

## INTRODUCTION

At present, the Morecambe Bay and Duddon Estuary Regional Park is in its preliminary stages. This Area Action Plan (AAP) is intended to help the development of the Regional Park initiative develop further. The Lake District National Park is currently the major tourist focus of Cumbria, attracting thousands of tourists a year. It begins just north of Grange-over-sands and would be located adjacent to the proposed Morecambe Bay Regional Park, possibly having both positive and negative effects upon the MBRP proposal. The South Lakes has the potential to offer a different unique visitor experience complementary to that offered at present in the Lake District. Along with providing a unique visitor destination, the MRBP should seek to reduce inequalities of the local and visitor population, contributing to the sustainability of the area.

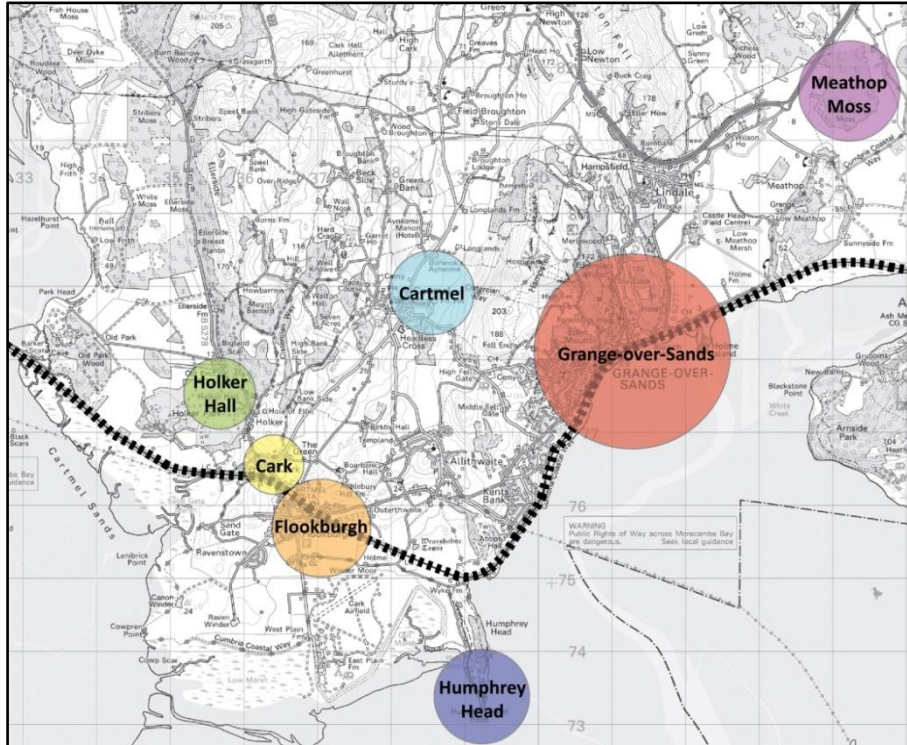
Currently Kendal is the most significant service centre to Grange-over-sands, however, there is great potential to improve the capacity and variety of more local services in Grange itself. Grange over-sands forms part of the larger Morecambe Bay area which also includes Barrow-in-Furness, Fleetwood, Ulverston, Heysham, Morecambe and the city of Lancaster.



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Figure 1: Map of Grange-over-Sands and other proposed areas in the MBRP.

This AAP focuses upon Grange-over-sands and the surrounding villages of Cartmel which is situated North-West of the town; Cark, Holker Hall and Gardens which are located South-West of Grange-over-sands; Flookburgh which is situated three miles South-West of Grange-over-sands and Humphrey Head nature reserve which is located three miles South of Grange-over-sands. However, the key focus on this AAP is Grange-over-sands as a 'window' of the MBRP.



