

MORECAMBE BAY A VIEW FROM HERE

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Promoting City Coast & Countryside



Governance by sensible Geography

- The NW Regional Spatial Strategy clearly identifies Lancaster District as part of the North Lancashire and Cumbria Sub region.
- “there are strong functional ties between Cumbria and North Lancashire”

Spatial linkages around the Bay

- Vast part of Barrow and South Cumbria historically part of County Palatine of Lancashire.
- Travel to work patterns between S Cumbria and Lancaster.
- Higher education catchment
- School catchments shared i.e. Dallam.
- Morecambe Bay partnership
- S Cumbria business's in Chamber.
- Lancaster and Westmorland Soc of Architects.

Common Experiences

- Custodians of landscapes with high conservation value.
- Undersold tourism destinations.
- Affordable housing crisis.
- Out migration of young people without replacements.
- Settlements experiencing social and economic decline

Strategic Opportunities

- Sub National review. Need to collaborate in logical common cross boundary activities
- Energy Coast transformational agenda spreading benefits
- Stronger tourism offer with single brand
- Potential for single spatial plan

What is holding us back?

- Reputation of tribalism on both sides of the border and some history to justify it.
- Ill founded removal of County Councils strategic planning roles.
- Fears of bids for unitary status.
- Goal posts constantly moving ie MAA's

How we need to respond

- Single voice for supporting regeneration schemes.
- Potential for collaborative work with Infrastructure Planning Commission projects.
- Larger scale spatial justification on a sub regional level, and within the correct sub region.

What should we tackle first?

- A stronger single brand for tourism marketing.
- Complimentary to but not competing with the Lake District.
- Using existing budgets but working together; eg Forest of Bowland.

Developing a common future

- A common approach to Regional Housing and Employment policy
- A voice as strong as urban centres
- Sustaining communities around the Bay
- Potential for a single LDF in future years, sharing cost and practice.