

Spatial Planning in Action Project

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Morecambe Bay and Duddon Estuary
Regional Park

Regional Parks Xchange Workshop

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Outline

A photograph of two people standing on a wooden boardwalk in a field of tall grass. They are looking towards a stone well with a blue cover. In the background, there is a body of water and hills under a blue sky.

Our Brief

Challenges and opportunities

Our Vision

The Offer

Moving Forward

Our Brief

A commentary on the park

Raise aspirations and awareness

Help justify the park concept

Show what could be achieved

Be innovative, inventive - & controversial!

.....help the park move forward!



Challenges and Opportunities

- Climate Change
- Demography and Deprivation
- The Economy and Regeneration
- Safeguarding the Environment
- Accessibility



Our Vision

The MB&DE Regional Park is seen as playing a central role in:

- Promoting the conservation and sustainable development of the areas natural, built and cultural heritage;
- Delivering a high quality leisure and tourism experience
- Improving accessibility, and
- Contributing to change, regeneration and new investment.

The Regional Park is appreciated as *a valuable, unifying and binding force* in the area.

The Offer

Environment

Sands....Sea....
Tides....
Natura....Birds.....
Coast....Ecology
...Idyll..
Beauty...Secret..
....Wild...
Wonderful

Heritage

Magic.....Mystery.....
Spiritual...Ships....Indust
ry..Victoriana,
Edwardiana, Art
Deco...Maritime..Naval
Energy...Charm

