

ARNSIDE-SILVERDALE

“A Landscape of Discovery”

ARNSIDE-SILVERDALE

- Arnside-Silverdale is a special and unique place which lies at the head of Morecambe Bay.
- It forms part of an area that has been designated as an Area of Outstanding Natural Beauty.
- A combination of the areas natural habitats, rich diversity, distinctive character and cultural heritage and recreation forges Arnside and Silverdale's unique 'sense of place'.



Distinctive Landscapes



Range of natural habitats (Wetlands at Leighton Moss)

OPPORTUNITIES AND CONSTRAINTS

- Opportunities:**
- Natural Assets
 - Strategic Position
 - Coastal Railway
 - Cultural Heritage
 - Green Tourism
- Constraints:**
- Natural Assets
 - Designations
 - Infrastructure
 - Lack of facilities
 - Demographics



Coastal Railway



Cultural Heritage (Arnside Tower)



Natural Assets (Limestone Pavement)

THE VISION

‘To conserve and enhance the outstanding natural beauty of the Arnside-Silverdale area so that the distinctive landscape and unique ‘sense of place’ is preserved for future generations whilst also meeting the needs of today’

ARNSIDE-SILVERDALE | OBJECTIVES

IDENTITY AND IMAGE

OBJECTIVE 1 | *‘To develop a distinctive identity and positive brand image’*



The areas unique 'sense of place'

Our challenge is to develop the full potential of the area without compromising its designation as an Area of Outstanding Natural Beauty (AONB).

All proposals included in the Arnside-Silverdale Area Action Plan will centre around a distinctive identity and positive brand image that relates to the areas unique 'sense of place'.

- Developing the areas identity and image will:
 - reflect and raise awareness of the areas unique 'sense of place' ;
 - promote sustainable tourism and recreation;
 - involve the local community; and
 - coordinate its activity within the wider Regional Park area.



Involving the local community

CONSERVE AND PROMOTE

OBJECTIVE 2 | *‘To conserve and enhance the natural, built and cultural heritage assets within the Arnside-Silverdale area’*

- To conserve and promote the areas assets, education and information provision are crucial.
- The creation of a combined AONB/RSPB visitor information and education centre 'Slackwood Farm' is proposed.



