

THREE-YEAR VISION

UPDATED - MARCH 2022

The vision for Morecambe to be a vibrant, inclusive, enterprising, active and sustainable town, remaining an attractive place to live, visit, work and invest in, will only be achieved through measurable activity.

Morecambe Town Council is focused on achieving positive outcomes for the community and sets out to undertake the actions outlined in the below table over the plan period (2021-2024).

Action	Activity	Relevant Key Issue	Relevant Strategic Objectives	Timescale	Progress Review (to be completed as required)
Action 1	Complete the Morecambe Neighbourhood Plan.	Issue 2 Issue 10 Issue 30	SA1 SA2 SA3	Year 1	Final work scheduled to start April 2022.
Action 2	Engage in consultations with Lancaster City Council and surrounding parishes on the unitary authority proposals.	Issue 30	SA3 SA4 SA5	Year 1 + 2	Engagement regarding 'The Bay' proposal undertaken. Currently awaiting further proposal(s).
Action 3	Lobby Lancaster City Council for S106 and CIL Contributions to support planned infrastructure improvements.	Issue 6 Issue 7	SA5	Year 1 + 2	Public realm projects still to be identified when land parcels confirmed.
Action 4	Establish a productive dialogue with Lancaster City Council to ensure that Morecambe Town Council's objectives are fully achievable.	Issue 23 Issue 29	SA3	Year 1	Communication ongoing to achieve delivery for various projects including event schedule.

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Action 5	Improve provision of outdoor sports facilities.	Issue 11	SA1 SA2	Year 1, 2, 3	Identification of land parcels is progressing.
Action 6	Work in partnership with Lancaster City Council to protect and enhance current assets in the public realm.	Issue 10 Issue 23	SA1 SA2 SA5	Year 1, 2, 3	Agreed with LCC to conduct survey in areas around a number of vacant land parcels to establish needs of the community.
Action 7	Create a unique identity for the town and find new ways of effectively marketing that identity through tourism campaigns to promote Morecambe as a place to visit and invest in.	Issue 6 Issue 22 Issue 27	SA1	Year 1, 2, 3	No action to date.
Action 8	Undertake community engagement to build an evidence base, considering the introduction of initiatives such as Area Forums.	Issue 5 Issue 9	SA3	Year 1	Two surveys undertaken to establish the needs of visitors in the town centre and local business owners.
Action 9	Improve communications with stakeholders and residents.	Issue 23 Issue 29	SA5	Year 1, 2, 3	Monthly newsletters commencing Spring 2022.
Action 10	Empower and support local organisations through grants and sponsorships.	Issue 12 Issue 13 Issue 15	SA3	Year 1, 2, 3	The Council has issued grants to local organisations - full list on website.

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Action 11	Strive for first rate initiatives that improve health and wellbeing of people in Morecambe.	Issue 12 Issue 13 Issue 15	SA1	Year 1, 2, 3	No specific action to date.
Action 12	Work with partners to develop initiatives focused on reducing anti-social behaviour.	Issue 16 Issue 21	SA1	Year 2 + 3	No specific action, but working to involve young people in events.
Action 13	Develop and promote a regular festivals and events programme.	Issue 3	SA1	Year 1, 2, 3	Event schedule approved for first year.
Action 14	Provide additional support for young people through activities such as creating a youth council.	Issue 1	SA3	Year 2	No action to date.
Action 15	Explore the creation of wildlife corridors and work to improve the biodiversity of Morecambe.	Issue 19	SA1 SA2	Year 1	Land parcel identified.
Action 16	Work with partners to reduce litter and weeds, improving the overall street cleanliness of Morecambe.	Issue 25 Issue 26	SA1 SA2	Year 1, 2, 3	Positions created for three operatives to tackle weeding and reduce litter.
Action 17	Explore opportunities to acquire additional assets and services that will benefit the community.	Issue 4	SA1 SA2	Year 1, 2, 3	Conversations ongoing.

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Action 18	Achieve and maintain a high standard of governance by upholding legislation and a high standard of conduct, acquiring the National Association of Local Council's 'Quality Gold Award'.	Issue 28	SA1	Year 1	Considerable work has been undertaken by the Council to adopt new policies and procedures for good governance.
Action 19	Explore ownership of Morecambe's Coat of Arms and establish a mayoralty	Issue 9 Issue 28	SA3	Year 1	Awaiting response from Garter Principal King of Arms.
Action 20	Deliver community competitions that engage the public such as Morecambe in Bloom.	Issue 5 Issue 9	SA3	Year 1, 2, 3	Morecambe in Bloom. Young Musician of the Year.
Action 21	Establish a tourist information centre and develop a welcome pack and town map for visitors.	Issue 27	SA1 SA2 SA4	Year 3	No action to date.
Action 22	Maintain and improve allotments.	Issue 19	SA2	Year 1, 2, 3	Work undertaken to improve governance.
Action 23	Promote and increase the level of volunteering in the town.	Issue 24	SA3	Year 2 + 3	No action to date.
Action 24	Develop community groups database.	Issue 5 Issue 29	SA3 SA5	Year 1	Database collated. Updates ongoing.

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Action 25	Work with venues, and accommodation providers to promote the town to visitors and capitalise on opportunities to attract investment and boost enterprise and entrepreneurship.	Issue 14	SA1	Year 2 + 3	No action to date.
Action 26	Create upskilling opportunities for residents - facilitating business start-ups, training and sharing knowledge.	Issue 14	SA1	Year 2 + 3	No action to date.
Action 27	Work to safeguard sites that are suitable for enhancement and incubation of new commerce.	Issue 14 Issue 22	SA1 SA2	Year 1 + 2	Working Group formed for Frontierland land site.
Action 28	Investigate sources of external funding and partnership opportunities, giving consideration to the formation of a new co-ordinating body to build on the experience and achievement of existing organisations such as Morecambe BID for the benefit of the whole town.	Issue 23	SA1 SA4 SA5	Year 1	External funding sourced through Welcome Back Fund totalling approximately £40,000.00 Partnership funding of approx £3,000.00 secured with Morecambe BID for a local art project.

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Action 29	Explore innovative ways of enhancing and protecting green open spaces e.g. Queen Elizabeth 2 Fields Challenge, nomination of Community Assets and Asset Transfers.	Issue19	SA2	Year 1 + 2	Conversations ongoing.
Action 30	Identify public areas for the provision of trees and promote increased tree planting.	Issue 19	SA2	Year 2 + 3	No action to date.
Action 31	Carry out an annual carbon audit and offset the Council's carbon footprint.	Issue 28	SA2	Year 1, 2, 3	To be completed at year end.
Action 32	Work to ensure empty shops are not an eyesore.	Issue 17	SA1 SA2	Year 2 + 3	No action to date.
Action 33	Review effectiveness of the Council's staffing structure.	Issue 28	SA4	Year 1	Staffing structure review undertaken and new positions created..
Action 34	Develop art projects that respond to community need.	Issue 20	SA3	Year 1, 2, 3	Art commissioned for St Lawrence's church..
Action 35	Improve website to encourage increased use and ease of navigation.	Issue 28	SA4	Year 1	Improvements to access completed - website is now first result in search engine.