

**WEST END
MILLION
COMMUNITY
PROFILE**

2015

v.2.4

Prepared by

Lancaster District Community & Voluntary Solutions
Supporting and representing the voluntary sector

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West End Million Community Profile



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1. West End Million

The West End of Morecambe has been awarded £1 million from Big Local to invest in achieving major improvements for all residents who live there. The programme is driven by local people who have the final say in where all funds are invested. Funding for Morecambe was announced in December 2012 and since this time a local steering group has formed to access initial 'Getting Started' funding and begin the process of consultation with local people. Consultation has been carried out over the past 12 months at many public events and through targeted sessions with many active community groups within the West End.

2. Big Local Process

The West End Million steering group has commissioned this Community Profile to analyse the information gathered, as well as other statistical information available about the area. This Profile will inform the establishment of a formal local partnership committee and an action plan setting out how the visions for the area may be achieved over the next 10 years.

Big Local is an exciting opportunity for residents in 150 areas around England to use at least £1m each to make a massive and lasting positive difference to their communities. Big Local brings together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

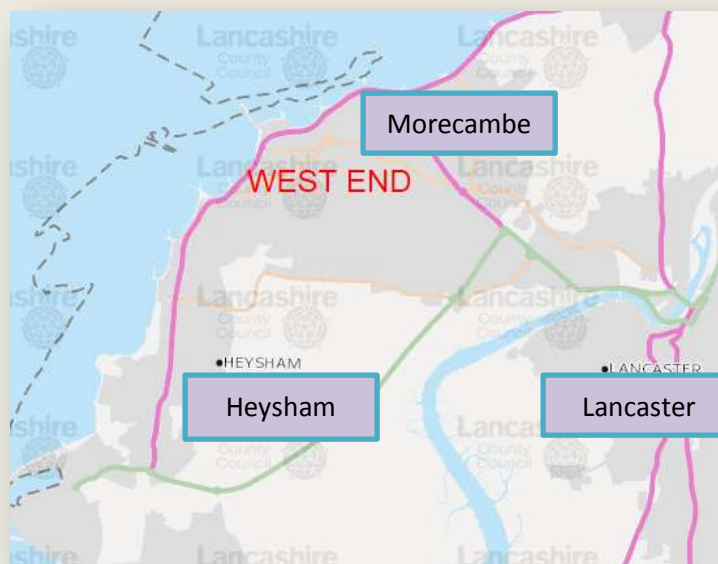
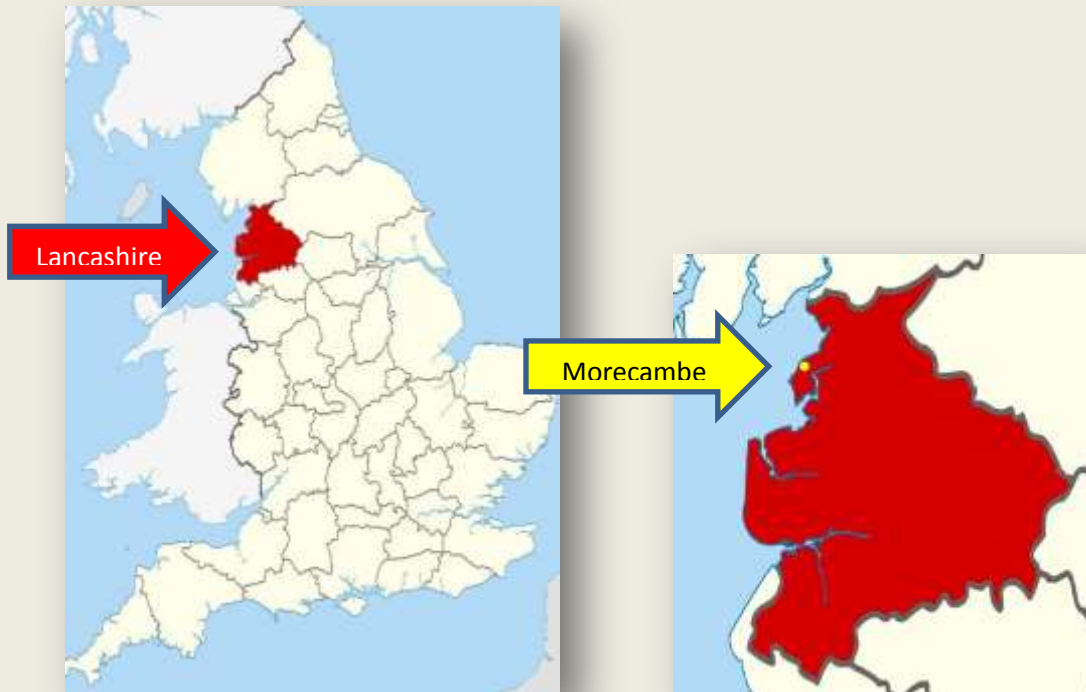
Big Local is funded by the Big Lottery Fund and managed by Local Trust. Nationally it works with a range of partners to deliver Big Local, building on the skills and experiences of others to provide expert advice and support for residents.

Big Local outcomes:-

- Communities will be better able to identify local needs and take action in response to them.
- People will have increased skills and confidence, so that they continue to identify and respond to needs in the future.
- The community will make a difference to the needs it prioritises.
- People will feel that their area is an even better place to live.

3. West End of Morecambe location

Morecambe is a seaside resort in the district of Lancaster in north Lancashire in North West England. The West End of Morecambe lies to the south west of Morecambe town centre to the north of Heysham. It is bounded on the west by Morecambe Bay and on the east by the Morecambe to Heysham railway line.



4. West End Million area

The West End Million area contains the older part of the West End of Morecambe that developed from the nucleus around the Regent Road area. It straddles the LA3 Morecambe and LA4 Heysham postcode areas. Its western boundary is the Promenade between Morecambe and Heysham. Its southern boundary is Fairfield Road. Its eastern boundary is Balmoral Road up to Albany Road, with an easterly salient that incorporates Regent Park. Its northern boundary extends up to the southern edge of Morecambe's Retail Park and includes the empty amusement park site.



5. This Community Profile

The Community Profile contains two primary elements:-

- An analysis of the consultation carried out to date including collation and presentation of results and highlighting the key emerging themes.
- Desktop research collating statistical and social information about the West End. This includes face to face discussions with key local people.

The Community Profile is structured as follows:-

- A summary of the key issues and evidence
- An overview of issues highlighted during local interviews
- The main body of text divided into sections by subject, containing more detailed information
- Appendices with statistical tables and information maps etc.

In the first instance the Community Profile will be circulated in electronic and/or paper form to all the members of the Steering Group. A four page illustrated summary document will be produced separately for wider distribution to residents in the West End. It is anticipated that this full Community Profile will be also available online.

The Community Profile for the West End of Morecambe has been compiled by Lancaster District Community & Voluntary Solutions. Yak Patel is Chief Officer of Lancaster CVS and Jim Mackison is a volunteer with Lancaster CVS and a freelance voluntary sector consultant.

July 2015

6. Summary

Community Consultation

Over 450 people responded to the West End Million community consultation.

People liked a lot of things about the West End but the clear favourite was the Promenade and the beautiful view across Morecambe Bay.

West Enders didn't like the poor appearance of the area and the very slow pace of regeneration initiatives. Anti social behaviour and drug abuse also cause concern.

There were a wide range of ideas suggested on how to use the West End Million. A variety of suggestions on how to regenerate and improve the living environment of the West End were the most popular followed by the provision of more amenities, especially for children & young people.

The consultation highlighted other issues. People in the West End don't always feel safe in their area. There is ambivalence about their feelings of community spirit and pride. There is a low opinion of the quality and diversity of the local shops. There aren't enough employment & training opportunities.



Disadvantaged community by the sea

Government statistics indicate that the West End is one of the most disadvantaged communities in England. It is ranked in the bottom 10% of communities nationally when measured by poverty, unemployment, poor health and low educational achievement. Crime levels were worse than the national average. The area also ranked poorly on environmental measures.

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Holiday Resort

Once a popular place to holiday the West End still has the marvellous Morecambe Promenade and some guest houses but its tourist attractions have all but disappeared. The Council's efforts to restore Morecambe's fortunes as a tourist destination are focussed on the town centre. Seasonal employment and low pay probably still have an effect in the West End.

Seaside Town

Morecambe has one of the weakest local economies among seaside towns in England. It also has one of the poorest health records of all seaside towns in the country. The West End has a much smaller elderly population than a typical seaside town. Population turnover can be a problem for schools in the West End as in most seaside towns. The decline of tourism has had a negative effect on the West End but it is now less subject to seasonal fluctuations.

Coastal Community

The West End is typical of many coastal communities in terms of poor employment opportunities because of the decline of tourism and a legacy of low wages. Also the run down appearance of the area is something it has in common with other coastal communities whose local economies have been slow to adapt. However the West End is atypical of many coastal communities with a lower average population age, lower than average house prices and reasonable access to services. The area might be missing out on government funds to help reverse the decline in coastal communities.



Housing

The West End is densely populated with a large number of privately rented, poor quality houses in multiple-occupation. There are low levels of home ownership. The West End has a large number of handsome buildings with many being former seaside guesthouses, but there are also a large proportion of poorly maintained or empty residential properties. Flats and terraced housing predominate. Council tax bands are low. House prices are low but this might be dis-incentivising investment in the area.

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Regeneration

The Council's Masterplan for the West End was published in 2005. Several regeneration initiatives such as the West End Gardens have progressed successfully while others such as the Yorkshire Street shopping area improvements have had a mixed reception. A number of projects have been delayed due to limited availability of public sector funding following the recession and then austerity measures. It has also been difficult to attract investment from private sector partners. However recent developments including the start of work on the Chatsworth Gardens residential project and planning permission being granted for a retail & leisure park on the derelict Frontierland site give some grounds for optimism. The local road link to the M6 motorway currently being constructed is also expected to boost the area.



Amenities

The West End is relatively well provided for with local amenities or in the nearby town centre. However because it is a densely built up area the West End has little in the way of public spaces, away from the sea front. The West End Gardens and play areas by the Promenade are a popular location for locals and visitors alike. The West End's Regent Park has a lot of potential for improvements.

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Environment

The older, heart of the West End is very densely populated with little in the way of gardens and green spaces although it does have some attractive tree lined streets. Unfortunately on many streets there is a mix of well cared for homes and very poorly maintained properties, often attributed to irresponsible landlords. With many empty, boarded up shops the West End's general appearance is run down. Despite the proximity of the sea front government statistics rank the West End as having a poor Living Environment.



Income & Employment

The West End has higher than average than unemployment and lower than average earnings. Most West Enders have to travel to work outside the area. The hospitality & tourism sector as well as the public sector are the largest employers.

Business & Local Economy

Guest houses and small shops are the most visible businesses in the West End. The business base in the West End is very narrow. Larger employers are located outside the area in Morecambe's town centre or industrial estate or in Lancaster. There are a large number of empty commercial premises in the West End for which alternative uses have not yet been found. A business advice centre is located in the West End. There are a small number of social enterprises developing in the area.

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Education & Training

The West End has two primary schools, West End Primary and Sandylands Primary, both with a 'Good' OFSTED rating and a secondary school, Heysham Community High, that was performing poorly but is improving. Generally pupils in the West End achieve lower grades than their peers in other parts of Morecambe. A large proportion of pupils in the West End received Free School Meals which is an indicator of a poor background, which in turn usually indicates that they will perform less well in school. Truancy rates are high in the West End. Pupils with English as an Additional Language generally did better in school than their fellow pupils in the West End but still worse than the national average.

There appears to be little in the way of Adult Education & Training in the West End although Morecambe College is only a bus journey away.

Health & Wellbeing

The West End has a much higher proportion of its population than average who suffer from poor health or disability. The area is reasonably well provided for by medical services. Charities providing support for disabled people are mostly located outside the area but Galloway's Centre for the Blind is a notable exception and Peer Support a group for people with mental health issues operates in the West End.

Homelessness is a major issue of concern with Morecambe Homeless Action delivering support five evenings a week in the West End.

Drug addiction, with its attendant physical & mental health issues, is also a major problem in the West End. Several agencies provide support in the area but The Well social enterprise which promotes abstinence has recently set up a base in Stanley's in the West End and is looking to support more people when it can.

Crime & Anti-Social Behaviour

High levels of anti-social and drunken behaviour are a major area of concern in the West End. The West End also has an unenviable reputation for drug dealing on its streets and for drug abuse in a section of its population. Generally the crime levels in the West End are much higher than in other parts of Morecambe. Much of the reported crime is concentrated in the older, heart of the West End close to the sea front. Violent street crime is also higher than average and this probably accounts for the concerns about personal safety expressed in the community consultation. Calls to the Police about Domestic Violence were twice the county average. Signs of vandalism & graffiti are not as evident as in inner city areas. Morecambe Council contributes to the cost of extra Police Community Safety Officers to patrol the West End.

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Transport & Roads

The West End is a relatively flat & compact area for walking and is within walking distance of the town centre for many. The Lancashire Coastal Way footpath skirts the West End.

The West End is reasonably well served by bus routes into Morecambe & Lancaster. It is close to Morecambe railway station although the Council would like to improve the rail services from there.

There are off-road cycling routes from the West End into Morecambe & Lancaster and the Promenade is a popular cycleway. The new Morecambe Bay cycle route and the coast to coast Way of the Roses cycle route both edge by the West End.

A high proportion of West Enders do not own a car, although parking is a problem on some streets with few of the terraced properties having garages. Journey times into Lancaster, for the large number of people who commute, are slowed by congestion.

The incidence of road accidents is about average but road safety around schools and shopping areas is naturally always a concern.

The expected completion in 2016 of the link road between Heysham to the M6 motorway is expected to relieve congestion around Morecambe and also reduce heavy traffic on the Heysham Road through the West End.

The Council's Transport Plan envisages road improvements that will enhance the entry into the West End. It also wants to improve the public transport from the West End into Lancaster.

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Population

The population of the West End Million area is probably about 5,000. The number of children in the West End is slightly higher than average and the number of older people in the West End is much lower than average. The number of young people in the West End is a smaller proportion of the population than in the Lancaster district as a whole. There is a high incidence of single parent families. The population is largely white and the largest ethnic minority community is Polish.



Families & Children

The Balmoral Children's Centre located in the West End is the primary provider of services for young children and their parents. There are a number of other local groups & activities but it is possible that some families may have to use services in Morecambe. (The Centre may face funding challenges similar to other Surestart centres around the country). There is limited provision for junior youth clubs and summer play schemes in the West End but undoubtedly not all children will be able to access these. Most of the council provision is outside the area and consequently not so easy for families in the West End to travel to.

Young People

The CEEP charity, based in Stanley's Youth & Community Centre, is the main provider for young people with several youth sessions during the week but West End Impact also runs a youth session once a week. There are a number of uniformed youth organisations in Morecambe and Heysham but only one, the Boys Brigade, meets in the West End. The More Music charity runs a number of activities for children and young people.

In 2008 the now defunct charity Signposts organised a structured session with young people to imagine the future of the West End. Seven years on it their ideas are still relevant.

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Working Age

The number of people in the West End who are economically inactive for one reason or another is almost twice the national average. Fewer people in the West End are likely to be self-employed. The proportion of West Enders in professional type work is half the national average. Many more West Enders work in 'caring', 'service' or 'factory' type occupations. A very large proportion of West Enders of working age don't have any qualifications.

Older People

There are fewer older people in the West End than in other parts of Morecambe as a proportion of the population. There is some provision for older people in the West End from the local Age UK, as well as local groups and churches but the community centre for older people in Morecambe is on the other side of the town centre.



Voluntary & Community Sector

There are a number of charities based in the West End, in particular More Music, the CEEP youth group and West End Impact. Additionally there are a number of community groups and social enterprises. Several Morecambe charities also serve the West End. Galloway's Centre for the Blind has a base in the West End. Although charities do work together on an informal basis there is not a formal voluntary sector partnership or network in the West End.

The community festivals organised by More Music are a great source of pride and pleasure for residents in the West End.

While there isn't a community association or a traditional community centre in the West End there are a sizeable number of community venues in the West End which are largely underutilised.

More Music has been successful securing Lottery funding from the Arts Council but aside from this the total amount of National Lottery funding attracted to the West End is disappointing.

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Churches

Most of the Christian churches in the West End are active in supporting charitable activities and community groups. Several of the churches make their facilities available for use by community groups. No other religions are represented in the West End. Only about 1% of West Enders are Muslims.



Local Government

Morecambe Town Council has only a small budget but supports the employment of additional Police Community Support Officers. It also awards small grants to community projects and events. Lancaster City Council leads on the physical regeneration initiatives in the West End. Lancashire County Council is responsible for the Transport Plan that will have implications for the West End.

West End Information & Online

The availability of information on community activities, services & facilities in the West End is patchy in terms of quality, presentation and accessibility; both through traditional & digital medium. The recent initiative –the ‘More Together’ community magazine is a tremendous resource for the West End. Some websites of West End organisations are excellent but several others are in need of professional support. A community hub could help. Lack of easy access to the Internet can be a major disadvantage to people in poorer communities and the West End is unlikely to be an exception.

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The West End's Image

Many West Enders believe that the outside world has a poor opinion of the area; and some share these negative feelings. This might be as much perception as actuality but if the West End is to start on an upward trend then a positive self- image and a 'feel good' factor are vitally important. Many of the stories about the West End run in the local newspaper "The Visitor" were positive but there have probably not been enough of them....up to now.

heritage

Much of the West End's heritage as a Victorian seaside resort is now lost although there are some visible reminders such as the run down Alhambra theatre building on the sea front and the Victorian & Edwardian guest houses. However a former music hall, The Devonshire, now The Hothouse, is an excellent example of how an old building can be restored and given a new lease of life. Improvement works in the West End's own Conservation area illustrate how tired streets can be lifted.



Art & Music

The well-established More Music charity is the West End's cultural jewel in the crown. It hosts a multitude of musical groups, classes and events at its popular West End venue, The Hothouse. The West End is also home to a number of small musical and art activities but nothing of any great scale. The public art in the West End is recent and modern including a number of striking murals.

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Recreation, Leisure & Sport

There doesn't appear to be much in the way of recreational activities in the West End aside from some church groups. Generally West Enders have to travel to Morecambe town centre for societies & clubs etc.

There isn't a general purpose gym in the area but the West End is fortunate to have a public swimming pool, albeit shared with the High School. There are also playing fields close by and two Bowls Clubs within the West End but generally the built up area means that there is limited opportunity for sport. There is potential for the Regent Park to be developed as a local location for healthy activities and physical exercise.



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Overview & interviews

Limitations of desktop research and community consultation

It is useful to bear in mind Disraeli's quotation:- "*There are three types of lies: lies, damn lies and statistics*". The latter mean nothing without interpretation. Statistics require local knowledge to make some sense of them. With this in mind a volunteer from Lancaster CVS spoke to a number of people living, working or trading in the West End of Morecambe. These interviews helped to provide some context for the desktop research and gave added perspectives to complement the views expressed in the community consultation.

There has to be caution when examining the information yielded by the desktop research. The abundance of information on an issue does not necessarily correlate with its relative importance and likewise the absence of information does not mean that there isn't a problem.

The same caveat needs to be applied to the responses obtained from the community consultation exercise. Several interviewees made the very valid point that people who don't get out and about so much, who are less well connected in the community, are much less likely to have participated in the community consultation, however extensive it was. Consequently their hopes and concerns are less likely to be heard.

Statistics can often concentrate on the negatives. There isn't an exact correlation between deprivation and a 'nice place to live'. It is important that sight of the local positives isn't lost.

A number of themes cropped up again and again in these conversations.

- **Frustration** with past regeneration initiatives that came and went without leaving a lasting legacy and physical improvements in the area that were not adequately maintained. There was a hope that lessons could be learned from these experiences.
- The sad decline over time of Yorkshire Street as an attractive **shopping** destination and the desire for this status to be somehow restored. The small independent shops are a striking characteristic of the West End and seem inextricably bound up with the fortunes of the area.
- There was an oft repeated exasperation with the **negative image of the West End** as perceived by people from outside the area as well as many West Enders. Several people expressed the hope that the West End Million could generate a feel good factor and that some highly visible projects would provide positive publicity for the area.
- Almost everyone felt strongly that the West End had a lot of **potential** to turnaround its fortunes. Although it has a run-down air about it there are still many attractive buildings crying out for attention. The feeling was that once a virtuous circle of optimism was created the West End's renaissance would gain momentum.
- Several interviewees attributed a general **loss of confidence** to the slow pace of regeneration and the erosion of belief in the West End's prospects. An opinion was

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expressed that while there are a few people striving to improve the area's fortunes there were many people who were so dispirited that they lacked the faith in the future to persevere in either their own or the community's rehabilitation.

- The need to keep West End resident's well informed on developments and to gain their support was mentioned several times.

Issues in the West End that were highlighted by interviewees included:-

- **Homelessness**

There is little in the way of hard data on the extent of the problem and some further research is required. However the fact that Morecambe Homeless Action operates in the West End every weekday evening is testament to the scale of this problem. It scarcely needs stating how difficult life must be for people in this situation.

- **Social Isolation**

The West End is home to a lot of people who are on benefits. Their personal circumstances often mean that they are isolated at home with little social contact. They are not always aware of services or activities locally that might benefit them and it is possible, because they are to some extent hidden from view, these are not always provided for them. Accessibility and getting to and from local amenities, services and community venues is often a related problem.

- **'Wellbeing'**

The statistics suggest that the West End has more than the average number of people who are unemployed, families who live in poverty, people who have mental health issues, people in poor health, disabled people, their carers etc, etc. 'Wellbeing' is an amorphous term but it was used frequently when interviewees were describing their view of the needs of the people of the West End: or to be specific -the view was oft expressed that the physical refurbishment of the buildings in the West End will be of nothing if the physical and mental wellbeing of the people of the West End is not also improved.

- **Ripple effect of poor health & disability**

It was felt by some that West Enders disadvantaged by poor health or disability, and their carers, often find it difficult to access services and amenities outside the area that could help improve their circumstances; and how in turn their difficulties impact on their families.

- **Creating pathways to work**

Since unemployment is higher than average in the West End it was unsurprising that this was mentioned several times. The view was that there was a lack of appropriate, local training etc available and easily accessible for West Enders.

- **Irresponsible landlords** were felt to be a major cause of the West End's woes. The proportion of privately rented accommodation in the West End is high. A walk around the area will almost inevitably find several properties with furniture discarded outside. For every well

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maintained property there are several that have been neglected. Whether or not the blame for this can be fairly laid at the door of landlords is not known. Fairly or unfairly this is an entrenched view.

- **Polish community**

The West End's Polish community was always referred to as a positive asset. Although some Poles have lived in the area for a long time and are well established it always has to be remembered that for some people speaking English as a second language e.g. older people, there might be difficulties accessing services. It might also pose an additional educational challenge for Polish schoolchildren, depending on their age.

- **Community venues**

The perception of some people participating in the community consultation was that the West End was poorly endowed with community venues. This was challenged by several interviewees and contradicted by the desktop research. The West End does lack a traditional community centre that is the hub of everything that is going on but it does actually have quite a large number of community venues. These do vary from good to bad, in terms of accessibility and facilities, but they do have tremendous potential for greater use. However their availability needs to be better promoted and more community activities and groups developed; otherwise they will remain an underutilised, and to some extent a hidden, asset of the West End.

- **Community transport**

Community venues are all very well but the point was made that if people e.g. the elderly with mobility problems, can't get to them easily then service providers need, where appropriate, to include community transport in their provision.

- **Schoolchildren**

The statistics suggest that schoolchildren in the West End are lagging behind their peers in the more affluent areas of Morecambe. However although the statistics do, to some extent, take into account the disadvantaged backgrounds of many of the pupils, it was felt that they don't paint the full picture of the challenges facing the pupils or the schools' efforts to help them to catch up; and that extra resources were still needed to level the educational playing field.

- **Public & green spaces**

The West End lacks greenery & public spaces and most interviewees found it hard to imagine how this might be rectified. The West End's Regent Park is one antidote to this but like the rest of the West End it has been regarded as run-down and uninviting. However pleasure was expressed by several interviewees at the noticeable impact the new play areas have had, with lots of children regularly seen to be having fun. Regent Park has the potential to be a focal point in the regeneration of the West End.

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The Future of the West End

Its fortunes may have declined as a seaside resort but the Promenade, the Beach and the Bay Views are still the West End's greatest assets and are probably key to its revival. Many of its small shops and its handsome buildings are empty or run-down but ultimately they might provide the greatest opportunities for regeneration once some imaginative solutions are devised that don't rely on large public and commercial investment.

There are other positives in the West End to build on: the great example of The Hothouse, the refurbished music and community venue being one; and the numerous festivals organised by More Music that give the West End a very distinctive identity, which would be the envy of many other communities. The use of Culture as a delivery mechanism for community regeneration has been successful elsewhere and may provide a model or inspiration for the West End.

Encouraged by Big Local and supported by UnLimited the recent emergence of many small social enterprises in the West End may offer an additional means of tackling problems in the West End in innovative and sustainable ways. The Well, a social enterprise supporting people in their rehabilitation from drug abuse, is an example of a local entrepreneurial initiative that once it proves its worth on a small scale, can be replicated or scaled up.

Various imminent developments in the West End and in its vicinity, such as the Heysham –M6 link road, the Chatsworth Road residential development and the proposed retail & leisure park on the derelict Frontierland site, all augur well for the future and hopefully will complement the endeavours of the West End Million committee.

One probable cause of the West End attracting less National Lottery funding than it might have hoped for in the past is a lack of fundraising capacity within the local charities and community groups. The absence of an obvious regeneration body to lead local partnerships also disadvantages the West End. Whichever issues the West End Million Partnership committee decides to support the need to strengthen the organisational capacity of the community & voluntary sector (and the business sector) in the West End will remain or the area will continue to miss out.

The key fact that emerged from the community consultation and the desktop research was that, unsurprisingly, the West End faces a large number of issues. Many of these problems are interconnected. Disadvantage/deprivation/poverty have lots of consequences that manifest themselves in many different ways. Upwards of twenty issues were identified. Tackling any one of these issues could make a big difference to the West End...but each one could easily consume the whole million pounds. There isn't, to the outside eye, one standout issue that demands priority above all the others, although some problems may be more amenable to grassroots, community action than others. Consequently the West End Million Partnership Committee is faced with some difficult choices to make.

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- and The Golden Teapot for hosting several conversations.



Main issues identified from the Desktop Research

1. General deprivation of population
2. Large scale physical regeneration required
3. Poor housing, multi-occupancy, transient population and empty properties
4. Empty commercial properties, shops & offices
5. Low house prices holding back investment
6. Poor health & wellbeing of large section of population
7. Under achieving pupils & high truancy rates but 'Good' schools
8. Digital Exclusion
9. Lower than average incomes and employment levels
10. High population density
11. Few public and green spaces
12. Drug & alcohol abuse and rehabilitation
13. High level of anti-social behaviour and drugs related crime
14. Poor appearance of many shops and shopping streets
15. Underutilised community venues & facilities need upgrading

West End Million Community Profile



7. Community Consultation

Over 450 people responded to the West End Million community consultation.

People liked a lot of things about the West End but the clear favourite was the Promenade and the beautiful view across Morecambe Bay.

West Enders didn't like the poor appearance of the area and the very slow pace of regeneration initiatives. Anti social behaviour and drug abuse also cause concern.

There were a wide range of ideas suggested on how to use the West End Million. A variety of suggestions on how to regenerate and improve the living environment of the West End were the most popular followed by the provision of more amenities, especially for children & young people.

The consultation highlighted other issues. People in the West End don't always feel safe in their area. There is ambivalence about their feelings of community spirit and pride. There is a low opinion of the quality and diversity of the local shops. There aren't enough employment & training opportunities.

The Community Consultation carried out by the members of the West End Million Steering Group over the course of 2013-4 collected responses from over **450** people most of whom live in or near the West End Million area. Bearing in mind that there are approximately 3500 households in the West End Million area this is a very satisfactory return. The consistency of the responses suggest that the list of local issues identified is fairly comprehensive.

It is difficult to assess exactly how representative of the community profile the responses were as it was not usually feasible to collect background information on respondents. However the nature of many of the responses suggest that the Consultation included a good level of responses from all ages, from across all areas in the West End, from newcomers to the area to people who have lived here for decades, and from both home owners and tenants. The Polish community is the largest minority ethnic community in the West End and there were a fair number of responses from people with Polish looking surnames.

West End Million Community Profile

The Steering Group used a variety of methods to elicit responses:-

- A widely distributed A5 flyer with the slogan “Your West End Needs You!”
- A canvassing form asking respondents to score various options
- A tick box form used at the Morecambe Carnival
- A tick box form used at the West End Festival

WEST END FLYER

The most successful method was the use of an A5 flyer. This asked three questions:-

- What do you like about the West End?
- What don't you like about the West End?
- If you had a Million Pounds to spend on the West End how would you spend it?



Members of the Steering Group delivered the flyer to homes in the West End and took the flyers to a number of West End locations and events (the West End Community Centre, the West End Festival, the Arndale Shopping Centre, Yorkshire Street shopping area, Sandylands Primary School, West End Primary School, Morecambe Library, Stanleys community centre, West End Impact charity, The Sanctuary community café and elsewhere). The Steering group also used a Facebook page and website to invite the public's views. A total of 285 responses were received using the flyer.

The flyer was also printed in Polish



West End Million Community Profile

WHAT DO YOU LIKE ABOUT THE WEST END?

West End Flyer consultation	
<i>What do you like about the West End?</i>	
285 respondents	
Category	No. of responses
Prom, beach & sea views	96
Community	74
Parks & Gardens	39
Shops	32
Charities & churches	19
Location	17
General	14
Buildings & architecture	13
Play areas	11
Schools	9
Other	7
Developments	6
Potential	5
Water features	4
Amenities	3
	349

Collectively the Promenade, the beach and the sea views are by far the favourite of West End residents, with one third of respondents expressing these as 'Likes'.

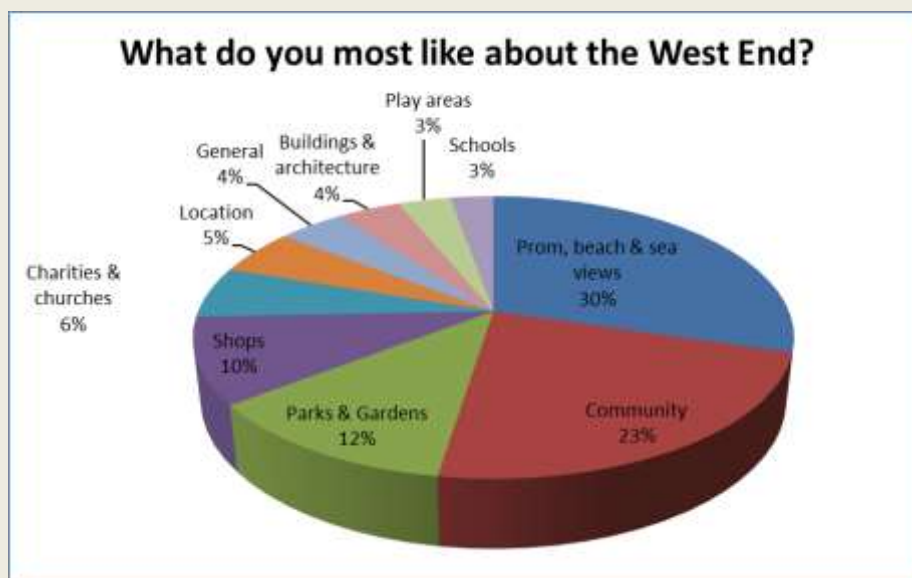
While there were many positive expressions about the "Community" in the West End this has to be balanced by the number of negative observations expressed in the next question "What don't you like about the West End?"

Likewise although 'Shops' appears as a popular 'Like' (small, independent shops) this also has to be balanced by the large number of 'Don't Likes'.

There are qualified comments along the lines of "At one time we liked to go shopping at the West End" and "I liked it 30 years ago: Yorkshire Street was fab!" from which a decline in the West End shopping experience might be inferred.

Parks and gardens are viewed positively even though these are on the periphery of the West End Million area. However it has to be noted that this favourable view was only expressed by 14% of respondents.

In other words aside from the Promenade there was a fairly broad spread of opinion or divided opinion about what West Enders like about their locality and community.



West End Million Community Profile

WHAT DON'T YOU LIKE ABOUT THE WEST END?

This question elicited 25% more responses than 'Likes', which might suggest a rather negative perception of their own locality and community by West Enders.

It is easier to discern more definite views about what people don't like about the West End. These might be broadly grouped into four categories:-

West End Flyer consultation	
<i>What don't you like about the West End?</i>	
Grouped responses	

Poor community image	
Appearance of West End	49
Rubbish, litter & flytipping	58
Irresponsible dog owners	36
Not enough parks & greenery	10
153	

Slow regeneration	
Properties & houses	79
Shops	45
Frontierland & Fairground	6
130	

Anti social behaviour	
Drug & alcohol abuse	48
Crime & Police	36
84	

Lack of amenities	
Not enough for children & young people	18
Poor amenities	14
32	

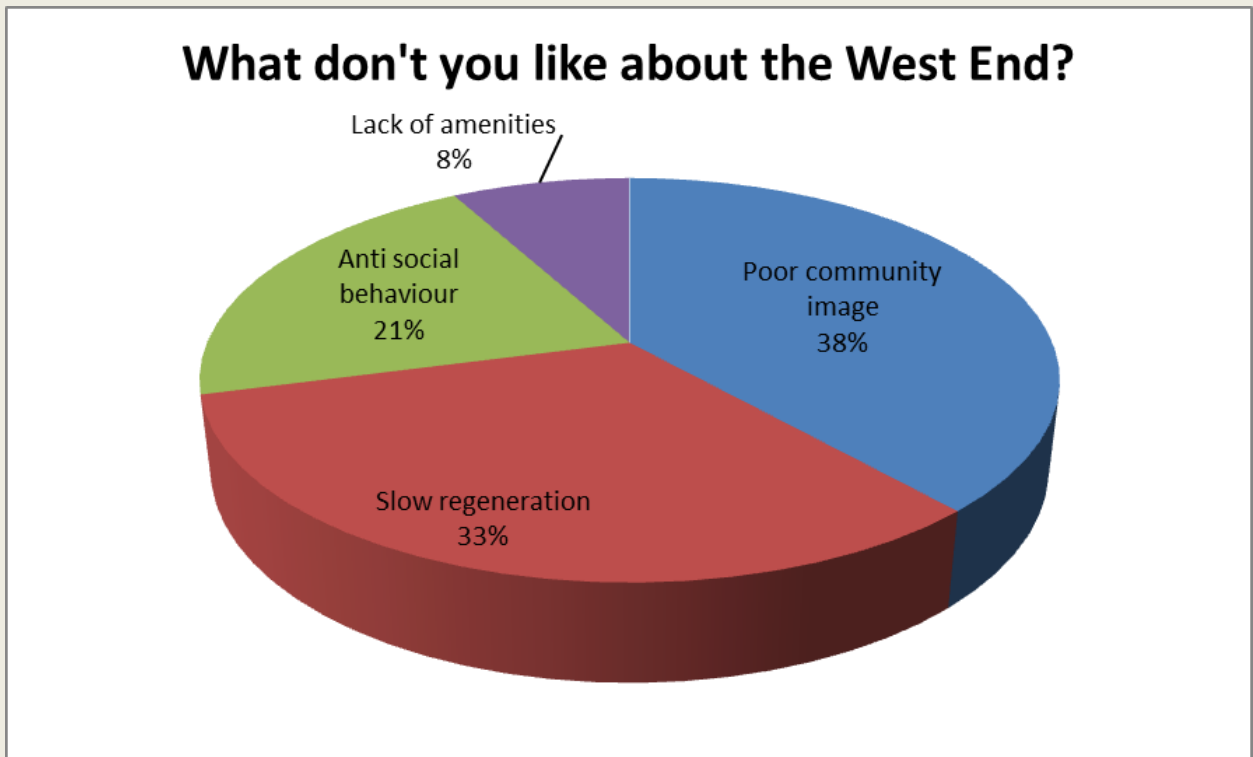
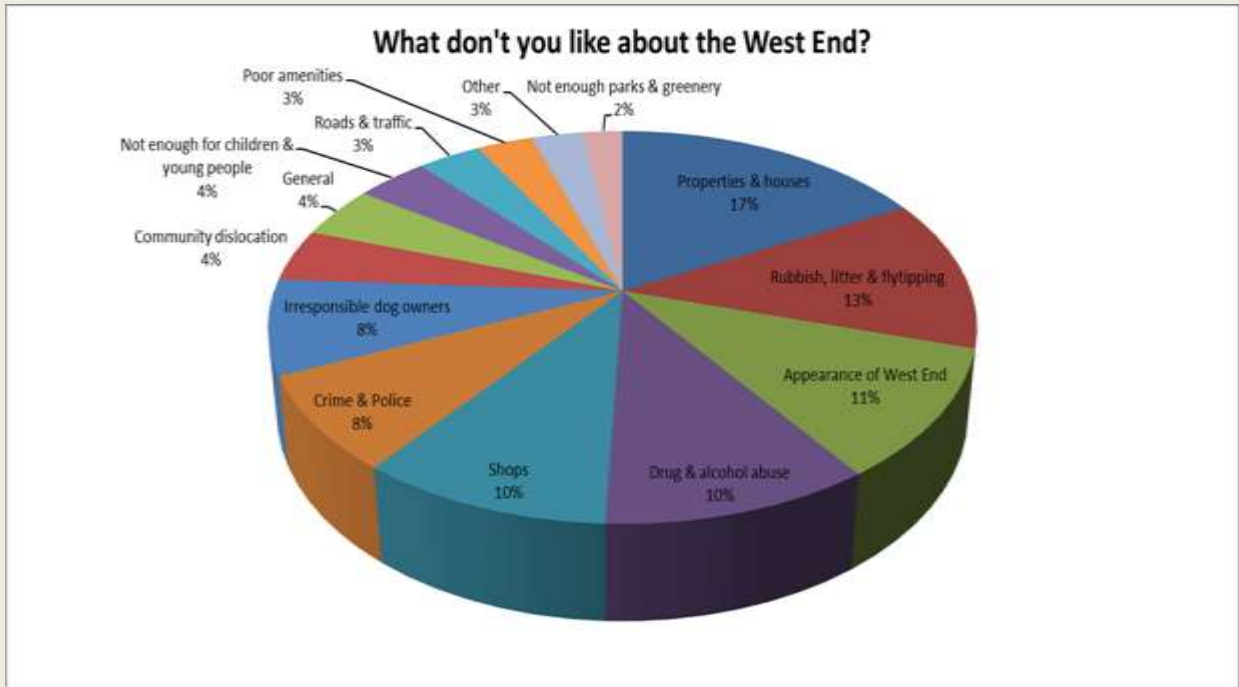
1. The **poor self-image of the West End**, which covers the many empty and poorly maintained houses, shops and other properties; the rubbish, littering and flytipping that disfigures the area allied with the poor appearance of many streets, the lack of consideration shown by irresponsible dog owners; all unrelieved by much greenery in most streets (apart from weeds).

2. A lot of frustration and dissatisfaction was expressed with the **slow progress of regeneration** initiatives in the West End, some of which have been seen as counter productive to the area when they stalled, delayed or put on hold. This also ties in with the negative views expressed about many shops being of poor quality, including the large number of charity shops in the area, suggesting continued decline rather than recovery.

3..A lot of people do not feel secure living in the West End and this is largely attributed to anti-social behaviour and the presence of drug addicts and dealers on the streets.

4. A smaller proportion of respondents complained about the lack of amenities in the West End, particularly for children and young people.

West End Million Community Profile



West End Million Community Profile

West End Flyer consultation	
<i>If you had a Million Pounds to spend on the West End how would you spend it?</i>	
285 respondents	
Grouped responses	

Regenerating the West End	
Regeneration	54
Shops	38
Housing	26
Redevelopment projects	18
Employment	11
Business	8
	155

Improving the environment of the West End	
Appearance, tidy & clean up	46
Parks	34
Greenery	15
Arts	6
Dog problem	4
	105

More for children & young people	
Children & Young People	61
Play	19
	80

Providing more amenities & attractions	
Fairground	21
Swimming pool	19
Entertainment	11
Sports	8
Ice rink	7
Amenities	6
Promenade	5
Water sports facility	2
	79

Strengthening the West End community	
Community	25
Charities	15
Homelessness	13
Drug & alcohol problem	11
Disability	4
	68

Making the West End a safer place	
Community safety	16
Road Safety	14
	30

HOW TO SPEND A MILLION POUNDS ON THE WEST END?

If the **'Don't Likes'** outnumbered the **'Likes'** there were even more suggestions for how to spend the West End Million: almost two suggestions per respondent.

Understandably most of the suggestions weren't very specific and although they give a fairly good indication of where people would like to see some progress there is a long and diverse range of ideas.

There was no stand-out 'good cause' that captured the imagination of a majority of residents. The league leader – spending on projects for Children and Young People was only suggested by 23% of respondents.

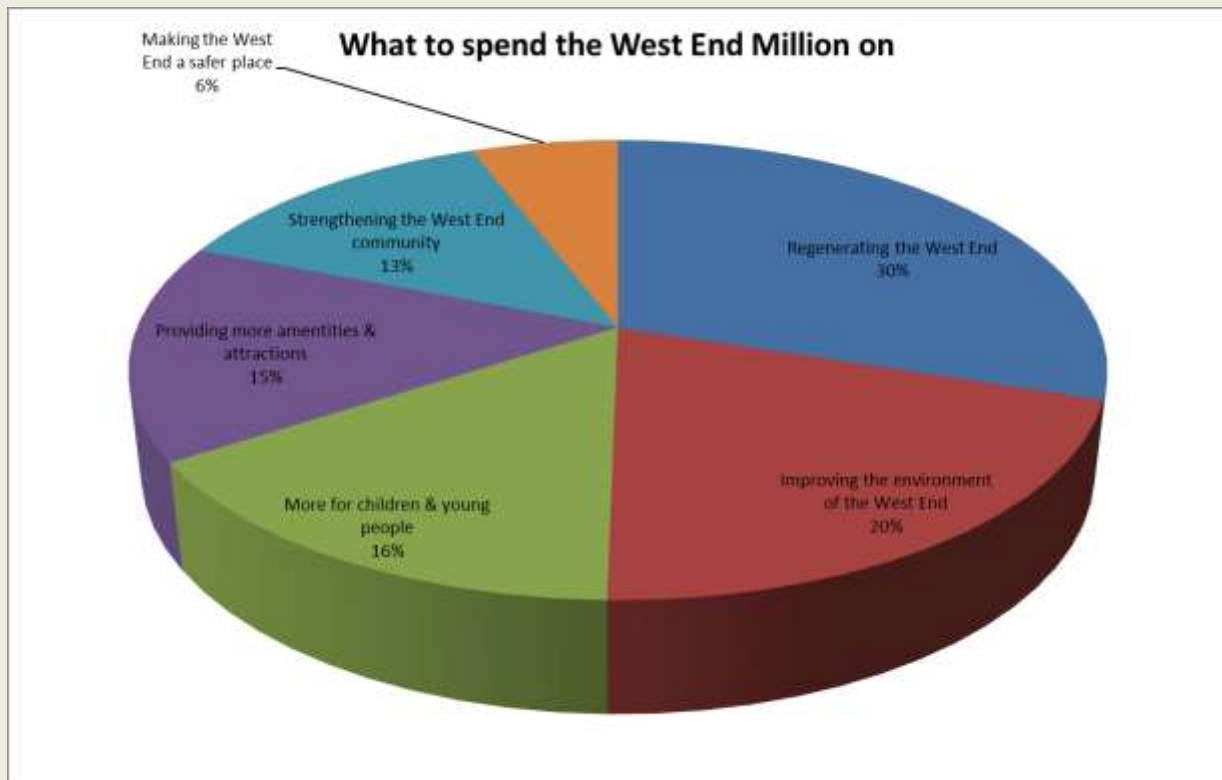
Interestingly the **'Spend'** suggestions were mostly about fixing problems ('Don't Likes') rather than taking on opportunities. The suggestions fall into six broad areas.

1. The most popular in different guises is **Regenerating the West End**, whether it is doing up houses or shops or a flagship property project. Linked in with this were suggestions relating to developing businesses (particularly shops) and employment opportunities.
2. The next group of suggestions centre round **improving the living environment of the West End**. This covers a range of ideas leading with improving the appearance of run-down buildings, followed by adding more greenery to the area and adding to the existing park amenities; along with a handful of suggestions to use art & creativity to enhance the West End.
3. Providing activities, amenities and play areas for children and young people is a popular cause with many respondents.
4. This also links in with a plethora of suggestions relating to the provision of new leisure, recreational and sporting facilities for both locals and visitors.

West End Million Community Profile

5. Although Drug & Alcohol abuse on the streets of the West End was a prominent concern expressed by West Enders directing West End Million funds towards the problem is not favoured by many. Nevertheless a sizeable number of respondents suggested ideas that can be loosely classed as the charitable & community causes category.

6. Similarly although concerns were expressed about community safety in the 'Dislikes' not many of these respondents actually suggested spending any West End Million funds on making the West End a safer place.



CONSULTATION AT THE MORECAMBE CARNIVAL AND THE WEST END FESTIVAL

Members of the WEM steering group attended the Morecambe Carnival and the West End Festival to speak to members of the public. During the Carnival they elicited views from 55 people who lived in the area and 24 responses from non-residents. At the Festival over 30 people spoke to them, two thirds of whom were locals.

The results from these Consultation exercise were broadly similar to the responses from the other exercises although it is interesting to see that the impression of the West End of non-residents is much the same as that of West Enders.

West End Million Community Profile

RESPONSES TO THE WEST END CANVASSING FORM

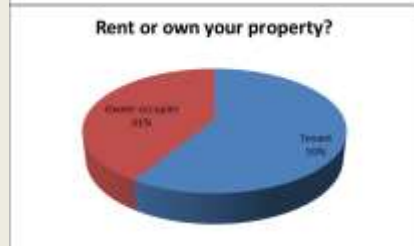
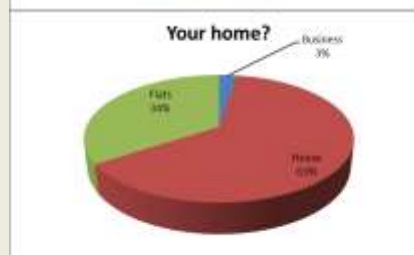
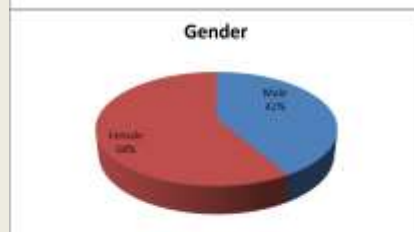
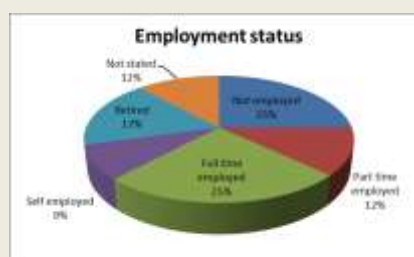
Another Consultation approach used by the Steering Group members was to ask West Enders to complete a Canvassing form. This form asked respondents to rate how strongly they felt about eight statements about the West End.

This approach required some anticipation of the issues that would be relevant to residents but its advantage was that it gave some focus to the exercise.

There were 92 respondents who lived in the West End.

The Canvassing Forms seemed to have been completed by a fairly broad cross section of the West End community and while the profile won't exactly match the West End population demographics it feels like a fairly good rough guide.

West End Community Canvassing Form	
About you and where you live	
Gender?	
Male	37
Female	52
Total	89
Single occupiers	32
Children & Young people in the houshold	27
Is this a business, a house or flats?	
Business	2
House	50
Flats	27
	79
Do you rent or own your property?	
Tenant	47
Owner occupier	33
Total	80
How long have you lived at this address?	
Up to 2 years	27
Between 3 and 10 years	18
Over 10 years	35
Total	80
Employment status	
Not employed	23
Part time employed	11
Full time employed	23
Self employed	8
Retired	16
Not stated	11
Total	92



West End Million Community Profile

The responses from this exercise largely tally with the responses obtained from the West End Million flyers.

People in the West End don't always feel safe in their area. There is a certain ambivalence about their feelings of community spirit and pride. There is a fairly lowish opinion of the quality and diversity of the shops in the area. There seemed to be a strong consensus that there aren't enough facilities for young people in the area and poor employment opportunities.

West End Community Canvassing Form		
You and your community		
On a scale of 1 (lowest) to 10 highest		
Do you feel safe in the West End?	515	<i>Safety concerns</i>
Are you proud to live in the West End?	485	<i>Modestly proud of West End</i>
Are there good facilities (shops, doctors etc) in the West End?	473	<i>Adequate facilities in West End</i>
Does the West End have a good community spirit?	464	<i>Middling community spirit</i>
Are you aware of what local community centres have to offer?	421	<i>Moderate awareness of community centres</i>
Quality and diversity of the local shops	342	<i>Lowish opinion of shops</i>
Do you feel there are enough facilities for young people in the West End?	239	<i>Strongly feel not enough for young people</i>
Are there good opportunities for employment for all in the West End?	188	<i>Poor opportunities for employment</i>

One has to infer that respondents would be happy for West End Millions to be used to improve amenities for children and young people because the question isn't explicitly asked in the form.

Respondents were generally favourable to all the suggested options. A few people were uncertain about 'Improving and/or creating new outdoor areas and leisure activities' and quite a few people were unconvinced by the merits of the community bank/credit union idea, which is why these two options were at the bottom of the table.

West End Million Community Profile

See Appendix 1: Community Consultation

Table: West End Flyer:

What Don't You Like About the West End?

Table: West End Flyer:

If You Had A Million Pounds to Spend In The West End?

Table: West End Community Canvassing Form:

How Would You Invest £1M?

Graph: West End Community Canvassing Form:

How Would You Invest £1M?

Table: West End Community Canvassing Form:

You And Your Community (Female/Male responses)

Table: West End Community Canvassing Form:

How Would You Invest £1M? (Female/Male responses)

Table: West End Community Canvassing Form:

Female/Male responses - summary points

Table: West End Community Canvassing Form:

You And Your Community (Retired respondents/Non-retired)

Table: West End Community Canvassing Form:

How Would You Invest £1M? (Retired respondents/Non-retired)

Table: West End Community Canvassing Form:

Retired respondents/Non-retired - summary points

Table: West End Community Canvassing Form:

You And Your Community (Home renters/Home owners)

Table: West End Community Canvassing Form:

How Would You Invest £1M? (Home renters/Home owners)

Table: West End Community Canvassing Form:

Home renters/Home owners - summary points

See Appendix 2: Responses to the West End Flyer

What Do You Like About The West End?

What Don't You Like About The West End?

If You Had £1M To Spend On The West End How Would You Spend It?

See Appendix 3: Consultation at the Morecambe Carnival

Table: What Do You Like About The West End?

Table: What Don't You Like About The West End?

Table: If You Had £1M To Spend On The West End How Would You Spend It?

See Appendix 4: Consultation at the West End Festival

Table: What Do You Like About The West End?

Table: What Don't You Like About The West End?

Table: If You Had £1M To Spend On The West End How Would You Spend It?

Additional suggestions

Main issues identified in the Community Consultation

1. Appreciation of positive aspects of West End: the Promenade, the beach, Bay views, the Park and Gardens, independent shops, and community spirit.
2. The poor physical appearance of the streets & buildings as well as rubbish, littering & fly tipping in the back alleys
3. Empty and run-down properties including multi-occupancy tenancies
4. Empty & boarded up shops and poor quality of some shops
5. Frustration with slow pace of Regeneration
6. Pride in local charities and community services & events
7. Negative image of West End perceived by residents and from outsiders
8. Not enough activities & amenities for children & young people
9. Desire for more park facilities and green spaces
10. Concerns about drug & alcohol abuse in the streets
11. Concerns about street crime & security
12. Lack of affordable sport & recreational facilities locally
13. Need for more tourist attractions
14. Homelessness
15. Irresponsible dog owners

West End Million Community Profile



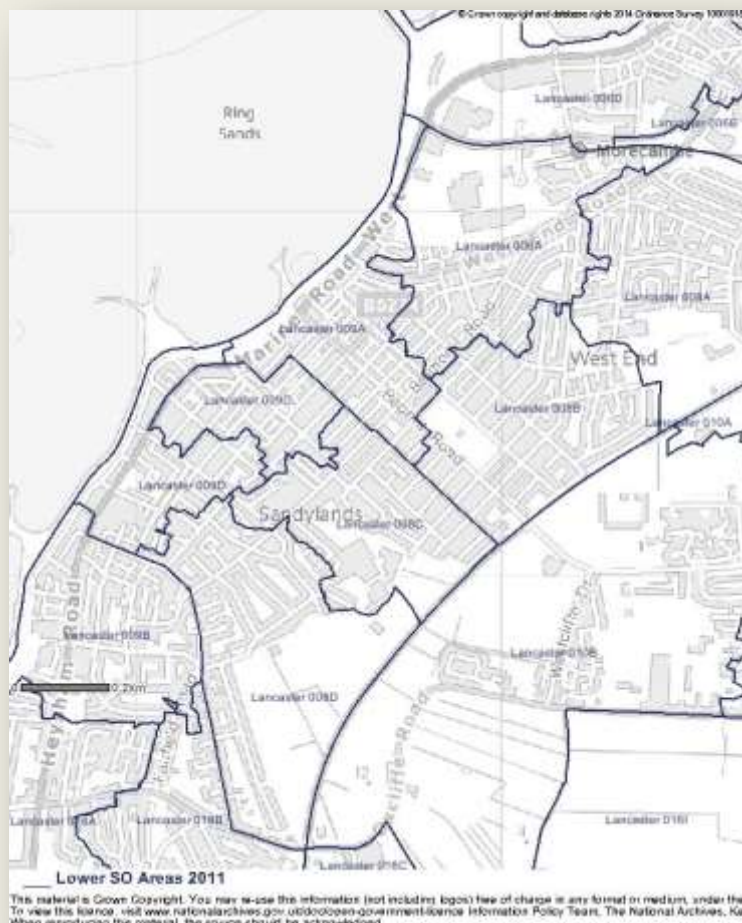
The worst and the best of the West End?



8. Disadvantaged community by the sea

Government statistics indicate that the West End is one of the most disadvantaged communities in England. It is ranked in the bottom 10% of communities nationally when measured by poverty, unemployment, poor health and low educational achievement. Crime levels were worse than the national average. The area also ranked poorly on environmental measures.

The government uses a combination of statistics to track which are the most disadvantaged communities in England. Its Index of Multiple Deprivation indicates that the heart of the West End is amongst the 5% most deprived communities in England.



West End Million Community Profile

The surrounding areas, the more suburban areas such as Sandylands and around Regent Park, are marginally less deprived according to this Index. By comparison Torrisholme (a smart area of Morecambe) ranks as one of the least deprived communities in England.

Within the West End the area around Regent Road was the most deprived (in the bottom 2%) but improving in the England rankings between 2007 and 2010.

The Stanley Road area was marginally better but falling back relatively speaking.

The Alexandra Road area was in-between statistically as well as geographically.



The Index of Multiple Deprivation is a combination of seven indices, each attempting to measure different aspects of community life.

Lots of poverty in the West End (The Income Deprivation Index)

In terms of Income the West End Million area is a poor community with a large proportion of the population on low pay or receiving benefits. It is among the 20% poorest communities in England. (Within the West End the Alexandra Road area is the poorest).

