

Annual Report of the Portfolio Holder for Economic Recovery 2021-22

Anne Marie Harrison's team have done an excellent job of delivering over £65 million of business grants in the district in a timely and sensitive manner. 200 businesses have been supported through a range of new business recovery initiatives and support including International Trade, Women Entrepreneurs, Mentoring, Accounting for Business, Taxi Licensing and Network Railway Training.

The 'Frontierland' site is listed as one of the cabinet's top four priorities for action this year. It was purchased by the council due to the great concern of the lack of investment/development in a very prominent site for over twenty years.

The Council's TV and film location services and promotion have helped show the district in a very good light – Peaky Blinders (Series 6), The Bay (Series 3), Channel 5's 22 kids and counting, Sky 1's League of their Own Road Trip Series, ITV'S The Voice, BBC's Question Time.

'Morecambe Vision' was initiated by myself as a portfolio holder advisory group. This includes a group of stakeholders and business associations interested in the future of Morecambe, including Eden, the BID, Morecambe Town Council, County Council, Bay Tourism, Winter Gardens, Morecambe Football Club, Morecambe and Lancaster College and many more, approximately 16 in total. The group has been working on a co-ordinated vision for Morecambe that provides a foundation for future funding bids.

Supported by LCC the town's Business Improvement District (BID) successfully balloted for another five years, with a projected £625 of levy payers' money being used to attract shoppers and visitors to the town centre through a series of initiatives and improvements.

LCC has supported the Winter Gardens in its successful bid to secure Culture Recovery Funds for restoration work helping to both preserve Morecambe's heritage and contributing to the future regeneration of the town as a whole.

Work has continued in supporting funding applications for the Good Things Collective and their ambitions to take on the former Co-op Building on Regent Road.

Working alongside Morecambe Town Council and Morecambe BID, the City Council has agreed to act as the accountable body for the Morecambe Sparkle Project – a unique illuminations experience for Morecambe which reflects Morecambe's unique features and the beauty of the bay.

Following Covid I'm sure we all look forward to a positive and pro-active year of investment in the district, not least the start of spades in the ground for the Eden project.

Cllr Tricia Heath
Cabinet member for Economic Recovery