

A Local Plan for

Lancaster District

2020 – 2031

Plan period 2011 - 2031



Morecambe Area Action Plan (MAAP) Monitoring Report [September 2023]

Summary

The Morecambe Area Action Plan (MAAP) is a spatial plan for central Morecambe, a priority area for regeneration within Lancaster District. It sets out a series of planning policies and action points which support regeneration and development of specific sites and sets out criteria to ensure that the type and design of development reflects the regenerations aspirations for Morecambe. This Morecambe Area Action Plan Monitoring Report identifies the projects and initiatives which have taken place and considers how the planning policies have influenced development. It also considers each of the action points and whether the aims have been achieved through the regeneration projects which have taken place within the MAAP area.

There have been positive outcomes in respect of many of the action points through regeneration projects such as the second Morecambe Townscape Heritage Initiative (THI2): A View for Eric which helped deliver building improvements and Connecting Victoria and the Wave Reflection Wall which delivered improvements to the public realm and connections between the town and the seafront. The projects have been regeneration led, influenced by the action sets and objectives rather than as a result of the planning policies.

There has been a limited amount of development within the MAAP area since it was adopted in 2014. Where development has taken place the policies in the MAAP have influenced the type of development and helped to shape the way in which they have been designed. There is a significant amount of overlap and duplication between the policies in the MAAP and the Strategic Policies and Land Allocations Development Plan Document (SPLADPD) and the Development Management Development Plan Document (DMDPD) which were adopted in July 2020. It can be seen from the regeneration schemes outside the MAAP area that the lack of a localised DPD does not hold back regeneration. The current SPLA and DM DPDs provide a sound basis on which to encourage regeneration and determine planning applications.

The Lancaster District Highways and Transport Masterplan includes recommendations for a range of measures to improve gateways into Morecambe town centre and integrate the seafront with the town and reduce the dominance of cars. It also proposes a Morecambe Bay Connectivity Study to explore the business case for better connections around the whole bay area for all modes of transport.

Lancaster City Council has applied for funding to produce a Masterplan and Regeneration Strategy. If the bid is successful, the Masterplan and Regeneration Strategy will consider the aspirations for the MAAP area and set out objectives and actions for regeneration and extension of the benefits arising from the opportunity presented by the Eden Morecambe project. It will create a platform which is tailored to encouraging regeneration, marketing the town and attracting investment. Once complete, the masterplan will make the objectives and actions sets within the MAAP redundant. There will also be no need for them to be duplicated in any future planning document.

Contents

Summary	0
1 Introduction	2
2 Issues Within the MAAP Area	3
3 Objectives and Policies within the MAAP	3
4 Key Projects within the MAAP Area	5
5 Key Planning Applications within the MAAP Areas	7
6 Morecambe Initiatives Outside the MAAP Area	7
7 Outcomes, Effects and Relationship with Other Local Plan Policies	8
8 Consultation	15
9 Conclusion	16
Appendix A Schemes/Outcomes/Progress of the Policies and Action Sets	19

1 Introduction

- 1.1 The Morecambe Area Action Plan (MAAP) is a spatial plan for central Morecambe, a priority area for regeneration within Lancaster District. Lancaster City Council (the Council) adopted the MAAP on 17 December 2014 as a Development Plan Document (DPD) forming part of the Local Plan for the Lancaster District. The MAAP covers the main central and commercial parts of the town and including the seafront adjacent to these. The MAAP provides a framework for the investment, development, conservation and change required to regenerate central Morecambe. It sets out visions and an approach to regeneration within the area. It contains local plan policies specific to central Morecambe and identifies the many actions required by public and private sectors, organisations, and individuals to help make some beneficial changes. The MAAP set itself a suggested timeframe for implementation of around six years from adoption, to 2021.
- 1.2 The MAAP was informed by extensive evidence gathering, community engagement and stakeholder consultation over three years.
- 1.3 The MAAP relates closely to other elements of the Local Plan, which at the time of adoption included the Development Management DPD (adopted in December 2014) and the then emerging Land Allocations DPD. These have now been superseded by the Spatial Policies and Land Allocations DPD (SPLADPD) and the Development Management DPD (DMDPD), both adopted in 2020. They will be superseded again on the adoption of the Climate Emergency Review of the Local Plan (CERLP) SPLADPD and DMDPD. These documents also contain policies which relate to the regeneration of the area covered by the MAAP and the MAAP should be read in conjunction with these documents. The MAAP has been used when determining planning applications within the MAAP area since it was adopted.
- 1.4 In addition to planning policies, composed of a set of four spatial policies and six development opportunities identified on a policies map, the MAAP includes 'Action Sets'. The fifteen 'Action Sets' provide a range of priorities for improvement and regeneration within the area. They set out actions targeted at improving the appearance of specific areas, improving services, tourist, highway, pedestrian and cycle infrastructure and investment and supporting businesses.

Purpose of the Review

- 1.5 The MAAP advises that successful monitoring of the implementation of the policies and actions will need to be supported by collecting information and securing feedback from the organisations, stakeholders, and groups with a role in implementation. The MAAP anticipated that monitoring would inform a progress review at a point during the Action Plan's six-year period followed by an evaluation at the end of that period.
- 1.6 This report reviews the progress that has been made in respect of the policies and action sets within the MAAP. As a monitoring report this document describes the progress made in implementing the policies and actions in the adopted MAAP. This report very briefly lists some potential approaches that might be taken to explore future policy development and regeneration issues in the MAAP area in the future, but it does not explore evidence for setting new objectives nor recommend future policy and regeneration activity or options. Appendix A of the report sets out each policy and the progress made in respect of each policy.

2 Issues Within the MAAP Area

- 2.1 The background evidence and papers carried out to inform the MAAP identified the key structural problems in Morecambe including:
- “A central area that is very fragmented and quite dysfunctional with something of a void at its heart - comprising areas redeveloped in the 1990s and with much car parking.
 - Disconnect between the seafront and the town.
 - A historic division between Poulton within which today the town is centred and the West End.
 - A disjointed town centre with some quite central places bizarrely quite isolated.
 - A legacy of buildings not well fit for contemporary purposes.
 - A lack of public and community functions commonly found in town centres and that should drive activity and give identity’.”

3 Objectives and Policies within the MAAP

- 3.1 The process of drafting the MAAP included engagement with the community and stakeholders. Through this engagement, community aspirations were identified. Identification of the key issues and the community aspirations led to a series of objectives in the MAAP to:
- I. Reaffirm the critical importance of conserving and properly managing Morecambe Bay and the shoreline environment.
 - II. Designate the promenade and wider seafront from the Battery through to the Town Hall as open space predominantly for informal recreation.
 - III. Improve management arrangements for the seafront and promenade and a focus on improvement.
 - IV. Integrate the seafront with the town much better with improved connections for pedestrians between the seafront and the town.
 - V. Direct footfall into the town centre by a range of actions to create much more of a “buzz”.
 - VI. Encourage people to “stay longer and spend more”.
 - VII. Restructure landward with new development fitting into a key network that makes it easy for pedestrians to find their way around the town.
 - VIII. Prepare a joint transportation (jointly by the City and County Councils) plan to include for the location, management and pricing of public car parking (on and off street) to better support activity and trading within central Morecambe.
 - IX. Further incentivise business investment through local supply side measures.
 - X. Support initiatives within the community and by local businesses to enhance and add to this offer.
 - XI. Actively market the town to visitors as part of the wider “Morecambe Bay” offer, in new and imaginative ways that look to the future.
 - XII. Actively market the town to investors.
 - XIII. Make an improving town centre integral to the visitor offer.
 - XIV. Bring improvements in the look and feel of the town and what there is to do.

3.2 The MAAP seeks to address these objectives with the following spatial based policies which set out expectations for development:

Policy Title	Policy Criteria
SP1: Key Pedestrian Routes and Spaces	Identifies key pedestrian routes and spaces and sets out how development should be located and designed to improve these links and spaces.
SP2: Investment Incentives	Sets out exemptions to policies in the Local Plan which require contributions towards infrastructure and affordable housing. This is intended to encourage investment within the area.
SP3: Morecambe Main Seafront and Promenade	Protects the main seafront areas and promenade from development other than that which will enhance the open character and improve opportunities for recreation.
SP4: Town Centre	Supports town centre uses in the identified town centre and residential uses above ground level.

3.3 Six Development Opportunity Sites are identified, to direct and shape opportunities for investment within the central part of the town. These sites include:

Policy Title	Policy Criteria
DO1: The Battery	Supports leisure, retail and ancillary food and drink uses and protects car parking facilities.
DO2: Seafront Headland, Central Promenade	Supports leisure uses, visitor/education centres and holiday where uses were ancillary to leisure uses. It sets out criteria for development within the development opportunity area identified.
DO3: Arndale and Area	Development should improve routes and spaces, contribute to improved traffic management and servicing, enhance the setting and access for the library and protect car parking.
DO4: Westview and Northumberland Street	Supports main town centre uses.
DO5: Festival market	Emphasises main town centre uses. Seeks urban design which relates to the surroundings, enables access, servicing, parking and good amenity for pedestrians, improves passive surveillance and legibility of pedestrian routes, contributes to the amenity and pedestrian safety around Marine Road Central. Ensure development does not reduce market capacity, community facilities and public realm.
DO6: Former Frontierland Site	Identifies an opportunity for predominantly housing development and sets out criteria.

