



Westmorland
& Furness
Council

Investment Prospectus

Invest. Grow. Thrive.



Land &
development



Regeneration &
investment



Supply chain
opportunities



Clean
growth

investinwestmorlandandfurness.co.uk



Introduction

We have an ambition for sustainable and inclusive growth and a commitment to making Westmorland and Furness a great place to live, work and thrive.

By geography, we're the third largest authority in England and home to 225,000 people, some of the country's most stunning landscapes and its most hi-tech businesses. Our place is one of great diversity, stretching across the North of England from Morecambe Bay to the Pennines.

Barrow-in-Furness is a hub of industry and the home of UK submarine manufacturing with massive investment now setting the town on the path towards becoming a new powerhouse for the North. Kendal, Ulverston and Penrith are thriving market towns nestled between the Lake District and Yorkshire Dales National Parks.

Westmorland and Furness Council is part of the Devolution Priority Programme which will form a new Mayoral Strategic Authority in Cumbria in 2026, bringing new powers and funding to the county. Together with partners we have a unique opportunity to create a new vision for our residents and businesses and identify and explore new ways in which we can support and enable development.

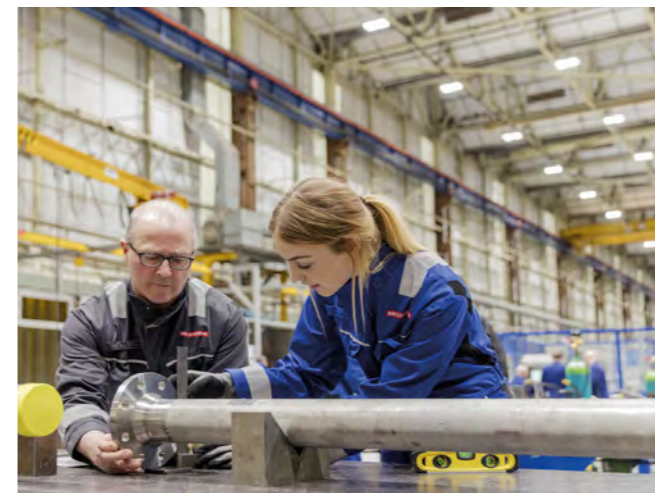
We are keen to seize the transformational opportunities ahead and work with developers and investors to deliver our priorities. We recognise that we must scale up the delivery of housing and commercial property to provide sustainable and inclusive economic growth.

With thousands of new long-term job roles earmarked for industry, transformative regeneration and nationally significant infrastructure projects in the pipeline and a local authority primed and ready to help unlock the area's potential - there's so much more to come.

Invest. Grow. Thrive.



Haweswater



Walney Island

Westmorland and Furness in numbers

- 3,754 km²**
- 225,500 people**
- 55,000**
people in the largest town of Barrow
- 15,896**
businesses
- 124,000**
jobs
- £5.96 bn**
GVA into the economy
- 24m visitors**
£1.28bn annually



Economic strengths

Westmorland and Furness is a special place with a remarkable landscape. On our southern coast is Barrow-in-Furness, a historic shipbuilding town and port now with cutting-edge maritime and renewable energy industries. South Lakeland and Eden host world class visitor destinations and thriving market towns, with a strong and diverse rural economy supporting a range of advanced manufacturing, creative, tourism and land-based businesses.

There are excellent transport links through and across the area, with the M6 motorway and West Coast Main Line railway connecting us to the north and south and the A66 and A590 trunk roads running east to west.

It is a place like no other in the UK - a stunning, world-class business destination where exceptional industry and innovation meets a breathtakingly beautiful and productive natural environment.

Our area offers a unique opportunity for investment. We are a key driving force in the national economy due to our industrial and commercial strengths, our platform for innovation, nationally significant infrastructure and our cultural and lifestyle offering. We have world-class assets linked to our landscape and heritage, creating the opportunities for future growth.

Natural capital

This underpins our land management and visitor economy sectors, attracting 24 million visitors from across the world every year. Our landscape is our USP, with two National Parks – part of a world-renowned visitor offer, complemented by high quality food and drink, hospitality, museums, galleries and heritage. It is a managed landscape and food and farming are important to us – our natural capital makes us a great investment location for nature recovery, with significant biodiversity and carbon reduction benefits.