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Figure 2: Map of Grange-over-Sands and the surrounding areas

## VISION

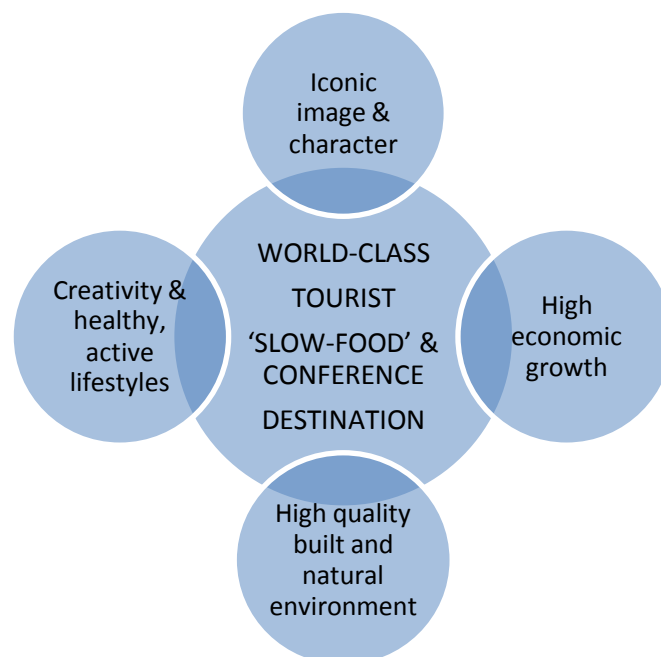
This vision statement is intended to capture the essence of Grange-over-sands. This is important in enhancing the current status of the town and in describing the desired outcome of this AAP. The vision is intended to inspire, conceptualise, and give direction to the future marketing strategies and developments proposed within Grange-over-sands over the next 15-20 years as part of the MBRP.

### *Grange-over-sands: 'The Gourmet Gateway'*

**The vision for Grange-over-sands is to develop the town as a world class tourist, slow-food and conference destination, making it the gateway and key service centre to the Morecambe Bay Regional Park. This is to be achieved by:**

- Creating an iconic image & building on character to reinforce 'sense of place';
- Harnessing entrepreneurial spirit attracting inward investment & working age mobility into the area, achieving sustainable high economic growth;
- Realising full potential of development opportunities to enhance built and natural assets; and,
- Furthering current successes promoting creativity and healthy, active lifestyles.

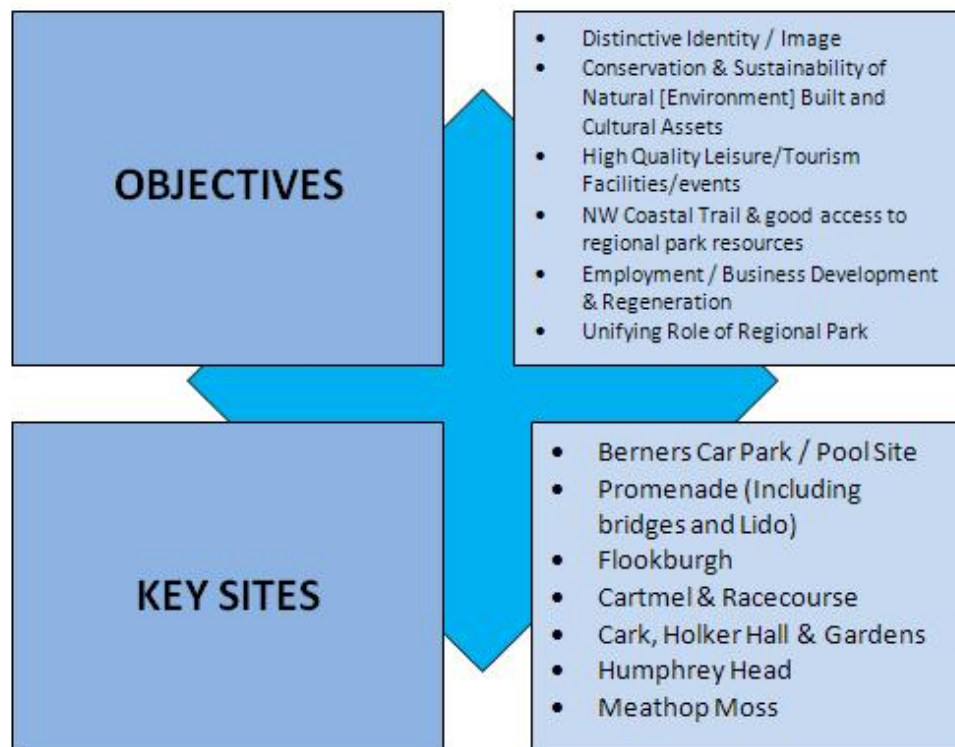
*Figure 3: Key Components of the Vision for Grange-over-sands*



## DECISION AREAS

Key decision areas are identified in this AAP which are integral to determining the preferred strategy, and which should also play a key role in shaping future development, aiding implementation.