3.4 There are also a series of 'Action Sets' which aren't planning policies but set out how the Council's, community and third sector organisations can work to achieve the objectives of the MAAP. Whilst within the MAAP, they do not form part of what would be considered as the Development Plan when making planning decisions. They do set out key considerations for regeneration schemes, public realm and accessibility improvements, funding and the delivery of services. Further information on the details of the 'Action Sets' can be found in Appendix A.

4 Key Projects within the MAAP Area

4.1 The table at Appendix A sets out each policy, action set and the associated actions and progress made. Key projects and their outcomes are outlined below.

A View for Eric

4.2 The second Morecambe Townscape Heritage Initiative - 'A View for Eric' (THI2) was launched in May 2012 before the MAAP was adopted but work continued afterwards. The focus was to create a view in front of the Eric Morecambe statue and complement other regeneration initiatives to revitalise the town. The project offered building improvement grants to properties within the western end of the Morecambe Conservation Area to help contribute to the appropriate restoration of historic properties. A View for Eric also offered a wide range of training opportunities for property owners, businesses, local builders, craftspeople and architects. Including heritage education and skills workshops so that people better understand and have the skills to look after historic buildings, as well as sustainable business and retail training.

4.3 Through the scheme the Council offered grants for the improvement of shop fronts. The project delivered:

- Restoration of 7 Victorian and Art Deco properties:
 - 245 Marine Road Central
 - 240-241 Marine Road Central (2)
 - Galloways, 12 Victoria Street
 - 26-28 Victoria Street
 - 30A-32 Victoria Street (2)
- 2,500 sq. m of high-quality public realm.
- Over 200 heritage-related training opportunities.
- 60 business related training opportunities and further engagement with 70 businesses.

Shop Front Grants

4.4 The Council granted planning permission along parts of Euston Road, Market and Victoria Streets for external café seating areas. Along these streets, businesses do not need to obtain planning permission for outdoor seating. Businesses do, however, need to apply for a licence if they want to take advantage of this permission to open up a street café. This action was taken to encourage street cafes to improve vitality by making it easier for traders to extend café uses into streets.

Connection Victoria Street

4.5 The MAAP places emphasis on making a stronger town centre which is better connected to the seafront with an enhanced street environment. The aim sought to increase footfall to benefit businesses and trading by improving connectivity and the public realm (streetscape). The works included new paving, street furniture and lighting to make the area more pedestrian friendly. A new space, 'Royalty Place' has been created at its heart.

4.6 The Council paid for the majority of the work but benefitted from funding support from the Heritage Lottery Fund via the second Morecambe Townscape Heritage Initiative (THI2): A View for Eric. The investment of £250,000 was used to support the use of traditional,

natural paving materials within the site area, helping to improve the setting of some of Morecambe's Victorian and art deco buildings.

Seafront at Euston Road

- 4.7 The MAAP recommends Euston Road to be the main way into the town centre for pedestrians travelling from the seafront. A new zebra crossing was installed, the former adjacent pelican crossing removed making the crossing more convenient and safer to use. New seating was installed, and improvements made in the area. The seafront between Eric and the Clock Tower is a more attractive place to be and it has been made as easy as possible for pedestrians to move between the town centre and the seafront.

Wave Reflection Wall

- 4.8 The Wave Reflection Wall has been replaced, reducing flood risk to almost 11,500 homes and almost 2,250 commercial properties. The project was funded by central government grant-in-aid funding and led by the Council in partnership with the Environment Agency. Its sympathetic design incorporated artwork and included the resurfacing of the pedestrian promenade, the provision of new access points and the provision of new seating.

New Signage

- 4.9 The Council installed information signs at the seafront and new fingerposts along the seafront and within the town centre.

Bay Arena Art Park

- 4.10 The Council successfully bid for £50,000 from the Coastal Revival Fund to help make the former Dome site a more welcome venue for festivals, arts and leisure. The work involved scrub clearance, access improvements, refurbishment of the art deco style feature walls and artwork installation. To aid footfall and activity the project created a new pedestrian through-route from the western corner by the Band Arena and opened up the stepped access.

Time and Tide Bell

- 4.11 The Time and Tide Bell sculpture was granted planning permission and installed with improvements to the area around it.

Street Front Cafes

- 4.12 The Council granted planning permission along parts of Euston Road, Market and Victoria Streets for external café seating areas. Along these streets, businesses do not need to obtain planning permission for outdoor seating. Businesses do, however, need to apply for a licence if they want to take advantage of this permission to open a street café. This action was taken to encourage street cafes to improve vitality by making it easier for traders to extend café uses into streets.

Festivals

- 4.13 Morecambe is now the home of more festivals and events. For example, Vintage by the Sea, the Morecambe Festival, the Poetry Festival. These make use of key sites, including Central Promenade, the Platform and the Winter Gardens.

5 Key Planning Applications within the MAAP Areas

Eden North

- 5.1 Following years of pre-development and extensive community consultation, planning permission was granted for the Eden Morecambe development in 2022. The scheme will create a major new mixed-use attraction on the D02: Seafront Headland Site at Central Promenade. More recently the development has secured £50m of Levelling Up funding. It will combine a range of indoor and outdoor visitor experiences all based on connecting people with Morecambe Bay. The project aims to directly employ more than 400 people, with an additional 1500 jobs supported in the region, and is estimated to be capable of injecting £200m per year into the North West economy. At a spatial, local level, the approved plans include public realm enhancements, improvements to pedestrian crossings and junction improvements, all of which can assist in achieving some of the wider MAAP objectives.

Aldi

- 5.2 In 2017 planning permission was granted for the demolition of an existing Aldi supermarket, vacant bowling alley and retail units and erection of a replacement supermarket with associated car parking and hard and soft landscaping. The site is within DO5: Festival Market. The works are now complete and they satisfactorily addressed an area that had become derelict during more recent years.

Trampoline Park

- 5.3 In 2016 planning permission was granted for a new building to house a trampoline park to the rear of Pleasureland. Planning permission was granted in January 2022 for a change of use to a 'flexible use' of either retail or leisure. This permission has not yet been implemented.

6 Morecambe Initiatives Outside the MAAP Area

West End Masterplan

- 6.1 The Masterplan built on the work of the Morecambe Action Plan published in 2002 and supports regeneration in the West End. Schemes have included Westend One and Two which saw a block of Victorian guesthouses at Chatsworth Gardens transformed and 51 homes for private rent by Place First. The scheme was recognised when it won Best Conversion/Refurbishment at The Sunday Times British Homes Awards 2017. West End Two is a collection of townhouses, duplexes and apartments created through the refurbishment and remodelling of former guesthouses on the corner of Regent Road and Balmoral Road to provide around 50 new homes from two-bedroom apartments to five-bedroom townhouses.

Bold Street/Marlborough Road

6.2 The Bold Street and Marlborough Road area was identified as a high priority West End Masterplan. The area has benefitted from significant regeneration work including:

- Marlborough Road HMO clearance and construction of Adactus new build homes
- Remodelling works to 19-33 Bold Street
- Demolition of poor condition properties 6-36 Bold Street, enabling redevelopment to provide 42 apartments
- Facelift works to 7-11a Bold Street
- West End Gardens and the Silver Café
- Battery improvements and fountains

Co-op Centenary House Regent Road

6.3 The Council purchased the former Co-op Centenary House on Regent Road and planning permission was subsequently granted for a mixture of uses including retail, offices, café, workshops and events space with associated improvements to the exterior. The Council has not yet been successful in securing the external funding needed to implement the project.

Arm's Length Housing Company

6.4 Morehomes for the Bay Investments and Morehomes for the Bay Development companies were incorporated on the 21st June 2021. It was anticipated that the first scheme would be a series of acquisitions and improvements in Morecambe to meet a housing need in that area. The Council explored delivery of the scheme but found it not to be financially viable.

7 Outcomes, Effects and Relationship with Other Local Plan Policies

7.1 This section identifies the planning policies and the action points associated with them. It then provides commentary on how the policy has influenced development and progress in relation to the action points. Lastly, the policies are compared with the SPLADPD and DMDPD policies to consider overlap.

SP1: Key Pedestrian Routes and Spaces	Identifies key pedestrian routes and spaces and sets out how development should be located and designed to improve these links and spaces.
Action Sets	AS1 – Manage and maintain streets and spaces. AS3 – Improve key routes and spaces for pedestrians and cyclists. AS5 – Central seafront and main beach. AS6 – Western seafront and beach. AS7 – Seafront headland, central promenade. AS8 – Seafront headland, central promenade. AS9 – Edge of centre retail park.

