

LANCASTER SUSTAINABLE COMMUNITY STRATEGY

ECONOMIC VISION

INCREASE ECONOMIC OPPORTUNITY IN THE WHOLE DISTRICT:
 FACILITATE ACCESS TO OUR NATURAL AND BUILT ENVIRONMENT
 IMPLEMENT AN INTEGRATED TRANSPORT SOLUTION
 TO BRING THE MAJOR URBAN CENTRES IN THE DISTRICT TOGETHER

KEY ISSUES AND OPPORTUNITIES

ANALYSIS	GROWTH AND JOBS	SITES, PREMISES INFRASTRUCTURE	REGENERATION	ENVIRONMENT SPATIAL PLANNING	HOUSING
STRENGTHS	<ul style="list-style-type: none"> Universities/KBIs Skilled workforce Power Station 	<ul style="list-style-type: none"> National Links – M6/WCML; Power infrastructure; Compact, cyclable, walkable; 	<ul style="list-style-type: none"> Morecambe seafront success; Lancaster Centre/Heritage; Private sector partners; 	<ul style="list-style-type: none"> Built and natural heritage; Quality of life/Image/Culture; Core Strategy in place; 	<ul style="list-style-type: none"> Supply of housing land; Success of SPG 16; Take-up of difficult sites;
WEAKNESSES	<ul style="list-style-type: none"> Low Earnings Enterprise culture Public sector dependency 	<ul style="list-style-type: none"> L/M links and river crossings; Sites and Premises; Broadband capacity/coverage; 	<ul style="list-style-type: none"> Unified vision/theme; Multiple deprivation in MC; Arndale centre area; 	<ul style="list-style-type: none"> Under/use dereliction; Morecambe weak centres; Inaccessible employment area; 	<ul style="list-style-type: none"> Imbalanced Market; Affordable Housing; Rural housing;
OPPORTUNITIES	<ul style="list-style-type: none"> Uni expansion/Science Pk Env Technologies Tourism, Retail and Leisure 	<ul style="list-style-type: none"> H/M6 package; Enhanced ICT infrastructure; River Crossing; 	<ul style="list-style-type: none"> Central Morecambe; City/Lune/Canal Corridor; H/M6 link opportunities; 	<ul style="list-style-type: none"> Major PDL Resource; Central Lancaster; External linkages; 	<ul style="list-style-type: none"> Morecambe regeneration; PDL resource; Carnforth;
THREATS	<ul style="list-style-type: none"> Power Station closure; Public spending reduction; National economic slowdown 	<ul style="list-style-type: none"> Congestion costs and impacts; Morecambe access deterrent; Missing ICT potential; 	<ul style="list-style-type: none"> Competition for funding; Private investment climate; Delivery structure/capacity; 	<ul style="list-style-type: none"> Poor quality development; Loss of vitality of centres; Loss of environmental quality 	<ul style="list-style-type: none"> Unrealistic Govt targets; Market slowdown; Over-allocation;

THEMATIC PRIORITIES

STRATEGIC AIMS

BUSINESS GROWTH, JOBS and SKILLS	Increasing affluence by developing high value added sectors and nurturing, attracting and retaining high level skills	Providing sites and Premises for all types of businesses including IT and environmental technologies.	Creating the right conditions for business and transforming how Morecambe feels as a place to work.	Developing the environmental quality and cultural vitality of a first class Business environment	Providing attractive, balanced, affordable and well-located housing for local needs and to attract and retain skilled people
CONNECTIVITY	Providing first class ICT connections and linkages to national transport networks;	Providing excellent transport and ICT connections including better cross river linkages.	Improving linkages between Lancaster and Morecambe the rest of the Country.	Providing better connections between Lancaster, Morecambe, Carnforth and outside the District	Ensure that new homes and jobs are accessible and linked by a choice of means of transport;
IMAGE, TOURISM AND HERITAGE	Developing a profile as a regional knowledge nucleus with a quality of life to match.	Becoming known as easy to get to, easy to get around and offering high quality sustainable transport choices.	Transforming how Morecambe looks and maximising the potential of the visitor economy;	Achieving national and regional recognition for Lancaster as a Heritage city	Rebalancing housing markets and maximising the regeneration benefit of new housing development.
SUSTAINABILITY, ENVIRONMENT AND QUALITY OF LIFE	Creating a cultural environment and quality of life offer to attract skilled people and high value firms.	Utilising our transmission infrastructure to develop renewable and non CO2 generating energy .	Developing Morecambe as a desirable choice as a place to live and work .	A sustainable business location with transport, shops, and services within walking distance.	Ensuring that new homes are sustainable and maximising synergies with local env tech and energy businesses

AREA PRIORITIES

MAJOR PROJECTS

Promote growth of KNOWLEDGE ECONOMY to maximise potential of UNIVERSITIES and SCIENCE PARK	LANCASTER SCIENCE PARK AND INNOVATION CENTRE				
	Knowledge Nucleus which will attract and retain high value jobs and skilled people	University transport enhancements and possible Motorway link improvements	Harnessing growth potential to benefit deprived communities	Achieving an attractive quality of life including environment, leisure and culture	Delivering attractive housing for highly skilled footloose KBI workers.
Develop M6 LINK GROWTH CORRIDOR as key Location for new Business Premises.	M6 LINK GROWTH CORRIDOR – White Lund, Resource Recovery Park, Mellishaw, M6 Link				
	Premises for Growth sectors KBIs & Env Tech	Improved ICT and site accessibility	Creating jobs close to deprived areas	Reclaiming derelict land Recycling and energy	Jobs close to where people live.
Regenerate and REINVENT MORECAMBE as as an attractive choice to live, work and visit.	MORECAMBE COMMUNITY ECONOMIC REGENERATION INITIATIVE – Former Co-op building, West End				
	Developing enterprise in Morecambe	Empowered Local Community	Establish Morecambe as Business Location	Reclamation of major under used building	Parallel housing and employment regen.
Place shape LANCASTER CITY and RIVER SIDE as a heritage City and shopping Centre.	CENTRAL MORECAMBE – TH12, Winter Gdns, Seaside Square, Central Prom, Arndale Centre, Frontierland, Attractions Study				
	Focus for tourism, enhanced retail and leisure development.	Improved connections to Lancaster and beyond	Address District's most important regeneration challenge	Transformation of quality of built and natural environment	Rebalance Housing Market and become an attractive place to live
CARNFORTH as a NORTHERN GATEWAY	LANCASTER CITY CENTRE – Heritage City, Public Realm, TCM, BID Car Parking, Castle/Prison, Theatres, Storey Project, Museums				
	First class business location	Improved transport and reduced congestion	Regenerate eyesore sites Provide accessible jobs	Enhance built heritage; Create vibrant centre	Sustainable City Centre housing
	LUNE RIVERSIDE – Luneside East, Luneside West, Lune Bridge, Water based Leisure				
	Modern Office Premises	River Lune Crossing	Dereliction reclaimed	Lively Water frontages	Waterfront housing
	CARNFORTH – Broadband, Town Centre Renaissance, New Business Space				
	Rural Employment	IT/Transport Hub	Accessible rural jobs	Vibrant market town	Accessible housing