



Morecambe Neighbourhood Plan Draft Vision Statement and Objectives

December 2020





TROY PLANNING + DESIGN

www.troyplanning.com

Office: 020 7096 1329

Address: Irongate House, 30 Dukes Place, London, EC3A 7LP.

COPYRIGHT: The concepts and information contained in this document are the property of Troy Planning + Design (Troy Hayes Planning Limited). Use or copying of this document in whole or in part without the written permission of Troy Planning + Design constitutes an infringement of copyright.

LIMITATION: This report has been prepared on behalf of and for the exclusive use of Troy Planning + Design's Client and is subject to and issued in connection with the provisions of the agreement between Troy Planning + Design and its Client. Troy Planning + Design accepts no liability or responsibility whatsoever for or in respect of any use of or reliance upon this report by any third party.

Vision

1. By 2031, Morecambe will be a “twenty-minute town” where basic services, including schools, healthcare, shops, leisure, and cultural activities, can be accessed by people of all ages and abilities within a 10-minute “one way” walk or bicycle ride from their homes.
2. The town will capture and facilitate increased tourism from the arrival of Eden Project North, and maintain its excellent qualities as a year-round visitor destination by supporting its local economy. At the same time, Morecambe will have balanced increased tourism with the needs of current residents, through a diverse local economy, and protection against increased land speculation and hyper-gentrification.
3. Morecambe’s built and natural heritage will have been protected and restored and will contribute to the town’s culture and identity. The town will be safe and accessible, and aesthetically pleasing.
4. Lastly, by 2031 Morecambe will have achieved carbon neutrality and will address the impacts of climate change within the town by promoting environmentally sustainable development, retaining its existing buildings, and reducing the need for trips by automobile.

Objectives

The following table shows the draft objectives for the Morecambe Neighbourhood Plan and how these objectives correspond to and enable the vision of the plan.

Objective	Vision			
	1	2	3	4
Protect and enhance Morecambe's Promenade, and the views of Morecambe Bay.		■	■	
Reconnect Morecambe's West End and Morecambe Town Centre.	■		■	
Promote redevelopment of the Frontierland site, with an eye to incorporating grade changes, improved access points, and the provision of public space in any proposal.			■	■
Ensure the "local centres" within Morecambe are enhanced to provide a sustainable and prosperous local economy, support local business and investment, and provide a wide variety of basic services to those in a 10-minute walk or bicycle ride from them.	■			
Prevent the conversion of visitor centres and hotels into HMOs and incentivise conversion back to visitor accommodation for those converted previously.		■		
Restrict hyper gentrification and land speculation that displaces residents by preventing the conversion of residential homes into permanent Airbnb's and other short-term rentals.		■		
Ensure any new development in the town is brought forward through brownfield sites and infill, rather than through greenfield development.				■
Delivering design excellence in Morecambe through new development and public realm works that respond to the character and qualities of the built and natural environment			■	
Re-imagine, and promote the revitalisation of the alleyways in Morecambe's West End			■	
Re-imagine and enhance the "gateways" and transportation corridors into Morecambe with a view to enhancing eco-friendly street design and sustainable transport within the town.	■		■	■
Incorporate public art into new developments across the town			■	

Manage and utilise the empty properties across town to leverage social capital





TROY PLANNING + DESIGN

www.troyplanning.com

020 7096 1329

Irongate House, 30 Dukes Place, London EC3A 7LP