

| Economic Development and Regeneration Delivery | | | | |
|---|---|--|--|--|
| Programme | Projects and supporting activities | Description | Economic Sector and Growth Theme | Purpose and Outcomes |
| M6 Link Gateway to Growth | Major development schemes | Provide a framework for investment in major schemes in the district linked to the M6 Link and A6 major transport routes: <ul style="list-style-type: none"> - Innovation Campus at Lancaster University - Heysham Gateway - White Lund - Caton Road - Potential Enterprise Zone and Special Planning Zone | Port Related Logistics Knowledge Economy Energy and Environmental Infrastructure and Assets Employment and Skills Business Growth | Growth of jobs in priority sectors, increased GVA (Gross Value Added) |
| Lancaster Heritage City | Major development schemes | Working with developers and other private sector businesses to encourage and provide a framework for investment in major schemes in the district, including: <ul style="list-style-type: none"> - Canal Corridor North - Beyond the Castle heritage site in Lancaster | Visitor Economy Knowledge Economy (via links with Universities) Infrastructure and Assets Place Offer Employment and Skills Business Growth | Growth of jobs in priority sectors, jobs supported, attractiveness of the district as a place to live, work and visit, quality of life, visitor numbers, visitor spend |
| | Destination management | Development and promotion of the Lancaster and the Lune Valley offer for visitors at local, national and international level. | Visitor Economy Arts Economy (and supports other sectors) Place Offer Business Growth Employment and Skills | Increased visitor numbers, economic impact and jobs supported |

Appendix B

| | | | | |
|--|--------------------------------------|--|---|--|
| | Public realm and street improvements | Delivering public realm, town centre and seafront premises improvements, including Square Routes | Visitor Economy (and supports other sectors through Quality of Life offer) Infrastructure and Assets Business Growth Place Offer | Attractiveness of the district as a place to live, work and visit, visitor numbers, visitor spend, quality of life |
| | Festivals and Events | Deliver Light Up Lancaster with partners, support for the delivery of additional events by partners | Arts Economy Visitor Economy (and supports other sectors through Quality of Life offer) Place Offer Business Growth | Visitor numbers, visitor spend, attractiveness of the district as a place to live, work and visit, quality of life |
| | Storey | Manage an arts and events programme in the Storey | Arts Economy Visitor Economy (and supports other sectors through Quality of Life offer) Place Offer Business Growth | Income generated, footfall, visitor numbers, visitor spend, attractiveness of the district as a place to live, work and visit, quality of life |
| | Museums | Working with Lancashire County Council to ensure effective delivery and development of the Council's museums and collections | Arts Economy Visitor Economy (and supports other sectors through Quality of Life offer) Place Offer Employment and Skills Business Growth | Visitor numbers, visitor spend, attractiveness of the district as a place to live, work and visit, quality of life |

Appendix B

| | | | | |
|-----------------------|--|--|---|--|
| | Development of retail centre | Supporting the development and management of Business Improvement Districts (BID) | Visitor Economy Arts Economy (and supports other sectors through Quality of Life offer) Business Growth Employment and Skills Place Offer | Economic impact; visitor numbers and spend; growth of retail and other urban centre businesses; jobs supported |
| Morecambe and the Bay | Major development schemes | Working with developers and other private sector businesses to encourage and provide a framework for investment in major schemes in the district, including: <ul style="list-style-type: none"> - Morecambe Area Action Plan - Heysham Gateway | Port Related Logistics Knowledge Economy Energy and Environmental Visitor Economy Arts Economy Infrastructure and Assets Employment and Skills Business Growth Place Offer | Growth of jobs in priority sectors, jobs supported, attractiveness of the district as a place to live, work and visit, quality of life, visitor numbers, visitor spend |
| | Housing Regeneration | Completion of existing major housing schemes at Chatsworth Gardens and Bold Street; coordination and planning for pipeline schemes under development. | Supports all sectors through Quality of Life Infrastructure and Assets Place Offer | Housing improvements, public realm improvements, attractiveness of the district as a place to live, quality of life |
| | Visitor economy and destination management | Development and promotion of the district's offer for visitors at local, national and international level. | Visitor Economy Arts Economy (and supports other sectors through Quality of Life) Place Offer Business Growth Employment and Skills | Increased visitor numbers, economic impact and jobs supported |

