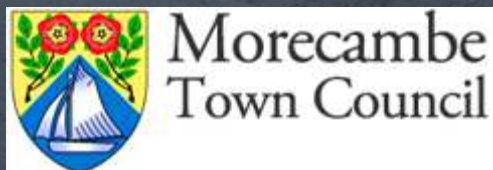




Morecambe Neighbourhood Plan Public Consultation Survey Summary

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.

What is this document?

The Morecambe Public Consultation Survey was launched on 24 November and ran through to 18 December. The survey was designed to gather feedback on the upcoming Morecambe Neighbourhood Plan, specifically from those who were unable to attend the live Morecambe Engagement Workshop on 28 October. The survey received 29 responses in total, providing a robust set of recommendations for the Neighbourhood Plan to implement in its visions, objectives, policies, and aspirations. This document is a summary of these responses.

Neighbourhood Plan Visions

Four visions for the Morecambe neighbourhood plan were identified through the 28 October Morecambe Engagement Workshop. As shown in figure 1, most respondents either agreed, or strongly agreed with the visions set out, with the strongest agreement on addressing the impacts of climate change and contributing towards carbon neutrality. There were no respondents who strongly disagreed with any one of the visions.

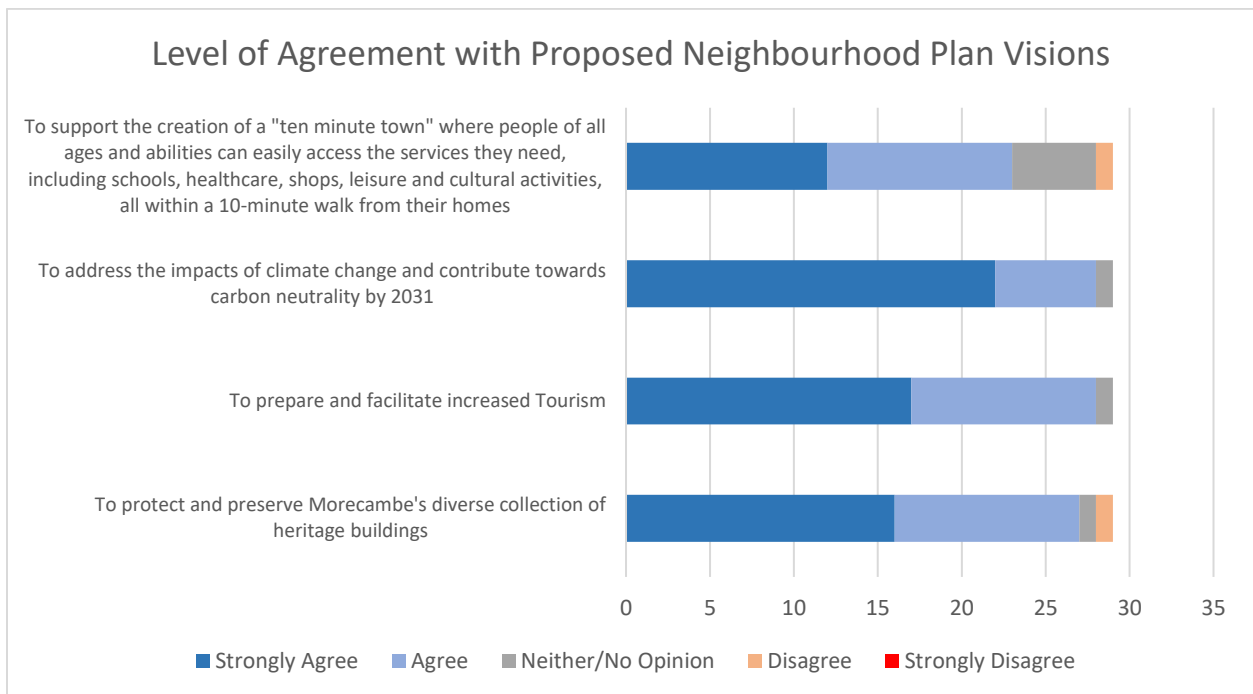


Figure 1 - Neighbourhood Plan Visions Agreement Level

Survey respondents also indicated there were some further aspirations which should be reflected in the vision of the plan including:

