



OUR  
**LANCASTER**  
STORY







**“LAN-KAST-ER”:**

**PRONOUNCED WITH WIDE  
OPEN VOWELS.**

**JUST THE SOUND CONJURES  
UP A PLACE THAT’S EXPANSIVE,  
BROAD AND EXTENSIVE.**

**A VAST CITY REGION.**

**WE'RE PART OF THE NORTHERN  
POWERHOUSE AND BOAST A  
PORTFOLIO OF ASSETS STRETCHING  
OUT ACROSS THE FOREST OF  
BOWLAND, WITH HISTORIC  
LANDMARKS STILL IN THE  
POSSESSION OF THE BRITISH CROWN  
AS THE DUCHY OF LANCASTER.**



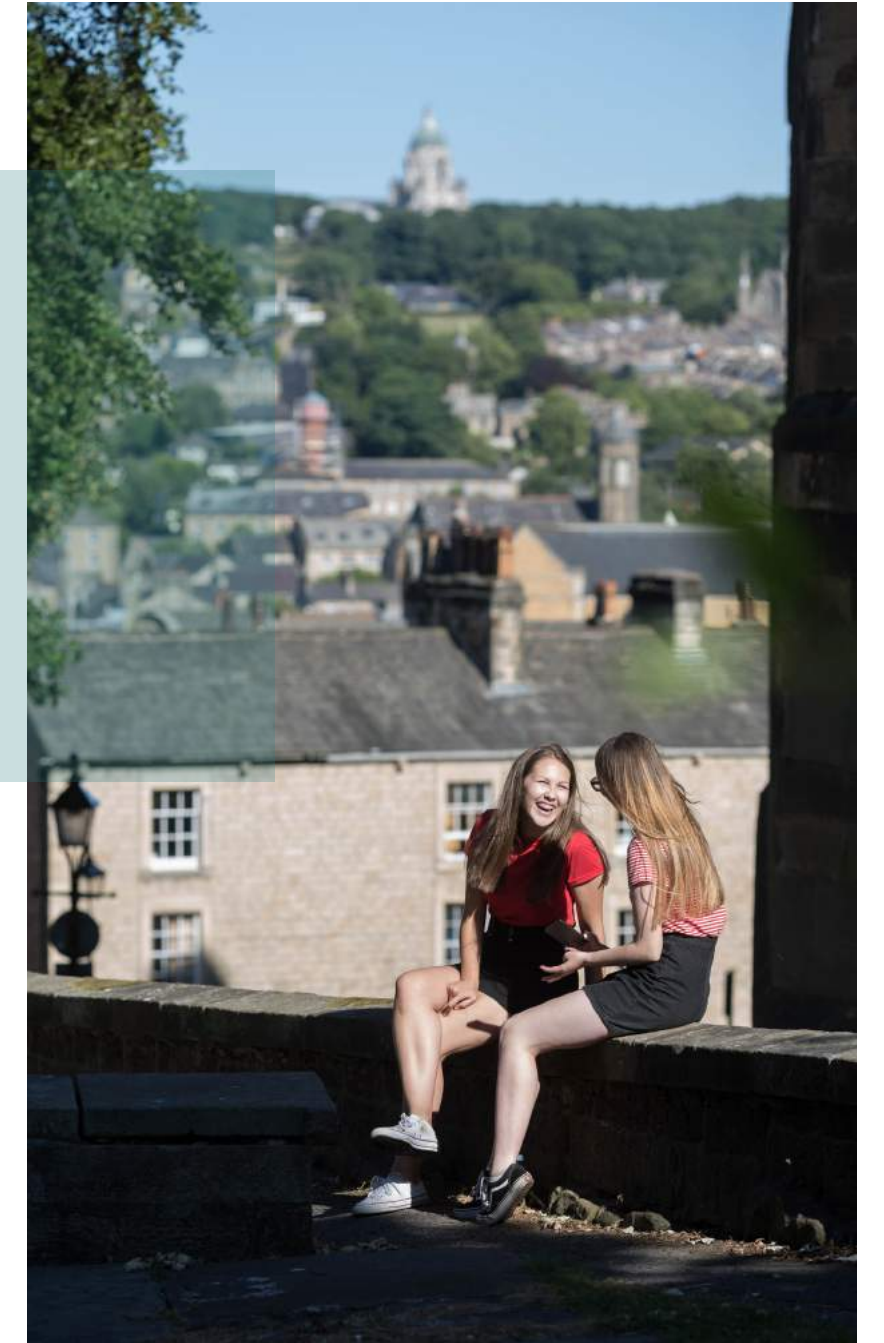
**A MAJOR DESTINATION  
ON THE WEST COAST MAINLINE  
BETWEEN GLASGOW, LONDON  
AND MANCHESTER, AND IN  
THE STRATEGICALLY IMPORTANT  
M6 CORRIDOR.**





A city region crossed by canals and the River Lune, perfectly situated between two Areas of Outstanding Natural Beauty. Within minutes of spectacular coastline, the open countryside of North Yorkshire and the mountains of the Lake District.

Lancaster is a place of quality, scale and magnitude. Characterised by fine Georgian architecture: the Queen's Priory, Lancaster Castle, and the Ashton Memorial sitting proudly in the centre of Williamson Park. Elevated by academic excellence by not one but two universities, Lancaster and Cumbria.





**ONE OF ENGLAND'S CHOSEN  
HERITAGE CITIES, HISTORY  
HAS BEEN MADE HERE.  
WE HAVE A PEDIGREE OF  
MAKERS AND CREATORS,  
FINE FOOD AND DRINK.**





**LANCASTER IS  
LANCASHIRE'S  
'HERO AND RED  
ROSE CROWN.'**



**SETTING**  
**THE**  
**SCENE**



With over 2,000 years of history behind it, the City is putting infrastructure in place to raise the profile of Lancaster as a place to live, work and visit.

