

Dalton Place Plan

2021-2031



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The Place Plan and its vision, themes and concepts have the opportunity to support green, sustainable and inclusive growth through locally developed solutions to the issues identified through the consultation process. The Place Plan seeks to set priorities for Dalton going forward which will help it achieve its Vision for the future in a coordinated and managed way supporting local businesses and residents and improving the social and economic wellbeing of Dalton.

ACKNOWLEDGEMENTS

As the Chair of the Dalton Town Team I am pleased to present the Dalton Place Plan. This document has been developed as a result of the hard work and commitment of the local residents of Dalton and the groups within in it. The Place Plan gives the community of Dalton an excellent opportunity to lever in investment across a range of activities that will build upon Dalton's cultural heritage assets and be a place that people want to live, work and visit.

I would like to thank all of the members of the Town Team, the Community Partnership and everyone who took part in the consultation for their ongoing commitment to this process. This has been done in the most challenging of circumstances, which we have not allowed to get in the way of us producing an aspirational and exciting Plan for Dalton and its residents.



“

On the edge of the Lake District National Park, Dalton would be able to attract visitors to discover its history

CREATING AN IDENTITY

Our visual identity has been derived from the proud cultural and heritage of Dalton-in-Furness, and the strong sense of community spirit to help build a stronger future for the town.

Bold lines and squared edges create a strength to the document and a more traditional aesthetic.

A playful brick motif hints to the detail of the heritage buildings throughout the town but also alludes to the building of a brighter future for Dalton.

The use of bright and bold colouring helps to emphasise the pride and strength of the community.

Our Colours



The strong cultural heritage of the town provides a richness and depth to our identity.



The pride we have in our green spaces to promote active lifestyles through sports and recreation.



Light blue resembles the peaceful and mindful quality life within the town.



Our strong sense of friendly, welcoming and proud community spirit.



Teal hints to the surrounding Cumbria landscape, encompassing the Lake District, mountain walks and a rich countryside.



Dalton-in-Furness is the ancient capital of Furness. Historically, it is mentioned as far back as the Domesday Book and the character of the town reflects its rich heritage. Growing in importance over the 12th Century, it gained a royal charter which gave the consent for markets to commence and the start of its roots as a market town. The town saw a boost during the discovery of iron ore in the region and the history of the iron industry is still felt in the town today with brick making and quarrying still taking place. Through the centuries the historical features of the town such as the Abbey, the Castle and the Market Cross came into being and are key assets that reflect the culture of the Dalton.



A decorative graphic at the bottom of the page featuring a light green stone wall. A semi-circular arch is built into the wall on the right side. The text 'Chapter 01' is positioned within the arch.

Chapter

01

1.1 INTRODUCTION

This is the Place Plan for the historic Market Town of Dalton-in-Furness in South Cumbria, prepared by the Dalton Town Team with the local community.

The preparation and development of the Place Plan has come about as a result of significant community participation and engagement and is intended to capture the energy, enterprise and enthusiasm of the local community about their place. It articulates a vision for its potential for growth, prosperity and improvement going forward and brings confidence that selected investment interventions will result in meaningful change for the better. The community and business have been at centre of development of the Place Plan, demonstrated through the overwhelming response to the stakeholder and engagement process. Their commitment to development of the Place Plan cannot be understated.

The content of the Dalton Place Plan has been informed by the following Strategic Objectives that were developed and identified by the Town Team through the consultation process to improve the social and economic wellbeing of Dalton.

- Safeguard existing businesses and attract new businesses to Dalton town centre, to support increased footfall.
- Maintain and increase the number of visitors spending money in Dalton, increasing spend per visit and extending the visitor season
- Safeguard existing employment and deliver new jobs and opportunities

for economic and social participation, including education and training opportunities

- Maintain and increase the number of people living in Dalton and Dalton town centre
- Retain and increase the working age population in Dalton
- Maintain and raise the quality of the physical environment in Dalton and Dalton town centre

This Place Plan describes a **Vision** of Dalton for the future, the creation of which is the result of considerable structured input from the local community through extensive 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 over the last twenty months, the Place Plan defines a shared **Vision** for Dalton. It describes its assets, sets out its challenges, assesses potential opportunities going forward, and explains an ambitious programme of actions and possible projects, interventions and investments which are designed to help Dalton not only fulfil the Place Plan's Strategic Objectives but importantly achieve its **Vision** over the next ten years. It complements the ambitions of Barrow Local Plan and the work identified within the Cumbria Local Enterprise Partnership's Re start, Re think, Re boot Recovery Plan. It aims to Build Back Better – as our Plan for Growth in Dalton.

The Place Plan and its vision, themes and concepts have the opportunity to support green, sustainable and inclusive growth through locally developed solutions to the issues identified through the consultation process. The Place Plan seeks to set priorities for Dalton going forward which will help it achieve its Vision for the future in a coordinated and managed way supporting local businesses and residents and improving the social and economic wellbeing of Dalton.



Figure 1.1 Cumbria Context

1.2 CUMBRIA BORDERLANDS PLACE PROGRAMME

The development of the Place Plan has followed the steps of the Cumbria Borderlands Place Programme Route Map. The route map identifies the steps that will be taken to bring forward projects and activities that will address the challenges and issues identified within the Place Plan, to allow the vision for Dalton to be achieved.

Stage 1 - Establishing Town Team

Developing Town Team ToR

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 Place Plan

Feedback of Place Programme
Board on Plan

In Parallel Town Team
Commissioning Action Plan
Activity



Stage 4 - Development of the Borderlands Town Investment Plan (BTIP)

Shortlisting of Schemes for
BTIP (including consideration
of Place Programme Board
recommendation)

SOBC 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



1.3 THE TOWN TEAM

The development of the Dalton Place Plan has been overseen by the Dalton Town Team. The role of the Town Team has been to support and shape the development of a 'Place Plan' for Dalton. The Town Team is represented by a wide range of local organisations thereby providing a 'whole town place planning approach'.

The Town Team members are:

Cllr. Kevin Hamilton

Cllr. Bill McEwan

Cllr Ben Shirley

Cllr Des English

Cllr. Sam Ronson

Cllr. Shaun Blezard

Cllr. Nick Perry

Georgina Livingstone

Barry Doughty

Garry Ronson

Chair of Town Team (& County Councillor)

Vice Chair of Town Team (& County Councillor)

County Councillor (Dalton North)

County Councillor (Dalton South)

Barrow Borough Councillor

Barrow Borough Councillor

Dalton Town Councillor

Health Representative

Community Representative

Business Representative

“

*Re-establishing knowledge
and re-building awareness
of our heritage assets and
pride*

A decorative graphic at the bottom of the page featuring a horizontal stone wall and a semi-circular arch made of stone blocks. The stones are in various shades of light and dark olive green. The arch is positioned on the right side of the wall.

Chapter

02

2.1 OUR VISION



Photo Credit: Dalton Town Council & Adamedia

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The Vision for Dalton is a **Place of distinctiveness, of a particular character which builds on the inherent friendliness of the community and on its community spirit** and with a focus on improvement to key areas of the town in terms of its development and promotion.

The Vision incorporates an economic role that comes from being a **quality and characterful place people choose to live and work in, and a caring community for people who work in Barrow, Sellafield and elsewhere.**

”

2.2 CORE THEMES



Figure 2.1 Core Themes

2.2.1 THEMES

There are *three thematic areas* which are like “chapters of the story of Dalton”. These will be the priorities to guide future activity for developing and promoting the town. The Place Plan has been designed to be complimentary to the Barrow Local Plan and the activities and policy areas relating to Dalton.