- A greater emphasis put on diversity and equality within the plan.
- Diversification of shops and local businesses to provide year-round employment and allow for the town to not only cater to tourists.
- Ensuring a thriving local economy and improving the shops within the town.
- Using the Morecambe Neighbourhood Plan as a model of community co-production.
- Providing more local cycle paths within the town.
- To develop Morecambe's cultural industries.

Issues

Survey respondents were polled on several issues that came up during the Morecambe Engagement Workshop on 28 October. As seen in figure 2, Of the issues identified within the workshop, the ones that most respondents agreed with were shops being in worn down condition, rubbish and pollution, and the disconnect between the Town Centre and West End. Respondents were less concerned about safety and gentrification in the West End.

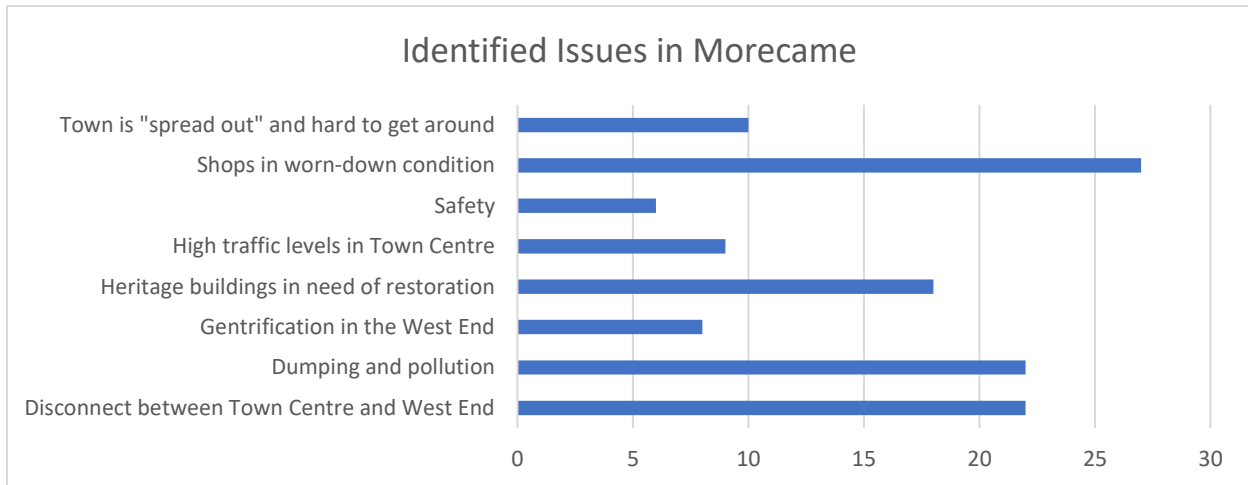


Figure 2 - Morecambe Issues

A broad range of other issues were also identified by survey respondents. Some of these issues included:

- A need for reasonably paid local jobs
- Fly tipping and rubbish in alleys around Morecambe's West End
- Multi-occupancy flats creating noise pollution
- Cafés which sit empty all morning
- A need for tourist attractions to bring people into the town at all hours.
- Damaged bins, street furniture in disrepair, poor signage, and other general required maintenance.
- The need for better utilisation of the beach through provision of ancillary activities (such as deckchairs, boat trips, etc.)
- Clearer definition of cycle lanes on a permanent basis
- Greater provisions for youth to keep them engaged, involved, and out of trouble
- Better maintenance of beach areas.