By identifying relevant audiences, and through appropriate communication and marketing, Lancaster City Region is articulating its vision to secure major investment.

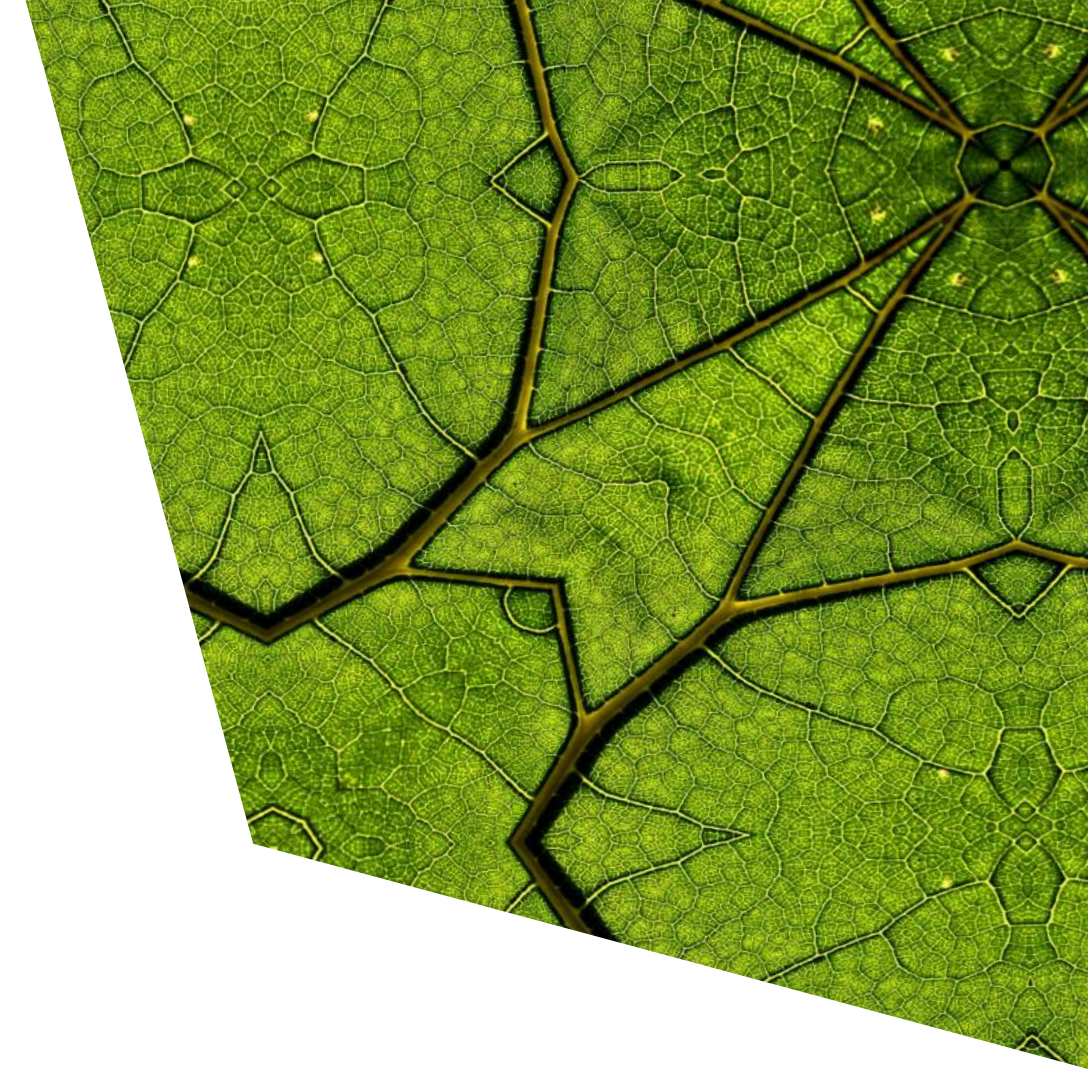
**PLANS ARE EVOLVING  
FOR TRANSFORMATIONAL  
DEVELOPMENTS SUCH AS  
LANCASTER CASTLE AND  
THE CANAL QUARTER,  
ALONGSIDE A RANGE OF  
SIGNIFICANT TRANSPORT  
IMPROVEMENTS.**