West End -unemployment black-spot (The Employment Index)

Relatively speaking there is a high percentage of people in the West End Million area who are out of work resulting in the West End Million area being in the bottom 10% of communities in England. (Within the West End the Regent Road area has the highest unemployment)

Unhealthy West End (The Health & Disability Index)

The West End Million community also fares poorly in the Health & Disability Index with the Regent Road and Alexandra Road areas in the bottom 2% in the country. The population around Stanley Road is slightly healthier but still relatively deprived in these terms (in the bottom 20%)

West End Million Community Profile

Poorly educated West End (The Education & Training Index)

The West End Million area scores slightly better on this Index but it still counts as being educationally deprived (in the bottom 20%). Within the West End the population around the Alexandra Road area are the least well educated.

Home owners in the West End (The Barriers to Housing & Services Index)

Ironically the West End Million area is absolutely **not** deprived in housing terms. By this index it is one of the least deprived areas in the country. This is because house prices are low compared to other places and therefore it is easier to become a home owner, whereas a millionaire in Chelsea or Kensington is “deprived” because the price of a mansion there is so exorbitant.

It is worth at this point mentioning Disraeli’s quote about “Lies, Damn Lies and Statistics”. All statistics have to be treated with caution and have to be viewed in the context of local knowledge.

Crime hot-spot in the West End (The Crime Index)

There is more crime in the West End than in most places. The West End is ranked in the bottom 20% by this measure. Walk a few hundred yards to the Regent Park area and the crime rate falls dramatically. The Torrisholme suburb in Morecambe has one of the lowest crime rates in the country by comparison.

Not a nice place to live? (The Living Environment Index)

Slightly surprisingly the West End ranks in the bottom 10% of most deprived communities in terms of the Living Environment despite having Morecambe Bay as a neighbour. Probably the poor quality of much of the housing is a major factor here but this Index needs to be regarded with a little scepticism as it is made up of a hotch-potch of indicators.

See Appendix 5: Indices of Deprivation

The English Indices of Deprivation

Table: Index of Multiple Deprivation 2010, West End Million areas

Table: Index of Multiple Deprivation 2007-2010, West End Million areas

Table: Income Deprivation Index 2010, West End Million areas

Table: Employment Index 2010, West End Million areas

Table: Health & Disability Index 2010, West End Million areas

Table: Education, Skills & Training Index 2010, West End Million areas

Table: Barriers to Housing & Services Index 2010, West End Million areas

Table: Crime Index, West End Million areas

Table: Living Environment Index, West End Million areas

9. Holiday Resort

Once a popular place to holiday the West End still has the marvellous Morecambe Promenade and some guest houses but its tourist attractions have all but disappeared. The Council's efforts to restore Morecambe's fortunes as a tourist destination are focussed on the town centre. Seasonal employment and low pay probably still have an effect in the West End.

The West End was originally the centre of entertainment when Morecambe became a tourist resort in Victorian times but since then it has lost its attractions one by one –its summer gardens, its music halls, its theatre & cinema, and finally its pier.

The West End Amusement Park (latterly Fun City and then Pleasure Park) which opened in 1909 became the *Frontierland* theme park with a Wild West theme in 1986 but this closed in 2000. The site of the park, which is located within the northern boundaries of the West End Million area, has remained an empty wasteland since then. Along with the landmark feature of the Polo tower *Frontierland* has been a symbol of the West End's decline as a tourist location.

More recently the night club in the West End closed and the Laser adventure venue burned down.



West End Million Community Profile

Morecambe's excellent five mile Promenade runs along the western edge of the West End. Along with the beach and the beautiful views across Morecambe Bay, this is possibly the West End's greatest asset and a source of great pride and enjoyment for West Enders, as they made clear in the Consultation exercise. It's only other remaining tourist attractions are the West End Gardens, Play areas & Breeze Café created beside the Promenade.

Other entertainment establishments such as the Boardwalk pub draw tourists into the West End but it is now largely on the periphery of the tourist area of Morecambe.

While the West End boasts a sizeable number of small independent shops few of them appear to cater for the tourist market.

The local authority's efforts to restore the fortunes of Morecambe as a tourist resort appear to be concentrated on the centre of the town.

As well as the three star Clarendon Hotel there remain a significant number of Guest House and B&B establishments in the West End but these are now mainly confined to West End Road and Marine Road West on the sea front.

It is quite probable that the proportion of the population of the West End employed in the tourism & hospitality sector is as large as other seaside resorts, even if they are employed in other parts of Morecambe, and consequently seasonal employment and low pay are likely to have some effect.



10. Seaside Town

Morecambe has one of the weakest local economies among seaside towns in England. It also has one of the poorest health records of all seaside towns in the country. The West End has a much smaller elderly population than a typical seaside town. Population turnover can be a problem for schools in the West End as in most seaside towns. The decline of tourism has had a negative effect on the West End but it is now less subject to seasonal fluctuations.

A report on England's Seaside Towns commissioned by the government in 2008 gives us a useful yardstick with which to compare Morecambe's fortunes against those of 36 other seaside towns.

The headline from the report is that Morecambe was found to have one of the **weakest local economies** among seaside towns.

FAST GROWING POPULATION BY THE SEA

- Morecambe/Heysham is a **middle sized** seaside town in terms of population.
- Morecambe/Heysham was one of the **fastest growing** populations of seaside towns 2001-2006 with a 5% increase in population.
- Morecambe/Heysham's **older population** (age 60+/65+) made up 23% of the total population. This was **lower than the average** for seaside towns (24%) but higher than the national average (19%). {Nb. the proportion of older people (Males over 65 and Females over 60) in the West End population is lower than in the England population (12%, 20%)}
- Morecambe/Heysham's **younger population** (age under 15) made up 19% of the total population. This was higher than the average for seaside towns (17%) and the same as the national average (19%). {N.b. the proportion of children (age 0-15) in the West End population is **higher than the average** in the England population (22%, 19%)}
- The report observed that "*The **instability of school rolls** caused by population turnover is a serious problem in a number of seaside towns*". Interestingly a similar observation was made by Inspectors in their OFSTED report on the West End Primary school.

West End Million Community Profile



SEASIDE EMPLOYMENT

- Morecambe/Heysham was **middle ranking** amongst seaside towns in terms of the estimated total employment (16,500 in 2006). It was also middle ranking in terms of the growth of employment over the period 1998-2006.
- Morecambe/Heysham was slightly above middle ranking in a table of seaside towns ranked by share of **jobs in 'Distribution, hotels, restaurants'**. A handful of towns had over 40% of jobs in this category.

Employment by sector in Morecambe/Heysham

<u>Sector</u>	<u>% of all employee jobs in Morecambe/Heysham</u>	<u>% of all employee jobs in Seaside Towns generally</u>
Agriculture, energy etc.	0	1
Manufacturing	9	7
Construction	7	4
Distribution, hotels, restaurants	34	30
Transport and communications	7	4
Banking, etc.	11	17
Public administration etc.	27	33
Other services	6	6

(From a table of same for England's principal seaside towns, 2006)

West End Million Community Profile

SEASONAL EMPLOYMENT TYPICAL FOR THE SEASIDE

- A table of average seasonal fluctuation in claimant unemployment rates in England's principal seaside towns (2001–2007) indicates that Morecambe/Heysham was **fairly typical** with a fluctuation of 0.6 percentage points compared to the average across seaside towns of 0.5%.
- So although employment in the area is affected by the holiday season it is **less dramatic** than in some towns which were more dependent on the holiday trade and saw unemployment rates shift by over 2 percentage points.

SEASIDE EARNINGS HIGHER (FOR MEN) AND LOWER (FOR WOMEN) THAN AVERAGE

- Median hourly earnings in England's principal seaside towns (2007) showed that earnings in Morecambe/Heysham for **Men** were **higher than average** and ranked the area high among seaside towns (£11.76, £10.89).
- **Women** in the area fared less well with earnings that were **less than the average** across seaside towns (£8.13, £8.39).

(NB: Figures refer to districts covering seaside towns. Source: Annual Survey of Hours and Earnings).

SLOW BUSINESS AT THE SEASIDE

A table of VAT registered businesses in England's principal seaside towns in 2006 (ranked by stock per 10,000 residents) shows Morecambe/Heysham in a poor light by comparison.

- It ranked in the bottom quartile with 253 VAT registered businesses per 10,000 residents. This compares with the average for seaside towns of 293.
- Many seaside towns had 25%+ more businesses.
- New VAT registrations in Morecambe/Heysham were also much lower than the average.

POOR HEALTH BY THE SEASIDE

28 of the 37 seaside towns had greater health and disability deprivation than the English average. **Morecambe/Heysham** along with the other two towns in the North West, Greater Blackpool and Southport fared particularly badly on this indicator.

In a ranking of seaside towns by health deprivation and disability (2007) **Morecambe/Heysham** was worse than Blackpool and second only to Skegness.

CRIME NOT SO BAD AT THE SEASIDE

None of the seaside towns, including **Morecambe/Heysham** fared particularly badly on the Crime indicators.

West End Million Community Profile

“The report concludes that, taking account of a range of evidence, on average England’s principal seaside towns are rather more disadvantaged than the rest of the country, but not markedly so.

*However, there is considerable variation between seaside towns, with some towns faring markedly better than others. The ‘economic’ data suggests that Bridlington, Clacton, Great Yarmouth, Ilfracombe, Lowestoft, **Morecambe/Heysham**, Penzance, Skegness, Thanet, Torbay and Whitby have the weaker local economies among seaside towns”.*

“Generally, within most seaside towns there are likely to be pockets of acute deprivation that are not reflected in average statistics for the town as a whole”.

Source: “England’s Seaside Towns - a ‘benchmarking’ study”, November 2008
Centre for Regional Economic and Social Research, Sheffield Hallam University
Department for Communities and Local Government



11. Coastal Community

The West End is typical of many coastal communities in terms of poor employment opportunities because of the decline of tourism and a legacy of low wages. Also the run down appearance of the area is something it has in common with other coastal communities whose local economies have been slow to adapt. However the West End is atypical of many coastal communities with a lower average population age, lower than average house prices and reasonable access to services. The area might be missing out on government funds to help reverse the decline in coastal communities.



A recent report for the government lists some factors that are common to coastal communities around the UK. It is informative to compare the West End of Morecambe with the characteristics of coastal communities generally.

Several factors common to coastal communities might apply to the West End of Morecambe—

West End Million Community Profile

- Seasonal, low waged employment
- Narrow business base
- Run down areas

***“Employment:** many coastal communities were developed for a specific purpose or were reliant on single industries whose markets have since declined, and in some cases closed completely. Employment tends to be more seasonal, lower waged, and based around services and hospitality sectors; there tend to be fewer higher value jobs.*

***Industrial base:** there is often a narrow business and industry base in coastal communities built around a few key sectors such as tourism, hospitality, food and fishing and transport; there tend to be fewer higher value sectors with challenges in attracting new industries.*

***Physical infrastructure:** although rarely experiencing the brownfield/derelict land challenges of some urban areas many older seaside communities have poor built environments which have not been upgraded for many years”.*

The West End of Morecambe differs from other coastal communities in a number of ways.

- Younger population
- Lower house prices
- Easier access to services

***“Demographics:** coastal communities tend to have different demographic profiles compared to the country as a whole with a higher older/retired population and lower numbers of young people”.*

In the **West End of Morecambe** the demographics do not entirely match this typical demographic profile. It does have lower numbers of young people but unlike Morecambe as a whole it does not have a higher older/retired population. In fact its older/retired population is a smaller proportion of the West End population than the national average.

***“Housing:** coastal communities tend to have different housing tenure patterns with more second/ holiday homes; in other instances, house prices are higher than the regional averages making it difficult for local people to secure accommodation”.*

The **West End of Morecambe** is also different from other coastal communities in that house prices are lower, not higher, than the regional average, which makes it much easier for local people to secure accommodation.

***“Access to services:** many coastal communities are distant from major service centres: they can have limited access to retail facilities; be poorly connected by public transport and can have limited access to further education/higher education provision”.*

The **West End of Morecambe** is relatively fortunate with access to services. It has reasonable public transport, with regular bus services into Morecambe town centre and Lancaster; a train station (on a branch line) close by and a Further Education college a 20 minute bus journey away.

West End Million Community Profile

Coastal Communities Fund

The government launched the Coastal Communities Fund in 2012 to provide coastal towns in the UK with money to help pay for projects that can transform and diversify seaside economies.

It is not known if **Morecambe Town Council** or **Lancaster City Council** or **Lancashire County Council** have applied to the Coastal Communities Fund for projects in Morecambe. In 2015 Lancashire County Council successfully applied for £240,000 for a heritage project at St. George's Quay in Lancaster. Presumably this was deemed to be a higher priority than a project in Morecambe.

The **Morecambe Bay Partnership** (based in Kendal, serving the Bay from Furness to Heysham) was awarded £490,000 in 2013 to enhance the area as a tourist destination through branding, marketing, connecting and signing 200km of **cycle way** around Morecambe Bay. This cycleway runs from Heysham, along the Promenade through the **West End of Morecambe** and north along the coast. The Partnership also received a further £297,000 in 2015 to improve visitor facilities including a visitor hub in Barrow.

Source: The Coastal Communities Fund annual progress report 2014



12. Housing

The West End is densely populated with a large number of privately rented, poor quality houses in multiple-occupation. There are low levels of home ownership. The West End has a large number of handsome buildings with many being former seaside guesthouses, but there are also a large proportion of poorly maintained or empty residential properties. Flats and terraced housing predominate. Council tax bands are low. House prices are low but this might be dis-incentivising investment in the area.

The West End is described in Lancaster City Council's West End Masterplan as –

“a densely developed area of housing, former guesthouses and other visitor accommodation, close to the seafront”.

Lancaster City Council's website page on regeneration describes the **West End** as

“an area of major housing and environmental interventions”
with an *“over-supply of poor quality Houses in Multiple Occupation.”*

Lancaster City Council has worked with the Homes and Communities Agency to deliver a Housing Exemplar scheme in the West End. {See the summary of the Chatsworth Gardens residential development in the Regeneration appendix}. The objectives illustrate the perceived housing problems in the area:-

- Attract families and long-term residents to live and work in and near the town
- Create a more balanced community
- Reverse the negative perception of Morecambe's West End as a place to live
- Reduce the number of HMOs (Houses in Multiple Occupation)
- Kick-starting public/private investment in the area;
- Creating confidence in the market – to show that family housing is possible and has a catalytic effect (along with the other interventions)
- Address crime and social conditions in the area
- Act as a demonstration to the market in terms of the standard and quality of housing that should be delivered in the Masterplan area

West End Million Community Profile

Source: Lancaster City Council

The housing in the West End can be characterised as follows:-

- Lots of flats and terraced housing
- Low house prices
- Lots of empty homes
- Low levels of home ownership
- High levels of privately rented accommodation and houses in multiple occupation
- Little social housing
- Low Council Tax Bands

Lots of flats and terraced housing

Flats, maisonettes and apartments are the predominant Accommodation type in the centre of the West End with more Terraced housing towards Sandylands. These Victorian and Edwardian properties define a lot of the physical character of the West End.

There are few detached and semi-detached houses in the centre and older part of the West End (the West End Million area) but the surrounding parts of the West End, further from the Promenade, have a more suburban feel with more semi-detached properties including bungalows.



Terraced housing accounts for 42% of the housing stock in the centre of the West End compared to only 27% in Lancaster district and 25% in England.

Accommodation in flats, maisonettes or apartments accounts for over half (52%) of the housing stock in the centre of the West End compared to only 16% in Lancaster district and 21% in England.

Low house prices

House prices in the West End of Morecambe are significantly less than in Lancaster district as a whole. The Median House Price in the West End is a third less than the Median House Price in Lancaster district.

The Median House Price in the West End is skewed by the smaller number of detached and semi-detached houses available.

However the Median House Price for

West End Million Community Profile

Flats/Maisonettes, which predominate in the West End, is still less than three quarters of the figure in Lancaster district generally.

This makes West End houses more affordable but it could have implications for property investment the West End, which might be less attractive as a consequence.

Lots of empty homes

The percentage of vacant residential properties in the West End is significantly higher than the Lancaster or England average (18%, 5%, 4%).

In some parts of the West End the proportion of vacant residential properties was almost 1 in 4.

Low levels of home ownership

The level of home ownership varies considerably within the West End. In the Regent Road area it is as low as 27% and in the Sandylands area it is as high as 54%.

Overall the level of home ownership in the West End is much lower than in Lancaster district or England generally (37%, 69%, 63%).

High levels of privately rented accommodation

The level of privately rented accommodation is much higher in the West End compared to Lancaster district or England generally (54%, 19%, 17%).

Little social housing

The level of socially rented accommodation in the West End is lower than in Lancaster district and much lower than in England generally (7%, 10%, 18%).

Adequate room space

The Census data suggests that generally West End households are not overcrowded.

West End families have as much space at home as an average English family. The West End generally compares favourably with the England average in terms of the number of rooms in a house per person. However West End families generally have noticeably less space than families in Torrisholme (a more prosperous area of Morecambe).

Low Council Tax Bands

Over 90% of residential properties in the centre of the West End are in Council Tax Bands A or B. This is twice the proportion of properties (Bands A & B) in England as a whole.

This high level of properties rated as A or B reflects the quality and value of the property in the West End. By contrast the proportion of properties rated as A or B in Torrisholme (a more prosperous area of Morecambe) is only 6.5%.

Source: Office for National Statistics

West End Million Community Profile

Low housing prices in West End a disincentive to invest for developers

*“Proposals for residential development in the Morecambe Area Action Plan area and the **West End** Masterplan area are not required to provide affordable housing. This is because property values are much lower in Central Morecambe and the **West End** compared to most other parts of the district and therefore viability is often marginal. Therefore in the prevailing investment conditions the affordable housing requirement is likely to be a disincentive to future investment in these distinct parts of Morecambe”.*

Lancaster City Council’s “Meeting Housing Needs” Supplementary Planning Document, 2013

See Appendix 6: Housing

Table: Persons Per Room (Census 2011)

Table: House Price Statistics (Office National Statistics 2015)

Table: Vacant Properties (Census 2011)

Table: Tenure, Households (Census 2011)

Table: Accommodation Type (Census 2011)

Table & Graphs: Dwelling Stock by Council Tax Band (Census 2011)



13. Regeneration

The Council's Masterplan for the West End was published in 2005. Several regeneration initiatives such as the West End Gardens have progressed successfully while others such as the Yorkshire Street shopping area improvements have had a mixed reception. A number of projects have been delayed due to limited availability of public sector funding following the recession and then austerity measures. It has also been difficult to attract investment from private sector partners. However recent developments including the start of work on the Chatsworth Gardens residential project and planning permission being granted for a retail & leisure park on the derelict Frontierland site give some grounds for optimism. The local road link to the M6 motorway currently being constructed is also expected to boost the area.

Lancaster City Council has a Masterplan for the West End of Morecambe, which is part of its overall Regeneration Strategy for Morecambe

The foundation of the West End Masterplan is that sustainable regeneration of the resort of Morecambe will only be delivered if the regeneration of the tourism product and town centre is supported by the regeneration of the housing areas of Poulton and the **West End**.

"The overarching and fundamental component of the vision for the West End is to create an exceptionally good place to live, work and play".



West End Million Community Profile

Lancaster City Council's regeneration strategy for Morecambe

The council's key initiatives seek to capitalise on the town's exceptional natural setting and the improvements to accessibility which will arise from the Morecambe - M6 motorway link, expected to be completed in June 2016.

Lancaster City Council has identified the centre of Morecambe as the foremost Regeneration Priority Area for the district under the council's adopted Core Strategy. A detailed Area Action Plan is being taken forward to provide a context and framework to guide future investment.

Current interventions in the centre of Morecambe include the second Townscape Heritage Initiative (THI): '*A View for Eric*' (building on the success of the refurbished art deco Midland Hotel, delivered as part of the first Morecambe THI). The council also intends actions under planning enforcement policy to encourage improvements to the built environment.

The council is looking at ways to encourage and enable development and investment in the town and foster a more stable community in the deprived areas of the **West End** and Poulton.



Lancaster City Council's West End Masterplan

The current West End Masterplan originated from work undertaken on the Morecambe Action Plan published in 2002. The Masterplan was adopted by Cabinet in February 2005. A review and refresh exercise was carried out on the Masterplan in 2009.

The boundaries of the Masterplan area approximate to those of the West End Million area.

The Masterplan asserts that action needs to be taken to enhance the attractiveness of these residential areas to ensure they met the needs of local residents and to encourage people to live and invest in Morecambe in the long term.

The regeneration programme was called "Winning Back Morecambe's West End".

The Masterplan is regarded by the Council as a long term commitment needed to achieve 'transformation'.

West End Million Community Profile

West End Masterplan broad outline for the development brief was:

- ☞ To identify the role that the West End can play in the local housing market set in the context of the districts economic future and with reference to local housing needs.
- ☞ Develop, consult and finalise proposals for a spatial strategy for the West End.



The strategic objectives for the West End were identified as follows:

- ☞ increase the attractiveness of the West End as an area to live for existing residents and to attract new people to move into the area as long term residents, having a knock-on impact to improve the overall image of the resort.
- ☞ increase the proportion of owner occupiers and reduce the private rented sector as a means of improving stability
- ☞ diversify the types of housing available.
- ☞ increase the amount of useable quality open space.
- ☞ improve the quality of the built environment.
- ☞ assure the sustainability of local shops through consolidation and establishing a niche market identity.

West End Million Community Profile

The Masterplan for the West End:-

- ☞ identified priority areas for demolition
- ☞ supported the creation of better defined neighbourhoods

The Masterplan for the West End stated a need for “adequate”:-

- ☞ community facilities
- ☞ local services
- ☞ open space.



West End Million Community Profile

WEST END MASTERPLAN PRIORITIES



West End Million Community Profile

WEST END MASTERPLAN PRIORITIES

A portfolio of proposals was ranked in the Masterplan as high, medium, low priority according to

- ⇒ the greatest regeneration impact
- ⇒ the best policy fit
- ⇒ the greatest chance of securing funding
- ⇒ providing good value for money and
- ⇒ delivering the greatest Additionality
(see note in Appendix 'Regeneration')

High Ranking Projects / Areas

- ◆ Co-Op Building
- ◆ Exemplar
- ◆ Commercial Core
- ◆ Bold Street and West End Gardens
- ◆ Marine Road West / Promenade public realm

Medium Ranking Projects / Areas:

- ◆ Clarendon Road Living Street
- ◆ Clarendon Road East
- ◆ Frontierland
- ◆ West End Road
- ◆ Heysham Road Gateway
- ◆ Marine Road West (housing)
- ◆ Bus / Illuminations Depot
- ◆ Avondale / Barnes Road (workshops)
- ◆ Regent Park

Low Ranking Masterplan Projects / Areas

- ◆ Yorkshire Street Shopfronts
- ◆ Tertiary Street (high intervention)
- ◆ Secondary Routes (high intervention)
- ◆ Local Residential Streets (high intervention)
- ◆ Granville Road

The recommendations were approved by the council Cabinet at its meeting in June 2009.

West End Million Community Profile

WEST END MASTERPLAN: PUBLIC REALM STRATEGY

KEY

	STUDY BOUNDARY
	PRIMARY ROUTES
	LIVING STREET
	SECONDARY STREETS
	COMMERCIAL CORE
	TERTIARY STREETS
	LOCAL RESIDENTIAL STREETS
	CYCLE ROUTES
	BUS ROUTES
	OPEN SPACE

1. PROMENADE
2. REGENT PARK
3. PADDLING POOL
4. OPTION 1 - NEW SCHOOL & PUBLIC SPACE
OPTION 2 - COMMUNITY PARK
5. FRONTIERLAND SITE
6. NEIGHBOURHOOD PLAY AREA



West End Million Community Profile

PROGRESS OF WEST END MASTERPLAN PROJECTS

Frontierland development – Rear third of the site has been re-developed as a retail park with Homebase, Next and DW Sport & Gym currently based there..



Improvements to the quality of the Conservation Area.

10 of the 15 target properties in West End Road and 26 of the 38 target properties in Clarendon Road were remodeled.

Yorkshire Street Environmental Improvements – street scene improvements have been implemented to enhance the quality of the public area.

West End Gardens – The Gardens have been renovated with modern landscaping, three new play areas and a critically acclaimed new build café. The ‘silver café’, currently occupied and run by the Breeze Café, was nominated for a Royal Institute of British Architects Regional award.

Bus and Illuminations Depots – A private developer obtained planning consent to build 83 houses and flats and has completed half of the development.

Bold Street / Marlborough Road - In a partnership with Adactus Housing Association, a block of poor quality housing and a former garage on Marlborough Road were demolished in 2011 to enable a new build scheme consisting of twelve 2 bed flats and eleven 3 bed houses, offered for shared ownership. In 2012 the council demolished further properties in Bold Street. In January 2014 the City Council approved additional funding for more property acquisitions, demolition and temporary re-surfacing on Bold Street, to deliver a cleared site for the development of new private housing.

West End Commercial Core - The West End Masterplan seeks to define the heart of the West End around a core retail area clearly linked with the adjoining Promenade & beach. The local centre predominantly consists of small retail units centred on Regent Road and Yorkshire Street, as well as on Albert Road and Claremont Road. The first phase of commercial core improvements was a major public realm scheme undertaken along Yorkshire Street. Local traders wanted additional car parking, well signed and close to the shops. The council agreed that government awarded Empty Shops Funding could contribute towards the new parking on Parliament Street.

West End Million Community Profile

WEST END MASTERPLAN CURRENT & FUTURE PROJECTS

Chatsworth Gardens residential redevelopment



Specialist empty homes developer PlaceFirst has secured planning permission for a £5.5m scheme to refurbish and remodel former Victorian guesthouses to create 51 new apartments and houses in the West End. 28 empty Victorian terraced properties will be remodeled and refurbished.

The empty Victorian properties had formerly been used as guest houses and were the subject of a failed regeneration scheme that was approved in 2008 and involved demolition of the homes, but was abandoned in 2010.

A feature of the design proposals is the demolition of ugly rear extensions and small, unattractive back yards to create a spacious and attractive residents garden. This approach will see the preservation of the Victorian terrace at the front of the properties and opening up the rears to create a contemporary communal garden.

The new homes are being built for the private rental market and will be managed by a housing association on behalf of PlaceFirst. All of the homes will benefit from improved thermal performance, in most cases reducing household running costs by as much as 50 per cent.

Construction work is due to begin in May 2014 and the first homes should be available from June 2015. This scheme represents phase one of a two-part scheme in which PlaceFirst aims to refurbish and remodel a similar number of Victorian properties on an adjacent site.

West End Million Community Profile

Frontierland retail development



Developer Opus North and site owner Morrisons are working in partnership on a £17million plan to transform the derelict seafront site into a new retail and leisure park. A 100,000 sq ft complex of fashion shops, a hotel, restaurants, a family pub and 376 parking spaces is proposed on the former 10-acre Frontierland fairground site in the West End of Morecambe. Planning permission was granted in November 2014 and work is scheduled to begin in September 2015.

Gateways to the West End



The Masterplan describes the Promenade and Marine Road West as gateways into the West End. They provide key links with the town centre. However improvements have not been extended to a large section of the promenade and the quality of the public realm and visitor experience along a major part of the frontage is described as poor. Providing an attractive setting for improved coastal development and Promenade between the Battery and Midland Hotel is still a high priority.

West End Million Community Profile

Co-op Building commercial redevelopment

Centenary House, on Regent Road, is a large former department store of 3,000 square metres of unencumbered floor space which could lend itself to flexible sub-division. The aim is to refurbish the building and bring it back into positive economic use. There have been long standing ideas to convert the building into flexible business accommodation along with other viable uses. The council sees this project is considered as a high priority, with redevelopment of a derelict building having major benefits for the West End commercial core, not least in new business formation. The Council believes that a private led refurbishment solution presents the best way forward. It has a formal exclusivity agreement with Leeds based developer Eido Ltd.



The Battery

This iconic public house, which closed in 2010, is a prominent Victorian building on the Promenade, near the West End Gardens. It is currently being privately redeveloped as 17 residential apartments.

See Appendix 7: Regeneration

Building Design Partnership (Architects) 2008
Lancaster City Council use of Additionality when prioritising projects.

14. Amenities

The West End is relatively well provided for with local amenities or in the nearby town centre. However because it is a densely built up area the West End has little in the way of public spaces, away from the sea front. The West End Gardens and play areas by the Promenade are a popular location for locals and visitors alike. The West End's Regent Park has a lot of potential for improvements.

Libraries

The nearest public libraries are in central Morecambe and in Heysham, both about 1 mile north and 1.5 mile south from the centre of the West Million area.

Post Office

There is a Post Office on West Marine Road in the centre of the West End.

Banks

There are no bank branches located in the West End other than the Yorkshire Building Society branch in Claremont Road. The nearest banking facilities are located in Central Morecambe and Heysham Road. There are ATM machines at the Post Office and on West Marine Road near the junction with Regent Road and at the TESCO store on the corner of Marine Road West/Stanley Road.

Public conveniences

The public toilets on the Promenade opposite Regent Road have been closed. There are public toilets at West End Gardens by the Breeze Café.



West End Million Community Profile

Play areas

All maintained by Lancaster City Council.

West End Gardens Play Area 1

Suitable for children aged 11-14

Spinning ring, spinners, slide rails and climbing frame.

West End Gardens Play Area 2

Suitable for children aged 5-11.

Climbing frames, spinning ring, swings, bucket swing and tyre swing.

West End Gardens Play Area 3

Suitable for children under 5 years old.

Spring see-saw, spring toys, climbing frames, hammock swing, spinner and infant swings.

Regent Park Play Area

Climbing frame, infant climbing frame with slide, infant and junior swings, roundabout and spring see-saw.

Alexandra Road Basketball Area

In 2010 the dated play equipment on Parliament Street was removed by the Council.



Public spaces

- West Street
- Yorkshire Street

West End Million Community Profile

Allotments:

None of the allotments owned by Lancaster City Council are in Morecambe.

There are privately run allotments at

- Balmoral Children's Centre –mini-plots
- Osbourne Road near Heysham Swimming Pool (near the WEM area boundary) run by the West End & Heysham North Allotment Association.

The Association has a waiting list of about 40 people. Morecambe Town Council has made some enquiries about potential new allotment sites. One possibility is undeveloped land about Mellishaw Lane but this is about a 1.3 miles (as the crow flies) south east of the West End Million area. The City Council has said that its land to the north of Mellishaw Lane had been designated for commercial use and therefore it was not likely that planning permission would be granted for allotment use. However it has suggested that land to the south of Mellishaw Lane could be more appropriate but this was privately owned so the landowner will have to be identified and contacted separately.

Parks & Gardens

- West End Gardens
- Regent Park



West End Gardens

Located by the Promenade between The Battery and Regent Road these gardens with a water feature (and adjoining play areas) are a nice place for residents and visitors alike to relax and enjoy the fantastic views over Morecambe Bay. The area was redeveloped and reopened in 2007.

Heysham High School sixth form pupils designed five art installations based around the theme of earth, wind, fire and water. The Breeze Café and public toilets are situated at the Battery end.

West End Million Community Profile

Regent Park

The West End Masterplan (page 34) states that *“given that there is no longer much possibility of improving the quantity of public open space in the West End it is important to improve the quality of this existing amenity”*.

Lancashire County Council (which owns the park) with Lancaster City Council, in support of The Friends of Regent Park, commissioned a public consultation exercise in 2012 to gather local people’s views on the park. Extract from the report

“The park is approximately 2 hectares in size, overlooked on all sides by houses and adjacent to Regent Road, one of the main transport routes into Morecambe. In September 2011 Regent Park gained Queen Elizabeth II Fields in Trust Status, securing it as a permanent public open space.

This popular park was once Morecambe’s principal entertainment centre called the Summer Gardens. Built in the 19th century the gardens included a circus, ballroom, aquarium, conservatory, café, racecourse and a boating pool. The racecourse was surrounded by a wide dyke which was used for skating in the winter.



In the 20th century the park was transformed into an area for sports recreation which included four bowling greens, multiple tennis courts, a combined double multi games area and a children's play area. Over time the majority of these facilities have become neglected and derelict.

Consultation has been undertaken in a variety of formats over the past five years with improvements being made to the play area and a bowling green, as well as an original master plan being developed”.

West End Million Community Profile

The Friends of Regent Park, a constituted community group, has recently raised funds for new play equipment in the park. In partnership with the Regent Park Bowls Club and the We Café social enterprise, and with support from the County and City Councils, it is preparing a grant application to the Big Lottery Fund to promote recreational, sporting and healthy activities in the park (2015). A future bid to the 'Parks for People' grants programme run by the Heritage Lottery Fund to fund physical improvements to the park is also being considered.

Regent Park Proposals

Fencing

All fencing is to be retained

Tree planting

New tree planting is to take place with a critical evaluation of existing tree stock, which will require thinning and in some cases more suitable species chosen.

Additional trees will be planted to create a boundary between the sports facilities and properties along Osborne Road.

Planting Areas

These areas are to be planted with suitable maritime species with an emphasis on plants that attract wildlife in bold simple drifts with low management requirements.

Pavilion

The existing building be renovated or rebuilt. Using the space around the existing pavilion it is possible to create a community building to include a café, community space/meetings rooms and public toilets.

Main Central Path

The old gas storage building will be demolished making room for a centred pathway with lighting and seating. More emphasis is to be made of the entrances parallel with Scott Road and Scott Avenue.

Other Paths

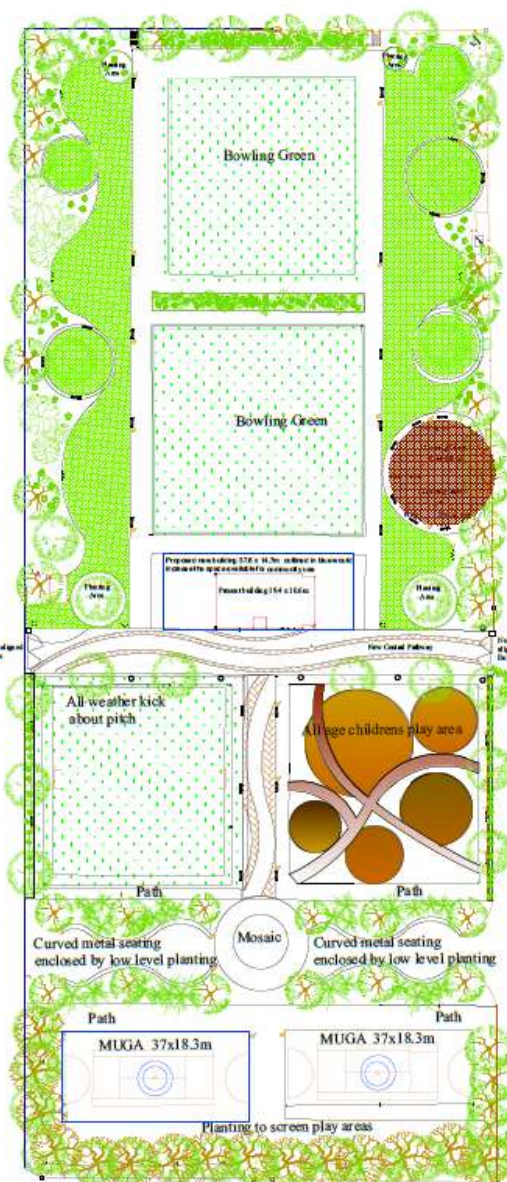
All paths will be widened to 2.5mtr to allow for greater use and better movement around the park.

Proposed Social Area

This area is to have long curving seats enclosed by low ornamental planting for use by all ages. The area will have patterned paving/Mosaic and lighting. Two new park entrances would be created on Regent Road and Albert Road.

Tennis Court

There will be a new tennis court to provide a requested facility.



Grassed Areas

Areas are to be left sufficiently wide and accessible for use during festivals and other events.

Football pitch

The small grassed area will be replaced with an all weather surface.

LAKE AVENUE

Children's Play Area

Fencing around the children's play area will be replaced with a less aggressive barrier.

SCOTT AVENUE

Bowling Greens

The lower bowling greens are to be removed and replaced by an all age children's play area and a all weather kick about pitch.

WINDSOR AVENUE

Multi Use Games Area (MUGA)

The park will have a new MUGA marked out for a wide range of activities.

15. Environment

The older, heart of the West End is very densely populated with little in the way of gardens and green spaces although it does have some attractive tree lined streets. Unfortunately on many streets there is a mix of well cared for homes and very poorly maintained properties, often attributed to irresponsible landlords. With many empty, boarded up shops the West End's general appearance is run down. Despite the proximity of the sea front government statistics rank the West End as having a poor Living Environment.

Tightly packed -population density in the West End

The population density in central West End (100 people per Hectare) is considerably more than in the suburban area of Torrisholme (25 people per Hectare).

Very little Green space in the West End

The area of Green Space in central West End (36,000 square metres) is considerably less than the area of Green Space than in Torrisholme (278,000 square metres).

The map showing the roads criss-crossing the West End illustrates how densely packed the area is, unrelieved by public and green spaces.

There are a few attractive tree –lined streets in the West End such as Balmoral Road but these are the exception rather than the rule.



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Air quality in the West End is poor

Air quality is not as good as in some suburban areas –probably due to the tight network of roads in the West End. The road map of the West End, with its grid of streets compared to the road map of the suburb of Torrisholme, with its much more spacious streets, illustrates the difference. However the West End does not feature in the Council’s list of areas of highest concern where very poor air quality is closely correlated with high traffic congestion.

Poor Living Environment

The national Index of Living Environment ranks the West End as an area with one of the poorest levels of Living Environment in the country. (This index, which is part of the Index of Multiple Deprivation, takes into account the quality of housing, the number of properties without central heating and road traffic accidents as well as Air Quality. It places the West End in the poorest 10%. Torrisholme is ranked in the best 10% by this measure).

Flood risk

Being on the coast the West End is at risk of flooding although major work on sea defences have minimised this risk. The areas most at risk are illustrated in the following map.



FLOOD RISK AREA in West End

Source: Strategic Housing Land Availability Assessment 2014 - Site Assessment Map Book (Constraint Map 8: Central Morecambe and West Poulton). Regeneration and Planning Service, March 2014

Run down image

The consultation exercise identified many people’s concerns with the general run down appearance of the area, particularly the many empty and boarded up houses and shops but there were also comments about pot holes in the roads, uneven pavements, the proliferation of dog dirt, fly-tipping

West End Million Community Profile

and litter. Some graffiti and vandalism is in evidence but these are by no means as bad as in inner city areas.

It is striking that a stroll down any West End street will discover very poorly maintained properties side by side by lovely, well maintained properties.

Most of the properties in the West End do not have gardens and perhaps only a couple of square metres of space at the front. Although some residents have made great efforts to enhance their entrance with flowers and shrubbery in pots, they are vastly outnumbered by the residents who leave their entrances unkempt and rubbish strewn. There are many eyesores in the West End.



See Appendix 8: Environment

Table: Population Density (Census 2011)

Table & Graph: Land Use

Table & Graph: Air Quality

16. Income & Employment

The West End has higher than average than unemployment and lower than average earnings. Most West Enders have to travel to work outside the area. The hospitality & tourism sector as well as the public sector are the largest employers.

Employment

The area is largely dependent upon service industries with the top five employers in the Lancaster district are all in the public sector (Morecambe College OFSTED report).

As part of a seaside resort, with a higher than average proportion of people employed in the hospitality & tourism sector there will inevitably be seasonal employment.

More than half of West End Residents travelled to work by car or van (59%) which suggests that most West Enders' place of employment is outside the area.

Lower than average earnings

Overall average earnings in the Lancaster district (including Morecambe and the West End) are almost on a par with the regional average but 7% less than the national average.

However the average weekly pay and hourly pay of Female Full-time Workers is 6-7% less than even the regional average and 11-12% less than the national average.

The Index of Multiple Deprivation ranks the West End amongst the bottom 20% poorest areas in the country by Income so the divergence from the national earnings average will be even larger.

Higher than average unemployment

Unemployment in the area is 85-90% higher in the West End compared with the national average (as measured by the number of claimants for Jobseekers Allowance in the two wards covering the West End - Heysham North and Harbour).

Unemployment in the West End is 150% higher than the Lancaster district average.

Male unemployment is especially high. 5.2-5.4% in the West End compared with 2.5% nationally.

Unemployed younger people represent a notably smaller proportion of the unemployed population in the West End than in the country generally (13-18%, 22.5%).

People in the middle age range 25-49 make up the largest proportion of the unemployed in the Heysham North ward and this proportion is larger than the national average (65%, 56%).

West End Million Community Profile

People in the middle age range 25-49 make up the largest proportion of the unemployed in the Harbour ward but here this proportion is smaller than the national average (51%, 56%).

There is a larger proportion of older, unemployed workers in the Harbour ward compared to Heysham North and nationally (31%, 21%, 21%).

The proportion of long term unemployed people is significantly higher in Heysham North and marginally higher Harbour compared to the national average (37%, 30%, 27%).

The unemployment rates (measured by JSA claims) in the area in 2015 are almost half of the levels in 2010 (3.7%, 7%).

Job centre

The nearest Job Centre Plus office is in Morecambe town centre.

The Get Connected volunteers based at Stanley's community centre in the West End have set up a Job Club.

See Appendix 9: Income & Employment

Table: Earnings 2014 (Office National Statistics)

Table: Total JSA Claimants, Heysham North Ward, March 2015 (ONS)

Table: Total JSA Claimants, Harbour Ward, March 2015 (ONS)

Table: JSA Claimants by Age & Duration, Heysham North, March 2015

Table: JSA Claimants by Age & Duration, Harbour, March 2015

Table: Benefit Claimants by West End Million areas (2010)

17. Business & Local Economy

Guest houses and small shops are the most visible businesses in the West End. The business base in the West End is very narrow. Larger employers are located outside the area in Morecambe's town centre or industrial estate or in Lancaster. There are a large number of empty commercial premises in the West End for which alternative uses have not yet been found. A business advice centre is located in the West End. There are a small number of social enterprises developing in the area.

Businesses in the West End

Business in the West End is mainly composed of guest houses, small independent retailers and a few offices. The commercial profile of the West End reflects its residential nature as no factories are recorded in the survey of Commercial and Industrial premises.

A group, West End Traders, was formed to represent the traders' interests and also to promote the West End as a business area. The group fundraises each year for the West End **Christmas Lights**.

There is a striking contrast between the number of registered business in the West End (145) and the total number of business premises (311). A crude calculation suggests that over half the business premises in the West End might be unoccupied.



West End Million Community Profile

Empty shops

In 2013 the West End of Morecambe topped the national league table for having the most empty shops in the UK with 37.1 per cent. Fortunately this has improved and the vacancy rate in 2015 has reduced to 26.8 per cent (although this is still the highest in the North West). (The rate of shop vacancies nationwide stood at 13.3 per cent).

These are somewhat misleading figures. Many of these empty corner shops in the West End were established in the days when the area was full of guest houses welcoming tourists. It is unlikely that they would ever be reopened as viable retail units but the poor investment environment has hindered their conversion to other uses.

Business in Morecambe

Aside from the tourist and hospitality sector a major centre of employment is the White Lund Industrial Estate, which is a couple of miles from the West End. Located midway between Lancaster and Morecambe, it is the District's principal industrial estate and has been developed and enlarged since the 1960s. All forms of industrial accommodation are available, including high quality advanced factories and nursery units, and a diverse range of refurbished factory and warehouse units. The nearby Lancaster City Retail Park provides out-of-town retail units for a range of non-food uses. The smaller Vickers Industrial Estate is in the same area.

The Port of Heysham (with passenger and container ferries to Ireland, Northern Ireland and the Isle of Man) and Heysham Nuclear Power Station, a couple of miles to the south of the West End of Morecambe, are also significant contributors to the local economy. There is possibility that a third nuclear power station, Heysham 3, will be built, which would be a further boost to the economy.

Many people in Morecambe will also commute to work in Lancaster, which is the district's commercial centre.



Business support

The Bay Business Centre is located in the West End Community Enterprise Centre. The Centre is part of North Lancs Enterprise, a not-for-profit organisation, which provides support for new businesses and offers Managed Office Space, Free Training and Advice and Guidance.

Unlimited, the foundation for social entrepreneurs, working in conjunction with the Local Trust, runs a fund 'Star People' to encourage people in the West End to set up social enterprises. The fund primarily aims to support people where they are starting out and taking the first steps but further financial assistance might be made available. The first meeting of the Morecambe Social Enterprise Network met in the West End in early 2015.

West End Million Community Profile

The catchment area of Lancaster District Chamber of Commerce includes Morecambe. The Morecambe Business Improvement District only covers the town centre and does not extend to the West End.

Parts of Morecambe have been assigned 'Assisted Area Status' by the UK government, which will offer financial incentives to businesses to create employment in these areas. The West End has not been included as an Assisted Area although people living in the area may work in areas that will benefit. Consequently there may be an indirect benefit to the West End.

Young businesses in West End

The West End has a smaller proportion of mature businesses (i.e. more than 10 years old) than Lancaster district as a whole and in England nationally (36%, 51%, 43%).

The West End has a slightly larger proportion of younger businesses compared to the national average (18%, 17%).

See Appendix 10: Business & Local Economy

Map: Assisted Area Status 2014-2020, Morecambe & Lancaster

Table: Age of Businesses in West End & Lancaster District

Table: Number of Commercial Industrial Premises in West End

Table: Number of VAT registered businesses in West End (2013)

18. Education & Training

The West End has two primary schools, West End Primary and Sandylands Primary, both with a 'Good' OFSTED rating and a secondary school, Heysham Community High, that was performing poorly but is improving. Generally pupils in the West End achieve lower grades than their peers in other parts of Morecambe. A large proportion of pupils in the West End received Free School Meals which is an indicator of a poor background, which in turn usually indicates that they will perform less well in school. Truancy rates are high in the West End. Pupils with English as an Additional Language generally did better in school than their fellow pupils in the West End but still worse than the national average.

There is little in the way of Adult Education & Training in the West End although Morecambe College is only a bus journey away.

Primary and Secondary Education

There are two primary schools and one secondary school in the West End.

- West End Primary
- Sandylands Primary
- Heysham Community High



West End Million Community Profile

Further and Higher Education

The Morecambe & Lancaster Further Education College campus is in Morecambe, x mile from the West End, with a direct bus route in between.

Lancaster University is located to the south of Lancaster. There is a bus direct between the West End and the campus.

General statistics for schools in the West End

- Pupils in the West End who received Free School Meals performed less well than their counterparts in Lancaster district or England wide. A smaller proportion achieved five or more A*-C grades at the end of KS4 (21%, 30%, 38%).
- All other pupils in the West End also performed poorly, by this measure (2014), compared to pupils in Lancaster district and England wide (49%, 67%, 65%).
- It is notable that in the West End pupils who received Free School Meals performed significantly less well, by this measure, than all other pupils in the West End (21%, 49%).
- Truancy rates in the West End are twice the average in Lancaster district generally and across the country.
- At secondary school the truancy rates for boys was more than three times the national average (21%, 6%).
- At secondary school the truancy rates for girls was more than twice the national average (16%, 7%).



West End Million Community Profile

Department for Education statistics

Primary education

- Sandylands Primary School performed consistently better than the national average and better than Torrisholme Primary School (in a more prosperous area of Morecambe) two years out of three.
- West End Primary School pupils achieved results that were poorer than the national average in two years out of three.
- However the Key Stage 2 results of all the Primary schools seem to be subject to large fluctuations.
- Pupils at Sandylands Primary School appear to be on a par with their peers at Torrisholme Primary School.
- Pupils at West End Primary School appear to be lagging behind the national average.
- West End Primary School had more under performers (Level 3 or below at KS²) compared to Sandylands and the national average.
- Sandylands achieved comparable results at Key Stage 2 with Torrisholme Primary School despite having a much larger number of 'Disadvantaged pupils' on its school roll.
- West End Primary appeared to have a better record than Sandylands in helping 'Disadvantaged pupils' to keep pace with other pupils.
- West End Primary School achieved mid-table status in a Department for Education league table of similar schools (based on pupils prior attainment) -57th out of 125.
- Sandylands Primary School was in the top quartile in a Department for Education league table of similar schools (based on pupils prior attainment) -25th out of 125.

West End Million Community Profile

Department for Education statistics

Secondary education

- Generally pupils at Heysham High School performed reasonably well in English (at Key Stage 4) compared to the national norm but very poorly in Maths.
- Over the four years 2011-14 pupils at Heysham High School achieved significantly poorer results every year at GCSE level compared to the national average.
- Heysham High was also outperformed by its neighbour Morecambe Community High, sometimes by a sizeable margin.
- A smaller percentage of pupils at both Heysham High School and its neighbour Morecambe Community High achieved the English Baccalaureate.
- Heysham High School appears to have done better for its 'Disadvantaged pupils' than Morecambe Community High with a larger percentage achieving five or more GCSEs (at A*-C grade). However it was still behind the national average.
- At Heysham High Boys performed significantly less well at GCSE level compared to the Girls. This compares to Morecambe Community High where the Boys were almost on a par with the Girls.
- Boys at Heysham High were half as likely as the average boy in England to achieve five or more GCSEs (at A*-C grade) including English & Maths.
- Pupils for whom English is an Additional Language performed notably better than their English speaking peers at both Heysham High and Morecambe Community High.
- Pupils in Heysham High for whom English is an Additional Language performed poorer than the national average at GCSE level and much less well than their peers in Morecambe Community High.

West End Primary School

The OFSTED inspection in 2013 rated the Overall Effectiveness of the school as **GOOD**.

West End Primary School is smaller than the average-sized primary school. West End Primary School's school roll (April 2015) included 177 pupils aged between 4 and 11.

A large majority of pupils attending the school are from White British heritage with a small minority of pupils from Eastern European heritage, mainly from Poland, most of whom speak English as an additional language.

The proportion of pupils supported through school action is above the national average. The proportion of pupils supported at school action plus or with a statement of special educational needs is also above the national average.

The proportion of pupils known to be eligible for the pupil premium is much higher than the national average. (The pupil premium is additional government funding provided for children in local authority care, for children from armed service families, and for children known to be eligible for free school meals).

The school meets the government floor standards, which sets the minimum expectations for attainment and progress in English and mathematics.

The proportion of pupils entering and leaving the school each year is extremely high.

The school offers a breakfast club managed by the governing body.

The percentage of pupils with Special Educational Needs statement or on School Action Plus was 13.6%

The percentage of pupils with English not as first language was 10.8%

The percentage of pupils eligible for Free School Meals was 52.5%. Over the last six years the percentage of pupils eligible for Free School Meals has been 66.7%.

The percentage of pupils achieving Level 4 or above in Reading, Writing and Maths at West End Primary School was 67% in 2014, below the national average of 78%. The percentage was 80% in 2013, above the national average of 75%.

Overall absence in West End Primary in 2013/14 was 6.4% compared to the national average of 3.9% Persistent absence (around 15% plus) was 8.5% compared to the national average of 1.9%

West End Primary School had 10 teachers (8.6 fte), 19 teaching assistants (9.1 fte) and 8 support staff (2 fte). The ratio of pupils to teachers in West End Primary was 20.6. The national average is 20.5.

Compared with similar schools in the country (based upon the prior attainment of their pupils) West End Primary School achieved mid league status (57th position out of 125 schools).

Sandylands Community Primary School

The OFSTED inspection in 2012 rated the Overall Effectiveness of the school as **GOOD**.

This is a larger than average size primary school situated on two nearby sites. Sandylands Primary School's school roll (April 2015) included 468 pupils aged between 3 and 11.

The main building is for pupils from Years 1 to Year 6 while the smaller site houses a children's centre, a private nursery and the Nursery and Reception Year groups.

The proportion of pupils known to be eligible for free school meals is well above the national average.

The majority of pupils are of White British heritage although a growing proportion of pupils from Eastern Europe who speak English as an additional language have joined in recent years.

The school was heavily over-subscribed in 2010 and 2011.

It has regularly met the current floor standard for academic achievement.

The proportion of disabled pupils and those with special educational needs is above average.

The school's pupil parliament was identified for a national award in 2010.

(The children's centre and the private nursery were not inspected as part of this inspection).

The inspectors noted that pupils made good progress overall from low starting points and reach close to, and occasionally above, the national average in Year 6.

The percentage of pupils with Special Educational Needs statement or on School Action Plus was 9.6%

The percentage of pupils with English not as first language was 6.6%

The percentage of pupils eligible for Free School Meals was 30.1%.

Over the last six years the percentage of pupils eligible for Free School Meals has been 45.5%.

Overall absence in Sandylands Primary in 2013/14 was 4.0% compared to the national average of 3.9%

Sandylands Primary School had 22 teachers (21 fte), 23 teaching assistants (14.9 fte) and 26 support staff (7.5 fte).

The ratio of pupils to teachers in Sandylands Primary was 20.7. The national average is 20.5.

Compared with similar schools in the country (based upon the prior attainment of their pupils) Sandylands Primary School achieved mid league status (25th position out of 125 schools).

The percentage of pupils achieving Level 4 or above in reading, writing and maths was 86% at Sandylands Primary School compared with 78% across all schools in England.

Heysham High School Sports College

The OFSTED inspection in 2014 rated the Overall Effectiveness of the school as **REQUIRES IMPROVEMENT**. However the Inspectors noted that *“The school is improving. The Head teacher is highly ambitious for the school and the students. He has given staff confidence and conviction in their abilities to make a significant difference. Much decisive action has been taken that is beginning to improve behaviour, achievement and teaching”*.

Heysham High School Sports College’s school roll (April 2015) included 1,030 pupils aged between 11 and 18.

The percentage of pupils with Special Educational Needs statement or on School Action Plus was 7%

The percentage of pupils with English not as first language was 5.3%

The percentage of pupils eligible for Free School Meals was 23.2%.

Over the last six years the percentage of pupils eligible for Free School Meals has been 41.9%.

Overall absence in Heysham High School in 2013/14 was 7.8% compared to the national average of 5.2%

Persistent absence (around 15% plus) was 13.0% compared to the national average of 5.3%

Heysham High School had 73 teachers (66.2 fte), 22 teaching assistants (19.7 fte) and 29 support staff (25.5 fte).

The ratio of pupils to teachers in the West End Primary was 15.6. The national average is 15.0.

Heysham High School ranks 41st in a Department for Education league table of 55 similar schools. (Schools were defined as similar based upon the prior attainment of their pupils).

Lancaster and Morecambe College

This is a medium-sized college of general further education (FE).

The College offers courses in all the areas of learning funded by the Learning and Skills Council (LSC). It provides education and training to the 16 to 19 age group and the adult population in its community.

The college was one of the pathfinder centres of vocational excellence (CoVEs) for the area of **hospitality and catering** and, in 2004, was awarded full CoVE status.

The largest number of enrolments was in information and communications technology (ICT), followed by hospitality, leisure, sports and travel and foundation programmes.

West End Million Community Profile

There are six secondary schools within three miles of the main college campus, the majority of which also offer vocational qualifications.

The rate of participation in Lancaster and Morecambe of students aged over 16 is above the Lancashire average (74%, 68%).

Work-based learning provision of school leavers is lower in Morecambe compared with the Lancashire average (9%, 12%)

The area the college serves is largely dependent upon service industries with the top five employers in the Lancaster district are all in the public sector.

Adult & Community Education

Adult Education in the Lancaster district, funded by Lancashire County Council, is primarily provided through the **Adult Education College** in Lancaster, a bus journey away from the West End. Some adult education activities are provided in Morecambe Library in the town centre. **More Music** provides a range of Adult and Family Education Classes (mainly music) in partnership with Lancashire Adult Learning. The Well in Morecambe is also planning to provide accredited courses.

Morecambe Learning Centre is a community education venue (run by the College) in Morecambe town centre, offering courses in Computing, English & Maths, Skills For Life and English for Speakers of Other Languages. Residents can access more than 30 different courses, six days a week.

