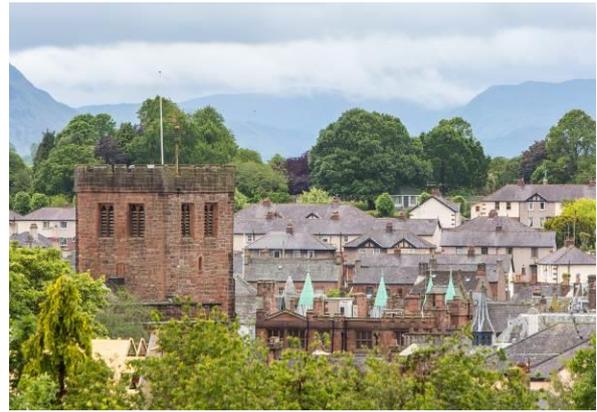


# Discussion Paper Vision and Opportunities for Eden to 2050



## Growing Eden District as the Heart of Cumbria

invest in  
**eden**  
Cumbria, the Lake District  
a natural choice for business

[www.investineden.co.uk](http://www.investineden.co.uk)

# Contents

	<b>Page</b>
The Vision - Growing Eden as the Heart of Cumbria	2
Map of Eden District	3
Eden District - The Need for a Long-term Vision	4
The Eden Discussion	6
The Eden Local Plan - Linking with and Going Beyond	7
Eden District Council's Proposals for Penrith	8
Vision for Penrith to 2050	10
A plan of Penrith illustrating uses and proposals for discussion	14
Contact Details (to submit comments to)	15

## The Vision

# Growing Eden District as the Heart of Cumbria

Eden District has the resources to grow into being the economic Heart of Cumbria. We have excellent transport links, a strong economy, and the rich natural environment needed to be the hub for the county's future economic prosperity.

Eden will capitalise on its strengths to support all Cumbria's future economic growth to deliver the housing, higher paid employment and sustainability our communities need to thrive.



The A66 and the M6 meet in Penrith at Junction 40 and provide fast links to the rest of the country. Evidence clearly shows that the A66 is a major transport route for business North/South and East/West.

Eden District Council recognise the importance of transport as an engine for growth and continues to lobby for journey times to be reduced through infrastructure improvements which will speed traffic through to key economic locations.

Eden has excellent rail links; the West Coast Main Line provides fast, long-distance intercity passenger services and links Penrith direct to major cities - from London and Manchester to Glasgow and Edinburgh. The famous Carlisle and Settle Railway links a number of Eden towns and villages on its route from Leeds to Carlisle, and provides an alternative light freight route to Scotland. These rail networks that connect Eden play a significant part in supporting economic growth and productivity, as well as facilitating passenger, business and leisure journeys across the country.

## **Eden District - The Need for a Long-term Vision**

How will Eden District look in 2050? Where will people live and work, go to school and get healthcare? How will we meet the needs of an ageing population and attract young people to work here? These are just some of the issues we need to resolve.

It's Eden District Council's job to help to secure future prosperity and well-being for residents and businesses in Eden. We will achieve this by working with our partners to develop, agree and deliver a shared vision for our future.

Eden's emerging Local Plan looks to the future of our area until 2032. It sets out where new homes and jobs can be created. That document is due to be adopted in 2017, but already a longer term vision for Eden's future needs developing. To meet future needs we can no longer rely on incremental economic growth and piecemeal responses to evolving demands.

The Vision in this document represents a step change. A long-term aspirational vision means working to overcome limitations and developing a District ready for the future.

The ability to plan further means we are less reactive to emerging issues and can place Eden District in the best possible position to grasp opportunities as they present themselves.

Some of these opportunities are already before us, such as the anticipated investment in the new nuclear power generation on Cumbria's West Coast, which Eden District is well placed to benefit from over the next 30 years.

In this Vision Document, we identify Penrith as the largest town in Eden District. It is imperative that in seeking a vibrant future for the District, recognition is given to how Penrith can play a supporting role to the other towns and villages throughout Eden.

Overcoming transport issues in Penrith will not just benefit the town, but will improve the flow of traffic for the entire District, since Penrith is at the centre of arterial routes to a variety of destinations.

Dualling the A66 from Scotch Corner to Junction 40/41 of the M6 and beyond and replacing or redirecting routes around major areas of congestion such as at Eamont Bridge and Kirkby Stephen would not only have economic and environmental benefits but also improve the quality of life for local communities.