The decision areas were devised partly in themes, and partly as key sites, linking to the objectives used to establish Grange-over-sands as a World Class Tourist, Slow-Food and Conference Destination. The decision areas are as follows:



The themes of art, food and conference and business development will thread throughout this AAP.

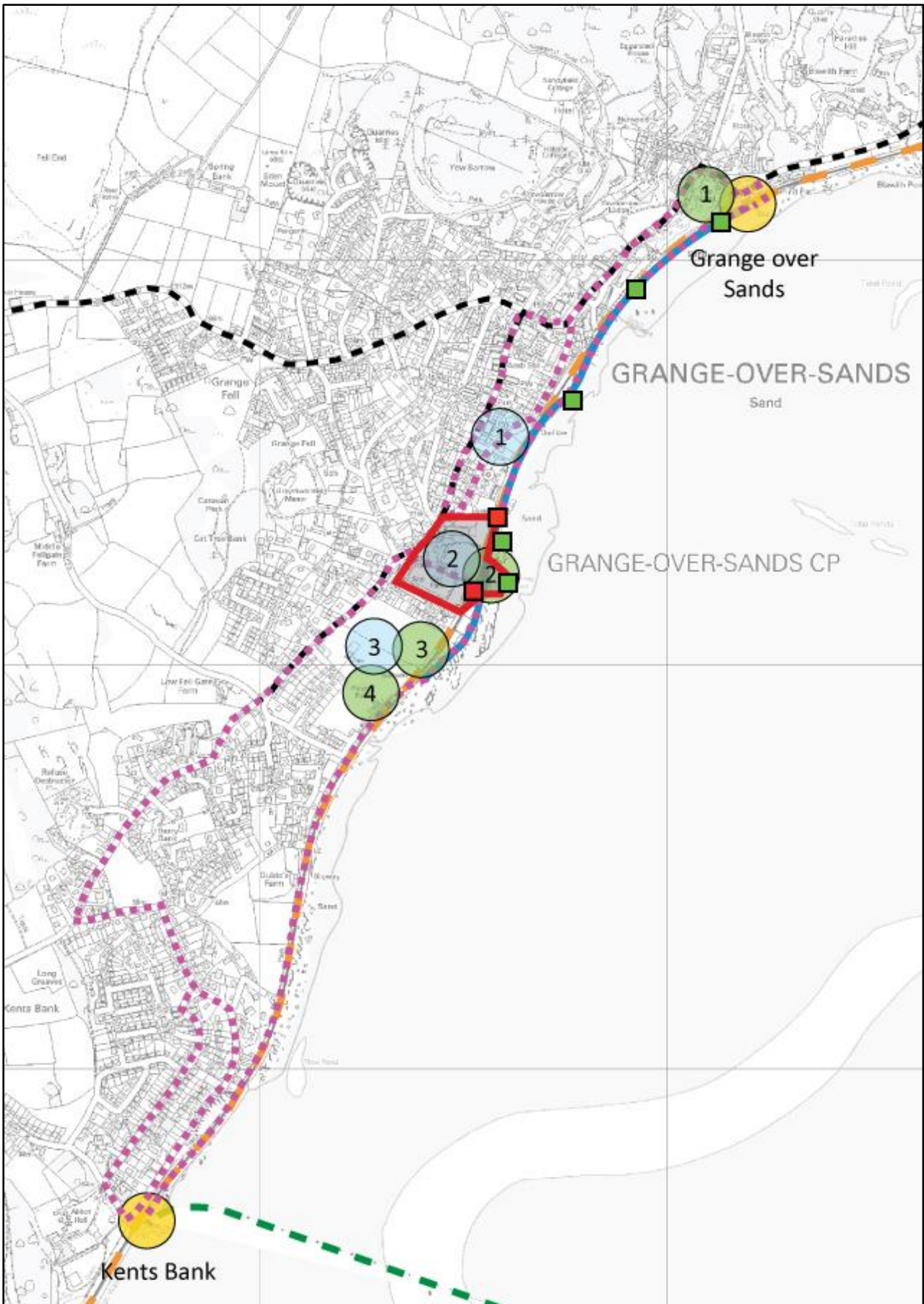
## KEY DIAGRAM

The Key Diagram overleaf shows a map of Grange-over-sands. It has been devised to illustrate the main policies and proposed enhancements relating specifically to Grange-over-sands in this AAP.

