

**Relevant Partner
Plans and Programmes**

National Planning Policy Framework
Lancashire Enterprise Partnership
Priorities – Growth Deal / EuSIF Plan
Lancashire County Council Economic
Strategy and Priorities
Lancashire County Council Waste and
Minerals Local Plan
Lancashire County Council Local
Transport Plan
Homes and Communities Agency
Investment Plans
Lancaster Arts Partnership
Morecambe Bay Partnership
Marketing Lancashire Framework
Arnside and Silverdale AONB
Management Plan
Forest of Bowland AONB Management
Plan
Lancaster Business Improvement
District Delivery Plan
Bio Local Community Plan

**CITY COUNCIL'S
ECONOMIC
REGENERATION VISION**

**GROW THE DISTRICT'S
ECONOMY**

**IMPROVE THE NATURAL
AND BUILT ENVIRONMENT**

**ENSURE OUR ASSETS AND
OPPORTUNITIES ARE
ACCESSIBLE AND WELL
PROMOTED**

**PLAY TO THE STRENGTHS
OF OUR URBAN AND
RURAL CENTRES**

**HELP MAKE OUR
COMMUNITIES RESILIENT
AND SUSTAINABLE**

**Lancaster City Council
Policy Framework**

Development Plan Documents
(including Morecambe Area
Action Plan)
Medium Term Financial
Strategy
City Council Corporate Plan
Lancaster District Cultural
Heritage Strategy
Housing Strategy
Sustainability (LA21) / Climate
Change Strategy
Community Safety Plan /
Partnership Strategy
Capital Investment Strategy and
Asset Review
Service Improvement Plans
Destination Branding / Inward
Investment Strategy
West End Masterplan

STRATEGIC PRIORITIES

**A KNOWLEDGE
ECONOMY**

**THE M6 LINK: GATEWAY
TO GROWTH**

**MORECAMBE:
HEART OF THE BAY**

**LANCASTER CITY &
LUNE VALLEY**

**CROSS
CUTTING
THEMES**

STRATEGIC FRAMEWORK

BUSINESS SUPPORT	Develop, attract & retain High GVA firms: Innovation, Creative & Env. Tech / Energy clusters; links to national / sub-regional support, finance and advice. Develop & improve resilience of local supply chain.	Bring forward an area strategy based around sites and premises to grow Environmental Tech / Energy cluster, Port / Transport uses; make links to national / sub-regional industrial strategies.	Secure major investment in leisure & retail under MAAP; improve trading conditions / business support to capitalise on new markets / opportunities. Support rural diversification & Carnforth as AONB gateway.	Shape major 'anchor' plans (Castle / Canal Corridor) & cityscape improvements for higher retail / visitor / heritage / cultural investment & spend. Support diversification of rural hinterland.
JOBS, SKILLS & COMMUNITY CAPACITY	Retaining high level skills and graduate retention; creating the conditions for student/graduate engagement with local high value firms and business with growth potential.	Retain and increase jobs under Port expansion and land reclamation strategy. Support higher level skills development to support employability and skills needs within key sectors.	Maximise improvements in visitor economy for local employment; take advantage of physical investment for local skills development. Encourage sustainable alternatives to agricultural jobs in rural areas.	Utilise major investment for local skills/employment spin offs. Support key business led initiatives to improve skills base & capacity/involvement. Support employment /skills diversification in rural areas.
IMAGE & ACCESS	Raise Lancaster's profile as an Innovation and Creative cluster: promote our education / skills base, location / links & infrastructure. Encourage HEIs & business collaboration / IP generation/knowledge transfer.	Accessible jobs for communities in need; Raise profile of the Heysham Peninsula as a hub for energy, renewables & recycling. Intensify links to the "Energy Coast".	Position M'cambe as the Bay's hub. Major investment backed by visitor/investor marketing & events; improve prom-town & strategic links / access / arrival. Promote Carnforth as Gateway to Arnside & Silverdale AONB.	Promote an eclectic heritage/cultural city with rounded visitor programme / events; 'Canal to Quay routes, strategic traffic issues & opps managed. Link city with countryside & FoB AONB.
INFRA-STRUCTURE & ASSETS	Transport/Housing/ICT plans support priority sectors. Universities growth supported; Lancaster Uni Innovation Campus, Storey Creative Industries Centre & Citylab developed as cluster hubs.	Public land asset/value used to enable remediation for delivery of sites & premises under Port expansion & reclamation strategy. Define basis of public intervention and secure funds if appropriate.	Public assets, presence, funds and statutory tools used to generate investment & public facing uses to reinvent central Morecambe as a destination. Support Carnforth TDG site Masterplan.	Major public land used to enable new sustainable city retail offer; reform public facing assets (incl. museums); help reinforce cultural assets. Support superfast rural broadband proposals.
QUALITY OF LIFE & ENVIRON -MENT	Creating and promoting a cultural environment & quality of life appealing to skilled people and high value firms: Help form and deliver a high quality and sustainable retail, arts / culture and leisure offer.	Dereliction remediated & sites brought forward in a planned way; commensurate upgrade sought for the area's natural, open space & community assets.	Deliver West End regeneration & priority housing sites; improve central Morecambe public realm & visitor/resident experience; draw on natural setting; assist key community / business led initiatives	Investing in public space / parks / buildings from 'Canal to Quay'; better organisation of key city centre services; working towards a 'managed city centre'. Help ensure rural access to services & facilities.

3 YEAR DELIVERY PLAN