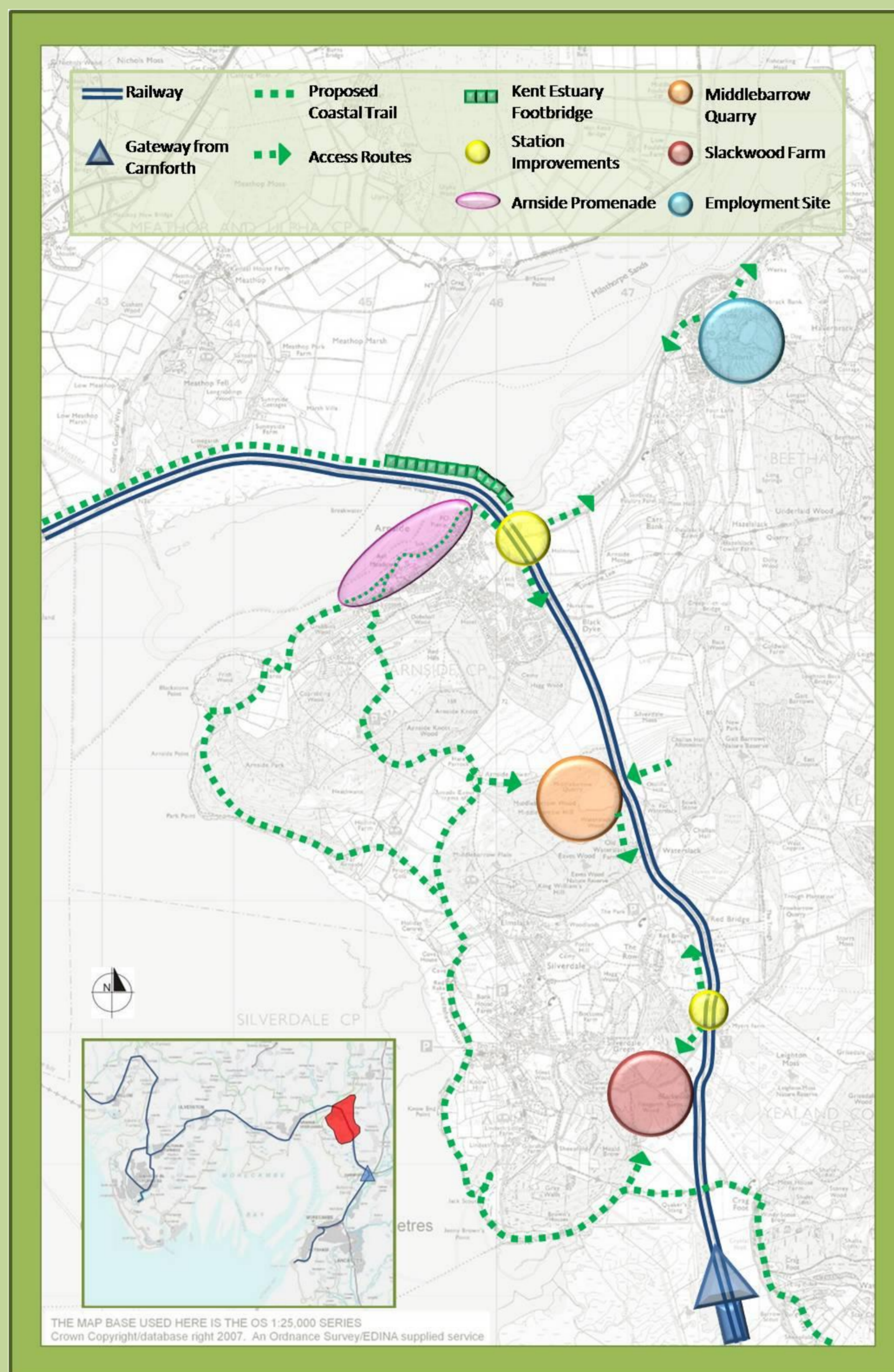
Slackwood Farm



The farmhouse and garden

- Slackwood Farm will incorporate:
 - an educational visitor centre;
 - a new base for the AONB management team;
 - office space for other environmental groups;
 - education and conference facilities; and
 - a small retail outlet and coffee shop.
- The site will conserve the land which it rests on whilst enhancing its surrounding and educating on environmental preservation.
- Other education and information provision will be incorporated into the Arnside and Silverdale station improvements.

ARNSIDE-SILVERDALE | KEY DIAGRAM



SUSTAINABLE TOURISM AND RECREATION

OBJECTIVE 3 | *‘To develop and promote a wide range of high quality leisure and tourism facilities’*

The ASSERT Centre- The Arnside & Silverdale Sustainable Education Renewable Technology at Middlebarrow Quarry aims to educate about renewable technology by seeing it in action.

- The site will include:
- educational learning research centre;
 - educational visitor centre;
 - micro renewable centres;
 - bowling lawn; and
 - parking.



Middlebarrow Quarry



Site visualisations

ACCESS

OBJECTIVE 4 | *‘To provide sustainable green access across the Arnside-Silverdale area’*

Access to and within the Arnside-Silverdale area needs to take into account the areas sensitive habitats, wildlife and landscapes.

Sustainable green access is therefore paramount and must encourage harmony between walkers, cyclists, hikers and vehicles.

This key theme aims to sensitively manage the travel and movement patterns of visitors and the community through:

- promotion of cycling and walking;
- reduced car usage; and
- an integrated public transport network.

Green Access is gained through the following proposals:

- the Carnforth Gateway;
- continuation of the Coastal Trail;
- the Kent Estuary Footbridge; and
- station improvements.



Carnforth Station



Cycle Hire Scheme



The White Bridge

ECONOMIC DEVELOPMENT

OBJECTIVE 5 | *‘To sustain economic development and regeneration’*

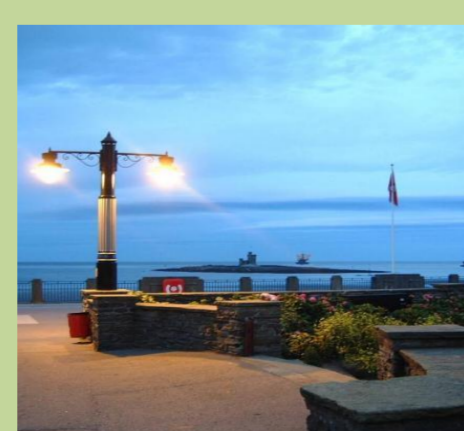
Due to employment issues in the area an eco-business centre will be created.