- 7.2 Significant progress has been made on improving the public realm within the MAAP area. The View for Eric and Connecting Victoria projects alongside the improvements associated with the Wave Reflection Wall and Portas Pilot have had a positive impact on improving routes and spaces. These projects have been regeneration initiatives rather than ones which have resulted from planning policy requirements, although in some cases they also required planning permission.
- 7.3 The existence of adopted policies and definitive strategic direction within the MAAP was a source of early assurance for the Eden Project Team. Having a defined policy position that provided general policy support for a visitor attraction at the D02 Seafront Headland Site was clearly beneficial. The policy has also helped to inform the key spaces and routes around the proposed Eden Morecambe Project which is expected to deliver improved crossing facilities and retains a key route along the south of the site.
- 7.4 Policy SC4 identifies Green Space Networks including Morecambe Promenade. The policy seeks to protect these networks from inappropriate development and to seek opportunities to improve and enhance connectivity. Key cycle and walking routes are identified on the SPLADPD policies map and there is some duplication with policy SP1. Policy T2 supports improvements to the routes identified. Policy DM61 of the DMDPD sets out criteria to protect, maintain and improve the pedestrian environment and DM27 sets out criteria for the protection of open spaces. Policy DM43 seeks to prevent fragmentation of green infrastructure and enhancement. These policies will be enhanced on the adoption of the CERLP DMDPD.
- 7.5 Whilst there is some duplication between the aims of policy SP1 and those of the SPLA and DM DPDs, the detail on the MAAP policies map still provides a useful spatial framework for the protection and enhancement of pedestrian routes within the MAAP area.

SP2: Investment Incentives	Sets out exemptions to policies in the Local Plan which require contributions towards infrastructure and affordable housing. This is intended to encourage investment within the area.
Action Sets	AS4 – Further encourage business investment and development.

- 7.6 There has been no significant housing development with the MAAP area to benefit from this policy.
- 7.7 The affordable housing policy in the DMDPD was amended when the current Local Plan was adopted in July 2020. Policy DM3 does not require the provision of affordable housing on previously developed land in Morecambe which will benefit development within the area of the MAAP and throughout Morecambe.
- 7.8 National legislation and policy require that contributions can only be sought to assist in mitigating the impact of development to make it acceptable in planning terms. Policy DM58 of the DMDPD acknowledges this and the impact of contributions on viability but makes it clear that where they are necessary to mitigate the impacts of development, they will be necessary.
- 7.9 The national, SPLADPD and DMDPD provide a policy framework for assessing the need for contributions. When a full review of the local plan takes place, a viability assessment of the impact of policies and contributions for development in Morecambe will be carried out and policies can be tailored to meet specific needs.

SP3: Morecambe Main Seafront and Promenade	Protects the main seafront areas and promenade from development other than that which will enhance the open character and improve opportunities for recreation. Any development should be of a high-quality design.
Action Sets	AS1 – Manage and maintain streets and spaces. AS3 – Improve key routes and spaces for pedestrians and cyclists. AS5 – Central seafront and main beach. AS6 – Western seafront and beach. AS7 – Seafront headland, central promenade.

7.10 The seafront was previously identified on a local plan proposals map as open space for informal recreation and enjoyment. This was superseded by the SP3 allocation in the MAAP. The area identified has largely remained open, available for recreation and there have been improvements to the public realm and parks within the area. The policy informed the Eden North scheme. Whilst the proposed development associated with the project will reduce the area of public open space within the DO2 opportunity area, it does retain the area identified by policy SP3. The scheme will result in an overall improvement to the quality of open space.

7.11 Policy SC3 of the SPLADPD identifies spaces for open space, recreation and leisure and seeks to protect these from inappropriate development. The areas do differ from the area identified in SP3 of the MAAP. The MAAP covers a broad area along the promenade and the promenade side of Marine Road. Policy SC3 identifies areas covered by SP1 but also additional areas within DO2 at the headland. SC4 identifies a ‘Green Space Network’ along the seafront and promenade and protects it from development which will harm its integrity. Policy DM61 of the DMDPD sets out criteria to protect, maintain and improve the pedestrian environment and DM27 sets out criteria for the protection of open spaces. This will be enhanced on the adoption of the CERLP DMDPD.

7.12 Policies SC3 and SC4 of the SPLADPD and policy DM27 of the DMDPD to some extent duplicate policy SP3. Other policies in the SPLADPD and the DMDPD, including policies in relation to the heritage and open spaces, seek to ensure that development protects or enhances the character of sites and spaces and is of high-quality design. Policy SP3 does however, identify a larger area specific to the seafront. There will be scope within a full plan review to reconsider the areas allocated to ensure consistency and inclusion of all those areas important in Morecambe.

SP4: Town Centre	Supports town centre uses in the identified town centre and residential uses above ground level.
Action Sets	AS3 – Improve key routes and spaces for pedestrians and cyclists. AS4 – Further encourage business investment and development. AS8 – Town centre.

7.13 The policy supported the main town centre uses proposed by the indoor trampoline park application and the subsequent application for a change of use to mixed retail and leisure uses on the DO5 - Festival Market site. More recently the policy has supported the conversion of the upper floors of the Bath Hotel into serviced holiday let apartments.

- 7.14 The MAAP policies map identifies a town centre boundary, however throughout policy SP4 it refers to the Town Centre Boundary being identified on the local plan proposals map and other policies in the local plan. The most recently adopted SPLADPD did not identify the town centre or designate retail frontages given the central areas are quite fragmented and so not to unduly restrict the Morecambe Area Action Plan approach. The approach to support main town centre uses in the MAAP town centre mirrors the approach within the other centres in the district.
- 7.15 Policy DM16 of the DMDPD supports main town centre uses in town centres and sets out criteria for assessing them and for uses outside town centre. It does duplicate the aims of policy SP4.
- 7.16 To resolve the discrepancies a review of the town centre boundary could be carried out as part of a whole plan review and an area allocated to reflect the current situation. The policy approach used for other centres would be appropriate with bespoke wording to reflect the characteristic of Morecambe.

DO1: The Battery	Supports leisure, retail and ancillary food and drink uses and protects car parking facilities.
Action Sets	AS1 – Manage and maintain streets and spaces. AS3 – Improve key routes and spaces for pedestrians and cyclists. AS6 – Western seafront and beach. AS11 – Transport, parking provision and management.

- 7.17 The car parking and the open aspect have been retained. This policy is specific to the Battery and its aims are not duplicated by other policies in the SPLA and DM DPDs.

DO2: Seafront Headland, Central Promenade	Supports leisure uses, visitor/education centres and holiday where uses were ancillary to leisure uses. It sets out criteria for development within the development opportunity area identified.
Action Sets	AS1 – Manage and maintain streets and spaces. AS3 – Improve key routes and spaces for pedestrians and cyclists. AS7 – Seafront headland, central promenade. AS11 – Transport, parking provision and management.

- 7.18 The policy provided a strategic framework for the Eden Project proposal. It informed the way the development will interact with the town, heritage assets, the seafront and promenade, the uses within the site and how the spaces will be treated. It is expected that the scheme will provide a travel plan, parking strategy and traffic management plan for delivery/ servicing/collection. Whilst there will be an overall reduction in open space, the proposals will result in enhancement to the remaining public realm and pedestrian routes. The Eden Project should provide a catalyst for further regeneration throughout the MAAP are and wider Morecambe.
- 7.19 There is some duplication between policy DO2 and DM22 of the DMDPD which supports leisure facilities and attractions in appropriate locations and set out criteria for their assessment. There is however more detail specific to the site itself within DO2.

DO3: Arndale and Area	Development should improve routes and spaces, contribute to improved traffic management and servicing, enhance the setting and access for the library and protect car parking.
Action Sets	AS1 – Manage and maintain streets and spaces. AS3 – Improve key routes and spaces for pedestrians and cyclists. AS4 – Further encourage business investment and development. AS8 – The town centre. AS11 – Transport, parking provision and management.

7.20 Public realm improvements have enhanced this area; however they were regeneration initiatives rather than ones which have resulted from planning policy requirements associated with a planning permission.

7.21 The policy references other policies in the local plan, however these have superseded when the SPLADPD and DMDPD were adopted. It is also partially duplicated by policy DM16 of the DMDPD.

DO4: Westview and Northumberland Street	Supports main town centre uses.
Action Sets	AS3 – Improve key routes and spaces for pedestrians and cyclists. AS4 – Further encourage business investment and development. AS8 – The town centre. AS11 – Transport, parking provision and management.

7.22 The car park has been refurbished but there has not been any significant development to support the town centre. The refurbishment was a regeneration initiative rather than ones which have resulted from planning policy requirements associated with a planning permission.