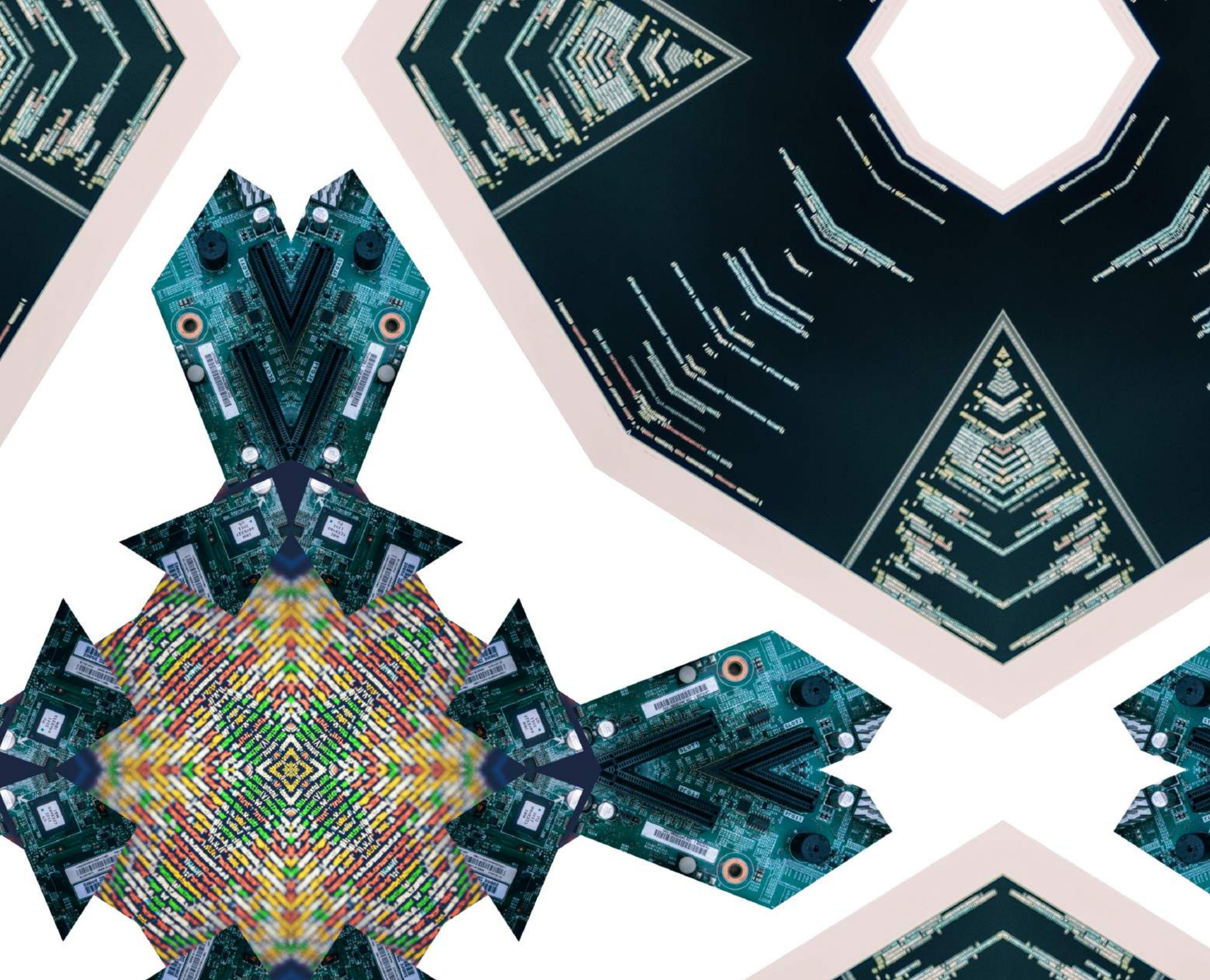




Lancaster University is embedded in a range of sectors in the city, actively participating in key initiatives, economic and cultural activities and student housing. We are taking back our museums in an exciting plan to reposition their importance as city centre attractions.

Our early Roman history is being unveiled via a series of archaeological investigations which are going to continue for many years and are likely to be of international significance.





**LINKING WITH THE UNIVERSITY  
TO DEVELOP LANCASTER'S  
DIGITAL ECONOMY HAS BEEN  
IDENTIFIED AS A KEY FORCE IN  
ELEVATING THE CITY'S STATUS  
AS A PLACE FOR INNOVATION  
AND ECONOMIC PROSPERITY.**



# **OUR**

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# **STORY**





**LANCASTER'S 2000-YEAR-OLD  
STORY HAS MANY RICH CHAPTERS:**

**MYTHS & MUSIC**

**COASTLINE & COUNTRYSIDE**

**CLEVERNESS & CREATIVITY**

**FESTIVALS & FOOD**

**PERFORMANCE & PAGEANTRY**

**ARCHITECTURE & ARTISAN**

**LEARNING & LEISURE**

**CANALS & CRAFTSMANSHIP**

**SHOPPING & SHIPPING**



**THIS PATCHWORK QUILT  
WILL BE TRANSFORMED  
INTO AN EXPERTLY WOVEN,  
FINELY CRAFTED TAPESTRY  
WHICH WILL REFLECT THESE  
CHAPTERS.**



In musical terms, this creative cacophony will be transformed by dynamic leadership into a well conducted, swirling, orchestral overture which will become the soundtrack of the city.

Lancaster's mosaic takes a drone's eye view from the top of the Ashton Memorial in Williamson Park. Scooping up the coastline and the Lune Valley, soaring around the Trough of Bowland, flying out to the Lakes and across the Yorkshire Dales.

**OUR NEW STORY REFLECTS  
WHERE WE HAVE COME FROM,  
BUT MORE IMPORTANTLY WHERE  
AND HOW LANCASTER CAN  
GROW AND DEVELOP IN THE  
FUTURE. THIS IS HIGHLIGHTED  
IN THE THEMES THAT FOLLOW  
WHICH REPRESENT HOW WE  
ARE SPECIAL.**









**CONNECTING**

**AND**

**CELEBRATING**

**CULTURE**

**AND HERITAGE**



Lancashire's finest and longest standing cultural events, festivals and activities have always been synonymous with the Lancaster City Region: from the Dukes Theatre's annual outdoor productions in Williamson Park to Light Up Lancaster and **MORECAMBE'S** Vintage by the Sea.

These are unique, home-grown crowd pleasers with a sense of scale and ambition that grab headlines in weekend broadsheet supplements. Lancaster and South Cumbria's cultural pedigree is acclaimed by Arts Council England as having the biggest critical mass of culture, outside of Manchester and Liverpool, in the North West.





