

## **Bailrigg Narrative**

### ***creating the garden universcity***

Bailrigg will be a Garden Village for Lancaster and Lancaster University; having a unifying and transformational role for each. This new place will be an exemplar because it is part of the significant, historical and progressive city of Lancaster whilst also being an integral element of the world-renowned Lancaster University (Times 'University of the Year'). Bailrigg also sits within a brilliantly connected yet beautifully green environment encompassing Morecambe Bay, Forest of Bowland, Lake District and Yorkshire Dales; it will truly be a special place to live and work.

The Garden Village will greatly benefit from having two centres; the city centre of Lancaster and the campus centre of Lancaster University. Bailrigg will grow and add value to each entity and there will be a seamless relationship between them; public transport ensuring that this is 'one place' with shared assets that everyone can use and enjoy. There will be no need to duplicate facilities and services as, for example, people in the Garden Village can get involved with, and be an audience for, arts and culture in the city centre and the university thus improving the viability of each offer without developing additional provision.

The Bailrigg Garden Village will put Lancaster and Lancashire 'on the map' by being a development in such a unique location, with an already amazing set of assets and a quality aspiration that will enhance the brand equity of both Lancaster and the University. There is a clear ambition that the design quality and built environment will reflect the status and reputation of the city and university and that the public realm and open space will also reflect the stunning wider environment. The Garden Village will be a natural extension and expression of the place it sits within, providing a proposition that is complementary to city and university whilst being a vital economic catalyst for the Lancaster City Region.

The attractiveness of Bailrigg will come from the quality of life it offers and the quality of place it is complementary to, ensuring it is somewhere to grow your life and importantly a place for everyone of all ages and backgrounds. However this is also a place of work, and utilising the research and development power of the university it will build on the growing digital sector in the Lancaster area to provide a shared and stimulating workspace environment to accelerate and highlight this future critical element of the wider economy.

The Garden Village will be integral to the Lancaster and University communities and in enhancing the overall 'one Lancaster' proposition it will bring benefits for all; improved infrastructure, job opportunities, business start-up opportunities, better connectivity of people to assets, sustainable transport and the opportunity for growth that helps everyone. Bailrigg will break down barriers and transcend boundaries as **the garden universcity**.

### ***digital showcase***

Lancaster has always been a pioneering place and recent years have seen the emergence of a vibrant digital economy in the city centre. This is an important innovation for the City Region but for the sector to really push on it needs the impetus, shared space, collaboration and research links offered by the university at Bailrigg. The Garden Village will provide the 'digital dynamic' for entrepreneurship and enterprise to prosper and amazing connected opportunities such as digi health linked to the new Health Innovation Campus.

### **energising the eco-environment**

The Bailrigg Garden Village will set the highest standards of sustainable living in its built environment, reflecting the quality of its surrounding urban and natural environment. There will be a focus on using renewable energy, creating green links to the city centre, minimising car use and providing bus rapid transport links and a cycle superhighway that deliver an environmentally focussed and seamlessly linked 'one place'. Bailrigg will make full use of the research acumen of the university to ensure that technology is enhancing eco-liveability in every way.

### **healthy green lifestyles**

This will be a Garden Village that has green and active influences at its heart. Bailrigg will provide a modern, aspirational and healthy environment where you can grow your life at whatever stage of life you are at. There will be space to play; safe opportunities to walk, cycle and run with the sports facilities of the university available on site. Green and open spaces will reflect the wider environment of the Bay, Forest of Bowland and Lake District along with activities such as community allotments. With the Health Innovation Campus next door Bailrigg has the opportunity to be a test bed and exemplar of healthy living.

DRAFT