This will provide facilities for small local businesses, start-ups and entrepreneurs.

Emphasis will be on green building design and techniques.



Illustration of the eco-business centre



An improved Arnside Promenade



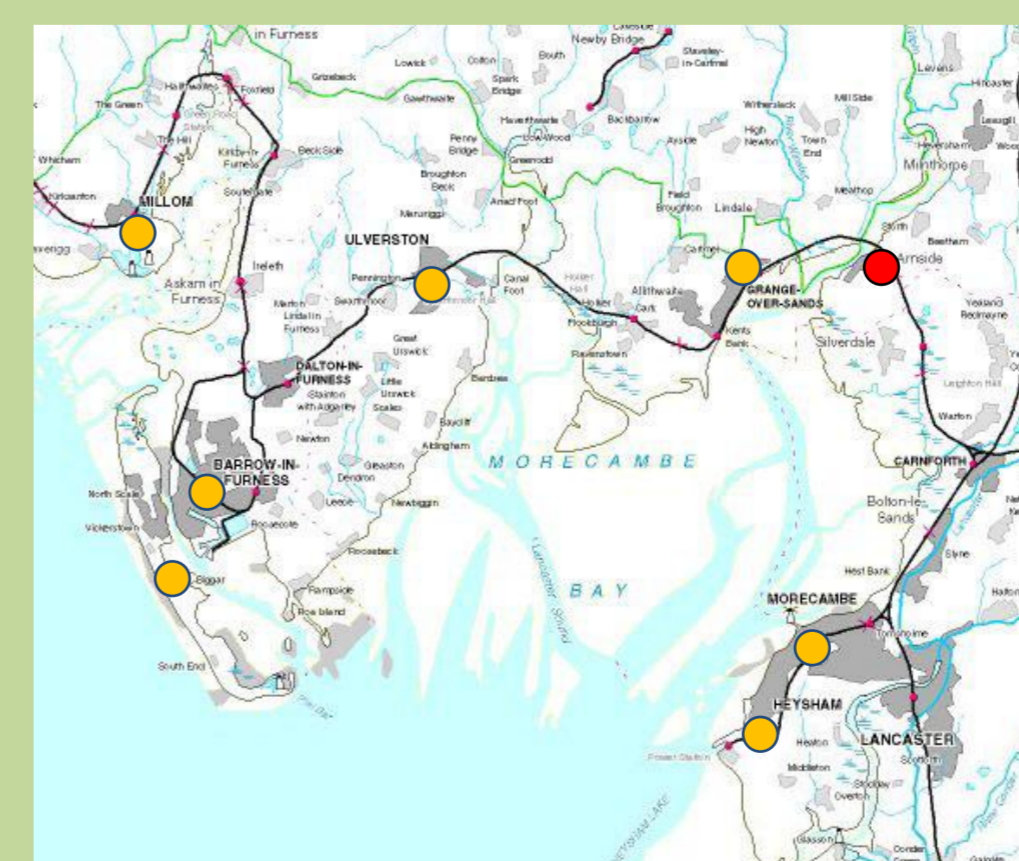
Re-development of the Old Lifeboat Station

Enhancing Arnside promenade is fundamental to promote the areas image and build on an outstanding visitor attraction.

Actions to achieve this will include access and public realm improvements, the introduction of public art and the redevelopment of the Old Lifeboat Station for visitor facilities

THE UNIFYING REGIONAL PARK

OBJECTIVE 6 | *‘To develop the role of the Regional Park as a unifying and binding force in the area’*



The inclusion of the Arnside-Silverdale area within the Morecambe Bay and Duddon Estuary Regional Park is crucial to:

- the overall image,
- marketing,
- connectivity,
- education and awareness; and,
- sustainable tourism and recreation.

All proposals should be integrated into the Regional Park strategic framework.