See Appendix 11: Education & Training

Table: GCSE results for young people by Free School Meal Eligibility
in West End, 2012-3

Table: Pupil Absence in Schools by Gender, in West End, 2012-13

Table: Key Stage 2 Results (% achieving level 4+) by Primary School 2012-4

Table: Key Stage 2 Results (% making progress) by Primary School 2014

Table: Key Stage 2 Results (Average Points Score) by Primary School, 2014

Table: Disadvantaged Pupils at KS2 (No.s, Results, Gap) by Primary School 2012-14

Table: Key Stage 2 Results (Average KS1 point score) by Primary School 2014

Table: Key Stage 4 Results (% making progress in English & Maths) by School
(Heysham and Morecambe)

Tables: GCSE Results (% achieving 5 GCSEs A*-C) by School 2014

Tables: Baccalaureate (% achieving English Baccalaureate) by School 2014

Table: Disadvantaged Pupils at Key Stage 4, by School 2014

Table: GCSE Results by Gender and English as Additional Language Pupils,
by School 2014

19. Health & Wellbeing

The West End has a much higher proportion of its population than average who suffer from poor health or disability. The area is reasonably well provided for by medical services. Charities providing support for disabled people are mostly located outside the area but Galloway’s Centre for the Blind is a notable exception and Peer Support a group for people with mental health issues operates in the West End.

Homelessness is a major issue of concern with Morecambe Homeless Action delivering support five evenings a week in the West End.

Drug addiction, with its attendant physical & mental health issues, is also a major problem in the West End. Several agencies provide support in the area but The Well social enterprise which promotes abstinence has recently set up a base in Stanley’s in the West End and is looking to support more people when it can.

West End feeling poorly

In the 2011 Census a smaller proportion of people in the West End described their general health as ‘Good’ or ‘Very Good’ compared to people in Lancaster district and across England (76%, 81%, 82%).

The proportion of people in the West End describing their general health as ‘Bad’ or ‘Very Bad’ was higher than in Lancaster district generally and across England (9%, 6%, 5%)

The proportion of people in the West End claiming health related benefits (in 2010) was more than twice the district and national average (19%, 9%, 9%) and almost four times the level in Torrisholme, a more prosperous area of Morecambe (5%).

People claiming health-related benefits

(August 2010)

		WEST END				Torrisholme	Lancaster	England
		Lancaster 009A	Lancaster 009C	Lancaster 009D	West End average			
Incapacity benefits	%	18	17	12	16	3	7	7
Carers Allowance	%	3	2	2	2	1	1	1
Disabled	%	0	2	1	1	1	1	1

West End Million Community Profile

GP Surgery in West End

The Coastal Medical Group's West End Surgery is located on Heysham Road (opposite the Battery). It also covers the Heysham Primary Care Centre and Morecambe Health Centre. It has 24 doctors, 19 nurses and nursing staff. It was formed in 2005 by the merger of four practices.

Dental Practices

The Oasis Dental Care centre located in Yorkshire Street has NHS patients.

The Dental Centre is located in the Morecambe Health Centre, part of the Queen Victoria Hospital complex.

Pharmacies

Morecambe Bay Chemist is located on Regent Road. The West End Pharmacy on Heysham Road is beside the GP surgery. There is also the Coastal Pharmacy in the GP practice.

Queen Victoria Hospital in Morecambe

This small hospital, located near Morecambe town centre, is operated by University Hospitals of Morecambe Bay NHS Foundation Trust. It provides a variety of services but many cases may have to be referred to the much larger Royal Lancaster Infirmary.

Accident & Emergency

The Same Day Health Centre is located in Morecambe town centre (about a mile from the West End). It sees and treats all patients suffering with a minor injury or minor illness.

The nearest A&E is at the Royal Lancaster Infirmary in Lancaster town centre (about 4 miles from the West End).

Lancaster City Council's priorities for 2015/18

The council has approved positive **health and wellbeing** of residents in the district as one of its four priorities. This includes continuing work to improve the quality and availability of housing, particularly in the **West End of Morecambe**, and improvements in the private rented sector.

Disabled groups

The West End is home to a Galloways Blind Centre in Balmoral Road a charity that serves visually impaired people from across the district.

Likewise, the charity Unique Kidz and Co. has recently relocated to the West End but it's Ofsted registered After School and Holiday Club provides for disabled children and young people from across the district.

Lancaster & Morecambe District Peer Support, a recovery and well-being charity for those with severe and enduring mental health problems, runs sessions in the West End.

Support for disabled people in the West End is available from charities and agencies based in Morecambe or Lancaster such as the Community Learning Disability Service for Adults (Lancaster), Disability Online (Morecambe) and Morecambe & Lancaster Mencap (Lancaster)

'On the Beat' is a weekly interactive music class for adults with learning difficulties or physical disabilities run by More Music.

West End Million Community Profile

Carers

The number of carers in the West End varies but it is generally comparable with the national average. (Generally 2-3% of children and young people will be caring for family members).

N-compass Carers Support Services, part of Carers Lancashire, provides support and information for Carers. It holds occasional events for Carers in Morecambe.

Carers, March 2011

The Census asked people whether they were providing unpaid care to family, friends or neighbours with long term physical or mental health problems.

		WEST END						
Variable		Lancaster 009A	Lancaster 009C	Lancaster 009D	West End average	Torrisholme	Lancaster	England
People providing unpaid care	%	10.8	8.7	9.2	9.6	13.5	10.6	10.3

Homelessness

Morecambe Homeless Action provides support for homeless people in the West End on four evenings a week at St.Barnabus and St.Johns. Morecambe Foodbank is also active in the area and its work is supplemented by various West End groups also providing emergency food parcels including The Salvation Army, West End Impact and Get Connected. The Salvation Army runs a drop-in two mornings a week. There isn't a lot of street homelessness but nor is there a hostel for the homeless in the West End.

Drug rehabilitation

The Well, a social enterprise, runs a social club in the West End for people recovering from drug and alcohol addiction, providing a safe abstinence based environment for them and their families. This mutual support through social involvement, community activities and training helps members to continue a life of drug abstinence and become positive role models for those people who would like to break their addiction.

See Appendix 12: Health & Wellbeing

Table: People's General Health in West End (Census 2011)

Table: People Claiming Health Related Benefits in West End (August 2010)

20. Crime & Anti-Social Behaviour

High levels of anti-social and drunken behaviour are a major area of concern in the West End. The West End also has an unenviable reputation for drug dealing on its streets and for drug abuse in a section of its population. Generally the crime levels in the West End are much higher than in other parts of Morecambe. Much of the reported crime is concentrated in the older, heart of the West End close to the sea front. Violent street crime is also higher than average and this probably accounts for the concerns about personal safety expressed in the community consultation. Calls to the Police about Domestic Violence were twice the county average. Signs of vandalism & graffiti are not as evident as in inner city areas. Morecambe Council contributes to the cost of extra Police Community Safety Officers to patrol the West End.

WEST END POLICING NEIGHBOURHOODS

The West End of Morecambe is covered by two Policing Neighbourhoods in the Lancashire Constabulary force area. These two neighbourhoods, Harbour and Heysham North, approximate to the two council wards, Harbour and Heysham North.



Harbour Policing Neighbourhood



Heysham North Policing Neighbourhood

West End Million Community Profile

Heysham North Policing Neighbourhood is served by two Police Constables and one Police Community Support Officer. Members of the public can speak to them at regular monthly PACT (Police & Communities Acting Together) meetings held at the West End Community Enterprise Centre.

Harbour Policing Neighbourhood is also served by two Police Constables and one Police Community Support Officer. Members of the public can speak to them at regular monthly PACT meetings held at the Rainbow Centre in Poulton (outside the West End).

All the officers are based at Morecambe Police Station in the town centre. They are part of the West Division, Lancashire Constabulary.

LOCAL POLICING PRIORITIES IN THE WEST END

The current local policing priorities (April 2015) in the Harbour and Heysham North neighbourhoods, identified in consultation with the community, were respectively: -

- Anti social and drunken behaviour in Devonshire Road (in the West End).
- Anti social behaviour in the alleyways close to Granville Road (in the West End)

MORECAMBE TOWN COUNCIL

The Council currently supports the provision of an additional 6 Police Community Safety Officers within Morecambe to funding 50% of the costs for the officers. A Police Liaison Group consisting of 7 Town Councillors meets quarterly to discuss performance and issues with senior Police Officers. Working with the Police a series of key themes are agreed for each quarter to tackle issues that have been brought to the attention of the Council. These are in addition to the normal Police responsibilities and daily actions. The current agreed themes are: Dog Fouling/Litter, Anti-Social Behaviour, Personal Theft, Acquisitive Crime.

HIGH CRIME RATE IN THE WEST END

The number of crimes reported in the Harbour policing neighbourhood in February 2015 was 91. The number of crimes reported in the North Heysham policing neighbourhood in Feb. 2015 was 75. By comparison the no. of crimes reported in the Torrisholme policing neighbourhood in the same period was 45.

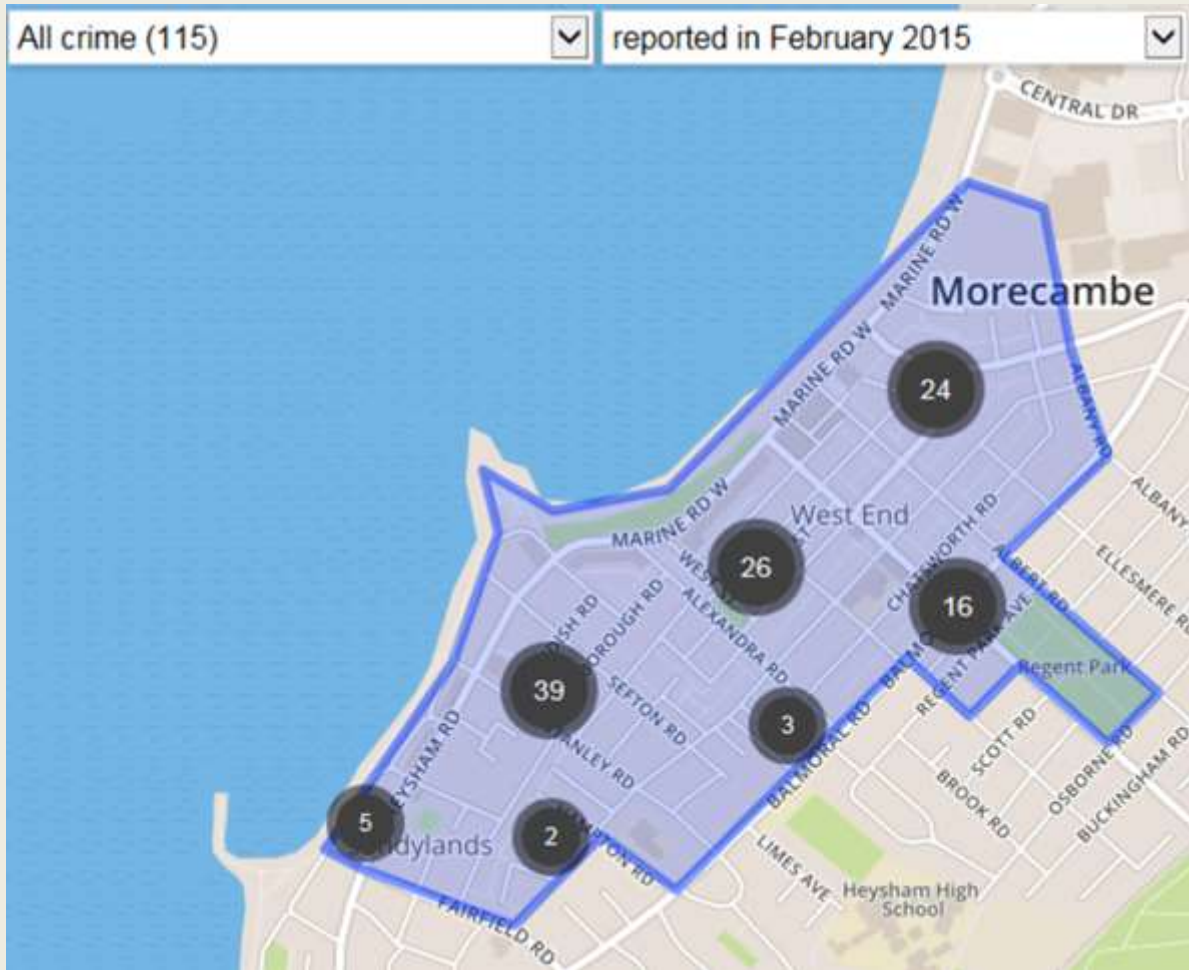
The number of crimes per 1,000 population in the Harbour and North Heysham neighbourhoods (March 2014- February 2015) was about 40% higher than the District and County averages (103.6, 102.6, 61.9, 63.5).

By comparison the number of crimes per 1,000 population in the Torrisholme neighbourhood was about half of the County average (32.7, 63.5).

West End Million Community Profile

SPREAD OF CRIME IN THE WEST END

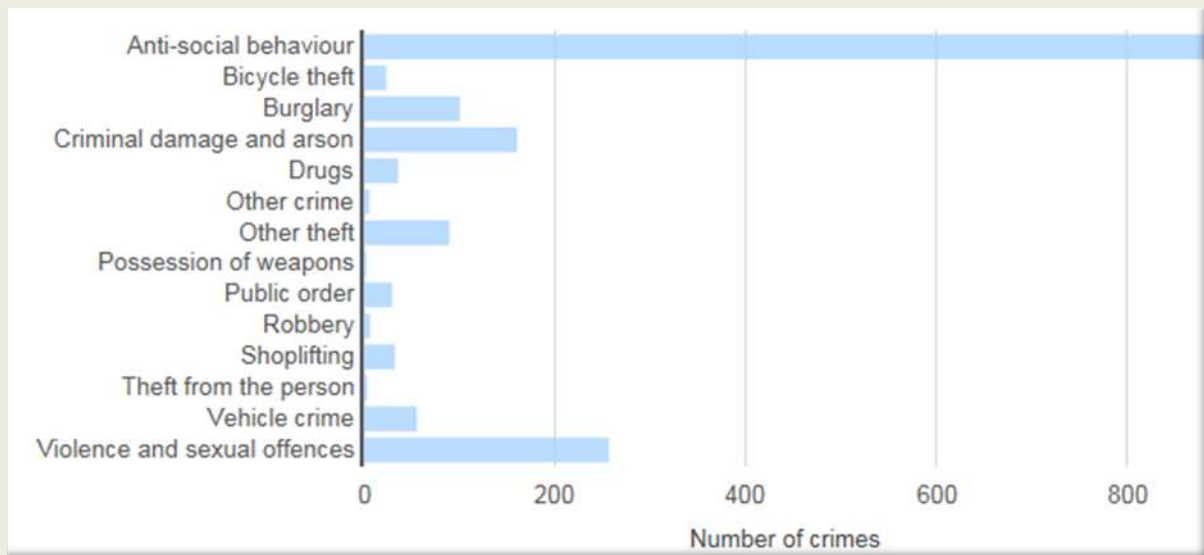
The number of crimes in the area delineated by the West End Million area during the month of February 2015 was 115 in total.



West End Million Community Profile

Comparison of crime types in the West End Million area between March 2014 and February 2015

Crime type	Total no.	Percentage
Anti social behaviour	883	52.2%
Violence & sexual offences	257	15.2%
Criminal damage & arson	161	9.5%
Burglary	101	6.0%
Other theft	90	5.3%
Vehicle crime	56	3.3%
Drugs	36	2.1%
Shoplifting	33	2.0%
Public order	30	1.8%
Bicycle theft	24	1.4%
Robbery	7	0.4%
Other crime	6	0.4%
Theft from the person	4	0.2%
Possession of weapons	3	0.2%
Source: Police UK/Lancashire	1691	100%



ANTI-SOCIAL BEHAVIOUR IS THE BIGGEST PROBLEM

Anti-Social Behaviour accounted for 58 of these reports, followed by Criminal damage & arson (17), Violence & sexual offences (14) and Burglary (11).

Anti-Social Behaviour accounted for over half of crimes recorded in the West End Million area.

This equates to between 2 and 3 incidents of Anti-Social Behaviour in the area every day.

West End Million Community Profile

Definition of Anti-Social Behaviour

ASB includes:- People being drunk or rowdy in public places, Inconsiderate behaviour, Loud music or other noise, Litter, rubbish or dog-fouling, Vandalism, criminal damage or graffiti, People being intimidated, verbally abused or harassed, People using or dealing drugs, Vehicle related behaviour, Nuisance neighbours, Begging, vagrancy or homeless people, Out of control or dangerous dogs, Teenagers hanging around on the streets etc

FREQUENCY OF OTHER CRIMES

The second most frequent crime was Violence & sexual offences. These equated to approximately 5 incidents in the area per week.

There were on average three incidents of criminal damage and two burglaries per week.

COMPARISON WITH TORRISHOLME

The crime profile of the West End is similar to the Torrisholme & Bare policing neighbourhood with Anti-Social Behaviour the most frequent crime in both areas.

The crime profile of the West End is dissimilar to the Torrisholme & Bare with offences of Violence and Criminal Damage & Arson much less frequent in Torrisholme & Bare.

Vehicle Crime and Burglary are bigger problems in Torrisholme & Bare, which is unsurprising given that residents there are more likely to own one or more cars than West End residents and it is a more affluent neighbourhood.



West End Million Community Profile

The number of calls to the Police was significantly higher (+50%) in the West End than in Lancaster district as a whole.

The number of calls to the Police from West End residents was three times the rate of calls from Torrisholme residents.

Calls to the Fire & Rescue Services from West End residents was notably higher than the District and County averages but this might be partly attributed to the West End's coastal location.

Total-Recorded-Crime in the West End was over 60% higher than the County average. (These numbers do not take into account the seriousness of the crimes perpetrated).

Total-Recorded-Crime in the West End was three times the crime rate in Torrisholme.

The incidence of Violence-Against-The-Person was significantly higher (+70%) in the West End compared to the County average. It was five times the rate in the Torrisholme suburb.

The incidence of Calls-to-the-Police-about-Domestic-Violence was twice the County average.

The level of Drug-Offences was almost twice the County average although the actual number of crimes was small -45 over the course of a 52 week period. The numbers of this type of crime dropped significantly between 2013 and 2014.

The numbers of serious road injuries occasioned in the West End appear to be on a par with the District and County averages. The actual numbers are relatively small and consequently fluctuate a lot over time.

The level of Robberies recorded was on a par with the District and County averages in 2013-14 but rose markedly in 2014-15. The actual numbers were still very small relative to other crimes.

The rate of Serious-Acquisitive-Crime in the West End was almost twice the average rate in Lancaster district.

The number of Burglaries was 50% higher in the West End compared to the Lancaster and Lancashire averages. Domestic-Burglaries accounted for about a third; these were noticeably higher in the Heysham North area compared to the Harbour area.

The incidences of Theft-of-a-Vehicle crimes in the West End equated to about once a fortnight in 2014-15.

The incidences of Theft-from-a-Vehicle crimes in the West End equated to about once every six days in 2014-15.

The incidences of Criminal-Damage in the West End were significantly higher (+100%) than the Lancaster and Lancashire rates (2013-15).

The rate of Calls-to-the-Police-about-Anti-Social-Behaviour from West End residents was significantly higher (+100%) than the Lancaster and Lancashire rates (2013-15).

West End Million Community Profile

Source: Safer Lancashire & Police -Lancashire Constabulary.

See Appendix 13: Crime & Anti Social Behaviour

Map: Incidents of anti-social behaviour in WEM area (February 2015)

Map: Burglaries in WEM area (February 2015)

Map: Incidents of Criminal Damage & Arson in WEM area (Feb. 2015)

Map: Incidents of Violence & Sexual Offences in WEM area (Feb. 2015)

Tables: CRIME STATISTICS FOR HEYSHAM NORTH, HARBOUR & TORRISHOLME POLICE NEIGHBOURHOODS MARCH 2013- FEBRUARY 2015

Calls to the Police (No.s and Rates per Thousand)

Calls to the Ambulance Services (No.s and Rates per Thousand)

Calls to the Fire & Rescue Services (No.s and Rates per Thousand)

Total Recorded Crime (No.s and Rates per Thousand)

Violence Against The Person (No.s and Rates per Thousand)

Calls to the Police about Domestic Violence (No.s & Rates per ,000)

Calls to the Ambulance Service where Violence involved

All Drug Offences (No.s and Rates per Thousand)

Numbers Killed or Seriously Injured on the Roads

Robbery (No.s and Rates per Thousand)

Serious Acquisitive Crime (No.s and Rates per Thousand)

All Burglary (No.s and Rates per Thousand)

Domestic Burglaries (No.s and Rates per Thousand)

All Vehicle Crime (No.s and Rates per Thousand)

Theft of a Vehicle (No.s and Rates per Thousand)

Theft from a Vehicle (No.s and Rates per Thousand)

Deliberate Fires (No.s and Rates per Thousand)

All Criminal Damage including Arson (No.s and Rates per Thousand)

Deliberate Vehicle Fires (No.s and Rates per Thousand)

Calls to the Police re Anti-social Behaviour (No.s & Rates per ,000)

21. Transport & Traffic

The West End is a relatively flat & compact area for walking and is within walking distance of the town centre for many. The Lancashire Coastal Way footpath skirts the West End.

The West End is reasonably well served by bus routes into Morecambe & Lancaster. It is close to Morecambe railway station although the Council would like to improve the rail services from there.

There are off-road cycling routes from the West End into Morecambe & Lancaster and the Promenade is a popular cycleway. The new Morecambe Bay cycle route and the coast to coast Way of the Roses cycle route both edge by the West End.

A high proportion of West Enders do not own a car, although parking is a problem on some streets with few of the terraced properties having garages. Journey times into Lancaster, for the large number of people who commute, are slowed by congestion.

The incidence of road accidents is about average but road safety around schools and shopping areas is naturally always a concern.

The expected completion in 2016 of the link road between Heysham to the M6 motorway is expected to relieve congestion around Morecambe and also reduce heavy traffic on the Heysham Road through the West End.

The Council's Transport Plan envisages road improvements that will enhance the entry into the West End. It also wants to improve the public transport from the West End into Lancaster.

WALKING

Being a fairly compact area and relatively flat most of the West End is fairly reachable by foot for most fit residents. Morecambe town centre is only about a mile away from the centre of the West End. However it is not necessarily an easy place for visitors to find their way around if they leave the Promenade.

West End Million Community Profile

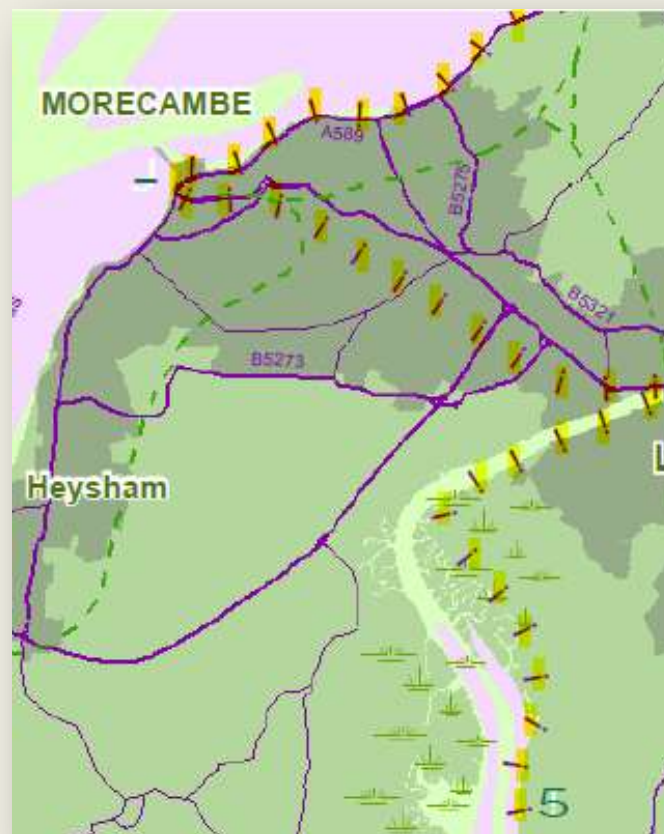
The following is an extract from the “Morecambe Area Action Plan Character Assessment”

“Distances between all parts of Morecambe are all in general possible walking distances with linkages through the area in appropriate locations though many are not of appropriate quality. The ease and attractiveness of routes are blighted and obstructed by street furniture, unkept buildings and lack of general legibility. Towards the edge of the area linkage to peripheral communities are in places poor or absent. This is particularly relevant along South east Frontierland site through to the West End”.

According to the Census walking was the second most popular method of getting to work for West Enders (16%). 4% worked from home.

Lancashire Coastal Way

The Coastal Way is a 137 mile footpath following the Lancashire coastline from Merseyside to Cumbria, which skirts the edge of the West End.



PUBLIC TRANSPORT

Rail

Morecambe Railway Station is only about a mile from the West End. This is a branch line between Lancaster and Morecambe and Heysham. Connections to Inter city services can be made at Lancaster which is on the main West Coast rail line. There are 24 trains to Lancaster on a weekday between 6am and 11pm. Journey time approximately 11 minutes.

West End Million Community Profile

“Rail links are relatively quick compared to other modes but are inadequate due to infrequent service routed via Bare Lane to the north which does not serve the population well. In addition, poor quality trains service this route”.

[Morecambe Area Action Plan Character Assessment]

According to the Census only 1 person in 8 in the West End took public transport to work.

Bus

There are **several bus routes** through the West End linking it with Heysham, Morecambe town centre, Morecambe College, Lancaster and Lancaster University. However circuitous routes and traffic congestion can lengthen the journey times to Lancaster.



“Public transport priority lanes exist on the Morecambe to Lancaster route but there is none via Lancaster to Morecambe. The unreliability, heavy traffic and lack of consistency, coupled with the congestion can sometimes lead to lengthy journey times between the two locations”. [Morecambe Area Action Plan Character Assessment]

West End Million Community Profile

Bus services through the West End of Morecambe

2/2A	Heysham- West End –Morecambe –College -Lancaster –University (8 buses per hour weekdays) (Travel times: 7 minutes to Morecambe, 23-29 mins to Lancaster, 46-58 mins to University)
3A	Battery –Bare –Torrisholme –Lancaster (1 bus per hour weekdays)
4	Heysham- West End –Morecambe –Bare -Lancaster –University (2 buses per hour weekdays)
5	Overton –Heysham – West End –Morecambe –Carnforth (1 bus per hour weekdays)
6	Westgate - Regent Road –Morrisons supermarket –Morecambe (3 buses per hour weekdays)
6A	Lancaster –ASDA supermarket -Westgate – Regent Road –Morrisons -Morecambe (1 bus per hour weekdays)
755	Battery –Carnforth –Kendal (2 buses per day weekdays)

Dial a Bus service

Lancaster and Morecambe Dial a Bus operates the Dial a Bus service for the urban areas of Lancaster and Morecambe. The service is supported by Lancashire County Council.

West End Million Community Profile

CYCLING

An off road cycle route runs between Lancaster and Morecambe.

The Promenade is an integral part of Lancaster district's 50 mile off road cycling network.

The West End is close to the start point of the 170 mile 'Way of the Roses' coast to coast cycle Route 69 from Morecambe to Bridlington created by Sustrans.

The new 100-mile Bay Cycle Way around Morecambe Bay from Walney Island (near Barrow) to Glasson Dock (near Lancaster) created by Sustrans and the Morecambe Bay Partnership also runs close by the West End.

The West End has two bike shops – Oggys Cycles in Regent Road and Bay Bikes on Marine Road West.

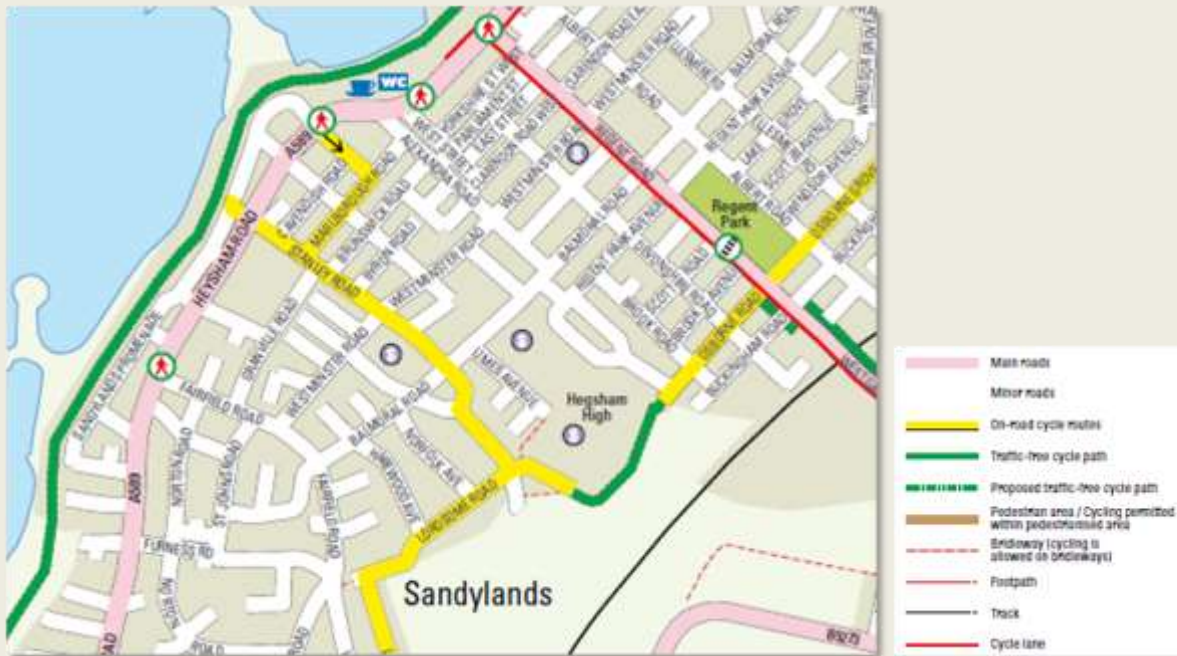
According to the Census 5% of West Enders cycled to work.



“Morecambe Promenade 5 miles: -one of the best cycle routes in the country. There are stunning views across the Bay to the Lakeland Hills from the Promenade.

Morecambe to Heysham Inland Route: follow the inland cycle route along quiet roads and a cycle path by Heysham High Sports College”.

West End Million Community Profile



CARS AND STREETS

According to the Census almost half of Households in the West End did not have a car or a van compared with only 1 in 7 Households in nearby Torrisholme.

Nevertheless more than half of West End Residents travelled to work by car or van (59%).

Lancaster town centre is about 5 miles drive from the West End.

“Connections between Lancaster and Morecambe are particularly problematic for vehicle mode of transport. Roads are often congested impacting on journey reliability for all traffic especially at peak times”. [Morecambe Area Action Plan Character Assessment]

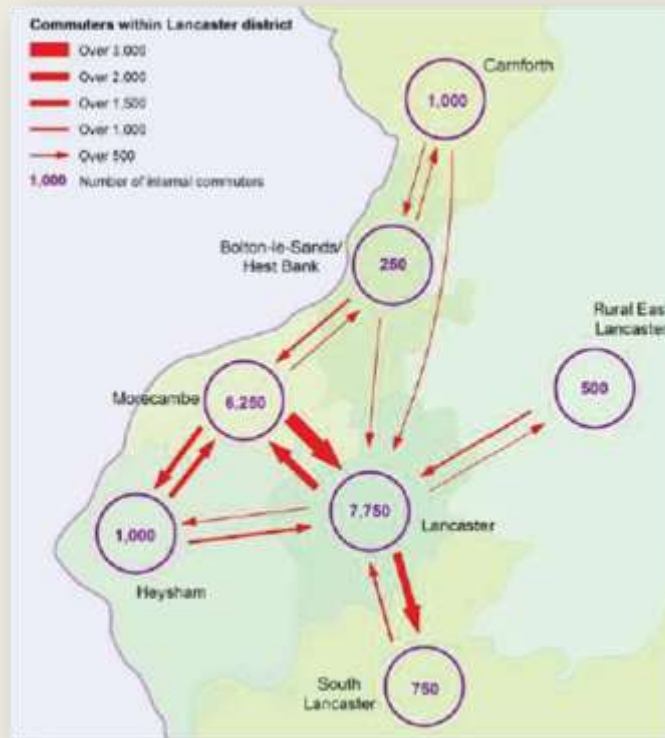
Despite the low level of car ownership parking is a problem in the more affluent West End streets because there are next to no garages with the Victorian & Edwardian houses, which must be regarded as a downside for prospective house buyers.

There is one speed camera in the West End on Regent Road. There is a 20 mile per hour speed limit throughout most of the West End but it is not well observed according to local people. Fortunately the incidence of road accidents in the area does not appear to be above average.

The Lancashire Partnership for Road Safety runs a ‘Healthy Streets’ campaign with local communities. The West End is a ‘Healthy Streets’ area and the Partnership has supported a couple of local projects in the West End including the ‘Prambles’ group of mothers who meet up on a regular basis with their young children for a walk and a chat.

West End Million Community Profile

Commuting within Lancaster District



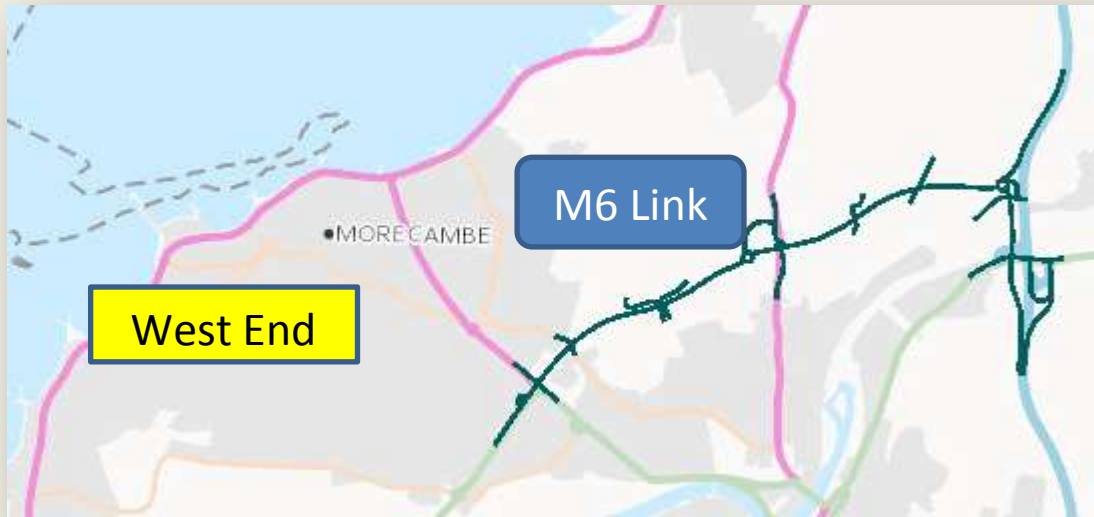
Traffic Volume between Heysham, Morecambe and Lancaster



West End Million Community Profile

FUTURE LINKS TO MORECAMBE AND WEST END

Road links to Morecambe will be boosted when access to the town is improved greatly by the Heysham to M6 link road – to connect the Heysham and Morecambe peninsula to Junction 34 of the M6 – being completed in June 2016.



TRANSPORT PLAN

Lancashire District Council launched its draft Lancaster District Highways and Transport Masterplan in March 2015.

As well as many indirect consequences for transport into and out of the West End the proposed and hoped for improvements envisaged in the plan also include some that will directly impact on the West End, although with funding an uncertain factor the timeframe is fluid.

Generally the Council wants to see a district-wide **cycling and walking** strategy that includes superhighways, quiet roads, greenways and local links to make walking and cycling safe and convenient for an increasing number of local journeys. The first of these new Strategic Routes will be the Heysham to Lancaster Greenway Route (through the West End).

The Lancaster Reach – a rapid transit, direct **public transport** service to link South Lancaster effectively to Heysham would run through the West End and make commuting much easier for residents.

“Whilst road connections will be first class once the link road opens, other connections by rail, bus and cycling will not be. This is particularly important given that Morecambe does not have high car ownership, particularly in more deprived areas where, in the absence of a car, access to education, employment and healthcare can be an issue”.

West End Million Community Profile

The Council also wants to see better connections for **pedestrians** between Morecambe town centre and adjacent residential areas (including the West End) so these feed footfall and activity into the centre and make easier access to employment and education.

The Council sees the redevelopment of the old Frontierland site as offering the first opportunity to start the transition from through route to leisure space. It is working with the developer to improve how Marine Road West looks which should enhance the **entry to the West End**.

The Council will also consider how **Marine Road West** functions for pedestrians and will consider lowering the speed limit to 20mph. Once the M6 link road is open the Council would like to put in place restrictions on vehicles, to prevent through traffic, particularly HGVs, using the seafront as a route through the West End between Heysham and the A6.

Improving **rail links** from Morecambe Railway Station (which is close to the West End) is another priority in the Transport Plan.

See Appendix 14: Transport & Roads

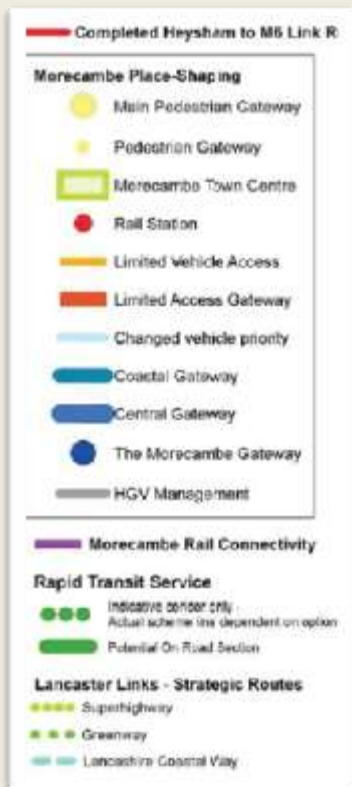
Table: Car and Van availability (Census 2011)

Table: Method of Travel to Work (Census 2011)

Table: Healthy Streets projects in West End

West End Million Community Profile

Transport Plan (draft March 2015): What needs to be done



22. Population

The population of the West End Million area is probably about 5,000. The number of children in the West End is slightly higher than average and the number of older people in the West End is much lower than average. The number of young people in the West End is a smaller proportion of the population than in the Lancaster district as a whole. There is a high incidence of single parent families. The population is largely white and the largest ethnic minority community is Polish.

The population of the West End Million area is probably about 5,000. (The total population of the three local areas that make up the larger part of the West End Million area is 4,225).

The male population slightly outnumbers the female population (52:48), which contrasts with Lancaster and England populations where the reverse is true (49:51). [See table].

The proportion of children (age 0-15) in the West End population is higher than in the England population (22%, 19%).

The proportion of young people (age 16-24) in the West End population is higher than in the England population (14%, 12%) but lower than in the district of Lancaster generally (17%).

The proportion of older people (Males over 65 and Females over 60) in the West End population is lower than in the England population (12%, 20%).

The older population in the West End is significantly less than the older population in a more prosperous district in Morecambe, Torrisholme (12%, 37%).

The incidence of single parent households in the West End is 3-4 times that of a suburban area like Torrisholme.

The ethnic composition of the West End population is largely White (British) -84%. This compares to England as a whole -80%.

The proportion of the West End population that is non-White (British) is twice the size in the West End compared to the Lancaster District generally (16%, 8%).

Three quarters of the non-White (British) population is also White (Irish, Gypsy or Other White). This can probably be attributed to the significant Polish community residing in the West End.

Source: Office for National Statistics. See Appendix – ‘Population’ for tables.

West End Million Community Profile

See Appendix 15: Population

Table: Population numbers, West End, mid 2011

Table: Resident Population Estimates by broad Age Band, West End 2013

Table: Ethnic Groups, West End 2011

Table: People's Religion, West End 2011



23. Families & Children

The Balmoral Children's Centre located in the West End is the primary provider of services for young children and their parents. There are a number of other local groups & activities but it is possible that some families may have to use services in Morecambe. (The Centre may face funding challenges similar to other Surestart centres around the country). There is limited provision for junior youth clubs and summer play schemes in the West End but undoubtedly not all children will be able to access these. Most of the council provision is outside the area and consequently not so easy for families in the West End to travel to.

Balmoral Children's Centre

This Surestart Centre is located on Balmoral Road in the West End of Morecambe. It provides Early Education and Day Care for children from 6 months to 5 years. Support, advice and information is provided for parents by qualified family support staff. Healthcare workers on site support access to a range of healthcare services and workshops.



West End Million Community Profile

Other provision for young families in the West End

- Star Buddy Breast Feeding Support Group, Mondays at Balmoral Children's Centre
- Cheeky Cherubs Nursery, West End Road, Morecambe
- Clapping Song (music session for under 5s and their parents/carers), Tuesdays at The Hothouse, Devonshire Road
- Mums and Toddler Group, Church Hall, Stanley Road
- School Nursery (for ages 3+), Sandylands Community Primary
- Toddler Group, Salvation Army Church & Community Centre, Balmoral Road
- NRG Dance, Ages 2 yrs+, Galloways Blind Centre, Balmoral Road
- Abacus Day Nursery, Claremont Road
- Total Tots Day Nursery, Balmoral Rd,
- Dad's Group, alternate Tuesdays at Balmoral Children's Centre
- Lancaster District Women's Aid for women affected by domestic violence, Wednesdays at Balmoral Children's Centre
- Health Visitor led drop-in Child Health Clinic every Friday At Balmoral Children's Centre

Junior Youth Clubs

Sessions for children at Stanley's Youth & Community Centre run by the CEEP charity.

Monday to Friday 3pm to 6pm Aloud: Open for 8 to 11 years old.

Impact Kids: sessions for children in Reception to year 6, every Wednesday 3.30 - 5 pm (term time only) at West End Impact.

Summer Play schemes

The CEEP charity runs the Morecambe Summer Play scheme at Heysham High School, which is open to young people aged 8 to 11. Activities include Art, Craft, Games, Sport, Music and Swimming

Lancaster City Council also runs a summer playscheme for young people aged 4 to 16 during the school holidays but this is centred on the Salt Ayres Sports Centre which is several miles from the West End.

See Appendix 16: Families & Children

Table: Child Benefit Families, West End 2012

Table: Lone Parent Households with Dependent Children, West End 2011

24. Young People

The CEEP charity, based in Stanley's Youth & Community Centre, is the main provider for young people with several youth sessions during the week but West End Impact also runs a youth session once a week. There are a number of uniformed youth organisations in Morecambe and Heysham but only one, the Boys Brigade, meets in the West End. The More Music charity runs a number of activities for children and young people.

In 2008 the now defunct charity Signposts organised a structured session with young people to imagine the future of the West End. Seven years on their ideas are still relevant.

County Council youth service provision

Lancashire County Council's Youth Service does not currently provide any services in the West End of Morecambe but the County Council has funded the CEEP charity to organise activities for young people (e.g. through its Local Initiative Fund and its Small Grants Scheme). However like youth funding nationally future funding from local authorities for youth work in the West End is uncertain.

Senior youth groups at Stanley's Youth & Community Centre

Run by CEEP, the youth and community development charity.

- Monday, 7:00 to 9pm Fusion: Open for 12 to 18 years old
- Tuesday, 7:00 to 9pm Wise Choices: Open for 12 to 18 years old
- Thursday. 6.30pm to 8.30pm Fusion Juniors: 11 to 14 years old
- Saturday, 7pm Expressions: Open for 12 to 18 years old

CEEP is affiliated to the Lancashire Association of Boys & Girls Clubs and can therefore access its services and activities for young people.

Impact Youth group at West End Impact

- 7pm -9pm Friday nights. Only for age 11+.

Detached youth work

There is no detached youth work provision currently in the West End

West End Million Community Profile

Senior summer play scheme

Subject to the availability of funding CEEP organises a senior summer play-scheme (July –August) for Ages 11 to 13 year old based at Heysham High School.

Lancaster City Council also runs a summer play scheme for young people up to age 16 during the school holidays but this is centred on the Salt Ayres Sports Centre, which is several miles from the West End.



Uniformed groups

The only uniformed group based in the West End is the 1st Morecambe & Heysham Boys Brigade unit operating from Stanley Road Baptist Church.

Other uniform groups covering Morecambe and Heysham include the 3rd Morecambe & Heysham (St John's) Scouts, the 16th Morecambe & Heysham Scout Group, 2nd Heysham Brownies, 455 (Morecambe & Heysham) Squadron Air Training Corps (ATC), the Morecambe and Heysham Sea Cadets, Morecambe Division of Rainbows, Brownies, Guides & Rangers.

Church youth groups

Morecambe Community Church, Ages 13-17 yrs

Music and young people

As a music education charity More Music is involved in the delivery of music related projects for young people across Lancashire. It also runs projects for young people from The Hothouse in the West End, for example a Youth Orbit Jazz Workshop for 11-16 year olds; the Bay Beat Street Carnival Band for ages 10+; Bay Youth Voices singing group ages 6-12; Stages -band rehearsal, song writing and band work for 11-18 year olds; and the Friday Night Project for young people over 11 years old to learn DJ skills, rapping and music production. More Music also runs a Young Leaders and Arts Award that involves young people ages 11-19 in the organisation and running of gigs to develop their leadership skills.

West End Million Community Profile

Young People's vision of the future from 2008

In August 2008 the charity Signposts organised an event to enable a group of nine young people to form a vision for the future of the West End of Morecambe. They used the Building Futures Game, designed to explore different possible futures for a local area. Players were asked to consider the next 10 years in the West End of Morecambe.

There were two teams of young people (and two teams of 'Adults').

Young people's ideas

- Improved facilities for young people.
- Improved computers/internet and sporting provision.
- Arts centre in derelict church on the prom -link life on the sea front to the area behind it.
- Lots of smaller socially minded schemes.
- A tree planting scheme, which would help foster a 'friendly aura'
- Improve the streets & their physical condition to create a 'positive energy' in the West End.
- A heritage trail to raise awareness of its best qualities and services.
- Reinvigorate the areas shops
- Promote enterprise and media technology
- Car sharing and new parking to create many more people friendly spaces
- Encourage a new creative life for the area, artists' studios.

Summary of conclusions

Retail: participants wanted to see quality shop fronts and a better range of services. There was acknowledgement that more should be done to ensure that existing shops are supported by the community.

Community: There is clear and evident pride in the West End of Morecambe. All groups put forward a variety of small scale improvements, such as tree planting, which would have a large scale impact on how people perceive and value their area. The importance of getting all sectors of the community on board was crucial in all schemes and engendering pride was made central.

Enterprise: This was given great importance by all groups. Improved youth facilities and buildings dedicated to online learning, education and training were key in all stories. Proposals were put forward for better sports facilities, internet use and flexible studio space for arts/crafts. Many groups suggested converting properties and shops for specialist use, while others supported improved media infrastructure that would benefit all ages.

Housing: The West End is home to a dense network of large Victorian housing. These well built terraces have the potential for any number of new uses. More work could be done to identify properties for conversion, but also simple refurbishment. Keeping people in the area was a concern raised early in discussions; renewed housing stock could play an active role in encouraging this.

See Appendix 20: The Building Futures Game 2008 Summary

25. Working Age

The number of people in the West End who are economically inactive for one reason or another is almost twice the national average. Fewer people in the West End are likely to be self-employed. The proportion of West Enders in professional type work is half the national average. Many more West Enders work in 'caring', 'service' or 'factory' type occupations. A very large proportion of West Enders of working age don't have any qualifications.

Statistics from the 2011 Census

West End less economically active

- The proportion of people in the West End who were 'economically inactive' (Looking-After-Home-or-Family or Long-Term-Sick-or-Disabled) was almost twice the national average (16%, 8%)
- The proportion of West End residents in full-time employment was significantly lower than the national average (32%, 39%).
- The proportion of West End residents who worked part-time was slightly higher than the national average (14.0%, 13.7%).

Not so many self-employed West Enders

- The proportion of West End residents who were self-employed was much less than the national average (7%, 10%).

West End just as studious

- The proportion of the West End population in full-time study was the same as the national average.

West End: fewer professionals and more machine operatives

- The proportion of West End residents with professional or associated occupations is half that in Lancaster district or nationally (15%, 29%, 30%).
- The proportion of West End residents Caring/Leisure or other Service occupations is higher than the national average (14%, 9%).
- The proportion of West End residents who are Process, plant and machine operatives or in Elementary occupations is almost twice that of the national average (34%, 18%)

West End Million Community Profile

West Enders not so well qualified

- The proportion of West End residents with no qualifications is noticeably higher than the Lancaster district or national average (28%, 21%, 23%).
- The proportion of the West End population with Level 4 qualifications and above is significantly lower than the Lancaster district or national average (14%, 27%, 27%).
- The two wards in Lancaster district with the lowest levels of people with Level 4 qualifications were Harbour and Heysham North, which cover the West End of Morecambe. 26th and 27th out of 27 wards in Lancaster district.
- Conversely these two wards, Harbour and Heysham North, rank 3rd and 4th out of 27 wards in Lancaster district for having the largest number of residents with no qualifications.

See Appendix 17: Working Age

Table: Economic Activity, West End 2011

Table: Occupations of All People in Employment, West End 2011

Table & graphs: Residents' Highest Level of Qualification, West End 2011

Map & Table: Qualifications NVQ4 &+ by Lancaster Wards

Map & Table: No qualifications by Lancaster Wards

26. Older People

There are fewer older people in the West End than in other parts of Morecambe as a proportion of the population. There is some provision for older people in the West End from the local Age UK, as well as local groups and churches but the community centre for older people in Morecambe is on the other side of the town centre.

Fewer retired folk in the West End

The proportion of the West End population who were retired is significantly less than the national average and much lower than Torrisholme, the prosperous suburb of Morecambe (10%, 14%, 19%).

Age UK

Age UK Lancashire has an office in Lancaster. It provides services for older people (age over 55) in the area, including the West End. One of its lunch and activity clubs meets at the Clarendon Hotel in the West End of Morecambe. This provides a focus for older people to meet, enjoy a nutritional lunch and engage in a variety of activities.



West End Million Community Profile

Forum for Older People

There used to be a Forum for Older People in the West End based at Stanley' Community Centre but it appears to be defunct.



Meals on Wheels

The Sanctuary Café launched its "Hand on Heart" meals-on-wheels, 6 days a week, delivery service in March 2015

St Barnabas Housebound Group

A group for elderly housebound. Transport is provided by dial-a-bus financed by The Rainbow Centre. Meals are delivered by the Rainbow Centre, Morecambe.

Older People's community centre

Morecambe's main centre for older people is The Rainbow Centre in Poulton on the other side of the town centre from the West End. A variety of activities are on offer.

University of the Third Age

There is a U3A in Lancaster which older people from the West End might attend but most, if not all its activities are held in its venue in Lancaster.

Adult Education

The Adult Education College based in Lancaster is intending to provide more courses in community venues in the future, which might be beneficial for older West End residents.

Residential Homes

In common with many seaside resorts there are a number of Care Homes, Nursing Homes, Sheltered Accommodation complexes and Retirement homes in and around the West End of Morecambe.

Champion for Older People

Each year Lancaster City Council elects a Champion for Older people, a non-executive role, who acts as an advocate for older people and advises the Cabinet on service issues which support and encourage active, independent and healthy lives for older people in the district. Until recently the Champion for Older People was the West End councillor Margaret Pattison.

27. Voluntary & Community Sector

There are a number of charities based in the West End, in particular More Music, the CEEP youth group and West End Impact. Additionally there are a number of community groups and social enterprises. Several Morecambe charities also serve the West End. Galloway's Centre for the Blind has a base in the West End. Although charities do work together on an informal basis there is not a formal voluntary sector partnership or network in the West End.

The community festivals organised by More Music are a great source of pride and pleasure for residents in the West End.

While there isn't a community association or a traditional community centre in the West End there are a sizeable number of community venues in the West End which are largely underutilised.

More Music has been successful securing Lottery funding from the Arts Council but aside from this the total amount of National Lottery funding attracted to the West End is disappointing.

COMMUNITY ASSOCIATIONS, RESIDENTS&, TENANTS ASSOCIATIONS IN THE WEST END

These are conspicuous by their absence.

A charity, the West End Community Association, used to manage the West End Community Centre (owned by St. Barnabus Church) but it dissolved in 2006.

There is the West End Community Partnership but this is a loose forum that has combined with the West End Traders.

The idea of a West End Forum has been mooted but has never come to fruition.

NEIGHBOURHOOD WATCH SCHEMES IN THE WEST END

There are two groups: one for Stanley Road and one covering Claremont Crescent & Claremont Road

West End Million Community Profile

REGISTERED CHARITIES BASED IN THE WEST END

There are three active charities with registered addresses in the West End of Morecambe – More Music, CEEP and West End Impact. All three have strong roots in the West End community but they also attract people from outside the area and work beyond the West End.

More Music

A music and education charity based at the Hothouse in Devonshire Road, West End of Morecambe. It has over 20 years of experience delivering workshops, training, performances and festivals across the district, region and beyond. More Music seeks to build confidence and spirit in individuals and communities through the arts, especially music.

Annual Income (2013-14): £521,205. 8 trustees, 17 staff (full time equivalent)

CEEP (Connect, Engage, Empower, Participate)

Set up in 2007 CEEP is a youth and community development charity that aims to make a positive difference by providing opportunities for personal and collective growth. Based in Stanley's Centre in Stanley Road in the West End of Morecambe, it supports the Get Connected information service and has close links with Lancaster Boys & Girls Club.

Annual Income (2013-14): £123,976. 3 trustees, 24 staff (including sessional workers)

West End Impact

The charity's mission is *Helping People, Bringing Hope and Changing Lives!* It runs 12 different community projects or sessions in its multi- purpose building on Heysham Road in the West End of Morecambe. Established in 2002 it is run in partnership with Morecambe Community Church and other Christians in response to the regeneration of Morecambe.

Annual Income (2012-13): £84,699. 5 trustees, 5 staff (including 2 full-time)



West End Million Community Profile

The Missionary Sisters for Polish Migrants

Registered office in St. John's Road, Heysham just outside the WEM area. Established 2013. Its mission is to care for the elderly in care homes, work in schools, help in English and Polish parishes giving support to the parish priests and the communities. Linked with the Roman Catholic Church. Works across Lancashire and Manchester.

Annual Income (2014-15): £148,496. 3 trustees

Lancashire Youth Concerts

Registered office in the West End but supported children across the county. Assisted youth music groups with the planning, promotion and staging of public performances. Set up in 2002 and still registered but has not operated for several years. 2 trustees.

COMMUNITY GROUPS IN THE WEST END

Get Connected

This volunteer run group provides a community information service with access to a computer/Internet, a job club, a LGBT weekly group, a weekly community meal, a book exchange, a music space, 'Get Active' sessions and low-budget cooking classes. Based at Stanley's Community Centre, the group operates under the wing of CEEP.

The Well

This social enterprise provides services in the Lancaster, Morecambe and Cumbria. Its purpose is to provide a safe abstinence based environment for people recovering from drug and alcohol addiction, and their families, to come together for mutual support through social involvement. Its Morecambe base is in Stanley's Community Centre.

Morecambe Homeless Action

Provides a food service, four sessions a week, for men & women who are without permanent housing & clothing & bedding when available.

Friends of Regent Park

The Friends group holds regular open meetings at the Pavilion in Regent Park in the West End of Morecambe. It aims to promote the use of the park and to fundraise for improvements including play equipment. Supported by Lancaster City Council and Lancashire County Council.

WE community café

This social enterprise runs a café, dry bar and community arts space in the Pavilion in Regent Park. Works with a number of other community groups and charities.

West End Million Community Profile

The Sanctuary Café

A community based tea room and cafe with creative workshops including baking, sewing, knitting, crafts. Located on Heysham Road.

Community Capture UK

Linked with the Regent Park Studios business. Provides recreational activities to community groups including trampolining, climbing, archery, fencing etc.

Grace Ministeries (Morecambe)

This Christian community group has shop premises in Yorkshire Street. It runs a food-bank and offers access to rehabs and free literacy lessons, as well as budgeting and debt information.



OTHER CHARITIES OPERATING IN THE WEST END

Galloways Society for the Blind

A Preston based charity formed in 1867 that supports people living with blindness or a visual impairment. Its Morecambe centre, one of four in the North West is located in Balmoral Road in the West End.