7.23 The policy is to some extent duplicated by policy DM16 of the DMDPD which also supports main town centre uses.

DO5: Festival Market	Emphasises main town centre uses. Seeks urban design which relates to the surroundings, enables access, servicing, parking and good amenity for pedestrians, improves passive surveillance and legibility of pedestrian routes, contributes to the amenity and pedestrian safety around Marine Road Central. Ensure development does not reduce market capacity, community facilities and public realm.
Action Sets	AS1 – Manage and maintain streets and spaces. AS3 – Improve key routes and spaces for pedestrians and cyclists.

	<p>AS4 – Further encourage business investment and development.</p> <p>AS6 – Western seafront and promenade.</p> <p>AS7 – Seafront headland, central promenade.</p> <p>AS8 – The town centre.</p> <p>AS11 – Transport, parking provision and management.</p>
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7.24 Planning permission was granted for the erection of a two-storey indoor trampoline park, a main town centre leisure use, at the rear of Pleasureland, Marine Road Central. The scheme included improvements to the public realm and parking. Planning permission was also granted for an Aldi on the corner with Central Drive, this resulted in improvements on the site.

7.25 Policy SC5 of the SPLADPD identifies the site as having potential to provide significant new or improved open spaces. DO5 provides criteria for development which are specific to the regeneration of this site. However, whilst the criteria are phased specifically to relate to Morecambe, they reflect basic design principles and policy DM29 of the DMDPD.

DO6: Former Frontierland Site	Identifies an opportunity for predominantly housing development and sets out criteria.
Action Sets	<p>AS1 – Manage and maintain streets and spaces.</p> <p>AS3 – Improve key routes and spaces for pedestrians and cyclists.</p> <p>AS6 – Western seafront and promenade.</p> <p>AS9 – Edge of centre retail park.</p>

7.26 Morecambe Area Action Plan (MAAP) envisaged a mixed-use development of predominantly residential with some leisure and retail development for this site. However, in 2014 and 2016, planning applications were made by the site promoter Opus North for a retail-led scheme with restaurant, pub and hotel provision. This was recognised as a departure from the policy approach in DO6. The Council supported the principle of development on the basis that a high-quality retail park could be delivered, and if realised, it would outweigh detrimental impacts of the out of centre location. Development of the scheme did not commence on the site and the planning permission lapsed.

7.27 The site owners offered the Council the opportunity to purchase the site. After discussions and consideration of the following:

- The potential additional worth in terms of the certainty the land can support the Council’s Morecambe regeneration strategy,
- Potential as a “stand alone” opportunity in the context of the wider MAAP and absence of dependencies impacting on other MAAP sites,
- The ability to more closely control and shape the development outcome on a key strategic,
- The prospect of commercial and regeneration returns on the site investment.

The Council purchased the site and is considering opinions for regeneration.

7.28 The criteria within DO6 reflect basic design principles and policy DM29 of the DMDPD.

Transport Aspirations

- 7.29 The transport related aspirations at AS10 (Traffic route signage to and from central Morecambe), AS11 (Highway management, parking provision and its management), AS12 (Bus services) fall within the responsibility of Lancashire County Council. There is therefore limited capacity for the Council to take direct action. The Lancaster District Highways and Transport Masterplan includes recommendations for proposals for a range of measures to improve transport within the district. It uses the MAAP as a starting point to set out the aspirations for Morecambe. The masterplan aims to ensure that connectivity to Morecambe is improved, access to the town centre and where visitors park is managed and signed, pedestrian connections between the seafront and neighbouring areas are improved and better public transport.
- 7.30 The Council commissioned its own consultants to develop a Rail Strategy. The Rail Strategy sets out the Council's priorities for rail services and how the Council will work with other organisations in seeking to achieve them. The Council sees delivery of Eden Morecambe as a further reason / incentive to safeguard services between Morecambe and the main rail network. Prior to the Covid pandemic there were conversations with rail companies about possible battery powered trains operating on the Lancaster-Morecambe branch line and the Council supports the case for service and infrastructure improvements at Morecambe. There is recent and continuing positive collaboration with Lancashire County Council in their role as Transport Authority; and ongoing dialogue with network and service providers to explore the potential for infrastructure and service improvements ahead of the implementation of the Eden Morecambe planning permission.

Investment/Marketing Strategy Aspirations

- 7.31 To date an Investor Marketing Strategy (AS14) and Visitor Marketing Strategy (AS15) have not been taken forward. Strategies are now explored as part of a masterplan and regeneration strategy for Morecambe.

Policies in the SPLA and DM DPDs

- 7.32 Policy TC4 of the SPLADPD relates to central Morecambe and refers to the key aims of the MAAP.
- 7.33 Policy EC5 identifies a regeneration priority area in Morecambe which will be addressed through the delivery of the Morecambe Area Action Plan DPD. The area extends beyond the area covered by the MAAP. Through tourism, housing renewal and heritage led regeneration, it seeks to re-invent central Morecambe as a visitor destination that draws on its natural and built heritage and its coastal location. The re-designed town centre will provide a range of facilities that will serve local and district-wide needs and provide opportunities for commerce, leisure and residential uses.

8 Consultation

8.1 Morecambe Bid/Future Morecambe, Lancaster and Morecambe Chamber and Morecambe Town Council were invited to comment on the table at Appendix A and to make more general comments about the effectiveness of the MAAP. Morecambe Town Council were also offered a meeting with Local Authority officers to provide the opportunity to discuss the effectiveness of the MAAP and the potential next steps. Future Morecambe on behalf of Morecambe Bid and Lancaster Chamber took the opportunity to comment and their responses have been summarised as follows.

Future Morecambe (including Morecambe BID)

8.2 Future Morecambe, of which Morecambe Bid is a steering member made the following comments.

8.3 On Marine Road, attention is still needed to areas such as weeds, parking, signage and building conditions. Although vastly improved over recent years with both private and public realm investment, many of the buildings are tired and would benefit from a good spruce-up. This lack of improvement in the local area can be put down to a few factors:

- a) absentee landlords who refuse to improve their buildings
- b) current economic conditions and
- c) building owners still waiting on the definitive “spades in the ground” moment for Eden.

8.3 Public funding is an issue due to economic circumstances and there will always be the argument against the public funding the repair or renovation of private buildings, but the bigger picture is that we are actually selling the district and many of the buildings could be sales tools in our armory. Discussions need to be had as to what funding is available to enable building owners to repair and rejuvenate their properties within the scope of Levelling Up possibly. Other important issues included the state of the pavements all the way down the promenade (mainly on the landward side) from Broadway to Central Drive, the multiple car parks taking up prime leisure space on the front, and signage.

8.4 The following amendments/policies are recommended should the MAAP be reviewed or replaced:

- *D05 Festival Market and AS3 Improve key routes and spaces for pedestrians and cyclists*
Consider the creation of a multi-use space between Northumberland Street and Central Drive for the use of pedestrians, cyclists and also Park & Ride shuttle buses.
- *DO6 Former Frontierland Site and SP1 Key Pedestrian Routes*
The policies should be amended to ensure the development of Frontierland is not constrained by a pedestrian walkway which splits the site.
- *AS1 - Managing and Maintaining Streets and Spaces*
Unrestricted on-street parking should be reviewed to discourage visitor parking, ensure parking is available for residents and to prevent blocking of streets and congestion.
- *AS4 – Further Encourage Business Investment and Development*
Planning policies should ensure that conservation requirements are relaxed to promote modern quality products that will enhance the area for the modern era and provide energy efficiency rather than the use of traditional materials.

Restrict business usage along the shorefront to focus national takeaway chains in the CBD i.e., Euston Rd/Market and Victoria Streets, not on the seafront.

- *AS5 – Central Seafront and Main Beach*
The Marine Road car park to the west of the Eric Morecambe statue should be reduced in size and a bus drop off zone created. This will benefit visitors to Eden and the most recognisable locations in Morecambe.
Seafront car parking should be removed and the resulting spaces used for leisure. Existing surface car parks should be replaced with multi-storey's storeys at the rear of town to encourage visitors and residents to walk through town and access to the Good Yard car park should be relocated from the promenade to Festival Market.
- *AS7 – Seafront Headland, Central Promenade*
Provide LED lighting for the Morecambe Town Crest and provide plaque by it and the Stone Horse informing visitors of the history of each. This will create more small attractions that add to the overall quality of the area and inform & educate visitors alike.

Lancaster and Morecambe Chamber

- 8.5 The Chamber has made comments about planning for the West End. It has been stated, "there is an amazing street called Yorkshire Street in Morecambe, that could be a fantastic attraction and connector between the battery and west end gardens equally there is a large building in that area which was the 'old co-op' building on Regent Street, which has been derelict for many years".
- 8.6 The comments relate to the wider west end outside of the area covered by the MAAP and highlight wider regeneration and planning issues for Morecambe.