One respondent noted that Morecambe is already benefitting from the re-use of vacant shop units as bases for artist studios and a new gallery in the West End. The neighbourhood plan may thus wish to consider live-work units on a broader level to contend with Morecambe's currently vacant shops. Another respondent noted that derelict or vacant spaces in the town may be well used if turned into community gardens and food growing areas. Lastly, one respondent suggested a pedestrian square be created to encourage local economic improvement and to ensure a thriving café culture.

Heritage Buildings

Survey respondents were shown an interactive map of historically listed buildings within Morecambe and asked whether they believed any further buildings warranted inclusion on a new local list for Morecambe. Five new buildings were identified and are shown in figure 3 below.

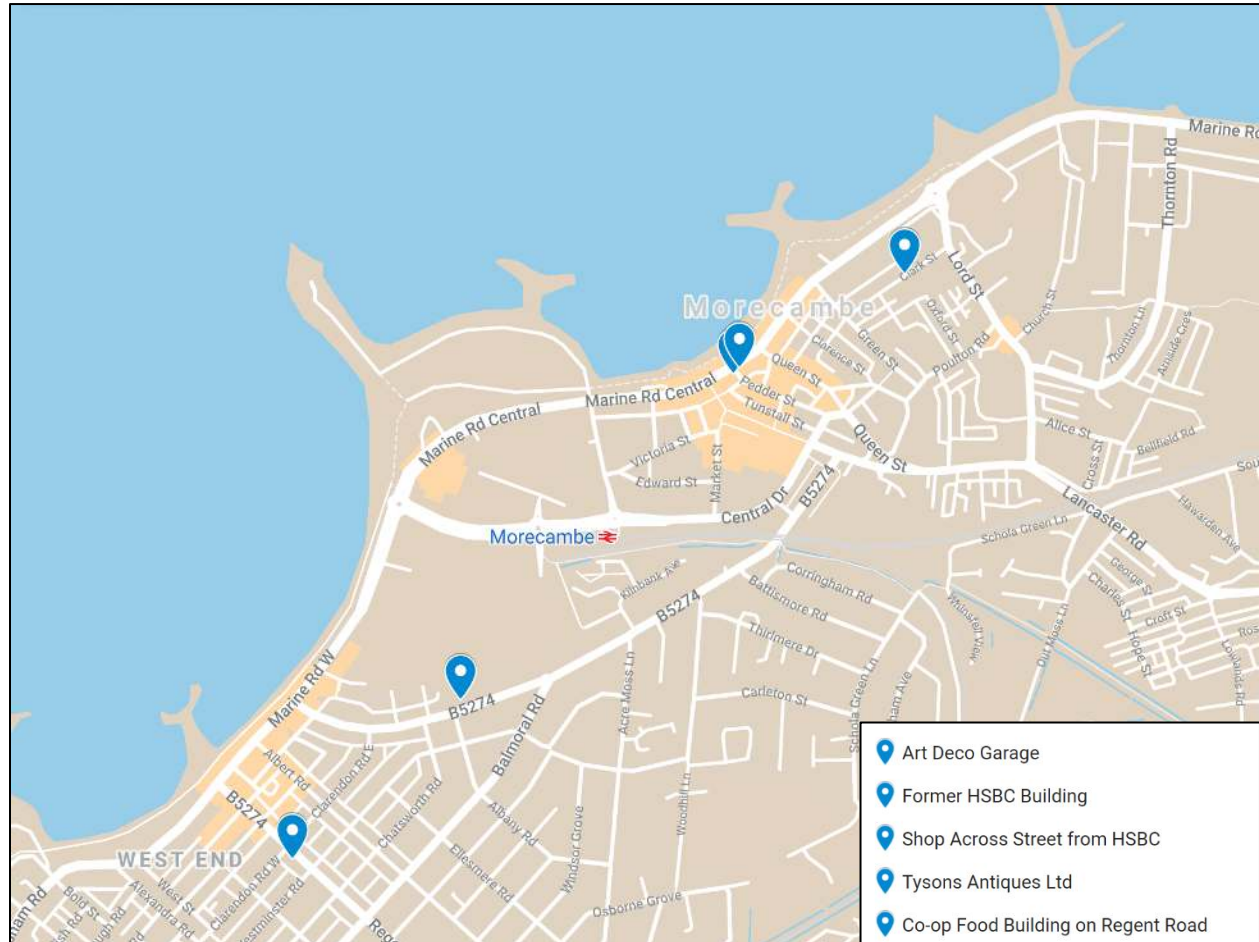


Figure 3 - Identified Buildings for Local List Consideration from Public Consultation Survey

These buildings will be surveyed as part of a future piece of work to determine whether they belong on a local list for Morecambe.

