

# Morecambe Area Action Plan (to 2021)

## Consultation Statement Reg 22 (C)

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## 1. Introduction

- 1.1 The purpose of this Consultation Statement is to set out how the Lancaster City Council has involved the community and various bodies in the preparation of the Morecambe Area Action Plan Development Plan Document (DPD), which forms a key component of the emerging Lancaster District Local Plan 2011 – 2026.
- 1.2 This Consultation Statement is to fulfil the requirement of Regulation 22 (1) (c) of the Town and Country Planning (Local Planning) (England) Regulations 2012 to prepare a statement setting out how the Local Planning Authority (LPA) has complied with Regulation 18 of the same Regulations in the preparation of the Development Management DPD.
- 1.3 The Council has made extensive efforts to engage with relevant agencies and the public in the formulation and refinement of planning policies and proposals. At each stage of the planning process the Council has adhered to the standards set out within its Statement of Community Involvement (SCI), as well as that established through Government legislation and guidance and in some instances gone beyond these requirements. This has included publicising consultation, staging consultation events, inviting representations and using those representations received to identify and address key issues.
- 1.4 The Town and Country Planning (Local Planning) (England) Regulations 2012 requires that, at the submission of a DPD, the Local Planning Authority must prepare a statement setting out:
- I. Which bodies and persons were invited to make representations under Regulation 18;
  - II. How those bodies and persons were invited to make such representations;
  - III. A summary of the main issues raised by those representations; and
  - IV. How those main issues have been addressed in the DPD.
- 1.5 In accordance with these requirements, this Consultation Statement summarises the stages taken in the preparation of the Morecambe Area Action Plan DPD, including the opportunities which have been taken to publicise, consult and engage with all relevant stakeholders and consultation bodies. The Consultation Statement also summarises the main issues that have been raised by the representations and detail how those representations have been addressed
- 1.6 Table 1 below sets out a summary of the stages in consultation to prepare the DPD.

Stage of Plan Preparation	Timeframe
Pre commencement "Capture Consultation"	Early 2010
Plan Scoping	March-April 2010
Debating the Issues	Summer 2010
Developing Options	February 2011
Outline Options	November 2011
Preferred options – first draft plan	Autumn 2012
Publication Version and statutory consultation	October-November 2013

1.7 In line with the Council's Consultation Plan and Statement of Community Involvement (SCI)<sup>1</sup> a variety of consultation methods were used in the course of plan preparation and at all stages of consultation the following standard methods:

- A general mail out to specific and general consultees, contacts who had expressed an interest in planning issues and local stakeholders and interest groups.
- Planning officers available to discuss aspects at council office and other locations
- All documents made available on the Council's website.
- Press releases to local papers

1.8 In addition to these more bespoke and specific methods included –

- Stakeholder meetings
- Public / community workshops and drop in events
- Information on consultations announced on 'The Bay' radio with information also available on its website.
- Articles in the Council's publications of 'Your District Matters' newsletter. This was sent to every household in the district and as such provides an effective method of providing information on the consultation to local residents.
- Engagements through a bespoke Facebook group and Twitter.
- Updates on the consultation regularly posted on the council's twitter account providing the public with quick updates on the work of the team.

1.9 Full information on all the stages or rounds of community engagement and consultation (informal and formal) and including all consultation papers and supporting information material is available on the council's website. [www.Lancaster.gov.uk/morecambeaap](http://www.Lancaster.gov.uk/morecambeaap). The papers and reports considered most key in the progression of engagement and consultation are appended to this report.

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<sup>1</sup> Statement of Community Involvement, Lancaster City Council, adopted 2006.

## 2. The Statutory Regulations for Development Plan Production

- 2.1 The preparation of the emerging Lancaster District Local Plan 2011 – 2026 is pursuant to two sets of national legislation and guidance:
- a. The Planning and Compulsory Purchase Act 2004, The Town and Country Planning (Local Development) (England) Regulations 2004 (as amended in 2008) and Planning Policy Statement 12; and
  - b. The Localism Act 2011 (which amended certain sections of the above 2004 Act), The Town and Country Planning (Local Planning) (England) Regulations 2012 and the National Planning Policy Framework (NPPF).
- 2.2 All the consultation relevant to Regulation 18 of the 2012 Local Planning Regulations was conducted when Regulation 25 of the 2004 Local Development Regulations (as amended) were still in affect and prior to the publication of the 2012 Local Planning Regulations. However, the consultation conducted prior to 2012 still fulfils the requirements of Regulation 18 of the 2012 Local Planning Regulations.
- 2.3 Each set of Regulations state that the Council, in its role as Local Planning Authority, must notify a range of agencies, organisations and individuals at each stage of Development Plan preparation and invite them to submit representations on its content. These representations must then be considered in the preparation of the DPD.
- 2.4 Those bodies to be notified includes regulatory agencies, physical infrastructure delivery agencies, social infrastructure delivery agencies, major landowners, house-builders and developers, minerals and waste management agencies, voluntary bodies, neighbouring local planning authorities, county councils and parish councils. In addition, the Council publicises each consultation stage and invite representations from the public, including local residents or any other interested groups or organisations.
- 2.5 The Regulations state that the Council must make available the DPD, and any supporting information, at their principal office and at other places within their area and publish the documents on the Council's website.
- 2.6 These requirements are set as a minimum for consultation. The Council's (SCI) provides more detailed and comprehensive guidelines over consultation and engagement. The SCI was prepared and adopted in 2006 and sets out the Council's standards and policies for involving the community in the planning process. It lists the different groups with which the authority intended to consult with and describes the variety of methods used to engage and communicate with people. The Council are required to meet the standards set out in the SCI in public consultations related to Development Plan Documents.

### 3. Assessing the Scope of the Morecambe Area Action Plan, 2010

#### *Pre-commencement scoping(2010)*

- 3.1 The council engaged with the local public in the winter / spring of 2010 to elicit an understanding of how people perceive Morecambe as it is today, particularly in terms of likes, dislikes and the areas or issues they saw as priorities for improvement.
- 3.2 The outcomes informed preparation of subsequent rounds of informal engagements including the preparation of consultative topic papers

#### *Plan Scoping (2010)*

- 3.3 This element of consultation represented the first stage of consultation pursuant to Regulation 18 (formerly Regulation 25) of the Planning and Compulsory Purchase Act 2004 (as amended).
- 3.4 The Council prepared a Scoping Document <sup>2</sup>which formed the basis of a consultation exercise to assess the scope and content of the Morecambe Area Action Plan DPD should include, considering issues such as:
  - Purposes and objectives;
  - The geographical area that the DPD should cover;
  - The timeframe the DPD be in place for;
  - Matters to be addressed; and
  - Matters **not** to be addressed.
- 3.5 The consultation exercise asked members of the public and other key stakeholders a series of questions through the Scoping Document to establish whether any key issues has been missed in what the documents should be addressing and provided an opportunity for amendments to be suggested. The subjects covered in the consultation included what issues the plan should and should not cover i.e. the subject scope and parameters, the geographic scope and the approach to sustainability.
- 3.6 Standard consultation methods were employed as per para 1.7 of this report. These made clear that the Council were consulting on this issue and inviting comments on the Scoping Document and the plan making process as a whole. In addition meetings were held with key stakeholders.
- 3.7 The consultation period lasted for 6 weeks and elicited 20 responses. These and the main issues are summarised in Appendix 1 to this report.
- 3.8 A report on the scope proposed for the plan and including on the responses to the consultation and officers' proposed response was considered by the council's Planning Policy Cabinet Liaison Group on 23rd June 2010 and subsequently published on the Council's website. The Group endorsed the content of the report and recommended that the council affirm it was to prepare a Morecambe Area Action Plan and amend the Local Development Scheme accordingly. Pursuant to this the lead executive Cabinet Member authorised the

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<sup>2</sup> Lancaster District Local Development framework Phase 3 – Morecambe Area Action Plan Scoping Document, 26 July 2010.

plan production and, as part of this, setting the geographic scope of the plan the vision for the plan and plan objectives.

#### 4. Informal community engagement into issues and towards options 2010--2011

*(Informal) Issues community engagement (2010) "Debating the Issues"*

- 4.1 Subsequent to plan scoping officers focused work on identifying and assessing the issues to address in plan preparation. Extensive informal engagement informed this work.
- 4.2 The first round of informal engagement focused on a topic paper entitled "Vision to Approach" published 28th June 2010 with the closing date for responses on the 30th August 2010. This looked at the way forward for the town and considered how to realise the plan vision that, consistent with the Core Strategy, was set at scoping. The paper we asked questions about certain issues that have been raised during our consultations to date with specific reference to tourism and retail and also some overarching questions about how the town should look, feel and work.
- 4.3 The engagement methods were the standard as outlined in paragraph 1.7 and including for school workshop sessions; drop in sessions, community and stakeholder workshops and one to one stakeholder meetings.
- 4.4 The 'Drop in sessions' were:
- Thursday 15th July, 9am - 1pm, Morecambe Library
  - Thursday 22nd July, 2pm - 7pm, Morecambe Library
  - Tuesday 3rd August, 10am - 2pm, Platform entrance.
  - Tuesday 10th August, 2pm - 6pm, Morecambe Library.
- 4.5 Community and stakeholder workshops focused on some of the key issues raised to date regarding Morecambe's tourism and retail offer, these at:

Thursday 12th August, 10am - 12pm, Platform  
 Monday 16th August, 2pm - 4pm, Platform  
 Tuesday 24th August, 6pm - 7.30pm, Morecambe Town Hall

- 4.6 Officers summarised the issues arising from the round of engagement in a paper published in November 2010 entitled Morecambe Area Action plan – Issues Summary – See Appendix 2 to this report.

*Continuing issues community engagement (2011) "Developing Options"*

- 4.7 The second round of informal engagement focused on a topic paper "Developing Options" published 7th February 2011. This provided officers' emerging analysis of the key issues facing the town and the potential opportunities to address these. These included that the town has huge potential but that to realise this plan must make the centre of the town work much better and define a stronger heart for it that should draw in people and encourage activity – so making for improved investment conditions. The topic paper explained the thinking and asked for peoples' views.
- 4.8 The engagement was along similar lines to that for "Debating the Issues" with two presentation and discussion sessions to discuss some of the key issues on:

Monday 28 February 2011, the Platform, 2.00pm – 4.00pm

Thursday 3 March 2011, the Platform, 10.00am – 12.00pm

- 4.9 For a flavour of these reference [www.facebook.com](http://www.facebook.com) and search for Morecambe Area Action Plan.
- 4.10 The whole round of engagement won a significant amount of press coverage including a two-page feature in the Morecambe Visitor, an interview on BBC Radio Lancashire and an interview and feature on BBC Northwest Tonight and regional news bulletins.

## 5. Outline options, 2011-2012

- 5.1 Community engagement / consultation at this stage in the autumn / winter of 2011/12 overviewed key themes and looked at how to move forward in plan preparation. It focused on two main strategic options for the plan to take and identified a collective “heart” area to drive and be the catalyst for the town’s regeneration encompassing for what was summarised as the Eric and the Beach area, the Arndale and Euston, the Festival Market and Central Drive and the Central Promenade Area.
- 5.2 Two strategy options were outlined, one about the public sector setting some directions but largely looking to the private sector to bring forward development and change, the other about strengthening the heart of Morecambe, involving a big role for the public sector and in particular the city council, to get the conditions right for private investment by making the place work better and actively orchestrating change.
- 5.3 These two options offered clear differentials in the degree of intervention the plan might take to effect what were considered the desired changes. Common to both strategic options was considered a need for central Morecambe to become a much easier place to move around with well designed public spaces that encourage people to linger, spend time and money in, with new development structured around this framework. Officers presented both options in an open way, not excluding for and explicitly inviting alternative options both at the more strategic level of the degree of intervention to take and the more detailed as to what interventions the plan might propose.
- 5.4 The following two main documents were made available as part of this consultation:
- **Outline Options Paper** – a newspaper style document which provides an image rich overview of key themes and also specific areas / sites.
  - **Outline Options Narrative Report** - this narrative provided a text based analytical summary of how we’ve got to this stage in the plan preparation, setting out the thoughts so far and outlines the possible way forward. This document is now identified as Topic Paper 3 and is replicated in Appendix 3 to this Report.
- 5.5 Supporting these two documents were:
- **Sites and Subjects Directory** - a 'go-to' document to access information on particular issues and commentary on key areas, sites and themes. This document is now identified as Topic paper 6
  - **Developing Options Consultation Report** - a report on the last round of consultation during Spring 2011 and



- **Initial Sustainability Appraisal Report** - initial testing undertaken informs the outline strategy options now put forward. This will be refined and detailed further at subsequent stages in the plan making process.
  
- 5.6 On this occasion, it was thought that public workshops style sessions as previously held were not appropriate. Used were the standard consultation methods as outlined in para 1.7 of this report together with group presentations to Morecambe Town Council and the Federation of Small Businesses.
  
- 5.7 The one to one stakeholder meetings were with -
  - Arndale Centre management and agents
  - Bay Tourism Association
  - Blackpool Pleasure Beach
  - English Lakes Hotels
  - Festival Market – manager and trader representative
  - Ian Hughes, Seascope / Pier Revival Ltd
  - Jobcentre plus
  - John Laking, Chair of the Federation of Small Businesses
  - Johnny’s Entertainments (Tyneside) Ltd (owners of Pleasureland, the Winter Gardens Arcade and the Winter Gardens car park)
  - Lancaster District Chamber of Commerce
  - Lancashire Police
  - Lancaster City Council Property Services
  - Lancashire County Council Highways
  - Lancashire Property Services
  - Lancaster Strategic Partnership – Economic Thematic Group
  - Morecambe Town Council and Town Plan Steering Group
  - Morecambe Winter Gardens Preservation Trust
  - Morrisons plc / Peacock and Smith – owners and land agents for the Central Drive Retail Park and part of the former Frontierland site
  - Northern Rail
  - Robert Aitken Museum Designs
  - RSPB
  - Stagecoach
  - Telerealtrium (owners of the Telephone Exchange / Post Office)
  - Tesco
  - Urban Splash
  
- 5.8 The Morecambe Visitor newspaper ran a three-page spread (29 November 2011) highlighting extracts from the reports.
  
- 5.9 Sixteen written comments were received as part of the consultation, but what the response lacked in numbers was more than made up for by the level of consideration and analysis provided. Five of the sixteen respondents expressed a direct view with regards to the strategic options presented. Each of these thought Option 2 was the most appropriate, if not the only way forward. Nobody selected Option 1.
  
- 5.10 There was no suggestion that the proposed geographical focus of the heart area and the corresponding movement structure was an unsuitable basis to develop the MAAP. Support was given for a plan focused on strong urban design principles to

guide investment. In line with the concern regarding Morecambe's economy, the need to ensure that Morecambe's offer focuses on the day-to-day needs of local residents and workers was expressly a priority, over and above options directed primarily at visitors. However, it was accepted that the visitor economy remains a vital aspect of the town's future and can create leisure opportunities that are beneficial to all.

## 6. Draft Plan (Preferred Options), 2012

- 6.1 In September 2012 the Council approved for consultation a first draft plan – a Preferred Options Consultation Draft and consulted on these in the eight week period 22 October 2012 to 14 December 2012. The Plan proposed a number of planning policies specific to the Central Morecambe plan area with spatial policies and to identify development opportunities and propose a series of actions by which the plan could be delivered.
- 6.2 The consultation ran in conjunction with the consultation of the 'Draft Preferred Options' Development Management DPD and Land allocations DPD. During the consultation period a series of joint consultation events were arranged, involving exhibitions and provided the opportunity for interested parties and individuals to meet with officers of the Council and discuss the content of all documents and the implications of their local area.
- 6.3 In all 16 events were held throughout the district relating to the Draft preferred options with a further 5 events being held specifically for the Morecambe AAP.

<b>Drop-in Consultation Events for the Preferred Options Land Allocations, Development Management and Morecambe Area Action Plan DPD</b>		
<i>* These events were Morecambe Area Action Plan specific</i>		
<b>Monday 29 October 2012</b>	Heysham Library	2pm to 7pm
<b>Tuesday 30 October 2012</b>	Morecambe Library	2pm to 7pm
<b>Wednesday 31 October 2012</b>	Bolton-le-Sands Village Hall	2pm to 6.30pm
<b>Friday 2 November 2012</b>	*Morecambe Town Hall ( <i>Morecambe Area Action Plan Event</i> )	10am to 3pm
<b>Saturday 3 November 2012</b>	Lancaster Market Square	10am to 3pm
<b>Tuesday 6 November 2012</b>	St Pauls Parish Hall, Scotforth, Lancaster	2pm to 7pm
<b>Wednesday 7 November 2012</b>	*Morecambe Town Hall ( <i>Morecambe Area Action Plan Event</i> )	10am to 3pm
<b>Thursday 8 November 2012</b>	Silverdale Gaskell Memorial Hall	2pm to 7pm
<b>Friday 9 November 2012</b>	Middleton Village Hall	2pm to 7pm
<b>Monday 12 November 2012</b>	Carnforth Rail Station	2pm to 7pm
<b>Tuesday 13 November 2012</b>	*Morecambe Town Hall ( <i>Morecambe Area Action Plan Event</i> )	10am to 3pm
<b>Wednesday 14 November 2012</b>	Lancaster Market Square	10am to 3pm
<b>Friday 16 November 2012</b>	Lancaster - University of Cumbria Campus (Alexandra Gallery)	2pm to 7pm
<b>Wednesday 21 November 2012</b>	*Morecambe Platform ( <i>Morecambe Area Action Plan Event</i> )	2pm to 7pm
<b>Thursday 22 November 2012</b>	Lancaster University (Bailrigg Conference Centre)	2pm to 7pm
<b>Monday 26 November 2012</b>	Hornby Institute	2pm to 7pm
<b>Tuesday 27 November 2012</b>	*Morecambe Library ( <i>Morecambe Area</i> )	2pm to 7pm

	<i>Action Plan Event)</i>	
<b>Wednesday 28 November 2012</b>	Caton Victoria Institute	2pm to 6.30pm
<b>Friday 30 November 2012</b>	Ellel - Galgate Village Hall	2pm to 7pm
<b>Tuesday 4 December 2012</b>	Lancaster - Marsh Community Centre, Luneside	2pm to 7pm
<b>Thursday 6 December 2012</b>	The Centre, Halton	3.15pm to 6.15pm

- 6.4 As with previous informal consultation this stage involved use of the standard consultation methods outlined in paragraph 1.7 plus distribution of a consultation leaflet to every household (approximately 57,000) in the Lancaster district via the Royal Mail.
- 6.5 The documents made available included a First Draft Plan and Proposals Map and a number of supporting papers and a draft Sustainability report incorporating for sustainability appraisal and assessments as appropriate to the stage of plan making to meet requirements for strategic environmental assessment and assure compliance to the Habitat Regulations.
- 6.6 The consultation elicited some 26 written responses, many copious and covering multiple issues. The level of written response is consistent with that secured in earlier stages.
- 6.7 The responses raised very many points but most of which have been variously expressed by people over the course of community engagement in the proceeding years. The consultation raised no new issues of substance but does suggest to officers various aspects in which the drafting might be improved and refined to better cover for certain points and to better address certain issues. Many of these are relatively minor. The main issues arising and that subsequently informed revisions to the plan were –
- To better define how the seafront can better integrate with the town via changes at marine Road and that completion of the M6 Link should assist
  - For the upcoming decision on the Link Road to inform revisions to the draft plan
  - To give more clarity to the vision for the town centre and how functional changes to transportation and pedestrian access can well serve residents and visitors and so better support town centre activity
  - To better describe the marine context
  - To refer to the various partnership initiatives to improve the Bay environment and enjoyment of this and how the plan fits with these
  - Develop the proposals in section 4.1 concerning plan
  - Revise Policy DO3 to provide that development contributes as appropriate to improving the pedestrian environment on Queen and Pedder streets
  - Revise Policy DO5 to extend its scope to include properties fronting to Marine Road Central from Rita’s Café through to but excluding for the Winter Gardens
  - Revise Policy DO6 to extend the spatial scope to include that part of Marine Road West immediately seaward.
- 6.8 The comments received the key issues these raised and the council’s proposed response to these is set out in the tabulation contained in Appendix 4. Of note is that most of these related to proposed plan actions and not proposed development plan policy.

- 6.9 The consultation raised no specific objections to the development plan policies proposed but those comments on behalf of Morrisons plc did request that the council take alternative approaches to those set in Policies SP4 and DO6 (see responses 17.1 and 17.2) and can be interpreted as such. However, officers did not propose to accept these and proposed no changes in response for the reasoning as set out.
- 6.10 The aforementioned tabulation was reported to the Council's Planning Policy Cabinet liaison Group 12<sup>th</sup> March 2013 and the outcomes of this helped inform officers in reporting to the Council in September 2013 on the proposed Publication Version.

## 7. Publication Version, 2013

- 7.1 This Publication stage of plan preparation represents the formal period in which people and organisations might make formal representations on the document published, this being the version of the Morecambe Area Action Plan which the council seeks to be adopted and is to submit for Examination.
- 7.2 The Publication stage therefore represents the final opportunity for organisations and individuals who still wish to object to the DPD on the ground that it is 'unsound' in relation to National Planning Policy or does not fulfil the legal requirements of the Planning and Compulsory Purchase Act 2004 and / or Town and Country Planning Act 2012 to make representations. Any such representations will then be submitted to the Secretary of State to begin the period of Public Examination which will include a Public Inquiry chaired by a Planning Inspector.
- 7.3 Unlike all other previous consultation stages discussed in this consultation statement, the Publication stage represents a formal stage representation in the plan preparation process. Given the formal nature of the publication stage there are a number of actions for the Council to undertake to ensure that appropriate notification is given to interested parties and sufficient opportunities are given for individuals to view the document. These requirements are set out in Regulation 18 and 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012 and include the following statutory actions:
- Notifying specific and general consultation bodies and inviting the opportunity for the them to comment on the Development Management DPD;
  - Make a copy of the Development Management DPD and 'Statement of Representations Procedure' available at Lancaster and Morecambe Town Halls and Local Libraries; and
  - Ensure that the 'Statement of Representations Procedure' and a Statement of the fact that the proposed submissions documents are available for inspection and of the places and times at which they can be inspected, is sent to each of the general consultation bodies and each of the specific consultation bodies invited to make representations.
- 7.4 Accordingly, this Section 7 of this statement sets out how these requirements have been met, and how consultation has been arranged in accordance with the Council's SCI.