9 Conclusion

- 9.1 There have been some implementation successes within the MAAP area, most notably the improvements to the public realm, shop fronts and historic buildings. The initiatives succeeded in improving the seafront and promenade and key routes and connections between the seafront and the town. There has also been an increase in festivals which bring more visitors to the seafront and the town. These initiatives did however start with the Morecambe Townscape Heritage Initiative - 'A View for Eric' (THI2) which was launched in 2012 before the MAAP was adopted. They are also projects which have been regeneration led, influenced by the action sets and objectives rather than as a result of the planning policies.
- 9.2 Despite the regeneration initiatives there has been little in the way of new built development within the MAAP area since its adoption. The trampoline park added a visitor/recreation attraction, and the replacement supermarket did enhance the site on which it is located and improve the convenience retail offer. The recent planning permission for Eden Morecambe was initially predicated on the policy support offered by the MAAP, and it does offer an exciting and transformational opportunity for the town. It will result in a significant visitor attraction and increased visitor numbers. The opportunities presented by the scheme require initiatives to spread the benefits beyond the site and into the town.
- 9.3 Since the granting of planning permission for Eden Morecambe, the Council has begun to explore how the town can grow and evolve beyond the Eden site boundaries. Initially

these conversations took place via the Morecambe Summit, held earlier this year. The summit brought together a wide group of stakeholders to consider the potential effects of Eden, hopes and concerns of those who live and work in Morecambe and the vision they would have for the future of the town. Post-local elections, the Council will corporately determine how to continue those stakeholder conversations during the next 4 years.

- 9.4 The Council has submitted a bid to Lancashire County Council to access funding to support the production of a masterplan and regeneration strategy for Morecambe town centre and along the seafront (the area covered by the MAAP). If the bid is successful, the strategy will explore what measures the Council and Lancashire County Council, partners and stakeholders can engage to secure wider benefits from regeneration. There will be an opportunity to build upon the benefits arising from Eden Morecambe and expand enhancements and investment into the town centre. It will look at options for parking management, co-ordinating private realm and public realm investments, encouraging and de-conflicting cycling and pedestrian movements, transport connections and viability. A masterplan will include an investment and marketing strategy to attract inward investment and expand the tourism market. The process will include extensive engagement with landowners, tenants, the Town Council, Morecambe Bid and the Chamber of Trade, businesses, residents and potential investors.
- 9.5 The Lancaster District Highways and Transport Masterplan includes recommendations for a range of measures to improve gateways into Morecambe town centre and integrate the seafront with the town and reduce the dominance of cars. It also proposes a Morecambe Bay Connectivity Study to explore the business case for better connections around the whole bay area for all modes of transport. The measures will require significant investment which will need to be sought through various grants and other sources. It is unlikely that significant levels of funding would come from developers given the aims to encourage investment and development in the town and viability.
- 9.6 The MAAP sets out planning policies for determining planning proposals in Morecambe town centre. These are considered within the context of and in conjunction with the SPLADPD and DMDPD. There is a significant amount of overlap and duplication between the policies in the MAAP and the SPLADPD and DMDPD, both of which were adopted 6 years after the MAAP. They include a range of policies to support regeneration and development in Morecambe and some specific allocations for open space and routes. It can be seen from the schemes outside the MAAP (outlined at section 6) that the lack of a localised DPD does not hold back regeneration. These schemes have progressed in the context of the former land allocations DPD and DMDPD. The current SPLA and DM DPDs provide a sound basis on which to encourage regeneration and determine planning applications.
- 9.7 The MAAP also set out a series of 'Action Sets'. These go beyond planning policy and whilst they support regeneration initiatives, they do not form a material consideration when determining planning applications. Such action sets do not normally form part of a DPD and it is unlikely that a document including them would now be found sound in the current planning policy climate. Similar aspirations have recently been removed from the main text of neighbourhood plans and relocated into appendices. This is despite neighbourhood plans generally having greater scope for such aspects.
- 9.8 If the bid to Lancashire County Council for funding is successful, the Masterplan and Regeneration Strategy will consider the aspirations for the MAAP area and set out objectives and actions for regeneration and extension of the benefits arising from the opportunity presented by the Eden Morecambe project. It will create a platform which is tailored to encouraging regeneration, marketing the town and attracting investment. Once complete, the masterplan will make the objectives and actions sets within the MAAP

redundant. There will also be no need for them to be duplicated in any future planning document.

- 9.9 A future review of the District's Local Plan will provide an opportunity to reconsider the way in which the policies address Morecambe and build on the work being carried out for the masterplan. Policies specific to Morecambe could be expanded, more general policies reviewed to consider how they deal with the issues in Morecambe. Development opportunity sites in other locations in the district are allocated in the SPLADPD. Opportunity sites in Morecambe could be dealt with in the same way and where appropriate those within the MAAP transferred.
- 9.10 Morecambe Town Council have started to progress a Neighbourhood Plan. This will provide an opportunity for the community to take the lead in developing a bespoke development plan document to tailor planning policies which address the wider issues experienced in Morecambe. Details can be found on the Morecambe Town Council website [Neighbourhood Plan – Morecambe Town Council](#) . Local Planning Authority officers have recently (2023) offered representatives of Morecambe Town Council the opportunity to discuss Neighbourhood Planning and the offer of assistance still stands.

Appendix A Schemes/Outcomes/Progress of the Policies and Action Sets

Ref	MAAP Policy	Schemes/Outcomes
DO1	<p>The Battery</p> <p>To grow the area at the Battery as a local centre for bay related leisure uses and complementary to the success of the West End Gardens while assuring the generally open aspect of the Battery headland itself.</p>	<p>The car parking and open aspect of the Battery headland has been retained.</p> <p>There have been some public realm improvements carried out, including installation of a water feature, under the Winning Back the West End scheme.</p>
DO2	<p>Strategic Leisure – Seafront Headland, Central Morecambe</p> <p>To direct and facilitate beneficial use of the headland as the main location for leisure development and uses within the town.</p>	<p>Successfully provided the strategic policy framework for Eden Morecambe to come forward in a planned way.</p> <p>Following years of working with the applicant, stakeholders and the local community, planning permission was granted in May 2022 for the demolition of buildings and construction of leisure development in association with the Eden Project.</p> <p>Provides principled support for an extension to the Midland Hotel which may support / work with Eden Morecambe once this is constructed. There are mutual benefits to sensitive expansion of the Midland Hotel.</p> <p>Coastal Communities Project – public realm improvements.</p>

Ref	MAAP Policy	Schemes/Outcomes
DO3	<p>The Arndale and Area</p> <p>To set a policy position that is welcoming of investment and development proposals that will improve the Arndale and area as part of a strengthening town centre.</p>	<p>Planning permission was granted for improvements to accessibility, changes to the facade's alternative uses and improvements to the public realm. These works were carried out.</p> <p>Public realm project led to improvement of Euston Road and Victoria Street. Enhances connectivity to and from seafront to improve footfall.</p> <p>Additional tree planting as part of scheme. Enhancements in public realm to sustain existing trees.</p> <p>No change in parking provision.</p>
DO4	<p>West View</p> <p>To identify that the area of the West View car park presents a significant opportunity for redevelopment in very central location.</p>	<p>Fully refurbished car park – new surfacing, configuration, additional planting and signage. Popular shopper's car park which supports local shops and businesses.</p>
DO5	<p>Festival Market Site</p> <p>To open up the prospect and facilitate significant development in this area for main town centre uses, to improve the structure of the town centre and what it offers to people.</p>	<p>Planning permission was granted for the erection of a two-storey indoor trampoline park at the rear of Pleasureland, Marine Road Central. The scheme included improvements to the public realm and parking. This scheme was implemented.</p>

<p>DO6</p>	<p>Former Frontierland Site</p> <p>To set a clear position as to what is expected of development at this location in order that this certainty might help encourage appropriate development proposals.</p>	<p>Planning application for car park and retail units granted contrary to the policy. The scheme has not however been implemented.</p> <p>The Council has bought the site and sought expression of interest for leisure development through expression of interest pre and post Eden project. Next steps work with members and the community on establishing the outline brief for the site to go to market with.</p>
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Ref	MAAP Action Set	Schemes/Outcomes	Progress
<p>AS1</p>	<p>Managing and Maintaining Streets and Spaces</p> <p>Make continuing improvements in the maintenance of highways and public spaces including street cleanliness. Aspects include:</p> <ul style="list-style-type: none"> • Street cleaning • Carriageway and pavement surface repairs • Street furniture (seating, bins, signage) • Street lighting • Tree care • Signage 	<p>The Council does now give more focus in street cleansing to the central pedestrianised main streets.</p> <p>Morecambe Town Council has made some improvements.</p>	<p>Implemented and ongoing.</p>
	<p>Remedy the appearance of land in poor condition and appearance.</p>	<p>Use of planning enforcement powers (Section 215 of the Town and County Planning Act 1990, known as the S215 Initiative) provides a systematic approach to third party owned land and buildings to improve those in poor condition. (also see AS2).</p> <p>Seafront Headland (DO2) – the Council carried out improvements to remove overgrown vegetation, clear rubbish, footpath improvements and public art to enhance space.</p>	<p>Implemented and ongoing.</p>

Ref	MAAP Action Set	Schemes/Outcomes	Progress
	Direct people better to existing public toilet facilities through improved information and signage including via new interpretation points.	Included in the first phase of pedestrian signing completed 2015 (see AS2).	Implemented.
	Improve the provision of toilet facilities available for public use, including where possible via partnership working with private businesses.	<p>Morecambe Town Council opened toilets on the Central Promenade.</p> <p>An ambition for facilities at the Arndale centre has not been achieved to date.</p>	Partially implemented.
AS2	<p>Improve the condition of buildings and encourage beneficial occupancy</p> <p>Improve the condition and external appearance of buildings and by this encourage beneficial use.</p>	<p>S215 Initiative 2015 to present has brought most properties within the plan area up to an acceptable standard of appearance and works to maintain this.</p> <p>Supported public art projects. Murals on the side of buildings along Queen Street and buildings and walls around the old Dome site. Projects attracted external funding.</p>	Implemented and ongoing.
	Support to business trading along Victoria Street - including via the Portas Pilot initiative.	<p>Increased business activity and improvements, including art interventions, facilitated via the Morecambe Town Team Portas Pilot initiative and the Morecambe Townscape Heritage Initiative 2.</p> <p>Supported the Winter Gardens Preservation Trust to undertake series of restoration and improvement projects to the building total value approx. £1.2m.</p> <p>Provided foundation for recently approved £2.7m Art Council Cultural Development Fund. Helps to drive local economy, putting facilities and</p>	Implemented.