West End Million Community Profile

Lancaster and Morecambe District Peer Support

This Lancaster based charity runs two recovery and well-being groups for those with severe and enduring mental health problems. Its Morecambe group meets in the United Reform Church in Sefton Road.

Signposts Multi-Agency Resource Centre

This Preston based charity closed in 2013. It used to run a highly thought of advice centre for the poor and vulnerable on Regent Road in the West End. Some of its volunteers continue the work with Get Connected.

Olive Tree Ministries (UK)

A Christian humanitarian charity with an information office situated on Albert Road it aims to provide a Christian pastoral ministry for Polish migrant workers & their families.

MORECAMBE, LANCASTER, LANCASHIRE AND NATIONAL CHARITIES SERVING THE WEST END

- North Lancashire Citizens Advice Bureau, Morecambe office
- Morecambe Bay Credit Union, Morecambe
- Morecambe Foodbank, Morecambe
- Morecambe Football Club Community Sports, Morecambe
- Age UK Lancashire, Lancaster
- Lancaster District CVS, Lancaster
- Red Rose Recovery, Preston
- Inspire North Lancashire, Morecambe office
- Young Addaction (North Lancashire), Morecambe office (national charity)
- Home-Start Morecambe (national charity)

FRIENDS OF SCHOOL GROUPS

Of the three schools in the West End only one, West End Primary, appears to have a Friends group.

YOUTH GROUPS

See 'Young People' section

SPORTS GROUPS

See the 'Recreation, Leisure & Sports' section

West End Million Community Profile

COMMUNITY VENUES

The West End is blessed with a sizeable number of community venues. Most of these are available for hire for community or private use. The quality & accessibility of the facilities vary and some are in need of improvement. Local awareness and knowledge of the availability of these venues appears to be patchy.

- West End Community Centre/ St. Barnabus Parish Centre
- Stanley's Youth & Community Centre, Stanley Road
- The Main Hall, the Live Room, the Tech Room and the Studios at The Hothouse (More Music)
- The Barn, The Centre and The Cafe at West End Impact
- The church hall at Sefton Road URC
- The church hall at Stanley Road Baptist Church
- Salvation Army Church and Community Centre, Balmoral Road
- The Sanctuary café, Heysham Road
- WE café in Regent Park
- Community meeting & conference rooms at Red Rose Community Centre, West End Road
- Regents Park (outdoor venue)



West End Million Community Profile

COMMUNITY EVENTS

The More Music charity, based in the West End, organises the **West End Festival** held every July in the Regent Park in the West End, -a day of music, singing, dancing, fun and games



More Music also organises the annual **Kite Festival 'Catch The Wind'** held on Morecambe seafront.

Its **Lantern Festival** takes place each year in December: *hundreds of people, carrying dozens of unique, hand-made, glowing lanterns, parading proudly around Morecambe's West End, accompanied by choirs, musicians and street performers.*

The route of the **Morecambe Carnival** runs along the Promenade between the West End and the Midland Hotel in central Morecambe.

OPERATIONAL PARTNERSHIPS

All three of the West End charities regularly work in partnership with other charities. There are several instances of some informal partnership work and resource sharing between West End charities and community groups, for example working together for the West End Festival and allowing other groups/charities use of their premises etc. Each of the three West End charities support community projects & initiatives, either in their premises or within their own organisation. No formalised organisational partnership arrangements or joint fundraising bids came to light during the desktop research. Some West End groups regularly or occasionally attend the bi-monthly Morecambe Inter-agency network meetings organised by Lancaster CVS. Several of the West End churches meet and work together regularly.

West End Million Community Profile

NATIONAL LOTTERY FUNDING IN THE WEST END

West End recipients of National Lottery grants 1995-2014			
Organisation	No. of awards	Lottery Distributor	Total of awards
455 (Morecambe and Heysham) Squadron Air Training Corps	3	Awards For All, Community Fund	£ 14,317
CEEP Limited	2	Big Lottery Fund, Awards For All	£ 129,720
Galloway's Centre for the Blind	1	New Opportunities	£ 8,551
Heysham High School Sports College	2	New Opportunities, Awards For All	£ 79,570
Lancashire Youth Concerts	1	Awards For All	£ 1,120
More Music	25	Arts Council	£ 1,860,065
Mr Peter Moser	1	Arts Council	£ 5,000
Red Rose Youth	6	Arts Council/ Awards For All	£ 50,814
Signposts Multi-Agency Resource Centre	3	Community Fund/ Heritage Lottery Fund	£ 308,416
West End Community Centre Association	5	Arts, Sport, Community Fund, Awards For All	£ 44,336
West End Heysham North Allotment Association	2	Big Lottery Fund/Awards For All	£ 20,000
West End Impact	2	Big Lottery Fund	£ 15,300
West End Primary School	1	Big Lottery Fund	£ 6,250
Total awards =	54	Total amount =	£ 2,543,459

See Appendix 'Charities' for more details

During the 20 years since the National Lottery started (1995-2014) 54 grants totalling over £2.5M have been awarded to charities and organisations based in the West End of Morecambe. (3/4 of these funds have been awarded by the Arts Council to More Music).

192 grants in total were awarded to charities and organisations in Morecambe (including the West End).

{Note these figures do not include grants to charities and organisations based outside the West End but providing services that encompass the district}.

The following groups with West End connections have been awarded grants from National Lottery distributors (Big Lottery Fund, Sports Council, Arts Council, Heritage Lottery Fund, New Opportunities Fund, Community Fund).

See Appendix 18: National Lottery Awards

Table: West End grant recipients, A-Z, 1995-2014 (by Lottery Distributor)

28. Churches

Most of the Christian churches in the West End are active in supporting charitable activities and community groups. Several of the churches make their facilities available for use by community groups. No other religions are represented in the West End. Only about 1% of West Enders are Muslims.

St. Barnabus (Church of England)

Located on Regent Road. The Parish Centre adjoining the church is located at the junction of Regent Road and Westminster Road. It is available to hire to groups or societies. The ground floor area will accommodate up to 30 people. There is a kitchen area for refreshments, disabled access and toilets. There is a Lift to the first floor where there is a suite of furnished offices, with a separate kitchen and toilet. Hosts Morecambe Homeless Action three times a week. The Church runs a charity shop located in the Parish Centre. St Barnabas Gilbert and Sullivan Society meets in the church every Friday.

Sefton Road United Reform Church

The Peer Support charity holds sessions at the church three times a week.



West End Million Community Profile

Stanley Road Baptist Church

1st Morecambe & Heysham Company of the Boys Brigade meets at the church. Weekly 'Drop-in' Friendship Group meets for lunch.



Salvation Army Centre

Located on Balmoral Road the Centre hosts a Parent & Toddler group, a Craft class, a Luncheon Club and an Over Sixties group. Food parcels.

Morecambe Community Church

Meets at The Barn, part of the Heysham Road premises of the West End Impact charity, which the church supports.

Home Church Morecambe

Meets in the Gospel Hall on West End Road. The church believes that the West End's massive social problems will not be solved through social action ideas; the only way is for people to find Jesus.

Church by the Bay

Evangelical church, an offshoot of Moorlands Church in Lancaster. Meets at West End Primary School.

St. Patrick's Catholic Church

Located in St. John's Road, Morecambe, just south of the West End Million area, the church has strong connections with the Polish Catholic community through the Missionary Sisters for Polish Migrants based there.

West End Million Community Profile

Also Morecambe Temple of Light Spiritualist Church, 120 West End Road,
and Morecambe West End Congregation of Jehovah's Witnesses.

No religions other than Christianity are significantly represented in the population of the West End. The proportion of people designating themselves as Christians is almost the same as the England norm, just less than 60%. There are no Places of Worship in the West End other than churches.

Muslims make up 1% of the West End population. The nearest mosque is in Lancaster town centre.

29. Local Government

Morecambe Town Council has only a small budget but supports the employment of additional Police Community Support Officers. It also awards small grants to community projects and events. Lancaster City Council leads on the physical regeneration initiatives in the West End. Lancashire County Council is responsible for the Transport Plan that will have implications for the West End.

LOCAL AUTHORITIES

- Morecambe Town Council
- Lancaster District Council
- Lancashire County Council

Morecambe Town Council is divided into 11 wards, two of which encompass the West End Million area, namely Harbour Ward with three elected members and North Heysham ward with five town councillors. Currently (May 2015) all these councillors are members of the Labour Party.

The Council makes recommendations to Lancaster City Council on various matters e.g. Planning & Development and Allotments & Environment.

It also has a small budget. The Council has partly funded the employment of six Police Community Safety Officers in Morecambe (including three in the West End).

As well as awarding small grants up to £500 for community projects the Council has awarded some small amounts towards the cost of the West End Festival and the Morecambe Carnival from its Festival & Events budget.

The Town Council has also taken on the annual Morecambe in Bloom competition.

Lancaster City Council serves Morecambe as well as Lancaster and the surrounding district. Harbour ward has three city councillors (all Labour) two of whom are cabinet members. Heysham North Ward has two city councillors (both Labour) including one cabinet member).

Lancashire County Council also serves Morecambe and the West End is partly within the Morecambe West ward and partly in the Morecambe South ward, each with one county councillor (both Labour).

30. West End Information & Online

The availability of information on community activities, services & facilities in the West End is patchy in terms of quality, presentation and accessibility; both through traditional & digital medium. The recent initiative –the ‘More Together’ community magazine is a tremendous resource for the West End. Some websites of West End organisations are excellent but several others are in need of professional support. A community hub could help. Lack of easy access to the Internet can be a major disadvantage to people in poorer communities and the West End is unlikely to be an exception.

Notice boards

As far as is known there are not any public noticeboards in the West End.

Community venues, churches and public amenities (e.g. Regent Park) have their own noticeboards. The visibility of the noticeboards and the presentation & timeliness of the information provided on them varies considerably. It is possible that many West Enders are unaware of community activities and services in their area because of the difficulty of promoting and publicising them.



Community magazine

The excellent community magazine ‘**More Together**’ is published by a not for profit social enterprise and distributed free of charge to households across the West End. Funded by charitable donations and supported by the West End Million steering committee the 4th issue was published in June 2015.

“More Together’ magazine - created by and for the community in The West End of Morecambe, Sandylands and Heysham North.

‘More Together’ is a community-focused magazine - packed full of

West End Million Community Profile

local stories, interviews with residents and businesses, ne

Websites and Facebook pages

Most of the charities, community groups and churches in the West End have either a website or a Facebook page, but not all, and the quality, quantity, timeliness and presentation of the information therein varies considerably. If the provision of community information is an ingredient of community pride & spirit then there is an opportunity here to strengthen one aspect of the community sector with the provision of training and technical advice & support.

There is not a website that acts as a hub, providing links to all the West End organisations.

A list of West End websites is contained in the appendices.

Access to Internet

While not a problem specific to the West End it has been noted by social commentators that lack of access to the Internet or a computer is a further disadvantage for various groups of people. For example people who are unemployed, for children in families on low income, older people etc as they are unable, for instance, to easily carry out job searches, do homework on-line, or keep in touch via social media.

The Get Connected project at Stanley's provides some access to Internet connected PCs, as does Morecambe Library, but there are few alternatives for people in the West End who do not have their own computer at home.

Superfast Broadband

This will be available in the Morecambe area (for those that can afford it) in the near future (May 2015). This is part of a Superfast Lancashire Countywide Fibre Broadband scheme.

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Digital Inclusion

Around 7 million people in the UK don't have access to the internet, and of these, 3.5 million are the most socially and economically disadvantaged in the country. The majority are likely to be older people, those in the lowest socio-economic groups and those living in deprived areas. In Lancashire, 27% of households don't have access to the internet. Having access to the internet opens up a wide range of opportunities. People who don't have online skills or confidence are missing out on the advantages many of us take for granted. By showing people who aren't online (or not confident online) the types of applications such as Skype, or content like online health sites, could improve their quality of life, thus helping them recognise the benefits of being online. Not to mention time and cost saving through less travel or from making telephone or face-to-face enquiries.

Did you know

- *households off-line miss out on savings of £560 per year from shopping and paying bills online*
- *children's educational performance can be improved by home access to a computer and the internet*
- *people with good ICT skills earn between 3-10% more than people without such skills*
- *1.6 million children in families who do not use the internet to go online at home could boost their total lifetime earnings by £10 billion*

Source: Superfast Lancashire

31. The West End's Image

Many West Enders believe that the outside world has a poor opinion of the area; and some share these negative feelings. This might be as much perception as actuality but if the West End is to start on an upward trend then a positive self- image and a 'feel good' factor are vitally important. Many of the stories about the West End run in the local newspaper "The Visitor" were positive but there have probably not been enough of them....up to now.

Consultation and interviews

These reveal that many West Enders resent what they see as the negative perception of their area by outsiders.

At the same time many West Enders also shared these negative feelings about the West End.

The reputation of the West End as a hotspot for drug dealing and drug use does not enhance its image.

The shabby appearance of many of the streets and the number of empty properties only exacerbate the run down image of the area seen by outsiders and West Enders alike.

The events such as the West End Festival, the Carnival and the Kite Festival seem to generate the most pride in the West End.

Local M.P. on the West End

David Morris the M.P. for Morecambe & Lunesdale was quoted in The Visitor after the General Election in May

*"I've never decried the **West End**, I want to see it go in the right direction. The Labour party were trying to paint Morecambe as a down and out place by the sea, but it's not, it's on the up, and everybody knows it. I'm having a meeting to see what we can do for areas like Skerton and the **West End**, to encourage home ownership. One in 10 houses are empty in Skerton and the **West End**".*

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Local press

It was also apparent that many felt the West End was only featured in a negative light in the local paper “The Visitor”. However the first ten stories displayed from a search for “West End” on The Visitor’s website paint a different picture

1. West End still among worst for empty shops
2. West End park revamp begins
3. West End Morecambe empty shop figures ‘misleading’
4. £5.5m regeneration plan for West End housing
5. Morecambe’s West End gets lottery funding boost
6. Looking Back: Chequered life of West End Pier
7. Free car park helps West End turn a corner
8. Sorry state of West End of Morecambe
9. West End Festival
10. Community centre opens in West End

Only two out of the ten were negative. One was a rebuttal of a negative story. Six were positive and one was a heritage story.

Tourism

The Visit Lancashire website in its section on Morecambe

2 of the 22 **Places to Visit** are in the West End:-

- Regent Park Studios
- West End Gardens.

7 of the 25 **Places to Stay** are in the West End:-

- The Westleigh Guest House
- The Balmoral Guest House
- The Berkeley Guest House
- The Clifton Guest House
- Clarendon Hotel
- The Sea Crest Bed & Breakfast
- Silverwell Guest House.

32. Heritage

Much of the West End's heritage as a Victorian seaside resort is now lost although there are some visible reminders such as the run down Alhambra theatre building on the sea front and the Victorian & Edwardian guest houses. However a former music hall, The Devonshire, now The Hothouse, is an excellent example of how an old building can be restored and given a new lease of life. Improvement works in the West End's own Conservation area illustrate how tired streets can be lifted.

LOST HERITAGE

Much of the West End's heritage as a Victorian seaside resort is now lost or a mere shadow of its former self.

It's magnificent **Summer Gardens and Pavilion** (which included a circus, ballroom, aquarium, conservatory, café, racecourse and a boating pool) covered 26 acres but is now much diminished in the form of the present 5 acre public park –Regent Park. The boathouse survives as the park café – but no boats!

The prominent **Alhambra Palace Theatre**, first a music hall, later converted to a cinema, then latterly a nightclub was built in 1901 and still stands, albeit in much diminished circumstances after extensive fire damage in 1970. Other parts of the building contained an indoor market at ground floor level, shops, offices and a restaurant. It featured in the 1960s film "The Entertainer" starring Lawrence Olivier.



The West End's other music hall, **The Devonshire Hall**, built in 1899 also suffered decline but has now been refurbished and revitalised by the More Music charity as a community music venue - The Hothouse, which is an inspiration of bottom-up regeneration.

The **West End's Pier** opened in 1896 but was demolished in 1978 after storm and fire damage.

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BRADFORD-BY-THE-SEA

*“Once the railway appeared, in the mid-nineteenth century, the resort became very popular with the mill workers of Lancashire and West Yorkshire, who were entitled to take holidays for the first time. The resort’s popularity with the mill workers from these areas resulted in Morecambe’s nickname, **Bradford-by the-Sea**, though used more commonly in relation to the **West End**”. Source: Morecambe Conservation Area Appraisal.*

ARCHITECTURE

The heart of the West End was built during the late Victorian and Edwardian era to form a closely packed street plan behind the Promenade of 3-4 storey terraces used as seaside boarding houses. Although many streets are run down the area still retains a distinctive character.

LISTED BUILDINGS

There are two Grade II Listed Buildings in West End Morecambe: the Victorian Trinity Methodist Church on Marine Road West (which is currently unoccupied) and the late 17th century Moss House and barn on Regent Park Avenue (a private dwelling).



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WEST END CONSERVATION AREA

The City Council's published "Morecambe Conservation Area Appraisal" and 'Morecambe Conservation Management Plan" of 2008 only cover the conservation area in the Poulton area of the town. An appraisal was carried out on the West End conservation area in 2004 but this is not currently available.

The West End Conservation area covers approximately 5 hectares. It includes Marine Road West from the old Alhambra building, past the Clarendon Hotel up to Highfield Crescent, the western part of the West End Road and Back West End Road, Lancashire Street, Springfield Street, Yorkshire Street East, three blocks of Albert Road, Claremont Crescent and part of Claremont Road, and part of Clarendon Road East.

10 of 15 target properties in the West End Road and 26 of 38 target properties in Clarendon Road were remodeled to improve the quality of the Conservation Area.



See Appendix 19: Heritage

Listed buildings in the West End, English Heritage

33. Art & Music

The well-established More Music charity is the West End's cultural jewel in the crown. It hosts a multitude of musical groups, classes and events at its popular West End venue, The Hothouse. The West End is also home to a number of small musical and art activities but nothing of any great scale. The public art in the West End is recent and modern including a number of striking murals.

More Music

The charity, at its base The Hothouse in the centre of the West End, hosts a multitude of musical groups, classes and events. It also organises the West End Festival at the Regent Park with a lot of musical content.

Music venue

The Hothouse regularly hosts concerts of various genres of music.

Several of the church buildings in the West End naturally lend themselves to musical performances



West End Million Community Profile

Art venue

The WE café in Regent Park also functions as a community arts space

Music societies

Galloway's Choir has sighted & visually impaired singers

The Gilbert & Sullivan Society meets at the St. Barnabus church

Art Societies

West End Impact hosts a peer led community art group Innovate Art, which has been running for seven years.

Public art

'The Hook' on the Promenade is the most prominent work of Public Art in the West End.

The large mosaic outside The Hothouse entitled "West End Glories, Hidden Stories" looks rather dilapidated these days and is rather off the beaten track for tourists.

The Shane Johnstone mural on the toilet block near the Breeze Café on the Promenade is one of a series in the town. Shane also created the striking mural on the front of the West End Impact building.

Graffiti artists Christian Fenn and Graham Morris designed and painted the new mural at Regent Park Studios.



34. Recreation, Leisure & Sport

There doesn't appear to be much in the way of recreational activities in the West End aside from some church groups. Generally West Enders have to travel to Morecambe town centre for societies & clubs etc.

There isn't a general purpose gym in the area but the West End is fortunate to have a public swimming pool, albeit shared with the High School. There are also playing fields close by and two Bowls Clubs within the West End but generally the built up area means that there is limited opportunity for sport. There is potential for the Regent Park to be developed as a local location for healthy activities and physical exercise.

Clubs and Societies

Other than the Art & Music and church based groups no other clubs and societies meet in the West End as far as is known.

Morecambe Library

Located in the town centre the library offers a number of recreational activities including chess & Scrabble, Baby Bounce/ Toddler Rhyme, Knit & Natter, Beginners ICT, Free Work Club, Reading Groups, Making Space ICT Drop in (aimed at people with mental health issues), NHS drop in (self referral) for people with low self esteem/confidence, Family History Surgeries etc)

Social Clubs

The Morecambe Bay Sports & Social Club meets in Springfield Street. The Morecambe Royal Naval Association has premises on Heysham Road.

Sport & Recreation

Several of the sport and recreational venues in the West End are outside the West End Million area.

Swimming

The pool at Heysham High School is open to the public several times during the day. The pool is 25 metres by 10metres with a maximum depth of 2 metres, which allows for diving at the deep end.

Football

There are two football pitches, but no changing facilities at the King George's Playing Field which is a few hundred yards to the south of the West End Million area.

Regent Park in the West End Million area is used for informal football games.

West End Million Community Profile



Gyms

The Red Rose Community gym on West End Road hosts a Ju-Jitsu club, Karate Club and a Boxing club. It has a Weights Gym and Fitness Suite.

Regent Park Studios on Regent Road offers trampolining, tumble track, climbing, free running, tae kwon do, archery, fencing, fitness classes and a gym.

Basketball

A basketball hoop in Regent Park was a popular place for young people to play, including several members of the Polish community, until it had to be removed for health & safety reasons.

Another basketball hoop is located at Alexandra Road.

Bowls Clubs

Regent Park Bowls Club
Regent Park Crown Green Bowling Tuition Centre
Cumberland View Bowls Club

Cricket

The Morecambe Cricket is in the West End but closer to the centre of town than the West End Million area.

Morecambe Football Club

The club stadium is located in the Westgate area adjoining the West End. Morecambe FC Community Sports operates a range of projects, schemes and initiatives supporting education, health, social inclusion and sports participation. It works in schools and partners local agencies, charities and organisations promoting health and well-being especially targeting groups with special needs.

35. Information in Maps

This selection of maps illustrate some of the issues and themes relating to the West End identified in the main body of the text.

MORECAMBE WEST END AREA

WEST END MILLION AREA

AERIAL VIEW OF MORECAMBE WEST END

DEPRIVATION MAPS OF MORECAMBE & WEST END

Multiple deprivation, Income, Employment, Health & Disability, Education & Skills
Barriers to Housing & Services, Crime, Living Environment

MORECAMBE WEST END DISTANCES

SCHOOLS

LOCAL SERVICES

SPORT & LEISURE FACILITIES

WEST END CONSERVATION AREA

BUS ROUTES & BUS STOPS

CYCLE ROUTES

ROAD COLLISIONS & SPEED CAMERAS

ROAD STATUS of West End compared to Torrisholme

STREET CRIME (MARCH 2013) in West End compared to Torrisholme

CITY COUNCIL'S LOCAL PLAN for the West End

CENSUS AREAS (LOWER SUPER OUTPUT AREAS) covering the West End

HERITAGE: LISTED BUILDINGS in the West End

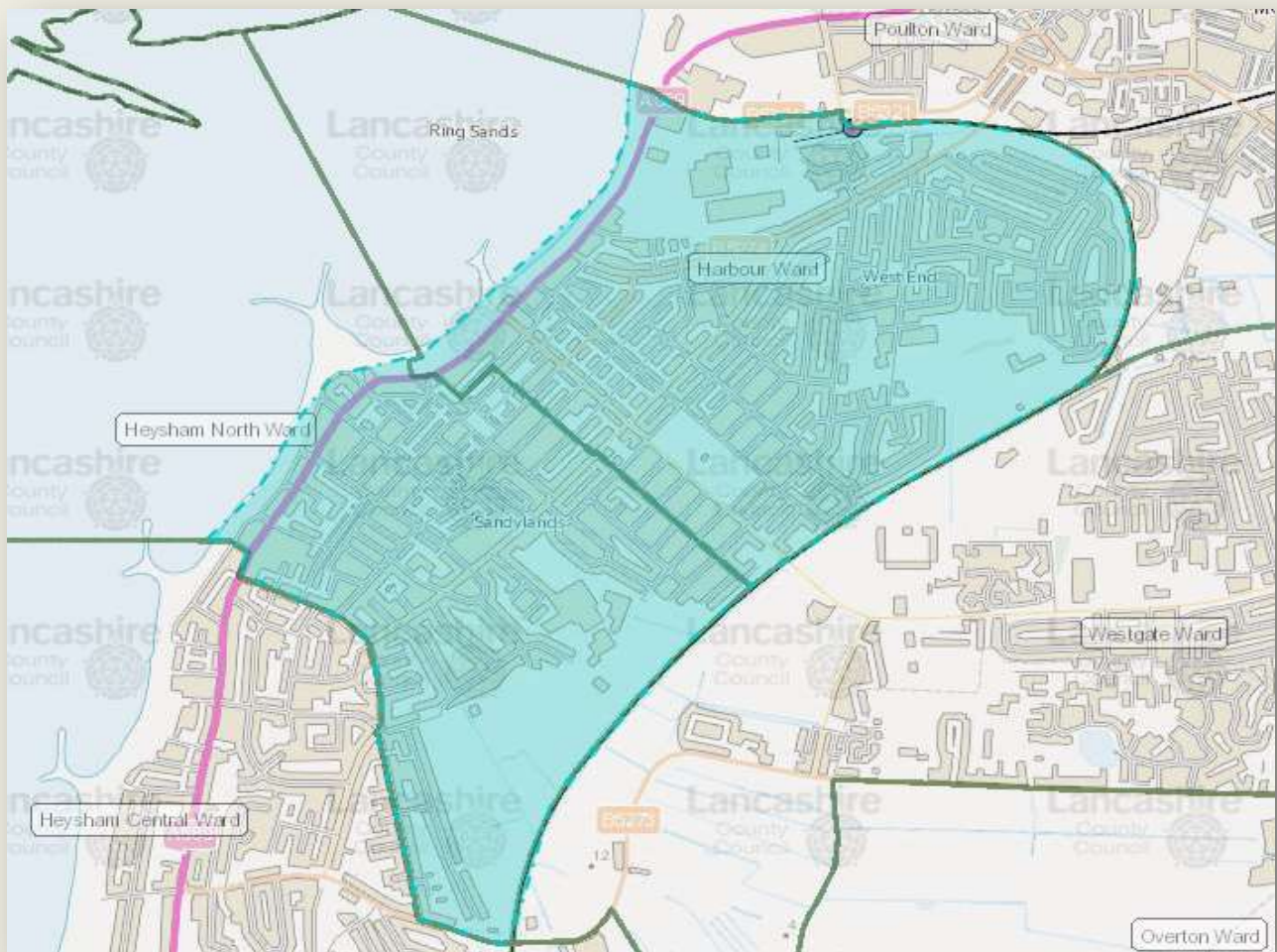
MORECAMBE WEST END MID 19TH CENTURY when it was still countryside

MORECAMBE WEST END LATE 19TH CENTURY when it was being developed as a resort

MORECAMBE SUMMER GARDENS as it was and Regent Park as it is now

EARLY DEVELOPMENT OF MORECAMBE WEST END 19TH CENTURY detail

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MORECAMBE WEST END AREA

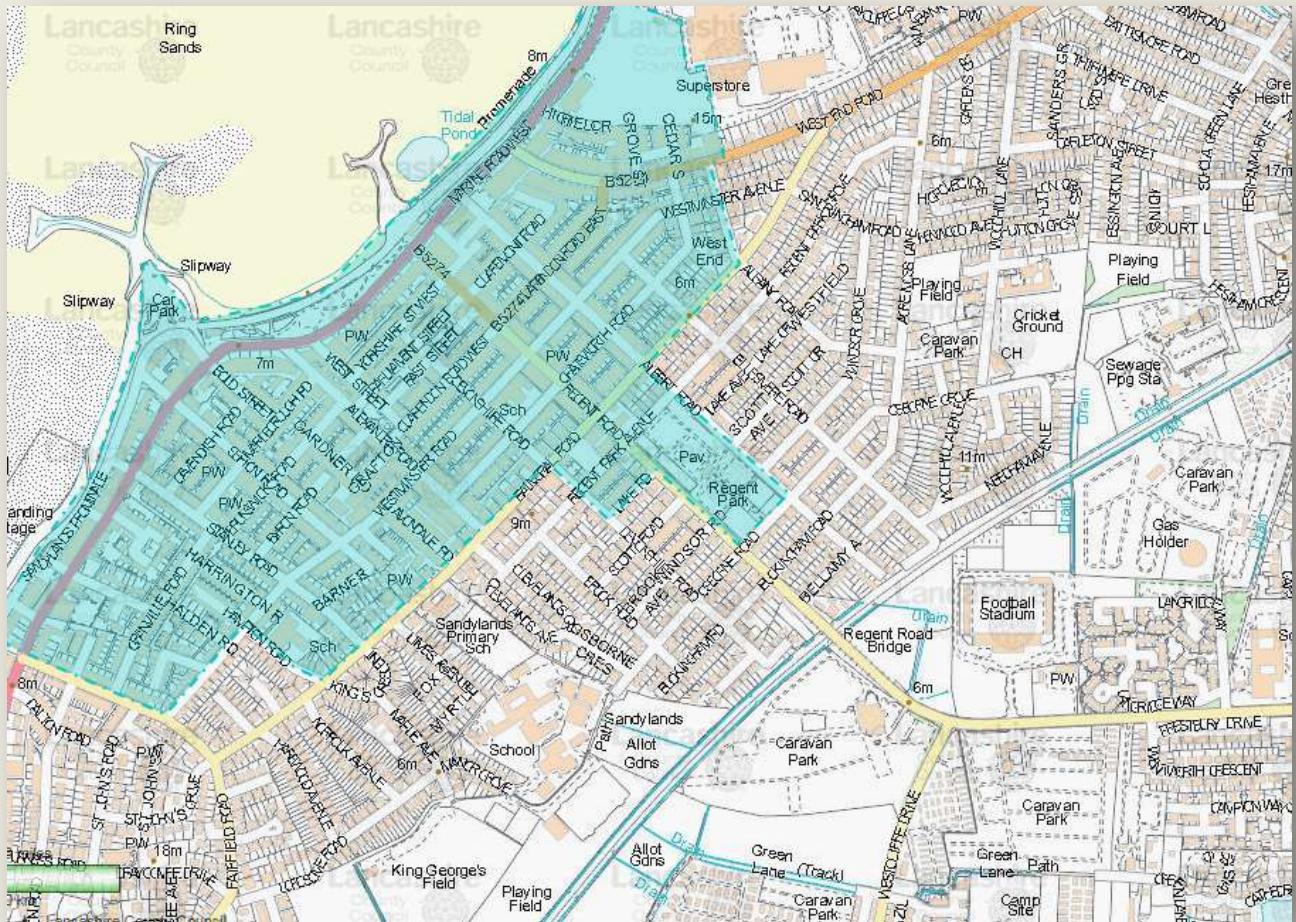
Covered by the Harbour Ward & Heysham North Ward

Total Area:
1875082.54 square metres
1.875 square kilometres
187.508 hectares
463.333 acres

Perimeter:
6414.76 metres
3.99 miles

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



WEST END MILLION AREA

Total Area:
582649.01 square metres
0.583 square kilometres
58.265 hectares
143.973 acres

Perimeter:
4186.13 metres
2.60 miles

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



AERIAL VIEW OF MORECAMBE WEST END

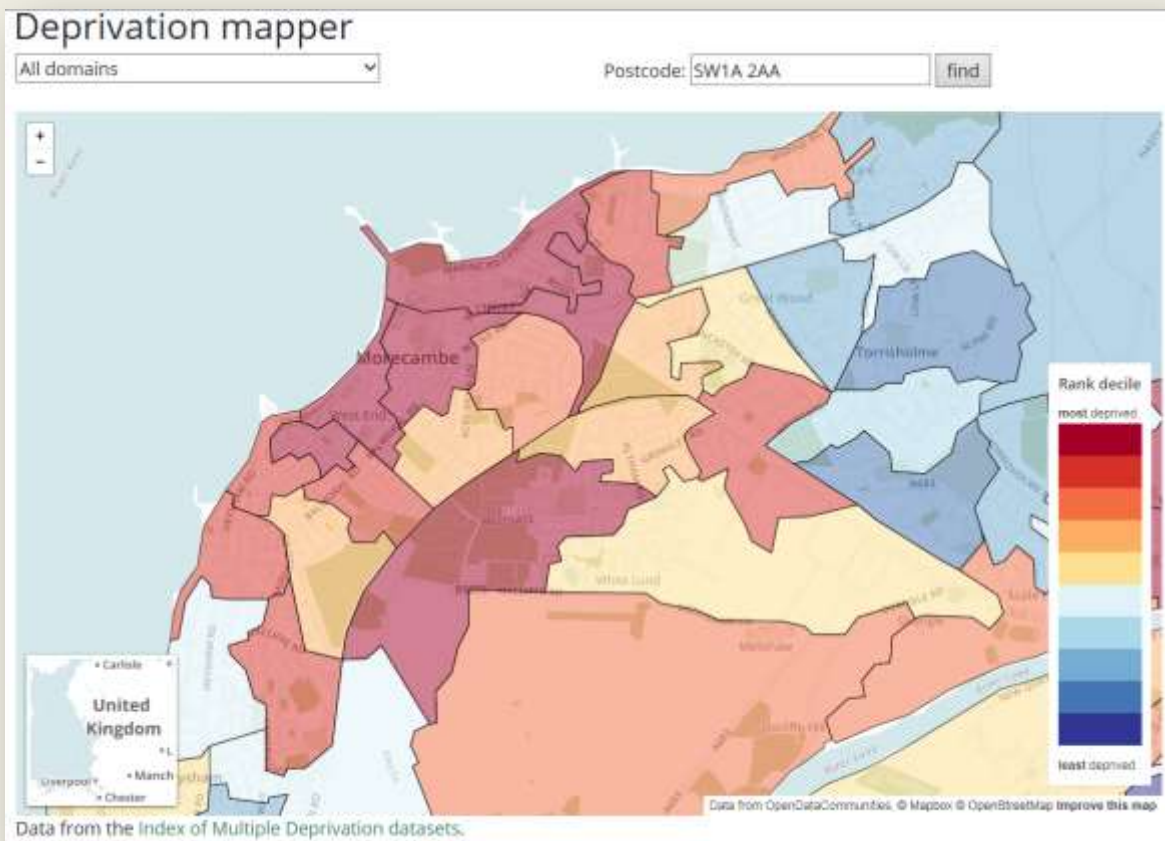
Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile

DEPRIVATION MAPS OF MORECAMBE

INDEX OF MULTIPLE DEPRIVATION

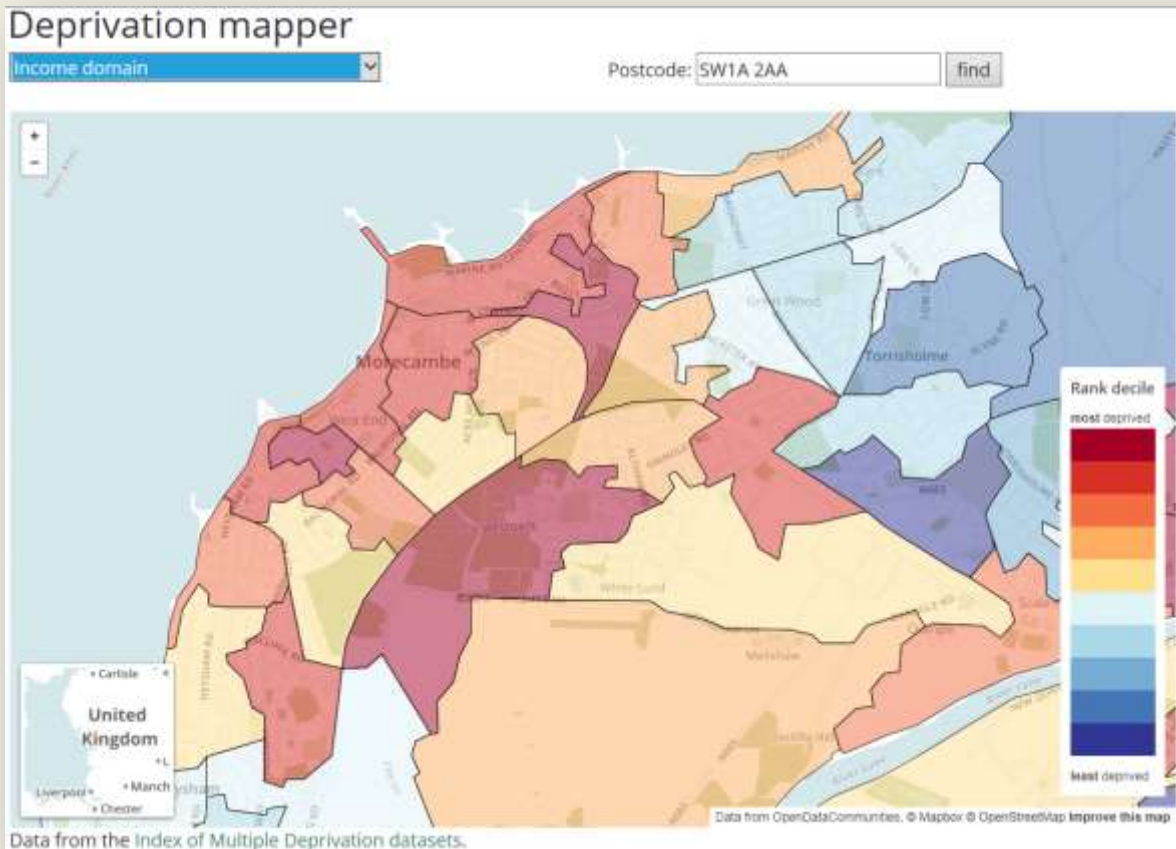
This shows the areas of the West End to be **RED**
i.e. among the most deprived areas in England
according to the government's statistics



Source: Department for Communities & Local Government (Open Access to Local Data)

West End Million Community Profile

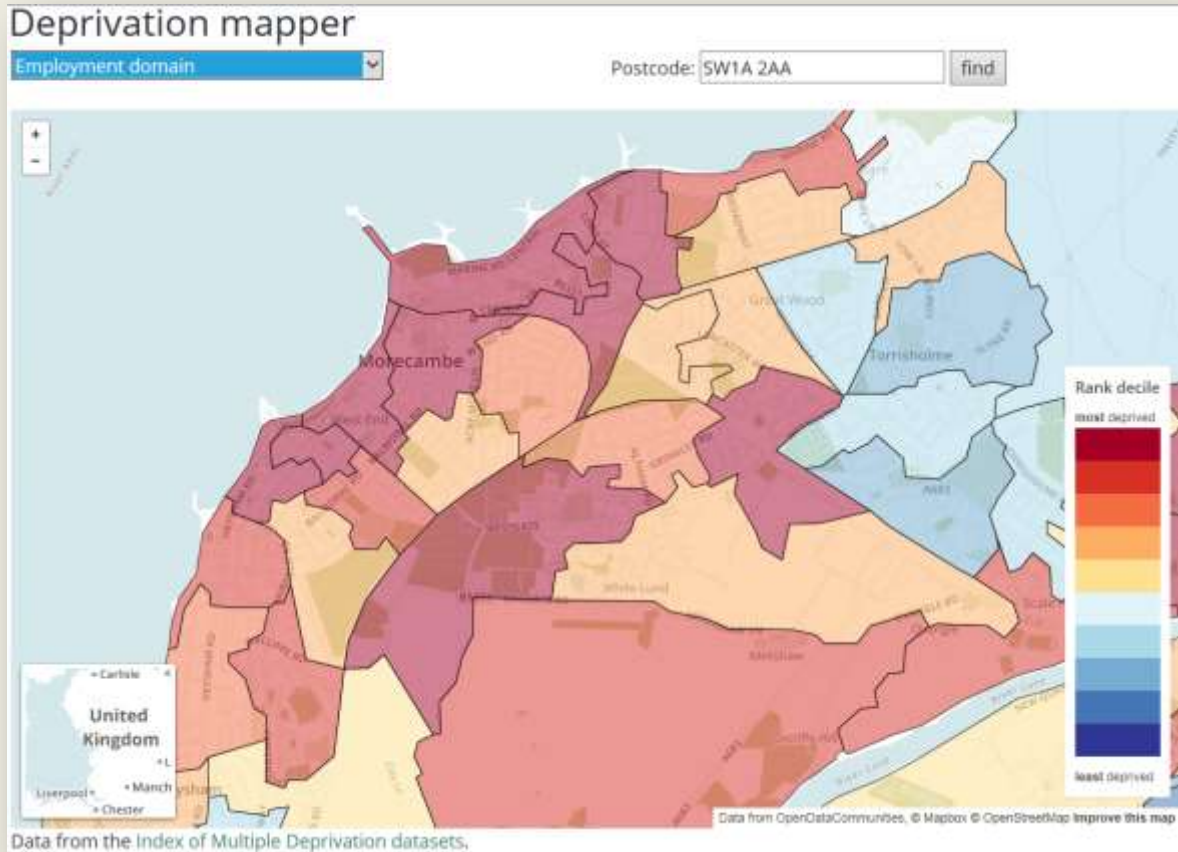
DEPRIVATION MAP OF MORECAMBE (Income deprivation)



Source: Department for Communities & Local Government (Open Access to Local Data)

West End Million Community Profile

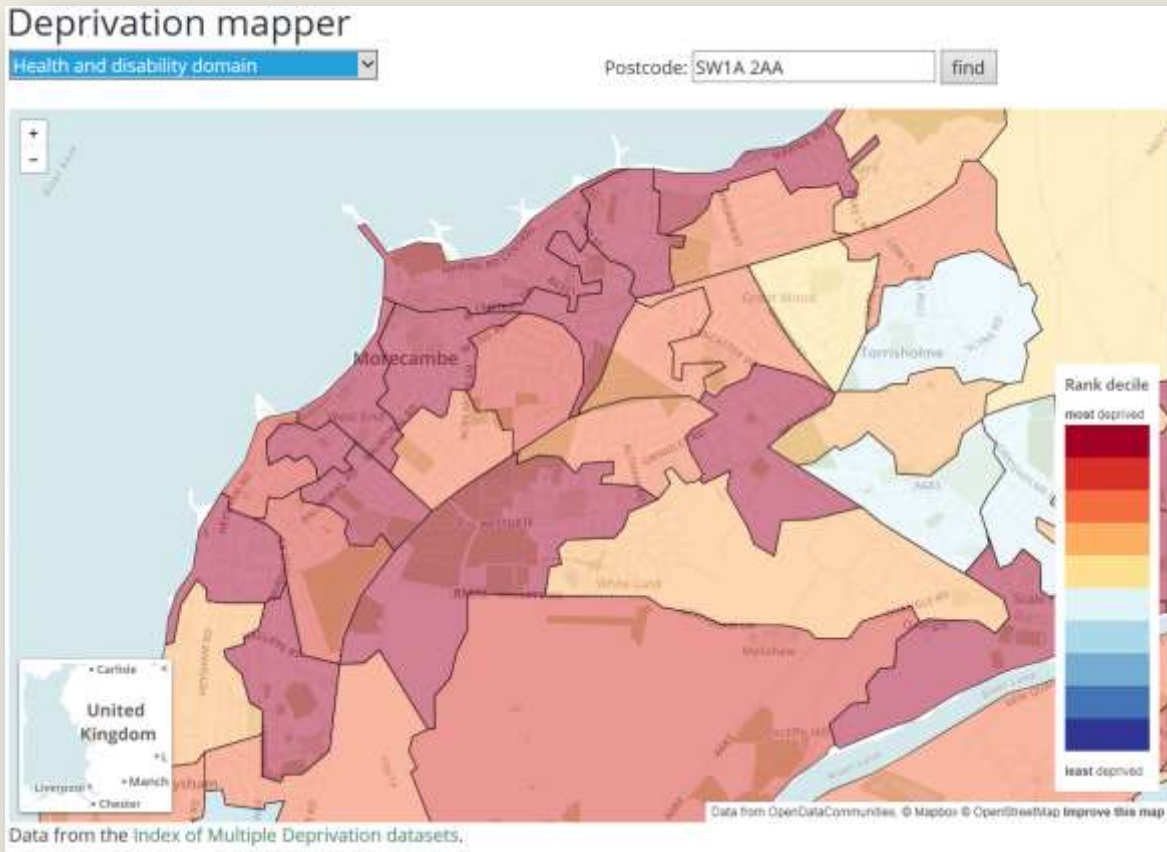
DEPRIVATION MAP OF MORECAMBE (Employment deprivation)



Source: Department for Communities & Local Government (Open Access to Local Data)

West End Million Community Profile

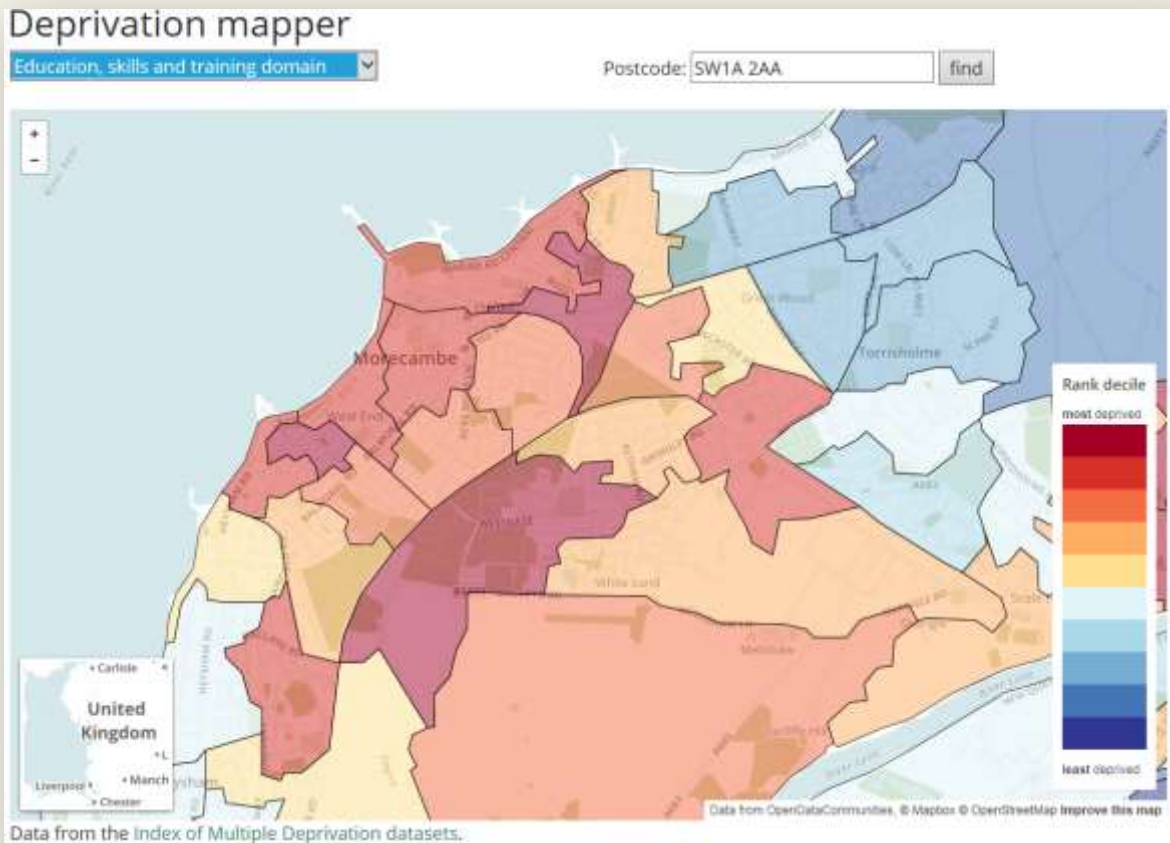
DEPRIVATION MAP OF MORECAMBE (Health & disability deprivation)



Source: Department for Communities & Local Government (Open Access to Local Data)

West End Million Community Profile

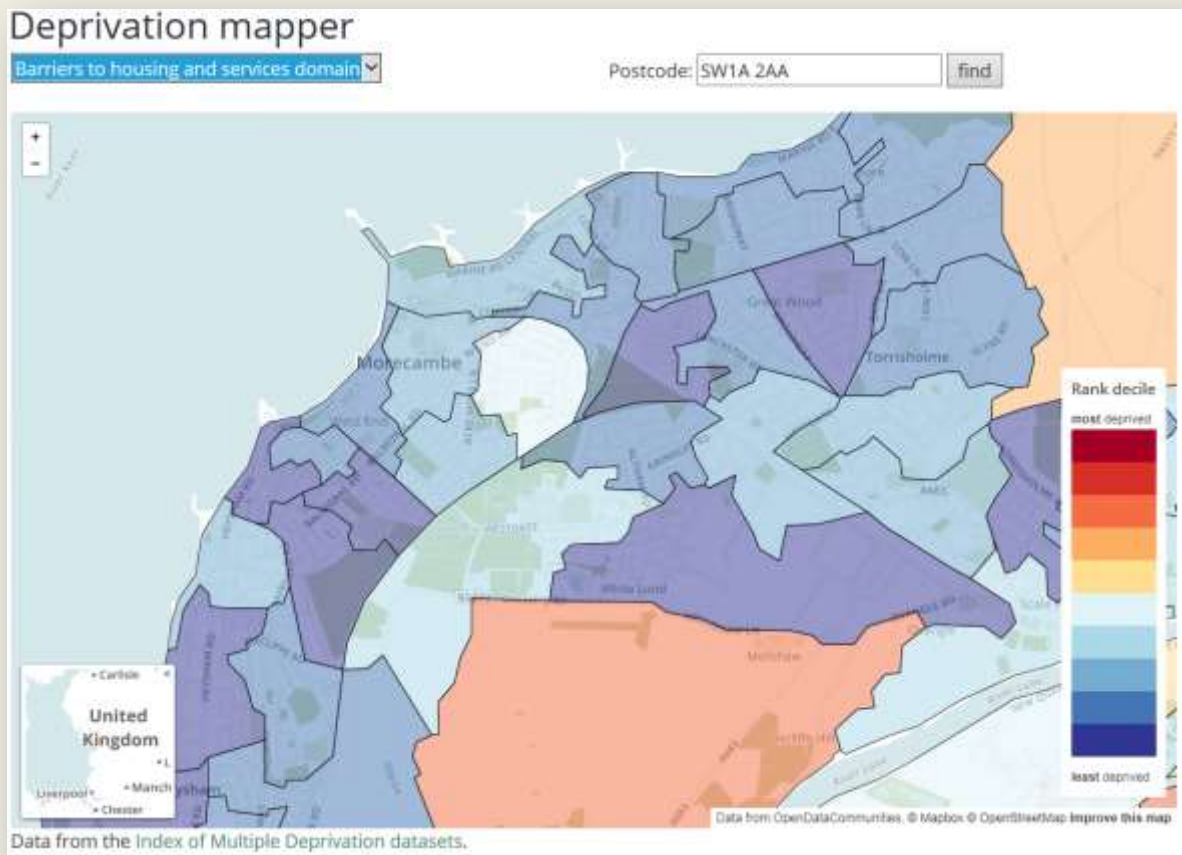
DEPRIVATION MAP OF MORECAMBE (Education, skills & training deprivation)



Source: Department for Communities & Local Government (Open Access to Local Data)

West End Million Community Profile

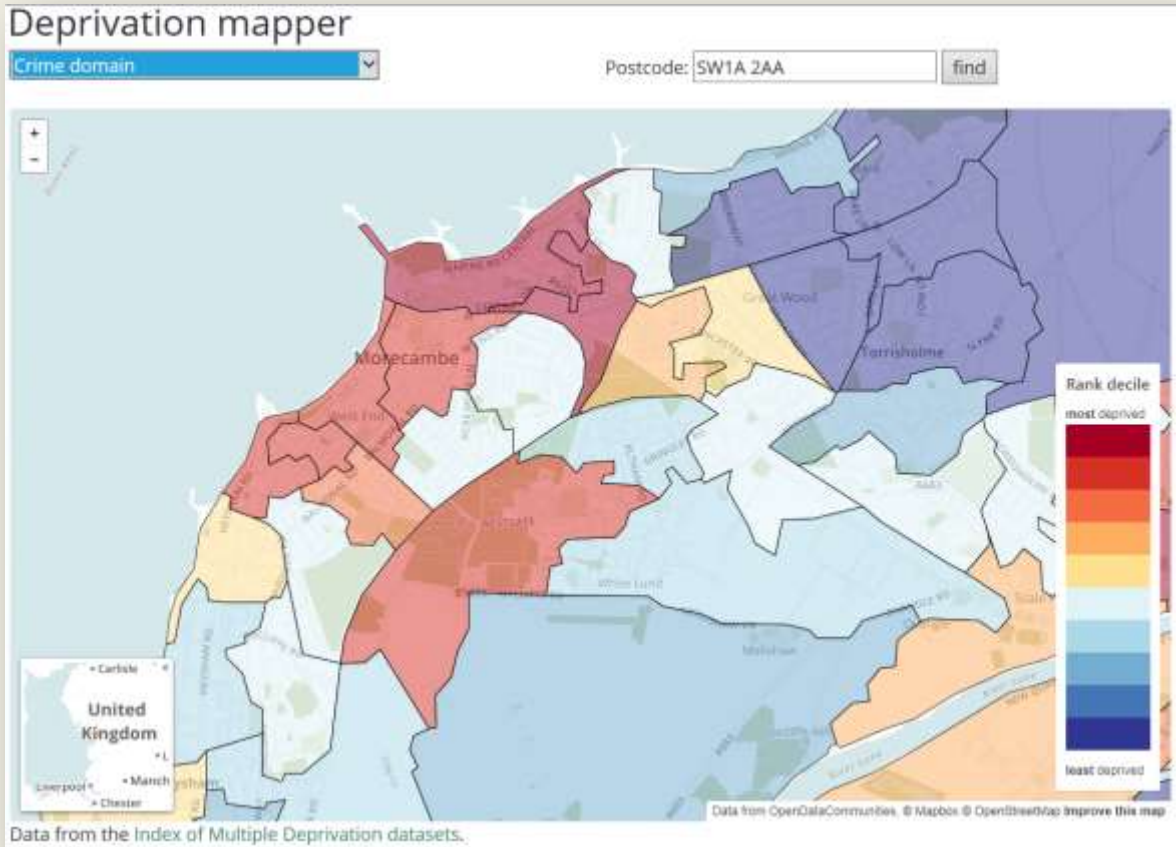
DEPRIVATION MAP OF MORECAMBE (Barriers to housing & services deprivation)



Source: Department for Communities & Local Government (Open Access to Local Data)

West End Million Community Profile

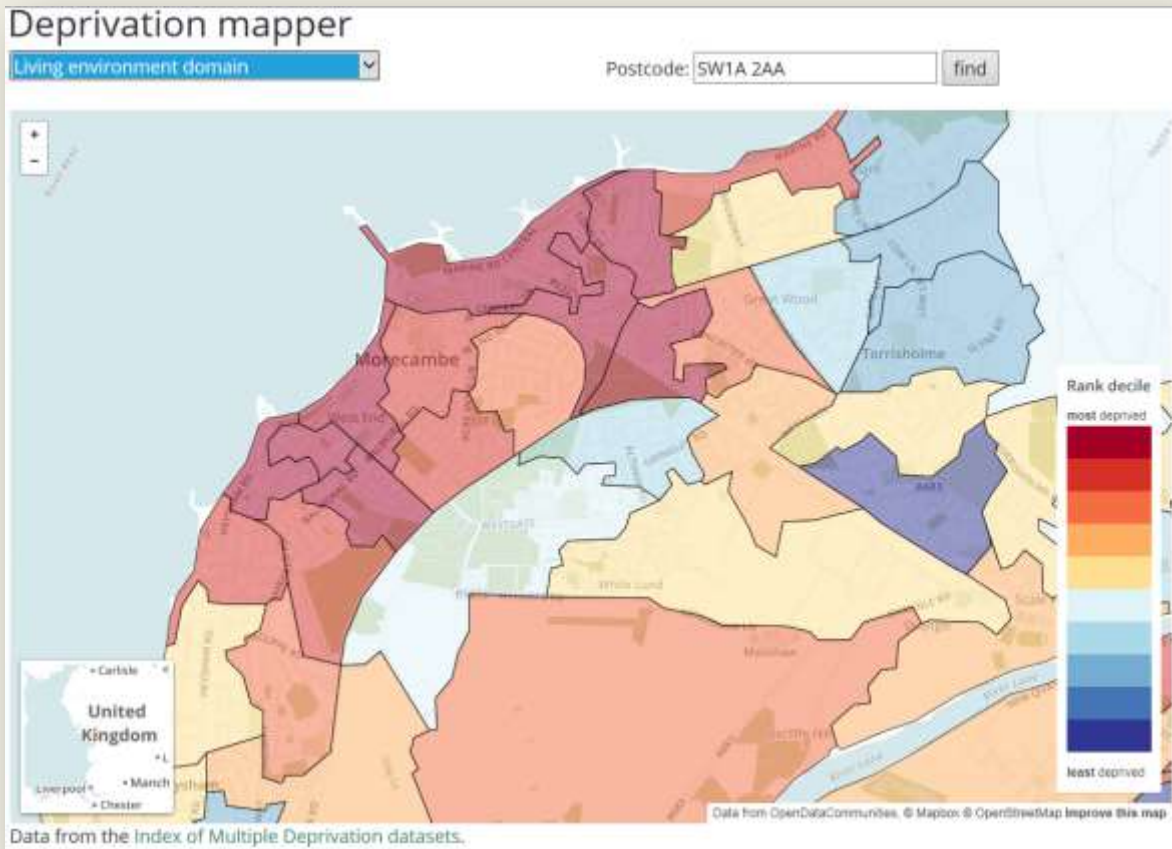
DEPRIVATION MAP OF MORECAMBE (Crime deprivation)