### Arrangements for the Publication Stage

- 7.5 The Publication Version of the Morecambe Area Action Plan DPD was reported to Council on Wednesday 11<sup>th</sup> September 2013 and Council resolved to publish the document, inviting formal representations and then submit the DPD to the Secretary of State via the Planning Inspectorate.

- 7.6 The period of representation commenced on Thursday 11<sup>th</sup> October for a statutory six week period concluding on Thursday 21<sup>st</sup> November at 5pm.
- 7.7 A range of accompanying documentation is supplied to aid understanding including: the Sustainability Report (which also incorporates for Health and Equalities Impact Assessment) and a Statement of Representations Procedure (in accordance with the necessary planning legislation). In addition to a Representations Form, the council has prepared a guide to making a representation which clearly set out the necessary steps to making a valid representation.
- 7.8 All documents and the accompanying information are published and made available on the council website for the duration of the six week period. Further to providing the documents electronically, hard copies of all documentation (including representation forms) are made available at Lancaster and Morecambe Town Halls and all local libraries.
- 7.9 To publicise the council sent emails to all on the Local Plan Consultation database, including posting out letters to those who have a preference to postal consultation and specific consultation bodies. This sets out a brief introduction to the DPD, its implications, how to make a representation and the next steps. A formal notice is published in the local newspaper (the Visitor) informing readers of the publication of the DPD and the representation period.
- 7.10 Whilst the publication stage is not a period for consultation, officers are making themselves available to interested people and organisations to clarify and explain and discuss the implications of the Development Management DPD and provide advice on how to make a representation. These drop-in events are as follows:

<b>Drop-in Consultation Events for the Publication Version of the Morecambe Area Action Plan DPD</b>	
Tuesday 22 <sup>nd</sup> October: Lancaster Library	Thursday 31 <sup>st</sup> October: Morecambe Library

*Table: Drop-in Events for the 'Publication' Stage of DPD Preparation – October / November 2013.*

- 7.11 After the representations period the next steps for the Council are to prepare a report on the representations received and submit this along with all submission documents to the Secretary of State for Examination.

## APPENDIX 1

Morecambe Area Action Plan Scoping Response Summary Table

REF NO	CONSULTEE	CONSULTATION RESPONSE (SUMMARY)	OFFICER COMMENTS	COUNCIL RESPONSE
1	Coal Authority	No substantive comments		
2	United Utilities	Reiterate that new developments require separate drainage systems with foul only to the public sewer i.e require sustainable drainage systems (suds). Similarly suds required for public spaces. Advise no new major capital investment in Morecambe area in next five years. Ask for close working to secure holistic solutions for redevelopment that provide for well thought out surface water management	-	NO REVISIONS REQUIRED
3	Tesco	Comments relate to both scoping and plan options. Qu 2. Welcome the spatial vision of central Morecambe as a Regeneration Priority Area of sub regional importance and sets out what benefits retail development can bring. Cites Core Strategy Policy E5 in support. Qu 1. Considers that the existing surface car park north of Central Drive would be a favourable location for a foodstore. Qu 3. Supports the draft action plan objective for a more viable, vital and more economically productive centre and say that retail development would contribute to delivering this objective. Qu 7. Agree that the area action plan should address the scope for a better retail offer in Central Morecambe.	Scoping comments are supportive. The Plan options will be picked up at a later date as appropriate.	NO REVISIONS REQUIRED
4	County Council Archaeology Service	References the need for swimming and paddling facilities and better signage to "splash" facilities	-	NO REVISIONS REQUIRED
5	Lancashire and Blackpool Tourist Board	Qu 1. Agree with plan parameters but must consider how the area relates to wider areas in attracting visitors to Morecambe Bay. Qu 2. Agree with general principles and key elements relating to appearance, ambience and activity. Advocate a partnership approach and a spatial approach concerned with place making and distinctiveness. Highlight need for infrastructure to make it an easy place to visit. Link to hospitality services and those to make places clean, safe and welcoming. Qu 4. Should consider the relationship between Morecambe and Lancaster and potentials for natural tourism. Do not advocate any attempt	LBTB is right to say that the Action Plan must consider how the area sits and relates in the context of attracting visitors to Morecambe Bay as a whole. This highlights a key spatial consideration consistent with the Core Strategy.	INCLUDE TEXT IN SCOPING REPORT SECTIONS 5 AND 6 TO ACCEPT THAT THE PLAN MUST ADDRESS THE SUB-REGIONAL ROLE OF MORECAMBE WITHIN THE MORECAMBE BAY AREA AND SPATIAL LINKAGES WITH LANCASTER PARTICULARLY

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		to revive mass tourism. Q5. Encourage a focus on quality. Qu 6. Wholly support a focus on ambience and the need to exploit and enhance the seaside setting. The right ambience should drive investment. Qu 7. Support making it easier for visitors to move around. Suggest development of the retail offer and night time economy should happen naturally as place improvements flow through. Qu 8 cite other key issues – role of the power station, market segmentation and target markets, the role of Morecambe in the context of the heritage strategy and the natural tourism offer.		CONCERNING TOURISM. SET THE AIM OF THE PLAN TO MAKE MORECAMBE THE MAIN VISITOR AND SERVICE CENTRE FOR THE BAY.
6	4NW	Highlights the content of the Regional Spatial Strategy.	-	NO REVISIONS REQUIRED
7	NorthWest Development Agency	Welcome the spatial framework proposed. State that the title should be <u>Central</u> Morecambe Area Action Plan to properly reflect for the purpose and the area to be covered by the plan. Suggest that there are some mixed messages i.e inconsistencies concerning housing and renewal and what the plan will and will not cover. Want the plan to establish a clear framework for housing issues. Query how appropriate directions may be to develop the town either as a “quiet residential area” or for “mass tourism”. Re. para 6.2 state that it is more pertinent to ask” how” low carbon development can be promoted, i.e not whether it should / should not.	Officers have considered the comments concerning the title at some length. A title as suggested would certainly best reflect the geographic focus but, this said, would not reflect the importance of the Action Plan for shaping the future of Morecambe as a whole. This is because in the view of officers it is the central part of the town that defines Morecambe as a place in peoples’ perceptions and a title of “Morecambe Area Action Plan” captures this.  Officers agree with the need to clarify further how the Action Plan will cover for housing issues.	DECLINE SUGGESTION TO REVISE THE TITLE OF THE PLAN. MAKE REVISIONS TO CLARIFY THE SCOPE CONCERNING HOUSING ISSUES AND TO REVISE THE QUESTION CONCERNING LOW CARBON AS SUGGESTED.
8	Natural England	Qu 1 state we must identify the extent of interaction between the seafront and beach and use this to inform proposals for a seaward boundary to the plan area. Q 2 wants to see reference to “natural heritage” in the vision. Qu 3 pleased to see this reference in the objectives. Qu 4 want to see it identified how climate	Officers had hoped that the scoping consultation would inform a decision on the seaward boundary for the	IDENTIFY THE MARINE BOUNDARY PROPOSED FOR THE PLAN AREA AND CLARIFY THE SCOPE OF THE PLAN AS

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		change and the need to adapt to this shapes the plan vision. Qu 5 want to see references to places properly defined e.g “seafront”. Cite the need for compliance to the Habitat Regulations. Qu 7. Again cite compliance to the Habitats Regulations. Qu 8. Reference the interaction between the plan and projects concerning beach management.	Action Plan area. The “vision” is set by the Core Strategy but the draft plan objectives incorporate for “natural heritage” and should be revised to headline the “climate change” issue. Officers accept the point regarding the need to clarify place definitions and how the Action Plan will cover for beach management issues.	REGARDS BEACH MANAGEMENT AND MARINE ISSUES; RESOLVE AMBIGUITY AS TO THE MEANING OF “SEAFRONT”; STRENGTHEN REFERENCES TO NATURAL HERITAGE AND CLIMATE CHANGE; CLARIFY THAT COMPLIANCE TO THE HABITAT REGULATIONS IS COVERED IN THE COMPANION SA SCOPING DOCUMENT.
9	Member of the public)	Extensive comments, many of which concern plan content and are therefore premature. Accepts the Core Strategy is the starting point for the plan. Wants to see an evaluation of previous planning documents that concern the area and information on lessons learned from elsewhere. Suggest a plan be included to identify relationships with other plans and strategies making up the LDF. Agrees the Victorian core of the town is a useful starting point and broadly agrees with the plan area proposed but suggests extension north east to Broadway.	Comments noted and many will be picked up in later elements of plan preparation.	NO REVISIONS REQUIRED
10	Theatres Trust	Qu 4 raises as an issue the Council’s commitment to assist with funding the Winter Gardens project. Qu 7. Cites the importance of the Winter Gardens project	Officers accept the importance of the Winter Gardens as an asset within the plan area but commitment to a particular project is not a matter for the plan.	NO REVISIONS REQUIRED
11	English Heritage	No Comments	-	NO REVISIONS REQUIRED
12	Environment Agency	Disappointed at the level of environmental consideration. Expects the plan to reflect Core Strategy policy E1 (Environmental Capital). Identifies flood risk, sustainable drainage and infrastructure capacity as issues and references requirements and guidance. Ecology – expect a minimum no net loss to biodiversity as per PPS9 and mention of land contamination	Officers do not consider the level of environmental consideration to be inadequate, on the contrary the intention is that environmental issues be at the heart of the plan. Officers have reviewed accordingly	REFINE PLAN OBJECTIVES and REFERENCE BIODIVERSITY SPECIFICALLY IN THESE



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13	GONW	Para 3.3 Corrects that the plan will in fact replace only part of Lancaster District Local Plan Policy S1	Comments accepted.	MAKE REVISIONS TO CORRECT ACCORDINGLY
14	N/A	N/A	-	N/A
15		No comments	-	NO REVISIONS REQUIRED
16	N/A		-	
17	n/a		-	
18	The Ramblers Association	Want the whole Promenade (Heysham to VVV) treated as a whole. Other comments relate to plan content	Officers do not consider that there is any need in spatial planning terms for the plan area to encompass the length of the Promenade.	NO REVISIONS REQUIRED
19	Member of the public)	Extensive comments, some not relevant and many relate to plan content only. Highlights affordable housing as an issue. States that regeneration should be led by the visitor economy and housing addressed in a consequential way. States that the West End is integral to Morecambe regeneration and should be within the plan area	-	
20	Member of the public	Agree with vision and objectives. Other comments are unclear but appear to relate to development proposals for the central promenade area and not the plan itself.		

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## APPENDIX 2

Morecambe Area Action Plan Issues Summary  
November 2010  
Version 0.1



## Context

Work to prepare the Morecambe Area Action Plan (MAAP) formally commenced in early 2010. Since this time, the existing Local Development Framework evidence base has been analysed and additional information gathered to further support plan preparation, including community and stakeholder engagement.

Much of this work has focused on understanding how people feel about Morecambe – the good and the bad. Naturally any focus on ‘issues’ will tend to focus on the negative but this does not mean that positive aspects, of which there are many, have been ignored or their role underestimated. The following provides an overview of some critical aspects however that need to be considered when taking the plan forward.

### Issues

Preparation of the Morecambe Area Action Plan is focusing on three aspects:

- How Morecambe looks (appearance)
- How Morecambe works (activity)
- How Morecambe feels (ambience)

The major issues affecting these aspects can be grouped as follows:

#### Issues regarding:

- the strength and vitality of the centre
- how people arrive and move within the central areas
- what people have to enjoy in the centre
- how people function (live and work) here

Issues in snapshot	Issues in detail
<p><b>STRENGTH AND VITALITY OF THE CENTRE</b></p> <p>Connectivity with other towns and also local centres within Morecambe is not as good as it might be</p> <p>The over extended geography of the town centre means there is no main focus or heart to the town. This means a lack of identity and sense of place and harms the town’s</p>	<p>The peninsular location means Morecambe’s town centre is subsidiary to that of Lancaster and planning policy reflects this. Morecambe is not really competitive with that of Lancaster. The needs it serves are largely local.</p> <p>Transport links to Morecambe are relatively good but connectivity to Lancaster and beyond is constrained by congestion on roads and the frequency and quality of rail and bus services. The M6 Link should change this. Connectivity to other centres including around the Bay is also constrained, including by periodic congestion on the A6 north through Carnforth.</p> <p>There is a disconnection and lack of cohesion between neighbourhoods e.g West End to Poulton. Despite its relative proximity the West End local centre functions quite separately</p>

<p>visitor appeal.</p> <p>The town centre offer is deficient and incomplete and it doesn't contribute what it should to the appeal of the town as a whole.</p> <p>The centre lacks many of the services you would expect to find in a town centre.</p> <p>What is on offer is fragmented and very variable in quality.</p> <p>Trading is very variable from place to place and time to time.</p> <p>The town shuts at 5pm, the seafront before.</p> <p>The evening economy is close to non-existent except for a residual, limited pub and club scene and a number of restaurants.</p> <p>Many retailers and licensed premises are trading on a slowly diminishing custom base.</p> <p>Low demand is endemic. Levels of business investment are very low. Yields are very low.</p> <p>Because there is no coherent identity for many people the town is defined by what is "bad".</p> <p>For many people the centre has a vital role as a social hub but this role is quite weak.</p>	<p>from the central area. The new Sainsbury's store just east of the central area will likely draw significant trade from the town centre.</p> <p>Route connectivity for pedestrians is very variable and certain routes – road and the rail line, have a severance effect. See "ARRIVAL AND MOVEMENT WITHIN THE CENTRAL AREAS" below.</p> <p>The geography of seaside towns often means these have linear and extended town centres. In Morecambe's case this pattern is exacerbated by the history of how the settlement grew – at alternate poles in the West End and Poulton. Town centre uses are therefore very spread. Without a heart the central area and therefore Morecambe as a whole lacks an identity - other than the view out (across the Bay). As a result sense of place is lacking, except at the seafront. This harms the appeal of the town to visitors.</p> <p>The town competes for trade with other centres. The extended geography of the central area does not help but however good its town centre offer were to be the peripheral location of Morecambe is a disadvantage. It constrains how many people can reasonably be drawn in from elsewhere just for the town centre offer alone. This said, the town centre offer today is patently not what it should be for a town of this size. It evidently does not serve the needs of local people as it should and too much trade leaks to other centres. When shops and services co-locate or group together this spurs competition and benefits trading, as it makes comparison-shopping easier. But Morecambe does not benefit, as it should from this because the town centre offer is geographically disparate and incomplete. The main components are:</p> <ul style="list-style-type: none"> <li>• The established "centre" comprising the Arndale Centre with Euston Road and environs. The Arndale is limited and quite dated and environmental quality outside is quite low. The fabric of many buildings and condition of many spaces is poor also but there is a distinctiveness and character to much which offers much potential.</li> <li>• The Festival Market that trades out of what is effectively a shed.</li> <li>• A few stores trading on the central part of Marine Drive</li> <li>• A very small and declining non-retail service sector scattered along Northumberland and Victoria streets.</li> <li>• Morrisons and the national multiples trading adjacent</li> </ul>
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	<p>to the store in recently built warehouse style sheds. This is the dominant retail area and serves to relegate the Arndale centre and its environs to a subsidiary retail role.</p> <p>Any town centre should support a range of uses. In addition to retailing and commerce it should be where public, social and community facilities are found, such as libraries, cultural buildings, health centres. The buildings that house these should help to frame key public spaces and use of these should help give vitality, character and identity. Morecambe library, adjacent the Arndale, does contribute to identity. Similarly the Platform in the converted former railway station. But both of these are designed in such a way that there are flaws in how they relate to the surrounding environment and as a result neither help confer the vitality around that they should. There are no other public or community buildings in the central area. The Queen Victoria Hospital is just north west of the centre and is designed in a way that buildings look inward. The Town Hall is some distance from the central area in a peripheral location northeast up the seafront. Morecambe does not presently support a theatre and it has no museum, arts centre or equivalent. The Victoria Pavilion (Winter Gardens) is a massive building but without a use and immediate prospect of one. See 'ENJOYMENT OF THE CENTRE' below.</p> <p>Footfall and therefore trading is highly variable with the season, but also variable by weekday and weekend, through the day, evening and by the weather. This is particularly the case on the central seafront and for the Festival Market. Many businesses though do not help themselves. Most days the town shuts at 5 and on the seafront before. Yet for half the year there are many daylight hours still to come. Traditional 9 – 5 hours of trading do not well serve aspirations for a thriving town centre economy that is vibrant well into the evenings.</p> <p>The town centre has a vital role as a social hub, as a meeting place for social interaction. While for some people the Arndale offers this for many it doesn't and there are few other places that do. There are very few places that are of a quality that makes them a meeting point and a place to enjoy.</p> <p>If the town is to secure a competitive advantage it must do this by:</p> <ol style="list-style-type: none"> <li>1. As far as possible making sure the centre offers its resident population what it needs and wants so people don't go elsewhere for goods and services</li> <li>2. Differentiating Morecambe from other places so that people from outside have a reason to come.</li> </ol>
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	<p>This must mean exploiting much better the town's unique assets – environmental, recreation and heritage - and ensuring that what these offer work in combination with a town centre offer that is as good as it can be. In this way the town centre and other assets should reinforce one another and the town should have the capacity to compete with and even surpass what other towns can offer. In turn it will make the place attractive for people to live in, work in and play in.</p>
<p><b>ARRIVAL AND MOVEMENT WITHIN THE CENTRAL AREAS</b></p> <p>The centre is relatively easy to get to but peoples' arrival experience in the main is very poor</p> <p>Despite what many might think the quantity, location, pricing and quality of car parking actually all works against Morecambe having a strong town centre.</p> <p>Most people make short and very limited visits to the town centre.</p> <p>Legibility is poor, the centre is a difficult place to find you're way around.</p> <p>The way the seafront is designed and used divorces pedestrians on the Promenade from the town.</p> <p>Public transport provision is flawed.</p> <p>Many places and streets give a poor and at times uncomfortable experience for pedestrians</p>	<p>For people arriving for the first time whether by bus, train or car the centre appears incoherent and illegible. Visual order is lacking. Where people might expect to find the heart of the town they find instead a sea of car parking. The quantity, location, pricing and quality of certain car parks are all factors that influence where people arrive and where they move. Unfortunately, at present the location of car parking is largely an accident of history. There is no logic to it and the location and pricing of car parking in many ways runs counter to the strong and vibrant town centre that we want to achieve. Car parks should serve the centre. Instead, in Morecambe a mass of car parks effectively form the centre and people radiate out from these to the disparate parts of what we call the centre. This is a key reason why many people only patronise a very small part of the centre in any visit. Except for a few parts and specific stores such as Morrisons that benefit from immediate proximity to car parking the present provision of mass car parking is actually a driver for low footfall across the town centre as a whole. Relatively few people walk through more than one part of the town centre and find and take advantage of what else it has to offer. And in turn low footfall drives a low-grade offer.</p> <p>Poor legibility for pedestrians exacerbates the problem. People find it difficult to find their way around the centre, to navigate it. Legibility is constrained by the flat topography – there are few places you can get a view from – but also by urban design factors and the quality of pedestrian signage. The seafront promenade is an excellent, easy to use linear route for walkers and cyclists but even from here it is not easy to work out where and how to leave the seafront and what is on offer back into the town. Cross movements from the Promenade back top the town are impeded by areas of car parking, on street parking, traffic on Marine Road and many access and crossing points are poorly located. So very many people don't venture back from the seafront. And this is in good weather. In inclement weather the seafront is off limits to very many people and has little functionality as a route for movement. In bad weather therefore it is all the more important that people can readily find their way around back from the seafront. But many can't.</p>

	<p>As in most town centres the present day highway network is a product of history and does not serve present day needs as well as it might. Vehicle circulation is inefficient and duplicatory.</p> <p>The railway station is centrally located but is isolated, not overlooked and for many people does not feel a safe place to be. Buses serve the centre very well but it is difficult for the casual visitor to understand what services are available. The provision of facilities in the street for pedestrians is an issue – dropped crossings, bins, seating, lighting, ease and safety of cycling; connectivity of routes and provision of cycle parking facilities The feel of streets is an issue - activity and animation, quiet, perceived safety all contribute to whether people feel comfortable in the street and want to walk along streets. In too many places people do not feel comfortable. Many people, particularly young people, do not feel safe on the stretch of cyclepath west of Euston Road.</p>
<p>ENJOYMENT OF THE CENTRE</p> <p>RETAIL, LEISURE and RECREATION,</p> <p>Limited and poor comparison shopping limits retail as a leisure option</p> <p>Beaches and promenade are assets but connect poorly to the centre and are weather dependent</p> <p>Lack of open space away from the promenade for rest, play and social interaction</p> <p>Poor quality public realm that does little to hold, direct or please people</p> <p>Benefits of the Bay are under developed</p>	<p>Many people gain enjoyment from shopping and a town’s retail offer is therefore very important. But as discussed the town centre is in the main disappointing. It is deficient and incomplete. A few high quality and niche operators sit alongside more traditional traders offering much lower quality goods.</p> <p>The seafront promenade, the recently replenished beaches and the views out to sea are outstanding and are the town’s main assets. This apart though the town has really not got much to offer and what it has is very disparate.</p> <p>Away from the beaches there is nowhere for children to play in all of central Morecambe except at the (excellent) West End Gardens at the far end of the centre, one tiny limited play area for young children on the central seafront and a skate park surrounded by car parking off Central Drive. The area is lacking in play pitches and dedicated sport and leisure facilities. It is also particularly lacking in open, green space and greenery of any significance which are important places for rest, play and social interaction.</p> <p>There are few outdoor places in the town that are convivial for people to spend time in. The seafront promenade is fantastic but enjoyment of this is very weather dependent. It is also quite divorced from the fabric of the town itself and ancillary facilities for eating, drinking and leisure are extremely limited.</p>