Ref	MAAP Action Set	Schemes/Outcomes	Progress
		<p>programs in place to improve viability, major music venue, training for young creative.</p> <p>THI 2 delivered specific improvements to property and so supported business investment. In the period 2012-2016 certain streets notably Victoria Street and parts Euston Road and Pedder Street did see some increased turnover of business premises and new investments and new business starts. As part of this certain key premises came into new uses including Galloways with the former Visitor Office on Victoria Street.</p>	
	<p>Morecambe Townscape Heritage Initiative (THI) 2 "A View for Eric 2012-2017 including a programme for distributing grant to private property owners for eligible building / conservation projects, training and capacity building initiatives.</p>	<p>Significant improvements delivered to several key properties.</p> <p>Significant improvements were secured despite take up of grant being slow due both to national market conditions and building owners struggling to foresee prospect of making a sufficient return on the private cost contribution required. Most properties in central Morecambe are relatively high cost to refurbish relative to the value that can be achieved and it is therefore difficult to bring space back into beneficial use.</p>	<p>Implemented.</p>
<p>AS3</p>	<p>Improve key routes and spaces for pedestrians and cyclists</p> <p>Enliven and activate key pedestrian streets and spaces. Aspects include as appropriate:</p> <ul style="list-style-type: none"> • Utilising flags and banners • Amenity lighting • Selective tree planting 	<p>Pedder Street car park upgrade achieved in 2015 with reconfigured access and parking arrangement and new pedestrian only public space, new surfacing including to footways, new lighting, fencing, trees and street furniture.</p>	<p>Implemented.</p>

Ref	MAAP Action Set	Schemes/Outcomes	Progress
		<p>Central Drive by Gannet roundabout (junction with Northumberland St and Railway Station) - Landscape improvements February 2015 with removal of highway shrub areas and verges laid to grass.</p> <p>Library Car Park - Changes to configuration and layout of car park and associated landscape improvements. Including renewal of verges with shrub planting.</p> <p>Marine Road Central opposite the Winter Gardens - removal of shrubs and laid to lawn. Improvements to pedestrian access from the Arndale through to and from the seafront. This included improvements to Royalty Place which were delivered as part of the Connecting Victoria Street Project.</p> <p>These works were funded and delivered variously through successive placemaking projects in conjunction with improvements through the Council Car Parks Capital Improvements Programme and as part of the Council's 'Invest to Save' approach (to reducing long term maintenance).</p>	
	Complete improvements to connections to / from the Greenway cycle path route from the Central Drive Retail Park to West End Road via Kilnbank Avenue.		Not implemented.
	Improve connections for pedestrians to / from the Greenway cycle path route through the Central Drive Retail Park.	Subject of current feasibility work led by Sustrans in conjunction with Lancashire County Council and the Council.	Action remains valid and currently being explored.

Ref	MAAP Action Set	Schemes/Outcomes	Progress
	<p>New route for pedestrians north from West End Road across the former Frontierland site linking through to the seafront and into the existing retail park.</p> <p>Make for improved connectivity for pedestrians across Marine Road East to and from the central seafront (at former Frontierland site)</p>	<p>Policy DO6 ensures that this is an active consideration going forward for pedestrian improvement from the west end into the centre through Frontier Land.</p>	<p>Action remains valid and may be implemented in the future.</p>
	<p>Make for improved connectivity for pedestrians across Marine Road Central to and from the central seafront (by the Midland Hotel and the Winter Gardens).</p>	<p>Achieved as part of the first phase of new pedestrian wayfinding 2015 / 2016. The scheme focused on connectivity between the seafront and landward between Central Drive and Queen Street (this also extended to signing the promenade east to happy Mount Park). In addition, works to upgrade the wave reflection wall delivered discrete connectivity improvements for pedestrians to / from the seafront.</p> <p>Action set informed Eden North development ambitions and the extant planning permission for the development in part captures for these.</p>	<p>Implemented.</p>
AS4	Further encourage business investment and development		
	<p>Not to establish specific policies for the defined primary and secondary frontages within the town centre (see the town centre section).</p>	<p>Planning Policy reflects for this in the MAAP and the SPLADPD.</p>	<p>Implemented</p>
	<p>Consider the scope for extending discretionary business rate reliefs.</p>	<p>Relief in addition to the statutory relief has not been implemented.</p>	<p>Not implemented.</p>
	<p>Consult on the scope for and potential applications of a draft Local Development Order (LDO) for the town centre as defined in the plan. Any LDO should specify desirable changes in use and exclude those still not desired. Subject to this consultation a draft to be submitted to the Council's Planning and Highways Regulatory Committee.</p>	<p>The need for this obviated by changes to the Use Classes Order that broadly allows for expended uses.</p>	<p>Not implemented.</p>

Ref	MAAP Action Set	Schemes/Outcomes	Progress
	Make any new LDO.	See above.	Not implemented.
	Not to charge for pre-application planning advice within the MAAP area – subject to mid-term review.	This was informally implemented after adoption. The pre-app fee schedule dated April 2023, does not include a formal exemption for the MAAP area.	Implemented but not ongoing.
AS5	<p>Central seafront and main beach</p> <p>To implement considered changes to the central seafront and main beach between the Midland and the Morecambe Yacht Station. This to further enhance the seafront and what it offers and to much better integrate it with the town. Interventions to relate closely to certain actions proposed in AS8. This to include:</p> <ul style="list-style-type: none"> • Measures to signal and announce the main beach through specific enhancements, perhaps including changing sequences of banners and flags and including to advertise festivals and events. • New directional information and interpretative facilities. • New and improved openings for pedestrians through the wave reflection wall. • Further investment in public art and better maintain that existing. • Improved seating along the length of the central promenade as appropriate by reworking, upgrading, or adding to that existing with better provision for disabled people and those with limited mobility availability. • Improved children's play facilities. • Permit more beach trading concessions / complementary facilities on the seafront ensuring that these are of appropriate quality and that this is assured through effective management arrangements. 	<p>For 'Connecting Eric' project see specific elements as below in AS5.</p> <p>View for Eric and Connecting Eric. View was TH12 and Connecting focuses on pedestrian routes, realignment of Euston Road and connection through the seafront.</p> <p>As part of the renewal of the wave reflection wall there were improvements made to improvement pedestrian routes to the seafront and beach.</p> <p>See DO2 for public art investment.</p> <p>Surface improvements to encourage active travel and leisure.</p> <p>Improved children's play facilities as part of the Connecting Eric.</p> <p>Changed licencing to enable pedicabs (cycle rickshaws) along the sea front.</p> <p>Tide and time bell installed on stone jetty .</p>	Partially implemented.