This Vision is not just about employment and housing, but goes much further to address:

- Long-term educational and health needs
- Improving transport infrastructure
- Rural isolation and fuel poverty
- Local energy generation and wider sustainability
- Creating opportunities for higher paid employment
- Addressing the needs of an ageing population
- Protecting and enhancing our environment and heritage
- Ensuring our market towns and rural areas are thriving well into the future
- Improving communications infrastructure
- Increasing the provision of leisure and cultural amenities
- Building on and sustaining our quality tourism offer

Eden District has a rich natural environment. Enhancing and protecting this asset is a fundamental part of our Vision. We recognise that Eden's geography, cultural and heritage helps to create a high quality of life and contributes to the health and well-being of residents and visitors.

Ensuring that future development in Eden has a sympathetic design that complements and helps sustain our vibrant communities is an essential aspect of this document. Green infrastructure has to be integrated into new development to maximise its social, economic and environmental benefits and to ensure it is sustainably managed for its long-term integrity and viability.

This Vision could not be achieved without working in close partnership with other agencies, organisations and businesses in the area. The District Council and the respective Town and Parish Councils in Eden do not on their own have the resources or the authority to meet the needs of the District, but by working collaboratively with each other, much can be achieved.

We look forward to receiving your responses and engaging in conversation with you about our Vision for Eden District up to 2050.



Councillor Kevin Beaty  
Leader of Eden District Council

## The Eden Discussion

The Council has informally considered the Vision and would now welcome a discussion with all stakeholders and communities. This is a cross-party Council initiative. We would welcome all views and Government financial support to deliver the strategic road and bridge infrastructure requirements. This work will provide the basis of necessary growth and employment to enhance future quality of life and opportunity to Eden residents.



Liberal Democrat Group Leader, Councillor Virginia Taylor said: “The Liberal Democrat Group welcomes a growth strategy which will provide housing accompanied by infrastructure; transport; economic expansion and environmental sustainability; and which will promote the economic and social wellbeing of all Eden’s residents. The historic plans of our towns, settlements, and road networks constrain development, make it expensive, and frequently compromise otherwise desirable solutions. ‘One cannot predict the future - one can only invent it,’ said Dennis Gabor [1964]. This project proposes Eden might construct a future it wants: but we have to invent that future well. The Liberal Democrat Group pledges to interrogate plans, partnerships, and procurement; to ensure they reflect social and environmental responsibility, and promote fair employment practices, ethical sourcing practices, and environmental sustainability.”



Independent Group Leader, Councillor Mary Robinson, said: “By developing a coherent Vision for Eden District we can grow our communities and economy in a sustainable, way leaving a positive legacy for future generations. Providing new infrastructure such as roads means we can reduce traffic congestion and improve air quality, creating a District fit for the 21 Century.”



Conservative Group Leader, Councillor Michael Slee, said: “This Vision will establish a clear direction for Eden District to take. It will provide a firm statement of purpose enabling our partners to plan a range of commercial activities and services which will benefit generations to come. The consultation process ensures that all stakeholders will have the opportunity to contribute to the vision and therefore make it exceptionally robust.”

## **The Eden Local Plan - Linking with and Going Beyond**

After significant consultation with residents and businesses, the District Council has produced a Local Plan which has recently been the subject of examination by an independent Inspector. Modifications to the draft Local Plan are in the process of being prepared and will be subject to further consultation and adoption in 2017.

The starting point for developing the Local Plan was investigative work carried out seven years ago.

While the Eden Local Plan has been informed by a robust evidence base prepared over a number of years, unexpected demographic changes, opportunities for different forms of development and other emerging needs will inevitably present themselves in the coming years. These will not always respect or reflect the Local Plan.

For example, the potential for nuclear development at Moorside in the Borough of Copeland was not considered in detail five years ago. Yet in 2016, there is a real likelihood that the development will take place, it is possible that some of the people who will work on the construction and in the operation of the nuclear facility post construction, will wish to reside in Penrith and Eden. It is also highly likely that businesses which form the supply chain for the nuclear build and subsequent operation would wish to locate for - their own operational reasons - within Penrith and Eden rather than elsewhere in Cumbria, or indeed elsewhere in the UK.