<p>HERITAGE and CULTURE.</p> <p>Built heritage is under realised and not supported or enhanced by surrounding environment.</p> <p>Cultural offer is limited</p> <p>Short term and limited economic benefits of festivals and events.</p>	<p>The value to people of spaces and streets is a function of many aspects and includes:</p> <ul style="list-style-type: none"> <li>▪ Appearance of buildings</li> <li>▪ Quality of street design and surfacing</li> <li>▪ Extent to which the place benefits from surveillance and is active</li> <li>▪ Feel of enclosure</li> <li>▪ Shelter from exposure to maritime wind and weather in certain parts</li> <li>▪ Perceptions of crime, safety and personal security</li> <li>▪ Opportunities for rest, relaxation and play</li> <li>▪ Location, quantity, quality of green open space</li> <li>▪ Trees, shrubs and greenery in public places</li> <li>▪ Provision of public art</li> <li>▪ Dog fouling and litter (including beaches)</li> </ul> <p>In many cases, the centre of Morecambe meets these aspects negatively.</p> <p>The Bay is an incredible resource for residents, visitors and wildlife. The Bay must be conserved and the plan has to work to this but the plan can open up opportunities for enjoyment. Issues include:</p> <ul style="list-style-type: none"> <li>▪ Care of the Bay environment, landscape habitats and wildlife (biodiversity)</li> <li>▪ Flood defence and flood risk</li> <li>▪ Flood risk from drains and sewers</li> <li>▪ Expansive views to the Bay and sense of openness at the coastline</li> <li>▪ Use and enjoyment of the promenade and beaches and the wider Bay environment</li> <li>▪ Condition, appearance appeal of the promenade and gardens</li> <li>▪ Spartina (beyond scope)</li> </ul> <p>There is a residual heritage interest in the older built fabric of many parts but this is much disfigured and disguised by inappropriate alterations and poor maintenance. There is much potential though and Council initiatives such as the first THI have successfully remedied this in places to reveal something of the original heritage but there is very much more to do. Derelict, underused land, property in defective condition and in poor appearance all present much more strongly than do those places in better condition.</p> <p>The town's cultural offer is very limited, the Platform and More Music being the main bright notes although some small arts organisations serve local interests. The Winter Gardens could potentially draw together Morecambe's cultural and</p>
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	<p>heritage offer but needs to be economically viable.</p> <p>Most festivals are on the seafront. Some are brilliant and attract thousands and give much enjoyment but there is little real evidence about what impact these have. Such evidence is required to inform how a programme of festivals can best contribute to the regeneration of the town.</p>
<p>LIVING AND WORKING IN THE TOWN</p> <p>HOUSING</p> <p>Housing and planning for housing is not a primary concern for the plan but it is a component of what makes for a healthy centre for a town.</p>	<p>Housing is a secondary land use in the central area but there are pockets of housing, particularly on and around Edward Street and on both fringes towards the West End and Poulton.</p> <p>Any central area needs at least a small resident community to ensure human occupation and activity over 24 hours and which in turn helps make a place safer and feel safer.</p> <p>Housing issues include:</p> <ul style="list-style-type: none"> <li>▪ Need for housing as part of the land use mix in the centre</li> <li>▪ Meeting housing needs</li> <li>▪ Affordability of housing and need for affordable housing</li> <li>▪ Condition of housing</li> <li>▪ Amenity of housing (what its like to live in / there)</li> <li>▪ The match between housing needs and availability</li> </ul>
<p>WORK AND EMPLOYMENT</p> <p>Cyclical and reinforcing labour market weaknesses and mis-matches.</p>	<p>The capacities, skills and desires of people to enter the labour market;</p> <p>Large numbers of people variously</p> <ul style="list-style-type: none"> <li>- with low education attainment</li> <li>- limited mobility</li> <li>- in need of health and support services</li> <li>- limiting long term illness</li> <li>- long term unemployed</li> <li>- economically inactive (retired or student)</li> </ul> <p>The availability and quality of jobs and opportunities:</p> <ul style="list-style-type: none"> <li>- low wage / low quality economic activities and jobs (hospitality, retail and social care)</li> <li>- incidence of part-time working / seasonality</li> <li>- limited opportunities</li> </ul>

	<p>The match between people seeking work and the type and location of work available (cf jobs in Lancaster and e.g. higher education and public sector dependency in Lancaster)</p> <p>Transience - references to social and economic needs, aspirations and affects the vitality and feel of the centre and investment and expenditure in it</p>
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Summary

It is clear from the details that these ‘issues groups’

- the strength and vitality of the centre
- how people arrive and move within the central areas
- what people have to enjoy in the centre
- how people function here

are not isolated and each informs and affects the other. Returning to the ‘looks, works and feels’ theme, the dominant issue relates to how central Morecambe works, or perhaps, more accurately, how it currently does not. There are characteristics and policy precedents that have played a role in shaping these issues or that equally might help inform how we address these issues which will need further interrogation.

SOURCES:

LDF MAAP Evidence Base – primary and secondary data including Capture Consultation Report (May 2010) and Iterative (Scoping and Issues) Consultation Report (November 2010)  
Lancaster District policy framework – Core Strategy and Community Strategy.

## APPENDIX 3

### Morecambe Area Action Plan (MAAP) - Issues and options engagement (Regulation 25)

#### Outline Options Narrative Report

##### 1. SUMMARY

**This narrative provides a text based analytical summary of how we've got to this stage in the plan preparation and outlines how we might move forward.**

##### 2. INTRODUCTION

###### Introduction

The council decided to prepare an area action plan for central Morecambe in late 2008. It established the scope of the plan in Spring 2010 and officers have been engaging with people and organisations on what the content might be through 2010 and 2011 to date.

We now present in outline options for the content of the plan and invite comments and alternative proposals as appropriate. This is the final element in public engagement and consultation pending stages in plan preparation next year that will involve the council deciding and consulting on its preferred option and then finally consulting on what it proposes and submitting a draft plan for examination by a Planning Inspector.

###### Background

The Council has made central Morecambe its regeneration priority. This is because regeneration of the centre is needed to improve economic and social conditions that in parts of the town are pressing. The Lancaster District Core Strategy 2008 says that central Morecambe will be reinvented as a visitor destination and as a town centre<sup>3</sup> - but it doesn't say how. The Morecambe Area Action Plan is about "how".

###### Preparing the plan – work so far

In work so far to prepare this area action plan we have collected lots of evidence about problems and opportunities and have learned about the issues that concern people and that the plan must try to address. We have found a strong consensus for the aspirations set out in the core strategy but a very wide range of sometimes quite divergent views on how these might be achieved.

It is the job of council officers to evaluate all considerations and identify reasonable options for the content of the plan, informed by suggestions received to date and wider analysis.

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<sup>3</sup> Lancaster District Local Development Framework, Core Strategy (2008) Policy ER 2. Regeneration Priority Areas. Available to view at [www.lancaster.gov.uk/ldf](http://www.lancaster.gov.uk/ldf) - Core Strategy page.

We set out our main thoughts on the issues in topic paper 2 and this provides direction for the content of the plan. Now we are working on what the plan might contain. We present in outline only, two options for the what strategy the plan should take. Aspects of these can be disaggregated into sub options and we identify certain specifics in this regard.

It may be that we can identify further options for what strategy to adopt and invite suggestions and proposals in the continuing consultation. Similarly it may well be that additional discrete options can be identified for parts of the town or certain sites and we welcome suggestions as to these.

All emerging options are to be tested for how sustainable and deliverable these might be. The sustainability testing will include appraisal of the likely economic, social and environmental effects and impacts and the delivery testing will evaluate how viable and feasible these might be.

Initial sustainability testing informs the outline options now put forward. This will be refined and detailed further at the next preferred options stage in the plan making process. Delivery testing will also inform the preferred options stage. This is the stage at which the council will set out in as much detail as possible the options available and will identify which it prefers subject to a final round of formal consultation before it decides on which option to pursue and submits this to a process of independent examination by the Planning Inspectorate.

The council expects to submit a plan for examination in the summer of 2012 with the examination being held late in 2012. The council should be able to adopt the plan in 2013.

## 2. CONTEXTS AND ANALYSIS

Many people have a strong affinity for the town. There is sadness and yes anger at years of decline, love and indeed hate about aspects of central Morecambe but also much hope and ambition for the future that the plan must match to.

The issues that most concern people are around how the place looks, feels and works - including about what there is to do. We have looked at the issues by these headings and considered how the plan might address them. At one time we did think that perhaps this would lead us to a range of things that could go into the plan – options akin to a menu – from which choices could be made.

After looking at things further our thoughts moved on. Yes there is a range of things the plan might say but for the plan to be meaningful it must be deliverable. If it is little more than a wish list any improvements then not much is likely to happen. The plan must therefore address the causes of problems and not the symptoms and – it really should go without saying - must be about change for the better. Change for change sake is no good.

From our consultations its fairly clear what change people want –

- A better town centre...what might be described as a more cosmopolitan centre, livelier with more variety and a better offer – particularly retail
- More to do for residents and visitors, especially in wet weather
- A stronger local economy with more and better jobs
- Cleaner, nicer, safer streets and places
- Better opportunities to use and enjoy the natural setting

This squares well with the objectives for the plan that the council set out at the outset.<sup>4</sup> The change that people want can only come through investment into central Morecambe. But this will be challenging.

Undeniably it is Morecambe’s fantastic setting on the Bay and the experience and views available at the seafront that are its greatest asset. It is the prime reason people have for living in the town, for visiting it and a good reason to work here too.

The fantastic setting means that at weekends and in school holidays throughout the year the seafront does attract day visitors in very large numbers – over 3 million over a year. At other times on a nice day the seafront attracts lesser but still significant numbers of day visitors. Very many visitors come from not far away with the seafront clearly a huge draw for people that might be described as local to north Lancashire and south Cumbria.

For a town of its size though the economy of central Morecambe in general performs poorly. With only a few exceptions investment levels are very low and has been for decades. There is very little demand to invest in central Morecambe either from within Morecambe or from outside. We need to understand why.

Geography and history offer part of the explanation. Morecambe is in a quite peripheral location by the sea and this inevitably impacts on how attractive it is a place to invest in. It means Morecambe’s catchment for trade as a town is highly constrained and that with the

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<sup>4</sup> MAAP Scoping Document , July 2010 – available at [www.lancaster.gov.uk/morecambeaap](http://www.lancaster.gov.uk/morecambeaap).

best will in the world there is little that can be done to change this. It's important though that the town serves its catchment as best it can. Presently it underperforms in this.

Partly because it is in a peripheral location transport access to Morecambe is an issue. Congestion on certain approach roads and particularly via Lancaster is a regular problem. In addition the train service into Morecambe is irregular and not of the quality that many people expect.

An underlying reason for underperformance concerns how the town came about. Historically it was demand for holidays by the sea that drove the growth of the town from its origins in the fishing village of Poulton. The town grew up focused on two distinct places – Poulton and the West End – and except at the seafront these were very much separated from each other by railway lines and marshalling yards. A related point to note is that there never were all that many visitor accommodation establishments in the central parts of the town itself. These were massed further out along Marine Road East and west and in particular in the West End. Unusually for a central area Morecambe has pockets of housing.

When the two settlements effectively coalesced this meant the town as a whole was really without a defined centre. In the heyday of the town as a holiday resort with a visitor and leisure offer packed along the seafront this did not matter too much but with these largely long gone it does. Where in the 20<sup>th</sup> Century a significant part of central Morecambe was given over to extensive land uses including railway land, fairgrounds and the town gasworks these are either gone or in the case of the railways much reduced, replaced largely by car parking.

A consequence of all this the heart of Morecambe is today spread over a long distance and is fragmented with many weak parts. In some ways the heart of Morecambe moves around at different times of day and with the weather. At times it is barely discernible. What might be termed the established centre at and around the Arndale functions in many ways quite separately from that around Morrison's. The Arndale is struggling, but Morrisons in contrast is very successful.

Little landward of Marine Road has any particular identity. The very central part of the town is largely characterised by expanses of car parking. Sufficient car parking is essential to support other activity but if, as in central Morecambe, car parking is predominant then land use is imbalanced.

Morecambe, as for many coastal towns, faces the particular problems of a place set up to provide for a visitor market that has long since moved on. While the visitor economy is vastly shrunken central Morecambe clearly has a continuing role as a visitor destination with the superlative natural asset of the Bay to work with. As the core strategy says the challenge is to reinvent the visitor role to meet contemporary demands.

It is a fact that presently, relatively few leisure visitors, just under 10%, presently stay overnight - at any time of the year. The market is changing though - and the new Travelodge development is evidence of this – and as has been said day visitors do come on good days in staggeringly high numbers. Most day visitors do not come for long though and most staying overnight do not do so for long either.

As a visitor destination Morecambe is heavily reliant on peoples' experience of the seafront. The nature of the seafront of course is that it is exposed and peoples' experience of it is a function of the weather. In good weather most activity in central Morecambe is at the

seafront but at most other times as we have outlined, activity is fragmented and for the most part too low. This is because the draw landward is fragmented and weak.

Many residents who do come in to central Morecambe don't spend much time there. This mirrors the pattern of visitor habits with the result is that the town centre serves neither residents or visitors anywhere near as well as it should for a town of Morecambe's size. It adds very little to the visitor experience and for many serves to detract because it doesn't come up to expectations.

For the town centre to be strong it needs visitor trade and visitors need and expect a strong town centre.

Many factors serve to disconnect the seafront promenade from the town. These include: the appearance of buildings along Marine Road; heavy traffic on Marine Road; areas of car parking and incidental open space that provide poor connectivity across for pedestrians; and the sea wall. The disconnect is evidenced in that many visitors either do not crossover or do so only for a very short time.

Away from the seafront there is little or no real sense of arrival and certainly no positive sense of arrival. Utilitarian car parks set in poor quality environments is the norm. The train and bus stations are uninspiring. There are few clues to pedestrians as to which way to walk and poor routing and provision for pedestrians.

Underperformance and on the whole a dearth of investment is evident in many ways. There is a legacy of buildings not well fit for contemporary purposes. Even those still in use for visitor accommodation are often not as fit for purpose as they might be. The range of shops and eateries is deficient and very uneven in quality. The office sector is very limited and declining, restricted largely to just a few businesses on Northumberland Street and Victoria Street. Many buildings are not maintained as well as they might. Public places are poor in quality with little sense of place and connect only poorly.

Certain streets in and around the established centre around the Arndale are particularly tired and at times uninviting. Conversely many quite settled parts do make some positive contribution but with improvement could do much more.

Largely because of how it came about Morecambe's centre also lacks for a range of public and community functions that otherwise would help to drive activity and give a centre identity. The Town Hall and Police Station to name but two examples are outside the centre. There is no museum, no main community building, not even a doctor's surgery.

A consequence of all of this is that there is relatively little to attract people, to hold or serve people, few good places to spend time in. There is also the problem that much trading in the town centre is not responsive to actual patterns of demand. The most striking example of this is that after about 4.30 pm many businesses on Marine Road are shut, even on a day when the seafront has been packed with people. This does not encourage people to stay into the evenings.

The general picture in the town centre contrasts with much successful business and trading in places outside the centre. Services at White Lund, the retail offer at Mellishaw Retail Park and industry at South Heysham all evidence this. This is all to the good but Morecambe as any town needs a strong centre too.

Travel to Morecambe is an issue. Road signage from the M6 and on routes into town is quite poor and lacks clarity. Parking signage is variable and poor. Routes in along Coastal Road and Broadway feel good but the main one along Euston Road and into Central Drive doesn't. Congestion on certain approach roads and particularly via Lancaster is a regular problem. The train service into Morecambe is irregular and not of the quality that many people expect. Bus services serve central Morecambe quite well but there is scope for improvements.

We have found that in central Morecambe the highway network in central Morecambe and where and how parking is provided in the main actually work against the centre being strong. Rather than binding the centre together the overall effect is that people are dispersed reinforcing the fact the town centre is fragmented and weak with car parking pricing also discouraging people from staying long.

In some ways this is all very convenient for car borne people but perversely it means that most people who come make only very limited use of the centre, do much less than they might and contribute less than they might to making the place active. Most people go to just one or two places and don't stay long. This only exacerbates how many businesses and services in the centre function in a quite isolated way and do not benefit from being part of a town that is more than the sum of its parts. This makes for a quite vicious spiral of decline where a lack of activity (people in central Morecambe) makes for low demand and this in turn for insufficient investment.

The highway network and how parking is arranged also makes for inefficient and excess vehicle movements. In turn traffic conditions helps make walking along and crossing streets less easy, safe and pleasant for pedestrians, impairing the very ambience that people seek.

As touched on, lack of demand and low investment directly affects how the place looks and feels. Buildings in poor condition, untidy streets, vacant shop units and units in marginal use and other problems can all contribute to making a place feel run down. This in turn doesn't make for places that feel good to be in. At times some places can feel uncomfortable to be in.

The result of all this is that parts of central Morecambe have more than one side to their character. There is a central Morecambe that at the seafront can give a range of experiences depending on the weather. In good weather it is simply splendid, in other weathers it can be invigorating. Equally the seafront can be miserable or even intolerable and largely deserted. Landward many parts are not inviting and lack activity during the day and the evening and for this reason some parts don't feel inviting. Conversely some parts that at times support quite a bit of activity can also not be that inviting to many people –Queen Street for example in evenings.

With a heart that doesn't work properly and a poor offer landward of the seafront central Morecambe lacks a clear and positive identity in many peoples' minds. This matters because it means that there is little positive to shape peoples' decisions about whether to live, work, visit or invest in Morecambe - other than the view and modern experience is that the view alone isn't enough to drive much investment.

A place can't just be defined by how good the view out is (across the Bay) however outstanding this might be. Little surprise therefore that with little to make for positive perceptions it is negatives that define central Morecambe in many peoples' minds. It simply is not on the radar of most who consider and make investment decisions in the commercial



and leisure sectors in particular. This makes for a major reason why demand at all levels of Morecambe economy is low – whether it be demand to start up businesses, invest in business, trade in the town, shop or to stay overnight as a visitor. Morecambe’s identity and as a brand is too weak.

### 3. STRATEGY OPTIONS

#### Introduction

Our analysis suggests that Morecambe has a community with real ambition and aspirations but that in the main central Morecambe is starved of investment. Yet it is investment that makes things happen. So what can be done?

On many levels prospects at the moment do not appear that good. The national economy is stalled after deep recession. Town centres across the country are struggling to keep up with market change with certain sectors such as banking and finance and elements of retail retreating from the high street as services migrate to online. While there may be some prospect that the relatively aged and ageing population of Morecambe may shelter the centre from the worst of these trends, this is very uncertain.

Longer term, mid way into the plan period the new M6 Link will be a big change and many do pin hope on this. If finally approved and constructed it will improve accessibility to and from Morecambe from 2014/15. This should advantage the town. It should strengthen the competitiveness of the town as a place to invest in but we might doubt that of itself it will transform this. Perhaps more likely it will increase the attraction of the town as somewhere to live and make it easier for visitors to access.

In the longer term, towards the end of the plan period there is now some prospect that a new nuclear power station will be built at Heysham. Leaving aside the merits or otherwise of this at the local level the construction phase will XXXXXXXXXXXXX.

An easy conclusion to come to is simply that we just need more people to come to central Morecambe – residents and visitors. In part this is true. More people would be welcome but this misses two key points. First that we can't just make more people come but second on more days than people might think plenty of people do come to central Morecambe. Morrisons is a very busy place at all times of day. Most mornings the Arndale centre is a very busy place. As said, all year on any sunny day at weekends and in school holidays Morecambe's seafront is a very busy place. Yet central Morecambe as a place struggles in economic terms.

So what is to be done? On a national and international scale, let alone on a local one, contemporary economic and investment conditions are challenging. In this context the focus has to be on the private sector because while public investment has done much to improve the seafront promenade and was essential for the restoration of the Midland Hotel we are now in an era of reducing public expenditure.

Outline plan options are brought forward in this context. We have looked at what might be done and have identified two strategy options.

**Option 1 – what might be termed a low intervention approach largely leaving what happens to the operation of the market economy**

**Option 2 – what might be termed directed regeneration, getting the conditions for investment right including by giving Morecambe a stronger heart**

At this stage we see no reasonable alternatives but through the engagement and consultation remaining are open to suggestions and will welcome any proposal(s) that can make for an option.

Our view at this stage on the options available is after considering very many ideas and hopes for what could change within the plan area. We judge though that while hopes and aspirations can be valuable in guiding what might be brought forward they provide no basis for any plan option.

It is in this context we have considered the hopes and aspirations of at least some people for a marina development at Morecambe.

One proposal has been tabled for a marina – type development and albeit the ambition is for more than this it is the marina and water-front element that is the focus. This is entitled Beachcomber. It suggests significant development in central Morecambe and its layout in quite some detail. It envisages a quite radically different centre for Morecambe with a commercial heart focused on a development of land reclaimed from the sea at the main beach and including a redevelopment of the adjacent Central Promenade Area with leisure-focused development that supports this. Among other things this would involve the loss of almost all of the existing main beach and a retreat of commercial uses from the established centre around the Arndale.

The Beachcomber proposal is not without interest. The ambition behind it is laudable and at least some of the ideas are quite innovative. In the professional judgement of council officers though the proposal is fanciful. There is no evidence at all of its technical feasibility or viability or that it is deliverable in the context of prevailing regulations.

Officers are informed in this view by experience and expertise and in particular a generic study commissioned by the council in 2011 into the potential for a marina development in central Morecambe. This conclusively evidences that a marina development would raise many issues for the protection of the Bay environment and that regulatory hurdles would very likely prove insurmountable. On this basis officers' judgement is that there is no reasonable basis to give the potential for any marina development further consideration in preparing the plan and that it should be screened out from this stage forward.

### **STRATEGY OPTION 1 - A LOW INTERVENTION PLAN APPROACH**

In a way this option reflects well for the times we live in. It anticipates at best only low levels of investment into the future and, therefore, provides directly for only modest change. Yet if investment and change proves to be higher the option can accommodate for this.

By this option the plan would seek to address at least some of the factors that hold back investment. It would identify weaknesses and signal changes that are desirable. It would though put relatively little in place to effect to drive or effect these. At most the public sector and specifically the council would facilitate but not deliver and would not orchestrate change to any degree. The plan would set parameters and look to the private sector to initiate and effect change within these. The plan would recognise that delivery is primarily subject to the operation of market forces that the plan of itself could influence only at the margins.

While investment conditions remain poor this option might not lead to much change but it need not necessarily be an option that is low in ambition. The option would not unduly constrain what development and change might come forward and would be broadly welcoming of change that brought any economic, environmental or social benefits in any mix of these. Should investment conditions improve significantly this option would not preclude quite major change.

This option might set a vision for how the town positions to attract visitor markets but in the absence of significant ability to invest such positioning would have limited effect. In reality the option is likely to sustain the towns' attraction to day visitor markets but likely to have limited impact on overnight stays.

The option would be cost neutral or cost saving to the public sector and council services involving primarily the reconfiguration of services.