Photo Credit: Dalton Town Council

1

A Community to Cherish

Whoever the stakeholder, any conversation about Dalton always starts with the community. Over the years the town has shaped a place built around its people and want this to be at the heart of an evolving Dalton going forward. Whether it's links through the schools, sports clubs, the leisure centre, businesses based here or community groups, looking out for each other and collaboration has always been to the fore. Volunteering and entrepreneurship are a way of life for many and the aim is for this to be further developed.

Whilst through its people Dalton has a vibrant beating heart, this also needs to be reflected in the physicality of the place; it is important that people and businesses can cluster and can come together in the best quality shared spaces. The town needs a recognisable 'heart' reflected by public realm as well as an environment where people can meet, talk and share experiences. This extends to improving shop frontages, encouraging more independents, bringing more living into the town and encouraging start up businesses in existing properties and on sites allocated for reemployment growth in the local plan.

There is certainly every reason and opportunity for the place to grow as it is an extremely attractive proposition given its affordability, access to open spaces, beautiful environment, good schools, availability of business expansion sites shown in the local plan, rail access and connectivity, relationship with a thriving Barrow and wonderful pace of life. For those who care about their health and well being and where best to grow a family, there can't be many better places.

This thematic area points to High Street enhancements through repurposing old buildings and bringing forward sites to provide a new offer to the community. It would support the upgrading of the station as a gateway to Dalton, supporting in a sustainable manner increased footfall to the town for residents and visitors alike. These are expanded on in Appendix 1.



Figure 2.2 Community Infographic



Photo Credit: Dalton Town Council

2

Celebrating Our Character

Dalton is a place steeped in history and was the ancient capital of Furness. Hence, there are elements of that heritage to be seen in the area including the fourteenth century Castle and Furness Abbey. However, the history doesn't animate the town and area as much as it could do with opportunities such as around the Castle and Abbey offering potential to activate the place more. Dalton is in need of storytelling which could add interest to the centre via public realm or walking trails bringing the history more into the town. Gateway signage on the A590 would also help with this.

The town has been famous for its events especially the Christmas Festival and Medieval Fair and it would add to the attractiveness of Dalton if a broader event strategy could be introduced with the potential for occasional markets as part of this. There are also links to George Romney, the English portrait painter who was the most fashionable artist at the turn of the 18th century; the school is named after him. Dowdales School is an associate of the Royal Shakespeare Company and hence there is creativity in the Dalton DNA. There is a wish to have art exhibitions within the town at the leisure centre or other appropriate venue which would complement the established and popular music shops. Amazingly, South Lakes Safari Zoo is also on the edge of the town adding to the attractions.

This thematic area points to public realm bespoke to Dalton which provides a 'heart' but also tells the place story; efforts to encourage more independent shops; better promotion by partners and a potential role for Historic England and promotional materials. These are expanded on in Appendix 1.



Figure 2.3 Heritage and Character Infographic

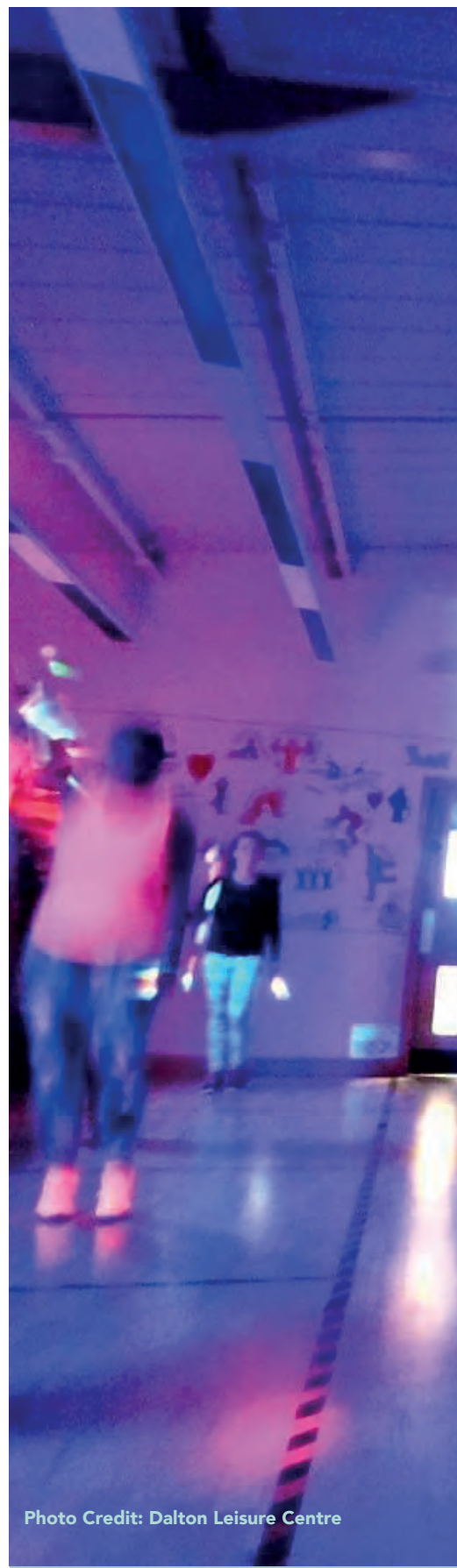


Photo Credit: Dalton Leisure Centre

3

Active Lifestyles

Dalton has a strong community; and sport and activity are a major part of this. There is a real desire, especially after the pandemic to build on this important part of local life which is crucial for residents, but also in making the town attractive for relocators. Everyone is more aware of the criticality of health and well-being, yet despite this the communities within Dalton are amongst the lowest for health and wellbeing outcomes within Cumbria. More therefore more needs to be done to tackle this, and for it to be a focal point for Dalton with an opportunity to benefit greatly from improvements in this area.

The town has the benefit not only of many active sports teams but also a leisure centre which acts as a focal point for the community and where people can enjoy swimming, squash and use of the gyms. Apart from the physical health and mental health benefits to be derived from getting involved, this activity links with the schools and brings generations together; vital to ensuring a strong and inclusive community.

Dalton also falls within the Mid-Furness Integrated Care Community (ICC), an integrated team of health and care workers including GP practices, voluntary organisations and members of the wider community who work together to support and empower individuals to manage and improve their health and wellbeing.

Dalton also benefits from its location incorporating countryside, coast and fells which are not being exploited well enough as part of the place offer. The town has the opportunity to make more of its surrounding area, but that will require better and safer walking and cycling routes, trails and mapped out routes for all abilities. Despite being at the heart of wonderful green spaces there still needs to be encouragement to use them.

This thematic area points to the consideration of better links to Barrow, Ulverston and other local centres of employment other than by car (such as the Furness Line and the local bus services) including the safety of active travel relating to public realm, lighting; the creation of trails and mapped routes and better signage. It also supports the development of people facilities, improved shared and intergenerational community space such as, better sports pitches and facilities for young people.



Figure 2.4 Active Lifestyles Infographic

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Chapter

03

3.1 DALTON AS A PLACE

Dalton is a small market town located a few kilometres north-east of Barrow and 6 kilometres west of Ulverston. Formerly in Lancashire it is now within the Borough of Barrow in South Cumbria and has a recorded population of 7,084¹. Dowdales Secondary school is the biggest employer within the town.

There is a real sense of history attached to the town with locals very aware of it having been the capital of the area known as Furness well before Barrow came to dominate the peninsula, and there are 93 listed historically significant buildings contributing to an attractive streetscape in parts of the town. In developing the initiatives within this plan, the town would benefit from a review of the conservation area to update the one undertaken in 2005.

A new by-pass was constructed in 1993 connecting with the A590 which takes most commuter traffic heading for Barrow and Ulverston and the M6 away from Dalton. Between 2013 and 2019 A590 traffic flows rose from 23.1% and 28.3% and there is a perception that more traffic is entering and leaving Dalton daily. Updated flow figures at the town's main gateways would help to define future traffic management needs.