The proposed general enhancements are:

- Gateway Enhancements, to include visitor facilities for Cross-Bay walkers at Kent's Bank;
- Rebuilding of the pedestrian footbridges, connecting the promenade to the town and reinstating the circular walking routes;
- Environmental improvements;
  - 1) Ornamental Gardens
  - 2) Lido and former nursery site
  - 3) Playing field
  - 4) Poor connection at end of the promenade
- Recreational improvements;
  - 1) Park Road Gardens
  - 2) New leisure facilities
  - 3) The bowling green
- Public Art & sculptures along the promenade;
- 'Berners' Hub' – comprising three key regeneration sites into a mixed-use development.

GRANGE-OVER-SANDS KEY DIAGRAM



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## REGIONAL PARK OBJECTIVES

This AAP describes the development strategy needed to help future development, and growth for Grange-over-sands and in doing so, has created a series of thematic and site-specific proposals for the area.

To summarise, a brief discussion of the regional park objectives in relation to Grange follows.

### **DISTINCTIVE IDENTITY AND IMAGE**

This AAP suggests that Grange-over-sands has a remarkable opportunity to build upon its existing image and history, utilising remedial work to ‘reinvent’ itself. It does not need to completely ‘change;’ instead just be restored and polished, with additional ‘polishing’ of existing strengths. In the context of the regional park however Granges current image is not sufficient enough to support and enhance the profile of the MBRP, and this we believe, can be addressed through our development proposals, such as utilising the opportunities to showcase the fantastic available local produce through developments such as the world-class restaurant at Berners’ Hub.

### **TO CONSERVE AND PROMOTE THE SUSTAINABLE DEVELOPMENT OF THE REGIONAL PARK’S NATURAL, BUILT AND CULTURAL HERITAGE ASSETS.**

The high quality existing built and natural environment is also currently strength of Grange-over-sands. Morecambe Bay, as a Site of Special Scientific Interest (SSSI) is a key natural asset which is important in linking the ‘windows’ of the MBRP together. The salt marshes in Grange-over-sands form part of the wider network of salt marshes in Morecambe Bay and are host to a variety of plant, animal and bird life.

There are several nature reserves located in Grange-over-sands and the surrounding area which are important natural assets, to be built upon to secure the future success of the MBRP.

Meathop Moss, Humphrey Head and Foulshaw moss are fantastic local assets with rare wildlife and plants, with good potential for future development.

The already high-quality existing range of urban parks and gardens provide a ‘green network’ in the town and high quality public realm. This includes the Park Road & Ornamental Gardens. It is our belief that all of these facilities can be elevated to ‘Green Flag’ status.

## **DEVELOPING LEISURE AND TOURISM FACILITIES AND EVENTS**

Grange was built on Tourism and despite the apparent decline in recent years, Grange has many high-quality assets and simply needs to seize the opportunity to fully market and promote these. Through the implementation of 'Berners' Hub' as a key, defined multi-purpose visitor destination and promotional marketing & introduction of new events in the existing facilities in Grange-over-sands and the wider-area, there is certainly scope to re-capture the tourist interest.

## **TO SUPPORT THE DEVELOPMENT OF THE NORTH WEST COASTAL TRAIL AND PROVIDE GOOD ACCESS TO REGIONAL PARK RESOURCES**

The current under-use and poor connections through the MBRP area impede the use and accessibility of the NW Coastal Trail; there is clearly lots of potential. With greater connections and mixture of uses provided through the establishment of a 'braided' trail (to cover pedestrian, cycle and horse riding uses) the trail does not have to be overly wide and can be enjoyed by many sorts of users. With better connections at key locations to the trail, such as at the major train stations in the town, we feel the usage and therefore support for the development of the trail can be increased further still.

