

PRESS RELEASE



Title: Morecambe Bay Powerhouse Launched

Content

Moves to develop a more sustainable economy around Morecambe Bay were outlined to business leaders - with an appeal made for them to get involved and shape the project's direction.

The creation of the Lancaster and South Cumbria Economic Region (LSCER) will see Barrow Borough Council, Lancaster City Council and South Lakeland District Council working together more closely to build on their collective strengths.

A Business Prospectus, promoting the approach and potential for investment and growth in the area, was launched at Lancaster University's Management School on Friday 14th June.

Barrow Borough Council supports working with partners around Morecambe Bay to shape our future by attracting inward investment, promoting development, offering opportunities for relocation and job creation and supporting our businesses and residents.

Councillor Ann Thomson, leader of Barrow Borough Council, said: " Barrow Borough Council is pleased to be part of this Economic Region, and we look forward to working with the other two councils and other partners to increase the prosperity of our beautiful area."

Within the prospectus the area is highlighted as being a beautiful and safe place to live – encompassing the Lake District, and the many protected coastal attractions of Morecambe Bay where Barrow in Furness comes top of all 325 English boroughs for the quality of its landscapes and the number of its nature reserves.

With two international gateway ports at Barrow and Heysham, the Lancaster and South Cumbria area benefits from sustained high employment levels, a highly-talented, thriving workforce, and a growing, innovative economy.

The three councils have agreed to explore ways they can together build on their collective strengths in areas such as energy, advanced manufacturing, digital technologies, life sciences, health innovation, higher education and the visitor economy.

An audience of around 100 businesses and stakeholders were told that the collective Morecambe Bay area within the boundaries of the three authorities functioned as a "world-class functioning economic area", with 96 per cent of the workforce both working and living in that area.

The councils confirmed their commitment to supporting the private sector and said more could be achieved working collaboratively than in isolation. Business leaders were told that a strong, shared voice was more likely to be heard at a national level.

Business sector representatives were urged to talk to the three councils about what they needed from the initiative - and to spread the word. Part of the next step will be listening to the response from businesses which will help to inform future investment plans.

Ends

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