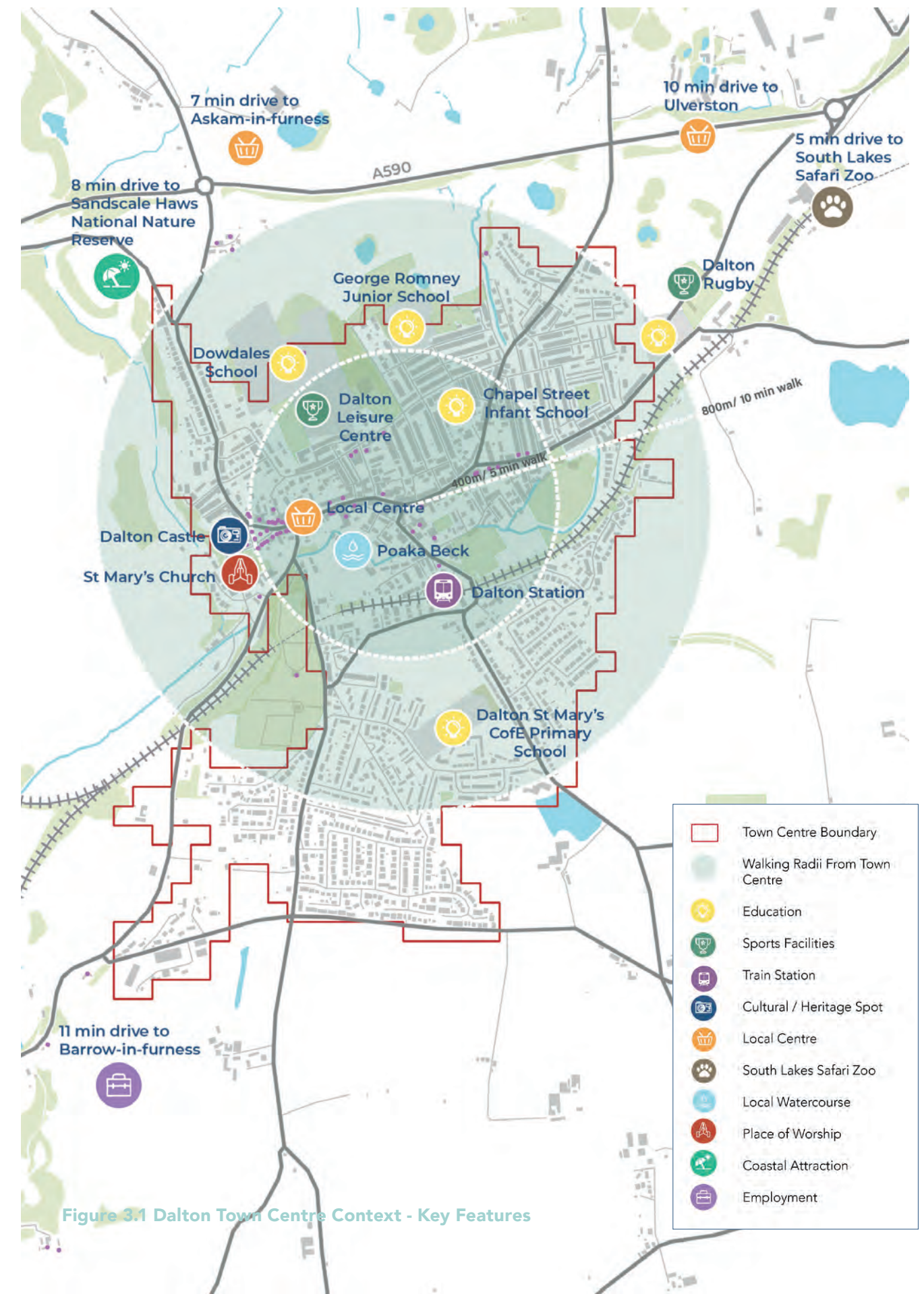
The town benefits from a railway station on the Furness Line served by Northern, with trains to Dalton from Lancaster and Manchester, and from Barrow, and the west coast and down from Carlisle.

The town benefits from a well performing secondary school, Dowdales school and four primary schools.

Dalton has a small castle at the head of the main Market Street owned by the National Trust adjacent to the historic St Mary's



Photo Credit: Dalton Town Council & Adamedia



¹ Cumbria observatory statistics 2021

Church dating from 1234. Much of the central spine of the town either side of Market Street lies within a Conservation Area and there are good outdoor sports facilities for example football, rugby and tennis as well as a Leisure Centre with pool and various playground facilities.

As befits many a traditional market town, are pubs and several churches of varied denominations, as well as some incredibly architecturally striking buildings illustrating a grandeur and affluence from days gone by. Despite this however, a lack of investment has seen the physical appearance of Market Street decline, with limited quality public realm and poor signage albeit interspersed with pockets of smarter buildings here and there. The town would benefit from a more obvious place to meet and socialise, which is challenging as currently it lacks attractions or a reason to come into the town centre for much other than fulfilling basic household needs.

Whilst some of the housing stock appears well maintained and characterful, the Local Plan identifies sites for development, recognising the need for additional housing requirements. Many of Dalton's terraced Victorian streets precede those built in Barrow and there is a need to evolve with residents a new approach to housing renewal to extend the life and improve the energy efficiency and environment of these residential areas over the life of this Plan.

Nonetheless, there is an abundance of strong community spirit and a real sense of a friendly place operating at its own pace, benefitting from the employment opportunities afforded by those within Dalton, and nearby Barrow and Ulverston. It is an appealing place to live, bring up a family and participate in local community activities.



Photo Credit: Dalton Town Council & Adamedia



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The new found sense of community that has risen during Covid. When we work together, our potential is limitless.

Photo Credit: Dalton Town Council & Adamedia

A decorative graphic at the bottom of the page featuring a light green stone wall. A semi-circular arch is built into the wall on the right side. The background is a solid olive green.

Chapter

04

4.1 OUR TOWN IN CONTEXT

Dalton recognises that change is needed as it strives to develop as a successful local service centre providing good value homes supported by a high-quality education, employment and leisure offer and facilities for the young set within the context of a friendly community. Whilst this Place Plan stands on its own as a document, designed to build back better by delivering a plan for Dalton's sustainable growth and articulating the opportunities, challenges, and potential interventions which would boost the performance of the town. It has also been prepared with regard to various locally prepared action plans, local plans and other regional or local strategies.

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 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.

Dalton features heavily within the Barrow Local Plan. The vibrancy of the town is identified as well as the opportunities for further development for retail, infrastructure development, active travel and housing developments. The development of this Place Plan provides an opportunity to act cohesively with the Local Plan Framework and its wider aims and aspirations. It can do this through bringing forwards initiatives that support the overarching aim of sustainable growth and redistributing growth and development across the borough.

Importantly, the Dalton Place Plan has considered a great deal of statistical data assembled by Cumbria Observatory² which sets out the current performance of Dalton against key data sets such as Population & Population Change, Indices of Deprivation and travel to work/Labour Market profiles. This data was initially used to support the selection of Dalton as a place which would be suitable for Borderlands Inclusive Growth Deal investment under the Borderlands Place programme.

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With the amazing community spirit anything is possible...

² Cumbria Observatory – Welcome to the Cumbria Observatory

In developing the Place Plan the data has also been used to support the case for investment and underpin the headline “themes” which emerged from the community consultation as a way of articulating the Dalton story.



