STREET PROJECTS

To support the strategy, we have identified the following four projects which meet the requirements of the Future High Street Fund and respond to feedback from the consultation.



## Barrow Accessibility

Improve bus, walking and cycling movement around the town, creating better mobile connectivity

## Barrow Civic Space

Creation of new leisure and civic space to hold events and play-space on land south of the Town Hall



## Barrow Town Hall

Open up to allow more public access including possible Tourist Information Centre, café, Public Sector Hub

## Barrow Market

Improvements to the market to make it better for stall holders and shoppers with better connections between the Market, Dalton Road and Portland Walk.



**THANK  
YOU**

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