**WE WILL CONTINUE TO EXCEL  
AND GROW LANCASTER'S  
INTERNATIONAL REPUTATION AS A  
DESTINATION FOR HERITAGE AND  
ARTISTIC QUALITY, ATTRACTING  
SIGNIFICANT NUMBERS OF  
VISITORS AND FAMILIES.**





**WE WILL CREATE A  
YEAR-ROUND  
PORTFOLIO AND  
BECOME LANCASHIRE'S  
FESTIVAL CITY WHERE  
YOUNG AND OLD CAN  
ENJOY THE BENEFITS  
OF ;;; CULTURE IN ITS  
BROADEST SENSE.**



We aspire to develop the Lancaster City Region as a magnet for artists of international standing, a creative playground for Lancaster artists and arts organisations, and a place for collaboration:

**BETWEEN ART AND  
BUSINESS, INTERNATIONAL  
AND LOCAL, PROFESSIONAL  
AND COMMUNITY.**

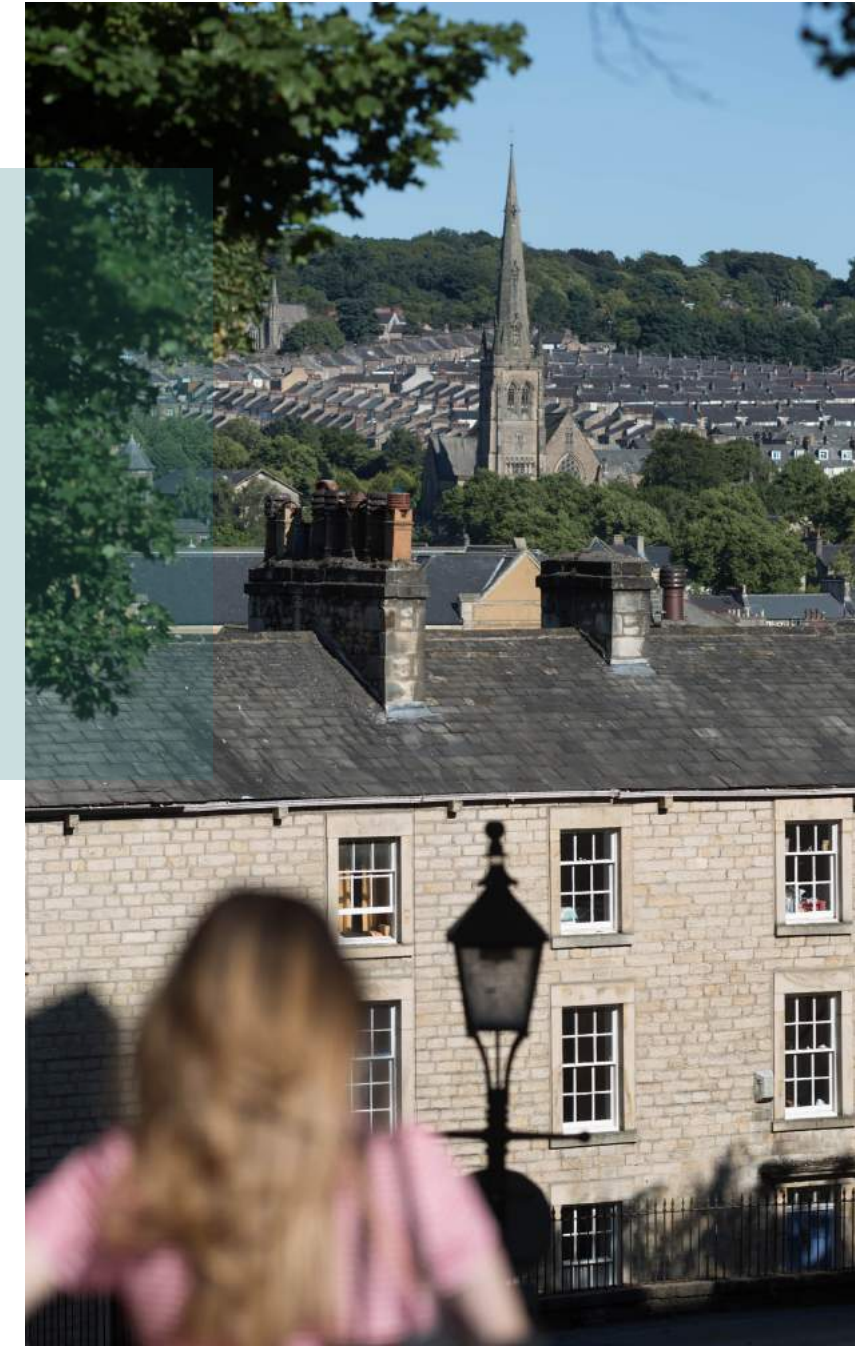








The region has a wealth of big stories relating to its buildings, from the Romans to the maritime shipping and associated wealth that created an intriguing Georgian legacy, through to the manufacturing success of the Victorian period when Williamsons and Storeys were world renowned.