Leading the way on Net Zero

Businesses are putting Westmorland and Furness at the forefront of decarbonisation. We have production assets for offshore wind, gas, low carbon generation and storage opportunities and a fast-growing sector in clean growth and innovation. We boast some of the largest offshore windfarms in the world.

Carlton Power has secured the Government's support to build a green hydrogen hub in Barrow-in-Furness. Spirit Energy is moving forward with plans to convert its depleted South Morecambe and North Morecambe gas fields and Barrow Terminals into a world-leading carbon storage cluster, while innovative local businesses such as Gilkes and James Cropper Plc have won King's Awards for the work they have done to support clean growth.



Barrow

“Each and every person living and working in Barrow is contributing to our nation’s defence, whether that is building our world-class submarine programme, or supporting the workforce here through vital public services or proud family businesses.”

Sir Keir Starmer

There is no better blueprint than Barrow

This is Barrow Rising. Don't miss out on your chance to get involved.

Massive Government investment. Strong economic growth. Employment in nationally significant defence, high-tech and energy security sectors. An inspirational natural environment and rich built heritage.

Barrow is the proud home of our nation's submarine design and build programme. It is the only place in the UK with the infrastructure, licence, and skilled resources necessary to design and build nuclear-powered submarines. As the home of the new Dreadnought programme and UK AUKUS submarine production, Barrow is central to the UK's national security and nuclear defence in a rapidly changing world.

Government, BAE Systems and Westmorland and Furness Council are working together as Team Barrow, a dynamic partnership to deliver the Defence Nuclear Enterprise efficiently and securely and diversify and strengthen Barrow's economy and increase productivity.

Team Barrow is a collaborative approach that harnesses the skills, funding, and capabilities of the Government, local government, BAE Systems, businesses, and the community. This working partnership puts Barrow's community at the centre while ensuring the delivery of a vital Government priority.

BAE Systems is expected to grow its workforce in Barrow by more than 50%, creating 6,000 jobs at the shipyard in the next 15 years. Further opportunities will emerge in the supply chain and for other local businesses to grow to support the town. This presents the prospect of massive long-term economic growth and housing development through to 2050 and Team Barrow will ensure the Furness area and beyond can benefit from that once-in-a-generation transformation in the coming decades.

The Team Barrow Delivery Board, chaired by former Cabinet Secretary Dr Simon Case, will oversee the £200m Barrow Transformation Fund. The Government has committed £20 million a year over the next 10 years to make Barrow an even more attractive place to live, work, and build a career. This investment will include projects to support people towards work, improve health outcomes, build more homes, develop the transport network and support local schools.

These investments and opportunities create a compelling offer that will help to transform the town and the wider area and will leave an enduring legacy for future generations. This is a generational opportunity for the town unlike anywhere else in the country. There are massive opportunities to help us deliver this work.



Brilliant Barrow Town Deal Board

Economic development and regeneration

Barrow was also one of the first towns in the country to secure investment of £25m from the Government's Towns Fund for seven exciting projects that will help the area to thrive for generations. These include a new Learning Quarter and University of Cumbria campus, improved active travel infrastructure, and a network of community hubs including a £6 million Outdoor Learning Centre.



Barrow

At Marina Village, a 25-hectare brownfield site in Barrow owned by the Council, investment of over £30m from Homes England's Brownfield, Infrastructure and Land fund and the Getting Building Fund will remediate the land to allow the development of 800 new homes, a nature conservation area and new public open spaces.

A further £16.5m Levelling Up Fund regeneration scheme will reinvigorate Barrow town centre through enhancement of the Market Hall and improvements to the public realm and transport infrastructure.

**#brilliant
BARROW**

A66 Trans-Pennine Dualling

National Highways are planning a £1.5bn strategic highways upgrade scheme to provide a high quality, high-speed dual carriageway route on the A66 between the M6 at Penrith and A1(M) at Scotch Corner. If the project is approved by Government

dualling will be delivered between 2025 and 2030, providing excellent connectivity along a key local, regional and national route for east/west journeys in the north of England for freight, tourism and businesses across the UK.



The South Lakeland and Eden areas will also benefit from over £20m from the Levelling Up Fund for projects to regenerate Kendal town centre and create a new rural enterprise hub in Penrith.

The Council is dedicated to supporting our local businesses and improving skills and employment opportunities for our residents and these priorities are at the heart of our plans to invest £15m from the UK Shared Prosperity Fund and Rural England Prosperity Fund.