Design Code and Character Areas

The Morecambe Design Code is a parallel document being prepared alongside the Morecambe Neighbourhood Plan. The Plan will incorporate elements from the Design Code into its policies, and so it was deemed important to consult on the Design Code also.

Survey respondents were first asked whether they agreed with the proposed character areas as set out in figure 4 below. Figure 5 shows that the majority of respondents agree or strongly agree with the proposed character areas. Those residents who disagreed with the proposed character areas indicated that they believed the “Town Centre” character area was too big. One respondent indicated that Poulthice should have its own distinct character area given its roots as a historic part of Morecambe.

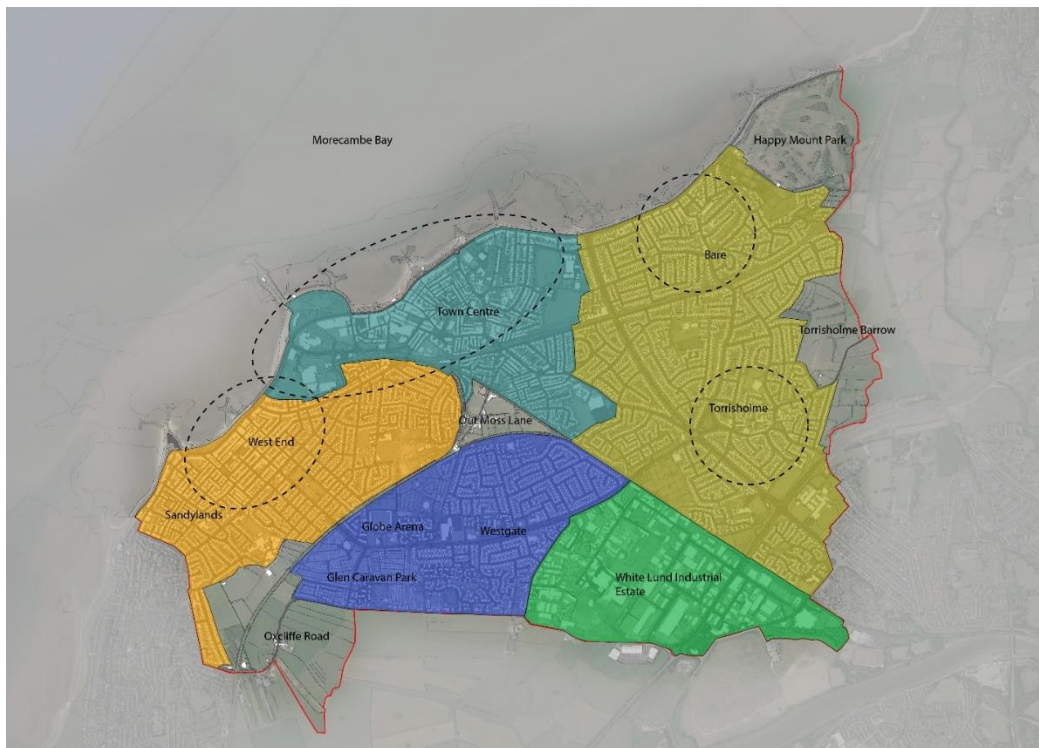


Figure 4 - Morecambe Design Code: Proposed Character Areas by AECOM

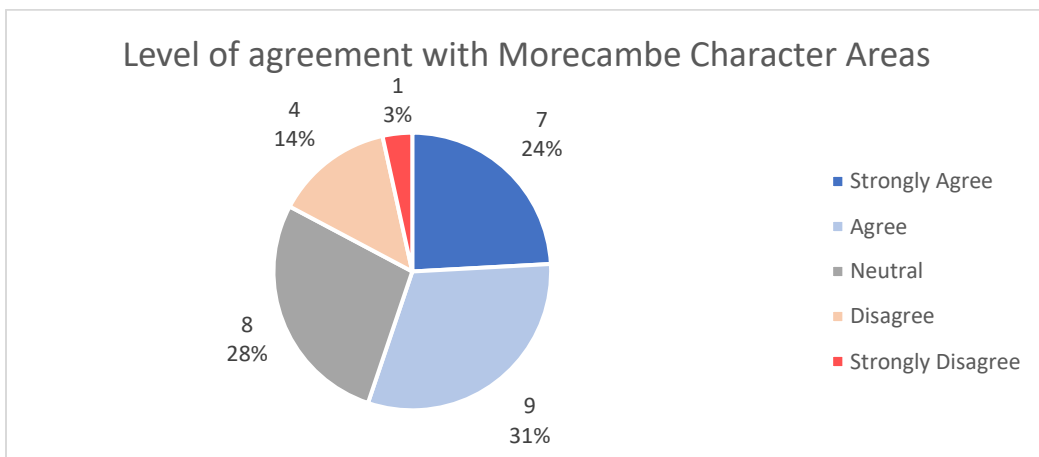


Figure 5 - Morecambe Character Areas Agreement Level

Respondents were also asked about the most important topics for Morecambe’s Design Code to address. As seen in figure 6 below, a majority of respondents said that sustainability measures, the design of streets and spaces, the style of buildings, and the structure of the town were the most important topics for the Design Code to address. The size and scale of buildings, and types of building materials, while marked as important by some respondents, did not garner the amount of support of those topics mentioned previously.