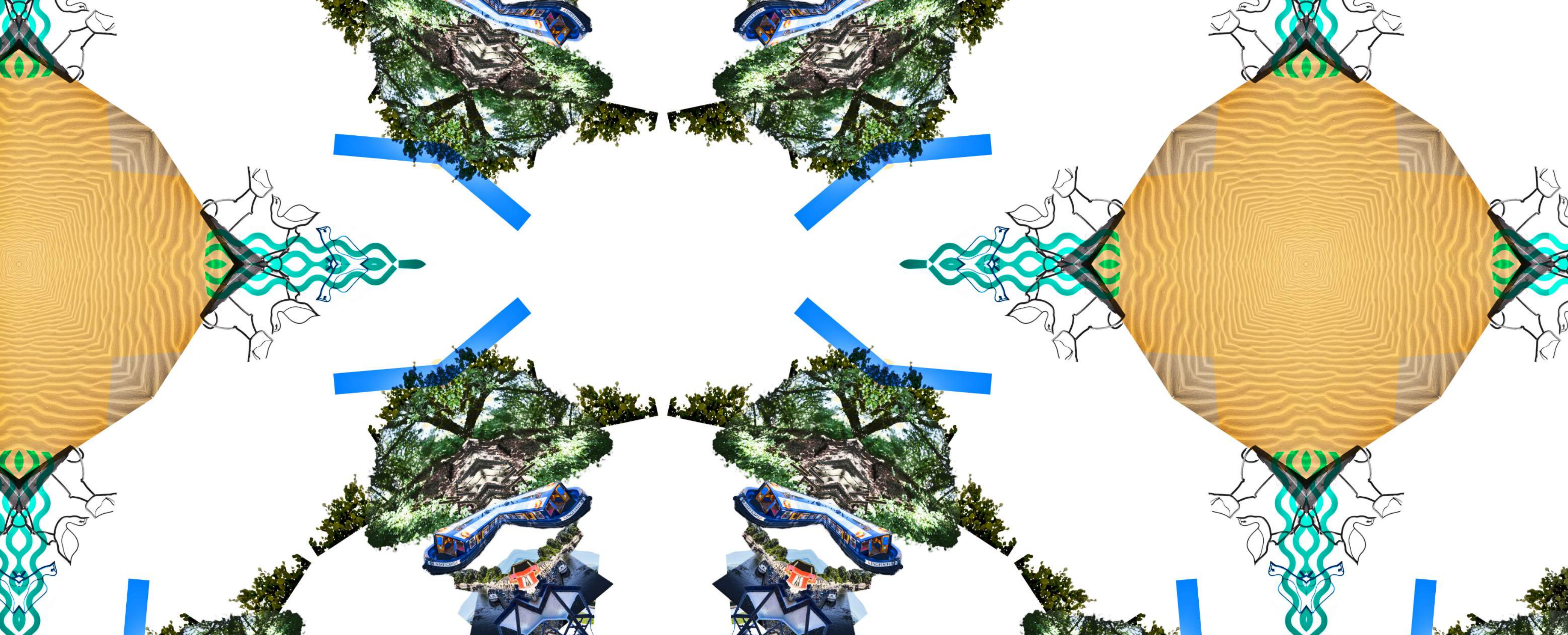


**THE ASHTON MEMORIAL  
HAS LONG PROVIDED  
A BEACON FOR  
LANCASTER, WHILST  
THE CASTLE, RECENTLY  
HANDED BACK TO THE  
CITY AS A HERITAGE  
SITE, IS SYNONYMOUS  
WITH THE REGION'S  
LANCASHIRE  
WITCH TRIALS.**



**THESE AND OTHER BUILDINGS LIKE THE STOREY INSTITUTE AND THE GRAND THEATRE WILL PROVIDE INSPIRATION FOR A NEW ERA OF CREATIVE STORYTELLING AND ANIMATION. WE WILL USE THESE TALES TO CREATE VISITOR TRAILS OF DISCOVERY.**







We will link Lancaster's hidden treasures, from the baroque inspired Music Room on Sun Street to the 12 tiny almshouse cottages of Penny's Hospital on King Street and **MORECAMBE'S** iconic Art Deco Midland Hotel.

Lancaster's businesses will not be bystanders, they will play their part, reflecting the vibrancy and the buzz of a calendar of creative programming in venues and on the streets. **MORECAMBE** and the Bay is a cultural destination in its own right with many festivals and events including the free, award winning Vintage by the Sea festival.





**ENERGISING**

**ENTREPRENEURIAL**

**EXCELLENCE**



Lancashire's reputation as a place of making and creativity is showcased in Lancaster. We are a city region of diverse entrepreneurship which ranges from brewing and book publishing at one end of the scale to our nuclear energy facilities at **HEYSHAM**.

Through the power station visitor centre, community partnerships, science festivals and exhibitions, we will celebrate the industry's status as the only place in the UK to have 2 nuclear reactors. Providing jobs and skills, apprentices and employment we will celebrate **HEYSHAM'S** work with around 40 local companies, and contributions of £80m into the district's economy every year.



**THROUGH OUTREACH AND RESEARCH AND DEVELOPMENT, WE WILL DRAW THE BEST FROM OUR GRADUATES. OUR FOCUS WILL BE ON WORKING WITH BUSINESS TO SOW AND GROW EXPERTISE, EMBEDDING OUR ACADEMIC CULTURE INTO LANCASTER LIFE.**