Ref	MAAP Action Set	Schemes/Outcomes	Progress
	<ul style="list-style-type: none"> • An additional pedestrian access to the eastern end of the main beach (near the old Lifeboat Station situated opposite Green Street). • Small scale improvements to the seafront to the east of the station including with more efficient parking and better interpretation of the bay environment. • Making more of the established TERN projects' including better revealing the "Sea Wall" via improved signage and pedestrian connections. 		
	<p>Reduce in area the existing Marine Road Car Park No. 2 (between the Eric Morecambe statue and the Clock Tower toilets) to create a high-quality multi-purpose pedestrian place and a focus at the seafront that reveals and signals the established town centre landward and direct people to this direct off the promenade.</p>	<p>The 'Connecting Eric' Project delivered a widened scope of improvements than sought in the MAAP with car park no 2 decommissioned and car park no 1 reconfigured to make for significant placemaking improvements and better use of space at the central seafront including to make a clear readily used gateway to the town centre for pedestrians with:</p> <ul style="list-style-type: none"> • New pedestrian space east of 'Eric' • A pedestrian space as a gateway from the promenade to the town centre and • A new children's play area adjacent the Clocktower toilets • New Zebra crossing over Marine Road Central • New bus pull in and widened pavements • Council funded street works which were commenced 11 May 2015 completed. September 2015 (October 2015 for equipping of play area). 	Implemented.
	<p>Improve the setting to the Clock Tower including further interventions to lift the appearance of the toilet block.</p>	<p>The measures noted above have improved the setting.</p>	Partially implemented.
	<p>Make Marine Road Central a "shared surface" via phased works overtime.</p>	<p>See AS11.</p>	Action remains valid and may

Ref	MAAP Action Set	Schemes/Outcomes	Progress
			be explored in the future.
AS6	Western seafront, beach and the Battery		
	New public art at the bastion, to mark the start and finish for the Way of the Roses coast to coast cycle route.		Not implemented.
	New directional information and interpretation points.	A second phase of pedestrian wayfinding for areas west of Central Drive was planned in outline but not implemented as no funding was secured.	Explored but not implemented.
	Improved Sea defence works to include a wave reflection wall with more and improved opportunities for people to connect between the promenade and Marine Road landward, new seating and other associated facilities and improved public access down to the shore.	Delivered in full via a phased programme of works to 2020. The works include enhancements to play areas and the public realm. The scheme won an Environment Agency Project Excellence Award for Project and Programme Delivery.	Implemented.
AS7	Seafront headland, central promenade		
	<p>The Council to prepare and subsequently implement a delivery plan for the beneficial use of the site to:</p> <ul style="list-style-type: none"> Identify the activities and uses appropriate and that should be actively sought in the short, medium and longer terms including commercial or non-commercial leisure and whether private or public operated; Determine arrangements for managing uses; Direct and programme work to market investment opportunities; Plan advance engineering works and improvements to the sunken parts of the site (the former Bubbles site) to afford 	The Council has worked with Eden Morecambe to progress the scheme on land within its control and to extend improvements beyond the site. The scheme will provide a significant tourist attraction and whilst the proposals result in an overall reduction of public open space, the areas of public realm remaining will be positively enhanced.	Action remains valid and implementation ongoing.

Ref	MAAP Action Set	Schemes/Outcomes	Progress
	<p>an appropriate setting for beneficial uses including an expanded Midland Hotel operation;</p> <ul style="list-style-type: none"> • Plan improvements to the public realm for pedestrians and including to Marine Road Central and how these might be secured through developments • Uses and activities that might prove appropriate at least in the short and medium terms include: multi games space, crazy golf, multi-wheel sports, outdoor gym, fairground, bowls and other active games and activities including boules, pétanque, skittles, giant chess...These would need to be complemented by quality ancillary facilities including food and drink kiosks and toilets. The assessment of potentials to include a feasibility study into staging outdoor concerts and performances in the sunken part of the site. The feasibility study in turn to inform any proposals carried forward into the delivery plan. 		
AS8	<p>The Town Centre – Marine Road Central</p> <p>Invest in the condition and fabric of buildings including forecourts and improvements in the quality of forecourt trading (and see AS 2)</p>	<p>Building improvements secured via TH12 and S215 initiative. See AS2.</p> <p>Future changes likely to following on from Eden project.</p>	Implemented.
	<p>Rejuvenate stretches of Marine Road Central at / around Euston Road with shared surfaces to optimise crossing for pedestrians and to better reveal Euston Road as the main pedestrian connection from the seafront into the town. Links closely to AS5</p>	<p>See AS5 for 'Connecting Eric' project.</p>	Implemented

Ref	MAAP Action Set	Schemes/Outcomes	Progress
AS8	The Town Centre – Arndale and Area Continuing investment in the Arndale, including for internal remodelling and development to upgrade and increase the lettable accommodation to better meet current retailing needs.	The Arndale is in private ownership. The Council has taken advantage of support from the Government’s High Streets Task Force and has convened a group of senior council, business and community leaders to help inform plans for regeneration and support the local community to address the issues in the town. An initial visit and expert report are part of a package of support that Morecambe will continue to receive to help the area maximise the impact of regeneration proposals. The High Street Task Force expert has met with senior representatives from the local authority, business leaders – including representatives of the Eden Project, Arndale Centre, Morecambe Business Improvement District, and local Chamber of Commerce as well as other stakeholders representing developments and attractions in the town, to explore local issues and ways of tackling them.	Not implemented.
	Continue to invest in the Library building and operation as a key building and community asset and further diversify the services on offer.	Internal upgrade and improvements made. Investment in the Arndale and reconfiguration of its south-western elevation was designed to integrate with the Library and improve access for pedestrians, but not implemented.	Partially implemented.
	For pedestrians' better sign Queen Street and Pedder Street to and from the seafront and from Euston Road and Pedder St car park.	Delivered in the first phase of pedestrian wayfinding (see AS3).	Implemented.
	Transform the street space between Barclays and the Post Office as a public place of real quality with a shared surface treatment to make it much more pedestrian friendly and a fitting	‘Connecting Victoria Street’ project 2015/2016 delivered substantial placemaking / public realm improvement.	Implemented

Ref	MAAP Action Set	Schemes/Outcomes	Progress
	focus for the entrance to the Arndale from here. As part of this revise traffic arrangements at the junction of Market Street with Victoria Street and Euston Road these to include some changes to turning and parking arrangements including for taxis.	Scope of works increased to make for a wider transformation with a physical street and so placemaking uplift extending along part Market Street and part Victoria Street (also see AS8).	
	Sign the Library from elsewhere in the established centre and from within the Arndale	Incorporated for in the first phase of pedestrian wayfinding (see AS3).	Implemented.
	Improve the existing pedestrianised stretch of Euston Road with new surfacing, lighting, seating and signage.	Delivered via the 'Morecambe Main Streets' Project completed 2016/2017. Funding secured Lancashire County Council and the Council to enable a comprehensive redesign and uplift of street surfaces and furniture to achieve a significant place-making improvement the length of Euston Road east to and including New Town Square (see below).	Implemented
	Make New Town Square a quality public place with new surfacing, lighting, seating and signage and with a new central seating feature that incorporates the mosaic.	Delivered via the 'Morecambe Main Streets' Project (see above).	Implemented
	Enhance how the Arndale presents at its entrances via facias and signage and in condition of building elevations.	Improvements to western elevation achieved linking to the 'Connecting Victoria Street' project. See AS8. No other significant improvements.	Partially implemented.
	Upgrade aspects of Pedder Street car park and its periphery including minor highway adjustments, improved pavements for pedestrians, additional trees and replacements for the concrete bollards.	See AS3.	Implemented
	Improve the pedestrian environment immediately around the library and make a good route for pedestrians across the library car park to Market Street.	See AS3. Upgrade of car park completed 2015 as part of the car parks capital investment programme. Also, tree management on Lancashire County Council owned land.	Implemented.

Ref	MAAP Action Set	Schemes/Outcomes	Progress
AS8	The Town Centre – Victoria Street (west of Market St) and environs		
	Establish the feasibility of permitting an outdoor market along Victoria Street and if so facilitate this with any regulatory orders and limited street works as appropriate.	This was trialled through the Portas Pilot but not continued.	Explored but not implemented.
	If as part of the joint parking strategy (AS11) it is decided to retain West View as a car park, within two years invest in better signage and undertake minor amenity improvements and over five years work with ownership interests around to regularize and improve boundaries.	Upgrade of car park completed as part of the car parks capital investment programme 2015 and in close conjunction with the 'Connecting Victoria Street' project.	Implemented.
	Improve the length of Victoria Street with new signage, lighting, seating and other interventions. Relates closely to proposals in AS8 Arndale and area.	Delivered via the 'Connecting Victoria Street' project with substantial improvement of public realm completed 2015/16. Street works funded via a combination of city, county and Heritage Lottery funding via the THI.	Implemented
	Work to bring St Laurence's Church into a beneficial use and secure improvements to its setting as an integral element in the street scene.	Plans produced as part of future High Street which did not come to fruition. MAAP gave a strategic platform for Future High Streets funding applications as part of the levelling up agenda. Detailed options feasibility and viability work undertaken as part of work to prepare 'Future High Streets' funding bid 2020. Demand issues and viability gaps identified.	Explored but not implemented.
Pursue the feasibility of re-working the area to the front of St Laurence's Church including the small private off-street car park as a public space.	In private ownership. As above.	Explored but not implemented.	

