

## COASTAL COMMUNITIES TEAM MEETING

**Time/Date: 10:00 28 February 2019**

**Venue: Committee Room 2, Morecambe Town Hall**

### **Attendees:**

**Brendan Hughes (BH)– Morecambe BID**

**Cllr Janice Hanson (JH) – Lancaster City Council Cabinet Member**

**David Brayshaw (DB) – Heysham Neighbourhood Council & Go Morecambe**

**Johnny Bean (JB) – Morecambe Artist Colony**

**John O’Neil (JO) – Morecambe Bid & Lancaster Chamber of Commerce**

**Charlotte Rawes (CR) – Lancaster & Morecambe College**

**David Croxall (DC) – Morecambe Town Council**

**Steve Coghlan (SC) – West End Million**

**Richard Hammond (RH) – Development Manager, Lancaster City Council**

**Lucy Caldwell (LC) – Economic Development Assistant, Lancaster City Council**

**Eleanor Bale (EB) – Senior Economic Development Officer, Lancaster City Council**

**Tom Brown (TB)– Economic Development Officer, Lancaster City Council**

Apologies were received from Bay Tourism, Bare Village Business Association, Cllr Darren Clifford, Justina Ma (Marketing Lancashire), Vicky Lofthouse (Lancaster Chamber of Commerce) and Yak Patel (Lancaster CVS).

### **MEETING NOTE**

#### **1. Welcome and Introduction**

TB introduced the meeting and thanked BH for offering to stand-in as temporary Chairperson for the meeting.

Representatives from Coastal Communities Team (CCT) and Lancaster City Council (LCC) introduced themselves to all attending.

## **2. A partnership for economic development and regeneration – links to other strategic objectives**

There is a distinct advantage for Morecambe and Heysham to having both an Economic plan to improve the economy and achieve regeneration. It is becoming common that government launches funding initiatives with a short window of opportunity and require evolved projects supported by partnership working. There is therefore a fundamental benefit to having the partnership and evolving its work to capitalise on these opportunities.

The government has launched an expression of interest for the Future High Streets Fund and the council is to submit a bid for Morecambe in late March. The support of the partnership will add weight to the bid. LCC requested a letter from the CCT in support of the Bid. The outcome of the bid will be received late summer.

### **ACTION**

- (i) CCT Chair to provide letter in support of the bid**

## **3. Draft terms of reference**

BH introduced the Terms of Reference and asked if everyone had read them and asked: “Has anyone any objections to The Terms of Reference?” There were no amends or objections to the Terms of Reference.

All Present approved the Terms of Reference.

## **4. Outline of Promenade to Port Economic Plan**

TB\_said The CCT area includes six coastal wards. Bare, Poulton, Harbour, Heysham North, Heysham Central and Heysham South. The Promenade to Port Economic Plan focusses upon addressing five themes:

- **Boost the visitor economy** – Developing ways to maximise, diversify and improve the offer.
- **Telling our story** – Launch new marketing, branding and promotion Morecambe’s unique offer.
- **Maximise the potential for arts and creative industries** – Build on Morecambe’s reputation as an artist’s town focussing on growth sectors of the arts and creative industries.
- **Refurbishment and re-use of prominent derelict and underused buildings** – Develop creative property solutions to the challenge of low demand/values and high costs.
- **Employment, Skills and Training** – Support and facilitate community access to existing and new economic opportunities through training, apprenticeships and other support.

To deliver against the five themes there are 8 key projects and actions.

1. Eden Project North – transformational project with huge potential;
2. Support and develop festivals and events – building on strong programme of festivals and events with both physical improvements and learning and development;
3. Better connecting the seafront to the town – highways public realm project to reduce physical barriers between seafront and town through pedestrianisation and detuning of carriageway;
4. Maximise the potential for arts and creative industries – build and capitalise on growing artists town and the economic benefits of a growth industry;
5. Developing outdoor activities offer – support and develop outdoor activities including sailing, kite-surfing, fishing and other seaside sports;
6. Telling our story – marketing, branding and promotion of Morecambe’s unique offer and character;
7. Refurbishment and re-use of prominent derelict and underused buildings – addressing detrimental impact of large underused buildings by bringing them back into economic use;
8. Develop strategies to assist CCT residents to benefit from economic growth – district’s potential for economic growth is strong, but some of the CCT community are least likely to benefit.

The aim is avoid creating new groups and utilise existing structures wherever possible. There is however, a resourcing issue and the next meeting of the CCT should look to prioritise the projects to manage delivery and resources.

TB said it was hoped that Eden would attend future meetings and are keen to work outside their site boundary. Eden are working with Charlotte Rawes, L & M College to offer training at College with a view to offering future employment locally linked to planning applications, using local contractors to kick start opportunities.

EB said the outcome is important and we need to look at performance levels now.

Developing Morecambe outdoor activities – Morecambe Bay Partnership bid to create a cycle route all-round the Bay not just to Bridlington.

EB said a small working group is needed for developing outdoor activities in the Bay. John O’Neill said Lancaster University students have carried out a survey and he can send this on water sport activities to the Group.

JO said Morecambe used to be called The Naples of the North and a suggestion was made to call it Morecambe Eden of The North.

TB said he was keen to engage further with Heysham Neighbourhood Council to ensure full engagement and representation.

DB said we do not have not enough toilets for visitors coming to Morecambe and money has been take away from the budget a 50% decrease.

EB said perhaps there is an opportunity to work with businesses to offer places of rest.

BH asked if any further comments on the plan and moved forward.

EB said the Economic Plan will be uploaded to the Coastal Communities Alliance website. This website provides access to CCT's Economic Plans across England. It there are any further comments or amends these will need to be received by next week.

#### **ACTIONS**

- (ii) RH, Festival and Events Group to bring reports forward for our business to move forward. Introducing Green Festivals to promote Morecambe.**
- (iii) TB to feed West End needs into Lancaster District Skills Forum. Look to do the same for the other projects.**
- (iv) DB to invite TB to next meeting of Heysham Neighbourhood Council to talk about the plan.**
- (v) All members to feed any comments on the Economic Plan to TB in the next week**
- (vi) JO to circulate management study on watersports**
- (vii) EB to look into Eden representative attending future meetings of the CCT**

#### **5. Nomination of Chair Person**

BH asked if anyone else wanted to chair the meeting in future. There was no interest from the other CCT members to chair the meeting. The group fully supported Brenden continuing as the interim-Chair.

#### **ACTIONS**

- (viii) BH to be interim chair of the CCT**

#### **6. Coastal Communities funding update**

TB detailed a successful bid that the council submitted last May for feasibility work to bring the Co-Op Building on Regent Road back into positive economic use. The aim is to create a range of community business space from desk space to private offices and workshops. The project presents a number of other opportunities, such as being a venue for community based training. The current funding is supporting the production of detailed architectural plans, supporting technical work and costs. This will be utilised to submit a range of bids to refurbish the building to meet the new use.

EB said there will be more pots of funding becoming available and we need this this group to best utilise any opportunity and indeed to help people in the CCT.

JH said the £40,000 Coastal Communities Revival fund grant is supporting a worthwhile project that has the potential for a positive economic impact.

#### **7. Venue, time and dates of next meeting**

The group agreed that the next date of the meeting should be after the local elections towards the end of May.

#### **ACTIONS**

- (ix) JW to arrange doodle poll to agree a date for the next meeting of the CCT at the end of May 2019**
- (x) All 'Sub-groups' discussion to be added the next meeting agenda**
- (xi) All. 'UK City Cultural and UK Corp Games Update' to be added to next agenda**

**V0.03**

**Note Taken by Julia Woodhouse**