Half of the population within Dalton are aged between³16-64. Over the last five years Dalton has experienced depopulation and this trend is projected to continue. The only age group experiencing an increase in population is those aged over 64. This Place Plan seeks to respond to this challenge through new opportunities that appeal to a wide demographic and meet the challenge of depopulation.



In September 2021 23,338 people visited Dalton, however only a quarter of these stayed for longer than one hour⁴. All three themes within the document have the potential to add value to the visitor offer and make Dalton a place to spend a full day, or longer.



Whilst Dalton compares favourably with its near neighbours with regards to health lifestyles it doesn't compare as well to other areas in Cumbria. Therefore health and well being outcomes for the town could be improved. This is reflected in Theme 3, Active Lifestyles, with the leisure centre a popular local facility.



A strong sense of a friendly community is reflected in a very high percentage of households who have invested in the town and bought their own home compared with other Cumbrian towns and indeed nationally.



Notwithstanding, compared with other Cumbrian locations Dalton has a very low % of the classification⁵, Affluent Achievers, which to some extent illustrates Dalton is not currently considered to be an aspirational location to live. Dalton has a very positive statistic relating to crime which overall is one of the lowest rates in the whole of Cumbria, but there are pockets of antisocial behaviour.



Dalton is primarily a residential town with limited business activity. Its top ten employers only account for 350 jobs and most would be classed as public sector. Other similar sized towns in Cumbria have 4 to 5 times as many “local” jobs.

Headlines from the online/physical survey are;

- 376 responses received, where over 69% live in Dalton (the other 31% were received from other stakeholders with an interest in the town), over 6% work in Dalton and over 11% live and work in Dalton.
- When asked what are the positive things about Dalton, the top three answers were community spirit, friendly and historic.
- When asked what the negative things about Dalton, the top three answers were poor parking, litter and antisocial behaviour.
- When asked what Dalton's best kept secret is, the top three answers were community spirit, walks/footpaths and Dalton Castle.
- When asked what Dalton's biggest challenge is, the top three answers were parking, youth facilities and traffic.

The word clouds are included in Appendix 3.



Photo credit:: Dalton Town Council & Adamedia

³ Population change 2014-2019 – total- Cumbria Observatory Statistics ⁵ ACORN Socio-Economic Category 20201

⁴ Source: Town and Place AI (Place Informatics Ltd) 2021

Dalton has over 300 embedded businesses located in the town and sits in close proximity to the major town of Barrow-in-Furness and also the town of Ulverston. Both these places are the location of the major employment opportunities in the area. Ulverston continues to benefit from significant high-tech employers and a generally skilled workforce and will benefit from its own Place Plan. This sits well with the Dalton Place Plan as the two places provide a different offer through the identified themes but one which complements the other through the different interventions and activities identified.

Barrow is dominated by BAE Systems but is also the major employment hub for a wide range of industries and supports the employment of many Dalton residents. 39% of people who commute to work, do so within the 8 kilometre distance⁶ to Barrow. Barrow has managed to secure significant external investment to help support the reinvention of its town centre and the implementation of a number of important physical projects. The successful delivery of all these will greatly help Dalton, just a few kilometres up the road, and the prioritised interventions for Dalton have been designed with this in mind.

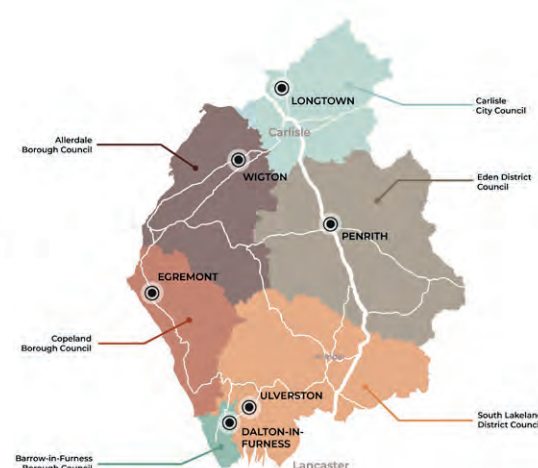


Figure 4.1 South Lakelands Context

⁶ Cumbria Observatory Figures Oct 2021

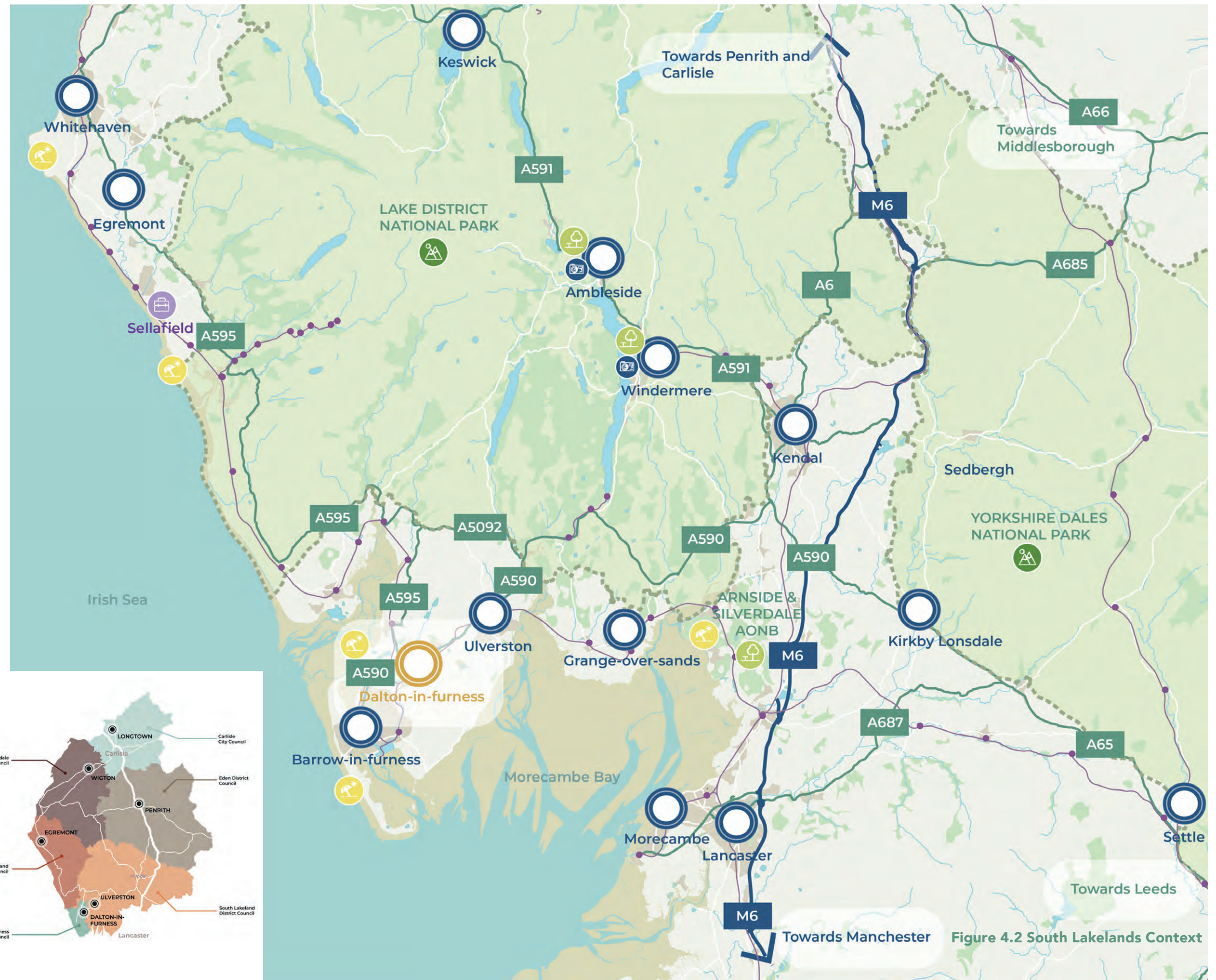


Figure 4.2 South Lakelands Context

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Chapter

05

5.1 OUR OPPORTUNITIES AND CHALLENGES

This is the Place Plan for the historic Market Town of Dalton-in-Furness in South Cumbria, prepared by the Dalton Town Team with the local community.