Source: Department for Communities & Local Government (Open Access to Local Data)

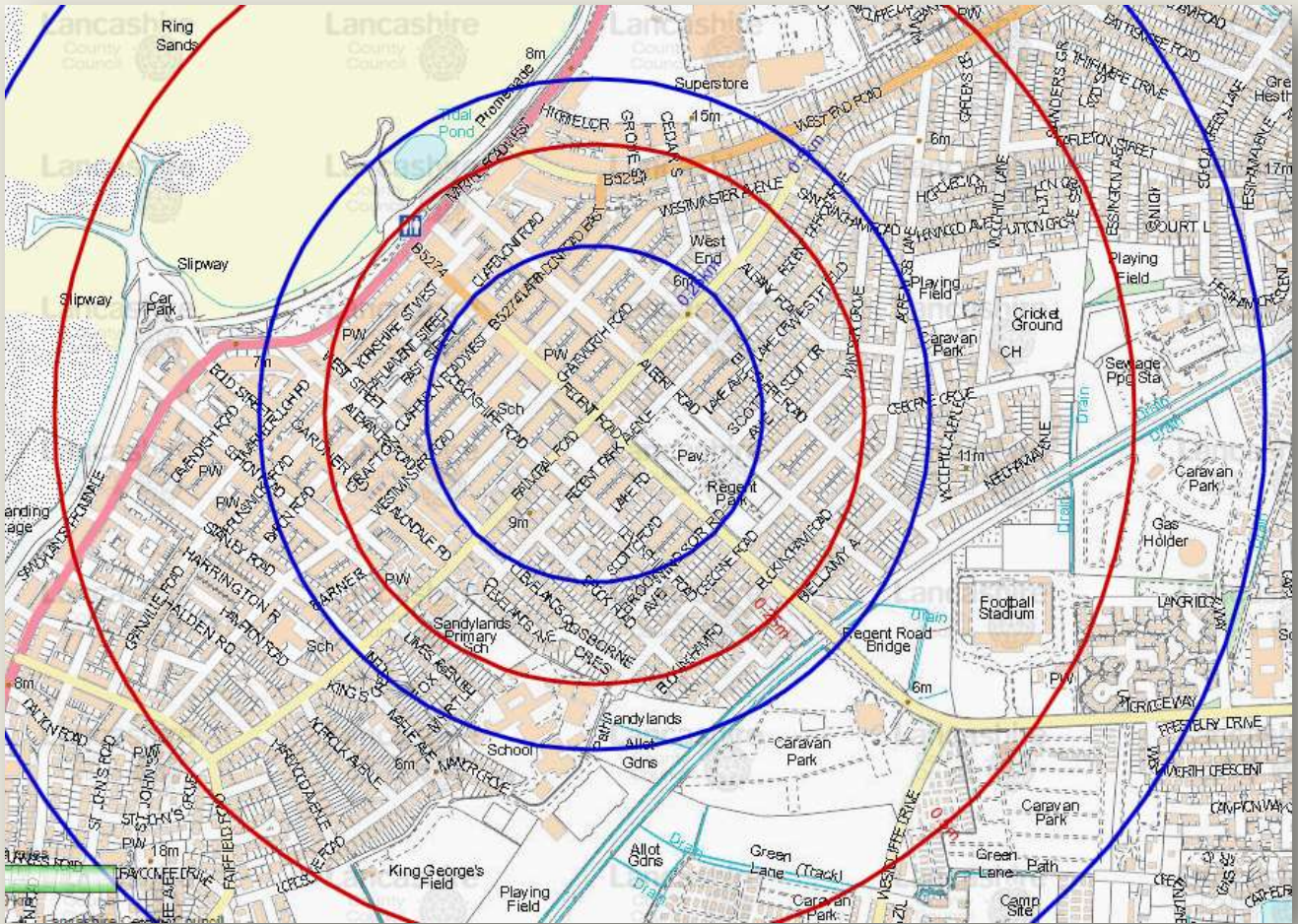
West End Million Community Profile

DEPRIVATION MAP OF MORECAMBE (Living environment deprivation)



Source: Department for Communities & Local Government (Open Access to Local Data)

West End Million Community Profile



MORECAMBE WEST END DISTANCES

Radius

0.25Km

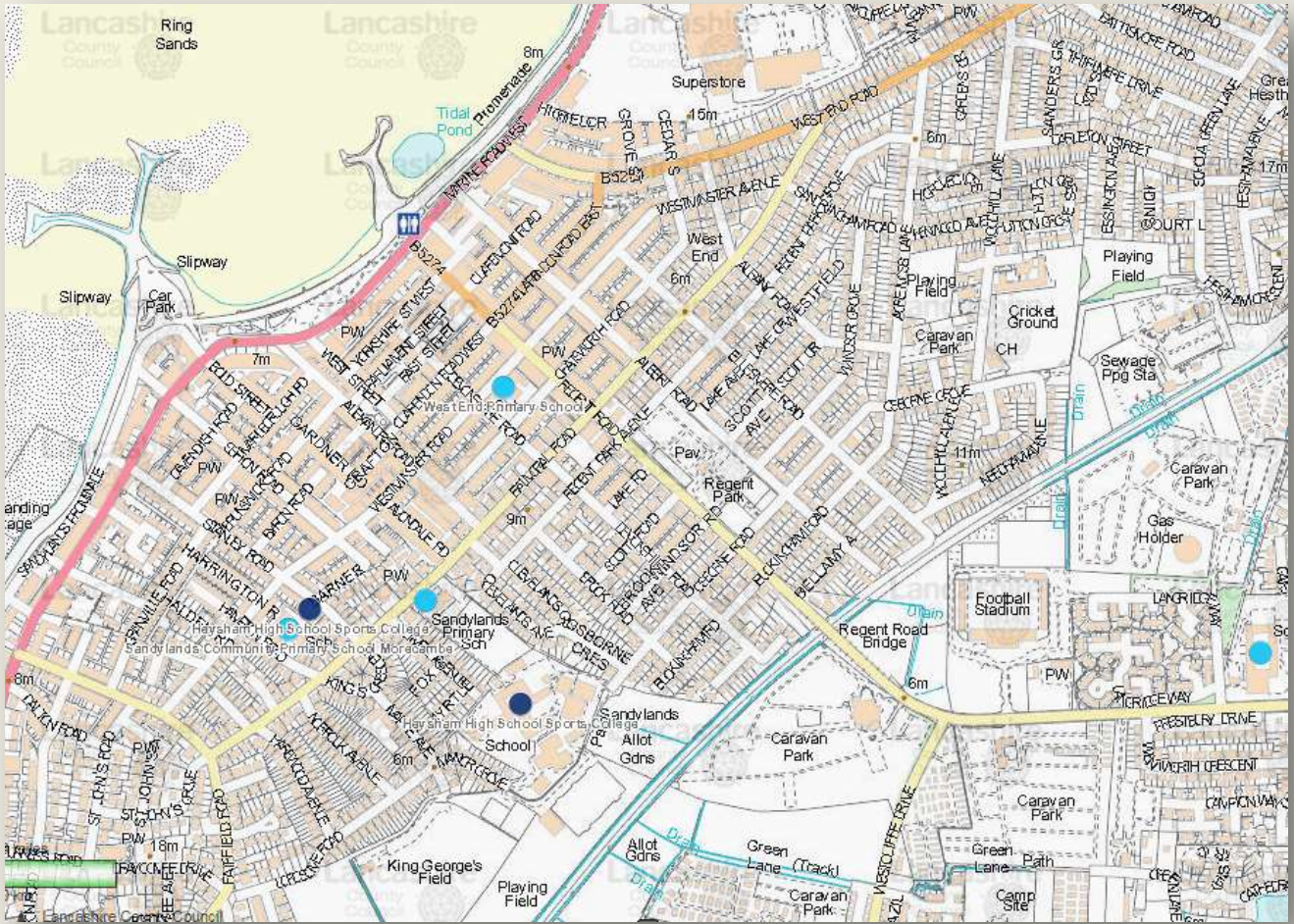
0.25 mile

0.5 km

0.5 mile

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile

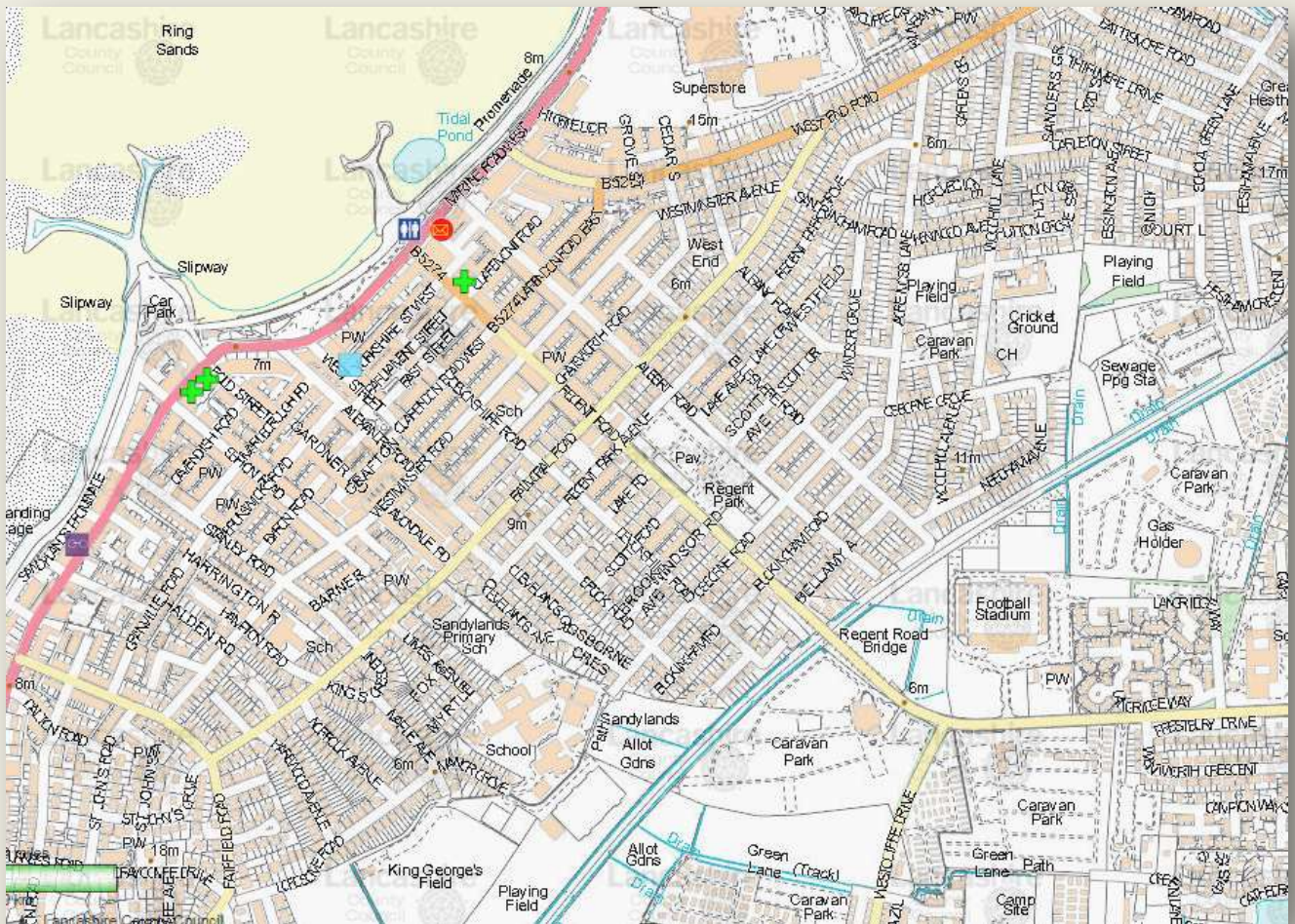


SCHOOLS

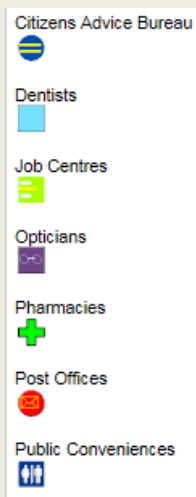


Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile

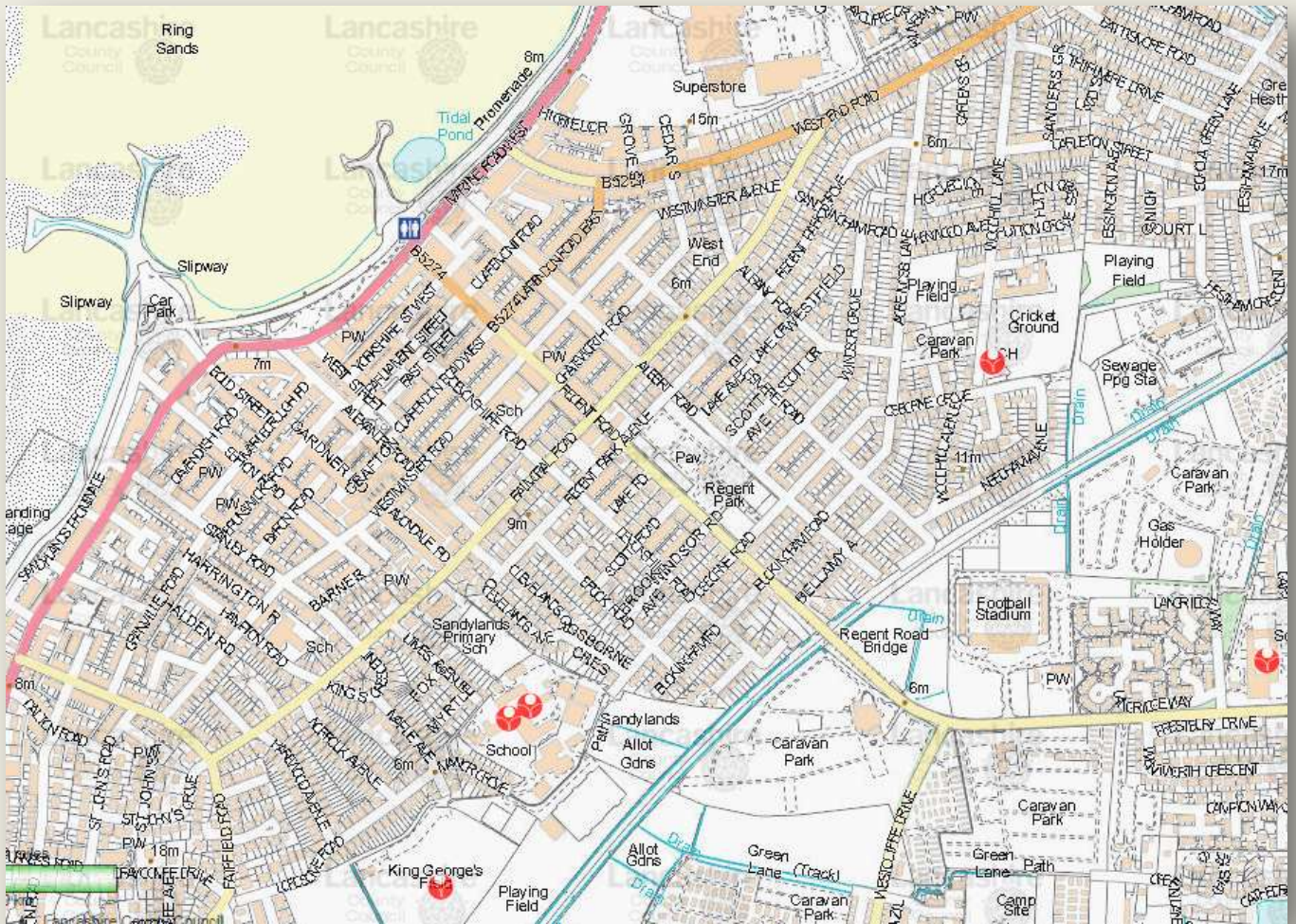


LOCAL SERVICES



Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



SPORT & LEISURE FACILITIES

Sport and Leisure Facilities



Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



WEST END CONSERVATION AREA

Conservation Areas



Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile

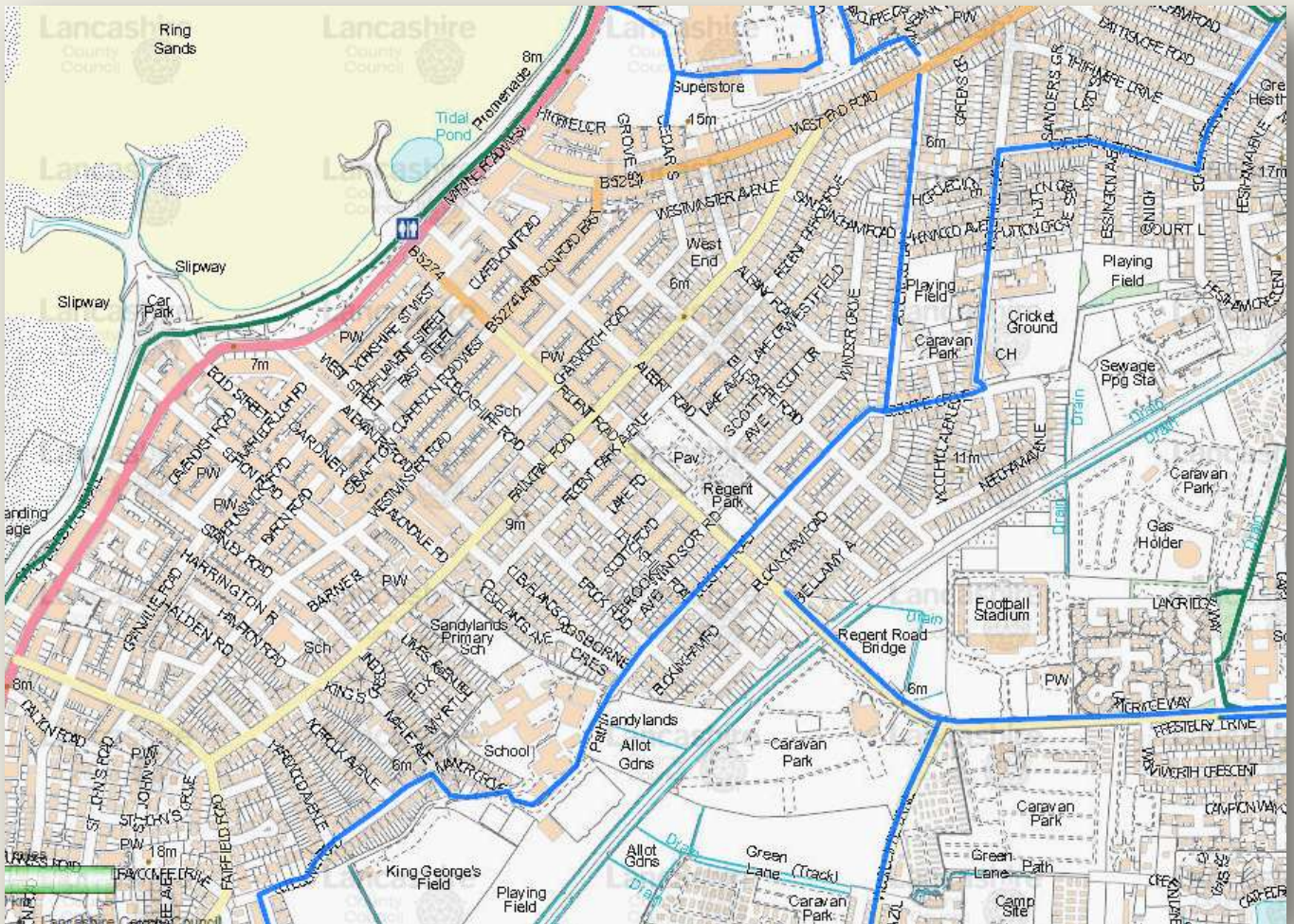


BUS ROUTES & BUS STOPS



Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



CYCLE ROUTES

Cycle Routes

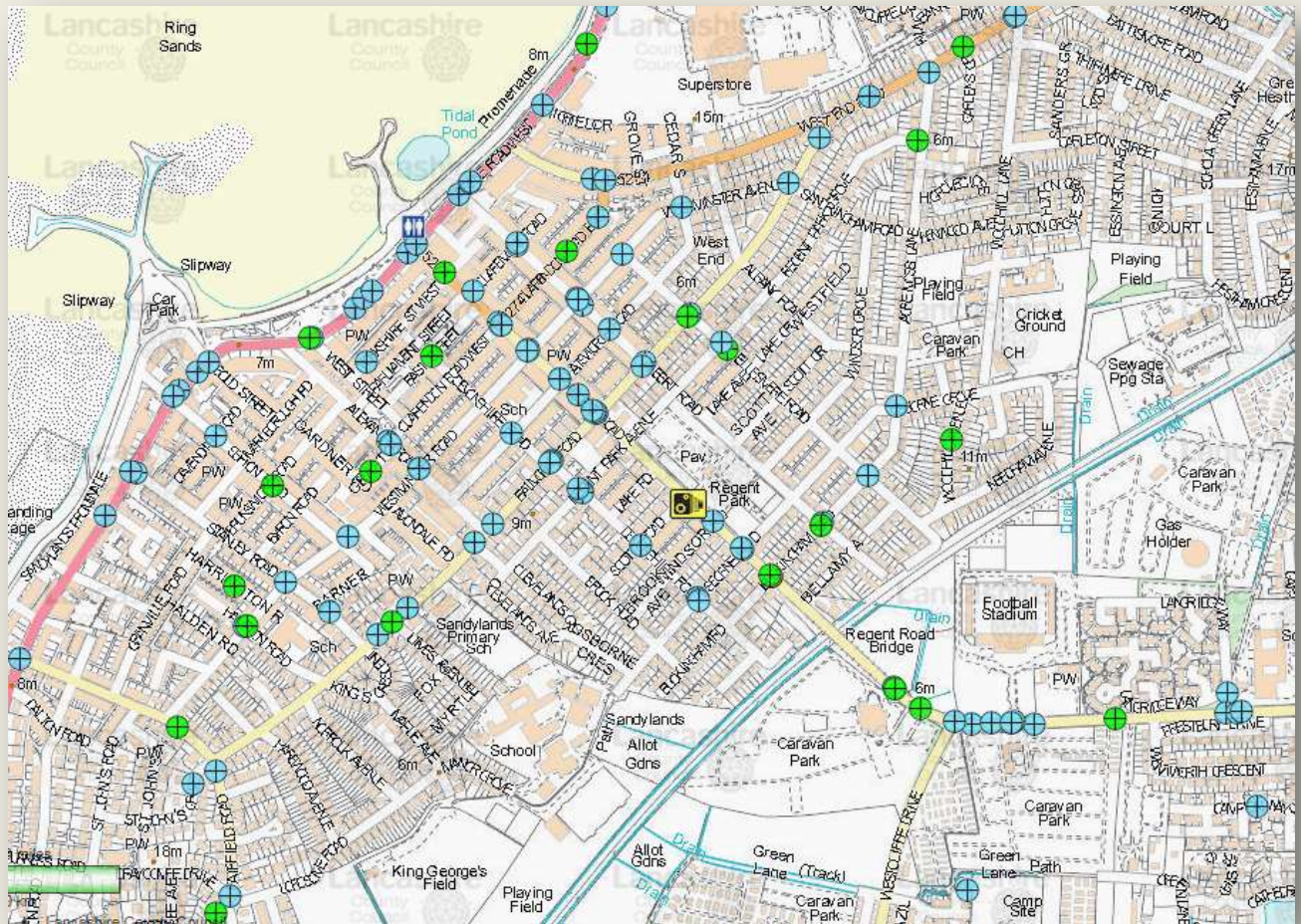
 On Road

 Off Road

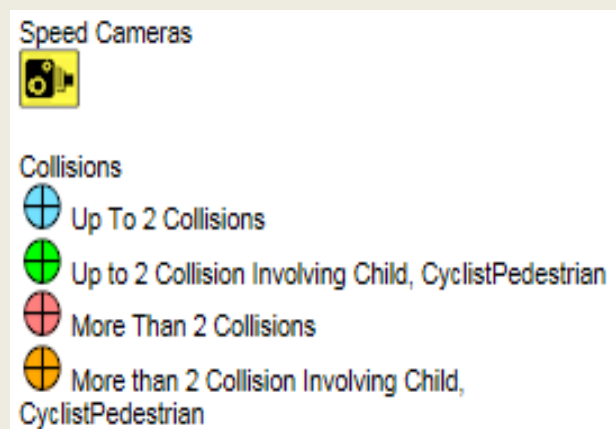
 Proposed

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile

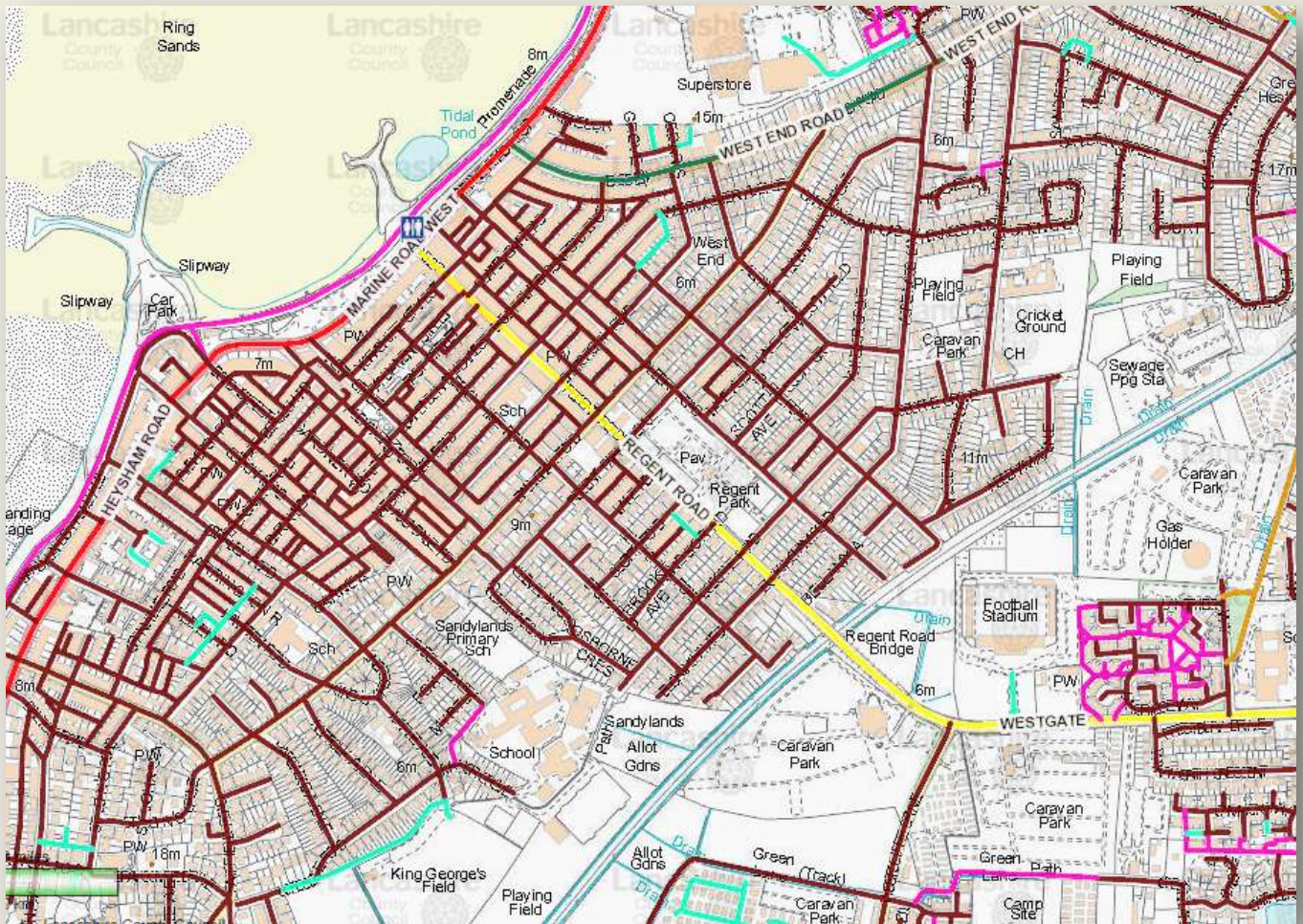


ROAD COLLISIONS & SPEED CAMERAS



Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



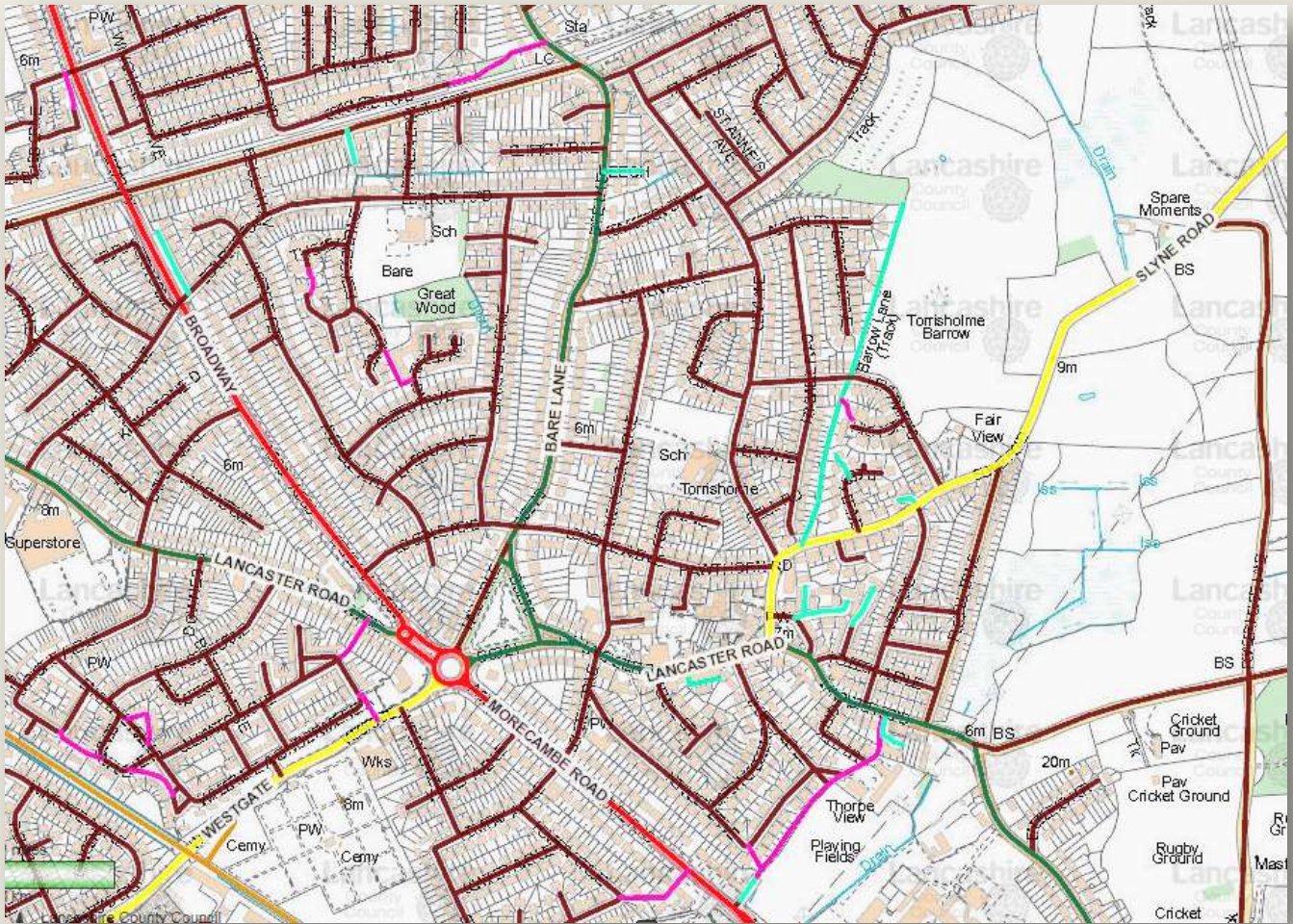
ROAD STATUS

Morecambe West End



Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



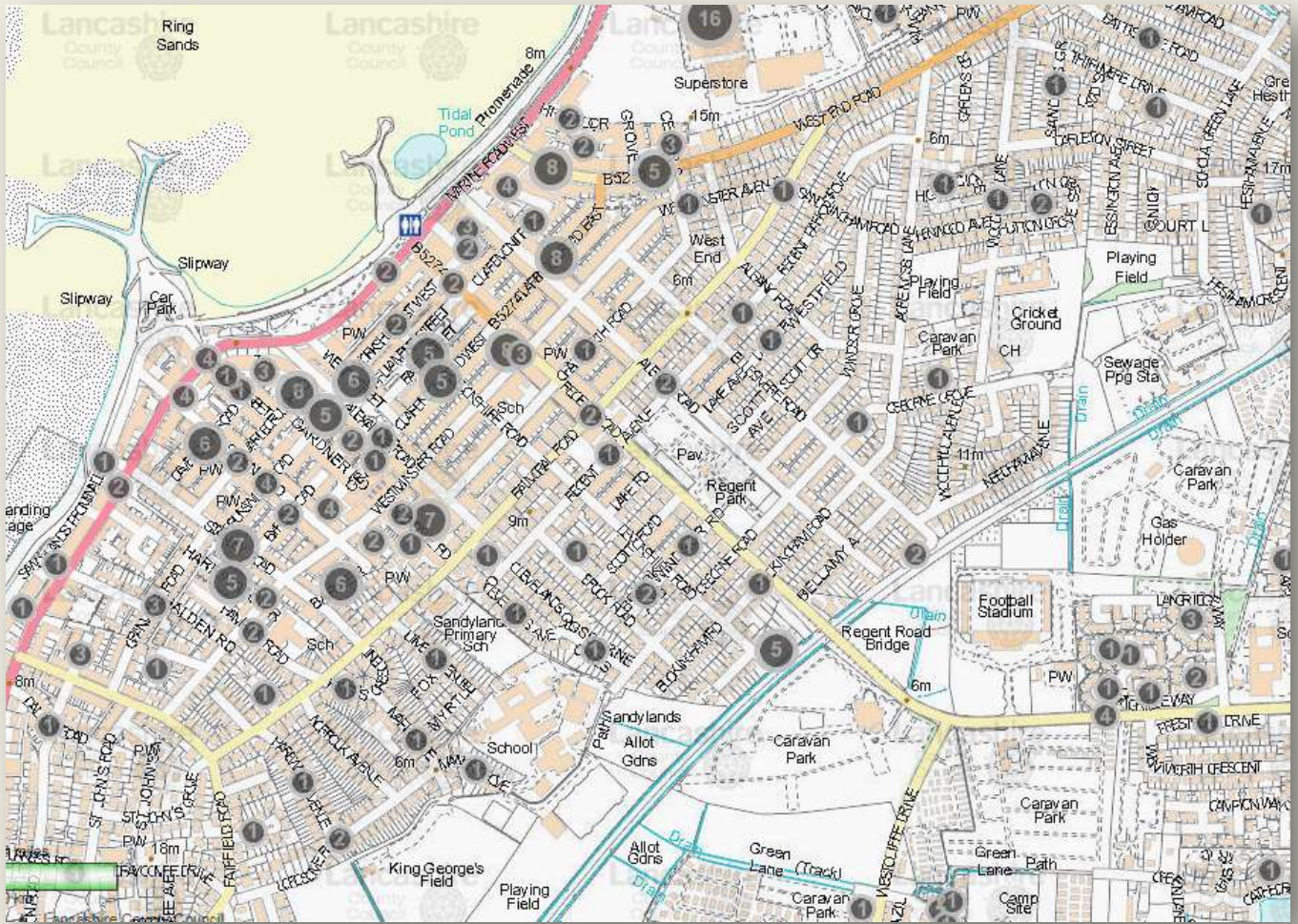
ROAD STATUS

Compared with Torrisholme

(For comparison: map to same scale)

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



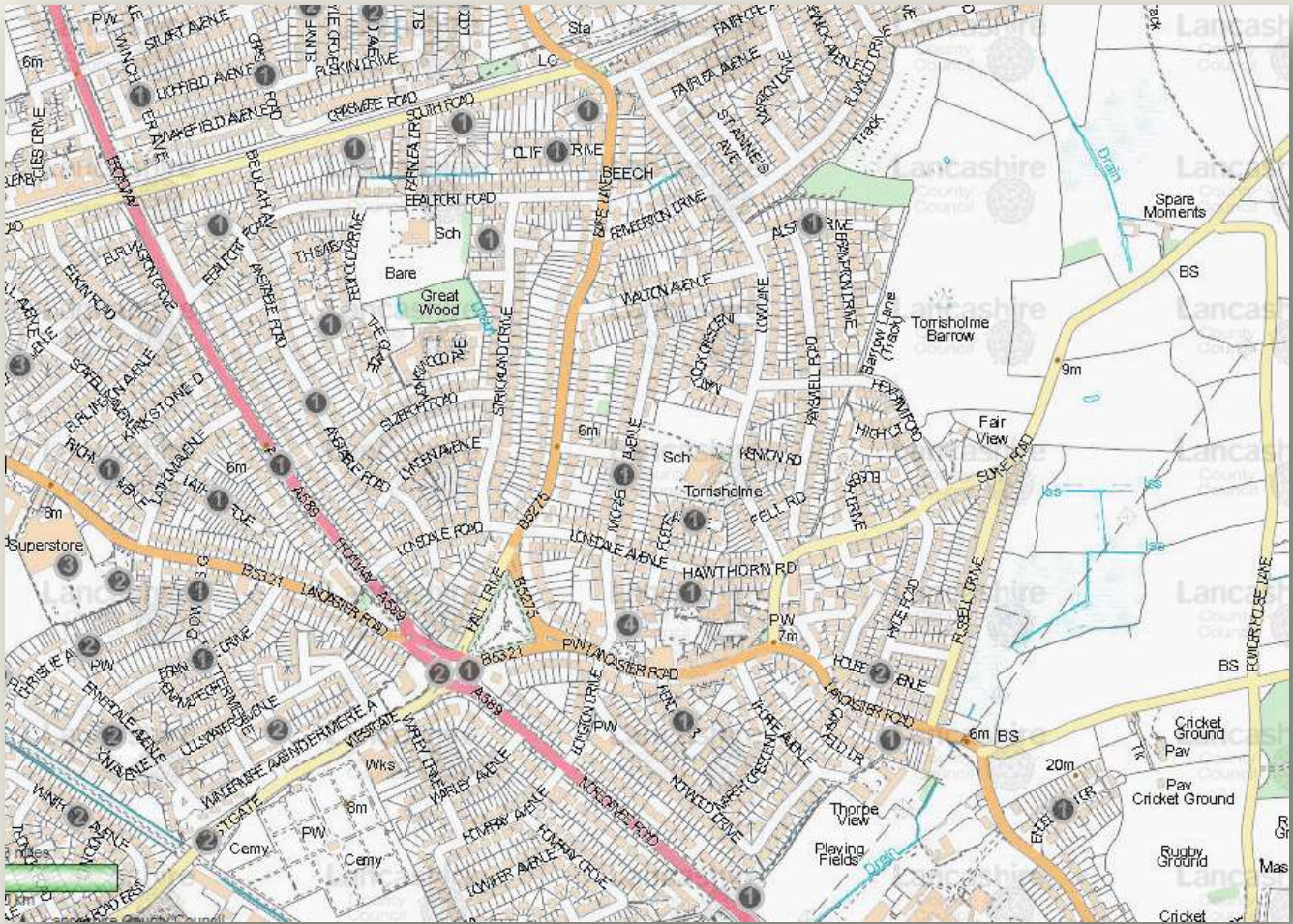
STREET CRIME (MARCH 2013)

Morecambe West End



Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



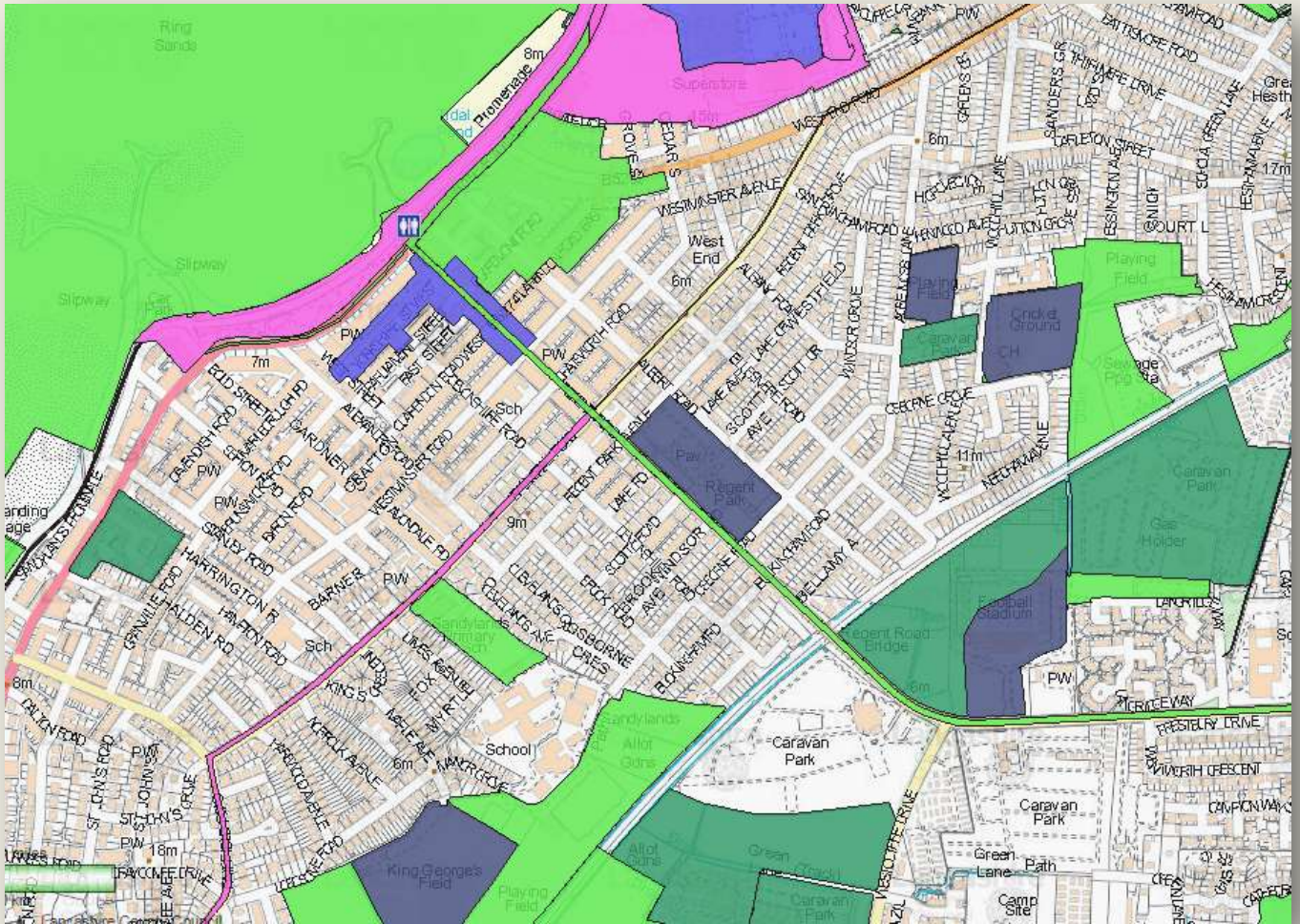
STREET CRIME (MARCH 2013)

Compared with Torrisholme

(For comparison: map to same scale)

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile

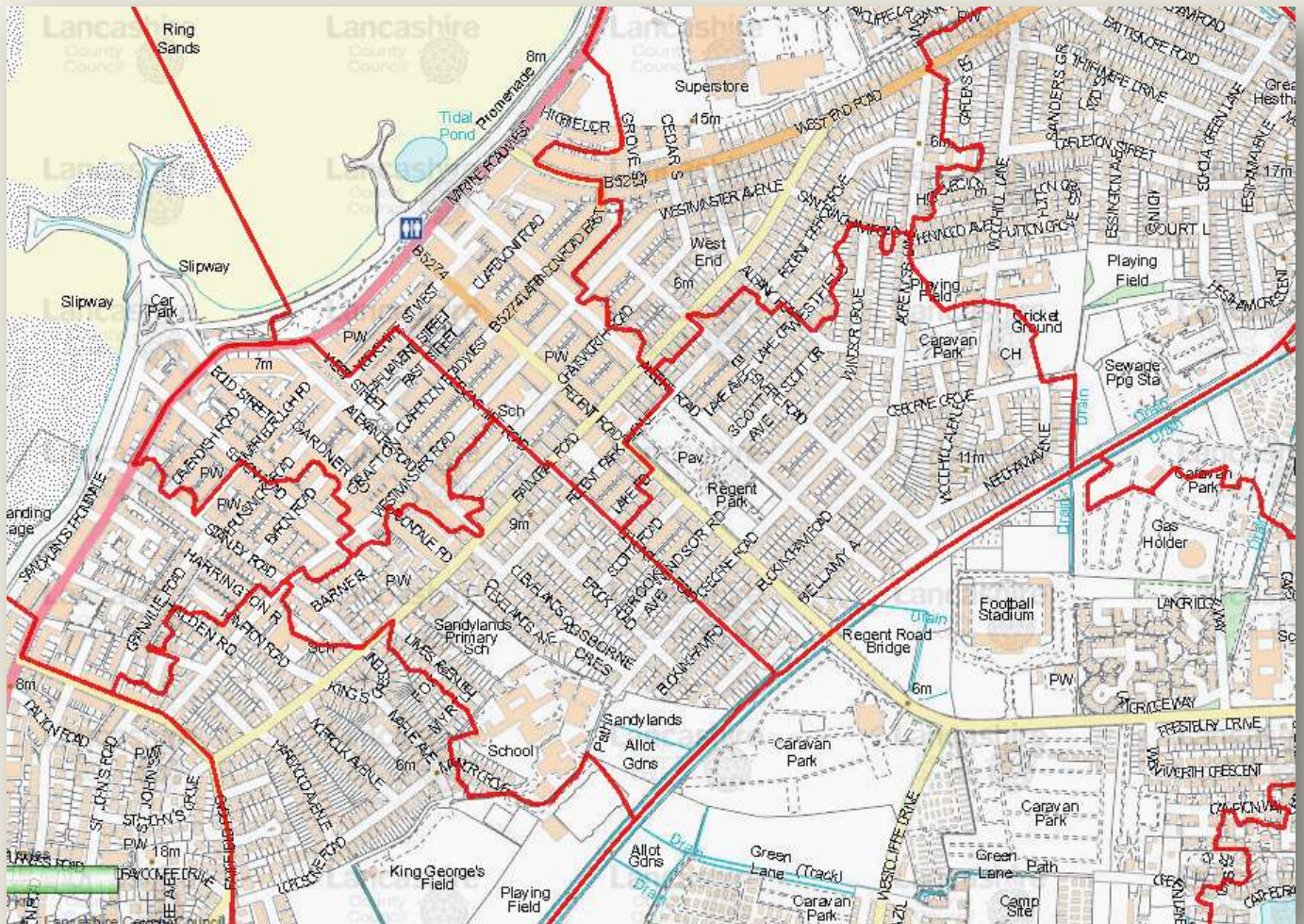


CITY COUNCIL'S LOCAL PLAN FOR THE WEST END



Source: Lancashire County Council –MARIO (Maps & Related Information Online)

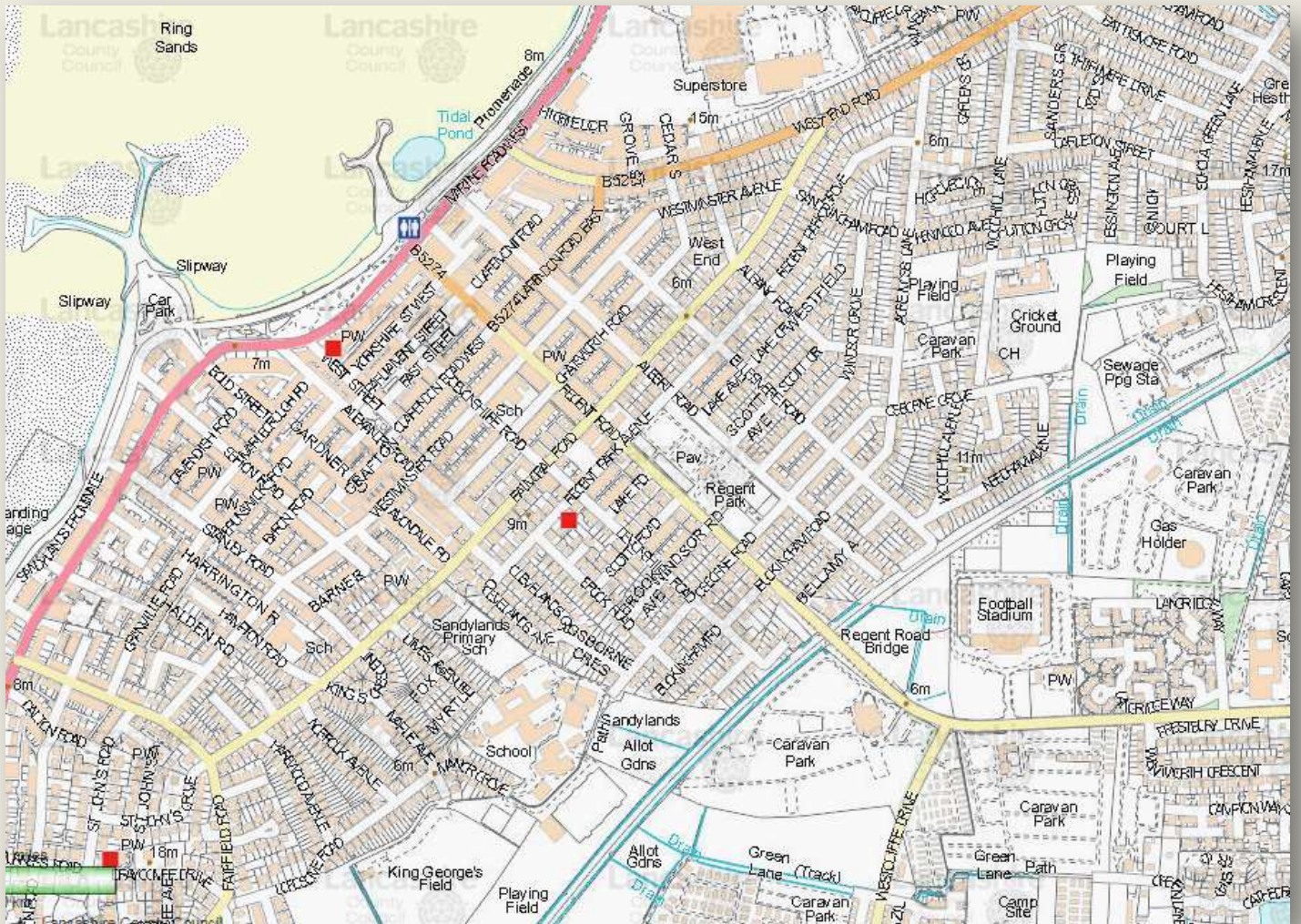
West End Million Community Profile



CENSUS AREAS (LOWER SUPER OUTPUT AREAS) covering the West End

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



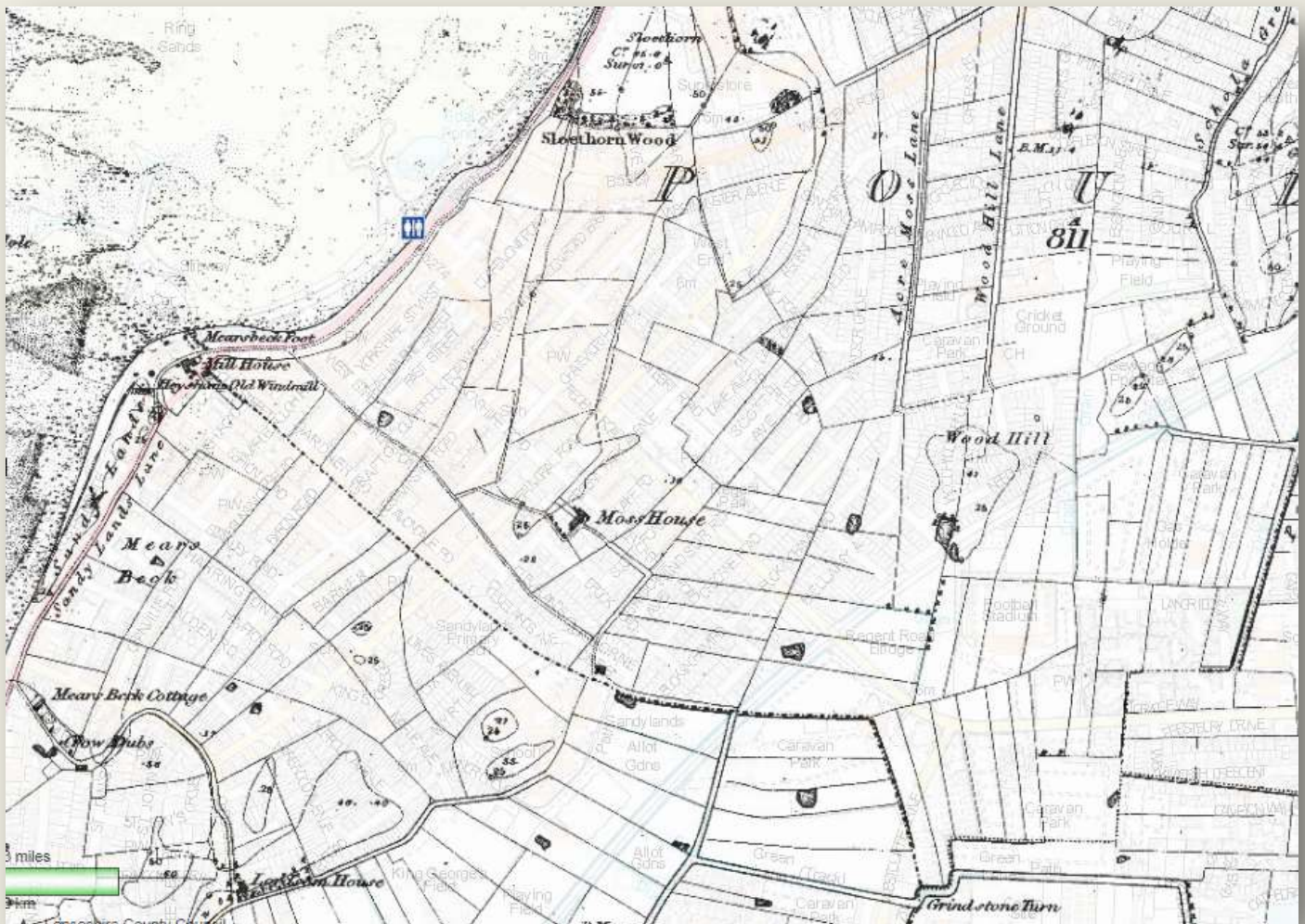
HERITAGE: LISTED BUILDINGS

Two Grade II Listed Buildings in Morecambe West End

- Moss House and attached barn, 42 Regent Park Avenue
- Trinity Methodist Church, Marine Road West