Westmorland and Furness Council is a partner in the Borderlands Inclusive Growth Deal, which brings £452m of fresh investment to the Scottish Borders region to improve places, support business innovation and skills, enable infrastructure and encourage green growth.



Kendal



Ullswater

Working together for a sustainable future

Westmorland and Furness is a centre for green investment and opportunity. Our natural capital is unrivalled, with much of the Lake District UNESCO World Heritage site within our boundaries. We offer environmental focus, lifestyle and quality of life.

We have an ambition as an organisation and a local authority area to reach net zero by 2037. Climate action and net zero goals are at the forefront of the Council's service delivery and our area's offer.

Our natural environment provides opportunities for improving health and wellbeing and we work hard to maximise those opportunities and to ensure that we protect their natural resources, striving to become carbon net zero and address biodiversity loss.

A vibrant tourism sector (Cumbria's visitor economy is worth £4.1 billion and supports 43,562 full time jobs) is complemented by green growth investment and support for a wide range of net zero initiatives, and the county's wealth of natural capital, as well as decarbonisation initiatives across the transport, hospitality and agricultural sectors.

Westmorland and Furness Council has taken significant steps towards a more sustainable future with the agreement on our ambitious Climate Action Plan, Nature and Biodiversity Action Plan, Electric Vehicle Strategy and Carbon Management Strategy. The plans outline our direction and intention to address climate change and create a greener, healthier, more resilient Westmorland and Furness.

We are committed to being a leader in carbon reduction and this means decarbonising our estate. We have built our first 2MW solar farm at Sandscale Park, Barrow in Furness. The development of the solar farm will result in carbon savings equivalent to planting approximately 700,000 trees and complements our ongoing work to decarbonise our estate and operations.

Westmorland and Furness offers an unrivalled opportunity to be the place for green investment in the North, set in a world-renowned location with an enviable lifestyle and with a progressive, forward-thinking and ambitious public sector partner.



Sandscale Solar Farm

Development potential from Morecambe Bay to the Pennines

Investment Opportunities

We are already home to leading businesses across industries including BAE Systems, Spirit Energy, Kimberley-Clark, Siemens, Kendal Nutricare, James Cropper, Anord Mardix, Oxley, Lakeland and Aqua Pura. There are great opportunities for other ambitious businesses, investors and developers to tap into the potential of our part of the UK.

The scale of our growth and creation of thousands of new jobs requires supporting investment in housing to attract people to the Westmorland and Furness area and to the careers available.

We are currently preparing a strategic masterplan for the Barrow and Furness area and a new Local Plan, and already have several housing and commercial sites that are available for investment:

Royal Port of Barrow

Recently granted Royal status in recognition the town's role in guaranteeing the nation's security, this major asset supports the shipyard's growth and also private sector investment in green growth and supply chain development. There are over 200 hectares available for further development and we

seek to advance the port as a marine gateway that facilitates development of our nationally significant sectors, including offshore wind and other clean growth opportunities, as well as cargo handling and visitor cruise opportunities from this gateway to the Lake District.

Quick facts



- Location: **Ramsey Way, Barrow**
- Site area: **208 ha (land & water)**
- Suitable uses: **Defence, Energy & Decarbonisation, Cargo Handling, Supply Chain**
- Planning status: **Allocated for employment and port related uses**



Royal Port of Barrow

Marina Village



Quick facts



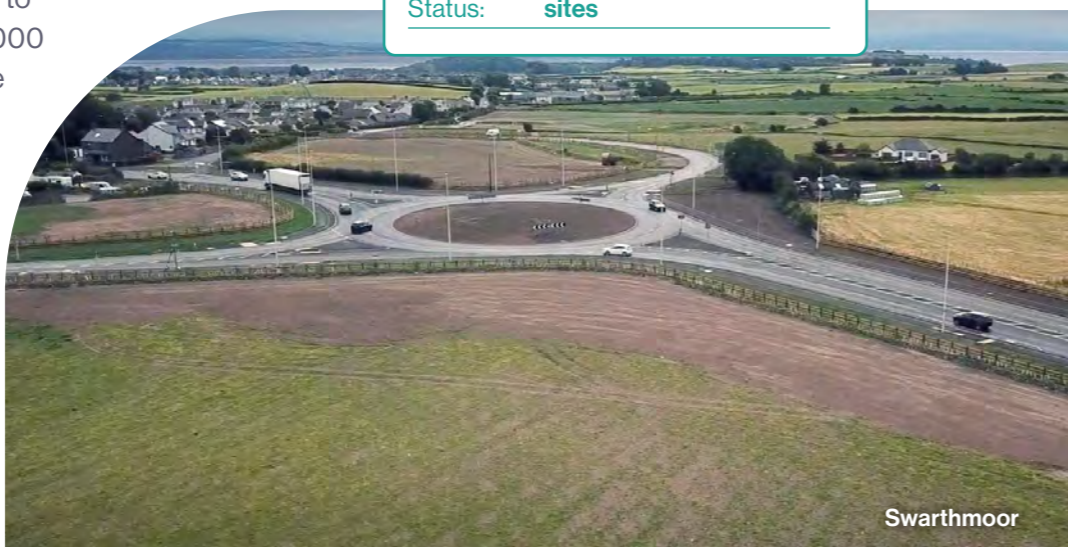
Location: **Salthouse Road / Cavendish Dock Road, Barrow**
 Site Area: **25 ha**
 Suitable Uses: **Residential development for c. 800 units**
 Planning Status: **Allocated housing site related uses**