The Eden Local Plan is likely to be adopted in the late Spring/early Summer of 2017, this does not prevent the opportunity for engaging in a discussion about future development needs for Eden District. In particular, how the highway and transport network can respond to changing requirements around and within Penrith.

Particularly, there is an opportunity for Government positively to address both road network developments and flooding problems in Eden. Solutions are set out as part of this Vision. And agencies and partners working together may construct a public transport network enabling the elderly to remain connected and independent, working people and students to have more choice in employment and education, green tourism to be developed, and those unable to drive for whatever reason to have access to shops, doctors and hospitals, leisure and other services.

## **Eden District Council's Proposals for Penrith**

Eden District Council's long term proposals for Penrith are set out in the table on page 10. A number of issues are identified: the greatest number of challenges and opportunities are around the issues of employment, transport and housing. It is recognised that these are strongly interlinked.

Past plans have emphasised rerouting traffic via Eden Business Park and Gilwilly towards Junction 41, on a route adjoining and parallel to the M6 through land (some of which is in a flood plain) which is currently in agricultural use.

However, it is questionable whether that route could meet the necessary requirements, in light of the topography of that area. It is more likely that a partial route through that area of land may be appropriate. Some form of bridged road over the West Coast Mainline on to the A6 may provide the necessary access and egress to the Gilwilly site and indeed, into potential additional areas of employment land in that area.

This partial route/smaller scale scheme only resolves current challenges, however. It does not provide for the large scale employment opportunities which are likely to exist. It also does not meet the ever increasing requirement to have parking spaces for lorries in the area around Penrith which is one of the most strategic heartlands for logistics and transportation in the UK.

To ensure Penrith remains a vibrant market town means building on its current strengths, and developing the town in an attractive manner that serves residents, businesses, and visitors alike. An increase in population is necessary to maintain the businesses the town has to offer, but will create additional demands on services such as healthcare and educational provision.

These will need support to develop and grow and so become more sustainable into the future. The town centre itself would benefit from a fresh design approach, perhaps with traffic being limited through the narrow centre and replaced with an area where pedestrians can walk safely in a healthy environment whilst shopping and socialising. There continues to be a call for more attractions in town that will cater for residents and visitors. With a growth in population, it will become ever more viable for new facilities to locate to Penrith.

In looking at proposals from now until 2050, we need to be clear where new housing, and new and developing businesses should be located.

A new route from the A66 towards Junction 41, running to the east of Penrith within or close to the Penrith Town Council administrative boundary and then to the north of Penrith (crossing the A6 at or near Stoneybeck) would provide an opportunity to reduce congestion at Junction 40.

Such a route provides the opportunity to consider what land uses may then take place within the area created between the new road and Penrith. This discussion is wholly illustrative and suggests corridors for highway routes as well as development. It has been produced and has been informally considered by Eden District Council as a way forward for promoting a vision for growth for Eden for the future.

That plan is now being made available more widely through this discussion document for comment and consideration. It is not intended that this plan will in any way seek to slow down or inhibit what is the present Local Plan or the development of the Penrith Neighbourhood Plan (being produced by Penrith Town Council), but rather to provide a vision and framework for opportunity for the future.

This discussion paper will also provide the opportunity and vision which may be needed to attract necessary employment and other development opportunities into Penrith as a result of developments elsewhere.

The plan seeks to respect the environment, including the watercourses which runs through the various becks, rivers and flood plains around Penrith. The management of this watercourse can provide a much needed opportunity to create additional leisure and recreation space for present and future residents, as well as tourists.

The opportunity exists to have a strategic leisure park linked not only to Penrith as it exists today, but which also, through amendments to the highway network, will provide an attractive gateway to Penrith to encourage more people to visit for leisure, recreation, shopping, to eat and to stay overnight.

The table summarising Eden District Council's Vision at page 10 together with the illustrated map of Penrith on page 14, are intended to provide a framework for discussion. They will also encourage the aspiration and ambition which exists amongst people in Penrith and demonstrate that the town is open for business - and to maintain and enhance the quality of life for those who live or work in the area today and for future generations.

## Vision for Penrith – to 2050

The table below lists the main challenges that Penrith (and its immediate environs) is likely to face in the years ahead and identifies a number of potential opportunities and solutions to address them. It also recognises the partners (agencies and organisations) which would very likely have a role to play. It is expected that Eden District Council and Penrith Town Council would have an involvement in the case of each solution to a greater or lesser extent and therefore it can be assumed they are already listed in the 'Partners' column below.

