



Barrow Town Centre Regeneration Scheme Levelling Up Fund Investment

Public Consultation

Monday 27th February – Monday 13th March 2023



UK Government

**LEVELLING
UP**



Why are we Talking to You?

We want to hear your views to help shape a major regeneration project for Barrow's town centre.

We are consulting you on the latest designs and proposals for the transformation of the Barrow Market building and its wider public space into a new destination with shopping, food and drink experiences at its heart.

Barrow Market is to enjoy a rejuvenation to become a bright place for all age groups, with activities in the daytime and the evenings. The venue will combine the best of our rich history with the modern facilities to discover great food and drink, goods and to celebrate local traders, makers, and producers.

The exciting project includes a new Duke Street frontage and a shared entrance for Barrow Market and neighbouring entertainment centre, The Forum, to create one gateway destination. There will be a new community hub within The Forum as well as improvements to Duke Street to create better transport connections. There will also be a pocket park and space for outdoor events.

Please share your views on the proposals during the consultation, which runs from Monday 27th February to Monday 13th March 2023. There will be a chance to attend drop-in sessions and fill out the consultation survey online or in person. We will be holding events with organisations who represent various groups of residents in our community.

The Story so Far.....

In 2021, Barrow Borough Council developed an ambitious business case to inject vitality back into the heart of Barrow's town centre with proposals to create a major indoor attraction and gateway destination through significant transformation to existing buildings, streets and spaces.

Consultation with the public and other stakeholders shaped a successful bid for huge investment from the Government's Levelling Up Fund (LUF) in June 2021.

In Autumn 2021, the Government announced that a once-in-a-generation £16 million pound award from the LUF had been secured by Barrow Borough Council. With match funding of £1.5 million from Barrow Borough Council itself, the scheme will benefit from a £17.5 million overall investment.

The business case put forward to Government consisted of three key elements:

- Improvements to the outdoor spaces (public realm) and accessibility in Duke Street and the creation of a high-quality entrance connecting The Forum and Barrow Market Hall.
- Revitalising Barrow Market with a vibrant food hall to offer more food and drink experiences, more family leisure facilities, and a high-quality shopping area to showcase local traders, makers, and producers at the heart of the scheme while also establishing a new town centre community hub within The Forum.
- The creation of a pocket park and events space at the Portland Walk entrance to Barrow Market Hall and improved pedestrian connectivity to Dalton Road.

As part of the development of the project, Barrow Borough Council held its first consultation on Barrow Town Centre Regeneration Scheme between Friday 2nd December and Friday 23rd December, 2022. Now we are consulting you again for views on the latest designs and scheme proposals.

We intend to submit a planning application for the building façade works in March 2023. The first major works are due to take place in summer 2023.



Background, Issues and Opportunities

Barrow Town Centre Regeneration Scheme brings the exciting opportunity to rebuild a vibrant town centre, increase footfall, boost the local economy, encourage people to spend an increased amount of time in the area and enhance cultural heritage.

The scheme proposes to create an attractive Duke Street gateway destination to improve the experience of residents, business owners and visitors. The scheme will re-imagine Barrow's Market Hall, with a venue for people of all ages with local independent businesses, a food and drink hall and areas for entertainment.

The project includes a new exterior and shared entrance for the Market Hall and neighbouring entertainment venue, The Forum, a new community hub as well as improvements to Duke Street to create better transport connections. There will also be a pocket park and space for outdoor events.

In July 2022, the empty building at 56 Portland Walk was demolished to pave the way for the scheme.

Buttress Architects are the lead architects for the project, working alongside OPEN designers and engineers WSP.

The transformation of Barrow Market and The Forum, to create a Duke Street gateway destination, is also just one of a range of exciting developments for Barrow Town Centre.

With a high town centre vacancy rate there is an urgent need to diversify the offer. Barrow Borough Council continues to work with landlords and partners to reactivate the town centre overall and to explore funding opportunities.

