



Morecambe Neighbourhood Plan Draft Vision Statement and Objectives

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Vision

1. By 2031, Morecambe will be a “twenty-minute town” where basic services, including schools, healthcare, shops, leisure, and cultural activities, can be accessed by people of all ages and abilities within a 10-minute “one way” walk or bicycle ride from their homes.
2. The town will capture and facilitate increased tourism from the arrival of Eden Project North, and maintain its excellent qualities as a year-round visitor destination by supporting its local economy. At the same time, Morecambe will have balanced increased tourism with the needs of current residents, through a diverse local economy, and protection against increased land speculation and hyper-gentrification.
3. Morecambe’s built and natural heritage will have been protected and restored and will contribute to the town’s culture and identity. The town will be safe and accessible, and aesthetically pleasing.
4. Lastly, by 2031 Morecambe will have achieved carbon neutrality and will address the impacts of climate change within the town by promoting environmentally sustainable development, retaining its existing buildings, and reducing the need for trips by automobile.

Objectives

The following table shows the draft objectives for the Morecambe Neighbourhood Plan and how these objectives correspond to and enable the vision of the plan.

Objective	Vision			
	1	2	3	4
Protect and enhance Morecambe's Promenade, and the views of Morecambe Bay.		■	■	
Reconnect Morecambe's West End and Morecambe Town Centre.	■		■	
Promote redevelopment of the Frontierland site, with an eye to incorporating grade changes, improved access points, and the provision of public space in any proposal.			■	■
Ensure the "local centres" within Morecambe are enhanced to provide a sustainable and prosperous local economy, support local business and investment, and provide a wide variety of basic services to those in a 10-minute walk or bicycle ride from them.	■			
Prevent the conversion of visitor centres and hotels into HMOs and incentivise conversion back to visitor accommodation for those converted previously.		■		
Restrict hyper gentrification and land speculation that displaces residents by preventing the conversion of residential homes into permanent Airbnb's and other short-term rentals.		■		
Ensure any new development in the town is brought forward through brownfield sites and infill, rather than through greenfield development.				■
Delivering design excellence in Morecambe through new development and public realm works that respond to the character and qualities of the built and natural environment			■	
Re-imagine, and promote the revitalisation of the alleyways in Morecambe's West End			■	
Re-imagine and enhance the "gateways" and transportation corridors into Morecambe with a view to enhancing eco-friendly street design and sustainable transport within the town.	■		■	■
Incorporate public art into new developments across the town			■	

Manage and utilise the empty properties across town to leverage social capital

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