In essence, by this option the strategy is one of very much that of carry on as we are i.e a generally market led approach with a (modest ?) sustainability focus. This involves / to involve an enabling approach to permitting sustainable development across the plan area including for a largely unchanged town centre boundary and with no local policies that might constrain development. This via -

- no enabling allocations of land, reliance on what might be termed as "descriptive" allocations and
- encouraging investors and welcoming investment via generally permissive policies largely enabling of development proposals wherever / whatever these might be other than those that might harm heritage assets or impact adversely on the Bay and its natural habitats, views and peoples' enjoyment of this including views out across the Bay
- visions of how certain parts of the plan area might change into the future

And likely with -

- perhaps incremental and small scale improvements to Marine Road and the seafront promenade
- a visitor marketing plan that in the main takes the visitor product we have today and works this to best advantage, the approach being broadly "catch all" and not targeting any particular groups
- an ongoing of programme of seafront festivals to cater for a wide range of tastes
- a five year investment programme in land and buildings in a small part of the centre through the forthcoming THI
- a commitment by the city and county councils to review and effect changes to the management and pricing of car parking provision as corporate resources permit
- continuing improvement of street and other public sector services to better serve customers and including to better coordinate with private partners with likely an increasing focus on street and place management and including community safety
- continuing commitment to improve housing stock and its fit to needs but limited abilities to deliver
- focus on securing beneficial development in one or two critical locations including the Central Promenade Area and Morecambe Winter Gardens
- city and county councils not otherwise deploying land assets including towards regeneration

- investing hope and expectation in the changes that the proposed new Heysham / M6 Link might bring post 2014
- similar to the above anticipating substantial benefits (including for housing supply) from a construction start later in the plan period in either / both a new generation nuclear power station at Heysham and on shore facilities to improve the gas transmission network

This option is light on specifics but is pragmatic. It is also quite flexible and low risk. As it commits little – it proposes little in the way of definite change - it is likely to be deliverable though this hypothesis needs to be tested. The risk though is that it proves low in rewards.

The option provides for the following discrete sub options

Central Promenade Area

- a) Phased large scale mixed use development, with substantial housing component, public realm, some retail and hotel e.g as per Urban Splash
- b) Incremental re-use for relatively low key outdoor leisure uses accommodating development e.g hotel as appropriate, improved public realm as proves possible

Former Frontierland site

- a) mixed use with significant commercial / leisure development
- b) predominantly residential with limited other uses fronting Marine Road only

**STRATEGY OPTION 2 – DIRECTED REGENERATION: GETTING THE CONDITIONS FOR INVESTMENT RIGHT BY STRENGTHENING THE HEART OF MORECAMBE**

This option is predicated on the fact that people who might invest - both from outside and within Morecambe - will only do so if they think this will yield a sufficient profit return. At present, by and large, they don't see this.

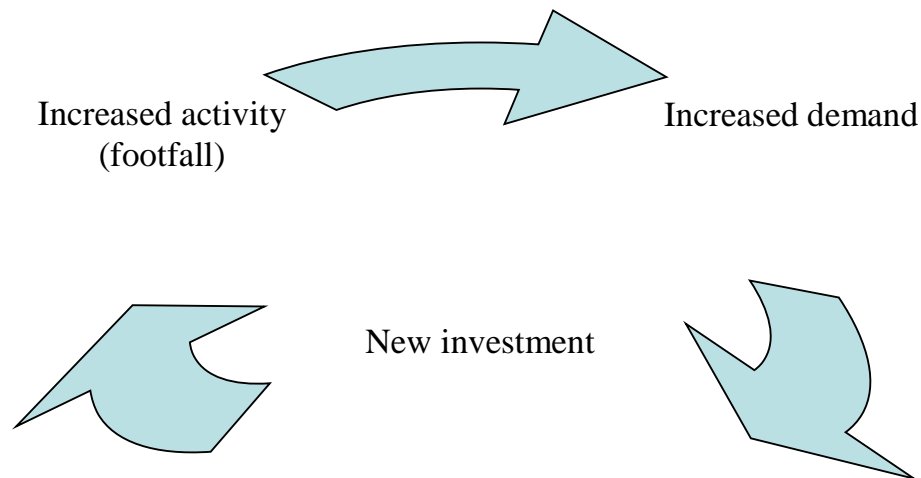
This option therefore is for a strategy about actively convincing people otherwise. Its focus is on getting the conditions for investment right by strengthening the heart of Morecambe. This means making the heart of the town work better to in turn get the investment that can improve how it looks and feels.

Put very simply, business invests where it sees market demand and for any central place an important measure of demand is how busy the place is. For most of the time much of central Morecambe is not busy – it lacks activity (as we have said). If the plan can help change this, increase footfall on key streets we should be able to convince at least some that central Morecambe is worth investing in. Allied to this is marketing central Morecambe as a place to invest in by playing on its locational advantages and this means the quality of life on offer.

With investment we can in turn hope to improve how central Morecambe looks and feels and what is in it. Investment is therefore the key to a virtuous circle but it is investment that must be won in competition with places elsewhere

A key question then is how to drive increased footfall? The answer is to encourage more people to come to central Morecambe – residents and visitors – but perhaps even more important to encourage all who do come to spend a bit more time in the place and so do more and spend more. And the way to do this is by encouraging people to move a bit more. Ease of pedestrian movement therefore should be the main theme of the plan.

With this option the plan would be a set of proposals which major on putting central Morecambe in order. This means improving how central Morecambe works so increasing footfall and then, as important, selling opportunities for investment and business much better than we do now.



The strategy outlined under this option is radical as it is about change, real positive change and delivering and sustaining this. This is challenging but is pragmatic and achievable from within local resources.

Central to thinking behind this option is that any improvements to how central Morecambe looks and feels that can be secured otherwise would be little more than cosmetic. Forging a positive investment cycle is the way to get more businesses and more visitors, a stronger economy with more and better jobs and all in all a better place to live, work in and visit to the benefit of all of Morecambe an not just the centre.

Fitting to this the main elements of the plan approach for this option are -

1. to change how central Morecambe works to make for more activity
2. to improve key aspects of how central Morecambe looks and feels
3. to communicate that the council and the community want change for the better and welcome investment
4. that identify investment, development and business opportunities and set out how we should market these to potential investors and developers
5. that set out what people and organisations need to do to help deliver the plan

It is possible to detail these further (below).

The plan must be a ten year programme of actions. What might be the main elements with actions are described in the text below. Many of these can be also presented as part of a core set of spatial options as per below.

Outline spatial options

- 1 Eric and Beach
- 2 Arndale / Euston
- 3 Festival/ Central Drive
- 4 Central Promenade Area
- 5 Other plan areas -

This option provides for the following discrete sub options – IS THIS A SUB OPTION HERE OR SHOULD IT JUST BE FRONTIERLAND???

Central Promenade Area

- a) Phased large scale mixed use development, with substantial housing component, public realm, some retail and hotel e.g as per Urban Splash
- b) Incremental re-use for relatively low key outdoor leisure uses accommodating development e.g hotel as appropriate, improved public realm as proves possible

Former Frontierland site

- a) mixed use with significant commercial / leisure development
- b) predominantly residential with limited other uses fronting Marine Road only

**STRATEGY OPTION 2 – PLAN SKELETON**

**1. Changes to how central Morecambe works to make for more activity**

Transport shapes places and how they grow. By changing transport we can shape change to central Morecambe. A set of actions to re-cast how central Morecambe works in terms of transportation, arrival and parking should be a main element of the plan. Arrival, parking, highway and pedestrian routes should all serve to draw people in to the heart of the town. This will make traffic more efficient, reduce excess traffic circulation and encourage much more pedestrian movement.

Integral to this the need for a clear, positive draw for central Morecambe landward of the central seafront. This must be as sheltered as possible, with quality public places connected by pleasant streets that are easy to walk and feel safe.

To do all this the plan must direct actions to -

- Change how parts of central Morecambe are laid out and what these are used for
- Improve certain existing streets and places (see 2 below)
- Direct how development can achieve the change sought
- Devise and deliver significant changes to on and off street car parking, its location, management and pricing but with no net loss of spaces, just locating, pricing and using car parking better
- Lobby to improve public transport services but respecting these are matters for operators.
- Plan how the highway network might over time be made more efficient.
- Make the most of the setting by better connecting the town with the seafront
- Make key routes easier and more pleasant for pedestrians
- Address impediments to pedestrian movement

Some specific early thoughts on car parking –

- provide better for all day contract parking
- focus on long stay car parking and pricing, providing only very limited short stay parking where this is really necessary and consider varying the maximum length of stay for on street parking with a range between 30 minutes, to up to 6 hours or all day.

## **2. Proposals to improve aspects of how central Morecambe looks and feels and what it offers**

There are certain things that very obviously are letting the side down, that impair the experiences of people who live, work and visit central Morecambe and help put off investors. It is essential that actions to remedy these are brought forward as part of providing a clear, positive draw landward of the seafront. Many are potential “quick wins”.

The plan must direct or suggest actions to -

- Improve the experience of getting to and from Morecambe for all types of travel
- Rejuvenate the most important existing main streets and places through improvement works
- Strengthen management actions to make streets safe and feel safe
- Improve the appearance of land and buildings in poor repair or condition.
- Conserve and enhance the several quite settled parts of central Morecambe that already do make a positive contribution but that with improvement could contribute much more.
- Make key aspects of what is on offer better

Some specific thoughts -



- Make the most of the setting by a scheme of phased amenity improvements along the whole length of the seafront particularly to make better connections for pedestrians between the town and the seafront
- Selective interventions to improve access to the beaches
- Provision of essential facilities at the Battery to support active recreation uses
- Transform the look and feel of existing streets and places via a scheme of improvements to New Town Square and Euston Road, Victoria Street, Peddar Street car park, Peddar Street and Queen Street
- Replace and provide new street signage as appropriate throughout the plan area
- Improve facilities at the railway and bus stations station to improve peoples' experience of these including the feeling of welcome on arrival and give clarity about where to walk from there
- Remove or remedy eyesores and other visual impediments to movement
- Improvements to the presentation of the Arndale Centre and signage
- Measures to further widen and diversify community uses at the Morecambe Library
- Measures to publicise and make available public services in the centre

MORE TO COME

**3. Communicate that the council and the community want change for the better and welcome investment**

This is important. Its about how the council and community position central Morecambe for the future, the level of aspiration for change and the welcome that will be given to positive change. It is about the messages both the council and the community give out and the images we convey both directly and through the media. This relates closely to 4. below.

**4. Identify investment, development and business opportunities and set out how we should market these to potential investors and developers**

The proposals in 1 and 2 should create opportunities and this part of the plan should be about capitalising and seizing on these. It will be about identifying specific and bespoke investment opportunities and the various actions we can take to market these.

Visitor product. This to include -

- proposals to make much more use (but appropriate use) of the shore and Bay for leisure and recreation and to market what is available. E.g active leisure inc West End Prom, Battery.
- Any potentials for a heritage centre / museum; bird/bay discovery centre,

- Specific opportunities within the Central Promenade Area
- Potentials for specific initiatives e.g heritage trails and food and drink trails

Business development. This to include –

- Potentials to advantage and promote a business cluster
- Proposals re. ICT

The plan itself should direct and help facilitate via

- *Land allocations and opportunity sites* to assure that central Morecambe is able to accommodate the right development in the right places.

MORE TO COME

**5. Set out how the plan can be delivered and what people and organisations need to do to help deliver the plan**

Very obviously the plan must both plan and programme the actions required to deliver it. The plan should be owned by all with a stake in the community and requires all to play their part in delivering it. It is also important that the plan includes proposals to spread and sustain the benefits of regeneration into the future so we embed gains in the community.

This should cover for -

- Living and working in the town
- Work and employment
- Getting involved (voluntary work etc)
- Supporting the heart of Morecambe – shopping and using the services it offers

It will involve proposals for -

- Managing development change into the future to ensure that new development is change for the better, fits to how the place should work and relates well to its surroundings. It is important that uses that benefit from close proximity with others are located accordingly. Its also about visual connectivity and actual connectivity for pedestrians and making pedestrian routes enticing through good design and considered improvements. The plan can do this through specific development management policies and design visioning. Development management policies local to the plan area to include definition of the Town Centre Boundary.
- Street management
- Business positioning and marketing.
- Visitor positioning and marketing.

- Heritage and culture
- Initiatives to further shape the image and identity of central Morecambe and potentially inform its branding
- Living and working in the town
- Work and employment
- What individuals and organisations can do to help implement the plan

**6. Risk management and plan review**

Any plan needs to be flexible and an important element in this is for the plan to set out how it factors for risks that certain proposals cannot be taken forward or for example that external economic or social change will impact adversely on plan implementation.

Risk management will also need a spatial dimension setting out the implications and contingent actions available if part of the plan area fails or if plan delivery fails for part of the area.

## **APPENDIX 4**

### **MORECAMBE AREA ACTION PLAN (MAAP)**

### **DRAFT PLAN (PREFERRED OPTIONS) CONSULTATION FEEDBACK SUMMARY AND ACTIONS**

**March 2013**

#### **Introduction**

Consultation took place on the Draft Preferred Options documents, including a Development Management DPD, Land Allocations DPD and Morecambe Area Action Plan DPD, between October and December 2012.

Many of the comments received were in the form of a narrative and many made very many points. Further, several are lengthy, even exhaustive. To properly respond to these officers have disaggregated comments and summarised to make it possible to respond to specific points made as clearly as possible.

This report sets out a summary of the comments received as part of the consultation on the first draft Morecambe Area Action Plan and includes an officer response to each comment and any action proposed. Actions will be carried forward to the next and proposed final draft action plan.

Full information on the consultation and those earlier will accompany reporting on the proposed final draft.

**MAAP DRAFT PLAN (PREFERRED OPTIONS) CONSULTATION FEEDBACK SUMMARY AND ACTIONS**

**Consultation responses and proposed changes**

ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
1.1	Graeme Trafford	Local Resident	DO4	Concerned with West View Car park – Maintenance issues Gardens, removal of walls	This car park in its setting is very poor. One way forward is a development solution via encouraging redevelopment and Policy D04 provides for this. This is though a difficult to develop site with constrained vehicular access and any development solution may involve loss of the Corner House, a heritage asset if one diminished by its condition. Notwithstanding this the council via the joint parking plan (see AS 11) will decide whether to continue to provide parking here. If so this plan will identify the improvements required and how to deliver these.	<b>NO CHANGE.</b>
1.2	Graeme Trafford	Local Resident	Not specifically but relates to SP1	Proposes the phased pedestrianisation of Victoria Street	Victoria Street is identified as a key pedestrian route on the Proposals Map and as per SP1. The policy does not prescribe specific traffic management approaches nor precludes these. AS3 identifies key actions for these and AS8 includes actions specific to Victoria St. Significant works are planned for 2013/14 to improve conditions pedestrians. These will not extend to pedestrianisation because of traffic management considerations and because it is not considered the best approach to assuring vitality. A key consideration however is to reduce the impacts of traffic.	<b>NO CHANGE.</b>

## Consultation Statement

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
2	Howard Rogerson	Promenade Concert Orchestra of Morecambe	General Comments	Supportive comments and suggestions including	Comment noted.	<b>NO CHANGE</b>
3.1	Brenda Garner	Local Resident		Suggests to improve the visitor attractions in the town to encourage more visitors and therefore deliver the increased footfall investors will be looking for, and create a more positive economic climate	Comment noted.	
3.2	Brenda Garner	Local Resident	General Comments	Morecambe needs a unique selling point (USP)	Morecambe Bay and its unique natural environment gives Morecambe a differential selling point. The Draft Plan recognises this (P.63) but the text concerning branding should be amplified a little to better cover this.	<b>MINOR CHANGE TO TEXT</b>
3.3	Brenda Garner	Local Resident	DO6	Advocates the compulsory purchase of the former Frontierland site.	The Draft Plan recognises the importance of this site in DO6. The council is working to facilitate a beneficial redevelopment. The council has powers of compulsory purchase but there must be very sound reasons to use these and including only when there is no reasonable alternative means in prospect of securing a properly planned beneficial outcome.	<b>NO CHANGE</b>
3.4	Brenda Garner	Local Resident	Not specifically but relates to SP1	Considers the town centre and the Festival Market are too far apart	It is the intention of the MAAP to ensure that the Festival Market and the town centre become much better connected. The approach proposed in SP1 and As3 is working towards creating a town centre that is well integrated. A balance of actions is required to give direction to new investment and development, to concentrate this in the areas needed and positioned along pedestrian desire lines	<b>NO CHANGE</b>

## Consultation Statement

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					connecting the town centre and through to the existing Festival Market .Policy 05 and AS8 cover.	
3.5	Brenda Garner	Local Resident		Proposes to move the market closer to the town, use the Festival Market site for an indoor attraction	AS8 covers.	<b>NO CHANGE</b>
3.6	Brenda Garner	Local Resident		Considers The MAAP consultation process is going on for far too long and in the meantime Morecambe is losing out.	The council has very deliberately taken its time to try and garner the fullest possible range of views via extensive community engagement. National regulations prescribe much of the process heron and adhering to these necessarily will take time.. Morecambe is not really losing out by this as recession is a good time to plan. Also, the council in parallel with plan making is actively working to facilitate investment, development and change.	<b>NO CHANGE</b>
4	Craig Smart	Local Resident		Contends it is a waste of time tring to improve things.	Comment noted.	<b>NO CHANGE</b>
5.1	Brendan Hughes	Local Resident		Notes that on the whole agrees with 90% of the plan in essence.	Comment noted.	<b>NO CHANGE</b>
5.2	Brendan Hughes	Local Resident	DO6, DO2	Does not agree with the (Urban Splash) plans for the promenade, more specifically the dome site and also Frontierland site. Neither of these sites should be used for housing . If investment cannot be secured for these they must remain empty and more importantly a green space until the economy increases.If not that then there MUST be something in the plan to say that they cant be BOTH used for residential, and once houses have been built on one then	Very broadly the draft plan favours leisure uses for the seafront headland including the former Dome site and residential for the former Frontierland site. Specifically re.. the seafront headland D02 covers and also AS7. DO6 covers for the latter site.	<b>NO CHANGE</b>

## Consultation Statement

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				the other automatically becomes a “leisure only site”. If this is not specified and left to planning in the future there is nothing to stop this happening.		
5.3	Brendan Hughes	Local Resident		Questions the need for housing with relation to the former Frontierland site. Understands there is a shortage of 6000 homes in Morecambe, again this was another figure quoted by the consultation event. Asks how many empty council houses are in the area? Surely this should be addressed before building more homes especially on the promenade.	The figure of ‘6000’ quoted relates to the city council’s District wide housing figure that covers the plan period. Further information can be found xxx.	
5.4	Brendan Hughes	Local Resident	DO2	Suggests making the former dome area a festivals site with an arena, managed by a private company NOT LCC OR MTC	Policy DO2 states that the Council will support development proposals for the following ‘Leisure uses both outdoor and indoor including for events and as events and performance space.	<b>NO CHANGE</b>
5.5	Brendan Hughes	Local Resident	AS5	Contends that the outline proposal of for a small Festivals site on the clock tower car park, to be the worst idea ever heard	The proposed changes to the car park no 2 (Clock Tower) are suggested as part of making central Morecambe work much better for pedestrians. Pedestrian connectivity to the town centre from the seafront is currently very poor, preventing people being enticed easy and safely off the promenade. Vehicles dominate the area. As the promenade, beach, views and Eric Morecambe are what bring people to Morecambe these assets need to be enhanced and taken advantage of. Creating a open space at this point, announces the town centre. It signifies to the pedestrian or cyclist that this is	<b>NO CHANGE</b>