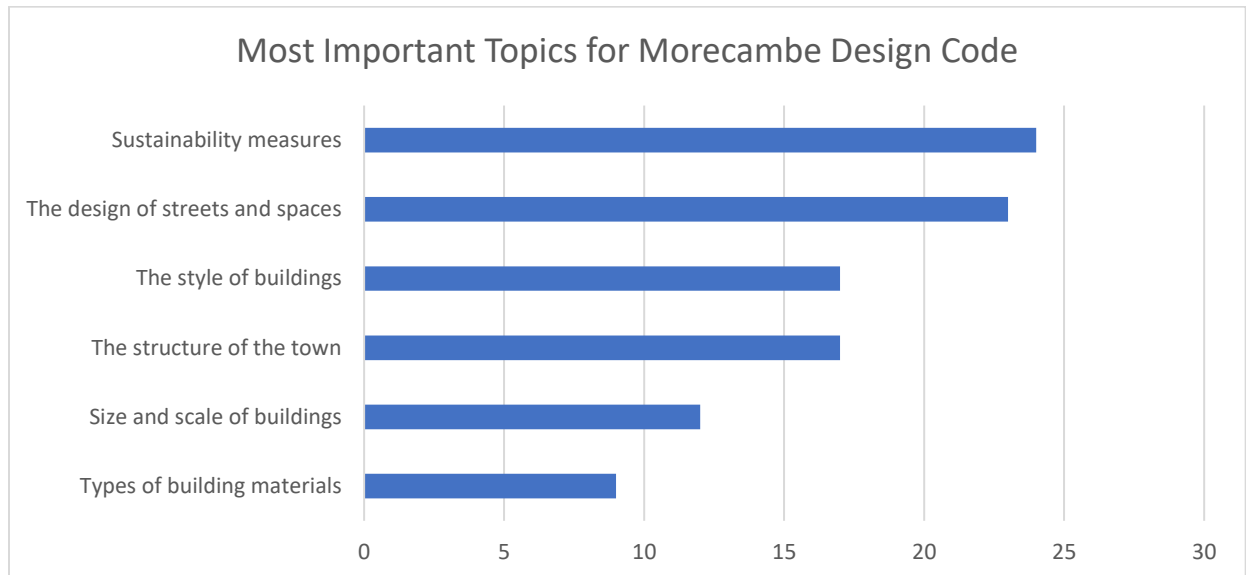


Figure 6 - Morecambe Design Code; Important Topics

Lastly, survey respondents were asked their beliefs of negative influences or biggest threats to Morecambe's distinctive character. Respondents indicated several perceived threats including:

- Traffic noise along the sea front detracting from the beauty of the promenade and cutting off shops from the seafront for pedestrians.
- New “cheap” or “shabby” looking buildings including “modern buildings” and “boxy flats”
- Any development that might obscure views of The Bay
- Buildings that look worn out or run-down.
- Poor signage on the promenade
- Excess road traffic and an overprovision of parking spaces
- Derelict areas dotted around the promenade
- Not redeveloping the former Frontierland site.
- Empty shops and vacant buildings

Some respondents noted that the town should not be afraid to embrace new architectural styles of high quality or innovative design. Other respondents noted that socio-economic forces including property speculators buying up houses, deprivation, and cuts to local services and increased crime, can also play a role in negatively influencing the design of Morecambe.

Demography of Survey Respondents

Respondents from all age groups were captured in the survey with exception to those 18-24. The largest age group represented were those 55-64, followed by those 45-54. Together, these two groups made up 55% of survey responses. Gender distribution of respondents was equal, with 14 responses from women, 14 from men, and one response from someone who preferred not to say (FIGURE 7). In Morecambe, 51.7% of the population identifies as Female, and 48.6% male (ONS, 2011), meaning the gender balance of survey respondents generally aligns with the general population.

Survey respondents are slightly under-representative of those aged 0-17, and 65+, who make up 20.5% and 23.9% of the Morecambe population, respectively (ONS, 2011). Thus, the needs of these populations ought to be considered when drafting any Neighbourhood Plan policies.