## **REALISING REGENERATION THROUGH EMPLOYMENT AND BUSINESS ENHANCEMENT**

One of the most significant 'issues' identified for Grange-over-sands is the fact it has a largely ageing demographic. Whilst this is also undoubtedly the appeal of the town, in economic terms it is a potential 'time bomb' given that there needs to be a larger proportion of working age families in the area.

The proposed solution is to harness the power of enterprise and utilise the investment capital and business expertise of the 'silver entrepreneur' – older, wiser entrepreneurs who's businesses are more likely to succeed. Through linking the Business Incubation Centre at Berners' Hub to University Business School is it our belief that it is possible to generate professional class jobs whilst fostering relationships between younger and older generations to maintain this inclusive, stable community.

## **TO DEVELOP THE ROLE OF THE REGIONAL PARK AS A UNIFYING AND BINDING FORCE IN THE AREA**

It is believed that that comprehensive and cohesive marketing, management structures and allocated MBRP resources, the MBRP concept can and will deliver benefits for the whole of the defined area, and certainly in Grange-over-Sands. A focus on commitment to natural & built rural assets, wildlife, enterprise and high-quality tourist offerings has been demonstrating throughout this report and is true the bay-over. Once organised and marketed, the MBRP could truly start to take on a life of its own.

KEY SITES

The key sites to be developed in the AAP are summarised in the tables & figures below. Each key site is listed with their most significant ‘actions’ and the intended ‘effects’. Firstly, the proposal for our major development *within* Grange is discussed, ‘Berner’s Hub’, followed by a discussion of each surrounding supporting sites (located *outside of Grange*) follows.

BERNERS’ HUB

‘Berner’s Hub’ is a mixed use-development that combines three key regeneration sites. Three development ‘quarters’ are described below, explaining how each contributes to making Grange-over-Sands a World Class Tourist Destination and Gateway to the MBRP. The fourth ‘quarter’, is the existing promenade.

The Promenade

Action	Effects
<ul style="list-style-type: none"> <li>Rebuilding pedestrian footbridges &amp; public footpath improvements</li> </ul>	<p>Greatly improves access to the Promenade itself from the current Berners’ Swimming Pool &amp; Berners’ Car Park Sites, particularly for pedestrians and cyclists.</p> <p>The bridge rebuilding will re-instate circular walking routes for pedestrians to enjoy the promenade without having to walk the entire length.</p>
<ul style="list-style-type: none"> <li>Remedial works on the promenade and installation of semi-permanent public art in designated locations</li> </ul>	<p>Improves the image of the promenade and protects against flooding. Installation of public art emphasises creativity within the town (exhibiting ‘Prom Art’ where possible).</p>



Entertainment Quarter



Above: 3D rendering of a potential iconic building Above: Conceptual Images

Actions	Effects
<ul style="list-style-type: none"> <li>Holding a design competition for the construction of an 'Iconic Building' to incorporate:</li> </ul>	<p>The building will become a beacon in the MBRP providing entertainment, contributing to the iconic image of Grange-over-Sands and replacing the derelict outdoor Lido.</p>
<ul style="list-style-type: none"> <li>A multi-purpose indoor event venue facility;</li> </ul>	<p>The indoor event facility will be used to hold conferences and a variety of cultural events: arts and crafts festivals, alongside music performances.</p>
<ul style="list-style-type: none"> <li>An elevated world-class restaurant giving views of Morecambe Bay, to be ran by a well-known top-quality chef;</li> </ul>	<p>The world-class restaurant will provide spectacular views of the bay and serve the highest quality local produce cooked to perfection, epitomising the notion of 'Gourmet Grange'.</p>
<ul style="list-style-type: none"> <li>A large area of public space where a focal art piece/pieces are to be displayed.</li> </ul>	<p>The focus on art demonstrated on the promenade will climax here with a larger, semi-permanent exhibition incorporated into the outdoor public space.</p>

Overall, the facility will strengthen the economy, provide employment opportunities, reinforce the creativity in the town and support retailers and local hoteliers.