Dalton benefits from a strongly performing secondary school which draws in pupils from a wide catchment area and is supported by four good quality primary schools.

Dowdales Comprehensive Secondary School is the main employer within the town and the facilities and opportunities the school provides are valuable assets for the town in attracting people to choose to live in Dalton. The good quality outdoor sports facilities catering for rugby, football, cricket and tennis are well maintained and well used features of the town.

Dalton has one of only two leisure centres in the Borough. The Dalton Leisure Centre is a not for profit organisation, managed by a trust and is the only leisure centre in the country to operate in this way. The centre offers a swimming pool, a gymnasium and fitness classes for the community. In Dalton however, 20% of the population⁷ are classified as lower than fair health. More should therefore be done to promote healthy and active lifestyles, building on the strong foundations and assets the town has to offer.

The railway station is clearly an asset for Dalton providing ready connections for its residents to places of employment, leisure and travel. This is supported by a variety of bus services going through the centre. The town's history and the related streetscape, listed buildings, conservation area, and dominant National Trust owned Castle at the head of the town 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.

A Local Cycling and Walking Infrastructure Plan for the Barrow area is under development. There is an opportunity to enhance the benefits for Dalton by utilising the routes identified within this Place Plan to bring visitors into Dalton and support active travel routes for Dalton residents working in Barrow. Proposed improvements to the Dalton area include works around the Flass Lane Leisure Link.



Photo Credit: Dalton Town Council & Adamedia



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The biggest opportunity for the town is to be a safe and vibrant town to live in...

Photo Credit: Dalton Town Council & Adamedia

⁷ 2011 Health statistics and 2019 IMD Health indices

Digital Infrastructure

The Cumbria Digital Infrastructure strategy identifies the importance of digital infrastructure for modern life and the connectivity it provides to services and markets. Dalton benefits from good digital connectivity, both with regards to access to superfast broadband and 4G coverage. The town has⁸ 97.5% of premises with over 30 Mbps of fixed broadband speed coverage which is above the 94% Cumbria average, and 99.5% of premises have access to the four Mobile Operating Networks. Dalton is therefore well placed to attract and support investment opportunities through good digital infrastructure.

In terms of features and services supporting a good place to live, the town has a modern medical centre, and a small number of local shops, as well as a larger modern Co-Op supermarket serving day to day needs. It has low crime⁹ rates and a further key asset is its proximity to beautiful rural countryside and the stunning coast.

Opportunities exist to better maintain, improve, enhance, and develop the features and facilities of the town and with cooperation and collaboration between local partner organisations and the private sector these sorts of interventions would reposition Dalton as an attractive and vibrant place to live.

The scope to examine opportunities for further new housing developments should be taken in conjunction with the allocated sites within the Barrow Local Plan, Homes England and RSL partners. 81% of households¹⁰ within Dalton are privately owned which is above the national and Cumbrian average. Drawing in more families to choose to live in Dalton 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 public art installation of significance to the town and/or an arts and cultural hub which in itself could attract visitors to use the town's facilities. Building upon the Dowdales School's association with the Royal Shakespeare Company (RSC) should be looked at as a means of further developing the town's cultural offer.

However, historically Dalton 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. 53.5% of the population¹¹ are financially stretched and the Covid pandemic has highlighted the fragility of the current town centre retail and leisure offer.

There is a vital need to maintain and

enhance this offer to serve local residents by sustaining and improving trade, through attracting more residents, more people of working age and visitors. Through the consultation and engagement, limited infrastructure relating to parking, and active travel is seen as barrier in bringing visitors into the town. More people are needed to support the potential for investment in an improved town centre offer across the board. It's important that Dalton thrives as a successful local service centre with more economic activity happening around the High Street.



Photo credit: Dalton Town Council & Adamedia

⁸ Connecting Cumbria Sept 2021 fixed broadband speed and outdoor 4G coverage for Dalton

⁹ Index of Deprivation 2019 Centiles

¹⁰ Housing & Households 2011

¹¹ ACORN Socio-Economic Category 2020

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Chapter

06

6.1 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 Place Plan which knits together and drives the change needed.

Project ideas have been sought locally and from the broader engagement work undertaken. Consideration has also been given to activity within the existing Action Plans prepared by the Dalton Community Partnership, Town Council and Borough Council

The following are illustrations of project intervention proposals under each theme which are designed to address the key issues identified through the consultation and support the town to achieve its Vision of the future, as well as address the headline Strategic Objectives. In developing these proposals further there are opportunities to work with key organisations and stakeholders to bring forward these changes and work with funders such as the Borderlands Inclusive Growth Deal to bring about interventions that will be truly catalytic for the town.



“

Investing in the young people in the town will improve Dalton now and when this generation become the adults of 10 years time they will have a pride in the town to share with their children.

Photo credit: Dalton Town Council & Adamedia

1

A Community to Cherish

This theme focusses on creating a heart for Dalton, through investing in a mix of renewed public space, and public realm which reflects the historic character of the town. It recognises Dalton as an enterprising town that can act as a draw for residents and visitors alike, as well as bringing back into use redundant and derelict sites. Interventions through this theme can build on the local heritage and assets of the town that will increase footfall and promote long term green and inclusive growth.



Photo credit: Dalton Town Council

Theme 1, Concept 1:-

Highstreet Enhancements to repurpose town centre buildings

A package of activity that could support the repurposing of some town centre buildings to bring forward a more diverse offer and a better mix of facilities. The concept has the potential to reinvigorate the streetscape of the town centre through a shop front heritage improvement scheme and capital grant scheme that would bring forward private sector investment and support a wide range of end uses. Coupled with associated public realm and signage there is an opportunity to revitalise the Highstreet and fully embrace the community to cherish theme.



“Make it into a town where people choose to spend their time...”

Photo credit: Dalton Town Council & Adamedia

Theme 1, Concept 2: -

Gateway to Dalton

The station is a real asset for Dalton, however there are opportunities to exploit this further and maximise its potential to enhance its role as a gateway to the town to appeal to visitors and residents. Activity under this concept could include improving the station access, parking (including Electric Vehicle Charging Points) and associated facilities.

The community orchard and other associated station gateway public realm enhancements would also provide welcoming experience for railway users. Working with Partners such as Northern, Network Rail and the Community Rail Partnership to bring forward a package of interventions would enhance this asset and increase the use of the station by local residents and visitors to the town.