The town centre has, and is, benefiting from funding including Reopening High Streets Safely, Welcome Back Fund, the High Streets Heritage Action Zone improvement scheme in Duke Street and the UK Shared Prosperity Fund, which includes a new Portland Walk public realm improvement scheme.

The Barrow Town Centre Regeneration Scheme also incorporates elements of the £25 million #BrilliantBarrow Town Deal with the establishment of a new community hub within The Forum. BAE Systems has confirmed a £200,000 contribution to the Town Centre community hub.

BAE Systems has also announced that it has bought vacant Portland Walk buildings, including the former Debenhams and WH Smith stores, to create a multi-use facility in the town centre. This brings the exciting prospect of part of the company's workforce being based in town, next to our new gateway destination.



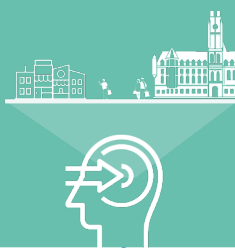
Examples of the #BrilliantBarrow Town Deal projects

Our Objectives

We held a public consultation from Friday 2nd December to Friday 23rd December, 2022 to obtain feedback on our objectives, designs and proposals. Approximately 300 people attended our consultation events. We had 116 questionnaire responses. The consultation showed that 81% of respondents agreed with the objectives and 74% of respondents support the project scheme.

Transform the role and perception of Barrow

through an enhanced leisure, arts, and culture offer creating new opportunities for people to spend time in the town centre.



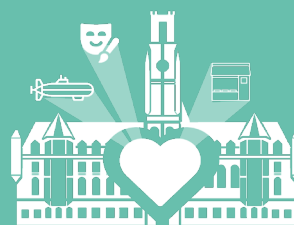
Diversify our offer

by creating a contemporary, attractive and exciting indoor destination to encourage footfall and spend.



Establish a gateway

to the heart of the town centre which creates an exceptional sense of arrival and enhances linkages between civic, culture and retail uses.



Objectives



Suggestions and issues were raised through consultation in December 2022. These are referenced in the feedback report at barrowbc.gov.uk/regen. Where possible these suggestions have been considered.

The table below summarises our responses to your feedback to date.

| You Said | We are Listening |
|--|---|
| <p>Create a high-quality gateway, shopping and leisure destination.</p> <p>Have a modern, light and organised market.</p> | <p>The scheme will create an attractive frontage to the Duke Street building and form a high-quality gateway 'shopping and leisure' gateway destination</p> <p>The transformed Barrow Market will be a modern facility which will maximise natural light from the Duke Street frontage. The new market will have clear entrances and improved wayfinding.</p> |
| <p>Create a vibrant food hall, food and drink experiences.</p> <p>Look at daytime and night time use of the food hall.</p> | <p>The public have said they want a more 'diverse' food and drink 'offer' in the town centre. The food hall is at the heart of the scheme, alongside attractive goods stalls. Having a food and drink facility that can be used during the day and the evening is very much part of our considerations.</p> <p>Barrow Market hosted a successful Twilight late night opening event in February with music, food and drink as a taster for events to come.</p> |
| <p>Have Wi-Fi, screens and mobile and laptop charging points in the new destination.</p> | <p>Wi-Fi, screens and charging points are all being considered for the transformed Barrow Market.</p> |
| <p>Have a stage and performance space in the new Barrow Market.</p> | <p>A stage and performance space are being considered for the new Barrow Market.</p> |
| <p>Improve toilets facilities.</p> | <p>New toilets and a Changing Places facility is planned for the new Barrow Market.</p> |
| <p>Have green spaces.</p> | <p>We have plans for greenery with the public realm proposals in Duke Street and in the pocket park that is to be created in the area near to the Portland Walk entrance of Barrow Market.</p> |

Barrow Market Twilight Event

Hundreds of people attended a successful Twilight late-night shopping and entertainment event at Barrow Market.