Morecambe Bay and Duddon Estuary

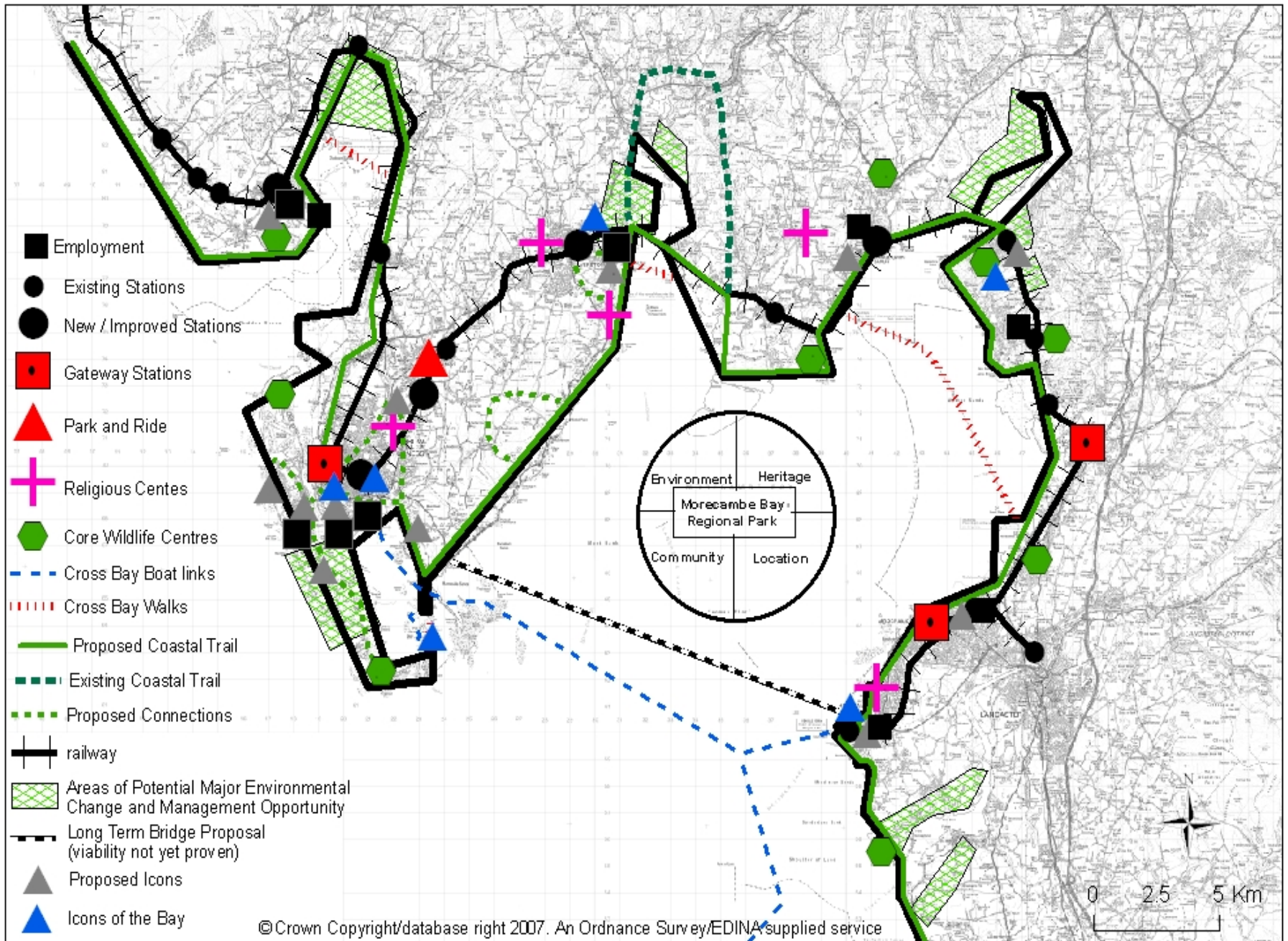
Community

Hospitality...Food
....Art....Festivals....
Variety....Market
Towns....Villages and
Vales

Location

Lakeland and
Lancashire Coast
Millom to Morecambe
On the Region's doorstep
Where Mountains
meet the Sea

Key Diagram



MB&DE Bayscapes

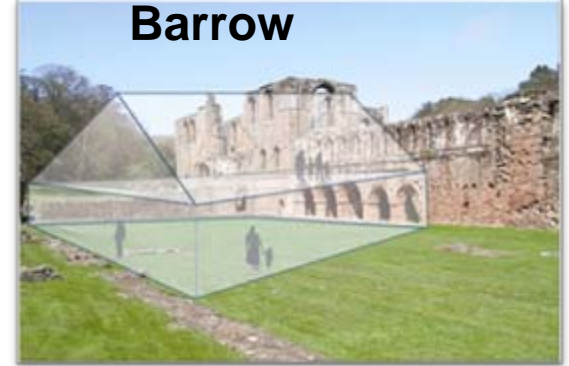
Discover Duddon



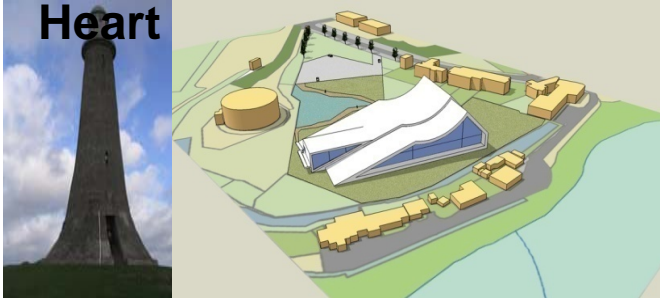
Walney Wet & Wild



Bayside Barrow



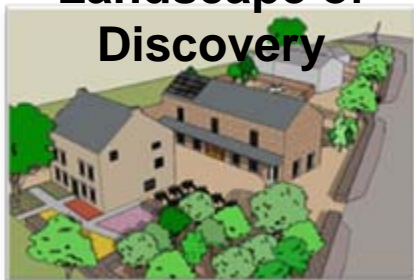
Ulverston – The Cultural Heart



Gourmet Grange



**Arnside:
Landscape of
Discovery**



New Roles for Morecambe



**Heysham, Work
Live and Play**



Moving Forward

Vision, Plan and Sell

Strengthen the Partnership

Early Wins

Status quo is not an option...