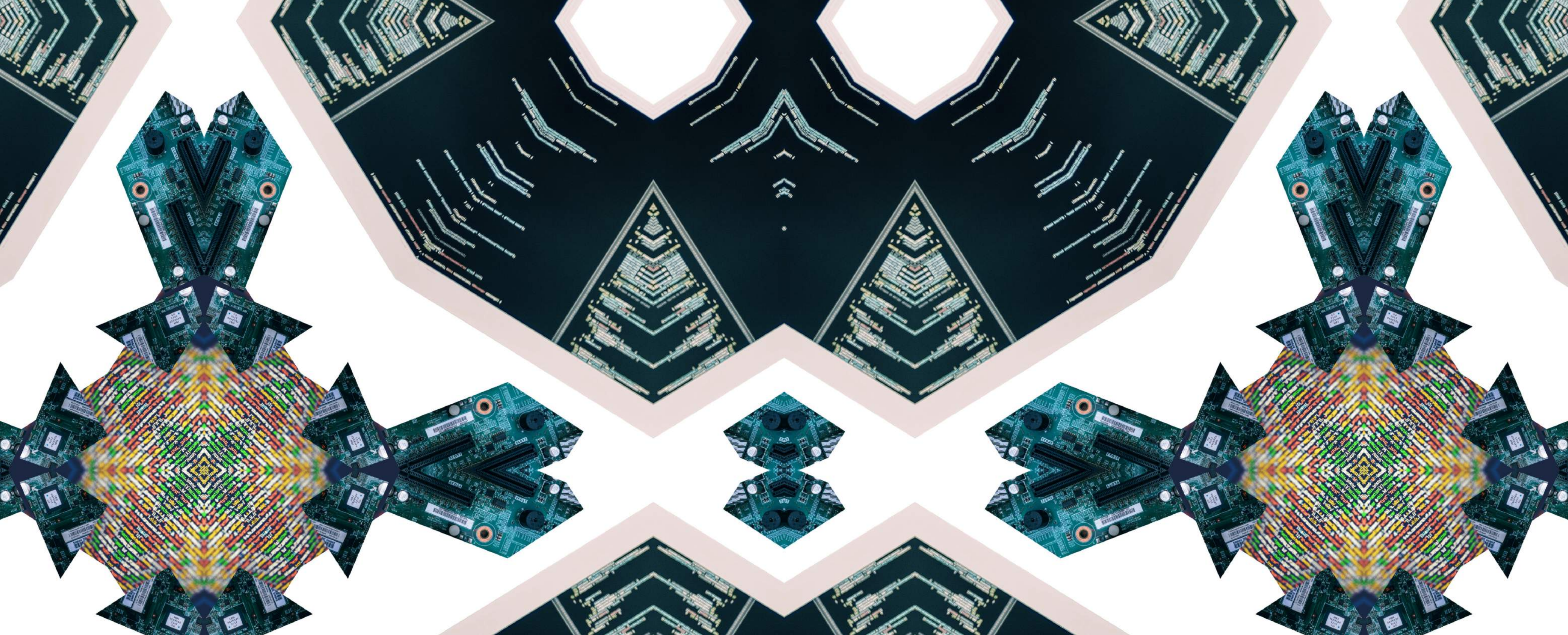
**WE WILL INVEST IN OFFICES AND BUILD INDUSTRIAL SPACES, AND THROUGH IMAGINATIVE CREATIVE REDEVELOPMENT OF HERITAGE BUILDINGS WE WILL ENCOURAGE DIGITAL AND CREATIVE START-UPS TO THRIVE. WE WILL PROVIDE OPPORTUNITIES FOR BUSINESS GROWTH AND RELOCATION WHICH WILL BRING WELL PAID JOBS TO ATTRACT AND RETAIN TALENT FROM OUR UNIVERSITIES.**



