

MORECAMBE A QUALITY FUTURE



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INHERITING THE PAST



Morecambe 1933

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Morecambe centre 1992

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Morecambe centre 2000

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Central Pier 1990

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Central Promenade 1990

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Central Promenade 2002

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Stone Jetty 1990

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Stone Jetty 2000

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Coastal defence from 1990

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Return of the beaches

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ATTRACTING NEW MARKETS



Unique setting

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Facilities for young children
 – Average age of visitor
 now below 50



New facilities, more
 publicity - more visitors

1987 - 1.3m visitors
 2007 - 2.5m visitors



Animating the public realm



Improving accommodation
 – Inspected Only



NOW ENGAGING THE PUBLIC SECTOR

- Control over physical realm and key buildings.
- Changing perceptions about the resort.
- Dealing with new uses filling the void.
- Giving confidence to the business sector to respond to change.
- Common vision.



ACHIEVEMENTS SO FAR

- Quality sea defence work.
- Award winning TERN project.
- The Eric Morecambe statue.
- THI 1.
- New retail and leisure investment.
- Priority status in strategic policy guidance.
- Restoration of the Midland Hotel



SO WHAT HAS HELD US BACK

- Slow response from business community
- Lack of confidence at local level.
- Poor transport access remains.
- Resort still experiences social problems.
- National perception remains poor.

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LIGHT ON THE HORIZON



- Morecambe Action Plan.
- West End Master Plan.
- M6/Heysham Link
- Link with Cumbria in RSS

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KEY TASKS

- Action Plan identifies new role for resort. Great place to live, short stay destination.
- Master Plan steers new investment to key sites.
- Urban Splash, Midland and Bubbles: Winter Gardens
- M6 Link to improve access.
- Regional Park centre?

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KEY TASKS (cont'd)

- LDF to identify spatial relationship between Lancaster and Morecambe.
- They are dependent on each other !
- Housing strategy steers developers to regeneration sites.
- Clarify 21st century role for town centre.
- Resort needs to build on landscape and natural resources of the Bay.

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WILL WE GET THERE?



- External investment building.
- Local views appear less rigid.
- City Council commitment remains high.

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THE WIDER SETTING



Natural and cultural heritage

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