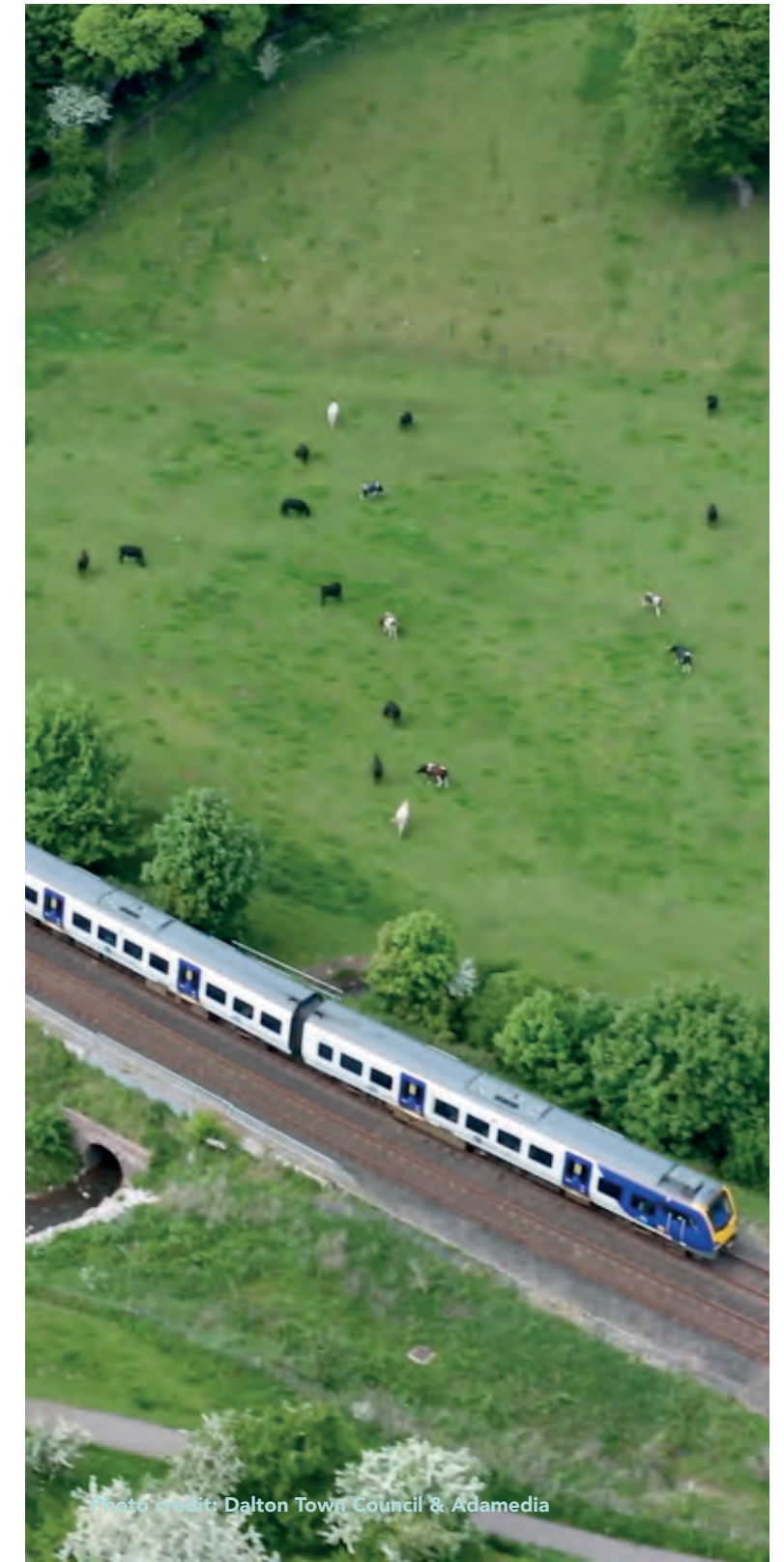


Photo credit: Dalton Town Council & Adamedia



Photo credit:: Dalton Town Council

2

Celebrating Our Charatcer

Dalton is steeped in history and culture, and this theme celebrates this. It identifies the opportunities to strengthen and develop the arts and cultural offer, in conjunction with key cultural, heritage and arts organisations, local schools including Dowdales School and other community groups.



Photo credit:: Dalton Town Council & Adapmedia

Theme 2, Concept 1: -

Creation of a new attraction(s) to celebrate culture and Dalton as Ancient Furness Capital

This concept would see the creation of a new attraction(s) to celebrate culture and Dalton as the Ancient Furness Capital through enhancements to sites such as Market Square and Tudor Square. Through investing in these cultural assets renewed public and community space can be developed, and there is also the potential for enhanced market provision. The delivery of associated public realm which reflects the historic character of the town can act as a draw for residents and visitors alike which will help see spin off enterprises such as those within the food and beverage sector.

The activity within this concept has the potential to increase foot fall through new visitor opportunities and associated spending power that will safeguard and support longer term employment creation.



“

Bring back festivals such as medieval festival, make the most of the town with market days that attract market stalls to keep people shopping locally...

Photo credit: Dalton Town Council



Photo credit: Dalton United Football Club

3

Active Lifestyles

This theme seeks to build on the strong sports foundation that exists within Dalton to develop new active and leisure opportunities that can help promote healthy and active lifestyles that will support improved well being, as well as tackle congestion through new walking and cycling gateways. These initiatives will support the Place Plan to deliver on the green and inclusive growth agenda through the promotion of alternative means of travel.



Photo credit: Dalton Leisure Centre

Theme 3, Concept 1:-

Concept 1 Dalton to Barrow Cycleway

This concept proposes to invest in improved cycling and walking links to support movement of people through the town to ease the issue of peak time congestion. It could provide a cohesive link to the walking and cycling developments being delivered in Barrow, ensuring Dalton is fully connected and part of the network operating within the Borough. Promoting cycling and walking opportunities such as the Old Monks Trail would not only benefit those residents who commute to Barrow for employment, but would also unlock employment opportunities by providing safer, more accessible commuting options for those seeking employment, which would help to exploit underdeveloped economic resources. It would also provide new and alternative routes to attract new visitors into Dalton supporting green growth.



“

New outdoor cafes, eating house, outdoor gyms, bike trials for young to make and enjoy, Get Cumbria Buzzing.

Photo credit:: Dalton Town Council & Adamedia

Theme 3, Concept 2: -

Enhanced Indoor and Outdoor Recreation Facilities

This concept would enhance and develop outdoor recreation facilities and activities to build upon the current offer through improving the quality, accessibility and range of provision. Through providing new and different opportunities it will help to engage with those people who do not currently participate with the existing offer and help improve the overall health and wellbeing of the town.

The concept would require partnership working between local partners such as the leisure centre and schools to bring forward initiatives that would appeal to a broad range of residents and could include youth provision that would help tackle wider issues within the community such as anti-social behaviour.



“

The sense of community spirit is at a high, people are proud of Dalton...

Photo credit: Dalton United Football Team

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 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, Community Partnership and other community groups and stakeholders will be undertaken to support this process. Nonetheless, each of these interventions is capable of being progressed quickly, subject to more detailed consultation, consideration of project constraints such as planning approvals and more detailed engagement with key partners.

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.



A decorative graphic at the bottom of the page featuring a stone wall and a semi-circular arch. The wall is composed of various shades of olive green and tan rectangular blocks. The arch is also made of similar blocks, with some blocks in the center being a lighter shade of tan. The entire graphic is set against a solid olive green background.

Chapter

07

7.1 DELIVERING CHANGE AND MEASURING SUCCESS



7.1 Place Plans – Outputs and Outcomes and Monitoring Success

The Dalton Place Plan is designed to boost the attractiveness, functionality and economic performance of the town. The Place Plan advocates giving it a recognisable heart, distinctive in its design and feel/ambience to better 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 the local stakeholders seek and go some way to achieving the Strategic Objectives set out in the introduction to the Place Plan. The benefits will be significant, particularly for the younger population. 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.



“

The Dalton High street could be transformed, like Ulverston, everything in Dalton is accessible by train and therefore upmarket food and drink venues have great potential in Dalton...



Photo credit:: Dalton Town Council & Adamedia

Appendix 1 provides further detail on how the themes and concepts will support the delivery of the Place Plan's 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
- New and Improved Floorspace
- Derelict and Vacant Land Remediated
- Private Sector Leverage
- Increased GVA
- Additional Visitors Attracted
- Increased Footfall
- New Jobs Created and Supported
- People into Training and Employment
- Increased Health Outcomes
- Create New Social Enterprises to support green jobs and green economy
- New Housing Units Created

The effectiveness of the Place Plan will be monitored through the delivery against the identified themes and the Strategic Objectives. 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 to the Town Team and Funders. Mid term (five years) and ten year

evaluations will be commissioned by the Town Team to identify the collective impacts of the individual interventions and their contribution against the achievement of the Strategic Objectives.