The venue hosted an evening of live music, food and drink and shopping on Friday 10th February, to showcase what the new market could offer in the future following this major transformation scheme.

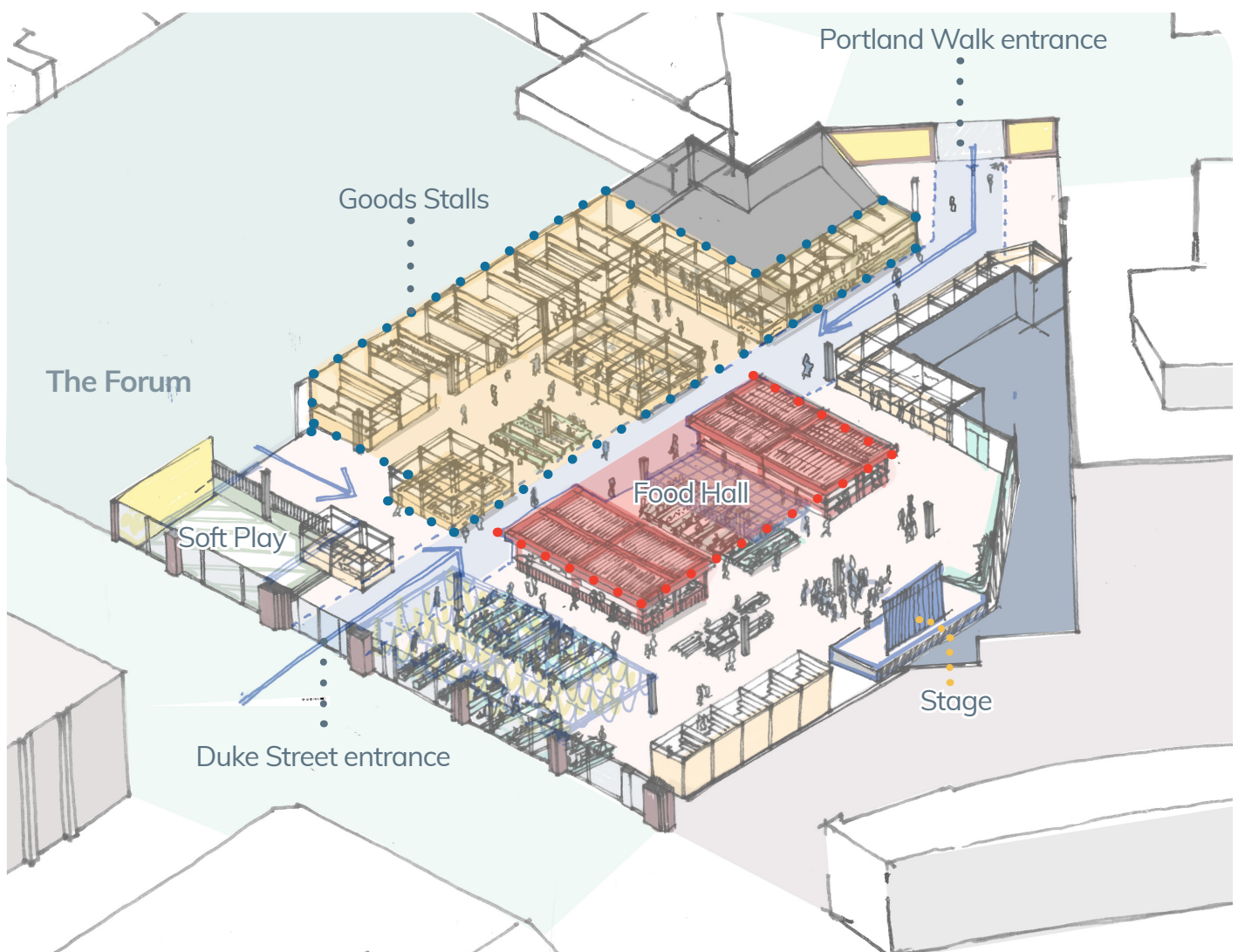
The Twilight event was held in partnership with The Forum and saw Barrow Market stay open until 8.30pm. The evening received great feedback from the public and traders, with people asking for more of these events to be held in the future.



