

## Economy Action Plan

LDLSP Priority	Objective **	Top Level Action	How this will contribute to achieving the priority	Target date
<b>PROGRAMME MANAGEMENT</b>				
<p><b>Increase economic opportunity</b> in the whole District , facilitate <b>access to our natural and built environment</b> and implement an <b>integrated transport solution</b> to bring the urban centres together</p>	<p>To develop detailed Investment Strategies for each of the five Vision themes; Knowledge Economy, East / West Employment Corridor, Reinventing Morecambe, Lancaster City and Riverside, Carnforth and the Rural Areas</p>	<ul style="list-style-type: none"> <li>▪ Develop Investment Strategies detailing policy background, objectives, planned delivery, outcomes and deliverables and financial requirements.</li> </ul>	<p>This will provide partners and funders with clear and agreed details of planned economic and regeneration objectives and activity for the District for future years. It will also provide a basis for bidding for external funds to support the development of the Economic Vision.</p>	<p>Investment Strategies complete by 31<sup>st</sup> October 2008</p>
<b>RESOURCING</b>				
<p><b>Increase economic opportunity</b> in the whole District , facilitate <b>access to our natural and built environment</b> and implement an <b>integrated transport solution</b> to bring the urban centres together</p>	<p>To establish and maintain management and delivery arrangements to ensure economic priorities for the District are achieved.</p>	<ul style="list-style-type: none"> <li>▪ Apply for funds to support the development of the Economic Vision, programme management costs and delivery resources for the three year period from April 2009.</li> <li>▪ Identify and secure management and delivery resources for the three year period from April 2009.</li> </ul>	<p>This will ensure the funds required to deliver the Economic Vision whilst meeting external funders and accountable body requirements are available.</p>	<p>Applications submitted 31<sup>st</sup> November 2008</p> <p>Confirmation of funds and resource plan in place by 30<sup>th</sup> December 2008</p>
<b>PROGRAMMES AND KEY PROJECTS</b>				

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<p><b>Increase economic opportunity</b> in the whole District , facilitate access to our natural and built environment and implement an integrated transport solution to bring the urban centres together</p>	<p>Maximise employment and economic activity in the KNOWLEDGE ECONOMY and attract and retain skilled people and high value businesses by developing an international knowledge centre for Information and Communications Technology, Management and Environmental Technologies;</p>	<p><b>Supporting knowledge transfer and encouraging Business/HEI collaboration and developing the Lancaster Science Park by;</b></p> <ul style="list-style-type: none"> <li>▪ Obtaining Planning permission for Lancaster Science Park</li> <li>▪ Appointing a Developer partner (DP)</li> <li>▪ Transferring ownership</li> <li>▪ Installing new infrastructure and servicing;</li> <li>▪ Developing an Innovation Centre</li> <li>▪ Developing of remainder of Science Park</li> </ul> <p><b>Master Planning the growth of our HE institutions by;</b></p> <ul style="list-style-type: none"> <li>▪ Implementing Lancaster University Master Plan</li> <li>▪ Developing and implementing a Master Plan for the University of Cumbria</li> <li>▪ Developing and implementing improved transport links to Universities</li> </ul>	<p>Put in place the statutory permissions and delivery vehicle for a Science Park which will enable the creation of</p> <ul style="list-style-type: none"> <li>• 250 knowledge based jobs;</li> <li>• the delivery of 30,000 sq m of research and development floorspace;</li> <li>• The implementation of £35 million physical investment in the District;</li> <li>• 20 new business/research collaborations;</li> <li>• Increasing graduate retention in the District ;</li> </ul> <p>Progressively implement a Master Plan for Lancaster University which by 2017 will deliver</p> <ul style="list-style-type: none"> <li>• 54,000 sq m gross of new academic space;</li> <li>• 21,430 sq m of new public space on the University campus;</li> </ul> <p>Bring high frequency broadband to *% of addresses in the District.</p>	<ul style="list-style-type: none"> <li>• Planning Permission obtained by April 2009;</li> <li>• Developer partner secured by May 2009;</li> <li>• Land Deal completed by May 2009;</li> <li>• Access road completed by October 2010;</li> <li>• New junction installed by October 2010;</li> <li>• Innovation Centre completed by October 2011;</li> <li>• Innovation Centre 75% occupied by October 2013;</li> <li>• new academic floorspace completed by **** (tbc)</li> <li>• Master Plan for University of Cumbria delivered by***** (tbc);</li> <li>• Broadband Project to be completed by ***** (tbc)</li> </ul>

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<p><b>Increase economic opportunity</b> in the whole District , facilitate <b>access to our natural and built environment</b> and implement an <b>integrated transport solution</b> to bring the urban centres together</p>	<p>Regenerating and REINVENTING MORECAMBE as an attractive choice to live, work and visit by re-inventing how Morecambe looks and feels.</p>	<p><b>Radically transform Central Morecambe with the redevelopment of major sites to create a quality living, working and visiting environment and Capitalise on the impetus of the Midland hotel by;</b></p> <ul style="list-style-type: none"> <li>• Preparing and delivering an Action Plan co-ordinating the comprehensive regeneration of Central Morecambe</li> <li>• Showpiece redevelopment of the Central Promenade Site to include new visitor attractions, accommodation and public realm</li> <li>• Completing a Visitor Attractions study to identify the scope for new and enhanced visitor attractions in Morecambe</li> </ul> <p><b>Deliver high quality public realm by;</b></p> <ul style="list-style-type: none"> <li>• Completing the transformation of the Seafront with the upgrading of the West End Promenade</li> <li>• Delivering a new Seaside Square</li> <li>• Securing the enhancement of Morecambe's shopping offer with the redevelopment of the Arndale Centre</li> <li>• Developing a strategy for West End retail core</li> </ul> <p><b>Transforming the best of Morecambe's built heritage by.</b></p> <ul style="list-style-type: none"> <li>• Developing a strategy for a step change in the quality of Morecambe's historic townscape through the Townscape Heritage Initiative</li> <li>• Securing a sustainable future for the Winter Gardens</li> </ul>	<ul style="list-style-type: none"> <li>• Bringing our centres together by making Morecambe an attractive choice to live, work and visit by;</li> <li>• Creating 4.3 ha of upgraded public realm;</li> <li>• Enhancing 31 historic buildings;</li> <li>• Creating 2 new visitor attractions;</li> <li>• Delivering 210 modern visitor bedspaces;</li> <li>• Securing a sustainable future for a major Listed Building at risk;</li> <li>• Attracting 12 new retailers to Morecambe Town Centre;</li> <li>• Enhancing 10 properties on the landward side of the Promenade;</li> <li>• Increasing day visitor numbers from * to * (tbc);</li> <li>• Increasing long stay visitors from * to * (tbc);</li> <li>• Generating 50 jobs in tourism related industries (tbc);</li> <li>• Bring high frequency broadband to *% of addresses in the District (tbc);</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor attractions study completed by Sept 2009</li> <li>• West End Promenade complete by March 2010.</li> <li>• Planning Application for Central Promenade Site reported to Planning Committee Autumn 2008.</li> <li>• Seaside Square designed and implemented by December 2008;</li> <li>• Preparation of Morecambe Action Area Plan commenced in November 2008;</li> <li>• Submission of funding applications for Winter Gardens by Jan 2009;</li> <li>• Broadband Project to be completed by *****(tbc)</li> <li>• MAAP to set further targets;</li> </ul>

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