The Place Plan aims to provide lasting benefits for all residents and supporting inclusive and sustainable growth for the Dalton 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 Dalton Stakeholders. The Place Plan will be used to lever investment opportunities from a variety of sources, including the Borderlands Inclusive Growth Deal, Appendix 1 provides further detail on the next steps to implement the Place Plan.

Local endorsement from the Town Team, and other required local governance structures will be an integral part of the governance for the implementation phase. Appropriate levels of stakeholder engagement in the development of the schemes will be undertaken to ensure continued community engagement. As schemes are submitted to individual funding sources, the local governance of the lead organisation will be recognised as the required 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 Marketing and Promotion

The Dalton Place Plan is a stand-alone document which captures local opinion, local enthusiasm and local strength of feeling regarding the future opportunities and challenges for the town.

In developing the Place Plan significant engagement was undertaken with a range of stakeholders including, local authorities, businesses and crucially 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 and Community Partnership 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 plan.



Appendices



APPENDIX 1

Dalton Place Plan – Concepts and Action Plan

The following are more specific project intervention ideas derived from the local and strategic consultation and engagement sessions, that fit under the three themes of the vision/story. Each idea is set out below with some commentary about the merit, deliverability and likely outcomes and benefits of the idea.

Projects	Intervention/initiative	Link to Strategic Objective	Potential Outputs and Outcomes	Funder	Next Steps
Theme 1 – A community to cherish					
Highstreet enhancements to repurpose town centre buildings (including the Atkinson site) and enhance existing offering, with associated signage and public realm	Repurpose some town centre buildings where appropriate to get a better mix of facilities and reinvigorate the streetscape of the town centre. Shop frontage heritage schemes Public realm and signage to support activity	Maintain and increase the number of visitors spending money in Dalton, increasing spend per visit and extending the visitor season Maintain and raise the quality of the physical environment in Dalton and Dalton town centre Safeguard existing businesses and attract new businesses to Dalton town centre, to support increased footfall. Safeguard existing employment and deliver new jobs and opportunities for economic and social participation, including education and training opportunities Maintain and increase the number of people living in Dalton and Dalton town centre Retain and increase the working age population in Dalton	Support to new and existing business (including independent shops, food and drink offer) New Jobs Buildings converted to residential Improved public space	THI Borderlands	Identification of sponsor organisation Identification of options for delivery of a grant scheme Consideration of public realm enhancements Establish costs at SOBC stage Quantification of benefits Identification of project constraints and risks
Gateway to Dalton	Station gateway and enhancements including improved signage, EVCP, parking infrastructure, public realm, community orchard. Exploration of Business Hub at the station.	Maintain and increase the number of visitors spending money in Dalton, increasing spend per visit and extending the visitor season Maintain and raise the quality of the physical environment in Dalton and Dalton town centre	Improved public space Electric vehicle charging points Increased footfall Improved railway station	Borderlands	Identification of Sponsor organisation Identification of options for development of the station Feasibility of design and delivery Establish costs at SOBC stage Quantification of benefits Identification of project constraints and risks

Projects	Intervention/initiative	Link to Strategic Objective	Potential Outputs and Outcomes	Funder	Next Steps
Theme 2 – Celebrating our Character					
Creation of a new attraction to celebrate culture and Dalton as Ancient Furness Capital	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. Potential for events space at the castle and performance space at the school.	Maintain and increase the number of visitors spending money in Dalton, increasing spend per visit and extending the visitor season	New business and enterprises (including food and drink offer)	Borderlands	Identification of Sponsor organisation
Market Square and Tudor Square development		Maintain and raise the quality of the physical environment in Dalton and Dalton town centre	Improved Market offer	Arts Council	Identification of options for development of Market and Tudor Square
		Safeguard existing businesses and attract new businesses to Dalton town centre, to support increased footfall.	Improved Heritage/Cultural Attraction Attraction	Heritage Lottery	Establish costs at SOBC stage
		Safeguard existing employment and deliver new jobs and opportunities for economic and social participation, including education and training opportunities	Improved footfall/visitor numbers		Quantification of benefits
					Identification of project constraints and risks
Theme 3 - Active Lifestyles					
Dalton Barrow Cycleway and linking to the Barrow cycle routes	Investment in improved cycling and walking links to support movement of people through the town to ease the issue of peak time congestion and the local concern over parking	Maintain and increase the number of visitors spending money in Dalton, increasing spend per visit and extending the visitor season	Additional visitors/footfall attracted	Levelling Up Fund or National Highways A590	Identification of Sponsor organisation
The Old Monks Trail		Maintain and raise the quality of the physical environment in Dalton and Dalton town centre	Upgraded walking and cycling paths		
			Improved Health and Well being		Establish costs at SOBC stage
					Quantification of benefits
					Identification of project constraints and risks
Enhanced outdoor and indoor recreation facilities	Enhance and develop outdoor recreation facilities and activities to build upon the current offer and improve the overall quality and accessibility. Inclusion of 3G/4G/5G pitches, youth facilities, Soft Play	Maintain and raise the quality of the physical environment in Dalton and Dalton town centre	Improved Health and Well Being	Sport England	Identification of Sponsor organisation
			Improved Sports facilities	Borderlands	Identification of options and feasibility of leisure facilities.
			Reduction in anti social behaviour		Consultation and feasibility relating to youth facilities- identification of project partner
					Establish costs at SOBC stage
					Quantification of benefits
					Identification of project constraints and risks



APPENDIX 2

Cumbria Observatory data for Dalton

Table 1 – Existing fixed broadband speed coverage

Admin Area	Total premises	>1000 Mbps	<1000 Mbps	>30 Mbps	<30 Mbps	>10 Mbps	<10 Mbps
Dalton in Furness	3,629	128	3,501	3,540	89	3,615	14
	As percentage	3.50%	96.50%	97.50%	2.50%	99.60%	0.40%

Source: Connecting Cumbria September 2021

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

		4G Service From				
Admin Area	Total premises	No 4G	1 MNO	2 MNO's	3 MNO's	4 MNO's
Dalton in Furness	3,629	128	3,501	3,540	89	3,615
	As percentage	3.50%	96.50%	97.50%	2.50%	99.60%

Source: Connecting Cumbria September 2021

	Sept 2021 Analytics	
People in catchment area	98,481	
Monthly visitors	23,338	
Monthly visitors (as % catchment)	24%	
Monthly visits	109,147	
Visit frequency (per month)	4.7	
Average dwell time	93.9 min	
Length of visits	Brief (6-12 mins)	22%
	Short (12-20 mins)	10%
	Medium (20-40 mins)	23%
	Long (40-60 mins)	20%
	Extended (60+ mins)	25%
Visitors come from:	LA14	31%
	LA13	26%
	LA12	17%
	LA15	15%
	LA16	7%
	LA11	3%
Day of visits	Monday	10%
	Tuesday	14%
	Wednesday	17%
	Thursday	15%
	Friday	15%
	Saturday	17%
	Sunday	11%
Time of most visits:	09:00	
	14:00-16:00	
Streets visited (% movements during visits)	Market Street	44%
	Station Road	23%
	Abbey Road	20%
	Ulverston Road	14%
Visitors also go to:	Walney Road Retail Park	
	Hollywood Retail Park	
	Cornerhouse Retail Park	
	Ulverston	