**OUR STUDENTS WILL WANT TO REMAIN IN THE REGION, TO INVEST AND CONTRIBUTE TO OUR ECONOMY.**

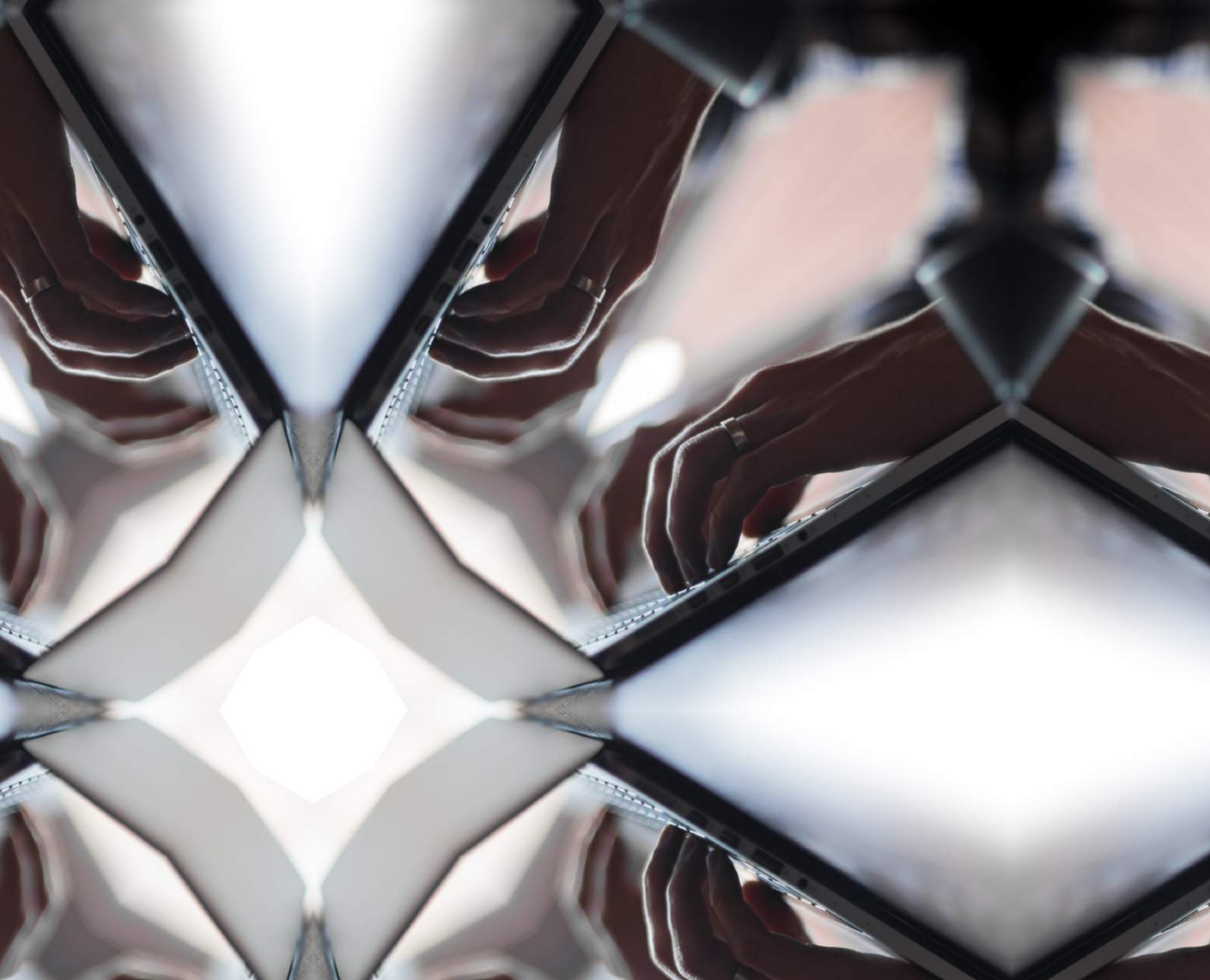






**DIGITAL LANCASTER  
UNDERPINS LANCASTER  
UNIVERSITY AS  
A GLOBALLY SIGNIFICANT  
LEADER IN HIGHER  
EDUCATION AND DIGITAL  
INNOVATION.**



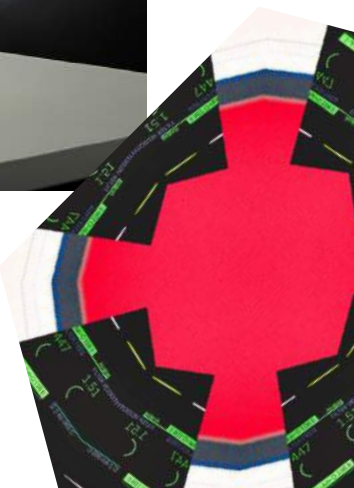


**THROUGH RESEARCH AND DEVELOPMENT,  
TEACHING AND ENGAGEMENT THE  
UNIVERSITY WILL BE CENTRAL TO OUR  
MISSION TO BECOME PIONEERS IN  
DIGITAL ENTERPRISE. WE WILL LEAD THE  
WAY IN SCIENCES SUCH AS ARTIFICIAL  
INTELLIGENCE, AUGMENTED REALITY AND  
INFORMATION APPS.**



These will be developed and tested close to home, upgrading our commerce and industry, developing new digital businesses. Applied technology in our everyday lives will enhance the experiences of our visitors and students.

**WE ARE ALSO PLAYING  
A LEADING ROLE IN  
HEALTH, ENERGY AND  
ENVIRONMENTAL  
INNOVATION ALL LINKED  
TO ACTIVITY WITHIN  
THE UNIVERSITY.**





**LOCATION**

**OF**

**CHOICE**

An escape from the mundane, the moors and mill towns,  
the modernity and motorways yet connected by high speed  
trains and with easy access to the M6. Lancaster has  
the lion's share of Lancashire's grandeur. Here is the  
County's magnificence.



**A ROYAL CITY, A PLACE OF  
KINGS AND QUEENS STRETCHING  
AS FAR AS **CARNFORTH** AND  
THE SOUTH LAKES, ACROSS TO  
YORKSHIRE, DOWN TO PROUD  
PRESTON AND BEYOND TO  
IRELAND AND THE ISLE OF MAN.  
CANALS, COUNTRYSIDE AND  
COASTLINE RECEIVE CITY STATUS  
IN LANCASTER.**





The heady arts and cultural landscape mixed with the impact of two universities and a young, student population means this attractive city has an all-age bohemian vibrancy. It's bookish, trendy, eclectic and 'hip' with a range of busy bars and laid-back coffee shops alongside the traditional high street shops and high-quality independents.

There's an energy which attracts people in creative employment, with a broad interest base. There is a tolerance and a neighbourliness which adds to the feeling of being safe on the streets backed up by friendly, passionate Business Improvement District (BID) Ambassadors and knowledgeable shop staff providing great customer service.





**WE ATTRACT FREE-SPIRITED AND DISCERNING FAMILIES, LOOKING FOR HEALTHY LIFESTYLES AND INTERESTING HOUSING OFFER. THIS IS A DIVERSE POPULATION OF PEOPLE WITH ENQUIRING MINDS, WHO ENJOY PARTICIPATING AND INVESTING IN THE VAST COMMUNITY NETWORKS OF INTEREST WHICH UNDERPIN THE LIFESTYLE OF THE CITY REGION.**







Bairigg Garden Village will link the city with Lancaster University, providing a modern place for living and a focus for growth. Strategically placed to capitalise on the regions connectivity, families grow with access to the fresh air and finer City assets like museums, theatres and galleries.

## **WE'RE GROWING OUR CITY CENTRE ASSETS**

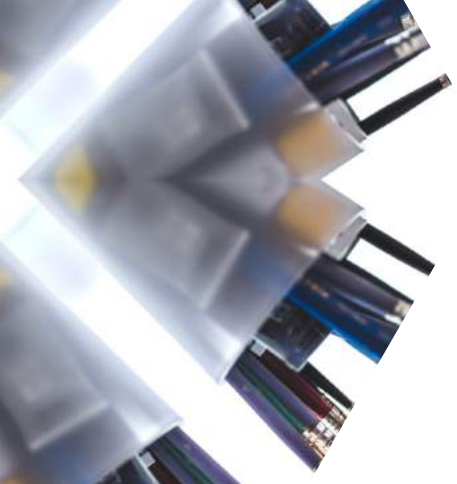




**LANCASTER'S ASSET RICH CITY CENTRE IS A NATURAL HUB AND THE JEWEL IN THE CROWN FOR THE WIDER REGION.**

We will use the natural geographical boundaries and infrastructure of the multi-stakeholder Lancaster BID as a natural conduit to lead a refreshed, commercially driven, coherent strategy for promoting the town to visitors and businesses.





We will create visitor-focused journeys which will link Castle Hill to the shopping centres and theatres.