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



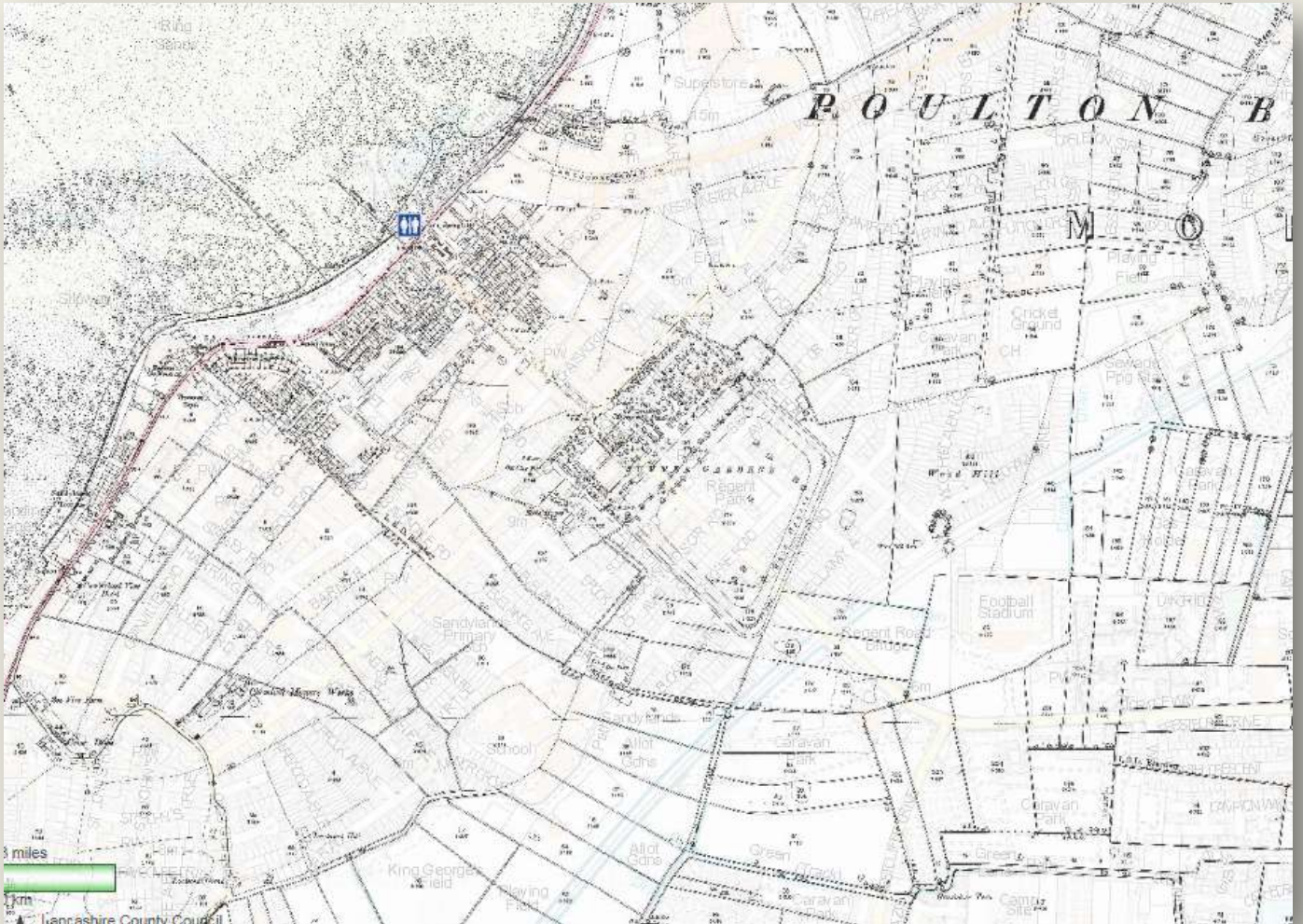
MORECAMBE WEST END MID 19TH CENTURY

WHEN IT WAS STILL COUNTRYSIDE

OLD ORDNANCE SURVEY MAP 1ST EDITION (1:10,000)

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



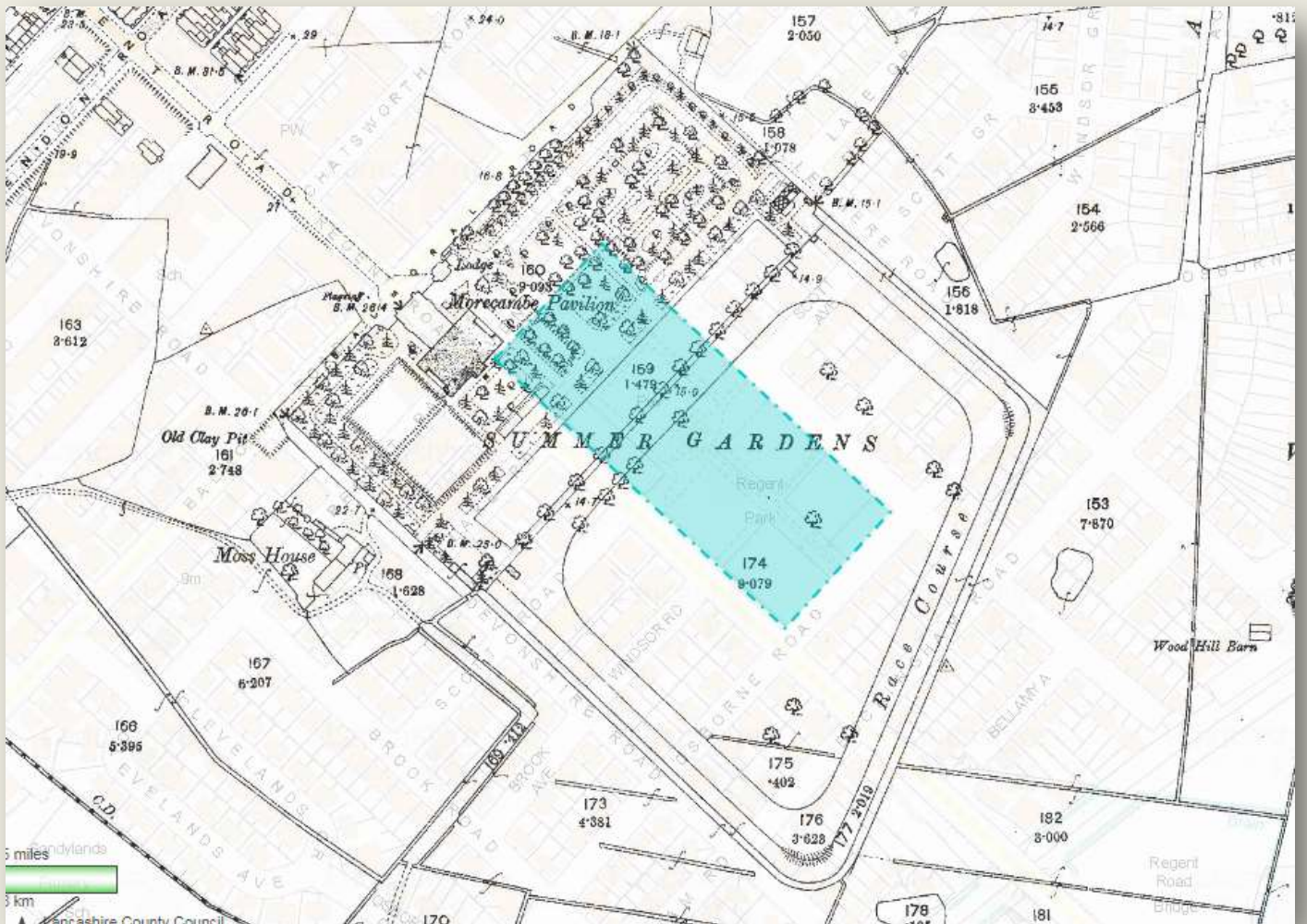
MORECAMBE WEST END LATE 19TH CENTURY

WHEN IT WAS BEING DEVELOPED AS A RESORT

OLD ORDNANCE SURVEY MAP (1:2,500)

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



MORECAMBE SUMMER GARDENS

19TH CENTURY

(Present area of Regent Park shaded, 1/5th of the size of the original Summer Gardens)

Summer Gardens

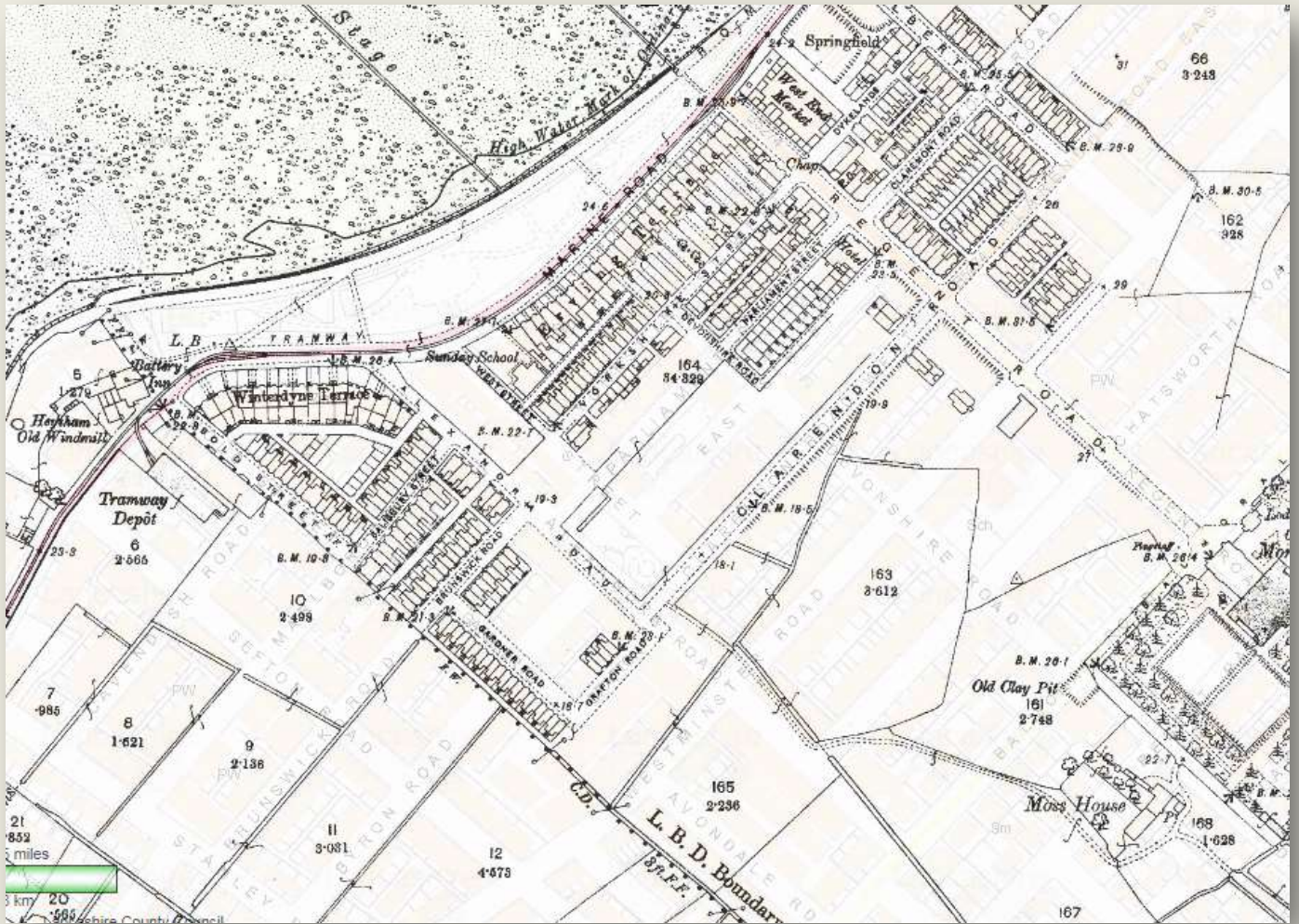
26.3 acres

Regent Park

4.8 acres

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

West End Million Community Profile



Detail

EARLY DEVELOPMENT OF MORECAMBE WEST END

19TH CENTURY

Source: Lancashire County Council –MARIO (Maps & Related Information Online)

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1. Community Consultation

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What Don't You Like About the West End?

Table: West End Flyer:

If You Had A Million Pounds to Spend In The West End?

Table: West End Community Canvassing Form:

How Would You Invest £1M?

Graph: West End Community Canvassing Form:

How Would You Invest £1M?

Table: West End Community Canvassing Form:

You And Your Community (Female/Male responses)

Table: West End Community Canvassing Form:

How Would You Invest £1M? (Female/Male responses)

Table: West End Community Canvassing Form:

Female/Male responses - summary points

Table: West End Community Canvassing Form:

You And Your Community (Retired respondents/Non-retired)

Table: West End Community Canvassing Form:

How Would You Invest £1M? (Retired respondents/Non-retired)

Table: West End Community Canvassing Form:

Retired respondents/Non-retired - summary points

Table: West End Community Canvassing Form:

You And Your Community (Home renters/Home owners)

Table: West End Community Canvassing Form:

How Would You Invest £1M? (Home renters/Home owners)

Table: West End Community Canvassing Form:

Home renters/Home owners - summary points

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What Do You Like About The West End?

What Don't You Like About The West End?

If You Had £1M To Spend On The West End How Would You Spend It?

3. Consultation at the Morecambe Carnival

Table: What Do You Like About The West End?

Table: What Don't You Like About The West End?

Table: If You Had £1M To Spend On The West End How Would You Spend It?

4. Consultation at the West End Festival

Table: What Do You Like About The West End?

Table: What Don't You Like About The West End?

Table: If You Had £1M To Spend On The West End How Would You Spend It?

West End Million Community Profile

Additional suggestions

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Table: Employment Index 2010, West End Million areas

Table: Health & Disability Index 2010, West End Million areas

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Table: Barriers to Housing & Services Index 2010, West End Million areas

Table: Crime Index, West End Million areas

Table: Living Environment Index, West End Million areas

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West End Million Community Profile

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- Table: Key Stage 2 Results (% making progress) by Primary School 2014
- Table: Key Stage 2 Results (Average Points Score) by Primary School, 2014
- Table: Disadvantaged Pupils at KS2 (No.s, Results, Gap) by Primary School 2012-14
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- Table: Disadvantaged Pupils at Key Stage 4, by School 2014
- Table: GCSE Results by Gender and English as Additional Language Pupils,
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- Map: Burglaries in WEM area (February 2015)
- Map: Incidents of Criminal Damage & Arson in WEM area (Feb. 2015)
- Map: Incidents of Violence & Sexual Offences in WEM area (Feb. 2015)
- Tables: CRIME STATISTICS FOR HEYSHAM NORTH, HARBOUR & TORRISHOLME
POLICE NEIGHBOURHOODS MARCH 2013- FEBRUARY 2015
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- Calls to the Fire & Rescue Services (No.s and Rates per Thousand)
- Total Recorded Crime (No.s and Rates per Thousand)
- Violence Against The Person (No.s and Rates per Thousand)
- Calls to the Police about Domestic Violence (No.s & Rates per ,000)
- Calls to the Ambulance Service where Violence involved
- All Drug Offences (No.s and Rates per Thousand)
- Numbers Killed or Seriously Injured on the Roads
- Robbery (No.s and Rates per Thousand)
- Serious Acquisitive Crime (No.s and Rates per Thousand)
- All Burglary (No.s and Rates per Thousand)
- Domestic Burglaries (No.s and Rates per Thousand)
- All Vehicle Crime (No.s and Rates per Thousand)
- Theft of a Vehicle (No.s and Rates per Thousand)

West End Million Community Profile

Theft from a Vehicle (No.s and Rates per Thousand)
Deliberate Fires (No.s and Rates per Thousand)
All Criminal Damage including Arson (No.s and Rates per Thousand)
Deliberate Vehicle Fires (No.s and Rates per Thousand)
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Listed buildings in the West End, English Heritage

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21. Morecambe Alcohol Inquiry Report 2012 Summary

22. Drug & Alcohol Rehabilitation In The West End

1. COMMUNITY CONSULTATION

West End Flyer

West End Flyer consultation	
<i>What don't you like about the West End?</i>	
285 respondents	
Category	No. of responses
Properties & houses	79
Rubbish, litter & flytipping	58
Appearance of West End	49
Drug & alcohol abuse	48
Shops	45
Crime & Police	36
Irresponsible dog owners	36
Community dislocation	20
General	20
Not enough for children & young people	18
Roads & traffic	16
Poor amenities	14
Other	13
Not enough parks & greenery	10
Frontierland & Fairground	6
Homelessness	4
Disillusioned	3
	439

West End Million Community Profile

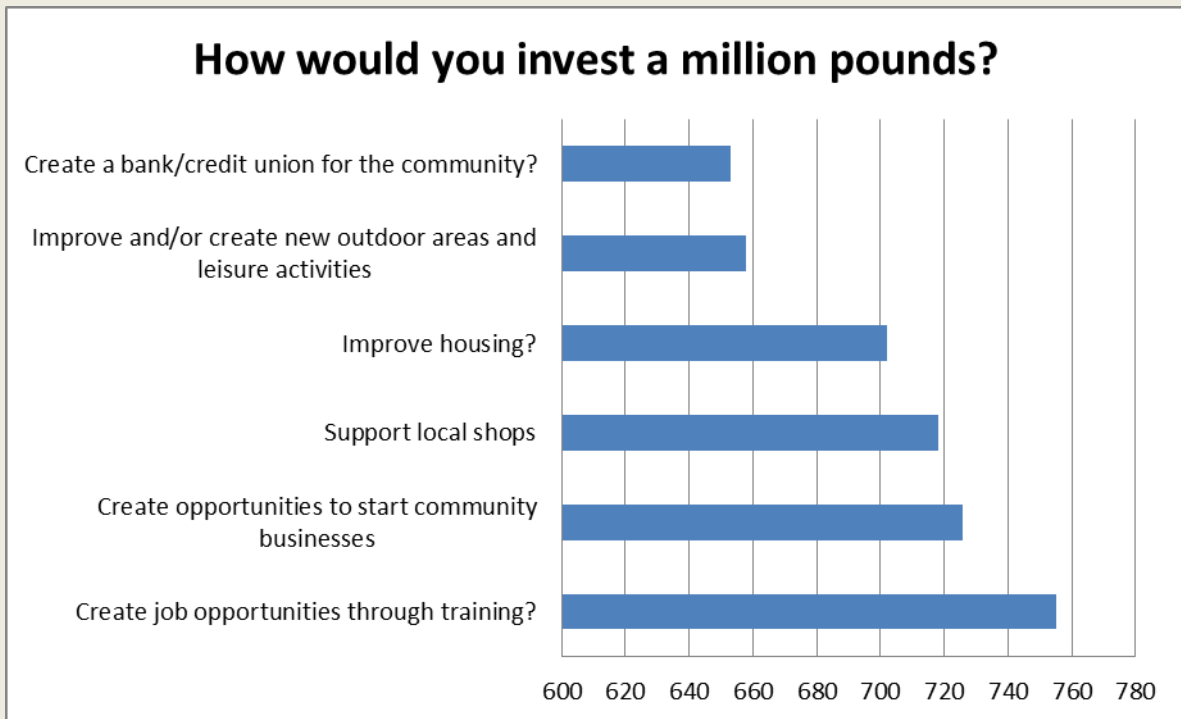
West End Flyer consultation <i>If you had a Million Pounds to spend on the West End how would you spend it?</i> 263 respondents	
Category	No. of responses
Children & Young People	61
Regeneration	54
Appearance, tidy & clean up	46
Shops	38
Parks	34
Housing	26
Community	25
Fairground	21
Play	19
Swimming pool	19
Redevelopment projects	18
Community safety	16
Greenery	15
Charities	15
Road Safety	14
Homelessness	13
Drug & alcohol problem	11
Entertainment	11
Employment	11
Other	9
Business	8
Sports	8
Ice rink	7
Amenities	6
Arts	6
Promenade	5
Disability	4
Dog problem	4
Ideas	3
Water sports facility	2
	529

West End Million Community Profile

West End Community Canvassing Form	
Talking about the West End Million project On a scale of 1 (lowest) to 10 (highest) How would you invest a million pounds over 10 years?	
Create job opportunities through training?	755
Create opportunities to start community businesses	726
Support local shops	718
Improve housing?	702
Improve and/or create new outdoor areas and leisure activities	658
Create a bank/credit union for the community?	653

Most support

Least support



West End Million Community Profile

West End Community Canvassing Form

You and your community On a scale of 1 (lowest) to 10 highest	Female respondents	Male respondents
Do you feel safe in the West End?	5.3	6.5
Are you proud to live in the West End?	5.4	5.5
Are there good facilities (shops, doctors etc) in the West End?	5.2	5.4
Does the West End have a good community spirit?	5.5	4.9
Are you aware of what local community centres have to offer?	5.1	4.2
Quality and diversity of the local shops	3.6	4.2
Do you feel there are enough facilities for young people in the West End?	2.4	3.1
Are there good opportunities for employment for all in the West End?	1.9	2.4
Average	4.3	4.5
Talking about the West End Million project On a scale of 1 (lowest) to 10 (highest) How would you invest a million pounds over 10 years?	Female respondents	Male respondents
Create job opportunities through training?	8.6	8.3
Create opportunities to start community businesses	8.4	7.8
Support local shops	8.2	7.8
Improve housing?	8.1	7.6
Improve and/or create new outdoor areas and leisure activities	8.3	6.2
Create a bank/credit union for the community?	7.6	6.9
Average	8.2	7.4

Some pointers:-

- Generally men were slightly more positive than the women about the West End
- Generally women were more enthused than the men by the spending options
- Men feel safer in the West End than women, but not wholly safe
- Men and women take equal pride in the West End but only modestly
- Women have a higher opinion of West End community pride
- Women are more aware of the community facilities in the West End
- Men have a higher appreciation of the quality & diversity of West End shops
- Women are more willing to support outdoor areas and leisure activities

West End Million Community Profile

West End Community Canvassing Form

You and your community On a scale of 1 (lowest) to 10 highest	Retired respondents (16)	Non retired respondents (73)
Do you feel safe in the West End?	6.5	5.6
Are you proud to live in the West End?	6.1	5.3
Are there good facilities (shops, doctors etc) in the West End?	6.1	5.2
Does the West End have a good community spirit?	4.6	5.3
Are you aware of what local community centres have to offer?	3.8	4.9
Quality and diversity of the local shops	3.4	3.9
Do you feel there are enough facilities for young people in the West End?	2.8	2.7
Are there good opportunities for employment for all in the West End?	1.8	2.2
Average	4.4	4.4
Talking about the West End Million project On a scale of 1 (lowest) to 10 (highest) How would you invest a million pounds over 10 years?	Retired respondents (16)	Non retired respondents (73)
Create job opportunities through training?	8.5	8.6
Create opportunities to start community businesses	8.1	8.3
Support local shops	8.7	7.9
Improve housing?	8.2	7.9
Improve and/or create new outdoor areas and leisure activities	6.6	7.8
Create a bank/credit union for the community?	8	7.4
Average	8.0	8.0

Some pointers:-

- Retired respondents represent only 18% of a small sample
- The retired respondents' average response is the same as the non-retired respondents on their view of the West End and on the spend options
- Perhaps surprisingly Retired respondents feel safer in the West End than other people
- Retired respondents feel more pride in the West End but believe that there is less community spirit
- The quality & diversity of shops is lower in the eyes of Retired respondents although they have a higher opinion of facilities generally
- Retired respondents place support for local shops as their top priority
- Improving outdoor areas and leisure activities is the lowest priority for Retired respondents
- Retired respondents give more support to the idea of a credit union than the non-retired respondents

West End Million Community Profile

West End Community Canvassing Form

You and your community On a scale of 1 (lowest) to 10 highest	Home Renters (47)	Home Owners (33)
Do you feel safe in the West End?	5.3	6.7
Are you proud to live in the West End?	5.2	5.8
Are there good facilities (shops, doctors etc) in the West End?	5.9	4.5
Does the West End have a good community spirit?	5.4	4.8
Are you aware of what local community centres have to offer?	5.2	4.0
Quality and diversity of the local shops	4.5	3.1
Do you feel there are enough facilities for young people in the West End?	2.2	3.0
Are there good opportunities for employment for all in the West End?	2.3	1.9
Average	4.5	4.2
Talking about the West End Million project On a scale of 1 (lowest) to 10 (highest) How would you invest a million pounds over 10 years?	Home Renters (47)	Home Owners (33)
Create job opportunities through training?	9.3	7.5
Create opportunities to start community businesses	8.4	7.9
Support local shops	8.1	8
Improve housing?	8.6	7.1
Improve and/or create new outdoor areas and leisure activities	8.3	6.8
Create a bank/credit union for the community?	7.8	6.7
Average	8.4	7.3

Some pointers:-

- Home owners appear to have a slightly lower opinion of the West End than Home renters
- Home renters appear to be more supportive of the spend options than Home owners
- Home owners feel safer in the West End than Home renters
- They are also marginally prouder of living in the West End
- But their opinion of facilities and shops is lower
- Home owners and renters alike agree there aren't enough facilities for young people
- Home renters are notably more supportive of training for jobs
- Home owners are slightly cooler on supporting Housing projects
- Home renters are notably more supportive of outdoor areas & leisure projects

Responses to the West End Flyer

WHAT DO YOU LIKE ABOUT THE WEST END?

PROMENADE, BEACH & SEA VIEWS

Close to the sea. The view from the shore. Promenade. Promenade & views. Sea front. Promenade & views. Prom. Beautiful views. Closeness of the Promenade and the Park. The Bay. Seaside: its potential. Beach. The Beach. Seafront. The promenade has been redeveloped nicely. The promenade has been renovated. The redeveloped promenade. Nice Promenade. Beach. View. The Beach. The Beach. The Prom. The Beach. The Beach. The Promenade. Beach. Views. Love beach. Love what's been done the Prom and the beach. The Beach. Proximity to the Promenade. The promenade and the view over the Bay! The Promenade. Beach and Prom. Prom. Beaches. Beach & Prom. Handy

for the beach. The Promenade. Beach.. The seaside. Sea. The beach. View across the bay. Promenade. View across the bay. Promenade. I like going to the beach. The beach. The beach.



Living near sea.. Promenade area. The beach and scenery. The sea is less than 5 minutes away. The Promenade. The Beach. The beach, The promenade. The sea and the view. The Prom. All the new things that have been done in Poulton and Promenade. The sea. Seafront. Seafront. Great Bay view. The Prom. The Promenade. The views

across the Bay. The Beach. Its view. Promenade. The Prom. I like the panoramic views from the Prom. The view. The Beach. Clean beaches. Wonderful views over Bay. Prom. Access to sea. Access to beach. The View. Sandylands Prom. Looking out on the Prom. It has lovely views. Front - Promenade view. Prom. The promenade. Like the view over the bay. Just the Prom. The promenade and view across the bay. The beach. The Bay. The views on the beach. Beach. The Prom, the sea view.

BUILDINGS & ARCHITECTURE

Lovely buildings. Amazing houses & buildings. Lovely buildings. The Victorian Architecture. Old houses. The beautiful Victorian houses. Old

West End Million Community Profile

buildings. Nice old properties. The buildings that could be renovated. The beautiful Victorian houses. The architecture. Old original properties that could look good. Architecture

CHARITIES & CHURCHES

More Music centre. I like More Music. I like More Music. I like More Music. More Music. Like More Music. Morecambe Community Church. Morecambe Community Church. West End Impact. (West End Impact) It is my comfort zone! Drop-in centres like West End Impact. West End Impact. The café at West End Impact. The Impact, because if we didn't have these places where would we be? West End Impact. West End Impact. West End Impact. Volunteering at West End Impact. Peer Support.

COMMUNITY

Like a small town within

a town. My home for 70 years. Pleasant people. Community feeling. The people. The feel of the West End. Diverse and interesting community. Good friends. Nice people. People are friendly. Friendly people. Strong community spirit. Quiet community. Friendly people. Community spirit. Community feel of residents. I love the West End. Happy memories of the 1970s. My immediate neighbours. There is a lot of people. Memories. Ethnic diversity. Friendly people. A lot of people live there. The diversity of cultures. Very friendly. The locals are friendly. Good friendly place. Most people are friendly, friendly. Community spirit. Young families. Love the area. Very nice area to live. The community. The people, strong family area. Good community. Community events like West End Festival. Polish community. Community spirit. Sense

of community. The atmosphere, the community. The community. Memories. Most of the people. Neighbours. A friendly place. Friendly. People are nice to me. People here are very nice. There is a nice Polish community. Nice people. Friendly neighbours. Nice people. It's a great place to live. There are lots of people who do get on. Diversity of people. The people because of the help they have done for me. Helpful people and good service like Get Connected. (Shame about limited funding). People are quite friendly. Its friendly. Very helpful, caring, trusting. The people. The People. New comers. A well mixed community. Community spirit. Kite Festival. West End Festival. Community atmosphere. Friendly. People are really nice. A sense of community with the majority of people. Ti chi & Art Class. Sefton Road Church art class.

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Westend Impact Ti Chi.
Social groups. Some warm people with lots of spirit. Community spirit.

GENERAL

The agencies that help out the less unfortunate. All of it. There is a lot of attractions. Its fun. Its fun. Is grate for the kidz. Its West. It is very clean and tidy. All the children were so happy. Good, likes it all generally. Not much The character and history. There are some really lovely places to visit (Prom, Happy Mount Park, the Jetty, Midland (not West End sorry). Lively, fun, a bit crazy. Just like being here. Sandylands. Park Hotel. Morecambe Bay Chemist. Rubbish collections and road sweeping. Summer treasure. Cafes. Mental health services

LOCATION

The location. Pleasant place. Easy to get to town centre. Easy access to Morecambe. Lovely place. A lovely area. Convenience to

services. The facilities potentially available. Close to all amenities. The situation. Nice walking area. It is quiet. It is nice and quiet, very convenient. Handy for Promenade walking. Handy for Arndale shopping, local Co-op. Good for buses. Near to all shops. Bus routes. Ideal for schools. Good transport connections.

PARKS & GARDENS

The parks that have already been regenerated e.g. Battery Park and Prom. The Gardens. West End Gardens. Parks. Park. Regent Park. Park near the Battery. The park. Park. Regent Park. Regents Park. The Park. I like the Park. Parks. Parks. The park is really good. The park. West End Gardens. The gardens near the Battery. The Park. Gardens. Gardens. The Parks. Battery Park. The Battery Park. The Parks. West End Gardens. West End Gardens. Regent Park. Regent Park. The Gardens. Park. Battery

Park. Open spaces. Trees. Tree lined street. Regent Park. Park areas. Regent Park.

PLAY AREAS

Play park. Play areas for children on the promenade. Play areas for children on the promenade. Play areas. Lots of space to play. Children park. Marine Road children's area. Play parks for kids. Playground. The Playgrounds. Play areas near the Battery.

AREA'S POTENTIAL

Lots of potential. Its potential. Business owners willing to make a change. The potential. The chance to help to improve the area.

SCHOOLS

Sandylands School!
Sandylands School.
West End School. West End School. West End School. West End School. West End Primary School. Good schools. Balmoral Childrens Centre.

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DEVELOPMENTS

The revamp of Bold Street area and new developments. Its improved. Improved housing. New houses on Marlborough Road. The modernised buildings. New houses.

AMENITIES

New stadium. Astro turf. Swimming pool

SHOPS

Small friendly helpful shops. Lots of shops. Independent shops. Shops close by. Local

shops. Shops. Good local shops. There is a fine Tesco shop. Independent shops. Shops. The independent shops. Coop. The shops. At one time we liked to go shopping at the West End. Takeaways. Good shops. Shops. It got good shops. Has lots of grate shops. Good shops. That there's different shops. Independent shops. The shopping area. The shops are ok. Furniture shops. Area around

Yorkshire Street. I liked it 30 years ago: Yorkshire Street was fab! Yorkshire Street is OK but could be so much better. Shops. Butchers. Yorkshire Street. Small independent shops. Second hand shops.

WATER FEATURES

Water fountains. Water fountains. Water features. Water features.

WHAT DON'T YOU LIKE ABOUT THE WEST END?

APPEARANCE OF WEST END

Weeds everywhere. How scruffy it looks. Back streets. Uncared for streets and gardens. It's a shit hole. Weeds, Dirty back alleys. Back alleys in terrible condition. Mess in back alleys. Run down streets. Its messy. Its very bare. Very deprived and desolate place. Left to rack and ruin. All the grass on the beach. Its very dirty. Dirty streets.

The dirty streets. Mess. More scruffy now. Scruffy buildings. Rubbish. Need to clean up back of Marlborough. Streets are a mess. Dirty streets. The area is rough looking and unloved. Messy alleys. Better maintenance of public areas needed. General run down, dirty appearance. Shabby, run down and barren. Its messy. The tatty state of EVERYTHING! Its run down. Some areas look nicer than

others. The wasteland that was Pleasureland. The eyesore that's the Battery. Dirtiness. Hotch potch of businesses. Uncared look of streets and businesses. Like a large junk shop. Where new areas have been done in Poulton etc everything looks good -but here it is dirty and littered, dog poo & flytipping. It has never moved. It is not cared for away from the prom. Slums, closed down shops, bad houses.

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Very tired, dirty look to the place. Just the mess. Run down. Nothing to attract people/tourists. Bit scruffy and down at heel. Its run down. Terrible pavements, uneven surfaces. Run down streets & buildings. Lack of maintenance - pavements, roads, weeds, rubbish.

PROPERTIES & HOUSES

Too many boarded up properties. Landlords. Tatty buildings. Empty flats. Dilapidated buildings. Too many flats. Multi occupancy buildings. Empty, scruffy houses. Dilapidated buildings. Rundown houses. Untidy buildings. Houses degrading. Property allowed to deteriorate. Rundown houses & buildings. Empty houses. Untidy houses. Landlords don't upkeep properties. Run down properties. Neglected buildings. Empty buildings. Buildings rundown. Derelict buildings. The houses

being rundown and derelict. The houses. Empty derelict & rundown buildings. Derelict buildings. The boarded up houses. Too many poorly maintained properties including the shops. Run down houses. Run down houses. Old buildings in need of refurbishment. The run down condition of houses and streets. All the houses turned into flats. Derelict housing. Empty houses. Chatworth Gardens. Run down housing. Too many boarded houses. Empty properties. Too many boarded up premises. Housing. Empty houses. Scruffy houses. The state of the derelict housing. Too many boarded up houses. Many properties need painting. Lots of run down buildings. Derelict building. Houses look a mess not painted and boarded up. The overcrowded occupancy, Boarded up properties. The large number of multiple occupancy housing and associated

problem families not from Morecambe. There are too many run down properties. Unmaintained houses. Scruffy houses. Badly run flats and lets. The derelict homes that need doing up to improve the area. Some of the houses. Needs Regeneration. The empty buildings. Empty houses and shops, no imagination. Run down housing. Poor landlord provision. Bad housing. Untidy buildings. Run down properties. Degrading properties, bringing down the area and devaluing the west end. Ghost buildings. Empty properties. Empty houses. Flats are run. Buildings need improving. Poor landlords including council. Empty houses looks scruffy. Derelict housing. Houses that need attention and shops. All the run down properties and shops. Derelict. Disgusting dilapidated houses, which are not looked after. Lots of dilapidated areas.

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Properties on Albert Road.

DISILLUSIONMENT

Its going downhill: its gone downhill in the past 20 years. Hate how the area gets treated. The fact it seem to be taking a long time for work to start on grand scale improvements.

DISLOCATED COMMUNITY

Fractured community due to poor housing and maintenance in the guest house areas. Lack of pride. A district of debauchery and despair. Ineffective local councillors. Lack of community cohesion. Division - some people feel socially isolated. People throwing eggs at my window. People can bully everyone. Bullys. Not as many community groups as Poulton. The people. Lack of pride in the area. People there. The people don't want to talk. Not happy with West End -just moved out. Too many inhabitants of the West End have no pride or interest in the area.

Some people are anti social and they spoil it. Too many people who don't care about where they live -no community spirit. Lack of community -dumping ground. It seems a constant struggle between community improvements and those things being undermined. I wish people would take more pride and consideration of shared streets etc.

CRIME & POLICE

Low police presence. Criminals being billeted in area. No peace and quiet at night. Vandalism. Ineffective policing. Burglars from outside area. Noise late at night, drink related. Too much crime/drugs. Thugs on drink and drugs. Undesirables. People hanging around at night. Youths hanging around Alexandra Road Basketball Park. Thieves. Anti social behaviour. Not enough surveillance and police patrols. I am afraid to go out in the evenings because there are yobs. Fighting. Wouldn't walk

out at night. All the Dead Beats. Crime activity. Not safe to walk alone. A rise in crimes. Vandalism of unused spaces. Anti social behaviour. Noisy neighbours. Behaviour of a minority of residents who spoil the area for the rest of us. Graffiti. Anti-social behaviour usually caused by drinking. Vandalism and lawlessness. Sometimes it feels unsafe. Teenagers running park. The atmosphere (sometimes). People burn stuff. I was burgled. I don't find it safe in the weekend. The crime levels.

GENERAL

It needs bringing into the 21st century. Poverty. Nothing there -fairground has gone. Not enough to do. Arcades, they are not good for families. Lack of jobs. Uncaring, distant landlords. The bad press it gets.

HOMELESSNESS

Homeless people...being homeless.

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Homelessness.

Homelessness. Nothing here for the homeless to get people off the streets.

FRONTIERLAND & FAIRGROUND

Derelict Frontierland. Old fair-ground site. Fair. The Polo tower. The unused space (Frontierland) it's a dump. Polo Tower and blue fence

DRUG & ALCOHOL ABUSE

Drinking alcohol early in morning. Dependency on drink & drugs. Drug takers. Amount of drunks and drug users in the area. Drug users & Drinkers. Drunken kids. Poverty and Junkies. Druggies. Drugs. Drunk people. Drinkers in street. Drugs. Drinkers in the street. Drug users. Drugies. People drinking on the street. Druggies. Pissheads. People drinking on the streets. Drugies. Druggies. Drunks on the streets. Drug abuse. Bad reputation because of drug use & alcoholics. Druggies. The drugs

people. People taking drugs and smoking. Smackheads walking around. The drug users. Too many drunks & drug addicts. Widespread under-age drinking. Underage drinking. Shops that supply (alcohol) to underage. There are too many druggies & alcoholics. Well this drug habit. Drugs. Drugs problem. Drug/alcohol problems. The drug and alcohol abuse. Poor people, alcoholics, drug abusers etc. The people because they need help to get off the drugs. Desperate people: addiction. Not enough tackling addicts, anti social behaviour. Anti social -big drug problem. Drugs. Drugs/crime. Drugs and drinking. Drug problems/ violent people. Druggies.

IRRESPONSIBLE DOG OWNERS

Dog mess. Dog toilet. Dog poo. Dog poo. Dog mess. Dog droppings. Pavements fouled by dogs. Dog poo. The dog mess on the pavement. Dog mess. Dog mess.

People being irresponsible with dog fouling. Dog poo. Dogs off leash. Dog poo. The dogs! Dog poo!! Dog poo. Dog poo. Dog dirt on pavement. Dog dirt on streets. Dog poo. Dog poo. Dog dirt. Dog poo. Dog mess. Dog mess. Yobos with no dog leads who don't clean up muck. Not enough done to deal with dog waste. People who don't clean up after their dogs. All the dog pooj Dog poo. Dog poo, it really bothers people. Lots of young people with dogs. Dog mess not picked up. Dog poop.

NOT ENOUGH FOR CHILDREN & YOUNG PEOPLE

Not enough activities for children. Not enough for kids to do. No clubs for young people. No play areas. No play areas for children apart from the ones on the promenade. Nothing for children to do. Not enough family play areas. No activities for children. Nowhere for children to go. Kids don't have anywhere to

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go. Lack of childrens facilities. Playparks not kept up to speck!. The fact that there is nothing for the youths to do. School. Ripof toys. Nothing for youth. Lack of cheap/free stuff for kids. Bad area to bring kids up. Theres no Bubbles, no fairground. Nowhere for the youth to have some fun.

NOT ENOUGH PARKS & GREENERY

Regent Park is underdeveloped and underused. Wasted use of Regent Park. Out of use tennis courts. No football pitches. Regent Park is rarely used. Lack of green. Lack of green space and trees behind the prom. Need more trees. Needs more green spaces and trees. The lack of green space

OTHER

No lamp-posts on the Promenade (cant go for a walk at night). Too many sirens. Not enough recycling containers. Things I enjoyed (Bubbles, HMP

Pool) have gone. How all the businesses have closed. West End School. That there isnt any lamppost in the Westend. Pigeons. It needs more investment. That some of it is a ripoff. The lack of festivals during summer. The Beach. It can be too west.

POOR AMENITIES

Lack of stuff to do. Needy area. Not enough places to go. Nowhere to go. Lack of things to do. That they took all good things away. There is no place to play football for free because the astro can be too much for some people. The lack of attractions, bars and decent cafes. Not enough entertainment on prom. Nothing to do. Lack of leisure facilities (e.g. community centre). Not much to do. We need more places like the Impact. Very few toilets.

ROADS & TRAFFIC

Speeding drivers. No speed cameras. Speeding motorists.

Cyclists on pavements. Cars on pavements. Speeding traffic. Roads need attention. Backwards people driving down one way streets wrong way. Road systems. Parking problems. Pot holes in roads. Not enough residents car-parks. No off-road parking (lol). Loads of accidents. Parking is not good. Yorkshire Street bollards -dangerous for cars. Poor parking.

RUBBISH, LITTER & FLY-TIPPING

Fly tipping. Rubbish in back alleys. Litter. Fly tipping. Litter in alleys. Fly tipping. Fly tipping. The rubbish. Litter. No rubbish bins. Rubbish in the streets. Litter. Flytipping. Litter everywhere. All the tipping (rubbish furniture). The mess/rubbish. Too much rubbish around. Dirty streets. Litter. Litter in back alleys. People putting rubbish on the floor. Fly-tipping. Rubbish down the back alleys. Rubbish down back alleys.

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Rubbish. People littering. Litter on streets. Litter in back allies. People littering. Littering. I don't like how much litter there is in the West End. Rubbish everywhere. Rubbish. The rubbish left down the back alleys looks awful. Rubbish down all the alley ways. The litter. The litter. Litter. Rubbish & littering. Litter. Litter on pavements. Rubbish around. People littering. Rubbish. Not enough waste bins, toilets. Rubbish in alleyways. Litter. Litter. Litter. Rubbish left in open back alleys. Rubbish in back streets. Litter and fly-tipping in the backstreets. Back street rubbish -dirty, poor road & pavement surfaces. Litter. Garbage. The dirty filthy mess everywhere, especially in alleys. The mess near where I live. Fly tipping. Rubbish.

SHOPS

Derelict and boarded up shops. Empty shops. Empty rundown shops.

Too many 2nd hand shops. Dilapidated, empty shops. Rubbish shops. Empty shops. Cheap & tatty shops. Boarded up buildings & shops. Empty shops, Regent Road Coop, empty land by Morrisons. Closed shops and properties. Closed shops. Run down shops. Run down shops. Empty shops. Too many charity shops. Empty shops. Charity shops. Shops are boarded up; shops are closing. Too many secondhand shops. Boarded up shops. Empty shops. I don't like they have done to the shopping area. Just look at Yorkshire Street. All the shops closing. The amount of empty houses and shops that need doing up. The shops that need doing up to improve the area. That some shops are dear. A lot of shops are vacant. Some shops are ripofs. Shut down shops. Shut shops. Boarded up shops and premises. Charity shops. Too many charity shops. Not enough

childrens clothes shops. Charity junk shop. Lack of quality shops. Corner shops look a mess. Polish shops. Empty businesses. Empty shops. Yorkshire Street. Yorkshire Street. Yorkshire Street closing down bit by bit. Closed shops.

IF YOU HAD A MILLION POUNDS TO SPEND ON THE WEST END HOW WOULD YOU SPEND IT?

AMENITIES

More places to go when you don't have money. Install some toilets. More hotels. More hotels. I would buy a new church. More amenities.

BUSINESS

Small businesses. Encourage small reputable businesses to open up (not bookies, loan sharks and off licences because there are too many of these). Encouraging businesses in, i.e. reduced rates and security. Set up grants for small business. Modernise the business frontages. Good guest houses. Needs to be more investment to small businesses to make them more attractive and bring more people in to shop.

Give funding to local family run businesses, like the Sanctuary, so they can offer more group activities.

TIDY & CLEAN UP THE WEST END

Sort the streets. Encourage people to put flowers and baskets in their gardens. Encourage residents to take pride in the area and their property. Improve exterior of buildings. Clean up the houses. Spruce up buildings. I would buy several thousand litres of masonry paint and paint all drab and shabby houses and buildings. Tidy up. Improve the image. Cleaning up West End. Tidy back alleys. Clean the place up. Extra refuse collection. Do it up. Tidy. Clean up the streets. Tidy up. Stop fly-tipping. Make it look nicer. Clean it up. Fine people for dumping rubbish. Clean up roads and streets. Good clean up. Extra collection point for excess rubbish, perhaps an extra bin collection day.

Tidy the area. Pay for zero tolerance measures re dog mess and littering. Organise a system for the storage of flat's rubbish. Cleaning streets, alleyways and public gardens. Spruce the whole place up. Brighten up the unused shop fronts. Get more owner occupiers living here so they care for their properties. Get tough with flytippers. Give grants to owners to do up properties at reasonable price. Changing the area a bit. Level it!! Get rid of all slums, do up make more nice. Make it look better. Some money to tidy the place up. Tidy up. Remedy terrible pavements & uneven surfaces. Remedy rubbish in back streets. Team of street cleaners be employed for all areas of West End. Improve back streets and pavements. Big clean up. Houses maintained. Clean up area. Improve maintenance.

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CHARITIES

Support local charities. Battle social problems. Encourage agencies to have premises. Develop local champions to support all residents. A good holiday and some to help (for people) who need help. Service to help people in need and support them moving house especially in cases of repossession or eviction e.g. disabled, single mothers. Help families needing support. More money on mental health services. Reopen Signposts. Help make more places like the Impact. Give it to West End Impact to support their youth, homeless, drugs, kids work. Provide toilets for West End Impact charity organisation. Reopen Signpost. Some on West End Impact. Donate it to West End Impact.

ARTS

More community classes especially creative for all groups. Provide community projects & facilities for the whole community. More

leisure & arts venues. Murals on walls. Encourage creative people -artists, writers, boutique shops. Encourage art galleries and businesses. Take down Polo tower and turn old Frontierland into a sculpture park and garden. Community centre with arts, creativity for all groups

CHILDREN & YOUNG PEOPLE

More things for kids and elderly to go. Things for our young people to do. More childrens play areas and gardens. More for youngsters. More places for children and teenagers. Youth events. Youth facilities. Communal garden for youth groups. Places for young people to go. More active youth groups. Youth clubs. Recreational clubs for children and young people. Education of young people. Safer places for children to play. Places for kids to go and do activities. Help young people with disabilities. More

things for children and teenagers to do. Something for kids. More facilities for kids. Youth activities. Entertainment for kids and teenagers. Things for young people to do. Facilities for disabled children. More attractions for youngsters. Redevelop Alhambra for children/family recreations. Something for families, somewhere to have a family day out. Somewhere for kids to play. More things for kids and elderly to go. Attraction for children. Facilities for teenagers. Providing educational opportunity for young people trying to find employment. Trips for 13-18 year olds. For schools in West End. Buy more (play?) equipment so everyone joins. Need to go into local schools. Build more things for the children to play on. Run groups for children. Kids Club building. Something for teenagers. A shop playspace, for an hour

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for Mams to get round shopping in peace knowing kids are safe, playing together in a creche type space. More fun things for kids. School. Drinking place for the youth. More things for children. Youth projects. Youth complex. Make more things for the youth. Help local schools. Build a new primary. More activities for children & shops! Activities for children and young adults. More activities for families & children. Drama/dance coaching for children to help them fulfil their potential. Respite for Mums. Multi centre for children - cheap or free in school holidays, to help both children and family. Something to do for kids. More stuff for young people to do at night and weekend. Cheap leisure/sport facilities for local people. More things for children to do and keep them off the streets. Try to get the youngsters busy and

involved. Invest in youth projects.

COMMUNITY

More community projects and sports facilities. More community events. Community centre. More community centres. Bring different communities together for 'fun' days (elderly, kids, women, parents). Help to raise the community spirit. Centre for OAPs. Open space for all ages. Focal point where people can meet. Give everyone more sense of community. Communal seating (?) area (outdoors). Convert an empty house for a granddad and grandchild group, to play dominoes, chess and board games. A community centre for all ages. More community centres. Community projects. Community days. Just get it back to way it used to be when people cared about the place they lived in. Shops as community spaces. Get more centers opened for community.

Community atmosphere needs reviving. Community centre with arts, creativity for all groups. A proportion of money to support existing community groups, to help the good works that happening. Creating and running a community website, with old pictures, memories groups, a forum. I would get the local churches together and buy the empty church, turn it into a resource centre, providing the facilities to help local people in need to improve employability skills; this will improve their lives and environment. Community cinema in W.E.

COMMUNITY SAFETY

Extra Police Constables. Zero tolerance policy. Improved safety. More CCTV. Security gates in back streets. Alley gating. Alley gates. More order on the streets. Gate the back roads. More police. Improve safety (more police/voluntary police). Tighter measures to

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control anti-social behaviour (drinking outdoors). Get rid of anti social undesirable inhabitants -bedsits etc. Making people feel safe. Gated alleys. CCTV please to catch flytippers, druggies and irresponsible dog owners.

DISABILITY

More disabled access. An awareness group to encourage more blind people and carers to get used to the idea of the advantage of using a wheelchair instead of a guide dog. A drop in café in a renovated empty shop -to encourage blind folk to meet others; for someone to read books to blind people for a couple of hours accompanied by a friend; plus a good substantial meal or sandwiches. Creative writing group (for blind people) with helpers to write down their stories etc. with a view to publishing their interesting life stories. Blind folks to make

friends. Accessible toilets.

DOG PROBLEM

Dog bins. Fine people for dog fouling. Pay for zero tolerance measures re dog mess and littering. Fine dog owners.

DRUG & ALCOHOL ABUSE

Battle with drug addiction. Treatment of drug addicts. Getting all the druggies and alchies out. Open a drug & alcohol centre to rehabilitate people. Help for drug/alcohol abusers. By kicking all the drunks and druggy out. Get rid of all the druggies. Open the Signposts again -they held the poor up and supported them. Get rid of all the heroin addicts. Little café bar in court in Alexandra Road. Turn negative drinking into positive community café. Rehabilitation for addicts.

EMPLOYMENT

Create new jobs. Community work schemes to get people

back into employment. Create jobs. Create jobs. Have a realistic job findings push. Hire local builders who have apprentices to repair buildings and decorators with apprentices to paint up the West End. Help small businesses to create more jobs. Create jobs. Give people a chance to earn £. Make unemployed people feel valued. People on benefits to refurb properties. People on benefits to refurb properties and learn new skills. Doing up derelict buildings using people on Dole wanting to work and learn new skills, working in groups, this helps build their skills & confidence, as well as providing homes for themselves and others. This provides a sense of belonging and being part of their community.

ENTERTAINMENT

Some form of attraction to boost local economy. An attraction. Entertainment venues. Nice bars. Family entertainment.

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Entertainment
Recreate West End Pier with theatre. Womad! Light+Water, Punk Fest: Bring it back!!! More entertainment for different groups of people. Community cinema in W.E. More places to go and do things. Attractions for tourists.

FAIRGROUND & FUN

Roller coasters.
Fairground. Amusement park with kids rides. Theme Park.
Fairground. Fairground
Fairground attraction.
Fun parks. For the fair on the prom.
Fairground. Reopen the fair. Open the fair ground back up. Fun fair. Fun fair. Fun fair. Funfair. Fairground on the prom. Go Kart track. Skateboard park. Go-cart track for the kids. Roller rink.

GREENERY

Green spaces.
Allotments & community growing. More greenery. Green areas. Make more areas of green space with trees

and flowers. Improve the look of the area in small ways -gardens etc. Communal garden for youth groups. More green spaces. Green area. Trees. A communal orchard. A green park. More green spaces and trees. More greenery. Maintain communal garden areas.

HOMELESSNESS

Help homeless. Places for homeless people to live. Continue the help with the homeless. Run groups for homeless people and give them food/drink/advice & support. Buy the Battery to house the homeless. On homeless. Hostels for homeless and somewhere to wash clothes. Build houses 4 homeless. A house for the homeless so they could have a shower, meal and a bed, so they don't need to stay out sick in all weathers. Help the homeless so there is a safe place for them and help them back into work. Shelter for the homeless. Old Battery Hotel into homeless shelter.

Emergency sleeping accommodation.

HOUSING

Affordable housing for low income families. Better houses. Housing. Get rid of absent landlords. More houses at reasonable prices to rent. Derelict houses made into homes to rent. Do up houses. Do up houses. Help families and home owners to improve housing in priority areas. Affordable housing. Do the houses up. Sort housing. Build loads of houses. Reduce multiple occupancy dwellings (bedsits). No more rentals/bedsits in the area. Improving the type of owners will encourage individuals to take more pride in the area. I would buy these homes and do them up and rent them out to help the homeless families and down and outs. Better houses. New houses for young mothers and young people. Helping housing situation. New housing. Reduce rental properties. Improve

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housing. Modernise the houses. Do up the houses. Doing houses up.

IDEAS

To think about a local currency

Turn the houses in Albert Road where the BBC filmed "Turn Back Time" into a "1905 Hotel" where guests could spend a day or two living like rich people in 1905. One room could be turned into a 1905 classroom for kids to experience school in 1905. No other town has something like this. It would be unique and good publicity for Morecambe and the West End.

The West End needs a local West End Radio Station, based in the West End, developing local talent.

ICE RINK

Ice rink. Ice arena. Ice rink. Ice skating rink. Indoor ice rink. Ice rink. Ice rink.

OTHER

Close down the nuclear power stations.

I would keep it (the £1M)

Internet access

Pay my Mum's bills and toy and clothes

PARKS

Improvements to Regent Park. More parks. Improve Regent Park. Modernise Regent Park. Tennis courts. Regent Park. Regent Park. Develop the park. Shows on at the park. Childrens area in Regent Park. Green picnic area in Regent Park. Large scale project involving Regent Park. Redo the tennis courts and football pitches. Regent Park. Floodlights til 9pm. Regent Park. Bandstand. Regent Park. Permanent ice-cream summer café. More community facilities in Regent Park like outdoor cinema, bandstand, permanent BBQs, café. Improve park & pavilion. Build

some parks and other entertainments 4 the kids -keep them off the streets, out of trouble. Do more at Regent Park. Upgrade Regent Park, especially the café. Create family park on spare land. Bowling green. Tennis court. Tennis court. Recondition the tennis court on Regent Park. Tennis court at Regent Park. Build park/picnic area. A wildlife park area. Sort the local parks. Create a large green park for children and families. Upgrade the parks. A community café and art space in Regent Park. More parks.