Leisure Quarter



Above: Sketch of a potential design solution Inset: Conceptual Images

Actions	Effects
<ul style="list-style-type: none"> <li>Reducing the existing car-park size by 50% and constructing a 'Spa Centre for Health' providing:</li> </ul>	<p>Utilising the under-used car parking space to provide new facilities appealing to tourists and local people.</p> <p>Provision new facilities in one location: Steam room; Sauna; Whirlpool; Jacuzzi, Turkish Baths; Small Swimming Pool; Relaxation therapy; massages, facials, Acupuncture, Homeopathy, Manicures and Pedicures to complement the existing Tennis Courts; Basketball Courts &amp; Bowling Green, which are to be refurbished.</p>
<ul style="list-style-type: none"> <li>A wide range of leisure, spa and relaxation facilities;</li> </ul>	<p>A chic café-bar will contribute to the provision of a night-time economy and generate further additional revenues and provide employment..</p>
<ul style="list-style-type: none"> <li>An internal café-bar.</li> </ul>	<p>Overall, the centre will contribute the provision of sustainable leisure facilities in Grange. The establishment the café-bar will assist with sustainability and reinforce the notion of Grange as a 'food' town.</p>

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Commercial Quarter



Top, Bottom-centre: 3D rendering of potential development Bottom left/right: Conceptual Images

Actions	Effects
<ul style="list-style-type: none"> <li>Demolishing the Swimming Pool structure and creation of a mixed-use development including:</li> </ul>	<p>This will utilise a currently disused site, providing for need-areas in the town</p> <p>Promote 'silver entrepreneurship' and growth in professional-class employment by offering support and premises to new SMEs, strengthening the local economy.</p>
<ul style="list-style-type: none"> <li>A business incubation centre, linked to Cumbria University school of Business and Enterprise;</li> </ul>	<p>New accommodation will provide views of the bay and allow workers to live 'on-site', increasing appeal to younger families. The commercial element will facilitate construction of much needed affordable housing.</p>
<ul style="list-style-type: none"> <li>Housing;</li> </ul>	<p>Small retail units will be provided for on-site needs and also generate additional economic revenue and employment opportunities.</p>
<ul style="list-style-type: none"> <li>Small Retail Units;</li> </ul>	<p>Overall, the site will promote growth in professional business sectors diversifying the economy, contribute to employment, and encourage younger families back into the area.</p>

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# HOLKER HALL

Actions	Effects
<b>A thorough programme of exciting and stimulating events throughout the year with an emphasis on world food and wine festivals, farmers markets, cookery classes and weekends with special celebrity guest-chefs.</b>	Increasing the number of visitors to Holker Hall by promoting Holker Hall and Gardens as a place of fine food and quality local produce, boosting the local economy and in turn promoting Grange as a world class food destination - 'Gourmet Grange'.
<b>Expansion of range of local food produce available in the Courtyard café which is complimentary to the food offered in the Holker Food Hall-potential to offer a discount</b>	Promoting local produce, reducing 'food miles' and congestion and pollution, supporting the local economy by supporting local farmers, distributors and processors and promoting the local distinctiveness of the area.
<b>The establishment of new attractions designed to appeal to families such as a maze and children's farm with special rate family tickets</b>	Increasing the number of families visiting Holker Hall and the surrounding area, making Holker Hall into a full-day rather than half day visitor attraction and therefore increasing public spend.
<b>The establishment of Holker Hall as an important leisure destination for Grange-over-Sands and the wider area through frequent music festivals, open air theatre events, and firework displays.</b>	Increasing the number of high profile events, and promoting the stimulation of the high-time economy.
<b>Improved marketing and promotion of the site.</b>	Increasing awareness of Holker Hall, Grange-over-Sands and the surrounding area.



