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Department for Culture, Media and Sport
1st Floor
100 Parliament Street
London
SW1A 2BQ

09 July 2026

Dear Ulverston,

Unfortunately, on this occasion, **your application has not been selected for the shortlist.** This was an extremely difficult decision to make, as we received 398 applications and the panel selected 15 for the shortlist.

Although you may be disappointed that your application has not been selected, we hope you will regard your participation as a part of a continuing journey rather than a single outcome. The work you and your communities have undertaken has value, and we encourage you to continue building on that work.

UK Town of Culture was launched as an opportunity for places and communities to use culture and creativity to tell their story and why they are proud of their community, but its purpose extends beyond selecting a single winning town. It exists to celebrate the significant contributions of towns to our national story, and every application contributes to that crucial purpose.

The independent expert advisory panel and I have been overwhelmed by the response to this inaugural competition, and we have had the privilege of reviewing an exceptionally strong and diverse range of applications. We conducted an initial sift on the "Your Story" criterion, before assessing applications against the remaining criteria.

On behalf of the panel, I would like to thank you for entering the inaugural UK Town of Culture 2028 competition. We appreciate the care and commitment reflected both in your decision to apply and the application itself.

It is only through the willingness of towns and their communities to share their stories that the UK Town of Culture can fulfil its purpose. We hope the process has proved worthwhile, and we look forward to seeing how you take this experience forward in the future. The programme team will contact you with more information on how we can provide further support and guidance.

With best wishes,

Sir Phil Redmond CBE
UK Town of Culture Chair

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