Our Latest Designs

We would like your views and input into our latest designs for an attractive and high-quality destination to revitalise Barrow town centre. We want to create an exciting meeting place for all to enjoy, to increase footfall and boost the local economy.

Your insight as residents, business owners, visitors and other stakeholders will be invaluable to helping ensure we design the right scheme for Barrow.



Indicative Layout of Barrow Market Hall

Duke Street Entrance

The main entrances to The Forum and Barrow Market will be transformed to create an attractive arrival from Duke Street. We are looking to enhance and diversify the offering by having an internal connection between the two buildings that creates one large exciting destination. These improvements allow us to close the mall entrance, however the space will be mothballed for future potential redevelopment.

The renewed entrances will be warm and inviting, allowing natural light to illuminate the

building and the new facilities within. The aim is for the public on Duke Street to have more accessible, clear entrances that enhance wayfinding when visiting Barrow Market and The Forum.

The shop units will also be removed to allow sunlight to penetrate further into the market hall and allow those passing the building to see the hive of activity within.

The design will complement and respect the adjacent landmark of the Grade II* listed Town Hall.

The improvements and renewed entrances are part of the wider improvements to the Duke Street elevation that will enhance the wider townscape and improve the visual quality of Duke Street.

The future plans for Duke Street also include public realm (open spaces) developments with greenery, street furniture and bringing buses back along Duke Street in front of the new destination. There will be further consultation on these elements.



The Interior - Market Hall and Food Hall

Our traditional Barrow Market Hall is currently hidden from its surroundings.

However, when completely transformed it will be visible from Duke Street and stand proud within the town centre retail circuit. Showcased from the enhanced Duke Street, it will help to increase footfall and support our independent traders and producers who are at the heart of our town centre.

Our revitalised market hall will offer something for everyone.

A new, vibrant food hall is planned along with family leisure facilities. There will be greater flexibility in the market so that different events can be held. It will also be a wet-weather destination for visitors to the town.

New lighting will be provided and make the interior bright and cheery.



As part of the consultation, we are really keen to hear what offer you want in your new Barrow Market.



The Interior - The Forum and Community Hub

A modern bar area with open plan seating space will allow visitors to view the magnificent Grade II* listed Town Hall and the enhanced street space outside. A new, glazed entrance will also allow visitors to take in the grandeur of our Town Hall and surrounding heritage.

The interior entrance space unifies the transformed

Barrow Market with new food hall attraction, the cultural vibe of The Forum theatre and the new inspiring Town Centre Community Hub area.

The community hub is an intrinsic part of the project and will be co-designed with community partners.



The Portland Walk Market Entrance and Pocket Park

A new pocket park in Stephen Street will be an impressive asset for the community, linking the route from Barrow Market to Dalton Road, enhancing the retail circuit. This fresh open space could include seating, canopies with lighting, an outdoor events area and a place for food and retail opportunities.

Market Square at Portland Walk will benefit from greenery improvements, and become a welcoming and lively outdoor environment for the community events calendar and outdoor trade. It will create an attractive entrance for visitors into the improved market hall.





