

Frontierland consultation headline results

This report provides a detailed breakdown of the results from the consultation that took place on Frontierland from 15th November 2023- 3rd January 2024.

CONSULTATION REACH AND RESPONSE RATE



5,650

unique visits to the Keep Connected Frontierland consultation webpage.



455

contributions to the consultation survey and comments

In addition to online, consultation events were held:



Face to face consultation at the Festival Market, Morecambe Library and the Arndale.



Face to face consultation in community venues e.g. Stanleys Community Centre, The Sanctuary Café, Morecambe Pantry, Sandylands parents and carers Coffee and Chat group and at a Communities Together meeting.



Stakeholder consultation event with community organisations and businesses etc



Objective 1.

Deliver a leisure-led redevelopment that matches the architectural quality and aspirations of the best developments along Morecambe's seafront.



93% Agree, 7% Disagree



What you said..

Want the Frontierland site to be a vibrant leisure destination that benefits both locals and visitors, with a focus on sustainability, community integration, and year-round appeal.



Objective 2.

Provide significant and wide-ranging economic benefits to Morecambe and the wider district.



93% Agree, 7% Disagree



What you said..

- Huge potential for the site to revitalise Morecambe's economy.
- Needs careful planning to avoid mistakes of the past (e.g., short-term gain, limited appeal).
- Should complement, not compete with, existing businesses and Eden Project.
- Must benefit both locals and visitors, year-round.

Objective 3.

Secure a return on the council's investment in acquiring the site to help ensure that wider service provision can be maintained.



83% Agree, 17% Disagree



What you said..

While securing a return on investment is crucial, a balanced approach that prioritizes both community well-being and financial viability is key to ensuring the project's success.

Objective 4.

Provide new purpose-built visitor accommodation for a range of needs and types – e.g. family, luxury budget hotels and serviced- apartments etc.



51% Agree, 49% Disagree



What you said..

There are mixed opinions on hotels and visitor accommodation: Some residents support hotels and see them as necessary for tourism, while others oppose them, arguing that there are already enough in the area and that the focus should be on other types of development.

Objective 5.

Provide quality leisure uses that will enhance Morecambe's appeal.



88% Agree, 12% Disagree.



What you said..

Focus on families, all-season appeal, sustainability and community integration that serves both visitors and residents alike. Suggestions range from theme parks and water parks to museums, parks, art galleries and sports facilities.

Objective 6.

Create high-quality flexible public spaces that can host events and festivals.



81% Agree, 19% Disagree



What you said..

There are mixed opinions on the inclusion of event and festival spaces in the Frontierland development. Some feel it boosts tourism and attraction while others feel that priority should be given to all weather attractions that have all year use.

Objective 7.

Breathe new life into the frontage on Marine Road West to improve footfall and improve connections through the site to the West End, the town centre, Morrisons, and the railway station.



90% Agree, 10% Disagree.



What you said..

The development should include safe, traffic-free pedestrian routes connecting the West End to the town centre.

Objective 8.

Any development should meet or exceed the environmental performance standards in the council's emerging Climate Emergency Local Plan.



90% Agree, 10% Disagree.



What you said..

- Strong emphasis on prioritising sustainability in both construction and operation.
- Many advocate for incorporating green spaces and eco-friendly features.
- Some concerns about potential negative environmental impacts of development.

Objective 9.

Ensure any effects to town centre businesses are kept to a minimum by only including a modest amount of retail space.



82% Agree, 18% Disagree



What you said..

There are mixed views on the inclusion of retail and the impacts on the town centre, with some concerned on the impacts on existing business and others feel it would help revitalise the area.

Objective 10.

To include a minimal residential component to the overall development only if it is necessary to financially support achieving our other objectives.



51% Agree, 49% Disagree



What you said..

Although there are mixed views on the inclusion of housing in the development, most were opposed, favouring uses that did more for Morecambe's economy.

There were concerns about rising house prices, displacement of residents due to holiday homes and poor condition of some of the existing stock.