PLAY

Splash park for children. Rock pool. Rock pool so the children have somewhere to go on blown up boats. Reinstate Sandylands Paddling Pool. Put splash foundations by the Sandylands Jetty. Paddling pool for families. Café with play area. Indoor play areas. More places to go to

West End Million Community Profile

play and for dinner.
Improve play area.
Need closer kids' indoor/outdoor pools/water park. Play area. Buy more stuff for the playground.
More places to play.
More play areas. Play park. Toys. Splash park. Toy library (with books and CD games to rent). Paddling pool & sand pit.

PROMENADE

Put beach huts along the prom. Beach huts (look at Whitby!). Make the sea (front) better.
Make the Prom better.
Floodlight onto beach for play area.

ROADS & SAFETY

Take up old stone setts in back streets and tarmac. Traffic calming. Improve conditions of the streets and road junctions. One way street system. Improve Yorkshire Street; signs for parking on Parliament Street.
Repair roads. Speed cameras. Tarmac roads. Speed cameras. More parking. Sort the roads.

Improved parking facilities for residents.
Fill in the pot holes.
Better parking to attract more business.

REDEVELOPMENT IDEAS

Country park on Morrison's land.
Develop the area by ALDI (a park, greenery and play areas).
Redevelop large area next to the Morrisons shop. Some kind of park. The land near Morrisons needs more stuff. I would spend it on the Morrison land

Frontierland to be made into a seafront park-small scale Happy Mount. Purchase Pleasureland site off Morrisons and get something put in for the younger people to do.
Take down Polo tower and turn old Frontierland into a sculpture park and garden. On the Frontierland. Rebuild the West End Pier. Buy the Battery to house the homeless. Old Battery Hotel into homeless shelter. Buy

the Battery, renovate it and give it back to the community. Develop Battery. Buy the Battery. Buy Coop building. Rebuild the pier. Put the pier back.

REGENERATION

Make big houses smaller and put in people who care. A building.
Renovate buildings.
Renovating old stone houses. Redevelop empty buildings.
Replace old buildings.
Upkeep of properties.
Do up all empty and derelict houses/flats so it will help homeless people and people who need affordable rent.
Urban renewal. Total refurbishment of the whole area, shops and houses included.
Renovate suitable buildings for local occupancy. Turn the bowls club into a drop-in centre/regeneration base. Hire local builders who have apprentices to repair buildings and decorators with apprentices to paint up the West End.
Redo some of the

West End Million Community Profile

houses and empty properties. Get rid of old homes that are boarded up. Regeneration of empty properties. Regenerate housing. Clean up the empty houses. Buy empty houses on Albert Road and Westminster Road: social housing for families. Renovate the houses. Fix properties. Modernise buildings. Spend on derelict housing. Knock down some of the old properties. More grants for owners for keeping outside tidy and painted. Compulsory purchase of multiple occupancy housing and demolish them, turning area into park. Do up buildings which is happening. Carry on with the regeneration of houses, shops etc. Do up empty houses and shops. Do up the shopping area to reach its full potential. Improved buildings. Help needy people and renovate their property. Renovate the area. Regenerate as seaside town. Buildings need facelifts. Compulsory

purchase neglected buildings. Grants to renovate run-down houses. Do up empty flats. Improve housing. Do empty properties up. Refurbish empty houses and single homes. Refurbishing older properties. Regeneration!! Improve buildings. Improve the buildings. Make the West end the best again! Regeneration. Spend some on places that are derelict. Do some of the houses up that are run down. See to the properties. Improve the entrance to West End and on Regent Road near Co-op. Renovate houses. Improve Albert Road. Improve the derelict properties and back alleys.

SHOPS

Primark. Proper clothing shops. Support for local shops. Market (Food, flowers, crafts) on Yorkshire Street. Shopping centre. Shops/something else. Perhaps other shops. Improve shops to bring more families into the

area. Subsidise the business rates for new businesses in empty shops. Help local shops to generate more trade. Incentives for businesses to set up shop. Introduce more shops. Improve shops and houses. Open some corner shops up. Incentives for small shopkeepers to survive. Upgrade the shops. Open more shops. Open shops. New shops. Old shops done up. More businesses. Subsidise rents of independent shopkeepers. Better parking for shops. Do up empty shops. Tidy up shopping area. To get a Primark. More activities for children & shops! Knock the Polo tower down and make a massive Primark. Improve the shopping facilities. Better shopping area and better, well known shops. Grants to shops and businesses to spend on doing their shops up to match and get a designer in; and grants or schemes to employ people. Christmas

West End Million Community Profile

markets. Craft shops. More general, shops - clothes shops etc. Open up the shops. Doing up shops. More shops. Helping small businesses so shops can stay open. More shops. Shops decorated and looked after.

SPORTS

New multi-sports area. A sports facility with free or cheap activities and coaching for children to help them fulfil their potential. MMA Gym/facility. Playing field. Football pitch. A huge park with football field. Some

kind of sports club with football pitches and tennis courts etc. Exercise equipment on Prom.

SWIMMING POOL

Open swimming pool like Bubbles. Swimming centre. Open top swimming pool with slides. Bring back Bubbles. Accessible for all swimming baths. Swimming pool. Bubbles. Make a building space for everyone in the community with huge swimming pool like Sandcastle but run by the community and charities so that its

cheap. Bubbles type project. Bring back Bubbles. Swimming pool. Bubbles. Open swimming pool with slides etc. Outdoor pool. New swimming baths. Swimming pool. A big swimming pool. Swimming pool. Get Bubbles back to bring people to Morecambe then bring them to Morecambe and spend £ in W.E.

WATER SPORTS

Marina. Encourage water sports and facilities.

3. Consultation at the Morecambe Carnival

Consultation at the Morecambe Carnival

What don't you like about the West End?		
	Residents	Non-residents
Empty/ rundown houses & shops	22	14
General appearance & alleyways	12	5
Dog mess and litter	10	1
Lack of local amenities/shops	7	10
Lack of community spirit	7	
Drugs & alcohol	6	
Lack of youth & vulnerable people's amenities/jobs	5	2
Renters/multiple occupiers	3	2
Immigrants	2	
Vandalism	1	
Don't feel safe/don't like the people		3
Lack of things to do		1
Summary of Feedback forms from Morecambe Carnival 4th May 2014		

What do you like about the West End?		
	Residents	Non-residents
Promenade, West End gardens & beach	26	15
Good community	16	3
Local amenities (Shops, doctors & dentist)	14	3
Not a lot/nothing	4	1
Houses	3	1
Schools & Children Centre	3	
Lived her all my life	3	
Public transport	2	
Don't know		1
Summary of Feedback forms from Morecambe Carnival 4th May 2014		

West End Million Community Profile

<u>If you had a million to improve the West End, how would you spend it?</u>		
	<u>Residents</u>	<u>Non-residents</u>
Tidy up houses so people/families create a community	24	8
New/better amenities/shops/toilets	16	8
Youth & vulnerable people's amenities/jobs/education	14	11
General appearance, roads & gates on alleyways	9	3
Funfair/swimming pool/ ice skating & roller skating rink	8	5
Outdoor gym equipment, playgrounds, and green space	7	2
New festival/arts/entertainment space	5	
Don't know	2	
Turn the bay into a marina	1	
Money for churches	1	
Bars and restaurants, entertainment/music space to attract visitors		5
Community centre/projects		5
Car parks		1
Cycle paths		1
Don't know		1
Summary of Feedback forms from Morecambe Carnival 4th May 2014		

4. Consultation at the West End Festival

Consultation at the West End Festival

What do you like about the West End?		What don't you like about the West End?	
31 responses 23 residents		28 responses	
Other comments/ideas <i>Peaceful</i> <i>LOVE IT!</i> <i>Festivals</i> <i>Used to have great shops</i> <i>Stunt School</i>		Issue	
Sea front/ Prom	15	Empty Shops	17
Community	12	Run down houses	17
Regent's Park/Open Spaces	6	Litter	5
Local Amenities	5	Alleyways	3
More Music	5	Dog Fouling	3
Buildings/ Architecture	4	Not enough for kids/young	2
Location	2	Unemployment	1
		Local Facilities	1
		Open areas	1
		Other issues/comments <i>Polo Tower</i> <i>Ineffective PSCO's</i> <i>Too many flats</i> <i>Needs improving</i> <i>Weeds</i> <i>High Unemployment</i>	

If you had £1m how would you spend it?	
32 responses	
Suggestions	
Upkeep of buildings	12
Childrens amusements/activities	7
Building the economy	5
Megazone	5
Fairground	5
Clean up streets/alleys	5
Better shops	4
Youth Projects	4
Events	4
Skate Park	3
Training Opps	1

West End Million Community Profile

Additional suggestions from people attending the West End Festival

APPEARANCE OF THE WEST END

- Improve the look of the main road
- Get rid of weeds
- Litter bins and weed killer
- Tidy up area, frontierland
- Regenerate Yorkshire Street
- Encourage occupancy of empty buildings
- Buy up empty places and tidy up
- Major tidy up

CULTURE

- Art projects, youth gallery
- More Music
- Support pop up galleries
- Murals on buildings art project
- Artist use empty shops
- Street art
- Events and festivals, redevelopment

CHILDREN/YOUNG PEOPLE

- More for children
- Support young women
- Play centre for babies, more parks
- Make a fab park with café, skatepark, bmx track, football pitch, adventure playgrounds, indoor play area.

HOUSING

- Help with rogue landlords
- Turn empty shops to houses
- Support cheap rent

- Give grants to homeowners for basic repairs

STREETS

- Street Wardens
- Gated Alleys
- Street art

COMMUNITY

- Something to benefit the community
- Build pride, support community

DISADVANTAGED

- Support for elderly
- Help with drug problems
- Youth homeless facilities
- Supporting homeless
- Supporting people with disabilities
- Employment courses

AMENITIES

- ❖ Swimming Pool
- ❖ Tennis Courts
- ❖ More public toilets
- ❖ Community spaces
- ❖ Climbing Wall

IMPROVE THE WEST END'S SHOPS

- Better Book Shops
- Support shops
- Old shops on West Street
- Encourage occupancy of empty buildings
- Street Market Unique Stalls
- Turn empty shops to houses

5. INDICES OF DEPRIVATION

Index of Multiple Deprivation

“The English Indices of Deprivation 2010 are an important tool for identifying the most disadvantaged areas in England so that local policy makers and communities can target their activities at the areas with greatest need for services.

The Index of Multiple Deprivation 2010 (IMD 2010) is a measure of multiple deprivation, and is made up of seven domain indices. These relate to income deprivation, employment deprivation, health deprivation and disability, education skills and training deprivation, barriers to housing and services, living environment deprivation, and crime which reflect the broad range of deprivation that people can experience.”

The IMD is a relative not an absolute measure of deprivation. There are 32,482 local areas (LLSOAs) in England. The tables show the West End areas’ ranking in the Index relative to other local areas in the country. In most of the Indices the West End areas are in the bottom 10% or bottom 20% of local areas, i.e. the most ‘deprived’ areas.

The Technical Report accompanying the Indices states on page 53 that *“Local knowledge of the area is very important when interpreting data, especially when understanding change”*.

The **Income Deprivation Index** uses 5 indicators: - Adults and children in Income Support families, Adults and children in income-based Jobseeker’s Allowance families, Adults and children in Pension Credit (Guarantee) families, Adults and children in Child Tax Credit families (who are not claiming other support) and Asylum seekers in England in receipt of subsistence support.

The **Employment Index** uses 7 indicators covering Claimants of Jobseeker’s Allowance, Claimants of Incapacity Benefit, Claimants of Severe Disablement Allowance, Claimants of Employment and Support Allowance and three categories of Participants in New Deal.

The **Health & Disability Index** includes 4 indicators -a measure of premature death, a Comparative Illness and Disability Ratio, Acute morbidity and the rate of adults suffering from mood and anxiety disorders.

The **Education & Training Index** includes 6 indicators relating to Children & Young People and one indicator relating to Adults with no skills.

The **Barriers to Housing & Services Index** considers wider barriers such as Overcrowding, Homelessness and Affordability of Owner Occupation as well as Geographical factors including Distances to GP, food shop, primary school and Post Office.

The **Crime Index** includes 4 indicators: Violence, Burglary, Theft, and Criminal Damage.

The **Living Environment Index** covers quality of housing in poor condition & without central heating as well as air quality and road traffic accidents.

Source: The English Indices of Deprivation 2010

West End Million Community Profile

Index of Multiple Deprivation (IMD)		<i>Lower is worse</i>	<i>Lower is worse</i>
		2010	2010
West End Million areas	Lower Layer Super Output Area	Decile	National IMD rank
Regent Road area	Lancaster 009A	1st	1177
Alexandra Road area	Lancaster 009C	1st	1017
Stanley Road area	Lancaster 009D	2nd	2339
West End Road area (part)	Lancaster 006A	1st	3080
Regent Park area (part)	Lancaster 008B	4th	11684
Sandylands area (part)	Lancaster 008C	2nd	6305
<hr/>			
<i>Torrisholme (for comparison)</i>	<i>Lancaster 007C</i>	<i>9th</i>	<i>28985</i>
<hr/>			
Rank amongst 32,482 local areas (LLSOAs) in England [Source: The English Indices of Deprivation 2010]			
<hr/>			
The IMD covers income deprivation, employment deprivation, health deprivation and disability, education skills and training deprivation, barriers to housing and services, living environment deprivation, and crime			

West End Million Community Profile

<u>Index of Multiple Deprivation (IMD)</u>		<i>Lower is worse</i>	<i>Lower is worse</i>	<i>Up -getting better Down -getting worse</i>
		<u>2007</u>	<u>2010</u>	
<u>West End Million areas</u>	<u>Lower Layer Super Output Area</u>	<u>National IMD rank</u>	<u>National IMD rank</u>	<u>Ranking change 2007-2010</u>
Regent Road area	Lancaster 009A	404	1177	up 773 places
Alexandra Road area	Lancaster 009C	817	1017	up 200 places
Stanley Road area	Lancaster 009D	3867	2339	down 1528 places
West End Road area (part)	Lancaster 006A	2932	3080	up 148 places
Regent Park area (part)	Lancaster 008B	10379	11684	up 1305 places
Sandylands area (part)	Lancaster 008C	7012	6305	down 707 places
<i>Torrisholme (for comparison)</i>	<i>Lancaster 007C</i>	<i>27264</i>	<i>28985</i>	<i>up 1721 places</i>

[Source: The English Indices of Deprivation 2010]

West End Million Community Profile

<u>Income Deprivation Index</u>		<i>Lower is worse</i>	<i>Lower is worse</i>
		<u>2010</u>	<u>2010</u>
<u>West End Million areas</u>	<u>Lower Layer Super Output Area</u>	<u>Decile</u>	<u>National IMD rank</u>
Regent Road area	Lancaster 009A	2nd	4288
Alexandra Road area	Lancaster 009C	1st	2922
Stanley Road area	Lancaster 009D	2nd	5329
West End Road area (part)	Lancaster 006A	2nd	4669
Regent Park area (part)	Lancaster 008B	5th	14812
Sandylands area (part)	Lancaster 008C	3rd	9148
<i>Torrisholme (for comparison)</i>	<i>Lancaster 007C</i>	9th	27994
Rank amongst 32,482 local areas (LLSOAs) in England [Source: The English Indices of Deprivation 2010]			
Lancaster & Morecambe district (Rank amongst 326 local authorities in England)		5th	148
<p>The Income Deprivation Index uses 5 indicators: - Adults and children in Income Support families, Adults and children in income-based Jobseeker's Allowance families, Adults and children in Pension Credit (Guarantee) families, Adults and children in Child Tax Credit families (who are not claiming other support) and Asylum seekers in England in receipt of subsistence support.</p>			

West End Million Community Profile

<u>Employment Index</u>		<i>Lower is worse</i>	<i>Lower is worse</i>
		<u>2010</u>	<u>2010</u>
<u>West End Million areas</u>	<u>Lower Layer Super Output Area</u>	<u>Decile</u>	<u>National IMD rank</u>
Regent Road area	Lancaster 009A	1st	798
Alexandra Road area	Lancaster 009C	1st	1016
Stanley Road area	Lancaster 009D	1st	2717
West End Road area (part)	Lancaster 006A	1st	1988
Regent Park area (part)	Lancaster 008B	4th	10696
Sandylands area (part)	Lancaster 008C	2nd	5453
<i>Torrisholme (for comparison)</i>	<i>Lancaster 007C</i>	8th	23850
Rank amongst 32,482 local areas (LLSOAs) in England [Source: The English Indices of Deprivation 2010]			
Lancaster & Morecambe district (Rank amongst 326 local authorities in England)		4th	118
The Employment Index uses 7 indicators covering Claimants of Jobseeker's Allowance, Claimants of Incapacity Benefit, Claimants of Severe Disablement Allowance, Claimants of Employment and Support Allowance and three categories of Participants in New Deal.			

West End Million Community Profile

<u>Health & Disability Index</u>		<i>Lower is worse</i>	<i>Lower is worse</i>
		<u>2010</u>	<u>2010</u>
<u>West End Million areas</u>	<u>Lower Layer Super Output Area</u>	<u>Decile</u>	<u>National IMD rank</u>
Regent Road area	Lancaster 009A	1st	504
Alexandra Road area	Lancaster 009C	1st	698
Stanley Road area	Lancaster 009D	2nd	3372
West End Road area (part)	Lancaster 006A	1st	1578
Regent Park area (part)	Lancaster 008B	3rd	7963
Sandylands area (part)	Lancaster 008C	1st	2910
<i>Torrisholme (for comparison)</i>	<i>Lancaster 007C</i>	6th	17974
Rank amongst 32,482 local areas (LLSOAs) in England [Source: The English Indices of Deprivation 2010]			
Lancaster & Morecambe district (Rank amongst 326 local authorities in England)		3rd	67
The Health & Disability Index includes 4 indicators -a measure of premature death, a Comparative Illness and Disability Ratio, Acute morbidity and the rate of adults suffering from mood and anxiety disorders.			

West End Million Community Profile

<u>Education Skills & Training Index</u>		<i>Lower is worse</i>	<i>Lower is worse</i>
		<u>2010</u>	<u>2010</u>
<u>West End Million areas</u>	<u>Lower Layer Super Output Area</u>	<u>Decile</u>	<u>National IMD rank</u>
Regent Road area	Lancaster 009A	2nd	4340
Alexandra Road area	Lancaster 009C	1st	2478
Stanley Road area	Lancaster 009D	2nd	5409
West End Road area (part)	Lancaster 006A	2nd	6015
Regent Park area (part)	Lancaster 008B	3rd	8791
Sandylands area (part)	Lancaster 008C	3rd	8775
<i>Torrisholme (for comparison)</i>	<i>Lancaster 007C</i>	8th	24852
Rank amongst 32,482 local areas (LLSOAs) in England [Source: The English Indices of Deprivation 2010]			
Lancaster & Morecambe district (Rank amongst 326 local authorities in England)		7th	202
The Education & Training Index includes 6 indicators relating to Children & Young People and one indicator relating to Adults with no skills.			

West End Million Community Profile

<u>Barriers to Housing & Services Index</u>		<i>Lower is worse</i>	<i>Lower is worse</i>
		<u>2010</u>	<u>2010</u>
<u>West End Million areas</u>	<u>Lower Layer Super Output Area</u>	<u>Decile</u>	<u>National IMD rank</u>
Regent Road area	Lancaster 009A	9th	26678
Alexandra Road area	Lancaster 009C	9th	26205
Stanley Road area	Lancaster 009D	10th	29289
West End Road area (part)	Lancaster 006A	8th	25096
Regent Park area (part)	Lancaster 008B	8th	24252
Sandylands area (part)	Lancaster 008C	10th	29273
<hr/>			
<i>Torrisholme (for comparison)</i>	<i>Lancaster 007C</i>	9th	27564
<hr/>			
Rank amongst 32,482 local areas (LLSOAs) in England [Source: The English Indices of Deprivation 2010]			
<hr/>			
Lancaster & Morecambe district (Rank amongst 326 local authorities in England)		8th	255
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The Barriers to Housing & Services Index considers wider barriers such as Overcrowding, Homelessness and Affordability of Owner Occupation as well as Geographical factors including Distances to GP, food shop, primary school and Post Office.			

West End Million Community Profile

<u>Crime Index</u>		<i>Lower is worse</i>	<i>Lower is worse</i>
		<u>2010</u>	<u>2010</u>
<u>West End Million areas</u>	<u>Lower Layer Super Output Area</u>	<u>Decile</u>	<u>National IMD rank</u>
Regent Road area	Lancaster 009A	2nd	3986
Alexandra Road area	Lancaster 009C	2nd	4682
Stanley Road area	Lancaster 009D	2nd	4115
West End Road area (part)	Lancaster 006A	2nd	4789
Regent Park area (part)	Lancaster 008B	6th	18591
Sandylands area (part)	Lancaster 008C	3rd	7507
<i>Torrisholme (for comparison)</i>	<i>Lancaster 007C</i>	10th	31514
Rank amongst 32,482 local areas (LLSOAs) in England [Source: The English Indices of Deprivation 2010]			
Lancaster & Morecambe district (Rank amongst 326 local authorities in England)		6th	186
The Crime Index includes 4 indicators: Violence, Burglary, Theft, and Criminal Damage.			

West End Million Community Profile

<u>Living Environment Index</u>		<i>Lower is worse</i>	<i>Lower is worse</i>
		<u>2010</u>	<u>2010</u>
<u>West End Million areas</u>	<u>Lower Layer Super Output Area</u>	<u>Decile</u>	<u>National IMD rank</u>
Regent Road area	Lancaster 009A	1st	386
Alexandra Road area	Lancaster 009C	1st	453
Stanley Road area	Lancaster 009D	1st	1325
West End Road area (part)	Lancaster 006A	2nd	4130
Regent Park area (part)	Lancaster 008B	2nd	5232
Sandylands area (part)	Lancaster 008C	1st	2560
<i>Torrisholme (for comparison)</i>	<i>Lancaster 007C</i>	10th	31514
Rank amongst 32,482 local areas (LLSOAs) in England [Source: The English Indices of Deprivation 2010]			
Lancaster & Morecambe district (Rank amongst 326 local authorities in England)		2nd	57
The Living Environment Index covers quality of housing in poor condition & without central heating as well as air quality and road traffic accidents.			

6. HOUSING

Persons Per Room												
	WEST END						Comparison					
	Lancaster 009A		Lancaster 009C		Lancaster 009D		Torrisholme		Lancaster		England	
	Super Output Area Lower Layer						SOALL		District		Country	
All Usual Residents in Households	1371		1406		1389		1384		129433		52059931	
Up To 0.5 Persons Per Room	827	60%	710	50%	749	54%	952	69%	77157	60%	28062629	54%
Over 0.5 and Up To 1.0 Persons Per Room	487	36%	627	45%	612	44%	412	30%	49626	38%	21557770	41%
Over 1.0 and Up To 1.5 Persons Per Room	43	3%	46	3%	18	1%	20	1%	2182	2%	1877394	4%
Over 1.5 Persons Per Room	14	1%	23	2%	10	1%	0	0%	468	0%	562138	1%

Census 2011 Office for National Statistics

House Price Statistics (2015)			
	009 Lancaster		
Property sales by dwelling type	(Morecambe West End)	Torrisholme	Lancaster
All	67	181	1917
Median House Price	£77,000	£136,000	£132,000
Detached houses		29	318
Median House Price		£180,000	£220,000
Semi-detached houses	5	107	722
Median House Price	£100,000	£139,000	£136,000
Terraced houses	38	25	663
Median House Price	£83,000	£114,500	£115,000
Flats/Maisonettes	22	20	214
Median House Price	£64,750	£70,750	£88,500

Source: Office for National Statistics

West End Million Community Profile

Vacant properties (2011)	WEST END				Torrisholme	Lancaster	England
	Lancaster 009A	Lancaster 009C	Lancaster 009D	West End total			
All Household Spaces	906	800	709	2415	641	60,942	23,044,097
Household Spaces With At Least One Usual Resident	697	646	633	1976	628	57,822	22,063,368
Household Spaces With No Usual Residents	209	154	76	439	13	3,120	980,729
Percentage of vacant properties	23%	19%	11%	18%	2%	5%	4%

Tenure - Households	WEST END			Comparison		
	Lancaster 009A	Lancaster 009C	Lancaster 009D	Torrisholme	Lancaster	England
	Super Output Area Lower Layer			SOALL	District	Country
All Households	697	646	633	628	57822	22063368
Owned; Owned Outright	88	92	130	378	20890	6745584
Owned; Owned with a Mortgage or Loan	99	110	212	203	19109	7229440
Owned; Total	187	202	342	581	39999	13975024
Owned; Total	27%	31%	54%	93%	69%	63%
Private Rented; Private Landlord or Letting Agency	381	388	258	23	9915	3401675
Private Rented; Employer of a Household Member	2	2	1	0	87	55211
Private Rented; Relative or Friend of Household Member	12	6	7	8	796	199428
Private Rented; Other	1	1	0	0	131	59610
Private Rented; Total	396	397	266	31	10929	3715924
Private Rented; Total	57%	61%	42%	5%	19%	17%
Social Rented; Rented from Council (Local Authority)	14	1	0	6	3629	2079778
Social Rented; Other Social Rented	64	39	11	3	2133	1823772
Social Rented; Total	78	40	11	9	5762	3903550
Social Rented; Total	11%	6%	2%	1%	10%	18%
Living Rent Free	10	2	4	7	765	295110
Shared Ownership (Part Owned and Part Rented)	26	5	10	0	367	173760

Source: Census 2011 Office for National Statistics

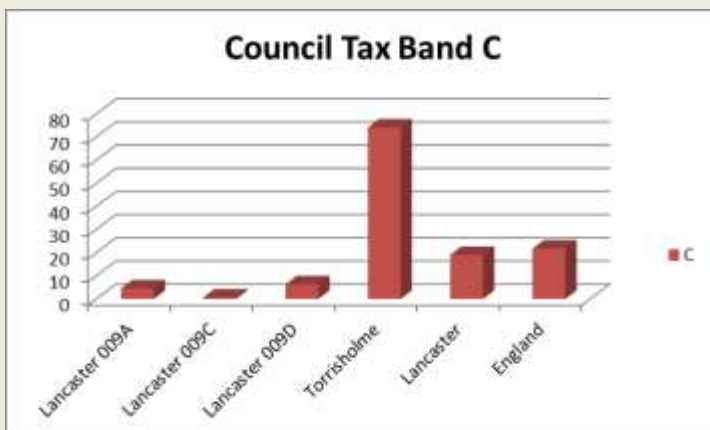
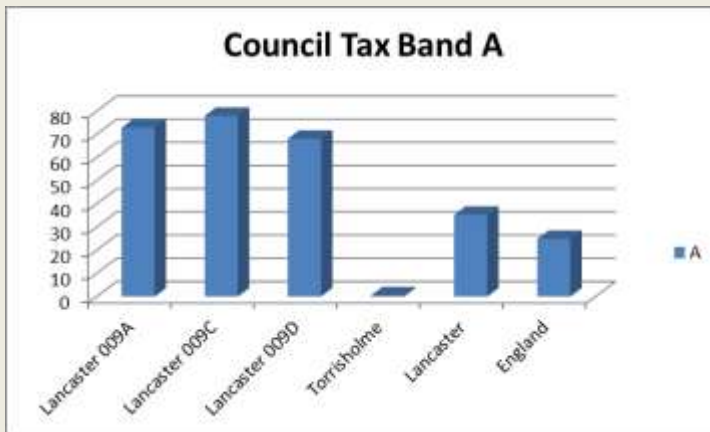
West End Million Community Profile

Accommodation Type - Households												
	WEST END						Comparison					
	Lancaster 009A		Lancaster 009C		Lancaster 009D		Torrisholme		Lancaster		England	
	Super Output Area Lower Layers						SOALL		District		Country	
Total houses	680		612		626		628		57620		21985413	
Detached House or Bungalow	16	2%	17	3%	12	2%	127	20%	10658	18%	4949216	23%
Semi-detached House or Bungalow	29	4%	18	3%	37	6%	479	76%	21948	38%	6889935	31%
Terraced house	199	29%	275	45%	322	51%	16	3%	15345	27%	5396459	25%
		36%		51%		59%		99%		83%		78%
Flat, Maisonette or Apartment; Purpose-Built Block of Flats or Tenement	223	33%	157	26%	156	25%	3	0%	6593	11%	3624359	16%
Flat, Maisonette or Apartment; Part of a Converted or Shared House (Including Bed-Sits)	160	24%	131	21%	94	15%	3	0%	2075	4%	834083	4%
Flat, Maisonette or Apartment; In Commercial Building	53	8%	14	2%	5	1%	0	0%	531	1%	210397	1%
		64%		49%		41%		1%		16%		21%
Shared Dwelling	17		34		7		0		202		77955	
Census March 2011	Last Updated 30th January 2013											
Source: Office for National Statistics												

West End Million Community Profile

Dwelling Stock by Council Tax Band, 2011		WEST END			<i>Comparison</i>		
		Lancaster 009A	Lancaster 009C	Lancaster 009D	Torrisholme	Lancaster	England
Council Tax Band		Super Output Area Lower Layers			SOALL	District	Country
A	%	73	77.96	68.06	0.47	35.23	24.84
B	%	22	21.09	24.71	5.99	25.41	19.58
C	%	5	0.68	6.36	74.13	19.02	21.76
D	%	0	0.27	0.87	12.78	9.82	15.31
E	%	0	0	0	4.89	6.06	9.44
F	%	0	0	0	1.42	3	4.99
G	%	0	0	0	0.16	1.35	3.51
H	%	0	0	0	0.16	0.12	0.57

Source: Office for National Statistics



7. REGENERATION

Building Design Partnership (Architects) were appointed by Lancaster City Council, English Partnerships and the Northwest Development Agency in 2008 to prepare a Masterplan and delivery strategy for the West End of the coastal resort town of Morecambe. The study was to provide an **exemplar** for the housing led regeneration of similar coastal towns which in turn would underpin their attractiveness as places to visit.

Lancaster City Council uses Additionality as one of its criteria when prioritising projects.

This is their **definition of Additionality**: -

How a project benefit complements or duplicates other projects and initiatives.

Dead weight (likelihood activity / provision arises anyway)

Leakage -(likelihood of benefits being lost from Morecambe)

Displacement (takes market share, labour, land etc from private sector or replaces core public funds)

Substitutes (target sector / firms substitute away from other locally advantageous activity)

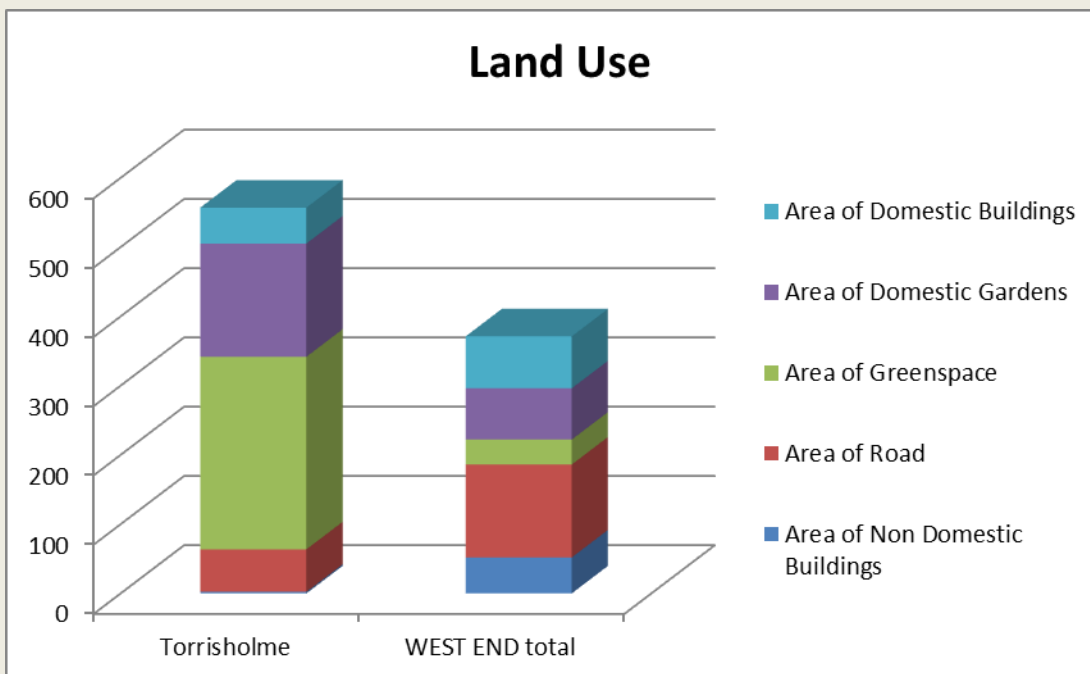
Multiplier effect (*project triggers additional benefits that also have positive consequences*)

8. ENVIRONMENT

Population density (Census 2011)					
	WEST END				Torrisholme
	Lancaster 009A	Lancaster 009C	Lancaster 009D	West End total	
All Usual Residents (Persons)	1,419	1,406	1,405	4,230	1,384
Area (Hectares)	19	10	13	42	55
Density (Number of Persons per Hectare)	74.7	140.6	108.1	100.7	25.2

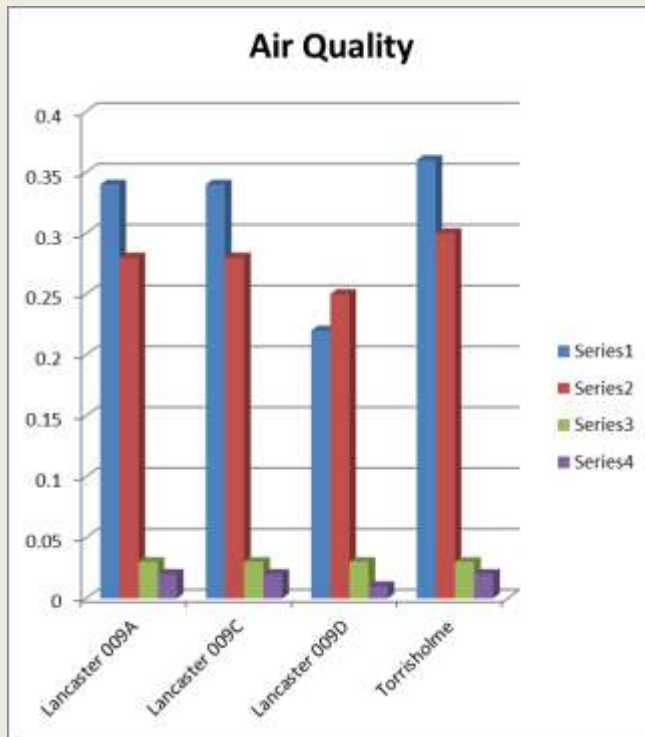
Land Use					
Measure: Thousand square metres					
	WEST END				Torrisholme
	Lancaster 009A	Lancaster 009C	Lancaster 009D	WEST END total	
Area of Domestic Buildings	24	27	24	75	52
Area of Non Domestic Buildings	30	9	13	52	2
Area of Road	63	34	37	134	61
Area of Domestic Gardens	27	20	27	74	164
Area of Greenspace	15	1	20	36	278
	159	91	121	371	557

Does not include Regents Park or Playing Fields in adjoining areas



West End Million Community Profile

Air Quality (January 2010)				
Ratio	WEST END			Torrisholme
	Lancaster 009A	Lancaster 009C	Lancaster 009D	
Combined Air Quality: Nitrogen Dioxide (Pollutant, Jan10)	0.34	0.34	0.22	0.36
Combined Air Quality: Particulates (PM10) (Pollutant, Jan10)	0.28	0.28	0.25	0.30
Combined Air Quality: Sulphur Dioxide (Pollutant, Jan10)	0.03	0.03	0.03	0.03
Combined Air Quality: Benzene (Pollutant, Jan10)	0.02	0.02	0.01	0.02



9. INCOME & EMPLOYMENT

Earnings by residence (2014)

	Lancaster (Pounds)	North West (Pounds)	Great Britain (Pounds)
Gross Weekly Pay			
Full-Time Workers	482.4	484.6	520.8
Male Full-Time Workers	528.8	521.3	561.5
Female Full-Time Workers	411.3	436.0	463.0
Hourly Pay- Excluding Overtime			
Full-Time Workers	12.39	12.25	13.15
Male Full-Time Workers	12.62	12.69	13.70
Female Full-Time Workers	10.85	11.65	12.34

Source: ONS annual survey of hours and earnings - resident analysis

Note: Median earnings in pounds for employees living in the area.

Total JSA claimants (March 2015)

	E36003845 : Heysham North (Numbers)	E36003845 : Heysham North (%)	Lancaster (%)	Great Britain (%)
All People	130	3.7	1.5	2.0
Males	94	5.4	2.1	2.5
Females	36	2.0	1.0	1.4

Source: claimant count with rates and proportions

Note: The percentage figures show the number of JSA claimants as a proportion of resident population aged 16-64.

Total JSA claimants (March 2015)

	E36003843 : Harbour (Numbers)	E36003843 : Harbour (%)	Lancaster (%)	Great Britain (%)
All People	161	3.8	1.5	2.0
Males	109	5.2	2.1	2.5
Females	52	2.5	1.0	1.4

Source: claimant count with rates and proportions

Note: The percentage figures show the number of JSA claimants as a proportion of resident population aged 16-64.

West End Million Community Profile

JSA claimants by age and duration (March 2015)

	E36003845 : Heysham North (Numbers)	E36003845 : Heysham North (%)	Lancaster (%)	Great Britain (%)
By Age Of Claimant				
Aged 18-24	20	13.8	19.6	22.5
Aged 25-49	85	64.6	55.8	56.4
Aged 50 And Over	30	21.5	24.4	21.0
By Duration Of Claim				
Up To 6 Months	55	40.8	53.7	59.4
Over 6 Up To 12 Months	30	22.3	18.8	13.7
Over 12 Months	50	36.9	27.5	26.9

Source: claimant count - age and duration

Note: The percentage figures represent the number of JSA claimants in a particular category as a percentage of all JSA claimants.

JSA claimants by age and duration (March 2015)

	E36003843 : Harbour (Numbers)	E36003843 : Harbour (%)	Lancaster (%)	Great Britain (%)
By Age Of Claimant				
Aged 18-24	30	18.0	19.6	22.5
Aged 25-49	80	50.9	55.8	56.4
Aged 50 And Over	50	31.1	24.4	21.0
By Duration Of Claim				
Up To 6 Months	90	55.9	53.7	59.4
Over 6 Up To 12 Months	25	14.3	18.8	13.7
Over 12 Months	50	29.8	27.5	26.9

Source: claimant count - age and duration

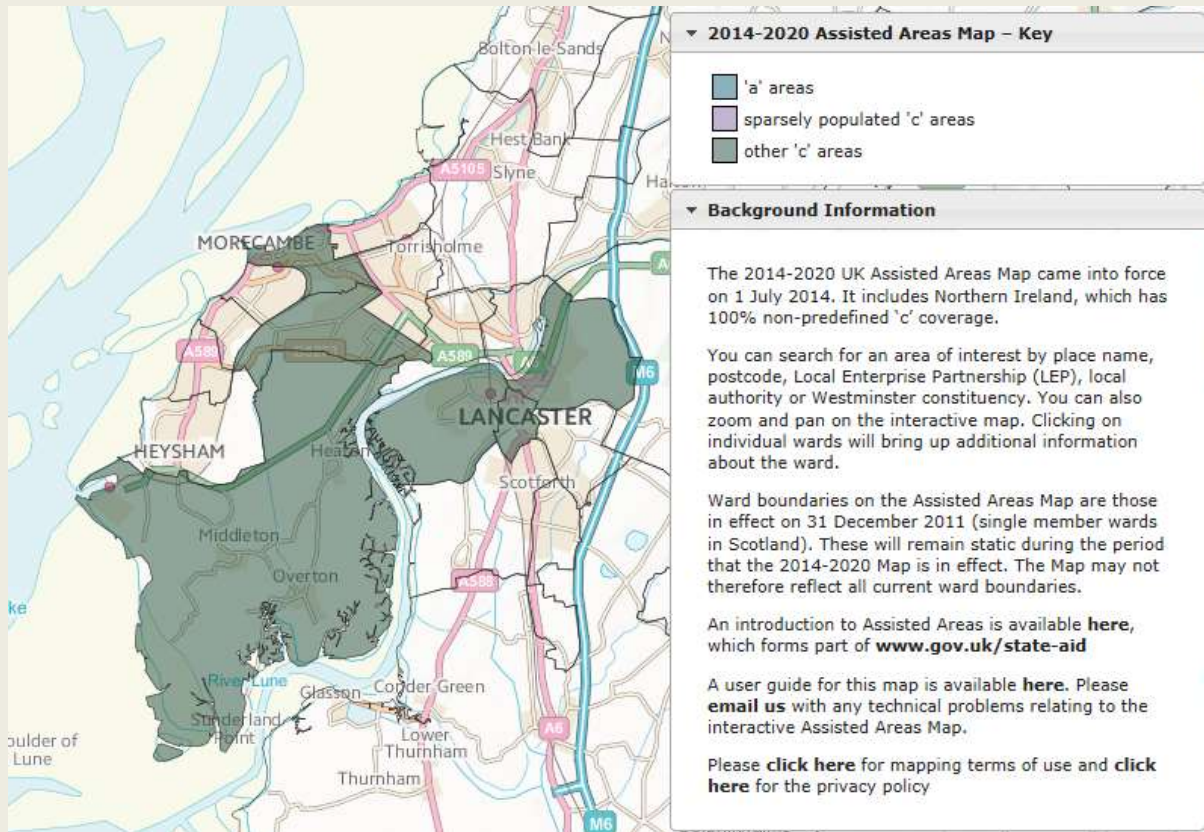
Note: The percentage figures represent the number of JSA claimants in a particular category as a percentage of all JSA claimants.

Benefit claimants

As percentage of working age population (August 2010)

	WEST END				Torrisholme	Lancaster	England
	Lancaster 009A	Lancaster 009C	Lancaster 009D	West End average			
Any Key Working Age Benefit (16-64, Males; 16-59, Females)	34	33	25	31	8	14	15
Jobseeker's Allowance	8	8	6	7	1	3	4
Incapacity Benefits	18	17	12	16	3	7	7

10. BUSINESS & LOCAL ECONOMY



<http://www.ukassistedareasmap.com/ieindex.html>

Age of businesses (2013)				
		West End	Lancaster	England
Less than 2 years old	%	18.2	13.1	17
2-3 years old	%	9.1	9.7	12.6
4-9 years old	%	36.4	26.3	27.2
10 or more years old	%	36.4	50.9	43.2

West End Million Community Profile

Commercial and Industrial Premises in Lancaster 009

(Middle Layer Super Output Area) Morecambe West End

Retail premises 261

Offices 26

Factories 0

Warehouses 24

Number of businesses (VAT and/or PAYE registered March 2013)

Lancaster 009 (Super Output Area Middle Layer)	145
Lancaster District	4935

11. EDUCATION & TRAINING

GCSE and Equivalent Results for Young People by Free School Meal Eligibility (Referenced by Location of Pupil Residence), 2012/2013				
		Lancaster 009 Morecambe West End	Lancaster	England
		Super Output Area Middle Layer	District	Country
All Free School Meals Pupils at the End of KS4	no.	24		
Free School Meals Pupils at the End of KS4 Achieving 5+ A*-C Including English and Mathematics	%	20.8	30.4	37.9
Free School Meals Pupils at the End of KS4 Achieving the Basics	%	20.8	30.9	38.7
All Other Pupils at the End of KS4	no.	61		
All Other Pupils at the End of KS4 Achieving 5+ A* - C Including English and Mathematics	%	49.2	67.4	64.6
All Other Pupils at the End of KS4 Achieving the Basics	%	49.2	68.3	65.3
Last Updated 19th June 2014				
Source: Department for Education				

Pupil Absence in Schools by Gender in England (Referenced by Location of Pupil Residence), 2012/2013							
		WEST END			<i>Comparison</i>	Lancaster	England
		Lancaster 009A	Lancaster 009C	Lancaster 009D	Torrisholme	District	Country
		Super Output Area Lower Layers					
Enrolments in All Schools	No.	185	252	221	125	15716	6475861
Persistent Absentees in All Schools	%	8.1	10.3	5.9	0	4.7	4.6
Persistent Absentees of Boy Pupils in All Schools	%	7.1	10.9	7.8	0	4.6	4.5
Persistent Absentees of Girl Pupils in All Schools	%	9.2	9.6	3.8	0	4.9	4.6
Persistent Absentees of Boy Pupils in State-Funded Secondary Schools	% x		20.7 x		0	5.8	6.1
Persistent Absentees of Girl Pupils in State-Funded Secondary Schools	% x		15.7 x		0	6.6	6.8
Source: Department for Education							

West End Million Community Profile

<u>Key Stage 2 results</u>	% achieving Level 4 or above in Reading, Writing & Maths		
School	2012	2013	2014
West End Primary School (West End)	71	80	67
Sandylands Primary School (West End)	82	80	86
<i>Torrisholme Primary School (for comparison)</i>	77	75	92
England (all schools)	75	75	78
Source: Department for Education (March 2015)			

<u>Key Stage 2 results</u>	% making expected progress		
School	Reading	Writing	Maths
West End Primary School (West End)	83	96	70
Sandylands Primary School (West End)	96	98	93
<i>Torrisholme Primary School (for comparison)</i>	97	97	97
England (all schools)	91	93	89
Source: Department for Education (March 2015)			

West End Million Community Profile

<u>Key Stage 2 results</u>	% achieving Reading, Writing & Maths			Average point score	Average level per pupil
School	Level 3 or below	Level 4 or above	Level 5 or above		
West End Primary School (West End)	21	67	0	25.1	4C
Sandylands Primary School (West End)	2	86	28	29.3	4A
<i>Torrisholme Primary School (for comparison)</i>	0	92	21	30.1	5C
England (all schools)	6	78	24	28.7	4A

Source: Department for Education (March 2015)

<u>Disadvantaged Pupils at KS2</u>	Numbers of Disadvantaged Pupils			% achieving Level 4 or above in Reading, Writing & Maths			% points gap between Disadvantaged and Other Pupils		
School	2012	2013	2014	2012	2013	2014	2012	2013	2014
West End Primary School (West End)	10	11	16	70	SUPP	63	-1	NK	-12
Sandylands Primary School (West End)	28	25	31	79	68	74	-7	-20	-26
<i>Torrisholme Primary School (for comparison)</i>	8	5	6	63	SUPP	83	-16	NK	-10
England (all schools)				61	63	67			-16

Source: Department for Education (March 2015)

Disadvantaged pupils are pupils eligible for Free School Meals and pupils Looked After

West End Million Community Profile

Key Stage 2 results	% achieving Level 4 or above in Reading, Writing & Maths	Position within group of 125 similar schools	Average Level per pupil	Average KS1 point score
West End Primary School (West End)	67	57	4C	12
Sandylands Primary School (West End)	86	25	4A	14.8
<i>Torrisholme Primary School (for comparison)</i>	92	25	5C	15.9
England (all schools)	78			15.2

Source: Department for Education (March 2015)

Key Stage 4		% of pupils making expected progress	
		English	Maths
School	<i>No. of pupils</i>		
Heysham High School Sports College (West End)	163	70	43
<i>Morecambe Community High School (for comparison)</i>	256	74	51
England (all state funded schools)		71.6	65.5

Source: Department for Education (March 2015)

West End Million Community Profile

<u>GCSE level</u>	% of pupils achieving 5+ GCSE's (A*-C) including English & Maths			
School	2011	2012	2013	2014
Heysham High School Sports College (West End)	44	41	51	38
<i>Morecambe Community High School (for comparison)</i>	54	44	56	51
England (all state funded schools)	58.2	58.8	60.6	56.6

Source: Department for Education (March 2015)

<u>GCSE level</u>	% of pupils achieving 5+ GCSE's (A*-C) including English & Maths			
School	Low attainers	Middle attainers	High attainers	2014 All pupils
Heysham High School Sports College (West End)	3	37	96	38
<i>Morecambe Community High School (for comparison)</i>	2	47	91	51
England (all state funded schools)	5.5	50.9	92.8	56.6

Source: Department for Education (March 2015)

West End Million Community Profile

Baccalaureate	
School	% of pupils achieving the English Baccalaureate
Heysham High School Sports College (West End)	5
<i>Morecambe Community High School (for comparison)</i>	13
England (all state funded schools)	24.2

Source: Department for Education (March 2015)

Baccalaureate	% of pupils achieving all English Baccalaureate subjects			
	Low attainers	Middle attainers	High attainers	2014 All pupils
Heysham High School Sports College (West End)	0	3	21	5
<i>Morecambe Community High School (for comparison)</i>	2	7	32	13
England (all state funded schools)	0.6	12.7	55	24.2

Source: Department for Education (March 2015)

Disadvantaged pupils at KS4	% of pupils achieving 5+ GCSE's (A*-C) including English & Maths			
School	No. of disadvantaged pupils (% of total)	Average results over 3 years	No. of other pupils	Average results over 3 years
Heysham High School Sports College (West End)	170 (33%)	32	341	49
<i>Morecambe Community High School (for comparison)</i>	189 (26%)	24	538	60
England (all state funded schools)		38.7		65.9

Source: Department for Education (March 2015)

Disadvantaged pupils are pupils eligible for Free School Meals and pupils Looked After

West End Million Community Profile

<u>Gender & English as Additional Language Pupils</u>	% of pupils achieving 5+ GCSE's (A*-C) including English & Maths			
School	All pupils	Boys	Girls	EAL pupils
Heysham High School Sports College (West End)	38	24	43	45
<i>Morecambe Community High School (for comparison)</i>	51	49	52	67
England (all state funded schools)	56.6	51.6	61.7	54.7

Source: Department for Education (March 2015)

12. HEALTH & WELLBEING

People's general health, March 2011

The 2011 Census asked people to describe their general health over the preceding 12 months

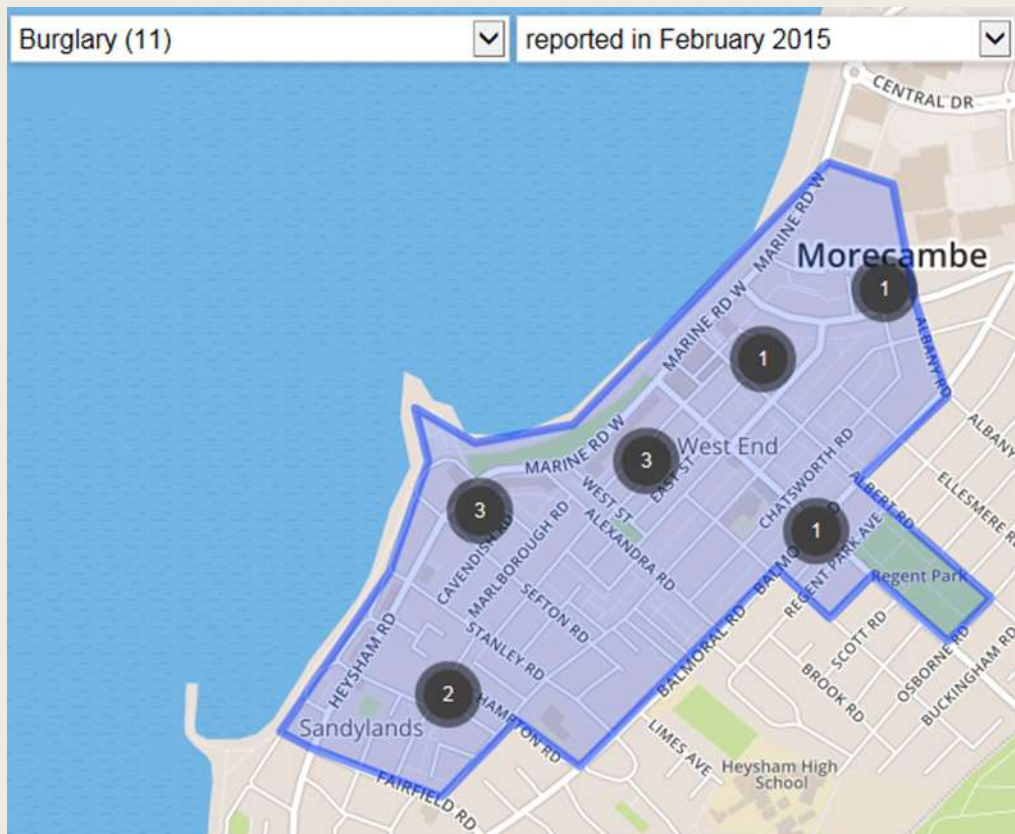
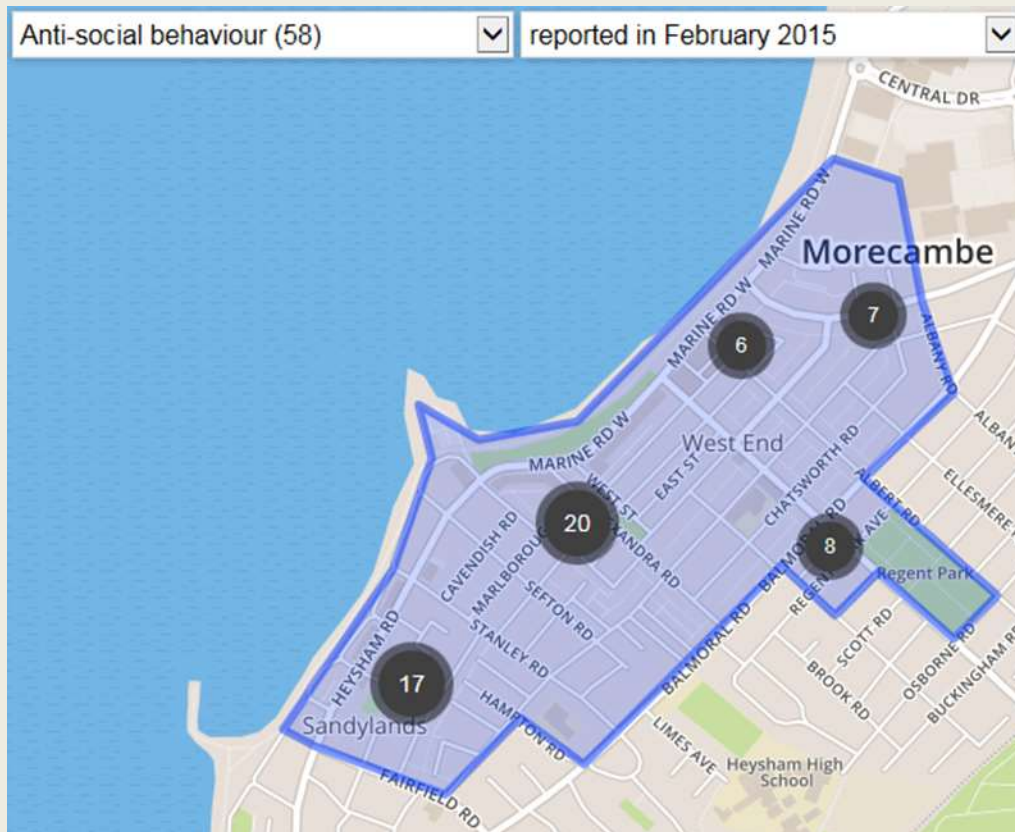
		WEST END						
		Lancaster 009A	Lancaster 009C	Lancaster 009D	West End average	Torrisholme	Lancaster	England
Very good	%	37.6	39.8	45.9	41.1	44.4	46.7	47.2
Good	%	34.2	35.9	33.9	34.7	34.7	33.8	34.2
Fair	%	18	15.3	13.8	15.7	15.2	13.7	13.1
Bad	%	7.4	6.8	5.2	6.5	4.4	4.5	4.2
Very bad	%	2.8	2.2	1.2	2.1	1.3	1.3	1.2