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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					the point to stop and move into the town. In turn the space would be designed to allow it to double up as a community performance space. Morecambe currently has numerous festivals throughout the year however they in general fail to integrate well with the main retail area. The layout of the public space should provide for events uses in this prominent and central location so that events might better support town centre trading. This linking space provides an excellent opportunity for a modern day bandstand/ pedestrian area.	
5.6	Brendan Hughes	Local Resident	DO5	Suggests the festival market be used for proper festivals	This will be considered as part of the feasibility work proposed in AS8.	<b>NO CHANGE</b>
5.7	Brendan Hughes	Local Resident		Questions the composition of the council.	Comment not relevant to the plan.	<b>N/A</b>
5.8	Brendan Hughes	Local Resident	MAAP Document (General Comments)	Suggests the plan be pointed toward the new, younger generation or the town will never MOVE forward	The council has endeavoured to link with young people and worked with schools in preparing the plan. Information on the consultations to date is available at <a href="http://www.lancaster.gov.uk/morecambe_aap">www.lancaster.gov.uk/morecambe_aap</a>	<b>NO CHANGE</b>
5.9	Brendan Hughes	Local Resident		Contends the council should have a department actively seeking to get funding, like Liverpool to stage events and develop Morecambe, or failing that the council should be helping community groups do it, instead of hindering them with restricted use of the prom etc.	The Draft Plan contains proposals for an investor marketing strategy (AS14) and a visitor marketing strategy (AS15). In preparing these the council can review how to best utilise its limited staff resources.	<b>NO CHANGE</b>
6.1	Clive	Local Resident		Suggests central Morecambe a location for	Consultation on the plan has not elicited any	<b>MAKE MINOR</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
	Richardson			a Morecambe Bay Faculty choice for Lancaster University expansion	such potentials concerning the universities. This said, Morecambe traditionally did have a small population of University students and the plan should at least be welcoming of any investment in Morecambe either by the universities directly or by private student accommodation providers.	<b>REVISION TO TEXT IN 3.9 TO MAKE CLEAR THAT UNIVERSITY INVESTMENT AND / OR STUDENT ACCOMMODATION WOULD BE WELCOMED AND THE POTENTIAL SHOULD BE EXPLORED.</b>
6.2	Clive Richardson	Local Resident		Suggests incorporating a Centre of Wind and Wave Sports activities established to reinvigorate the Morecambe to Heysham water front for full utility of the West of Central Promenade with activity points designed to integrate with the sea defence and seafront developments that have established over the past number of years.	This should be considered in work to take forward actions in AS6.	<b>NO CHANGE</b>
6.3	Clive Richardson	Local Resident	MAAP Document (General Comments)	Proposes reworking the Marine East road into the Central area so as to filter traffic away from the congestion spots at intersections will help while considering a completely pedestrian (residents only) Marine Central and Town side - rear of	This comment highlights the need to bring more to the fore potentials to rework Marine Road Central as part of achieving the better amenity and connectivity required for pedestrians at the seafront.. The opportunity for this will arise with completion of the new M6 link Road and	<b>REVISION TO SECTION 3.1 TO THE PLAN VISION AND APPROACH. ALSO</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				Theatre- Midland area could lead to a charming "town" centre hub that would be very attractive for both residents as well as winter and summer annual activities	consequential reductions in traffic flows to and from the north.	<b>REWORKING ELEMENTS OF SP1 AND SPS, DO2 AND DO5 TO BETTER IDENTIFY THE KEY PARTS OF THE CENTRAL SEAFRONT FOR PEDESTRIANS AND STRENGTHEN MECHANISMS TO IMPROVE THESE VIA DEVELOPMENT TOGETHER WITH REVISIONS TO THE SUPPORTING TEXT AS APPROPRIATE</b>
7.1	Barbara Hardaker	Local Resident		Agrees with the plan proposals for the seafront between the Battery and the Town Hall which would be very well used by all age groups and income groups	Support and comment Noted.	<b>NO CHANGE</b>
7.2	Barbara Hardaker	Local Resident	DO5	Very much agree that plans taking in the Festival Market/Platform/Northumberland Street area would be very well received	Support and Comment Noted.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				and used by locals and visitors alike.		
7.3	Barbara Hardaker	Local Resident	MAAP Document (General Comments)	Asks that a Marina be fully considered as this would bring much needed "bigger" money into our resort.	The council commissioned a study into potential for this. The study was thorough and conclusive as to prospects. This extract neatly summarises. <i>"The ability of a marina in this location to sustain itself operationally is 'high risk' and may rely on income streams other than berth fees. The business can, at best, only support a very small fraction (3%) of the capital cost of the scheme with the balance of the money needed being gifted in some way to the scheme. Given the financial problems and high risk of achieving the environmental consents needed, the commercial sector would deem the development of a marina at this location to be "very high risk" and would be unlikely to pursue it. With this in mind, the Council may wish to consider alternative opportunities that achieve in full or part, an enhancement of the Morecambe waterfront".</i> <b>Morecambe Marina Feasibility Study, Gifford, 2011, page 11 – full version available to download at <a href="http://www.lancaster.gov.uk/ldfevidencebase">www.lancaster.gov.uk/ldfevidencebase</a></b>	<b>NO CHANGE</b>
8.1	Brian Jones	Lancaster Group of the Ramblers	SP1, AS3	Main concerns are to keep a pleasant walking route along the sea front with good clear and open views out to sea, along the sea front and inwards to the town.	SP1 covers.	<b>NO CHANGE</b>
8.2	Brian Jones	Lancaster Group of the Ramblers	SP1	Asks that a main pedestrian route needs to be added along the shore line round the headland, by Bubbles.	The pedestrian route along the shore line round the headland, by the former Bubbles site is not covered by SP1 but is supported by SP3. This	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					should provide sufficient protection to the route described which while important is not as key as the route that tracks east-west immediately seaward of the war Memorial.	
8.3	Brian Jones	Lancaster Group of the Ramblers	AS3, AS5,AS7	Agrees.	Support and comment noted.	<b>NO CHANGE</b>
8.4	Brian Jones	Lancaster Group of the Ramblers	SP3	Agrees	Support and comment noted.	<b>NO CHANGE</b>
8.5	Brian Jones	Lancaster Group of the Ramblers	DO2	Agrees, but with reservations. Wishes to see no residential use and there should be strong presumption against buildings above two stories and certainly all should be much lower than the Midland hotel.	Support and comment noted.	<b>NO CHANGE</b>
9.1	David Alexander	Local Resident	MAAP Summary	Agrees with the vital importance of getting the conditions for investment right, which will require planners to work closely with a wide range of partners and stakeholders in central Morecambe, possibly under the direction of a town centre manager (page 3).	Support and comment noted.	
9.2	David Alexander	Local Resident	MAAP Key Elements	Considers it important to stress the significance of retaining and enhancing what is good about the town, its character and local distinctiveness, with the opportunity to learn from the success of other comparable seaside towns and apply any lessons to local circumstances here (page 4).	The distinctive character and trading offer along Victoria, Pedder and Queen streets is important but the plan as drafted does not quite give sufficient consideration to this. Opportunities to support trading here will be explored further – and particularly by independents and reflected for as appropriate in the next plan revision	<b>CHANGES REQUIRED TO TEXT IN 3.1 AND 3.6 AND IF APPROPRIATE AS8.</b>
9.3	David Alexander	Local Resident	MAAP Key Elements	Suggests that in terms of the Key Elements of the Plan, it would be worthwhile to add	Support and comment Noted. It is agreed that reference to the heritage and conservation	<b>CHANGES REQUIRED TO</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				the <b>importance of retaining and enhancing the heritage and conservation status of the town</b> centre, and <b>create a network of green infrastructure linked to the promenade and 'green' cycling/walking routes to other parts of the town. The town centre needs to be seen not in isolation, but in the context of both the town in particular and the wider District in general.</b>	status of the town centre should be emphasised in the key elements similar to the objective In Phase one of the MAAP Iterative Consultation April 2010 the following was a considered a key objective: <i>A Morecambe that makes the most of the <b>natural asset of the Bay</b> and it's <b>built heritage</b> and that has a strong sense of place, a clear identity and performs well as a <b>visitor destination</b>.</i> Change will be considered where to add the necessary line about the town centre needs to be seen not in isolation, but in the context of both the town in particular and the wider District in general.	<b>TEXT IN 3.1, 3.2 AND TO ACTION SET 1 (AS1)</b>
9.4	David Alexander	Local Resident	MAAP Key Proposals	In terms of the Key Specific Proposals, gives full support to keeping the key promenade space open and enhanced. It is important to preclude not only main town centre retail services, but also private residential development from the promenade space (page 5).	Support and comment noted.	
9.5	David Alexander	Local Resident	AS8	Considers the current Arndale centre is undoubtedly at the core of the town centre, but is a poor quality development that requires much improved refurbishment if it is to be an effective 'flagship' for Morecambe. With hindsight, it is interesting to speculate over the impact on the town centre of the Marine Road Retail (Morrison's) development on its edge- of -centre and the Sainsbury	Comment noted.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				development at Christie Park, well outside the town centre. Can any lessons be gained from these two developments?		
9.6	David Alexander	Local Resident		Considers it important to stress the Mary Portas High street initiative 'pilot' for Morecambe town centre. It should set Morecambe within the wide context of town centre decline and may assist in finding possible solutions that can help rectify the situation.	Comment noted. The Draft Plan refers to this on P.67 as an example of local capacity and initiative.	<b>NO CHANGE</b>
9.7	David Alexander	Local Resident	MAAP Document (General Comments)	Agrees that the MAAP must be reasonably deliverable to be meaningful, and should provide a clear and accepted vision and direction that will give as much discretion as possible to the private sector to invest and deliver.	Comment noted.	
9.8	David Alexander	Local Resident	MAAP Document (General Comments)	Suggests that if the proposed M6 Link, whose aims and objectives are primarily focussed on directing road-based freight traffic to Heysham Harbour, is to have any beneficial impact on central Morecambe, the MAAP must provide clear and transparent evidence in support. Similarly, if a possible Heysham 3 power station is to have some beneficial impact on central Morecambe, the MAAP must provide the evidence for this, taking account of the impact of the two existing Heysham power stations over the years (para.2.3).	The time of drafting pre dated final decision on this road proposal. The plan in its next and final draft form will reflect for this. It is agreed that it will not be enough to place sole reliance on the road link delivering regenerative improvements. There is little empirical evidence that such infrastructure of itself will deliver but can be an essential precondition. It is considered that the main implications for the plan are - how the likely benefits to perceptions of Morecambe as a place to live and invest in can be maximised - consequential measures required to optimise	<b>IN THE LIGHT OF THE FINAL DECISION ON THE LINK ROAD PROPOSAL CHANGES REQUIRED TO TEXT IN SECTIONS 2,3 AND 4.</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				.	<p>the transportation improvement e.g in improved onward highway signage, clarity as to parking choices and increased scope to de-tune the A589 (Marine Road)</p> <p>It is further considered that the draft planning policies and action sets capture what is needed but that the text of the plan will require various revisions to factor for the decision.</p>	
9.9	David Alexander	Local Resident	MAAP Document (General Comments)	<p>Whilst agreeing that the success of the MAAP is conditional on the body of planning policy for the District as a whole, directing investment towards urban areas and central Morecambe in particular, considers there does seem to be a heavy gloom emerging from the risks paragraph (2.4).The impact of a gloomy picture right at the start is unlikely to have a very positive impact on investors and developers. Some modification is probably in order here!</p>	<p>Comment noted. The tone is quite deliberate. The investment situation is grave and the plan must be about changing this. It would have been wrong not to describe the situation as it is at this stage of drafting as this must inform the final plan content. Correspondingly, many elements of the drafting are positive, pointing up significant opportunities. The implication being that if the plan in its final form sets to take these then there will be lesser need to highlight in the content what is negative. The plan in its final form will be part an advocacy document for use in attracting investment and yes the content will need to strike the right balance</p>	<b>THE TEXT E REVIEWED AND APPROPRIATE CHANGES MADE.</b>
9.10	David Alexander	Local Resident	MAAP Document (General Comments), SP4	<p>As far as the Action Area Plan is concerned, gives full support for the option of 'directed regeneration'. However, it is important to consider that central Morecambe is the town centre for over 44,000 local residents</p>	<p>The point is noted and agreed with in significant part. Not agreed is the contention that the visitor function is (to use the same analogy) purely one of icing, rather it is an integral and key ingredient of the cake. It is considered that</p>	<b>CHANGES REQUIRED TO TEXT IN SECTION 3 TO CLARIFY THE</b>



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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				and not solely a focus for visitors to the town. While visitors may be the icing on the cake, the day-to-day functions of the town centre are principally for local residents.	the town centre should cater for and offer to both residents and visitors.	<b>ROLE AND VISION FOR THE TOWN CENTRE.</b>
9.11	David Alexander	Local Resident	MAAP Document (General Comments)	Proposes that while it is important to stress the importance of positive investment in central Morecambe, there is a need to consider what kinds and types of development are wanted by local people and visitors. What types of retail/commercial services are currently absent or poorly represented, and for which people are currently forced to look elsewhere( Lancaster, beyond or on the internet).Managing and maintaining streets is important and it would be useful to know what response to the MAAP has come from property landlords and managers. How successful might it be to work with private businesses over toilet provision to replace closed public provision? (para.3.2).The issue of using buildings above the shop front levels needs to be addressed.	Agreed but it is considered that the plan as drafted includes for these points.	<b>NO CHANGE</b>
9.12	David Alexander	Local Resident		Considers it is important to provide for local residents accessing town centre services by bicycle and not give priority in the town centre to cycling leisure use (para.3.3).	Comment noted but the plan as drafted provides for this.	<b>NO CHANGE</b>
9.13	David Alexander	Local Resident		Views that there is clearly a strong division of opinion over whether residential	Comment noted.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				development should be allowed on the promenade. Such is not only directly in conflict with the priority for leisure and recreation use on the promenade, but also undermines residential development and regeneration elsewhere within the town centre and more widely within Morecambe (para.3.5).		
9.14	David Alexander	Local Resident	DO1, AS7	Considers that the concept of a Morecambe Bay discovery and heritage centre on the promenade is a sound one that should be pursued. An outdoor concert venue on the former Bubbles site might undermine the full restoration and development potential of the Winter Gardens complex which is currently advertising for a two-year development director. However ,this might be an idea to develop in conjunction with the Winter Gardens (para. 3.5).	Comment Noted. POLICY D01 covers for the opportunity of such a centre and this is picked up further in AS7., The MAAP team are in contact with the Winter Gardens Trust.	
9.15	David Alexander	Local Resident	AS8	Considers that travel and transport is the starting point for any full analysis of a functioning town centre. The MAAP does appear to place strong emphasis on car drivers and parking facilities, at the expense of a more balanced, greener and more sustainable coverage of public transport( bus, train,taxi,cycling and walking)	Transport and how people move around central Morecambe has been the starting point for much analysis work to prepare the plan including via community engagement. It is accepted that the document places much emphasis on addressing on vehicle traffic , its management and parking . However this is because these are aspects that are fundamental to how central Morecambe is today, impacting on the urban fabric, peoples's	<b>MAKE MINOR REVISIONS TO TEXT IN SECTIONS 3 AND 4 AND TO AS8</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					amenity and impairing functionality. This is not to diminish the importance of other transport modes. The Draft addresses issues of pedestrian amenity and movement in much depth and it is considered gives a balanced coverage of other modes including specifically bus services in AS12 and rail services in AS3. Minor revisions are however warranted including to give a little more coverage to taxi issues and further coverage is in the transport topic paper.	
9.16	David Alexander	Local Resident	MAAP Document (General Comments)	Contends that the proposed M6 Link is not primarily aimed at improving central Morecambe and reference to it needs to provide the necessary transparent evidence that it will benefit the town centre.	The link is strategic infrastructure and will impact on the functionality of the town and its attraction as a place to live and work in. The action plan must be concerned to facilitate and optimise any benefits but no purpose is served in trying just to evidence that there will be benefits	<b>NO CHANGE</b>
9.17	David Alexander	Local Resident	MAAP Document (General Comments)	Strongly supports the view that parking provision is so convenient as to actually limit footfall. Many people wish to park as close as possible to a shop they wish to visit and walk as little distance as possible. This is not healthy in terms of the use of town centre land and its value, the impact on the urban fabric or indeed the impact on an individual's health and wellbeing (para.3.8).There is full agreement on the need for a better balance over parking provision, with LESS town centre land given over to parking.	Support and comments noted.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
9.18	David Alexander	Local Resident	MAAP Document (General Comments)	Suggests that the relatively new rail and bus stations, adjacent to each other, provide a positive potential for improved and increased use. It is vital that both bus and rail waiting areas are accessible to passengers through a large part of the day and that Northern Rail is encouraged to activate the already installed display screen for train departures and information. The Lancaster-Morecambe and District Rail Action Group could be a useful partner over this issue(para.3.8)	Comment Noted	<b>NO CHANGE</b>
9.19	David Alexander	Local Resident	MAAP Document (General Comments)	Agrees as to plan implementation, monitoring and review, that much is down to local people having the will to make things better. Strong support needs to be given to the Mary Portas pilot for the town centre, in the hope that it will not only encourage local people to support town centre retailers( e.g. the new Lodge Café), but also spark a niche market in 'localism' that local businesses can invest in.	Support and comments noted.	<b>NO CHANGE</b>
9.20	David Alexander	Local Resident	MAAP Document (General Comments)	In conclusion, and with hindsight, how far have the edge of centre retail park (Morrison's) and the development of Sainsbury on the old Christie Park football ground, increased the fragility of Morecambe town centre? The Morrison's site can be included in an enlarged heart of the town centre, but it is difficult to see	Comment noted	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				what can be done with the Sainsbury site that might help Morecambe town centre in any way.		
9.21	David Alexander	Local Resident	MAAP Document (General Comments)	Considers that while day visitors remain a useful and at times important ingredient within the mix of people using Morecambe town centre(it is difficult to know exactly how much they spend and what it is that they buy),it is primarily as a focus for over 44,000 local residents that the town centre should essentially be seen. As a local resident, there are many items that I would much prefer to be able to buy in Morecambe town centre, that are simply unavailable. I am forced to make the journey to Lancaster or beyond. More town centre regeneration should be seen as a key element in creating a more 'self-sufficient' Morecambe that could supply its local residents and reduce some of the unnecessary travel that not only adds to traffic congestion and environmental problems, but also takes money out of the local economy.	As per 39.2	<b>As PER 39.2</b>
9.22	David Alexander	Local Resident		Asks which particular audiences will the MAAP target? The issue of encouraging a wider social mix of people, both residents and as visitors is sensitive, but the more varied spending powers and cultural	Comment noted	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				interests that could result, can play a significant part in town centre regeneration.		
9.23	David Alexander	Local Resident	MAAP Document (General Comments)	Considers that the historical assets of the town should include both literary and personality associations that can also act as regeneration catalysts (Alan Bennett (Sunset across the Bay), Eric Morecambe (and his surviving family), Albert Modley, Thora Hird and Victoria Wood.	Comment noted	<b>NO CHANGE</b>
9.24	David Alexander	Local Resident	MAAP Document (General Comments)	Suggests that a local design competition for the areas of public realm in the town centre would act as a valuable catalyst to encourage greater local participation.	Competitions can encourage participation but are resource intensive and must be carefully framed and managed so as not to over-raise expectations.	<b>NO CHANGE</b>
9.25	David Alexander	Local Resident		Notes the initial emphasis on office development within the town centre seems to have been dropped. Asks would this not be a valuable diversifying element for a regenerated town centre?	Agreed that the role of the office sector and potentials for office development is not as salient as it might be notwithstanding 3.1, 3.6, 3.9 and SP4	<b>MINOR REVISIONS TO SECTION 3.6 TO STRENGTHEN COVERAGE</b>
9.26	David Alexander	Local Resident		Suggests that a community profile of central Morecambe and the ways in which adjacent residential areas make use of their town centre would add a valuable local dimension to the MAAP.	Comment Noted. The 2011 Movement Survey and community engagement has generated valuable evidence. A community profile is another tool available.	<b>NO CHANGE</b>
9.27	David Alexander	Local Resident	MAAP Sustainability	Supports the view expressed (para.4.2, page 38) that the emphasis on traffic circulation and signage 'may encourage	Comment Noted	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
			Appraisal	more people to access/move around the town via private car, rather than more sustainable modes of transport'. There should be a reconsideration of the wider implications of any traffic circulation and signage change.		
9.28	David Alexander	Local Resident	MAAP Sustainability Appraisal	Agrees with the recommendation for improving the effectiveness of a network of Green Infrastructure (GI) across the town centre, notably the connectivity of a network of greener spaces and the high quality of sustainable design including energy efficiency measures. It is also important to stress the new designation of the Morecambe Bay Nature Improvement Area, which extends effectively from Ulverston to Garstang and sweeps across Morecambe (para. 4.3.1).	Comment Noted	<b>NO CHANGE</b>
9.29	David Alexander	Local Resident	MAAP Sustainability Appraisal	Agrees to positive encouragement for pedestrians and cyclists to easily access the town centre, thus encouraging healthy lifestyles and activity levels. The network of pedestrian routes should link the town centre with the surrounding neighbourhoods in a similar way to that of the Lancaster-Morecambe Cycleway. Such routes could also be part of a network of green infrastructure (para.4.3.2).	Comment Noted	<b>NO CHANGE</b>
9.30	David Alexander	Local Resident	MAAP Sustainability	Strongly supports the importance of new development relating well to the heritage assets, including the Midland Hotel and the	The Scoping Report 2010 explained that the action plan would not directly address issues of shoreline management including spartina	<b>MAKE MINOR REVISIONS TO TEXT IN</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
			Appraisal	Winter Gardens. Interestingly, there is nothing about the important use of the water space which links directly with the promenade and has the potential of being an added attraction for visitors and residents alike. Reference to a maritime dimension ought to be included in the MAAP. Attention should be drawn to the encroaching areas of Spartina grass, which may well bring about a shoreline devoid of open water in the not too distant future, in the same way that it has for Grange-over-Sands (para.4.3.4).The geographical setting of Morecambe is its greatest asset.	encroachment which is otherwise in the remit of the shoreline management planning process. The plan should however make clear the linkage to this and need for the conservation and management of the shoreline and wider bay environment. Other comments noted.	<b>SECTIONS 2 AND 3</b>
9.31	David Alexander	Local Resident	MAAP Sustainability Appraisal	Strongly supports the historic value of the town centre's assets and conservation areas (para.4.3.5).	Comment Noted.	<b>NO CHANGE</b>
9.32	David Alexander	Local Resident	MAAP Sustainability Appraisal	Gives strong support for the rationalisation of the oversupply of parking within the town centre.	Comment Noted.	<b>NO CHANGE</b>
10.1	David Croxall	Morecambe Town Council	DO1	Supports the ideas proposed but questions whether planning policy is flexible enough to consider the provision of water facilities in the Battery Area and how these would fit into the Morecambe Area Action Plan.	The policy approach set in DO1 is considered sufficiently flexible and enabling. Support and comment otherwise noted.	<b>NO CHANGE</b>
10.2	David Croxall	Morecambe Town Council	DO2	Does not support "residential" accommodation on the Promenade adjacent to the Midland Hotel and instead recommends a focus on leisure uses as the	Position and comment Noted.	<b>NO CHANGE</b>



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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				Council would not wish to see a precedent set for this important area of the town and believes that more appropriate development sites exist within the town for residential development.		
10.3	David Croxall	Morecambe Town Council	DO6	Does not support further hotel development in this area as other more suitable sites exist within the town .	Position and comment noted.	<b>NO CHANGE</b>
10.4	David Croxall	Morecambe Town Council	DO2	Asks to clarify the meaning of the statement “passive surveillance” and the Town Council remains concerned as to the impact of future development on this key Promenade site	What is meant is that any design for above ground floor level should ensure there can be ‘eyes on the street’ with windows faced onto the street. Passive surveillance helps pedestrians perceive streets as safer . Streets and areas that feel safe are more likely to foster social encounters and activity.	<b>NO CHANGE</b>
10.5	David Croxall	Morecambe Town Council	DO3	Recommends that the Library requires a new access directly from the Market Street car park.	There is pedestrian accessibility but effectively only by default. It could be directly designed in and so more pleasant and legible. DO3 and AS8 cover.	<b>NO CHANGE</b>
10.6	David Croxall	Morecambe Town Council		The City Council be requested to work in consultation with the Town Team in respect of the development of this part of the Action Plan	The council continues to work with and help facilitate the Town Team	<b>NO CHANGE</b>
10.7	David Croxall	Morecambe Town Council	DO3	Supports improving facilities for Community Use in the DO3 area as a way of increasing footfall and securing an increase in usage of the Library.	Support and comment noted.	<b>NO CHANGE</b>
10.8	David Croxall	Morecambe Town Council	MAAP Document (General	Whilst the Town Council accepts the comments regarding “no net loss to car parking space”, it urges consideration of	A well sited and well designed multi-story car park would benefit the town and help offset for reductions in car parking elsewhere. The	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
			Comment s)	the Market Street Car Park and the current car park adjacent to the British Telecom building (which had not been included within the Area Action Plan area) as a prime site for a multi storey car park.	potential for this has been considered in the plan making process but it is evident that a stand alone multi-storey development would not be viable, rather only perhaps as part of a wider and more substantial development. Policies D03, DO4 and DO5 provide for this.	
10.9	David Croxall	Morecambe Town Council	DO4	Supports the proposals although it would not wish to see the site utilised for residential development and believes the site would be more suited to car parking, appropriate leisure/retail use and public/community space usage. Further considers the area could be utilised to increase the current retail offer in the town whilst recognising the close proximity of several private residences. Urges work to this area to be undertaken as soon as possible due to its close proximity to the Town Team area and need to tidy up the appearance of this part of the town.	The broad thrust of the comment is agreed with but it is not possible for planning policy to preclude residential development in this particular location. Many uses are appropriate in planning terms given the town centre location and it is up to the landowner(s) to make proposals.. It is agreed that an early decision on the future of this presently under used car park is required and if this use is retained investment is required to improve it, if not the council should actively seek to facilitate development here consistent with the plan. Other aspects of the comment are noted.	<b>NO CHANGE</b>
10.10	David Croxall	Morecambe Town Council	DO6	Opposes the 9(former Frontierland) site being used for predominantly housing use as this is probably the most significant development site in the town if visitors are to be encourage back to the town in significant numbers and would instead recommend that the site be utilised for predominantly leisure/retail use.	Throughout the plan making consultation process this site has often been suggested for a number of tourism related activities however none of these suggestions stack up economically. Also, though it is important to grow tourism there are additional considerations As an example it is considered important to reinforce the town centre and not to over-elongate what is on offer in spatial terms. Having regard to the character of the surrounding area and the plan objectives, the	<b>NO CHANGE</b>