Table 3 – Dalton in Furness Footfall Report - September 2021
Source: Town and Place AI (Place Informatics Ltd)

Table 4 – Top 10 Employers in Dalton

Employer	Sector	Employees
Dowdales School	Education	140
Abbeyfield Furness Extracare Society	Human Health	50
Co-Operative Group	Retai	30
GP Surgery	Human Health	30
Little & Caine	Funeral Director	25
John Shaw & Son	Passenger Transport	20
Woodbine Dairy Limited	Farming	15
MSH Health Care	Human Health	15
Village Inn	Accommodation & Food	15
Lloyds Pharmacy	Retail	15

Source: Cumbria Observatory

Table 5 – Dalton - 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 to Services & Housing	Barriers - Geographical	Barriers -Wider	Living Environment	Living Environment - Indoors	Living Environment - Outdoors
Dalton	001D	4	6	7	5	5	4	3	6	2	9	10	10	10	1	1	10
	002A	7	9	10	9	7	6	5	7	3	10	7	3	10	5	3	9
	002B	5	6	7	7	6	7	7	7	3	6	10	9	10	1	1	8
	002C	3	4	4	3	3	4	4	5	2	8	10	7	9	2	1	9
	002D	5	5	6	5	4	3	2	5	2	10	10	8	9	7	5	10

Source: Cumbria Observatory

APPENDIX 3

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

What we did:

Evidence Gathering

- Desk research immersion visit
- X 8 stakeholder interviews
- Overarching interviews
- X 2 workshops
- Online survey

What we found:

Stakeholder Engagement

Describe:

- Historic
- Friendly
- Happy place
- Tight knit community
- Small, commuter town
- Dominated by Barrow
- Opportunities
- Got it's own pace, quiet
- Captial of Furness
- Provides basic needs
- Family place
- Good place to live

Assets:

- Community
- History and heritage
- churches
- Dalton Castle
- School active in the community

- Dalton Drill Hall
- Furness Abbey
- Leisure Centre
- Good transport connectons
- Compact town
- Good education
- Volunteering
- Independent shops
- Sports facilities
- Location between Ulverston and Barrow
- Surrounding countryside
- Walks
- By-pass

Worst aspects:

- Sad
- Empty
- 'Tumbleweed town'
- Feels neglected
- Anti social behaviour
- Parking
- No obvious centre
- Short term funding
- Little youth facilities
- Forgotten
- No sense of arrival
- Station needs upgrade
- By-pass
- Castle closed

External view

- Poor relation to Barrow
- 'Posher' than Barrow
- Where?

Education:

- Good performing schools
- Active links with the community
- Dowdales School RSC associate partner

Business

- Serves needs
- Couple of popular independents
- Loyalty from local people
- Not a place of business
- Travel to work, Barrow, Sellafield, Ulverston

Visitor Economy

- Not a place that is visited
- History and stories not accessible
- South Lakes Safari Zoo a destination not a part of the town

Opportunities

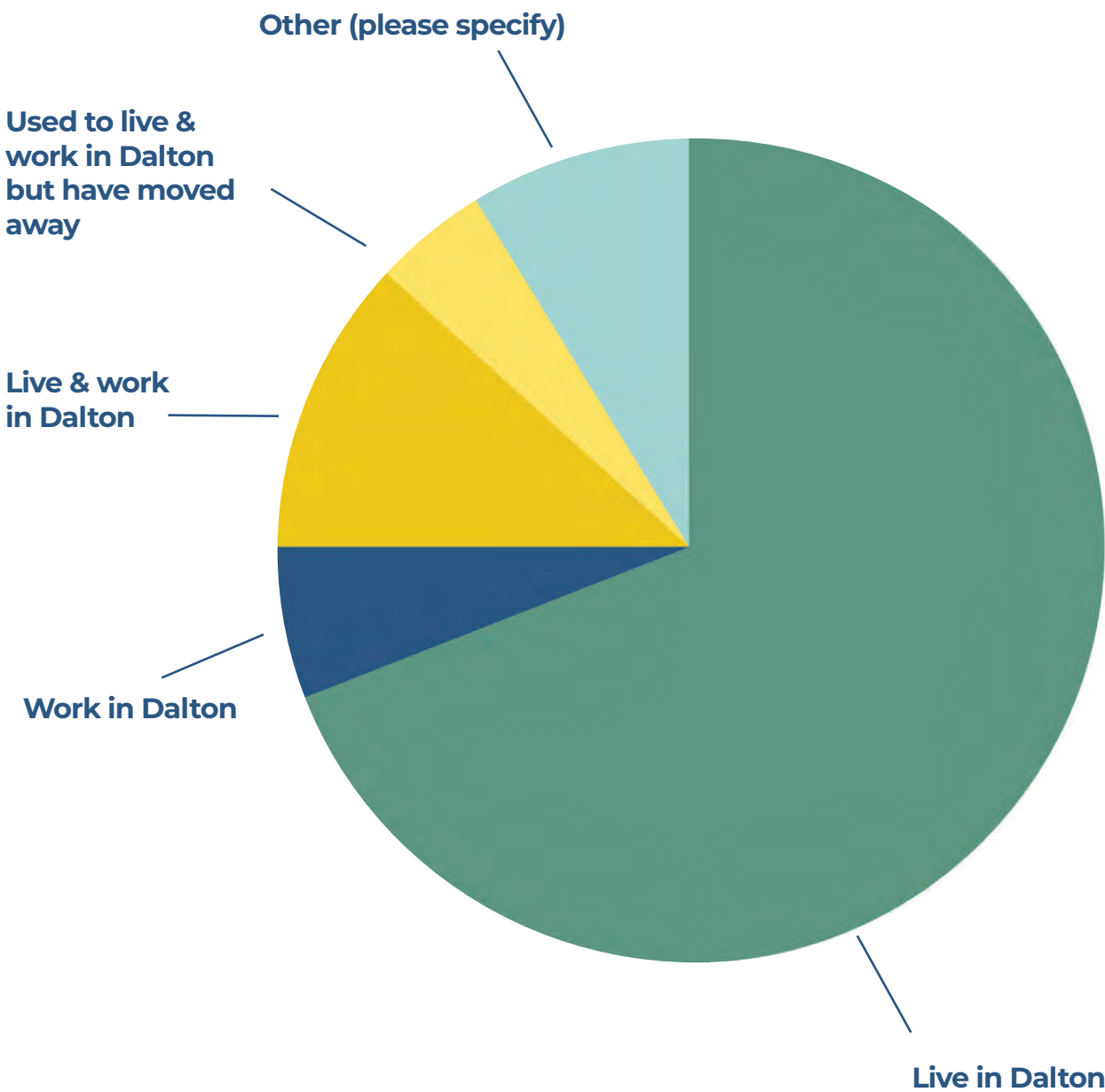
- Pedestrianisation in places
- Link Dalton / Barrow, walking and cycling
- Space for arts, including cafe
- Link Abbey in town
- Linkages with the zoo, joint tickets
- Grants to improve shop fronts
- Station upgrade
- Exploit the investment in barrow
- Tudor square, market potential
- Soft play area with lesiure centre
- Improved lighting
- Food and drink offer

On-line/physical survey

376 responses.

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

What is your association with Dalton?



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



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



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



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



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

- Develop high street/town centre/ pedestrianise main street building a sense of community/community events/festivals more shops
- Tourism and hospitality
- Improve parking
- Business growth and employment opportunities providing opportunities for young people
- Creative projects to improve green spaces

What's Important?

- Local place for local people a place to call home
- Has to meet needs provide good education community facilities make use of it's location
- Create a small 'heart'
- Safe, clean and well kept
- Health and well being
- Not try to be what it isn't
- Look after young people continue to promote

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