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Promoting City, Coast & Countryside



TOWARDS
MORECAMBE'S
BRAND NEW,
BRIGHT TOMORROW

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Room for a view

Morecambe's second Townscape Heritage Initiative (THI): 'A View for Eric', is a five year £1.248 million project funded by the Heritage Lottery Fund (HLF) and Lancaster City Council.

The project, which started in 2012, is investing in the western end of the Morecambe Conservation Area through building grants, improvements to the public realm (streetscape) and through education and training opportunities for the local community.

The aim is to help improve some of the Victorian and Art Deco buildings and their settings, creating a view in front of 'Eric' that will complement the stunning views of the bay that serve as his backdrop.

Building grants - works in progress



240-241 Marine Road Central – the former 'Office' building.

The THI has been supporting the refurbishment of this imposing building during its conversion to retail units on the ground floor and private accommodation to the upper floors.

A grant of 75% was given towards the restoration of the 'Palladium Cinema' gable mural in Spring 2014. Grant-aided works to install more sympathetic shop frontages have since paused due to the discovery of glazed terracotta (faience) (pictured above and inset, before).

Temporary timber work is now in place while a suitable solution can be found. Despite the external works being unfinished, both of the units are now occupied, including one as a traditional barber shop. We wish them well.



245 Marine Road Central (above, before and in progress)

Many of the buildings along this stretch of the promenade were once private dwellings, with traditional pitched roofs and bay windows. Over time some of these buildings have changed considerably, including at 245 Marine Road Central where 'Eric's Café' occupies the ground floor.

With the assistance of a 75% grant for all eligible items, works here have already removed the flat roof and recreated the traditional slate pitch, reinstated the stone bay windows to the first and second floors and inserted traditional timber sliding sash windows throughout.

The works paused for summer trading and will soon resume to complete works to the ground floor and forecourt.

There are a number of other grant-assisted schemes currently being developed which will hopefully start on site later this year.

A grant offer has recently been made to **Galloway's Society for the Blind** for a maximum contribution of £125,000 towards their restoration of the former Visitor office and printworks at 12 Victoria Street.

Works to the Art Deco building started in early November and will complete in June 2016.

If you're are interested in a grant and want to find out whether your building is a target property, call (01524) 582375 or email viewforeric@lancaster.gov.uk.



Window dressing training and competition - May 2015

With the window dressing competition in its third year, the theme this year was 'birthdays' to help celebrate what would have been Eric Morecambe's 89th birthday.

Businesses showed their love for Eric with display variations including giant 'Bring me sunshine' cakes, piñata-style '89' figures and even a baby 'Eric' from 1926 complete with trademark glasses.

Once again free training was available to businesses in the THI2 area via Helen Goodwin of 'Made You Look', visiting business owners in their shops to offer one-to-one bespoke advice about their displays.

The training and competition were held to encourage businesses to think about and improve the appearance of their shop frontages.

Window displays offer a cheap and effective means of promoting individual businesses and help make the town centre look more attractive.

This year's winner in the THI2 area was 'Kerry's Coffee House' at 238 Marine Road Central, a property that received a £72,000 grant through the first Morecambe THI.

In the wider town centre area the winner was 'The Little Shop of Hobbies' at 11-13 Pedder Street.

Barbara Boyd's creative baby themed display featured photographs of her grandfather on the promenade in Eric's birth year of 1926.

Congratulations to both and thanks to all that took part.

More photos of the window displays are available online at www.lancaster.gov.uk/viewforeric.



Morecambe Library's display featured a lifesize cardboard cut out



Kerry Brotheridge from Kerry's Coffee House, winner in the THI2 area



Above: Helen Goodwin delivered the window dressing training once again. She is pictured here at the 2014 workshop.
Below: The winning display from the Little Shop of Hobbies featuring 'Baby Eric'.



Boosting skills to help maintain our history

People often don't realise that they live or work in a 'historic' property.

But with just under 40% of the district's housing stock being built before 1919, the odds are higher than you might think.

One group of properties that are older than you might realise are what remains of West View Terrace on Marine Road Central.

The railway arrived in Morecambe in 1848 and with this came the development of a number of houses and guesthouses along the front, all orientated to take advantage of the views.

The ten distinctive pitched gables of West View Terrace can clearly be seen on this 1899 Francis Firth photo of the promenade (right), but some 150 years later only two from this terrace remain (below right) and each of these has been altered quite substantially.

Offering training in traditional skills is an important part of the THI and seeks to ensure that such buildings can be both well looked after today and also protected for future generations to enjoy.

Last year a group of 24 local residents, students, contractors and planning professionals (pictured below) spent a day learning about the benefits of lime and having a go at pointing and rendering with it.



We're working with Lancaster and Morecambe College to offer a range of practical and theory based courses.



First up is a fee six week evening course starting in February 2016 offering a CSkills Level 3 Award in the 'Repair and Maintenance of Pre-1919 Buildings'.

To find out more about this course or other traditional skills opportunities, email viewforeric@lancaster.gov.uk or call 01524 582375/ 582307.



ERIC'S VIEW

THE LATEST NEWS FROM
MORECAMBE THI2: A VIEW FOR ERIC

Autumn 2015



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Stained Glass Workshop

A group of 10 architects, students and local residents travelled to Padiham, Burnley and the workshops of 'Pendle Stained Glass' in October 2014 to learn about aspects of both stained glass design and restoration.

The group were able to see and discuss some of the large restoration pieces the firm were working on and find out more about this traditional craft and its strong association with the Lancaster district.



The group learnt how to paint and cut glass, cut and solder the surrounding lead and how to waterproof and polish work.

Each person was able to create and take home their own little stained glass piece with some fantastic results.



Anne's the business for free support

Free support was made available to 19 independent businesses in the THI2 area in late 2014.

Working with 'Bay Business Centre', businesses were given time with advisor Anne Ray (pictured) to discuss issues and prepare a small, realistic action plan to help businesses meet their objectives. Anne was further able to provide wider information, contacts and advice to support improvements.



Small grants of £250 were then available to help implement these plans, which included improving business facilities and marketing.

Improving Victoria Street in Morecambe

The long anticipated improvements to lower Euston Road and the top sections of Victoria Street and Market Street are now in their final stages of development.

The main aim of the 'Connecting Victoria Street' project is to make the area much more pedestrian friendly, encouraging higher levels of footfall off the promenade and into the town centre to explore the range of shops on offer.

The works will introduce a much higher quality palette of materials and are due to be jointly funded through the Morecambe Area Action Plan and THI2, costing in the region of £600,000.

Works are due to start in February 2016, aiming to complete next summer to coincide with the opening of the Heysham M6 Link Road.