Marina Village, Barrow

This is a place-shaping opportunity to create an exceptional residential offer that can attract people to relocate and become part of our growing workforce. We want to provide contemporary, aspirational housing to accommodate those looking for high quality family homes in a vibrant new community which changes perceptions of Barrow as a place to live.

Ulverston & Swarthmoor

A combined 52 ha of land available for housing across four allocated sites in Swarthmoor, near Ulverston. The sites can deliver a significant proportion of housing to meet local needs, with around 1,000 new homes, and help provide the workforce needed by local businesses in Westmorland and Furness. All sites are now served by a newly built roundabout at Cross-a-Moor, with a £12m investment made into enabling infrastructure.



Swarthmoor

Quick facts



Location: **Ulverston & Swarthmoor**
 Site Area: **52 ha**
 Suitable Uses: **Residential development for up to 1,000 units**
 Planning Status: **Four allocated housing sites**

Penrith 41

We are supporting the development of the North Lakes Hub - a strategic employment location at Junction 41 of the M6, located to the north of Penrith. The commercial/employment land around the junction has outline planning permission (with detailed consent for the access) and an active developer (Maple Grove Developments, part of the Eric Wright Group) interested to discuss future investment and occupiers, particularly those with links to distribution, logistics, manufacturing and clean growth. A start on site with the initial access and infrastructure works will commence in summer 2025. penrith41.co.uk.

Scroggs Wood, Kendal

This is a prestige 18 ha site on the main southern approach to Kendal. It is a highly accessible development site adjacent to the A591 dual carriageway and just 5 minutes from M6 Junction 36.

The site is allocated for employment and is intended for high quality, campus-style development reflecting its prominent location and draws upon the heritage and character of the site's riverside setting at the gateway to the Lake District.

Quick facts



Location: **Kendal**
 Site area: **18 ha**
 Suitable uses: **High-tech, Digital, Green and Knowledge-based Industries (E, B2 & B8)**
 Planning status: **Allocated employment site with Development Brief**



Scroggs Wood

Quick facts



Location: **M6 Junction 41**
 Site area: **7 ha / 19 acres**
 Suitable uses: **A variety of commercial uses including industrial, logistics and business use (E, B2 & B8)**
 Planning status: **Outline planning permission secured**





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This is just a snapshot of the investment opportunities we have available – please speak to the team about further opportunities across the new council footprint.

Westmorland and Furness is an area rich in opportunity and potential which, with support, can accommodate the scale and pace of growth required to enable change.

Building upon a strong foundation of close public and private sector partnership working and hundreds of millions of pounds in secured regeneration funding. Westmorland and Furness is ready to seize the transformational opportunities ahead and work with developers and investors to deliver our priorities.

As part of our services, we offer a broad portfolio of support to companies interested in growing or establishing their business in Westmorland and Furness.

We are ready to support you with your investment plans. We can provide comprehensive advice and support from initial enquiry through to delivery of your project. We're waiting to hear from you to demonstrate our offer and answer any other questions you have about the wealth of opportunities available in Westmorland and Furness.

Speak to our team for more information:

Matt Williams

Senior Service Manager - Economic Development & Regeneration
Westmorland and Furness Council

t: **01539 793279**

e: matt.williams@westmorlandandfurness.gov.uk

investinwestmorlandandfurness.co.uk