## Consultation Statement

ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					site is considered to have significant potential for residential development.	
10.11	David Croxall	Morecambe Town Council	MAAP Document (General Comments)	Asks to consider measures to reduce traffic congestion in the area between the Central Drive roundabout and the Aldi Shop entrance.	The management of the Highway network within the District is primarily the responsibility of Lancashire County Council. The comments raised will be passed on the relevant officer at the County Council.	<b>NO CHANGE</b>
10.12	David Croxall	Morecambe Town Council	MAAP Document (General Comments)	Urges to consider enhancing existing pedestrian crossings rather than providing new crossings which could further exacerbate traffic flow. [examples by the former Frontierland area]	Any development proposals for the former Frontierland site will be considered on their merits however it is thought necessary that any redevelopment should include a draw in from the promenade. Policy D06 states 'good provision for pedestrian crossings' this does not necessarily mean a traffic lighted crossing, this could be changes in the highway to slow the traffic down or changes in material to make the vehicle drivers to slow down and think. Currently 'cars are king' along the length of Marine Road and this thinking needs to change to allow pedestrian to feel comfortable and safe crossing the road.	<b>NO CHANGE</b>
10.13	David Croxall	Morecambe Town Council	D06	Would only support additional car parking on this site if it was ancillary to any proposed leisure use.	Policy D06 is to ensure that any public parking is ancillary and not the main use.	<b>NO CHANGE</b>
11.1.	Geoff Walker	Local Resident	D06	Asks that the site be cleared and opened up & used - if only for a car park, with a few flower borders. Anything is better than the boarded up monstrosity presently on the promenade.	The draft policy seeks a sustainable and beneficial use of the privately owned site.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
11.2	Geoff Walker	Local Resident	DO2	Advocates clearing the whole area on the landward side of the promenade between Northumberland Street & The Platform for good quality mixed development of retail, bars, restaurants & some private high value apartments, plus undercover parking.	Comment noted. Notwithstanding what is suggested the comment assumes powers and influence way beyond that available to public bodies. The planning approach set via DO2 is reasonably deliverable..	<b>NO CHANGE</b>
12.1.	Angela Atkinson	Marine Management Organisation	SP3, DO1,DO2	Concerned that these policies make no mention of the MMO or Marine Policy statement .	It is agreed that the plan should make key linkages to other planning elements and activities but mindful that it is a plan and not a compendium.	<b>CHANGES REQUIRED TO TEXT IN SECTION 2 TO BETTER DESCRIBE THE MARINE CONTEXT.</b>
12.2	Angela Atkinson	Marine Management Organisation	General	Encourage local authorities to refer to the Marine Policy Statement for guidance when developing their local planning policies	Comment noted.	<b>NO CHANGE</b>
12.3	Angela Atkinson	Marine Management Organisation	General	Advises that a marine licence may be needed for activities involving a deposit or removal of a substance or object below the mean high waters springs mark or in any tidal river to the extent of the tidal influence. Any works may also require consideration under The Marine Works (Environmental Impact Assessment) Regulations 2007 (as amended) and early	Comment noted.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				consultation with the MMO is advised.		
13.1	Dr C Finnerty	Local Resident	General	Congratulates the team who wrote the MAAP on a very well presented document and what seems to have been a real effort to involve people in the discussion.	Support and comment noted.	<b>NO CHANGE</b>
13.2	Dr C Finnerty	Local Resident	D02	Is wary of the wording of D02 regarding the possibility of residential accommodation on the seafront; ancillary to leisure uses this could be interpreted as meaning holiday homes – either second homes or rented out. This is not to suggest that I am against an extension to the offering by the Midland hotel, just that the design of any such development must preclude it being suitable for permanent residence or individual ownership.	Agreed that the wording is open to interpretation and a small revision is required to clarify..	<b>REVISION TO WORDING OF POLICY D02 TO REPLACE “RESIDENTIAL” WITH “HOLIDAY”.</b>
7.1	Karen Lloyd & Cath Proudlove	The Wave' Project		In order to create and sustain economic development, any plans need to encourage visitors who come to the area to spend money. Have tabled a proposal for a new major arts building for Morecambe. Propose a major new gallery for the north of England region on the former Bubbles site, housed in a superb new building, would offer the hook to keep cultural visitors returning. In addition it could be used in such a way as to sustain significant	This contained a very outline proposal and was noted. It is understood that the proponents will seek to work this up further and the council is available to advise. Draft Policy D02 in principle accommodates such a proposal.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				use by the local populace/ community. It could be a multi-use building offering great indoor and outdoor space to appropriate agencies – so not just an art gallery, but a “Birds of Morecambe Bay” centre, community education centre, outdoor multi-use space etc etc. It would inevitably take some years for the whole project to come to fruition. A programme of related activities housed in temporary structures on the seafront could be initiated very soon to attract visitors and generate interest and support for the project.		
8.1	Bob Bailey	Heaton with Oxcliffe Parish Council	MAAP Document (General Comments)	Recognises the thoroughness of the Morecambe Area Action Plan and agrees with its approach and broad conclusions	Support and comment noted	<b>NO CHANGE</b>
8.2	Bob Bailey	Heaton with Oxcliffe Parish Council	MAAP Document (General Comments)	Contends that if as stated the stakes are high.... the Vision behind the Plan needs to be bolder, more specific and more directive. Suggests Morecambe needs to develop quality indoor attractions – whether leisure, sporting, cultural, artistic, musical or educational – which are linked to, and capitalise upon, the external environment and which are unique selling points regionally, nationally and internationally. The District Council has	It is considered that the plan taken as a whole is radical notwithstanding it may not be seen to contain a stand out proposal. The plan recognises the need for attractions but that these cannot just be willed, rather must be worked for by making enabling changes to make central Morecambe more attractive a prospect for investors.. The plan does outline certain concepts and exhorts the public sector to work hard to facilitate investment. But it is primarily to the private sector that Morecambe	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				access to two local universities which could assist it in developing such concepts. The District Council should identify strategies for creating interest from possible investors in particular developments and indicate ways in which it would wish to facilitate action to bring about the developments.	must look for this. It is agreed that the plan should include for how the two universities might be drawn in further to support regeneration.	
9.1	Rose Freeman	The Theatres Trust	DO5, AS8 & AS11	Asks to be kept informed and consulted on any development affecting the Winter Gardens as mentioned in Policies DO5 Festival Market, AS8 Town Centre and AS11 (development of off-street parking areas including the Winter Gardens car park).	Comment noted.	<b>NO CHANGE</b>
10.1	Wayne Hemmingway	Hemingway Design	MAAP Document (General Comments)	Suggests that one of the possible answers to Morecambe's resurgence lies here [Margate] with the tremendous success being achieved from the opening of The Turner Contemporary. Cultural , arts led regeneration works time and time again. Shops and retail very rarely do !	Comment noted.	<b>NO CHANGE</b>
11.1.	Kate Grimshaw	Corporate Property Group, Lancashire County Council	DO3	Concerning Morecambe library - there are plans to share the building as a library/community hub and super satellite for the Young People Service. It is considered that improvements to the paths and exit/entrances to the library car park (owned by the City Council) would be	The county council will be asked to contribute further information and officers of the respective councils should work together to achieve the improvements sought as per AS8.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				extremely beneficial as at present the pedestrian exit from the car park to the library/shopping centre is nowhere near the entrance to either.		
12.1.	Jeremy Pickup	Environment Agency	MAAP Document (General Comments)	Overall supports the proposed approach to provide a framework to facilitate and manage development and change within central Morecambe over the next ten years or so to 2023/4.	Support and comment noted.	<b>NO CHANGE</b>
12.2	Jeremy Pickup	Environment Agency	AS1	Pleased to see that Policy AS1 Managing and Maintaining Streets and Spaces will focus on improving the existing green spaces.	Support and comment noted.	<b>NO CHANGE</b>
12.3	Jeremy Pickup	Environment Agency	AS1	These areas [AS1] should include Green Infrastructure (GI) such as green roofs, walls, greenways, swales and ponds which can provide many environmental, social and economic benefits and services to communities	Comment noted. It is considered however that the very dense urban fabric of the plan area taken together with weather factors and certain approaches such as green walls not yet proven as sustainable does greatly limit what might be achieved. Notwithstanding this the aspiration is agreed with in principle and while the Plan itself can do little to advance in this regards the council's companion Development Management DPD does so.	<b>NO CHANGE</b>
13.1.	Kathy Mashiter	Media Choices	AS5	Asks why has the one Car Park (no 2) between the Clock Tower and Eric's statue been highlighted to turn into open space. Business people need access to the Banks so getting rid of the nearest available Car Park to the Banks seems narrow minded	Comment noted. The proposed changes to the Clock Tower car park are part of a wider range of measures to encourage more pedestrian movement. Car park no 2 was laid out in the mid 1990s. Prior to this the area was predominantly lawned open space.	<b>NO CHANGE</b>



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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					<p>The car park undoubtedly must give benefit to convenience trading and services in the immediate vicinity - and also to the city council in charged income. But it constrains very significantly movements of pedestrians to and from the seafront into the main trading part of the town and this is to the detriment of the centre and its economy. People are not readily and safely enticed off the promenade. This is because the car park use and its layout, in conjunction with the physical impediment of the wave reflection wall and Marine Road itself which is highly trafficked all serve to obscure and put people off accessing the centre via Euston Road – the main way in for pedestrians. The wall and the car park layout force indirect pedestrian movements via space trafficked with vehicles. This is not as safe as it should be. This problem is not confined to this locality but is perhaps the worst example. In effect car park no 2 serves to half strangle the town centre of the footfall it needs and the benefit that it gives is for a few at the expense of the many. As the promenade, beach, views and Eric Morecambe are what bring people to Morecambe these assets need to be enhanced and take better advantage of. Creating an open space at this point would much better announce the town centre from the seafront. It would signal to the pedestrian or cyclist that this is the point to stop and move into the town. This proposal</p>	

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					<p>would broadly return the space to the position prior to the 1990s and Further, the space would be designed to allow it to double up as a community performance space. Morecambe currently has numerous festivals throughout the year however they in general fail to integrate well with the main trading areas. Space here for performance could only help support the town centre. Yes loss of parking might disadvantage some trading but there is much parking in the vicinity and losses can be mitigated by increasing parking space provision close. Also, the proposal gives opportunity to design in a coach / bus drop off immediately at Euston Road – which can only benefit trading.</p> <p>This is very much a proposal for the greater good.</p>	
13.2	Kathy Mashiter	Media Choices	MAAP Document (General Comments)	Asks for more support for small businesses, at least the continuation of the Rate relief will encourage those that take the first step.	Comment noted.	<b>NO CHANGE</b>
14.	Eunice Harrison	Local Resident	DO2	Proposes the land be used for entertainment for visitor attractions and help bring the town back to its former glory	Comment noted.	<b>NO CHANGE</b>
15.1	Kristian Marsh	Highways Agency	MAAP Document (General Comment)	Do not raise any further comments regarding the document.	Comment noted.	<b>N/A</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
			s)			
15.2	Kristian Marsh	Highways Agency	MAAP Document (General Comments)	Says sufficient safeguards are in place to ensure that any impacts that may come from the rejuvenation of Morecambe will be adequately assessed and mitigated against as required	Comment noted.	<b>NO CHANGE</b>
16.1	Chris Stebbing	Community Interest Company (Go Morecambe)	DO2	Proposes a designated festival area on the Arena should be introduced with Risk Assessments etc. already done so that it could be hired from the City Council for events quickly and easily;	Comment and advice noted and to be picked up as part of implementing actions identified in AS7	<b>NO CHANGE</b>
16.2	Chris Stebbing	Community Interest Company (Go Morecambe)	DO6	Raises concerns about the repercussions on the West End businesses;	An increased residential community close to the West End local centre should present a trading opportunity for local businesses. The plan highlights the need for any redevelopment of the site to include pedestrian linkages through to the West End that will assist.	<b>NO CHANGE</b>
16.3	Chris Stebbing	Community Interest Company (Go Morecambe)	AS5	Specifically re. decommissioning Marine Road Car Park 2. Contends this is not the place for a “high quality performance/events space” (see a) above) and surely there could be another place for “a dedicated pick up and drop off point for buses and/or coaches” e.g. by the RNLI centre or opposite the Winter Gardens. Also, many business people use this car park to access the Banks. Has anyone approached the Banks for their comments? If people have to carry money too far they will just bank elsewhere.	As per response to 13.1	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
16.4	Chris Stebbing	Community Interest Company (Go Morecambe)	MAAP Document (General Comments)	Notes the view on the Promenade is stated as being enviable. Asks to see a camera placed on the sea front which would give all year round views which would surely attract visitors to the area.	This has been raised a number of times and some discussions have taken place. It will be pursued.	<b>NO CHANGE</b>
16.5	Chris Stebbing	Community Interest Company (Go Morecambe)	MAAP Document (General Comments)	Applauds the proposals regarding improved public toilets, better signage, improving buildings and investment in the public realm. The consideration of discretionary business relief and free planning advice should assist regeneration. We particularly endorse keeping the main seafront from development other than for leisure/recreational enjoyment. Whilst we object strongly to the Urban Splash proposals, increased accommodation required for the Midland Hotel could be supported. It is agreed that a Heritage/RSPB Centre incorporating an entertainments venue would best suit the Headland area.	Support and comment noted.	<b>NO CHANGE</b>
16.6	Chris Stebbing	Community Interest Company (Go Morecambe)	AS11	Agrees that the town centre car parks definitely need redefining. Car parking charges do not encourage people to stay for long periods and off street free parking is readily available in the centre, again for short periods. Both West View Road Car Park and Telephone Exchange Car Park are underused as stated with the former badly needing upgrading. Cheap long stay rates should be introduced.	Support and comment noted.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
16.7	Chris Stebbing	Community Interest Company (Go Morecambe)	AS8	Wecomes the Town Centre proposals including Victoria Street and the environs are welcomed.	Support and comment noted.	<b>NO CHANGE</b>
17.1	Anne Chapman	Local Resident	MAAP Document (General Comments)	Supports development of the car parks identified, but these developments should not be required to provide replacement provision as there is an oversupply of car parking in central Morecambe.	General support and caveat noted but to contend that there is an over supply is to oversimplify. Considerations of supply must look at a range of factors including the location, quality and pricing of parking. Notwithstanding this it is agreed that on very many days, taken in the round there can be said to be an over supply while conversely on certain days people perceive demand to exceed the available capacity. There is a balance to be struck in car park supply and achieving this involves quite complex considerations, This will be worked through via the Joint Plan as per AS11	<b>NO CHANGE</b>
17.1	Gareth Glennon	Peacock & Smith on Behalf of WM Morrison Supermarkets PLC	SP4, DO6	Client recommends that the town centre boundary should be amended to include the former Frontierland site, which has the potential to perform an important role as part of the wider town centre. Alternatively , should the council disagree with our statement and seek to change the town centre boundary in order to limit the expansion of the town centre, it is requested that careful consideration is given to the extent of the boundary changes. Expresses the view that the Morrisons store should remain within any	The proposal is made after very careful consideration to help control development change in a way so as not to over-extend the or over-elongate the town centre which risks diffusing it even further and so weakening its cumulative attraction. The proposal is consistent with the objective of a tighter, more consolidated town centre as per the spatial approach set in 3.1. It is agreed that the Morrisons store is important to the vitality and viability of the town centre but as a closely related ancillary element that feeds footfall into the centre and not part of it. It is best	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				revised boundary change to reflect the store's importance to the vitality and viability of the town centre	considered a well located edge of centre store that offers many potentials and by no means yet fully realised to support the vitality and viability of the town centre, Topic Paper 5 considers these aspects more fully and AS9 makes relevant proposals.	
17.2	Gareth Glennon	Peacock & Smith on Behalf of WM Morrison Supermarkets PLC	DO6	States that the redevelopment of the site for predominately housing as outlined on page 56 of the AAP is overly prescriptive and does not allow for alternative uses. Therefore requests that the reference to the use of the site predominately for housing is removed.	Position noted but it is considered that Policy DO6 as framed gives clear direction and certainty as to the council's preferred disposition of uses for the site and which includes for and indeed encourages a proportion of commercial uses to Marine Road albeit ancillary to the use of the majority of the site for residential purposes.	<b>NO CHANGE</b>
18.1	Andrew Hewitson	Lancashire County Council	MAAP Document (General Comments)	Suggests the plan would benefit from a greater emphasis placed upon the benefits of working proactively, flexibly and positively with partners.	Comment noted. Whilst it is considered the Draft does make very clear that the beneficial regeneration and change required can only be achieved through concerted and collective and partnership action emphasis on this might be strengthened.	<b>MAKE MINOR REVISIONS TO TEXT IN SECTIONS XXX</b>
18.2	Andrew Hewitson	Lancashire County Council	MAAP Document (General Comments)	Gives support and the draft plan's promotion of stronger links between the promenade and the shopping area.	Support and comment noted.	<b>NO CHANGE</b>
19.1	Janet Baguley	Natural England	AS1	Recommends that the action set also aims to extend the number of greenspace areas within the plan area.	Comment noted but the scope for this is very limited and reasonably only achievable as part of well designed redevelopment. The policy element provide for this.	<b>NO CHANGE</b>
19.2	Janet Baguley	Natural England	MAAP Document	Recommends the use of ANGSt as a tool for helping to ensure adequate provision of	Comment noted.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
			(General Comments)	accessible natural greenspace		
19.3	Janet Baguley	Natural England	AS3	Pleased to see that the key actioned proposed include: investment in a high quality public realm - streets and spaces - including addressing existing routes and establishing new connections and spaces, and further improvements to the Greenway	Support and comment noted.	<b>NO CHANGE</b>
19.4	Janet Baguley	Natural England	SP3	Supports the policy wording	Support and comment noted.	<b>NO CHANGE</b>
19.5	Janet Baguley	Natural England	DO1	Strongly supports the policy wording which will not permit any proposals that would result in a negative impact on the environment of the Bay and its integrity as a Natura 2000 Site or European Marine Site	Support and comment noted.	<b>NO CHANGE</b>
19.6	Janet Baguley	Natural England	AS7/ DO2	Identifies that the supporting text suggests that previous consultation has suggested that this area must include open spaces, including greenspaces. We would suggest that the Action Set would benefit from clearly stating that open spaces, including green spaces will be enhanced. MAAP Policy DO2 Strategic Leisure - Seafront Headland, Central Promenade - We strongly support the policy wording which will not permit and proposals that would result in significant adverse impact	Comment re AS7 noted and it is agreed that this point might be made more salient. Support and comment noted re. DO2.	<b>MAKE MINOR REVISIONS TO TEXT OF AS7 OTHERWISE NO CHANGE.</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				no the environment of the Bay and its intergrity as a Natura 2000 site or European Marine Site.		
19.7	Janet Baguley	Natural England	AS9	Supports the proposal to improve access to the Lancaster - Morecambe cycle path "Greenway".	Support and comment noted.	<b>NO CHANGE</b>
19.8	Janet Baguley	Natural England	MAAP MONITORING	Asks to see monitoring being developed that will access for any potential effects in the Morecambe Bay SAC/SPA and Ramsar Site. We suggest that the monitoring measures for the sustainability appraisal of the AAP could be used, as this has already proposed indicators that cover this issue.	Comment and suggestions noted.	<b>MAKE MINOR REVISIONS TO TEXT OF XX</b>
20.1	Ian Hughes	Local Resident	MAAP Document (General Comments)	States is perpetually amazed at the short-sighted view that a beach is more important than a major attraction	Comment noted. It is not agreed that this is short sighted view. Morecambe's fantastic setting on the Bay and the experience and views available at the seafront are its greatest asset. It is the prime reason people have for living in and for visiting the town. The main beach together with the wider promenade extending over several miles makes for a massive asset and leisure and recreation resource. As identified in the MAAP there are a number of Development Opportunity sites available in the town that could accommodate a investment in and development of a major attraction without recourse to claiming land from the shore and marine environment	<b>NO CHANGE</b>
20.2	Ian	Local Resident		States is incensed and outraged that LCC	Comment noted.	<b>NO CHANGE</b>