Above: Holker Hall

# MEATHOP MOSS



Above: Conceptual Images

Actions	Effects
<b>Re-wetting of Meathop Moss</b>	Attracting a greater number of wildlife and rare species in the area such as the Bittern.
<b>The creation of a 'Natural Network' with nearby Foulshaw Moss and Leighton Moss and development of a marketing strategy</b>	Promotion of the sites to protect rare wildlife species and encouraging links between the sites to encourage more visitors.
<b>Promoting 'green links' to the Mosses and also within the Moss e.g. promoting use of the Cumbria Cycle Way and also walking.</b>	Encourage 'eco tourism' and the use of existing routes and cycle ways and healthy, active lifestyles for all ages.
<b>Creation of essential visitor facilities such as restrooms, picnic sites and car parking.</b>	Development of visitor facilities will stimulate visitor numbers to the Mosses and increase the number of visitors to the wider area.
<b>Creation of new unique attractions such as indoor butterfly and moth centre, arts, crafts and public art wall, and a photography and film centre.</b>	Prolong the visitor stay, stimulate creativity, and encourage different target audiences including families, wildlife enthusiasts and education parties to visit.
<b>Promoting education through links to the Castlehead Field Study Centre</b>	Encouraging teenagers and young people to explore Grange-over-Sands' natural environment through active learning.
<b>Provide links to local accommodation</b>	Boost the local visitor economy through the use of local catered and self-catering hotels. Contributing to the development and use of visitor facilities and encouraging weekend stays.

# HUMPHREY HEAD



Above: Conceptual Image

Actions	Effects
<b>Enhance Pedestrian &amp; Public Footpath to the summit</b>	Greatly improves access to the summit and its panoramic views particularly for pedestrians and the disabled, allowing Humphrey Head to be an all year round attraction for all visitors
<b>Develop car park facilities and a seasonal café.</b>	Improves accessibility of the site for those travelling by car; currently there is little parking provision.  The Café will allow Humphrey to become a full- day attraction.
<b>Provide signage leading up to the summit, particularly at the entrance</b>	Aid visitors to find Humphrey Head and navigate around.
<b>Market Humphrey Head as a key location for outdoor activities.</b>	Widens the appeal of Humphrey Head, making it a key location for outdoor activities, as well being as the largest limestone peninsula in Cumbria.
<b>Installation of an iconic landmark and monuments</b>	Increases the visitor's experience, informing them this was last known presence of the last English Wolves and contributing to the 'Public Art' theme of Grange more generally.

## CARTMEL

Actions	Effects
<b>Develop an Iconic Image to establish Cartmel as world-class visitor destination.</b>	Increasing tourist numbers and improving awareness through a marketing strategy for the village.
<b>Promote Cartmel as a sporting venue.</b>	Providing large-scale events to attract tourists, locals, young people, and sporting enthusiasts to visit. Addresses the lack of sporting facilities in South Lakeland.
<b>Expanding the conference market.</b>	Increases visitor spending and promotes the use of the new Grandstand facilities. Provides links with local grand hotels.
<b>Development of more regular race-day and non race-day events.</b>	Encouraging more visitors to the area on a more regular basis and increasing visitor spend.
<b>Providing a night-time Economy.</b>	Providing entertainment for locals and visitors in the evening, increasing the number of activities in the area.
<b>New facilities.</b>	Providing a new dressage ring for horse show events, providing weekend attractions.



Above: Cartmel Racecourse



Above: Conceptual Images

## FLOOKBURGH & CARK



Above: Flookburgh Square



Above: Flookburgh Business Park



Above: Cark Station

Actions	Effects
<b>Improve accessibility through road widening</b>	Greatly improves access in and around Flookburgh where possible. Increasing the attractiveness of the pleasant old fishing village.
<b>Develop a 'market centre' in Flookburgh Square</b>	Development of a public realm suitable to host an evening market economy and strengthen Flookburgh as a tourist destination.  Solidifies the commitment to using fresh local produce (especially local fish!) and the theme of 'Gourmet Grange'.
<b>Expansion of business park with high technology industries, linked to Grange's incubation centre.</b>	Diversifies and strengthens the local economy and generate new employment opportunities.
<b>Fully Utilise and market Cark Train station as a 'Gateway to Flookburgh'</b>	Improved accessibility for non-motorists and reduces congestion for existing traffic.

## SUMMARY

This executive summary has introduction Grange-over-Sands and the surrounding area in its geographical context, described the 'Vision' for development through the AAP, highlighted the key aspects of development to take place in Grange itself, discussed the developments in the context of the Morecambe Bay Regional Park objectives and finally, concluded with a in-depth discussion about the key actions and effects proposed to take place in each area to realise 'the vision'. The full AAP document contains all of these points elaborate upon in much greater detail, setting out the focus for each Regional Park objective in full and a detailed discussion through to implementation of each key site.