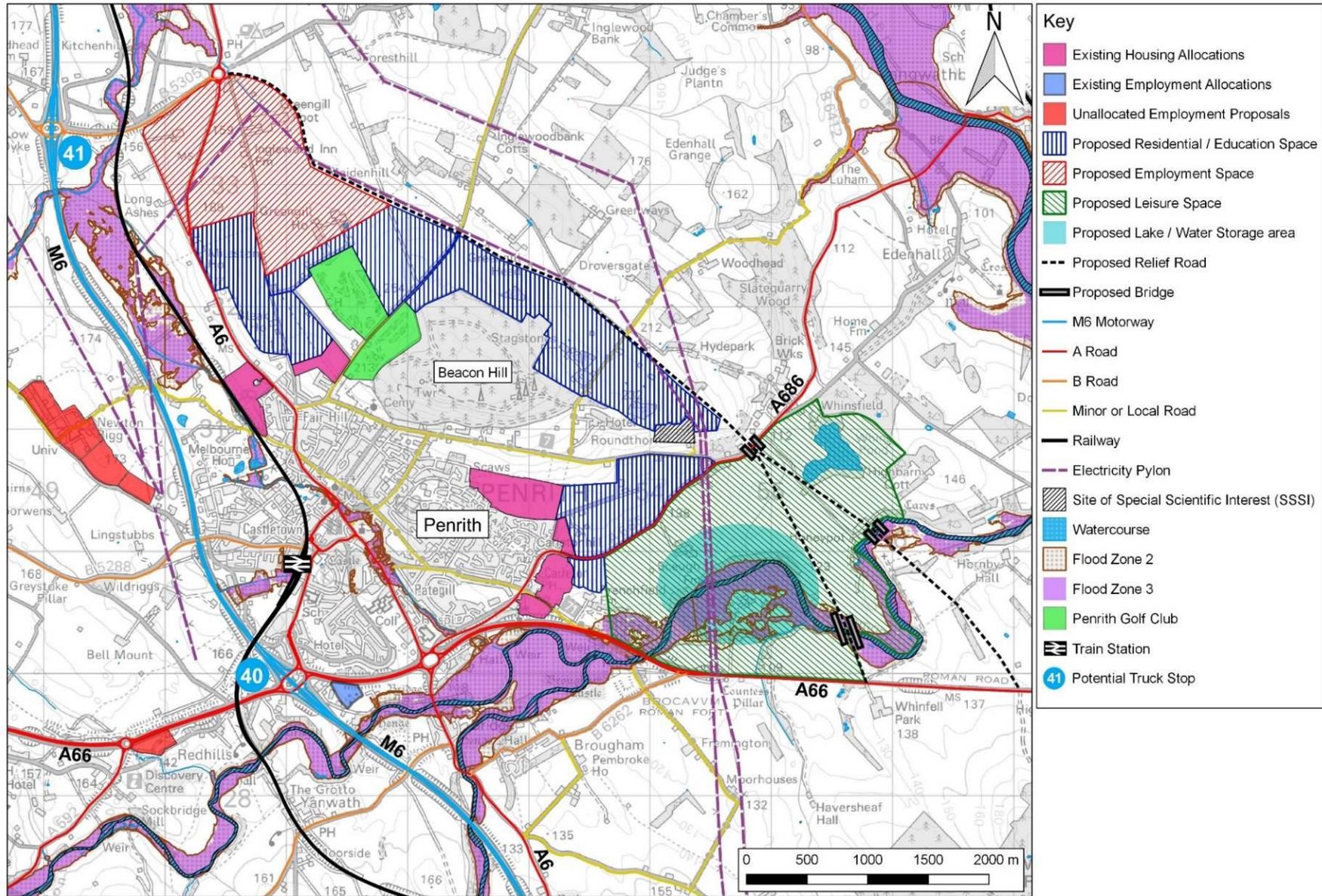
<b>Issue</b>	<b>Challenges for Penrith</b>	<b>Opportunities</b>	<b>Partners</b>
Amenity and Leisure	Increase the amount of public open space and leisure provision	Create a new leisure and recreation park (see also 'Water Resources')	Tourism providers
Communication Infrastructure	Improve broadband connectivity	Provide faster broadband speeds Provide universal broadband availability for all residents and businesses	BT Openreach Connecting Cumbria Cumbria County Council LonsdaleNET
Culture and Heritage	Preserve the many listed buildings and conservation areas to provide a welcoming and attractive place for residents and visitors alike	Create and implement a Listed Building and Heritage Programme	Historic England
Education and Training	Build on existing quality education provision for a growing population and workforce	Construct new schools and childcare facilities Deliver a range of further education courses and training to provide appropriate skills and knowledge	Cumbria County Council Newton Rigg College University of Cumbria Academy, Independent and other schools