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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
	Hughes			and the Lancs Tourist Board have decided to just “promote simple pleasures and nostalgia” in Morecambe , that is just selling us down the river for an easy life		
20.3	Ian Hughes	Local Resident	AS8	If the Barclays Bank building is such a draw for people into the shops, asks why the plan is looking for better ways of getting people into the shopping area?	The Barclays Bank is a key building in revealing Euston Road as the main pedestrian connection from the seafront into the town – but on its own not enough. One of the key elements of the plan is to seamlessly integrate the seafront with the retail area to encourage pedestrians to move between the two areas. A clear network of routes or paths allows an easily useable series of connections between places. Views and vistas aligned with key buildings are particularly useful to the visitor along these routes. The most memorable routes are often those with varied sequence of long and short views, terminated with landmarks. The Barclays Bank building terminates an important view, however as is identified in the MAAP document the physical routes to and from the promenade to the area in front of the bank are not easily identifiable. The pedestrian has to overcome a number of obstacles to get to the pedestrian crossing. In particular pedestrians are directed off the promenade immediately into the entrance of a car park. The building works as the draw but clear and easy navigable routes to and from the seafront are necessary.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
20.4	Ian Hughes	Local Resident	MAAP Document (General Comments)	Suggests using the technique they use at international rugby matches where they print in such a way (perspective) on the pitch that it looks like it's standing up... or really good pavement art...(maybe not, the above would be easy to repaint from time to time,)	Comment noted and is an artistic approach that can be encouraged. The use of public art should be one ingredient in rejuvenating Euston Road.	<b>NO CHANGE</b>
20.5	Ian Hughes	Local Resident	MAAP Document (General Comments)	Suggests that a camera be mounted on the Midland roof showing live views across the Bay on their websites...especially for sunsets. Contends this will be simple, cheap and very effective.	Response as per 16.4.	<b>NO CHANGE</b>
20.6	Ian Hughes	Local Resident		Contends that statements like "starved of private investment, chronically low investment, economy very constrained and more are a very sad indictment of the lack of vision, leadership and investment in Morecambe over the years..."	Comment noted.	<b>NO CHANGE</b>
20.7	Ian Hughes	Local Resident	MAAP Risks	References his proposal for a symposium to muster the maximum amount of support possible, support from key stakeholders who understand the dynamics and economics of our Town who can help to build a realistic and sustainable framework to address problems and move forward.	Plan preparation has involved continuing meetings with interested stakeholders. The earlier focus had been with community /group organisations eg. Morecambe Town Council, Bay Tourism Association and Morecambe Winter Gardens Preservation Trust and others. Later with a number of key/ large landholders / businesses or stakeholders within the centre have taken place: <ul style="list-style-type: none"> <li>• English Lakes Hotels</li> <li>• Festival Market – manager and traders</li> </ul>	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					<ul style="list-style-type: none"> <li>• JAP Ltd (Arndale Centre owners and manager)</li> <li>• Johnny’s Entertainments (Tyneside) Ltd</li> <li>• Lancashire Police</li> <li>• Lancaster City Council Property Services</li> <li>• Lancashire County Council Highways</li> <li>• Lancaster Strategic Partnership – Economic Thematic Group</li> <li>• Morecambe Town Council and Town Plan Steering Group</li> <li>• Morrisons</li> <li>• Northern Rail</li> <li>• Robert Aitken Museum Designs</li> <li>• Stagecoach</li> <li>• Tesco</li> <li>• Urban Splash</li> </ul> <p>It should be noted that the council cannot disclose certain discussions because the stakeholder requires these to be private and / or there are matters of commercial confidentiality.</p>	
20.8	Ian Hughes	Local Resident	MAAP Document (General Comments)	Suggests the Draft does not match up to what is required for a regeneration area of sub regional importance. Cites that the area should be of national and even international importance. The Bay is of international value ecologically plus we are surrounded by National Parks and AONB’s of national importance	The “sub regional status” referred to and concerning regeneration is a separate matter to the environmental status of the bay and that is of international importance to wildlife.	<b>NO CHANGE</b>
20.9	Ian Hughes	Local Resident	MAAP Document	Reference to the statement that (Pg3): “Morecambe has the makings of a huge	Comment noted.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
			(General Comments)	competitive advantage simply unavailable to very many other towns” if so why are we not thinking ‘huge’ to exploit it?		
20.10	Ian Hughes	Local Resident	MAAP Document (General Comments)	Contests the statement (Pg3): “The seafront attracts huge numbers of day visitors at very many times of the year as emotive and subjective, a wildly extravagant claim takes issue with. During festivals, maybe, certainly NOT all year round.	Comment noted. It is agreed that activity at the seafront is very variable - by time and weather . The point being made is that it can and does attract large numbers on many days through the year and this presents a huge opportunity.	<b>MINOR CHANGE TO TEXT IDENTIFIED TO CLARIFY THE POINT</b>
20.11	Ian Hughes	Local Resident	MAAP Key Elements	Notes (Pg3): “...false dawns and disappointments” and suggests this breeds apathy and that the plan is not ambitious enough, nibbling around the edges will not do it	Comment noted but it is considered that the plan taken as a whole is radical notwithstanding it may not be seen to contain a stand out proposal.	<b>NO CHANGE</b>
20.12	Ian Hughes	Local Resident	MAAP Key Elements	Reference to (Pg4): “...make more for people to enjoy” asks are we talking “simple pleasures and nostalgia” again here? Or meaning creating, facilitating the creation of or encouraging the creation of attractions, including all year round and all-weather facilities. Contends that Morecambe with its fascinating history, geology, ecology (marine and terrestrial), topography, geography, archaeology does not have a high class heritage centre is a travesty. Also that the Winter Gardens under perpetual mismanagement (30 years) is still not fully restored and that the town’s only entertainment venue is a converted train station with a derisory	Comments noted. Also it is pointed out that the Winter Gardens Preservation Trust is entirely volunteer run and is always looking for new volunteers. The city council and others provide support as appropriate.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				capacity is criminal.		
20.13	Ian Hughes	Local Resident	MAAP Key Elements	Reference to (Pg 4) ....There should be a 3 or 5 year plan and everyone should liaise to make festivals and events work. These are critical to the local economy.	Comment noted. The MAAP highlights that the festival and events are integral parts of what Morecambe has to offer. The plan must be concerned to optimise in spatial terms the ability to present and stage these and help ensure these give as much benefit to trading as possible.. Further, the plan can suggest and try to give direction to what is offered. However the programming and mix of festivals and events is not for the plan.	<b>NO CHANGE</b>
20.14	Ian Hughes	Local Resident	MAAP Key Proposals	Reference to the former Frontierland site as predominantly for housing asks is this to be more 'affordable/social housing' with all the concomitant social problems vis-à-vis Poulton, or does anyone ever think about creating a new Broadway, Bare Lane or Mount Avenue, i.e. attracting a better class of people into the Town?	Comment noted. The District Council will work with developers to ensure that the quality of development reflects and enhances the positive characteristics of its surroundings. Draft Policy SP2 sets out the approach to affordable housing within the plan area.	<b>NO CHANGE</b>
201.5	Ian Hughes	Local Resident	MAAP Key Proposals	Reference (Pg5): ...pricing of public car parking to better support activity and trading within Central Morecambe agrees. If there was something better for people to come to Town for, it would be acceptable to pay a little, but until there is something needs to be done. Also, if car parks are still to charge, suggests make the tickets transferable to other car parks. As the shopping is spread so far apart in	Comment noted. Action Set AS11 is about a joint parking plan to address just such issues and many more. Also, the plan in many aspects is about encouraging people to move about more on foot - it is people on foot that best activate streets and more people on foot maximises trade. Also, the plan is concerned to reduce excess traffic circulation that impairs the experiences of pedestrians.	

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				Morecambe it's sometimes necessary to park twice. Gives an example: I go to the bank, it takes 10 minutes and costs me £1.20, then I go to the market for pet food which takes me another 10 minutes (if that) and costs another £1. That's £2.20 for 20 minutes parking whereas the first ticket could be used again at the second location.		
20.16	Ian Hughes	Local Resident	MAAP Key Proposals	Reference (Pg5): ...and much more... Like what? Isn't this the key document? Shouldn't everything be in here?	Comment noted. Pages 2– 5 are the document summary pages. The 'and much more....' refers to the fact there is more that follows in the document. This should be re-phrased to clarify.	<b>MIINOR CHANGE TO TEXT TO CLARIFY</b>
20.17	Ian Hughes	Local Resident	MAAP Document (General Comments)	Reference (Pg7): The core strategy says that Central Morecambe will be reinvented as a visitor destination Again, are we talking "simple pleasures and nostalgia" here, or could we do MUCH better?	Comment noted. The aspiration is much better. The question is how and the Draft Plan tries to address this. The Submission draft should address this more fully as informed by the new Topic Paper 7.	<b>CHANGES TO TXT IN SECTION XX</b>
20.18	Ian Hughes	Local Resident	MAAP Document (General Comments)	Reference (Pg7): The council decided to prepare the plan in the autumn of 2008. In spring 2010 it consulted on and confirmed the scope of the plan. The Area Action Plan was first adopted by LCC in 2002. Six wasted years when every other town up and down the country was grabbing tens and hundreds of millions from EU funding. In that 6 years of plenty we discussed turving over flower beds and closing public toilets to save money. We also lost £6M in the Icelandic banks collapse. We then decide to do it at the start of a global recession. Morecambe was massively let	Comment noted. Referred to is the Morecambe Resort Action Plan (2002), not a Development Plan Document such as the MAAP will be. It is quite wrong to say that nothing was achieved in the period subsequent to this...albeit of course there must always be aspiration to do more.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				down by unfathomable inertia from Lancaster City Council, many councillors still there today.		
20.19	Ian Hughes	Local Resident	MAAP Document (General Comments)	Reference (P10): Redundant Documents asks which, if any of the following, have actually been acted upon: Morecambe Action Plan (2002), Morecambe Town Centre Strategy (2004), Poulton Spatial Strategy (2005), Mcombe Central Prom Development Brief (2005), LCC Regeneration Tourism Strategy (2006), Vision Board's Vision (C.2008), LCC Regeneration Tourism Strategy (2010).	The Morecambe Resort Action Plan (2002) was prepared by consultants DTZ and provides an economic analysis of the town and how the economy can be lifted. The Morecambe Town Centre Strategy (2004) this set out strategic planning framework for the commercial centre of the town and included proposals for environmental improvements, promoting redevelopment within the Arndale Centre and selective demolition of eyesore sites. Poulton Spatial Strategy (2005), This Mcombe Central Prom Development Brief (2005), LCC Regeneration Tourism Strategy (2006), Vision Board's Vision (C.2008), LCC Regeneration Tourism Strategy (2010). It is agreed though that strategies however well intentioned in the specific are relevant only in application and cumulatively it can be seen there is something of a plethora. One of the purposes of the MAAP is to consolidate into one document and will be used to inform planning decisions and support investment efforts and decisions.	<b>NO CHANGE</b>
20.20	Ian Hughes	Local Resident	MAAP Document	Reference (Pg10/1.6). Questions that you can't get a "very wide range of divergent	Comment noted. The MAAP is to be a planning document and therefore its preparation follows	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
			(General Comments	views” from the number that attended the workshops, which you were happy with.What organisations were consulted?	<p>certain consultation procedures to ensure that it complies to national regulations. Adhering to these necessarily will take time. Further, the council has been concerned to go the extra mile in this. The plan making process has involved continuing public engagement and the workshop swere one of the many ways used to gain views. The stages of consultation include -</p> <p><a href="#">Capture Consultation</a> - Spring 2010  <a href="#">Iterative Consultation</a> - phases one and two - 'Scoping the MAAP' and 'Debating the Issues' - Summer / Autumn 2010, phase three - Developing Options - Spring 2011  <a href="#">Outline Options Consultation</a> - 18 November 2011 - 6 January 2012.            Draft Plan Consultation - 22 October 2012 - 14 December 2012. Visit the main MAAP page at <a href="http://www.lancaster.gov.uk/morecambeaap">www.lancaster.gov.uk/morecambeaap</a> - see consultations page for information and reports.</p> <p>These consultations have been publicised or reported on in a number of ways, including the Council website, press releases, the 'Your District Council Matters' publication, email notification, facebook, twitter, posters and postcards. You can find some of these in the 'Related Pages' section in the top right hand corner.</p>	



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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
20.21	Ian Hughes	Local Resident		Reference (Pg13) Overview: statement that the prom, jetty, Midland and beach are a “massive asset” for leisure and recreation – contends only a “massive asset” for part of the year when the weather is fine. Morecambe needs a 365 days a year visitor economy. Asks that ‘leisure’ and ‘recreation’ is defined	Comment noted. Each of these are an assets to the town all year round no matter what the weather is. Residents and visitors have the opportunity 365 days a year to take a walk on the promenade, Jetty or beach and they have become an important element of the quality of life of Morecambe and district wide residents for many years. ‘leisure’ and ‘recreation’ covers informal recreation and leisure.	<b>NO CHANGE</b>
20.22	Ian Hughes	Local Resident		Reference (Pg14) “...no ready solution as the problems are systemic and long standing and a function of market conditions”. Contends this is a cop-out! The recession only began to bite in the latter part of 2008, prior to that we had every opportunity to get tens of millions in EU funding like everywhere else did, but we FAILED.	<p>Comment noted. Contrary to the thrust of the comment there has been much success in securing external funding. Reference –</p> <ul style="list-style-type: none"> <li>▪ I2003-2008 - Townscape Heritage Initiative– £1.565 million was awarded from the Heritage Lottery Fund. The THI aimed to both enable renovation work and ensure that such repair was carried out to a high conservation standard. A number of projects benefited from the money.</li> <li>▪ In addition to the HLF funding £4million from North West Development Agency and a further £7million from Urban Splash for the restoration of the Grade II* Midland Hotel was captured.</li> <li>▪ 2012 THI2 - Funding of £1.248 million made available towards this project from the Heritage Lottery Fund and</li> </ul>	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					<p>Lancaster City Council.</p> <ul style="list-style-type: none"> <li>▪ Substantial funding for the comprehensive improvement to Morecambe’s Coastal protection. A total of £26 million fund all these including £12 million to the final two phases including rock armour protection, breakwaters, improvements to the full promenade and the placing of sand and cobble beaches to enhance the standard of coastal defence in four locations.</li> <li>▪ Cycle Demonstration Town brought £6 million of funding for the Lancaster and Morecambe Urban Core. Substantial improvements to the cycle network in Morecambe have taken place.</li> <li>▪ Also investments secured to make the acclaimed West End Gardens (within the plan area)</li> </ul> <p>In parallel with plan making the council continues to actively working to facilitate investment, development and change.</p> <p>Further, it is to be noted that Morecambe was not eligible to much EU and SRB funding available to certain other towns. The social and economic difficulties and hardship here while severe is largely in discrete areas and on many</p>	

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					statistical calculations that determine as to where funding support should be deployed is masked by relatively better conditions in other parts of the town and the wider district.	
20.23	Ian Hughes	Local Resident		Reference (Pg15) Asks why we still insist on holding on to the West End shops which seriously dilutes the central Morecambe offer. Hanging on to West End shops is neither serving the public or the West End shopkeepers. Shops should be abandoned in the West End and retailers incentivised to move to fill the empty central shopping area units. Suggests develop the West End for housing and create a business park there for much needed jobs.	Comment noted. Like Bare, Heysham and Torrisholme, the West End is a local centre with established businesses serving predominantly local needs but with some element of specialist attraction further afield. It is the job of the council to set the right planning framework for market activity, not to over interfere with the market.	<b>NO CHANGE</b>
20.24	Ian Hughes	Local Resident		Reference (Pg16): Questions the statement that the M6 Link “should reduce traffic flows along Marine Road” saying that while in favour of the link questions how will it reduce traffic flows along Marine Road and at the same time attract more visitors?	Comment noted. The link road aims to improve vehicular access to Heysham and Morecambe and by this increase the attraction of these as places to live, work and invest in – and to visit via the reduced journey times and increased convenience etc. Further it should draw a substantial proportion of traffic including heavy goods from , Marine Road. (the A589) and as served by the Coastal Road (A5105) from Carnforth. This presents a major opportunity to de-tune Marine Road for the benefit of public amenity and safety.	<b>NO CHANGE</b>
20.25	Ian Hughes	Local Resident	General	Asks What market are we aiming at for Morecambe?This should be the first topic	Comment noted. The new Visitor Economy Topic Paper addresses issues relevant to these	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				on the agenda. Any business first and foremost identifies its target market. 'Morecambe Ltd', should do exactly the same, as this then sets the parameters of change and dictates what we should be aiming to achieve in attracting visitors. We shouldn't try to be all things to all people	points and the Draft Plan in AS15 proposes a visitor marketing strategy that should not be all things to all people. But, this said, the town is open to and must serve all and neither the council nor the community act / function as a business in the commercial sense – there is no "Morecambe Ltd".	
20.26	Ian Hughes	Local Resident	General	Contends that Morecambe has massive untapped potential to become an upmarket resort, this is, I believe, where we should be aiming.	Comment noted.	<b>NO CHANGE</b>
20.27	Ian Hughes	Local Resident	Section 2.4	Hopes that the 'Risks' section in the document is not written for future mitigation purposes!	Comment Noted. It is written to alert people to what are real risks including externalities beyond local control.	<b>NO CHANGE</b>
20.28	Ian Hughes	Local Resident		Reference page 43 and that the town centre should be "consolidated and without the weaknesses that come from being over extended", yet questions the Urban Splash development, and the seafront edge of a new housing estate on the former Frontierland site as both extending the footprint of retail areas. .	Commented noted. The council has determined the application in question.. Draft Policy DO6 states that proposals should present active frontages to Marine Road West where leisure uses and related elements of retail and food and drink uses will be acceptable provided these are ancillary to the predominant use of the whole site for housing.	<b>NO CHANGE</b>
20.29	Ian Hughes	Local Resident		Reference Page 63: and "...build on the Town's substantial attraction to day visitors - at least in good weather" Questions : What comprises this "substantial attraction" ? and What is there when the weather is not good...like this summer just gone?	The attraction is the seafront and experience to be gained here. And yes as stated it is largely weather dependent	<b>NO CHANGE</b>
20.30	Ian Hughes	Local Resident		Page 69: In the conclusions section it talks of us having "high quality leisure	the point being made is that there is somewhere to go before the town is as	<b>MINOR REVISIONS TO</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				experience” yet you also say you daren’t market the Town for fear of “trading in disappointment” [P62] Contradiction.	marketable to visitors as is desired and so marketing must be carefully pitched so that the experience of people does matches expectations.	<b>TEXT IN 3.9 TO EXPLAIN FURTHER THE APPROACH.</b>
20.31	Ian Hughes	Local Resident		States that a great deal of the document is about highway, footpath (access), cycleway infrastructure upgrading with endless references in the ‘Action Sets’ to more and better signage. Contends it is t sleight of hand including it in a ‘regeneration’ plan and that Lancaster City Council and the County Council are significantly at fault for, and guilty of, under-investing in the Town’s infrastructure for years. States much of what is proposed should have been done as a matter of course by two responsible authorities over the years, not dressed up to look like we are getting something special.	Comment noted. An action plan should be about many actions, large and small. It is concerned to integrate such actions towards common goals and this properly includes aligning aspects of council service delivery.	<b>NO CHANGE</b>
20.32	Ian Hughes	Local Resident		Complains that compared to Lancaster, we are YET AGAIN getting the raw end of the deal in Morecambe. Lancaster - £100M Canal Corridor; £13M Science Park; £4M Luneside East Development; Williamson’s Park regeneration; Ryelands Park regeneration; City Centre regeneration (Square Roots); A new Heritage Park; Millions to be spent on the Castle. Morecambe - a new bandstand in the park (maybe); View for Eric £1M from the Lottery; a flag pole on the jetty. And does	See earlier response in 20.32 on Morecambe funding. Lancaster and Morecambe are two completely different places that complement each other. It is fact that in the last few decades the market has led to much investment in Lancaster and Lancaster remains attractive to private commercial investment even during the current difficult times. The plan seeks to secure similar for Morecambe.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				not count the £1.9M for housing and the £1M from the lottery for the West End, as this is excluded the West End from the MAAP area.		
20.33	Ian Hughes	Local Resident		Reference (Pg19 - 3.1) Plan Vision & Approach: "Morecambe's seafront is contiguous with the town centre. This can make for a real competitive advantage into the future." Says so, too, are the following seafronts contiguous with their town centres; Blackpool, Southport, Rhyl, Llandudno, Brighton and many others. Questions then, do we have a real competitive advantage, and over where?	Morecambe Bay and its unique natural environment give Morecambe a differential selling point.	<b>NO CHANGE</b>
20.34	Ian Hughes	Local Resident		Reference (Pg20 Bullet 3):..."As a priority improving connections between the Midland and the Winter Gardens." Questions what for? The Midland is a hotel and the Winter Gardens is still predominantly derelict inside. The WG is clearly visible from the Midland, as are the cheap tat stores, amusement arcades and the dreadful WG arcade! (	Comment noted	<b>NO CHANGE</b>
20.35	Ian Hughes	Local Resident		Reference (Pg20 Bullet 5):..."augmented by land to the east of Northumberland Street redeveloped to a clear urban structure."Asks what does this mean, actually, in lay terms?	Comment noted . 'Augmented' in this sentence refers to the town centre being improved, by the redevelopment of land to the east Northumberland street.	<b>NO CHANGE</b>
20.36	Ian Hughes	Local Resident	AS8	Reference upgrading the Market... "possibly focussed on a festival area at its centre"Questions how will this square with	Comment noted. The consultation process involved a number of meetings with the market management and trader representatives. The	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				the market traders,	result of which feed into the draft plan.	
20.37	Ian Hughes	Local Resident		States that considering the MAAP has been produced by a team from the City Council's Planning Department, it is very evident that many of our problems stem from bad planning in the past. The document is full of statements such as..."Development change in the last 20 years has not always stood the test of time too well." "A disjointed town centre with some quite central places bizarrely quite isolated" "The Arndale is badly located and lacks distinction;" "The existing provision [car parks] therefore gives much choice but is inefficient." "The Platform complex of buildings though very centrally located is paradoxically quite isolated and for pedestrians the various buildings relate very poorly to each other. The buildings and public entrances present to the main roads adjoining and so face away from each other. In addition, in form and design the complex appears somewhat incongruous in the context of the Midland Hotel opposite".You also remark on the poor location of the train and bus 'station', the retail park, the Visitor Information Centre, the library and much more, and finally recognise (I think) that narrowing Marine Road between Northumberland Street and Queen Street has caused jams with buses	Comments noted. The draft plan has been produced via analysis of Morecambe's current situation. Issues that the plan should address have been carefully considered and the council has consulted on the outline options. Like many towns and cities across the country central Morecambe is laid out and built to serve historic patterns of activity that have long since moved on. The draft MAAP recognises and highlights the areas that need to change to allow them to continue to function into the future.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				stopping in the central area. Contends that the blame for all of these ills can only lie firmly at the door of the Planning Department and the City Council. Questions why should we be confident that you have got it right this time?		
20.38	Ian Hughes	Local Resident		Reference car parking says more could be done to promote local schemes and share good practice across different areas."	Comment noted. It is agree that more can be done and the draft plan covers for this.	<b>NO CHANGE</b>
20.39	Ian Hughes	Local Resident	Marketing to Investors and Visitors [P62] -	States the burning and critical question is, does the MAAP do nearly enough to be considered as a "credible plan for regeneration"? Believes it fails significantly.2 Further that LCC hesitate to market Morecambe to staying visitors as they know there is nothing to market and fear being taken to task by disappointed visitors! Accommodation providers should be incensed with this situation, as should the rest of the Town.	Comment noted. It is believed that the approach is realistic, is achievable and will have credibility, grounded as it is in reality but aspirational for the future and concerned to change many things to make for a better future.	<b>NO CHANGE</b>
	Ian Hughes	Local Resident	Housing	States that as alluded to previously, it seems that every square foot of ground that comes available in Morecambe is given over to 'social housing' with all the concomitant social problems that generally ensue. Poulton, for example, was a lovely part of historic Morecambe, the market was extremely well used and very popular...it was also close to the heart of central Morecambe. Planners and councillors demolished it and built 'social	Comments noted	<b>NO CHANGE</b>