We will drive footfall to the independent shops on side streets and the maritime history at the quay side, using themes, storytelling, clear signposting and multi-site partnership event and marketing strategies.

We will work with our hospitality businesses to promote Lancaster as a place to stop, shop and spend the day with lots to do.

The City is already a place to live, work and play.

We will provide good quality, affordable hotels for people to stay, providing short breaks for the soul where visitors can step out into the heart of history and explore the wider Lancaster City region.



Lancaster's new story is managed by a creative, commercial and community minded team of stakeholders firmly focussed on the vision and values of the City.

Our strategy is based on a shared narrative to bring people together to celebrate, collaborate and refocus on our core strengths.

**OUR BOUNDARIES, OUR NEIGHBOURS AND OUR CONNECTIONS PROVIDE US WITH SPHERES OF INFLUENCE AND ACCESS TO A WHOLE RANGE OF NETWORKS.**





THE BIG IDEA

**LANCASTER**

**CITY,**

**HUB AND**

**HEARTLAND**



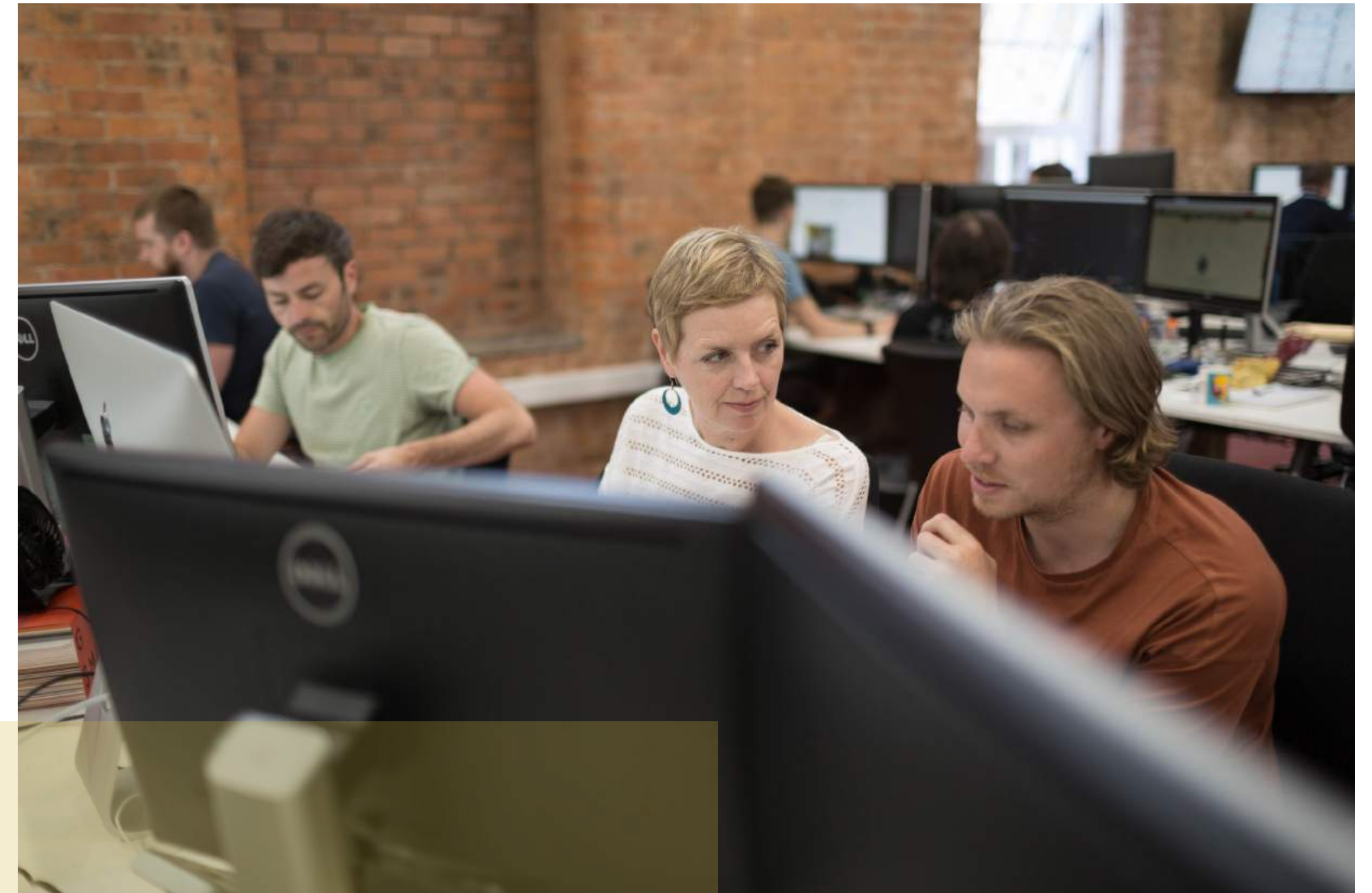


The 'big idea' is an emotional and behavioural statement of intent for Lancaster and sits above and alongside the themes. It projects what the place is about, what it stands for and what is important. This is not a strap line or marketing message rather it is a 'strategic signature' for the city and surrounding area.

By changing our thinking, doing things differently we can utilise all our assets: radiating influence, building confidence, cultivating and encouraging strong leadership, bringing business and place together.

We are drawing together our resources, bringing in structure and harnessing creativity with a new big city region story for Lancaster.

**COLLECTIVE ACTION  
BY OUR EXPERIENCED,  
PASSIONATE AND CREATIVE  
PEOPLE WILL REVITALISE  
LANCASTER AND DRIVE US  
FORWARD AS WE STEP OUT  
AND STEP UP.**









[WWW.LANCASTER.UK.COM](http://WWW.LANCASTER.UK.COM)

