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Millom Town Deal

PRESS RELEASE

Design partner for Millom's Ironline project is announced

THE design partner for a project that will see an area of Cumbria's coastline transformed has been announced following a global search.

A total of 21 landscape and architectural teams entered the competition to find a design partner for The Iron Line - a scheme that will see the uniquely beautiful sea wall and coastal lagoon enhanced to provide an inspirational and fully inclusive route across RSPB Hodbarrow.

From the initial proposals, five were shortlisted and further submissions from the teams were displayed at a four-day exhibition which formed part of a wider public consultation exercise.

An expert jury panel was then convened which took community feedback into consideration before making a final decision.

Layer Studio was selected as the design partner to take the project to the next stage, with the panel saying Layer Studio's Stage 2 submission was sensitive to place, heritage, ecology, culture, and community.

The team is led by renowned landscape architects and includes a specialist in projects that require engagement with the local community. Work to create the design proposal for The Iron Line will take place over the coming weeks and months.

Robert Morris-Eyton, the chair of Millom Town Deal board, was a member of the jury panel.

He said: "We were incredibly impressed with the very high standard of submissions for this competition.

“The jury panel assessed the highly talented teams, all of whom had the ability and skills to take this project forward and do an excellent job.

“The quality of thinking and depth of expertise in all the teams was clear. This was a very close competition but ultimately the panel was unanimous in selecting Layer Studio as the winner.

“We now look forward to working with the team as they develop outline proposals specific to the Iron Line project.”

Millom and Haverigg were among 101 towns invited to bid for a share of the Government’s £3.6 billion Towns Fund in 2019 - part of the Government’s Levelling Up agenda.

Working alongside Copeland Borough Council, the Millom Town Deal Board secured an offer of £20.6 million from the fund in July for projects it identified as local priorities.

In addition to The Iron Line, three further projects are included in the successful Town Investment Plan; Reactivating Heritage Buildings, Connected Millom and Haverigg and Activating Community Health which will incorporate a community swimming pool.

Each aims to help maximise inclusive economic growth and better connectivity for the area while developing a welcoming arts, culture and tourism offer, thriving independent businesses and healthy, active people.

The Iron Line competition was overseen by Colander Associates Ltd, a firm brought in to seek the interest of design and architectural firms both in the UK and internationally on behalf of Millom Town Deal Board and Copeland Borough Council.

Matthew Warner, the director of Layer Studio, said: “We’re absolutely delighted to win this international design competition and be selected as the design partner to enhance Millom’s coastal lagoon, sea wall and nature reserve.

“With the Iron Line project we have a unique opportunity to create a world class visitor attraction that will breathe new life into Millom’s visitor economy and help drive forward its ambitious Town Deal.

“We’re looking forward to working with partners and the local community to bring this exciting vision to life.”

For more information on the Millom Town Deal Board, visit [Towns Fund | Copeland Borough Council](#)

ENDS

Notes to Editors

For immediate release.

On July 27, 2019, the Prime Minister announced that the Towns Fund would support an initial 101 places across England to develop Town Deal proposals, to drive economic regeneration and deliver long-term economic and productivity growth. See further details of the announcement: [PM speech at Manchester Science and Industry Museum - GOV.UK \(www.gov.uk\)](#)

A Town Deal is an agreement in principle between government, the Lead Council and the Town Deal Board. It will set out a vision and strategy for the town, and what each party agrees to do to achieve this vision. See the 101 places being supported to develop Town Deals: [list-of-100-places.pdf \(publishing.service.gov.uk\)](#)

Each of the 101 towns selected to work towards a Town Deal also received accelerated funding last year for investment in capital projects that would have an immediate impact and help places “build back better” in the wake of Covid-19. View a list of accelerated funding by place: [towns-fund-accelerated-funding-grants.pdf \(publishing.service.gov.uk\)](#)

This release was prepared by 32West on behalf of Copeland Borough Council and the Millom Towns Deal Board.



HM Government