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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				housing' and the area plummeted. Questions : Does no-one ever think "hey, let's have a new Broadway or Bare Lane, let's try to attract a better class of people and squeeze the undesirable element out"?		
20.40	Ian Hughes	Local Resident		States that Morecambe needs attractions in the central area, NOT MORE HOUSING!	Comment noted. Residential uses can contribute to the vitality of any central area as a use subsidiary to main town centre uses. Morecambe is no different and there is ample capacity in central Morecambe to accommodate this in addition to main town centre uses – including any attractions.	<b>NO CHANGE</b>
20.41	Ian Hughes	Local Resident		Reference (Pg15)... There is a growing groundswell of opinion that Morecambe should have its own Heritage Centre. This could encompass a broad area of topics such as; our heritage, ecology (internationally important flora, fauna and landscape), geology/geography/topography (ice age, fossil fuels, the Lune Deep, what the Bay would look like without the alluvial mud - i.e. a valley) and archaeology (linked to heritage).	Comment noted. The aspiration for such a centre is entirely valid but there are many questions of delivery and viability. Policy DO2 provides for such.	<b>NO CHANGE</b>
20.42	Ian Hughes	Local Resident		Advises that Lancaster University Hydrology Department has a range of models demonstrating how rivers flow, ground saturation, flooding and so on. The opportunity is there to have an extensive 'hands-on' interactive section in a Heritage/Ecology Centre for children...and adults...to demonstrate and learn about the	As per above.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				dynamics of water in our area; tidal and freshwater. Such a centre could be supported by the University who, by their own admission have not done nearly enough research into The Bay, and could form an education satellite for schools.		
20.42	Ian Hughes	Local Resident		States that the 'The Hub' Ecology, strongly supported by heritage, is our unique selling point (USP). Recognises that the glory days of seaside 'bucket and spade' holidays are not likely to return. However, what we do have to offer could entice an entirely different visitor market*; more discerning, potentially with greater disposable income and it could be a year round economy. *As well as the regular visitor.	Comment noted. Page 63 highlights that the unique geography and natural assets of the Bay is Morecambe's unique selling point.	<b>NO CHANGE</b>
20.43	Ian Hughes	Local Resident		States we used to sell ourselves, very successfully, as 'The Gateway to the Lakes', but we are actually a whole lot more than that. We are surrounded by nationally and internationally important areas (see AreaPrint.jpg attached). - The Lake District and the Yorkshire Dales National Parks are less than an hour away. The internationally important Bay itself bears the name of our Town. As if all of this were not enough, we also have the Forest of Bowland and the Arnside and Silverdale Areas of Outstanding Natural Beauty plus the beautiful architecture in the historic City of Lancaster on our doorstep...soon to have	Comments noted. Topic paper 7 (Positioning paper for the visitor economy) looks in depth at Morecambe's functionality in the market for visitors and how it might be better positioned into the future. Preparation of this informed the Draft Plan.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				<p>the Castle re-opened to the public. Amidst all of this incredibly attractive area are little gems, like the hamlet of Dent through the Barbon Valley and so much more to entice people.</p>		
20.44	Ian Hughes	Local Resident		<p>Notes the Morecambe Bay Partnership is currently working to implement the much acclaimed 'Headlands to Headspace' (H2H) initiative, supported by £2M in Lottery funding. This will seek to create 'joined-up' promotion of the greater Bay area, linking, and bringing into use, all of the various train stations as mini-hubs. They are exploring greater accessibility to many places, especially for disabled people in wheelchairs. The MAAP, sadly, does not mention this, yet it is something that is very marketable for Morecambe as...'The Hub'</p>	<p>The Morecambe Bay Partnership has received first-round pass of £2 million pounds from the Heritage Lottery Fund (HLF) through its Landscape Partnership programme for the Headlands to Headspace project. This included a development fund grant of £100,000 to help the Partnership progress their plans over the next couple years. A first round pass means that a further, second stage application to secure the full award needs to be submitted.</p> <p>The Headlands to Headspace project aims to make the Bay better appreciated and inspire and engage local people in looking after its special and distinctive features.</p> <p>The Plan should reasonably reference this as it</p>	<b>CHANGES XXX</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
					gives potentials notwithstanding that much remains to be worked up including how the programme will translate into actions on the ground.	
20.45	Ian Hughes	Local Resident		Contends that Morecambe should be a Centre for Ecological Excellence, we should cater for Environmental Conferences and attract 'green business'.	Comment noted.	
20.46	Ian Hughes	Local Resident		Reference that the MAAP states "...Morecambe has the makings of a huge competitive advantage simply unavailable to very many other towns" [Page 3] and talks of us having..."a unique selling point that other regenerating seaside resorts could only dream of" [Page 64] Questions if we have such a "huge competitive advantage", why are we not thinking 'huge' as opposed to just tricking up paths, roads and cycleways and repeatedly stating how hard this will all be? The Millau Viaduct in France spanning an 8,200ft gorge was 'difficult' but they did it!	Comment noted. Any action plan should include for getting the basics right. The Draft Plan does not lack ambition but the ambition is realistic.	<b>NO CHANGE</b>
20.47	Ian Hughes	Local Resident		Reference page 70 cites "The Draft Plan is ambitious" and closes saying "Making the heart of Morecambe strong will take some time. Believes the Plan is not nearly ambitious enough, nor innovative, nor ground-breaking. If the political will here	Comment noted. The fundamental problem besetting central Morecambe is that of under investment and lack of market demand. The problems set within this are many. Some are deep seated and structural concerning the way Morecambe functions as a place. The plan must	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				was strong enough we could make things happen, even in the current climate. We just have to show the outside world how much we believe in Morecambe and how confident we are in our future. This document fails on all accounts. You can't make investors sit up and look by staging minor infrastructure improvements over 1 to 2 years, 3 to 5 years and 6 to 10 years...WHO WILL NOTICE?	<p>be getting the conditions for investment right. Most importantly this means tackling the structural problems. There are no easy solutions but starting with the infrastructure with the intention to generate footfall through the central area is essential. As a planning policy document the MAAP needs to be realistic and deliverable – embracing the following:</p> <ul style="list-style-type: none"> <li>• Sound infrastructure delivery planning</li> <li>• Having no regulatory or national planning barriers to delivery</li> <li>• Delivery partners who are signed up to it</li> <li>• Flexible</li> <li>• Able to be monitored</li> </ul> <p>Having considered the relevant options and alternatives in the earlier stages, this draft document is the result and is founded on a robust and credible evidence base.</p>	
20.48	Ian Hughes	Local Resident		<p>Contends that LCC has a history of 'knowing best', despite what anyone else may say. Reminds that submitted a comprehensive 38 page document in response to the 2010 'public consultation' and another in November 2011 but contends that nothing of these was ever considered.</p>	<p>Comment noted. The submitted documents have been considered. Many of the points raised informed thinking that in turn informed the Draft Plan. See consultation reports in <a href="http://www.lancaster.gov.uk/morecambeaap">www.lancaster.gov.uk/morecambeaap</a>.</p> <p>Please see response ID REF ?? XXX?? with regards to the beachcomber option</p>	<b>NO CHANGE</b>
21.1	Denise Beal	Local Resident		Reference the Battery Hotel – proposes that hostel accommodation would be a	Comments and suggestions noted. Much in this mirrors the council's thinking and Policy DO1	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				<p>great idea. States some of the kite surfers spoke to thought it would be well used. Also, cyclists might use it from doing 'way of the roses' etc. Maybe walkers would too. Activity based, with shower and changing facilities needed. A climbing wall would probably be well-used. States son and his friends go all the way to kendal to use theirs! Thinks this large building should be used with outdoor pursuits in mind. The kite surfers said they need some changing rooms, and would use them and shower facilities and probably the hostel rooms. Suggests maybe the georgian building on the end could be used as a museum of old morecambe and surrounding area, fishing history etc. In part of it, and maybe RSPB/birdwatching/Bay ecology, etc. in other parts of it. If it was renovated, it would probably look beautiful - it might be a cobble wall underneath as its a layer inside area, at night, maybe some facilities could be used for folk music festivals etc. People could sit on old barrels/boards, really simple furniture. (They had that sort of thing in Iceland and people loved it - really simple and outdoors-y, where people don't have to "dress-up" and can go in their hiking gear)</p> <p>Suggests to promote water sports more</p>	<p>and AS6 provide for these. There is much to work on.</p>	

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				<p>and bird life. Buildings should look better improved - particularly the old Georgian building and at least the frontage of the pub/nightclub part. People every day doing water sports - regardless of weather calm or not. Kite and wind-surgeers. facilities when the tide is coming in min-buses. 13-14 competition . Combine with water festival. Asks not to to develop on the car park. References Saltburn - surf centre surf school and associated retail. Windrest sport in Morecambe. Notes always people in fountains. States WE promenade is massively improved. Much cleaner than 20 years ago. Also</p> <ul style="list-style-type: none"> <li>- Asks for more bins on the Battery car park particularly for dog mess.</li> <li>- Dog patrollers ? new rules. T</li> <li>- Teenagers - BMXers come down at nights. Facilities. Prioritise the views/wildlife. TERN project really good.</li> <li>- Sandylands - red tarmac. Dig up and replace with black.</li> <li>- Coach parking is fairly well used during the summer.</li> <li>- Battery – suggests mountain biking and info on biking to link to the cyclists</li> </ul>		
22.1	Martin Wagher			Entered on sheet but can't find original??? ..check with Justin	?????	????

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
	Lynn Turner	Local Resident		Does not agree with need for additional housing in the areas as we have numerous house laying empty. I feel we require leisure type premises to be provided to encourage visitors on non-sunny days. Also the Winter Gardens would be an opportunity to provide entertainment and historical interest to visitors.	The housing need is identified after rigorous independent study – for further information refer to the evidence available in preparation of the council's Draft Land Allocations DPD. Other comments noted.	<b>NO CHANGE</b>
23.1	Lynn Turner	Local Resident		States that the Streets and promenade should be weeded and litter free in order to create the correct impression of our town. More 'niche' shops would encourage people to stay for longer as if the weather is inclement. The present stores do not encourage this. The proposed building areas on the promenade should not be used for housing. Only leisure. If expansion is required then a minor building may be acceptable if in keeping with the existing hotel.	Comments noted and it is considered that the Draft Plan is consistent with the consultee's thinking.	<b>NO CHANGE</b>
23.2	Lynn Turner	Local Resident		States that the shops fronting Marine Road look much better since the Mineria fashion building has been redeveloped we need to ensure 'The Office; building is tidied up using enforcement if necessary to not let this or any other buildings detract from the overall appearance. Can we use the same type of incentive as the Isle of Man Government which is you choose their approved painted colours, contributes to the cost of painting a building facade to	Comment noted. The powers available to the council are not so directive as those cited but it is using powers under Section 215 of the planning acts to good effect within central Morecambe on an area by area basis to encourage and if necessary force improvements to a certain standard. AS 2 covers.	<b>NO CHANGE</b>



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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				ensure continuity in the overall look eg to avoid the orange colour used at present.		
24.1	Stephen Swithin	Local Resident		Is particularly concerned about the very minimal references and vague plans re the proposed continued development of the West End of Morecambe. Also concerned that the West End is not viewed by the Council Planning department and the Councillors do not appear to view this area as a priority for regeneration - especially as the Council owns and fails to maintain many private properties within the West End.	Comment noted. A masterplan and delivery strategy already exists for the West End. Winning back Morecambe's West End sets out the vision for the West End and since its publication in 2005 the District Council have been working to deliver the plan. The MAAP deliberately focuses on Morecambe's central areas including for the seafront to the West End but only a small part landward that contributes to what is seen as this "centre"..	<b>NO CHANGE</b>
24.2	Stephen Swithin	Local Resident	AS2	Reference AS2 and to "Advise property owners in good maintenance practice". States that given the appalling state of many properties which are owned by the Council - having purchased them from private owners and left them empty and poorly maintained for several years - the Council should listen to its own advice on good maintenance practice"	Comment noted. The points made concern council regeneration activity and the taking of certain properties into the council's ownership was/is a necessary step. There are funding and market reasons why the regeneration project and housing renewal work has not progressed as per programme but implementation is now moving ahead. The council has undertaken basic maintenance to these properties to hold the conditions pending the renewal work.	<b>NO CHANGE</b>
25.1	David Clifford	Local Resident		Gives thanks for the hard work in putting together a well structured and dynamic document. I'm pleased to hear this will be a blue print, not as bible and should not slow progress. I agree with the overall vision of the document, can we please not contradict your ideas for restructuring the	Comment and support noted and the specific parking concern is communicated to county highways officers..	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				idea for parking for customers by having a huge residents parking scheme implemented by Lancashire County Council.		
26.1	Steve Matthews	Local Resident		States it is disappointing that the plan excludes proposals to address the social and economic issues created by the acutely imbalanced housing supply in the West End and Central areas of the town. Continues that deprivation found in the West End in particular is significantly hindering the economic growth and sustainability of the town. It is essential that these issues are addressed at least in tandem if not as an integral part of this AAP. Housing regeneration within this area is also essential to achieve a balanced housing market across the district and it would seem sensible to align this objective to affordable housing policies linked to new housing developments elsewhere in the borough. This should include using affordable housing commuted sum payments to fund remodelling, conversion and redevelopment of housing stock in the West End. Suggests that the Council should also consider ring fencing New Homes Bonus receipts from new housing developments with Morecambe to fund enabling works and public realm improvements within the MAAP area and the West End.	Comment noted. The scope of the MAAP at the outset of preparation very deliberately excluded for the larger part of the West End and for housing per se as a substantive topic issue. This because the issues raised are addressed through the West end Masterplan and its ongoing implementation and via various other strands of council and community activity – housing regeneration is a continuing corporate priority of the council and which much effort goes into. This is not to say that regeneration of the West End is not important to central Morecambe – it is - and not to say that the MAAP should not address housing issues – the Draft Plan does and in several aspects is encouraging of new housing development and changes of use to housing. It is just that the MAAP is not the best vehicle to addressing the complex issues raised without compromising on its necessary focus on other aspects. The specific proposal made concerning deployment of new homes bonus monies warrants consideration by the council as part of deciding how to proceed.	<b>REVISION TO SECTION 4.1 TO DEVELOP AND DETAIL THE PROPOSAL FOR A RING FENCED INVESTMENT FUND TO INCLUDE CAPITAL AND CERTAIN REVENUE INCOMES AS SECURED WITHIN OR FOR CENTRAL MORECAMBE AND NEW HOMES BONUS MONIES.</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
26.2	Steve Matthews	Local Resident	AS1 & AS2	Supports the principles set out in these policies.	Support noted	<b>NO CHANGE</b>
	Steve Matthews	Local Resident	SP2	Agrees that the provision of affordable housing on key seafront sites is not a priority. Over time however, good quality developments may have the potential to achieve significant developer returns, especially if development of significant scale can be achieved. Is therefore reluctant to write off the possibility that strong successful developments make a financial contribution to wider housing led regeneration initiatives across the town through the use of commuted sum payments for affordable housing. Continues that however this should not be at the expense of high quality urban design, architecture and quality materials that will be essential to build a Sustainable future.	Comment noted. Draft Policy SP2 provides flexibility that over time contributions might be used in this way	<b>NO CHANGE</b>
26.3	Steve Matthews	Local Resident	AS4	Supports these proposals	Support noted	<b>NO CHANGE</b>
	Steve Matthews	Local Resident	SP3, AS5, AS6	Agrees with the principles set out and especially support removing the car park on the promenade. Proposes pushing parking back into the centre and using the attraction of the sea front as an opportunity to enhance retail and food/drink offers.	Comment and support noted. The joint parking plan as per AS11 can be concerned to achieve a managed reduction in parking at the seafront.	<b>NO CHANGE</b>
26.4	Steve Matthews	Local Resident	DO2	Proposes high value residential uses should be encouraged alongside leisure uses to	Comment noted. This is the approach taken in Do6 for the former Frontierland site.	<b>NO CHANGE</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				support viability.		
	Steve Matthews	Local Resident	SP4	Contends that the future of Morecambe rests in its ability to create a strong sense that is desirable to visitors and existing as well as new residents. The sense of place will be the key economic driver and commercial activity must reflect the same high quality offer of the natural environment and public realm. The retail, food and drink offer needs to reflect this dynamic and will be characterised by SME's and bespoke/niche businesses.	Agreed.	<b>NO CHANGE</b>
26.5	Steve Matthews	Local Resident		States the MAAP must acknowledge the primacy of Lancaster as the primary shopping area for the wider district and the role of Morecambe will continue to be sub--servant to this. This area will expand on the back of a strengthened residential offer rather than seeking to draw visitors.	Comment noted. The plan should more clearly acknowledge that Lancaster is the primary centre	<b>MINOR CHANGE TO TEXT IN SECTION 2.</b>
26.6	Steve Matthews	Local Resident		States the area identified as the PSA will predominantly function as a convenience shopping centre for Morecambe residents but will not significantly contribute to the bespoke retail/food and drink offer that must be developed for the town to move forward and enhance the sense of place. The MAAP should recognise the value of the secondary shopping areas as being essential to the character of the town and seek to organize pedestrian links, car	Comment noted. The value of the secondary shopping areas is recognised and it is agreed that references to this effect might be stronger.	<b>REVISION TO D06 TO REQUIRE THAT DEVELOPMENT HAS REGARD TO AND WHERE REASONABLE SHOULD CONTRIBUTE TO</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				parking and movement strategies to support the different functions of these areas. The areas around Victoria Street, Pedder Street and Queen Street have the character and potential to develop niche retail and quirky restaurants and cafes that can add significant value to the visitor and resident experience and are an opportunity for economic growth.		<b>IMPROVING THE PEDESTRIAN ENVIRONMENT ON VICTORIA, PEDDER AND QUEEN STREETS. ALSO MINOR CHANGES TO THE TEXT IN SECTIONS 2 AND 3.6 TO GIVE MORE REGARD TO THE LOCAL TOWN CENTRE FUNCTION</b>
26.7	Steve Matthews	Local Resident	DO3	See comment above. Recognises the opportunities for growth but must be linked to a strengthened residential offer. The actions set out in this policy are however supported.	Comment noted	<b>NO CHANGE</b>
26.8	Steve Matthews	Local Resident	DO5, AS8 AS9	Advocates a more radical approach that would seek to make much stronger linkages cross the promenade towards the Midland and Seafront Headland. With the exception of the Winter Gardens, the seafront	It is agreed that Policy D05 should be extended in scope to include for the seafront properties from Rita's Café east to but excluding for the Winter Gardens., subject to satisfactory conservation of the particular heritage assets. It is not agreed that policies D05 should	<b>REVISION TO POLICY DO5 TO EXTEND THE SPATIAL SCOPE TO INCLUDE ALL</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				properties are unlikely to have a sustainable future; even budget retail is struggling. This area is very isolated and the buildings themselves form a barrier to the land behind from the sea views and potential development on the Seafront Headland. Propsoes that this area be considered as a single Development site with the Seafront Headland with only the Winter Gardens being afforded heritage protection.	amalgamate with DO2 for the seafront headland . There are significant location and setting differences and differentials in opportunities between the two. Also, the former is a town centre development location, the latter edge of centre. The plan ties these areas together via Policy SP1 and elements of DO2 and DO5 and regenerative actions will do so as per AS5 and AS8. Further, the policy and action approach being taken does not preclude masterplanned proposals treating areas within both DO2 and DO5. Indeed, these should be encouraged and the drafting should make this clear.	<b>PROPERTIES FRONTING TO MARINE ROAD CENTRAL – RITA’S CAFÉ EAST TO BUT EXCLUDING THE WINTER GARDENS FURTHER REVISIONS TO MAKE CLEAR THE INTERRELATIONSHIP BETWEEN DO5 AND DO2</b>
26.9	Steve Matthews	Local Resident	DO6	States that residential uses on this site should be supported, quality urban design, architecture and materials are essential and should be prioritised over affordable housing contributions although a well designed scheme may well be able to achieve both. Opportunities to support the redevelopment of this site should be explored with the land owners.	Comment noted and agreed with.DO6 provides for this.	<b>NO CHANGE</b>
26.10	Steve Matthews	Local Resident	Marketing	States i is positive step that the Council has recognised the value of marketing within the MAAP. Says any marketing must be	Comment noted and the text in section 3.9 should be strengthened accordingly. The comments should further inform preparation of	<b>MINOR CHANGE TO TEXT IN</b>

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ID REF	NAME	ORGANISATION	POLICY REF	SUMMARY OF COMMENTS	RESPONSE	ACTION
				<p>authentic, real and have broad buy in from the local community, businesses and investors. A process should be followed that builds on the excellent work of the MAAP process that includes all key stakeholders. Contends that planning consultation processes however often struggle to engage with future investors and target markets and steps should be taken to ensure that the plans and vision are credible. To address this the Council should test the vision and intended actions with focus groups of key individuals. A marketing and communications strategy should be developed on the basis of the Morecambe story; where it is, where it's going and what is already changing and what is being done today. States it is counter productive to market a grand vision that is 20 years off being delivered.</p>	the marketing strategies as per AS14 and AS15.	<b>SECTION 3.9.</b>
26.11	Steve Matthews	Local Resident	Delivery	<p>Advise a dedicated delivery team will need to be established to effectively engage with the private sector to drive the plan forward.</p>	Comment noted	<b>PROPOSALS FOR PLAN DELIVERY TO BE CONSIDERED FURTHER IN REGENERATION DELIVERY PLAN</b>

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