Raised Pedestrian Crossing
Ramps to each side for traffic calming

Play space
Balancing beam, stepping stones, play surface & walkway

Food Van
Flexible F&B offer

Potential Cafe Seating Area

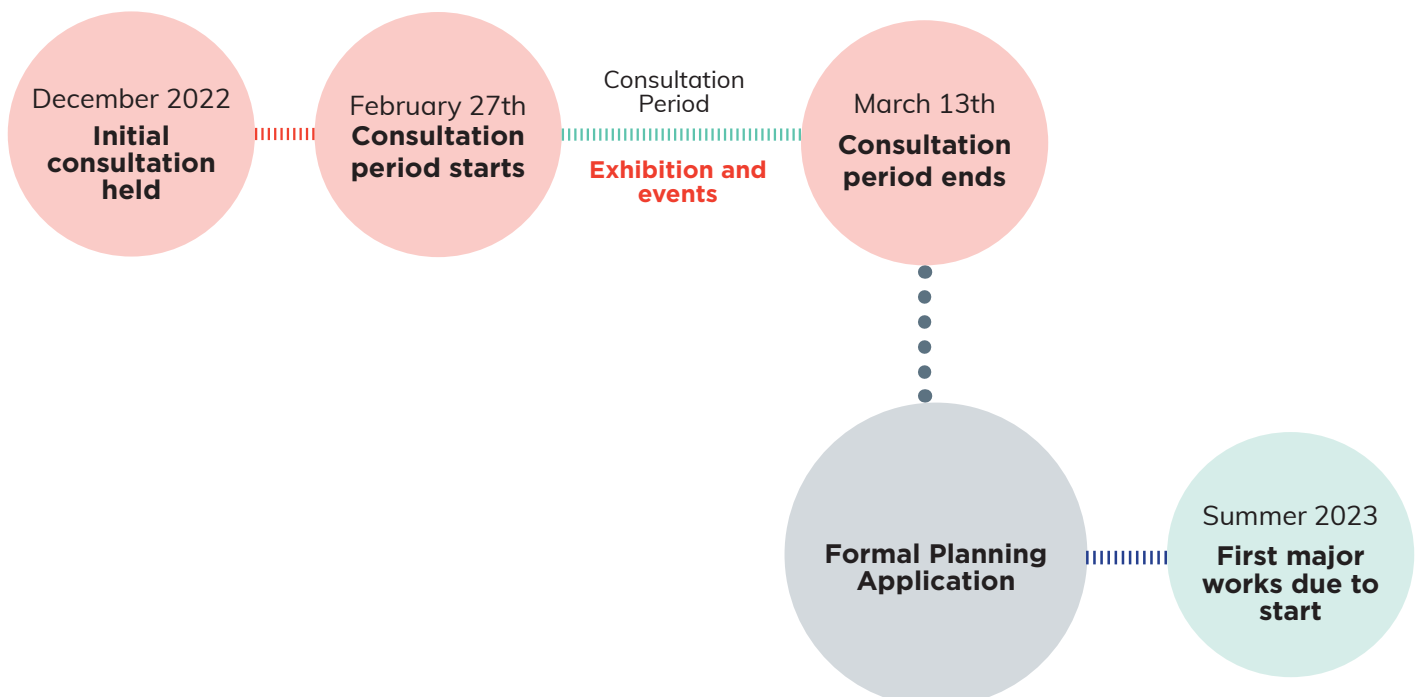
Next Steps

Your views and ideas on the designs are important to help us shape our plans so we can create a high-quality destination that is best for Barrow.

The results of the consultation will be published at our webpage barrowbc.gov.uk/regen

The next steps will be;

- Analyse the responses and summarise them in a report
- Develop a preferred design option to improve the scheme
- Start work on the future phases of the project



How can I find out more ?

Online

Have your say in the questionnaire at barrowbc.gov.uk/regen between Monday 27th February and Monday 13th March 2023.

In Person

There will be an exhibition of the scheme designs in Barrow Market throughout the consultation.

Attend the public consultation events:

Wednesday 1st March Barrow Market - 11.30am - 2pm

Friday 3rd March The Forum - 12 - 2pm and 6.30-7.30pm

Saturday 4th March Barrow Market - 11.30am - 2pm

Tuesday 7th March Tesco Extra Barrow - 12 - 2pm

Friday 10th March The Forum - 12 - 2pm



Printed copies of the questionnaire can be completed at the events, and they are available at Barrow Town Hall, Duke Street.

If you have any queries regarding the consultation please email:

regen@barrowbc.gov.uk