Issue	Challenges for Penrith	Opportunities	Partners
Employment	Attract more people of working age to develop a more diverse workforce to meet current and future employment needs	(see all other 'Opportunities')	
	Increase the availability of higher paid, higher skilled jobs	<p>Attract inward investment by seeking to benefit from the supply chain to the potential nuclear development at Moorside (in Copeland Borough)</p> <p>Create a new major strategic employment site</p> <p>Explore new forms of local energy generation</p> <p>Improve transport routes to open up new land use opportunities for economic development (see 'Transport')</p> <p>Develop public transport network</p>	<p>Cumbria County Council</p> <p>Cumbria LEP</p> <p>Highways England</p> <p>NuGen</p> <p>Penrith BID</p> <p>Penrith Chamber of Trade</p>
Health and Wellbeing	Address the health and wellbeing needs of a growing and ageing population	<p>Provide new health care facilities</p> <p>Assist with Integrated Care Communities</p> <p>Support Social Care and Carers</p> <p>Support and develop programmes promoting Social Models of Health and Wellbeing</p>	<p>NHS</p> <p>CCC</p> <p>CVS and Third Sector Providers</p> <p>Carers</p> <p>Sports and Leisure providers, public private community and 3<sup>rd</sup> sector</p>

Issue	Challenges for Penrith	Opportunities	Partners
Housing	Provide decent homes for existing residents and also for the growing workforce needed to sustain the District's economic development	Construct between 5,000 – 8,000 new homes Identify new housing sites in appropriate locations for existing residents and those moving into the town	Developers Housing Associations
Transport	Improve air quality - particularly on M6 at and around Junction 40, at Kemplay roundabout, in and around Penrith and at Eamont Bridge	Construct new road bridge over railway line between Eden Business Park and A6 in Penrith Construct new road from A66 towards Junction 41 to divert traffic away from Junction 40	Cumbria County Council Highways England
Improve the capacity and performance of the road transport network and reduce traffic congestion	Develop Truck Stop at Junction 41 of M6 Dual the A66 from Scotch Corner to the West Coast of Cumbria Limit traffic through the narrow town centre and pedestrianise certain areas, to provide a healthy, safe and pleasant environment for shopping and socialising Renew bridges at Eamont Bridge on A6 Reduce traffic at Kemplay and Junction 40 roundabouts		

Issue	Challenges for Penrith	Opportunities	Partners
Transport	Public Transport	Facilitate a reliable public transport network to support employment and education, to improve health and reduce isolation, to meet requirements in equality, environmental protection, and social sustainability, and to promote tourism.	Employers Integrated Care Communities (NHS,CCC and others) Community funding Commercial operators Charities
	Ensure resilience of the road network in the event of routes becoming inaccessible (due to flooding etc)	Renew bridges at Eamont Bridge on the A6, Pooley Bridge, and elsewhere.	Cumbria County Council Environment Agency Highway England
Environment and Sustainability	Water Resources: Ensure resilience and preparedness in the event of flooding incidents impacting upon residential and business communities and agricultural land	Create new water storage areas to accommodate flood water (also for leisure use)	Cumbria County Council Environment Agency United Utilities Natural England Cumbria Wildlife Trust And others
	Provide additional water leisure and recreational facilities for residents and visitors to enjoy	Create a new 'strategic' leisure park which through amendments to the highway network will provide an attractive gateway to Penrith (also to accommodate flood water)	

Penrith - Sustainable Vision



© Crown Copyright and database rights (100023754) (2016)

## **Contact Details**

Please forward your responses to this Vision and Opportunities Discussion paper to the Communication Officer at Eden District Council:

- Email: [communication@eden.gov.uk](mailto:communication@eden.gov.uk)
- Write to: Town Hall, Penrith, Cumbria, CA11 7QF
- Telephone: 01768 817817

\* Copies of this document are available in alternatives formats or languages upon requests.