Ref	MAAP Action Set	Schemes/Outcomes	Progress
AS8	The Town Centre – Land west of Northumberland Street Facilitate beneficial investment and development and including for the Winter Gardens and the Winter Gardens arcade.	Since 2019 the new trustees have secured grants of £4.5M to restore and conserve this Grade II* listed theatre (that is currently on the Buildings at Risk Register). Completed projects include a new heating system for the auditorium, asbestos removal, major roof repairs, restoration of fibrous plaster ceilings and an updated condition survey. The next stage of work is due to start and will enable capacity to be increased and facilities to be improved so that it can hold and attract national touring musical acts. The outlook for the future use of the building is as positive as it has been in a generation.	Implemented and ongoing.
	Strengthen the currently Council led entertainment offer as presently at the Platform.	Additional marketing support was provided which resulted in significant increase in ticket sales (pre-pandemic). The Council has currently committed to maintaining the Platform as an entertainment venue. Discussions will take place with external parties who might be interested in taking on the operation and ways to reduce the gap between the costs and income generated will be explored.	Implemented and ongoing.
	Grow the visitor services presently provided from the Platform.	New sound and lighting equipment, and a new stage were installed. Audience sight lines to stage have been improved by flying the PA. The venue now has in-house sound and light technical support. A new range of drinks and snacks led to an increase in income from bar sales.	Implemented.
	Make much more use of the Platform in the daytime.	Tea dances (attracting circa 30 per week) and dance classes (attracting 20 per week) were	Implemented.

Ref	MAAP Action Set	Schemes/Outcomes	Progress
		introduced. One-off events e.g., conferences, children’s holiday activities were increased. A new charging policy to enable more accessible and affordable community use was introduced.	
	Support the cinema offer and improve its presentation, quality and ambience.	Discussions held around the private operator’s ambitions to expand offer and additional screens, but future developments linked to the approach to the wider Platform and Festival Market complex and central car parking.	Not implemented.
	Refurbish and redevelop buildings and premises as appropriate to improve these as premises for trading.	The inside and outside of the venue has been painted. Accessibility and affordability were improved for private hires and professional shows.	Implemented
	Provide for a stronger town centre offer complementary to the main draws of the Cinema and Festival Market likely focusing on growing food and drink offer in the vicinity and new retail uses in the vicinity and new retail.	Feasibility and options work undertaken as part of the ‘Future High Streets’ funding bid 2020.	Explored and may be implemented in the future.
	Improve public realm and pedestrian and arrangements for coach drop off and pick up.	Improvements anticipated in connection with the Eden North project.	Action remains valid and may be implemented in the future.
AS9	Edge of Centre Retail Park Make better connections and improve conditions for pedestrians (and cyclists) including: to and from the seafront; across to the Festival Market; through to the Lancaster – Morecambe cycle path “Greenway”; through to West End Road; to / from the train station; and through the former Frontierland site as may be redeveloped. And see AS3.	The Council acquired the Frontierland site in 2021 and is market testing development potential.	Action remains valid and is being explored.

Ref	MAAP Action Set	Schemes/Outcomes	Progress
	Improve the condition and appearance of buildings fronting to Marine Road West.	Work as part of the S215 Initiative is picking this up.	Implemented and ongoing.
AS10	Traffic route signage to and from central Morecambe Improve traffic signage on routes to and from the town and better direct traffic as appropriate.	See AS11.	Action remains valid and may be explored in the future.
	Make other changes to improve peoples' journey experiences to help better shape the town's identity and create a positive impression to those arriving.	See AS11 and AS13.	
AS11	<p>Highway management, parking provision and its management</p> <p>The joint plan to be consistent with the plan framework and cover the location, management and pricing of parking both on and off street. The plan both to inform and be informed by the Council's Parking Strategy and to be encouraging of longer duration visits.</p> <p>The Joint Plan to be concerned to improve traffic management through devising a programme of changes to traffic circulation. Aspects to include (as appropriate):</p> <ul style="list-style-type: none"> • Revised traffic arrangements for example stopping up and changing the direction of traffic flow. • Carriageway and pavement width adjustments. • Adjustments to surfacing materials used. Adjustments to the siting of street furniture and signage. • Facilitating lighting improvements. • Shared surface treatments. • New and revised pedestrian crossings. 	<p>Highway management falls within the responsibility of Lancashire County Council. The Lancaster District Highways and Transport Masterplan proposes transformation of the transport system within the district and includes recommendations for proposals for a range of measures to improve gateways into the town centre and fully integrate the seafront with the town to make it more attractive to spend time in a Morecambe less dominated by cars. It also proposes a Morecambe Bay Connectivity Study to explore the business case for better connections around the whole bay area for all modes of transport.</p> <p>The Eden Morecambe project will deliver improved crossing facilities, changes to the roundabout junction at Central Drive and Northumberland Street and changes to Marine Road Central,</p>	Action remains valid and may be implemented in the future.

Ref	MAAP Action Set	Schemes/Outcomes	Progress
	<p>Implementation to take all reasonable opportunities as part of development and specific planned highway maintenance works to improve the functionality and amenity of highways for all users (including pedestrians and cyclists).</p> <p>The spatial parameters for this plan are that: The main routes into the town afford a hierarchy of parking choices with longer stay provision the first choice available with shorter stay choices the closer into the town centre where possible.</p> <ul style="list-style-type: none"> • Highway and parking signage is well considered and clear as to the choices of parking available. • Much vehicle parking should be provided towards and at the edges of the town centre with less of the very heart of the town itself given over to parking. • The location, pricing and management of on street parking complement that provided off street and not attract people away from off street provision. • Parameters for management of parking into the future should include: <ul style="list-style-type: none"> · To make parking facilities work as first-stop information points, helping to direct footfall to the town centre and other areas / destinations of interest. · To provide for legitimate needs for short duration parking close to key service providers including the Post Office, banks and building societies Consideration of the needs of appropriate residential parking. · To bring the provision of dedicated disabled bays within and around the town centre up to the national guideline standard (6% of capacity where appropriate). · To re-work dedicated parking provision for taxi services but assure that this continues to give good service into the town centre. 	<p>providing dedicated drop-off and pick-up areas and servicing laybys, and effectively removing the unrestricted on-street parking that currently exists outside the site frontage.</p>	

Ref	MAAP Action Set	Schemes/Outcomes	Progress
	<p>Target that change to net public parking provision within the plan area over the plan period to not make for more than a 10% loss in spaces Given the importance of parking revenues to the Council's income and thereby the direct correlation to council tax levels net consequential changes to parking income to be close to revenue neutral or better profiled by year.</p>		
<p>AS12</p>	<p>Bus services</p> <p>Bus services and the local councils to work together to extend and improve services including for bus pull in to better serve the centre and to improve access to information.</p>	<p>The Eden Project will support shuttle bus services from the existing park and ride site at Junction 34.</p> <p>The Lancaster District Highways and Transport Masterplan includes a recommendation to enhance the bus service.</p>	<p>Action remains valid and may be implemented in the future.</p>
<p>AS13</p>	<p>Rail services</p> <p>The rail operator(s) and the local councils to work together to improve the welcome experience and that at departure including real time service information, improved shelter, seating and directional signage for pedestrians to and from the town.</p>	<p>Morecambe Town Council helped facilitate amenity and information improvements made in 2015.</p> <p>There is currently a partnership working between Lancashire County Council and the Councils and rail operators on a range of improvement potentials. In 2020, the Council and partners, produced a Rail Strategy for Lancaster District. The strategy promotes improvements to the service between Lancaster and Morecambe, provision of some services direct from Manchester to Morecambe and a test bed for a carbon neutral railway.</p>	<p>Action remains valid and may be implemented in the future.</p>

Ref	MAAP Action Set	Schemes/Outcomes	Progress
AS14	<p>Investor Marketing Strategy</p> <p>Implement a collaborative marketing initiative to actively seek new investment for central Morecambe and provide support to investors where appropriate.</p>		Explored but not implemented.
AS15	<p>Visitor Marketing Strategy</p> <p>Prepare and implement a Visitor Marketing Strategy to:</p> <ul style="list-style-type: none"> • Seek to increase day visitor numbers over a wider spread of times i.e., in term times and during the week when the town otherwise experiences lowered levels of demand and there is much capacity. • Via plan implementation encourage day visitors to stay longer and do more i.e., for people to stay long enough to eat and into the evenings • Into the longer term entice new staying visitors and as part of this convert more day visitors to staying visitors. 		Not implemented.
AS16	<p>Regeneration Delivery</p> <p>Ongoing commitment by the local community and businesses to supporting the town, trading and regeneration activity, including via getting involved in grassroots collaborative activity e.g., More can Be Done, the Town Team and that led by the Council.</p>	<p>The Morecambe Summit, held in March 2023 at the Winter Gardens, sought view of the community on a wide range of topics including housing, transport, the environment and the economy. The summit sought to begin conversations and partnerships that will lead to the best use of the opportunities that are opening up in Morecambe.</p>	Action remains valid and being explored.
	<p>The Council to establish a regeneration fund ring fenced for expenditures within central Morecambe to deliver to the action plan. The fund to be fed by:</p> <ul style="list-style-type: none"> • capital receipts after any land disposals by the Council 		Not implemented.

Ref	MAAP Action Set	Schemes/Outcomes	Progress
	<ul style="list-style-type: none"> • developer contributions towards community benefits monies and / or contributions otherwise made by third party organisations and individuals • local authority funding (the Council and Lancashire County Council). 		