Appendix B

| | | | | |
|--|--------------------------------------|--|---|--|
| | Visitor Information Centres (VIC) | Providing face to face and digital information to visitors in Lancaster and Morecambe on local tourism offer; managing bookings for travel, accommodation and other venues; retail sales | Visitor Economy Arts Economy Business Growth Employment and Skills Place Offer | Visitor numbers and spend; growth of tourism businesses; jobs supported; income via retail sales |
| | Public realm and street improvements | Delivering public realm, town centre and seafront premises improvements, including <ul style="list-style-type: none"> - Morecambe Townscape Heritage Initiative - Promenade improvements | Supports all sectors through Quality of Life Infrastructure and Assets Employment and Skills Business Growth Place Offer | Attractiveness of the district as a place to live, work and visit, visitor numbers, visitor spend, quality of life |
| | Festivals and Events | Deliver the Vintage Festival with partners, support for the delivery of additional events by partners | Visitor Economy Arts Economy (and supports other sectors through Quality of Life) Place Offer Business Growth Employment and Skills | Visitor numbers, visitor spend, attractiveness of the district as a place to live, work and visit, quality of life |
| | Platform | Management of the Platform in Morecambe as a venue for performances, events and festivals | Visitor Economy Arts Economy (and supports all sectors through Quality of Life) Place Offer, Business Growth, Employment and Skills | Visitor numbers, visitor spend, attractiveness of the district as a place to live, work and visit, quality of life |

Appendix B

| | | | | |
|--------------------------|---|---|--|---|
| | Development of retail centre | Supporting the development and management of Business Improvement Districts (BID) and the Portas Pilot | Visitor Economy (and supports all sectors through Quality of Life) Business Growth, Employment and Skills, Place Offer | Economic impact; visitor numbers and spend; growth of retail and other urban centre businesses; jobs supported |
| | Arnsdale and Silverdale Area of Outstanding Natural Beauty (AONB) | Arnsdale and Silverdale and Trough of Bowland AONB's - Statutory land management, conservation and protection, as well as visitor destination management and promotion. | Visitor Economy (and supports all sectors through Quality of Life) Business Growth, Employment and Skills, Place Offer | Attractiveness of the district as a place to live, work and visit, visitor numbers, visitor spend, quality of life |
| Cross cutting activities | Transport infrastructure | Working with Lancashire County Council to develop a transport strategy and masterplan for the district | All sectors Infrastructure and Assets, Employment and Skills, Business Growth, Place Offer | Growth of businesses in priority sectors; jobs supported; |
| | Flood defences | Improving flood defences to protect coastal areas | All sectors Infrastructure and Assets Place Offer | Businesses and communities safeguarded, new developments supported |
| | Skills and Labour supply | Working with partners to ensure a long term strategy and actions are developed to address to district's anticipated large scale skills and labour supply issues | All sectors Employment and Skills Business Growth Place Offer | Growth of businesses in priority sectors; jobs supported; improvement in average skill levels; attractiveness of the district as a place to live and work |
| | Business support and access to finance schemes | Monitoring and evaluating sub regional business support and access to finance schemes and ensuring accessibility and businesses awareness | All sectors Business Growth Employment and Skills | Growth of businesses in priority sectors, business resilience |

Appendix B

| | | | | |
|--|--|--|---|---|
| | Arts | Support for growth in the Arts and Creative industries across the district through direct investment in arts delivery and support for arts development | Arts Economy Visitor Economy (and supports all sectors through Quality of Life) Place Offer Business Growth Employment and Skills | Economic impact; visitor numbers; growth of arts and creative industries businesses, jobs supported; attractiveness of the district as a place to live and work |
| | Apprenticeships | Scheme to develop local labour supply and apprenticeships in the construction industry as part of the planning and development framework | All sectors Employment and Skills | Jobs supported, skills and labour supply |
| | External funding/ investment | Achieve maximum levels of investment and funding to support the delivery of Economic Growth priorities | All sectors Employment and Skills Business Growth Infrastructure and Assets Place Offer | Programmes and projects delivered to achieve economic outcomes |
| | Business development / income generation | Increase income generation across a range of existing services and develop new opportunities to secure income for the Council | All sectors (by supporting delivery of services) | Net cost of services reduced |