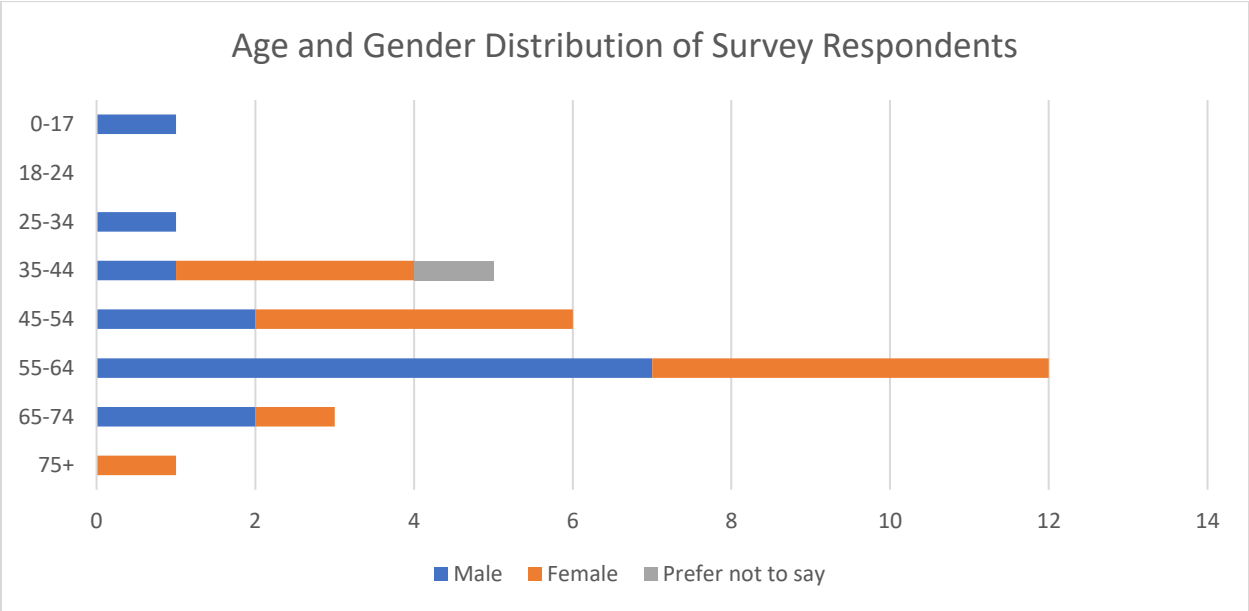


Figure 7 - Age and Gender Distribution

Regarding ethnic groups identification, 27 respondents identified as White British, while two others identified as White European. Survey respondents did not identify as belonging to any other ethnic group (figure 8). In Morecambe, 97.7% of the population identifies as White (ONS, 2011), meaning the ethnic groupings of survey respondent aligns well with Morecambe’s general population.

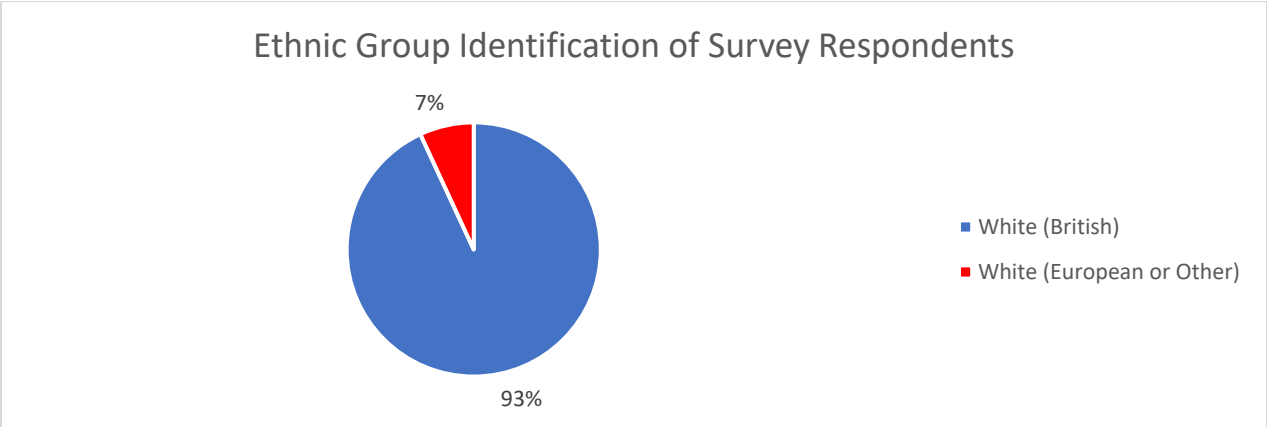


Figure 8 - Ethnic Group Identification

Next Steps

Following this report, a final draft of visions and objectives will be prepared for the Morecambe Neighbourhood Plan. These will help to guide the policies and aspirations outlined in the plan. Various recommendations and issues highlighted in this report will also be used to inform the production of a Draft Neighbourhood Plan. The survey responses dealing with the Design Code will separately be used to inform feedback for that document.

Once the Draft Neighbourhood Plan is complete, it will be subject to further consultation with the local community for a period of six weeks (Regulation 14). After this, the plan will need to be updated to reflect feedback received from the community, and then submitted to Lancaster City Council for independent examination to ensure it complies with the relevant statutory requirements and Basic Conditions (regulation 16). At this time, Lancaster, as the local planning authority, must also publicise the neighbourhood plan for a minimum of 6 weeks, invite representations, and notify any consultation body referred to in the consultation statement.



TROY PLANNING + DESIGN

www.troyplanning.com

020 7096 1329

Irongate House, 30 Dukes Place, London EC3A 7LP