

## Press notice – for immediate release

### Lancaster & Morecambe Vision

#### After the Consultation

The Lancaster & Morecambe Vision Board produced a first draft of a new economic vision for the district in February. For two months we invited members of the public, the business community, political groups and other stakeholder organisations to contribute their views and comment on The Vision.

We now take pleasure in publishing the final Vision, incorporating a considerable number of changes and improvements which arose through the consultation process. We enclose with this press release full and abridged versions of the Vision and it can also be viewed on-line at [www.lancaster-morecambe-vision.org](http://www.lancaster-morecambe-vision.org).

There has only been one change of major substance to the Vision. Our suggestion that our name be formally changed to the 'City of Lancaster & Morecambe' didn't go down well! However every other practical suggestion in the Vision received majority support from those who responded.

Many other changes and improvements have been made throughout the document. In some sections the language has been tempered, in other areas references to local assets missing from the first draft have been added.

But most importantly, the Vision now has a much greater emphasis on quality of life, community and diversity, reinforcing the importance of Lancaster & Morecambe and the wider district as being a fabulous and inclusive place to live.

The Vision has now been agreed and adopted by the Council and by the Lancaster Strategic Partnership.

The next stage in the life of the Vision Board is to focus on the realisation of the Vision through steering the delivery of its many constituent projects and initiatives and seeking funding for their implementation. Themed steering groups are being established this summer to drive forward our ambitious programme for economic progress.

We would like to thank all those who participated in the public and stakeholder consultation and we hope for the continued support of the people of Lancaster & Morecambe and the wider district.

#### Lancaster & Morecambe

a much more significant regional asset,  
with a distinctive and unique identity  
synonymous with:

- excellence in education;
- certain niche areas of the knowledge economy;
- heritage, rural and coastal tourism;
- and quality of life / work-life balance.

C Potter, on behalf of The Lancaster & Morecambe Vision Board  
7<sup>th</sup> August 2006

Attachments: Executive summary of the Vision and printed copies of the full and abridged Vision Statement