People claiming health-related benefits

(August 2010)

		WEST END						
		Lancaster 009A	Lancaster 009C	Lancaster 009D	West End average	Torrisholme	Lancaster	England
Incapacity benefits	%	18	17	12	16	3	7	7
Carers Allowance	%	3	2	2	2	1	1	1
Disabled	%	0	2	1	1	1	1	1

13. CRIME & ANTI SOCIAL BEHAVIOUR

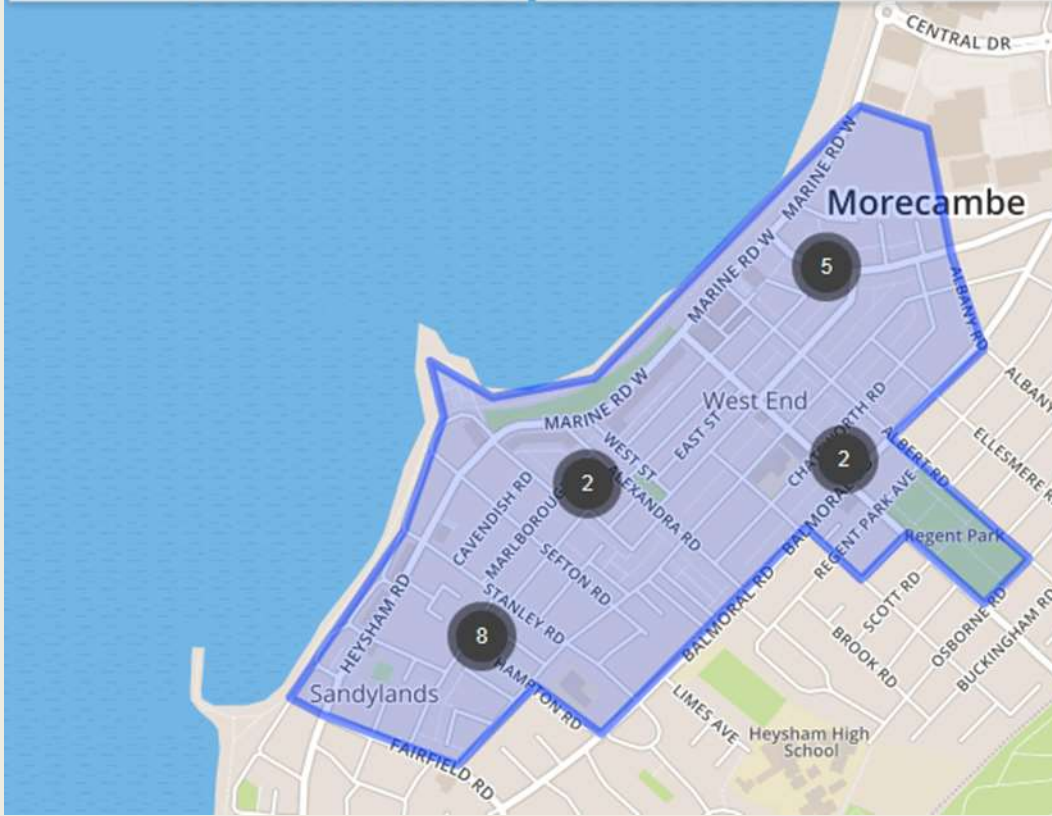


West End Million Community Profile

Criminal damage and arson (17)



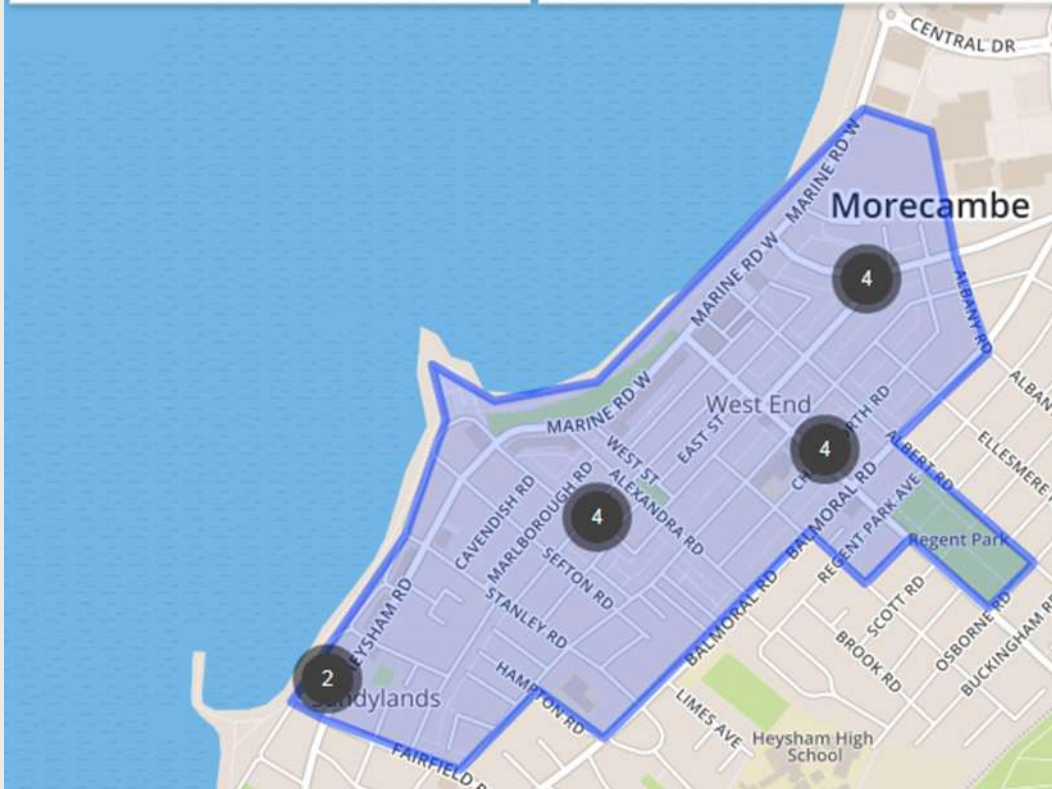
reported in February 2015



Violence and sexual offences (14)



reported in February 2015



West End Million Community Profile

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Calls to the Police		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	3755	3524	-231	-6.20%	586.8	550.7	360.3	356.9
Heysham North (West End)	5274	3680	3023	-657	-17.90%	697.8	573.2		
Torrisholme (for comparison)	6755	1288	1256	-32	-2.50%	190.7	185.9		

Source: Safer Lancashire

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Calls to the Ambulance Services		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	1133	1288	155	13.70%	177.1	201.3	147.8	147.5
Heysham North (West End)	5274	828	901	73	8.80%	157	170.8		
Torrisholme (for comparison)	6755	842	1041	199	23.60%	124.6	154.1		

Source: Safer Lancashire

West End Million Community Profile

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Calls to the Fire & Rescue Services		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	104	107	3	2.90%	16.3	16.7	10.8	10.3
Heysham North (West End)	5274	85	70	-15	-17.60%	16.1	13.3		
Torrisholme (for comparison)	6755	38	44	6	15.80%	5.6	6.5		

Source: Safer Lancashire

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Total Recorded Crime		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	741	663	-78	-10.50%	115.8	103.6	61.9	63.5
Heysham North (West End)	5274	607	541	-66	-10.90%	115.1	102.6		
Torrisholme (for comparison)	6755	217	221	4	1.80%	32.1	32.7		

Source: Safer Lancashire

West End Million Community Profile

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Violence Against The Person		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	170	162	-8	-4.70%	26.6	25.3	14.8	15.6
Heysham North (West End)	5274	140	148	8	5.70%	26.5	28.1		
Torrisholme (for comparison)	6755	40	33	-7	-17.50%	5.9	4.9		

Source: Safer Lancashire

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Calls to the Police about Domestic Violence		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	281	212	-69	-24.60%	43.9	33.1	15.1	15
Heysham North (West End)	5274	238	151	-87	-36.60%	45.1	28.6		
Torrisholme (for comparison)	6755	62	54	-8	-12.90%	9.2	8		

Source: Safer Lancashire

West End Million Community Profile

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Calls to the Ambulance Service where violence involved		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	11	21	10	90.90%	1.7	3.3	1	0.9
Heysham North (West End)	5274	7	10	3	42.90%	1.3	1.9	1	0.9
Torrisholme (for comparison)	6755	0	1	1	n/c	0	0.1	1	0.9

Source: Safer Lancashire n/c = not calculated

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
All Drug Offences		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	27	21	-6	-22.20%	4.2	3.3	1.8	2.1
Heysham North (West End)	5274	51	24	-27	-52.90%	9.7	4.6		
Torrisholme (for comparison)	6755	6	2	-4	-66.70%	0.9	0.3		

Source: Safer Lancashire

West End Million Community Profile

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Numbers Killed or Serious Injured on the Roads		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	5	1	-4	-80%	0.8	0.2	0.6	0.3
Heysham North (West End)	5274	0	3	3	n/c	0	0.6		
Torrisholme (for comparison)	6755	1	3	2	200%	0.1	0.4		
Source: Safer Lancashire					n/c = not calculated				

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Robbery		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	2	5	3	150%	0.3	0.8	0.3	0.4
Heysham North (West End)	5274	2	5	3	150%	0.4	0.9		
Torrisholme (for comparison)	6755	0	1	1	n/c	0	0.1		
Source: Safer Lancashire					n/c = not calculated				

West End Million Community Profile

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Serious Acquisitive Crime		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	91	73	-18	-19.80%	14.2	11.4	7.5	9
Heysham North (West End)	5274	73	80	7	9.60%	13.8	15.2		
Torrisholme (for comparison)	6755	27	45	18	66.70%	4	6.7		

Source: Safer Lancashire

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
All Burglary		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	92	86	-6	-6.50%	32.4	30.2	22.1	20.1
Heysham North (West End)	5274	85	76	-9	-10.60%	36.4	32.6		
Torrisholme (for comparison)	6755	41	67	26	63.40%	13	21.2		

Source: Safer Lancashire

West End Million Community Profile

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Domestic Burglaries		Actual Crimes/Incidents				Rate per thousand households			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	31	24	-7	-22.60%	10.9	8.4	7.2	8.2
Heysham North (West End)	5274	28	33	5	17.90%	12	14.1		
Torrisholme (for comparison)	6755	9	15	6	66.70%	2.9	4.8		

Source: Safer Lancashire

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
All Vehicle Crime		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	65	47	-18	-27.70%	10.2	7.3	4.8	6
Heysham North (West End)	5274	48	49	1	2.10%	9.1	9.3		
Torrisholme (for comparison)	6755	20	31	11	55%	3	4.6		

Source: Safer Lancashire

West End Million Community Profile

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Theft of a Vehicle		Actual Crimes/Incidents				Rate per thousand population, except for Domestic Burglary which is rate per thousand households			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	16	12	-4	-25%	2.5	1.9	0.9	1.2
Heysham North (West End)	5274	23	11	-12	-52.20%	4.4	2.1		
Torrisholme (for comparison)	6755	5	3	-2	-40%	0.7	0.4		

Source: Safer Lancashire

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Theft from a Vehicle		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	42	32	-10	-23.80%	6.6	5	3.3	3.9
Heysham North (West End)	5274	20	31	11	55%	3.8	5.9		
Torrisholme (for comparison)	6755	13	26	13	100%	1.9	3.8		

Source: Safer Lancashire

West End Million Community Profile

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Deliberate Fires		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	32	16	-16	-50%	5	2.5	1.6	1.7
Heysham North (West End)	5274	24	26	2	8.30%	4.6	4.9		
Torrisholme (for comparison)	6755	9	3	-6	-66.70%	1.3	0.4		

Source: Safer Lancashire

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
All Criminal Damage (including Arson)		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	140	103	-37	-26.40%	21.9	16.1	11.9	10.8
Heysham North (West End)	5274	148	127	-21	-14.20%	28.1	24.1		
Torrisholme (for comparison)	6755	33	29	-4	-12.10%	4.9	4.3		

Source: Safer Lancashire

West End Million Community Profile

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Deliberate Vehicle Fires		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	0	0	0	0%	0	0	0	0
Heysham North (West End)	5274	1	0	-1	n/c	0.2	0		
Torrisholme (for comparison)	6755	0	0	0	0%	0	0		

Source: Safer Lancashire n/c = not calculated

Crime statistics for Harbour, Heysham North and Torrisholme, all in Morecambe									
Calls to the Police about Anti-Social Behaviour		Actual Crimes/Incidents				Rate per thousand population			
Police Neighbourhoods	Population	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Year on Year Difference	% Change	March 2013 -Feb. 2014	March 2014 -Feb. 2015	Lancaster District Average (March 2014 -Feb. 2015)	Lancashire County Average (March 2014 -Feb. 2015)
Harbour (West End)	6399	630	649	19	3%	98.5	101.4	55.8	53.7
Heysham North (West End)	5274	717	586	-131	-18.30%	135.9	111.1		
Torrisholme (for comparison)	6755	241	220	-21	-8.70%	35.7	32.6		

Source: Safer Lancashire

14. TRANSPORT & Roads

Car or Van Availability				
Census 2011	WEST END			
	Lancaster 009A	Lancaster 009C	Lancaster 009D	Torrisholme
No. of households	697	646	633	628
Households with no car or van	389	342	242	86
Households with 1 car or van	247	237	288	316
Households with 2 cars or vans	48	61	85	182
Households with 3 cars or vans	9	6	12	30
Households with 4 cars or vans	4	0	6	14

Method of Travel to Work 2011				
	WEST END			Comparison
	Lancaster 009A	Lancaster 009C	Lancaster 009D	Torrisholme
	Super Output Area Lower Layers			SOALL
All Usual Residents Aged 16 to 74	1105	1072	1015	1016
Work Mainly at or From Home	36	21	18	15
Underground, Metro, Light Rail, Tram	1	0	0	0
Train	9	8	11	15
Bus, Minibus or Coach	71	88	44	31
Taxi	3	3	7	4
Motorcycle, Scooter or Moped	1	4	11	4
Driving a Car or Van	262	250	354	447
Passenger in a Car or Van	60	69	58	32
Bicycle	20	33	32	32
On Foot	121	90	83	54
Other Method of Travel to Work	3	2	4	2
Not in Employment	518	504	393	380
Census 2011, Office for National Statistics				

West End Million Community Profile

West End 'Healthy Streets' area projects

Morecambe West End's 'Prambles' Group

Young mums in Morecambe West End have been brought together through a new 'Prambles' group formed by this area's Healthy Streets. The mums meet up on a regular basis with their young children for a walk and a chat. This has given them an opportunity to get out and about as well as being a great way of socialising with like-minded people!

Morecambe West End Litter Picking

Members of the local community in Morecambe West End took to the streets to take part in a litter pick to make their outdoors more appealing to get out and about in. They all wore high visibility jackets, borrowed from Lancashire County Council and cleaned up their area for the day.

<http://www.safe2travel.co.uk/images/Healthy%20Streets%20CASE%20STUDIES.pdf>



http://www.safe2travel.co.uk/more_info.asp?current_id=196

15. POPULATION

Population numbers (mid 2011)					
	WEST END				
	Lancaster 009A	Lancaster 009C	Lancaster 009D	West End total	Torrisholme
All people	1421	1404	1400	4225	1378
Males	740	756	689	2185	660
Females	681	648	711	2040	718

Resident Population Estimates by Broad Age Band 2013								
		WEST END				Comparison		
		Lancaster 009A	Lancaster 009C	Lancaster 009D	West End	Torrisholme	Lancaster	England
		Super Output Area	Super Output Area	Super Output Area	3 areas	Super Output Area	District	Country
All Persons; All Ages		1444	1455	1574	4473	1370	140600	53865800
Males; All Ages	%	53	54	51	52	48	49	49
Females; All Ages	%	47	46	49	48	52	51	51
All Persons; Aged 0-15	%	19	24	24	22	14	17	19
All Persons; Aged 16-24	%	16	14	14	14	7	17	12
All Persons; Aged 25-49	%	37	38	37	37	25	29	34
All Persons; Aged 50-64 (Males), 50-59 (Females)	%	18	15	12	15	17	15	15
All Persons; Aged 65 and Over (Males), 60 and Over (Females)	%	11	10	14	12	37	22	20
		100	100	100	100	100	100	100

Source: Office for National Statistics

West End Million Community Profile

Ethnic Group 2011							
	WEST END				Comparison		
	Lancaster 009A	Lancaster 009C	Lancaster 009D	West End	Torrisholme	Lancaster	England
	Super Output Area Lower Layer			3 areas	SOALL	District	Country
All Usual Residents	1419	1406	1405	4230	1384	138375	53012456
White; English/Welsh/Scottish/Northern Irish/British	1174	1113	1287	3574	1351	126624	42279236
White; Irish	7	7	9	23	8	840	517001
White; Gypsy or Irish Traveller	5	0	0	5	5	331	54895
White; Other White	179	217	68	464	11	4547	2430010
Mixed/Multiple Ethnic Groups; White and Black Caribbean	5	2	1	8	3	373	415616
Mixed/Multiple Ethnic Groups; White and Black African	0	0	2	2	1	179	161550
Mixed/Multiple Ethnic Groups; White and Asian	3	4	7	14	2	480	332708
Mixed/Multiple Ethnic Groups; Other Mixed	8	5	2	15	0	324	283005
Asian/Asian British; Indian	5	11	5	21	0	1212	1395702
Asian/Asian British; Pakistani	2	9	6	17	0	413	1112282
Asian/Asian British; Bangladeshi	0	4	2	6	0	309	436514
Asian/Asian British; Chinese	13	1	6	20	1	1231	379503
Asian/Asian British; Other Asian	8	14	7	29	1	567	819402
Black/African/Caribbean/Black British; African	2	13	2	17	0	472	977741
Black/African/Caribbean/Black British; Caribbean	1	0	0	1	1	109	591016
Black/African/Caribbean/Black British; Other Black	2	1	1	4	0	47	277857
Other Ethnic Group; Arab	4	5	0	9	0	164	220985
Other Ethnic Group; Any Other Ethnic Group	1	0	0	1	0	153	327433
	245	293	118	656	33	11751	10733220
Percentage non-White; English/Welsh/Scottish/Northern Irish/British	17%	21%	8%	16%	2%	8%	20%

Source: Office for National Statistics

Religions

People's religion (2011 Census)								
		WEST END				Torrisholme	Lancaster	England
		Lancaster 009A	Lancaster 009C	Lancaster 009D	West End average			
Christian	%	60.3	60.7	58.1	59.7	76.7	65.9	59.4
Buddhist	%	0.5	0.2	0.4	0.4	0.1	0.4	0.5
Hindu	%	0.2	0.3	0.1	0.2	0	0.3	1.5
Jewish	%	0.1	0.1	0.1	0.1	0.1	0.1	0.5
Muslim	%	0.7	1.6	1	1.1	0	1.3	5
Sikh	%	0	0.1	0.3	0.1	0	0.1	0.8
Other religion	%	0.5	1	0.3	0.6	0.4	0.5	0.4
No religion	%	28.1	30.2	32	30.1	15.5	24.5	24.7
Religion not stated	%	9.2	5.9	7.6	7.6	7.1	7.1	7.2

16. FAMILIES & Children

Child Benefit Families, 2012						
	WEST END			Comparison		
	Lancaster 009A	Lancaster 009C	Lancaster 009D	Torrisholme	Lancaster	England
	Super Output Area Lower Layer				District	Country
Total Number of Children	350	445	350	230	27105	11602365
Total Number of Families Claiming Benefit	200	225	200	140	15795	6650065
	57%	51%	57%	61%	58%	57%

Source: Her Majesty's Revenue and Customs

Lone Parent Households with Dependent Children				
Census 2011	WEST END			
	Lancaster 009A	Lancaster 009C	Lancaster 009D	Torrisholme
All Lone Parent Households with Dependent Children	68	84	66	19

17. WORKING AGE

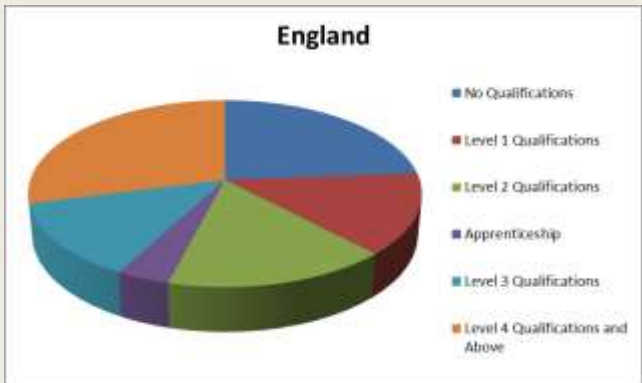
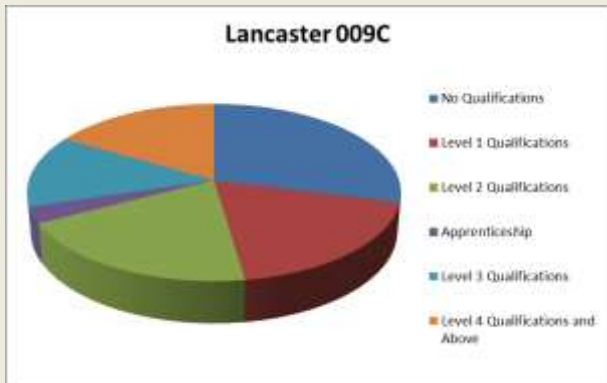
Economic Activity		WEST END					
		Lancaster 009A	Lancaster 009C	Lancaster 009D	Torrisholme	Lancaster District	England Country
		Super Output Area Lower Layer					
All Usual Residents Aged 16 to 74	No.	1105	1072	1015	969	103296	38881374
Employee; Part-Time	%	14	13.2	14.9	15.6	14.4	13.7
Employee; Full-Time	%	29	32.5	35.7	41.1	33.7	38.6
Self-Employed	%	7.1	5.2	7.9	8.5	8.6	9.8
Unemployed	%	9.4	8.9	7.4	3.4	3.3	4.4
Full-Time Student	%	3.7	3.3	3.1	3.6	5.2	3.4
Total Economically Active	%	63.2	63.1	69	72.2	65.2	69.9
Retired	%	10	8.7	12.3	18.7	15.2	13.7
Student (Including Full-Time Students)	%	5.2	6.3	5.4	2	10.9	5.8
Looking After Home or Family	%	5	6.2	3.8	3	2.8	4.4
Long-Term Sick or Disabled	%	13.8	12.6	6.7	3	4.3	4
Other	%	2.8	3.2	2.9	1.2	1.7	2.2
Total Economically Inactive	%	36.8	37	31.1	27.9	34.9	30.1

Source: Office for National Statistics Census 2011

Occupations of all people in employment, March 2011								
Census 2011		WEST END				Torrisholme	Lancaster	England
		Lancaster 009A	Lancaster 009C	Lancaster 009D	West End average			
Managers, directors and senior officials	%	11.2	8.1	9.2	9.5	7.4	9.3	10.9
Professional occupations	%	8.5	9.2	8	8.6	16	18.1	17.5
Associate professional and technical occupations	%	6.1	6.2	7.6	6.6	11	10.8	12.8
Administrative and secretarial occupations	%	7.3	7.4	6.9	7.2	13.8	9.7	11.5
Skilled trades occupations	%	11.2	11.3	11.9	11.5	13.7	12.3	11.4
Caring, leisure and other service occupations	%	11.8	11.8	18	13.9	14.3	12.1	9.3
Sales and customer service occupations	%	8.7	7.7	9	8.5	8	8.9	8.4
Process, plant and machine operatives	%	11.2	12.9	9.6	11.2	7.9	6.9	7.2
Elementary occupations	%	23.9	25.5	19.8	23.1	7.9	12	11.1

West End Million Community Profile

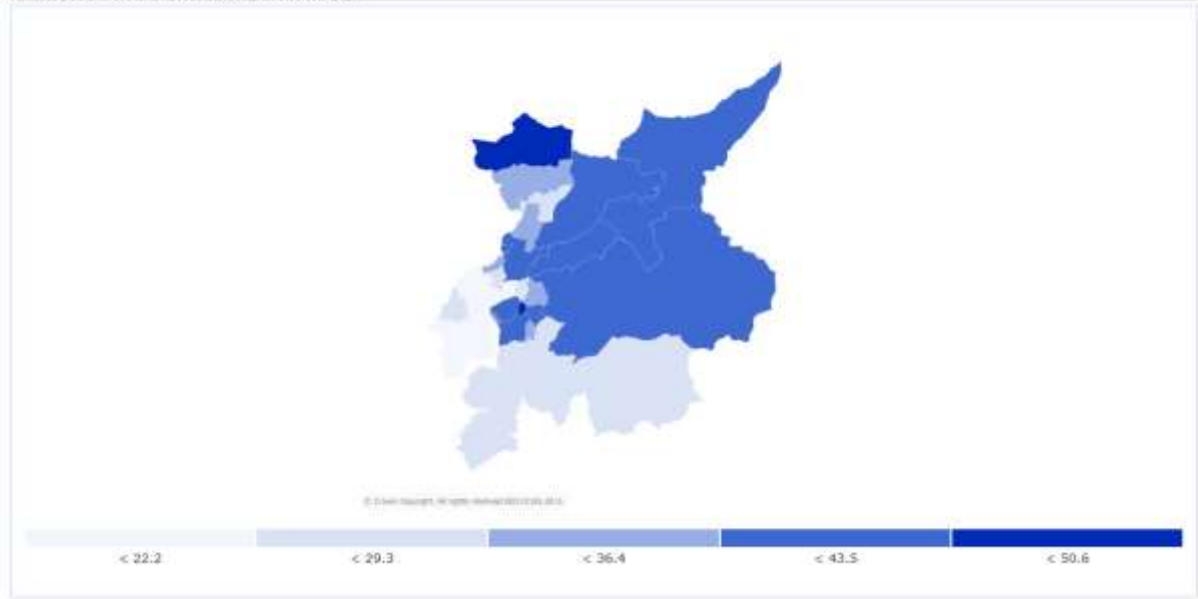
Resident's Highest Level of Qualifications (March 2011)						
	WEST END			<i>Comparison</i>		
	Lancaster 009A	Lancaster 009C	Lancaster 009D	Torrisholme	Lancaster	England
	Super Output Area Lower Layer				District	Country
All Usual Residents Aged 16 and Over	1154	1093	1090	1207	115405	42989620
Highest Level of Qualification						
No Qualifications	31%	26%	26%	23%	21%	23%
Other Qualifications	9%	9%	6%	4%	4%	6%
Level 1 Qualifications	15%	17%	15%	10%	11%	13%
Level 2 Qualifications	19%	18%	21%	19%	15%	15%
Apprenticeship	4%	3%	5%	6%	4%	4%
Level 3 Qualifications	10%	12%	13%	13%	18%	12%
Level 4 Qualifications and Above	13%	15%	14%	27%	27%	27%
Source: Office for National Statistics						



West End Million Community Profile

Qualifications - Area Comparison

All people - NVQ4 and above (Lancaster)



2011 ward	numbers	%
E36003835 : Bare	645	31.0
E36003836 : Bolton-le-Sands	809	31.3
E36003837 : Bulk	1,062	31.8
E36003838 : Carnforth	729	26.1
E36003839 : Castle	2,042	40.2
E36003840 : Duke's	1,033	43.8
E36003841 : Elia, University	1,943	22.7
E36003842 : Halton-with-Aughton	560	42.3
E36003843 : Harbour	674	16.0
E36003844 : Heysham Central	598	22.7
E36003845 : Heysham North	513	15.1
E36003846 : Heysham South	1,146	25.3
E36003847 : John O'Gaunt	2,061	37.3
E36003848 : Kellat	516	41.4
E36003849 : Lower Lune Valley	1,126	41.8
E36003850 : Overtown	308	21.8
E36003851 : Poulton	844	17.5
E36003852 : Scotforth East	971	35.7
E36003853 : Scotforth West	1,982	42.1
E36003854 : Silverdale	365	50.8
E36003855 : Skerton East	1,072	23.6
E36003856 : Skerton West	694	16.2
E36003857 : Slyne-with-Hest	887	39.1
E36003858 : Tanisholme	1,093	28.8
E36003859 : Upper Lune Valley	385	42.8
E36003860 : Warton	474	33.8
E36003861 : Westgate	629	16.5

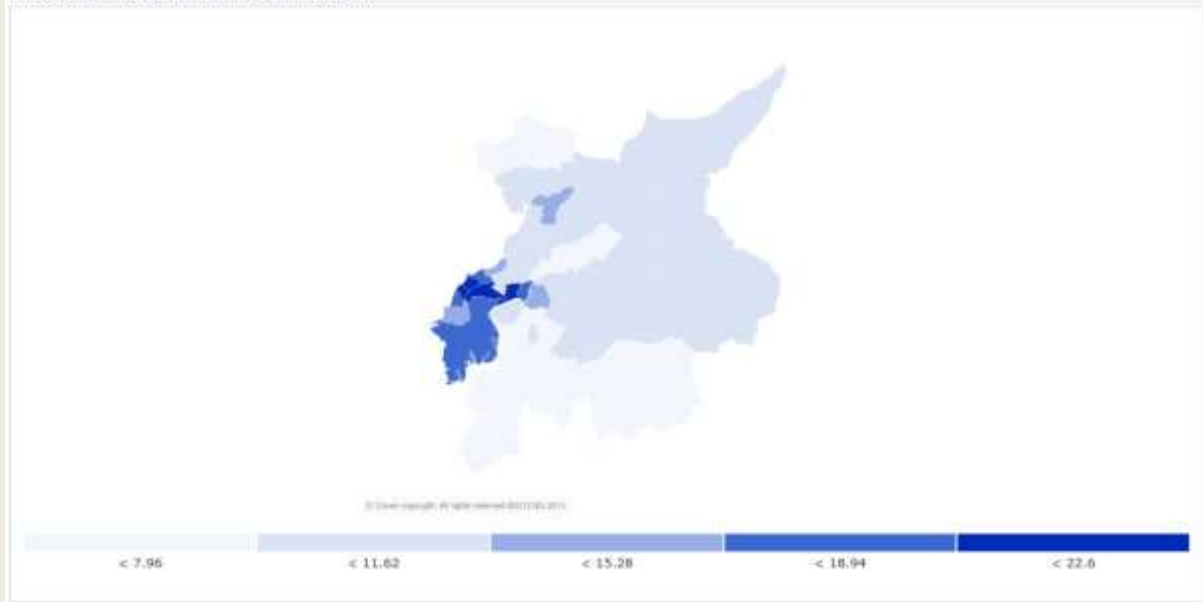
Source: ONS LS3801EW - Highest level of qualification by economic activity []

Note: All figures are for persons aged 16 and over

https://www.nomisweb.co.uk/reports/lmp/ward2011/1140854531/subreports/ward2011quals_compared/report.aspx

West End Million Community Profile

All people - No Qualifications (Lancaster)



2011 ward	numbers	%
E36003835 : Bara	273	13.1
E36003836 : Bolton-le-Sands	243	9.4
E36003837 : Bulk	779	14.9
E36003838 : Camforth	370	13.2
E36003839 : Castle	589	11.2
E36003840 : Duke's	111	4.7
E36003841 : Ellet, University	370	4.3
E36003842 : Halton-with-Aughton	100	7.6
E36003843 : Harbour	845	20.1
E36003844 : Heysham Central	459	17.4
E36003845 : Heysham North	680	20.0
E36003846 : Heysham South	582	12.8
E36003847 : John O'Gaunt	312	5.6
E36003848 : Kellet	110	8.8
E36003849 : Lower Lune Valley	260	9.6
E36003850 : Overton	249	17.4
E36003851 : Poulton	832	17.3
E36003852 : Scotforth East	310	11.4
E36003853 : Scotforth West	316	6.7
E36003854 : Silverdale	87	7.8
E36003855 : Skerton East	789	17.3
E36003856 : Skerton West	859	22.6
E36003857 : Slynne-with-Hest	224	9.9
E36003858 : Torrisholme	416	11.0
E36003859 : Upper Lune Valley	117	8.6
E36003860 : Warton	145	10.3
E36003861 : Westgate	828	21.8

Source: ONS LCS951EW - Highest level of qualification by economic activity

Note: All figures are for persons aged 16 and over

https://www.nomisweb.co.uk/reports/lmp/ward2011/1140854531/subreports/ward2011quals_compared/report.aspx

18. National Lottery awards

West End recipients of National Lottery grants 1995-2014

<u>Award date</u>	<u>Grant amount</u>	<u>Organisation/ Project</u>	<u>Lottery Distributor</u>
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455 (Morecambe and Heysham) Squadron Air Training Corps				
1	11/06/1996	£ 1,500	Provides a variety of activities for local young people. The grant, over one year, is for the purchase of a computer system.	Community Fund
2	29/09/2003	£ 2,880	This Atc Will Provide Internet Access And It Training For Its Cadets And Extend Access To Flight Simulation Software Programmes.	Awards For All
3	13/01/2010	£ 9,937	IT suite for its members and their parents. The project will be used to teach IT skills and CV writing so to develop their career options. The facility will also be used for internal exams, flight simulation training and provide cadets a place to do their homework.	Awards For All

CEEP Limited				
1	26/08/2009	£ 120,000	This project aims to focus on seven areas of work -volunteering skills, youth clubs, radio station links, weekend activities, Time Bank programme and leadership training. It will allow young volunteers to be trained in catering, administration, youth work and volunteering. The project will provide an after school youth drop in service for 11-18 year olds with activities such as pool, table tennis and IT facilities. There will also be two youth clubs, one for 8-11 year olds, and one for 11-14 year olds.	Big Lottery Fund
2	28/09/2010	£ 9,720	Computing and Internet courses for the local community. This will provide people with the opportunity to learn new skills and improve their lifestyle.	Awards For All

Galloway's Centre for the Blind				
1	05/10/2001	£ 8,551	ICT Learning Centre for visually impaired people and their carers at the charity's Morecambe Centre	New Opportunities

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Heysham High School Sports College				
1	02/02/2004	£ 3,970	To set up an athletics club for young people aged from 8 to 14, working closely with the Lancaster and Morecambe Athletics Club to develop indoor sports provision for juniors in the area. In addition to developing a satellite club, they will run taster sessions for their local feeder primary schools and other neighbouring schools to further promote the sport.	Awards For All
2	30/06/2005	£ 75,600	Heysham High School Sports College	New Opportunities

Lancashire Youth Concerts				
1	22/11/2002	£ 1,120	This Group aims To Provide Young Peoples Music Groups With Additional Performance Opportunities.	Awards For All

Mr Peter Moser				
1	12/01/2000	£ 5,000	Cheap Art	Arts Council

Red Rose Youth				
1	04/03/1999	£ 4,360	Provides opportunities for children (particularly those disadvantaged by family circumstances, low incomes and disability) to get involved in performing and listening to music. The grant will fund costumes, props, transport costs, publicity and administration costs.	Community Fund
2	20/07/1999	£ 25,000	Musical instruments	Arts Council
3	30/08/2000	£ 8,190	Multi Cultural Programming	Arts Council
4	04/02/2002	£ 2,048	Provides Music Tuition And Holds Concerts/Festivals . The Money Is For Accompanist Fees, Transport, Music, Running Costs And A Tam-Tam Percussion Instrument.	Arts Council
5	10/05/2005	£ 2,131	Enable a group of new beginners whose ages range from 6-11, to learn a musical instrument and take part in workshops over a 12 month period which will culminate in a public performance.	Awards For All
6	07/04/2008	£ 9,085	The project will make improvements to the rehearsal rooms used by the group by updating equipment and facilities. This will include the purchase of whiteboard technology which means that the group will be able to offer tuition to children for whom English is a second language.	Awards For All

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More Music				
1	15/12/1999	£ 4,000	Imperial	Arts Council
2	14/04/2000	£ 8,500	More Music In Morecambe	Arts Council
3	23/10/2000	£ 145,000	More Music at the Hothouse	Arts Council
4	05/12/2000	£ 1,184	Repair	Arts Council
5	19/03/2001	£ 101,056	MMM Independence and Development	Arts Council
6	07/01/2002	£ 900	More Music in Morecombe	Arts Council
7	13/03/2002	£ 135,000	More Music at the Hothouse Part Two	Arts Council
8	11/06/2002	£ 30,000	Opening Times 2002 - 2005	Arts Council
9	15/07/2003	£ 3,500	Opening Times 03-04	Arts Council
10	15/09/2004	£ 230,000	Lancashire YMAZ	Arts Council
11	04/10/2004	£ 20,000	Boost	Arts Council
12	14/12/2004	£ 30,000	Opening Times Phase 3	Arts Council
13	24/10/2006	£ 50,000	The Long Walk	Arts Council
14	12/12/2006	£ 130,000	More Music In Morecambe YMAZ 2007-2008	Arts Council
15	14/01/2008	£ 150,000	More Music	Arts Council
16	15/01/2009	£ 120,000	More Music	Arts Council
17	01/02/2009	£ 6,924	Dolphin Music Sessions	Arts Council
18	01/02/2010	£ 120,000	More Music In Morecambe	Arts Council
19	30/11/2010	£ 100,000	Hothouse Development	Arts Council
20	02/12/2010	£ 120,000	More Music	Arts Council
21	06/03/2012	£ 80,000	Hothouse building development phase II	Arts Council
22	27/03/2012	£ 40,000	Grant Extension	Arts Council
23	03/04/2012	£ 162,000	More Music - Community Music and Education Charity	Arts Council
24	11/10/2012	£ 27,001	Clapping Song	Arts Council
25	24/09/2013	£ 45,000	Lancashire Youth Vocal Ensemble	Arts Council

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Signposts Multi-Agency Resource Centre				
1	11/06/1996	£ 25,408	An independent information and advice service. The grant, over one year, is for the salaries of one full-time or two part-time advice and information workers, purchase of office equipment and general running costs.	Community Fund
2	06/04/2001	£ 258,008	The project is to strengthen the Advice and Support Centre by improving its IT systems and increasing training opportunities for staff and volunteers. The grant will also be used to enable the organisation to continue and develop the work on community participation and community regeneration initiatives and develop the advice and information service. The grant, over three years, will be used to pay for office equipment, the salaries of a new part-time Housing Support Worker, a new part-time IT Officer	Community Fund
3	06/05/2005	£ 25,000	Through the Window - A Stained Glass View of Morecambe	Heritage Lottery Fund

West End Community Centre Association				
1	11/06/1997	£ 2,796	West End Arts Project	Arts Council
2	02/09/1999	£ 3,989	The group maintains and manages a community centre providing education, recreation, leisure and social welfare facilities for the residents of the West end of Morecambe. The grant will pay for a professional feasibility survey of the building with the view to adapting the premises to provide disabled access and enable the expansion of the group's activities	Community Fund
3	29/09/2000	£ 4,504	The group maintains and manages a community centre for the benefit of the residents living in the West End of Morecambe. The group wishes to set up a community football league. venue hire transport football kit and equipment training costs youth/commu	Sport England
4	22/10/2001	£ 28,047	Sports For All	Sport England
5	17/05/2002	£ 5,000	This Organisation Manages A Community Centre, Where A Range Of Facilities Are Available. It Wishes To Start A Community Playgroup, And Seeking A Contribution To The Start Up Costs. The Money Is For Pc, Printer, Software, Technical Support, Storage Facilities, Furniture, Equipment, And Publicity.	Awards For All

West End Heysham North Allotment Association				
1	03/11/2006	£ 10,000	This Group Maintains And Develops The Allotments. The Project Award Will Create A Community Disabled Garden And Allotment. This Will Enable More People To Become Involved In Horticulture And Have Access To A Green, Open Space.	Awards For All
2	18/11/2013	£ 10,000	Installation of a compost toilet on the allotment for allotment holders, particularly older and disabled people	Big Lottery Fund

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West End Impact				
1	26/07/2010	£ 10,000	This group will use funding to run training workshops for volunteers. This will enable the volunteers to receive formal training for the work they carry out and gain the skills required to provide a high quality service in a professional manner. It will attract more potential volunteers and also improve their employment opportunities.	Big Lottery Fund
2	07/07/2014	£ 5,300	NHS accredited cognitive behaviour therapy course to help people overcome depression and an arts therapy course for the general public.	Big Lottery Fund

West End Primary School				
1	23/07/2012	£ 6,250	The school will install play equipment, murals and shade sails on their playground for children at the school. This will enable increased opportunities for children to engage in creative play, sustained periods of play in sunny weather and improve the aesthetics of the urban area.	Big Lottery Fund

West End recipients of National Lottery grants 1995-2014

<u>Award date</u>	<u>Grant amount</u>	<u>Organisation/ Project</u>	<u>Lottery Distributor</u>
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19. HERITAGE

LISTED BUILDINGS

(see Mario Map)

Two Grade II Listed Buildings in West End Morecambe

TRINITY METHODIST CHURCH, MARINE ROAD WEST

Church. Foundation stone of meeting rooms laid 1883. Main church 1897 by Samuel Wright. Coursed squared sandstone with slate roofs. West front has tall pointed windows below central gable: 6 on the ground floor and 5 lighting the gallery. To the left is a lower 2-storey canted porch under a separate roof. It has one window on both floors to each side, and 2 windows above a central doorway. To the right of the facade is a projecting 4-stage tower. On the ground floor it has a round-headed doorway. Above is a lancet window. The 3rd stage is blind. The bell stage has lancet bell openings flanked by octagonal corner turrets with lead spirelets. The central spirelet is slated. The south wall, facing West Street, has lancet windows and 3 gables, with a 4th lower gable to the meeting rooms to the right. Interior: woodwork is of pitch pine, with gallery supported on 3 sides on fluted cast-iron columns, with similar columns at gallery level supporting arcading running east-west, with further transverse arches, which also appear to be of iron, spanning above the gallery. At the east side there is an organ at gallery level and a raised preaching desk below. Alterations in the later C20 include insertion of a part-glazed partition wall below the west gallery and a suspended ceiling to the main church.



MOSS HOUSE AND ATTACHED BARN, 42, REGENT PARK AVENUE

House and barn. House dated 1697, altered. Rendered with slate roof. 2 storeys with attic. Original facade faces garden to east and is of 3 bays. Windows are mullioned with rebated and chamfered surrounds. Left-hand bay has conservatory on ground floor and former 2-light window with mullion removed above. Window above central porch is of 2 lights. Right-hand windows were formerly of 3 lights and now have on mullion each remaining. C20 flat-roofed dormer to left. Within the porch is a moulded stone door surround with a lintel inscribed: '16 RSA 97'. Chimneys to left and right. West facade, facing road, of 2 bays. Windows are chamfered or rebated and chamfered, except for the right-hand window on the ground floor which has plain reveals. The central single-storey gabled porch is a mid C20 addition. Interior has axial main ceiling joists, and an original chamfered sandstone parlour fireplace with cornice mantel. The barn, to the right, is of render and cobble with a stone slate roof. Against the front wall is an outshut which returns against the right-hand gable wall and has a slate roof. To the left of the outshut is a cart entrance with timber lintel.

Source: English Heritage

20. THE BUILDING FUTURES GAME

Young People's vision of the future from 2008

In August 2008 the charity Signposts organised an event to enable a group of nine young people to form a vision for the future of the West End of Morecambe. They used the Building Futures Game, designed to explore different possible futures for a local area. Players were asked to consider the next 10 years in the West End of Morecambe.

Signposts was supported by the National Youth Agency and the Building Futures initiative (part of the Royal Institute of British Architects)

The Building Futures Game is a participation tool for visioning and exploring different possible futures for a local area. It is a form of scenario planning, helping groups 'play out' a range of possible futures with participants – a mix of policy-makers, service-providers and 'community members' – drawing out a set of concerns and aspirations and considering the impacts and implications of their choices

The Signposts young stakeholders group comprised: Michela Hall, Sol Armer, Davita Beswick, Jennie Paul, Dominic Bewick, Jay Bailey, Fay Higgins, Hollie Armstrong and Taliesen Naguire. Other game players included youth leaders, councillors, police, community project managers and residents. Marie Warner of Signposts was the organiser.

There were two teams of young people (and two teams of 'Adults').

Older people's ideas

- 'Greening' of the West End area, planting occurs at regular intervals.
- A new visitor attraction may take the form of a large area of allotments or community farm.
- Local shops refurbished and alternative retail encouraged as space to trade from.
- Enhance the retail offer of the area: Regents Road and Yorkshire street
- An education programme on retrofitting properties in the area
- Basic access to internet and media upgraded in tandem with a youth enterprise centre.
- Whole community encouraged to go online and help enterprise initiatives
- Improve the 'look and feel' of the West End.
- A gallery proposed for toilet block on Regents Road.
- 'Education, Training, Employment.'
- Motivate young people and give them resources to launch their own projects.
- Robust publicity campaign.

3. COMMON GROUND AND CONCLUSIONS

Retail: Awareness of the local provision and its enhancement was central to many stories. Regents Road and Yorkshire Street were to remain the focus of activities, but in need of some refurbishment. Work on traffic calming has already been made in recent years and there has been some environmental improvement, but many wanted to see quality shop fronts and a better range of

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services. There was acknowledgement that more should be done to ensure that existing shops are supported by the community. No groups supported chain stores.

Community: There is clear and evident pride in the West End of Morecambe. All groups put forward a variety of small scale improvements that would have a large scale impact on how people perceive and value their area. The importance of getting all sectors of the community on board was crucial in all schemes and engendering pride was made central. The physical environment could be improved with small interventions such as tree planting, but the benefits of any such action would be far greater. There were numerous proposals for new buildings, but no group based their entire story on any one architectural landmark. The stories were notable by their lack of iconics, where this was suggested it articulated into an entirely useful building type, such as a school, library or sports centre and in many cases refurbishment, notably the church on the front or derelict toilets, was favoured over a new build.

Enterprise: This was given great importance by all groups. A variety of proposals were put forward for varying age groups, but it would be young people who would be the main beneficiaries. Improved youth facilities and buildings dedicated to online learning, education and training were key in all stories. Proposals were put forward for better sports facilities, internet use and flexible studio space for arts/crafts. Many groups suggested converting properties and shops for specialist use, while others supported improved media infrastructure that would benefit all ages. The proposals promote an entrepreneurial culture. The aim was to ensure that people in the area had the resources and support needed to seek alternative careers if they wanted to. The derelict church on the promenade was put forward for a range of uses- this building could be central to any real proposals in future.

4. FURTHER DISCUSSION

Housing: The West End is home to a dense network of large Victorian housing. These well built terraces have the potential for any number of new uses. More work could be done to identify properties for conversion, but also simple refurbishment. Keeping people in the area was a concern raised early in discussions; renewed housing stock could play an active role in encouraging this.

Wellbeing: Both young and older game players made this a focus for their proposals, but it was expressed in different ways. While physical improvements such as tree planting were chosen to foster wellbeing, there were more explicit examples given early in discussions, which were not developed further. At the opening of the session young people talked about educating people more about sexually transmitted diseases. While this choice is not expressed directly with a single proposal it could be incorporated into several forms of youth enterprise or community proposals. This issue could be the subject of a dedicated programme of work and it would appear that more time could be spent looking its provision in the West End.

<http://www.buildingfutures.org.uk/projects/building-futures/the-building-futures-game/morecambe-westend-lancashire/>

21. SOURCES

<u>SOURCE</u>	<u>WEBSITE</u>
<p>Local Trust</p> <p>Big Local Trust</p> <p>West End Morecambe</p>	<p>http://localtrust.org.uk/about-us</p> <p>http://localtrust.org.uk/about-us/big-local-trust</p> <p>http://localtrust.org.uk/get-involved/big-local/west-end,-morecambe</p>
<p>West End Million</p>	<p>http://westendmillion.co.uk/</p>
<p>Department for Communities and Local Government</p> <p>Open Access to Local Data</p> <p>Deprivation maps</p>	<p>http://opendatacommunities.org/data</p> <p>http://opendatacommunities.org/showcase/deprivation</p>
<p>Government</p> <p>6,726 statistics</p> <p>English indices of deprivation 2010: technical report</p>	<p>https://www.gov.uk/government/statistics</p> <p>https://www.gov.uk/government/statistics/english-indices-of-deprivation-2010-technical-report</p>
<p>Office for National Statistics (Neighbourhood Statistics)</p> <p>Local statistics.</p> <p>The main headings are:</p> <ul style="list-style-type: none"> • People - detailing the make-up of the local population. • Health - including material on long-term illness and the numbers of people providing unpaid care. • Work - with details of occupations and local labour market statistics. • Education - basically local attainment levels. • Housing - including details of dwellings by tenure and housing conditions (for many areas this will be at a local authority level). • Crime - a breakdown of recorded crime etc. • Environment - which includes land use, fire statistics and domestic energy consumption 	<p>http://www.neighbourhood.statistics.gov.uk/</p>

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<p>The general statistics cover:-</p> <ul style="list-style-type: none">• Census• Crime and safety• Economic Deprivation• Education, Skills and Training• Health and Care• Housing• Indicators• Indices of Deprivation and Classification• People and Society: Income and Lifestyles• People and Society: Population and Migration• Physical Environment• Work Deprivation	
<p>Office for National Statistics</p> <p>The principal areas of data collection include:</p> <ul style="list-style-type: none">• Agriculture and Environment• Business and Energy• Children, Education and Skills• Crime and Justice• Economy• Government• Health and Social Care• Labour Market• People and Places• Population• Travel and Transport	<p>http://www.ons.gov.uk/ons/index.html</p>
<p>Labour Market Statistics (NOMIS)</p> <p>Official labour market statistics including:-</p> <ul style="list-style-type: none">• Resident population• Employment and unemployment• Economic inactivity• Employment by occupation• Qualifications• Earnings by residence• Out-of-work benefits• Jobs (total jobs / employee jobs)• Businesses	<p>https://www.nomisweb.co.uk/Default.asp</p>

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<p>Department for Education</p> <p>Schools and college performance tables</p> <p>Sandylands Primary School</p> <p>West End Primary School</p> <p>Heysham High School Sports College</p>	<p>http://www.education.gov.uk/schools/performance/index.html</p> <p>http://www.education.gov.uk/cgi-bin/schools/performance/school.pl?urn=119138</p> <p>http://www.education.gov.uk/cgi-bin/schools/performance/school.pl?urn=119139&superview=pri</p> <p>http://www.education.gov.uk/cgi-bin/schools/performance/school.pl?urn=119711</p>
<p>OFSTED</p> <p>School reports. Downloads</p> <p>Sandylands Primary School</p> <p>West End Primary</p> <p>Heysham High School Sports College</p>	<p>http://reports.ofsted.gov.uk/inspection-reports/find-inspection-report/provider/ELS/119138</p> <p>http://reports.ofsted.gov.uk/inspection-reports/find-inspection-report/provider/ELS/119139</p> <p>http://reports.ofsted.gov.uk/inspection-reports/find-inspection-report/provider/ELS/119711</p>
<p>Directgov</p> <p><i>'Public services all in one place'</i> including 'Find your local authority'</p>	<p>http://local.direct.gov.uk/LDGRedirect/Start.do?mode=1</p>
<p>Lancashire County Council</p> <p>Joint Strategic Needs Assessment (JSNA)</p> <p>Reports and statistics on:-</p> <ul style="list-style-type: none"> • Children and young people • Community safety • Economic participation) • Education and lifelong learning • Environment Social capital • Health • Housing and households • Lifestyle • Mental health and wellbeing • Population (inc. 2011 Census) • Poverty • Social Capital • Social support • Transport 	<p>http://www3.lancashire.gov.uk/corporate/web/?siteid=6101&pageid=35157&e=e</p>

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<p>Wellbeing directory</p> <p>Database of services across Lancashire</p>	<p>https://lccsecure.lancashire.gov.uk/ACS/findExtOrg/wellbeingDir/index.asp</p>
<p>District profile Lancaster</p> <p>The Local Assessment for Lancaster District</p> <p>This summary offers a snapshot of some of the most important economic, social and environmental factors in Lancaster district with links through to the source information.</p> <ol style="list-style-type: none"> 1. Children and Young People 2. People and Communities 3. Economic Development 4. Community Safety 5. Environment and transport 6. Health and Wellbeing 7. Older People 	<p>http://www3.lancashire.gov.uk/corporate/web/?siteid=6233&pageid=39632&e=e#Children</p>
<p>MARIO (Maps & Related Information Online)</p> <p>Lancashire County Council's interactive mapping website</p> <p>Provides information about any area in Lancashire and services provided there by the county council and its partners</p>	<p>http://mario.lancashire.gov.uk/agsmario/</p>
<p>Lancaster City Council</p> <p>Getting To Know Our Lancaster District Communities June 2014 (6 page guide with links to a variety of statistical sources) download</p> <p>Corporate plan 2014-16</p>	<p>http://www.lancaster.gov.uk/equality-diversity/</p> <p>http://www.lancaster.gov.uk/council-and-democracy/council-priorities-and-key-documents/corporate-plan/</p>

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Maps	http://www.lancaster.gov.uk/maps/
Population and Health	http://www.lancaster.gov.uk/planning/local-plan/evidence--monitoring-and-information/population-health/
Leisure and Recreation	http://www.lancaster.gov.uk/planning/local-plan/evidence--monitoring-and-information/leisure-recreation/
Housing	http://www.lancaster.gov.uk/planning/local-plan/evidence--monitoring-and-information/housing/
Sport and leisure facilities	http://www.lancaster.gov.uk/sports-and-leisure/
Community and Living	http://www.lancaster.gov.uk/community-and-living/
Regeneration	http://www.lancaster.gov.uk/planning/regeneration/
(Lancaster City Council) West End Masterplan	http://www.lancaster.gov.uk/planning/regeneration/more-cambe-s-west-end/
(Lancaster City Council) “Meeting Housing Needs” Supplementary Planning Document, 2013 download	http://www.lancaster.gov.uk/planning/local-plan/local-planning-policy/adopted-documents/meeting-housing-needs-spd/
(Lancaster City Council) PPG17 Study Open Space, Sport and Recreation Facilities report 2010 download	http://www.lancaster.gov.uk/planning/local-plan/evidence--monitoring-and-information/leisure-recreation/
(Lancaster City Council) Regent Park Masterplan & Consultation report downloads	http://www.lancaster.gov.uk/parks-and-open-spaces/regent-park/
Morecambe Town Council List of groups, organisations and clubs in Morecambe	http://www.morecambe.gov.uk/ http://www.morecambe.gov.uk/groups-and-organisations-in-morecambe/
Lancaster Children and Young People's Trust	http://www.lancashirechildrenstrust.org.uk/district/index.asp?siteid=3767&pageid=12878&e=e
Family Noticeboard Directory for parents, carers and children in and around Lancaster & Morecambe	http://lancaster.thefamilynoticeboard.co.uk/

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<p>Baby Maze</p> <p>Online guide for parents-to-be and families with young children based in the Lancaster & Morecambe</p>	<p>http://www.babymaze.co.uk/index.php?act=viewDoc&docId=444</p>
<p>Safer Lancashire</p> <p>Community crime statistics</p>	<p>http://www.saferlancashire.co.uk/2011/statistics/index.asp</p>
<p>Lancashire Police</p> <p>Lancaster & Morecambe</p> <p>Heysham North Policing Team & Crime map</p> <p>Harbour Policing Team & Crime map</p>	<p>http://lancashire.police.uk/your-area/west-division/lancaster-and-morecambe.aspx</p> <p>http://www.police.uk/lancashire/B15/</p> <p>http://www.police.uk/lancashire/B17/</p>
<p>Police England</p>	<p>http://www.police.uk/</p>
<p>Lancashire Police and Crime Commissioner</p> <p>Police and Crime Plan</p>	<p>http://www.lancashire-pcc.gov.uk/Transparency/The-Police-and-Crime-Plan/The-Police-and-Crime-Plan.aspx</p>
<p>Public Health Profiles</p> <p>Lancaster District download</p> <p>Local health at ward level</p> <p>Public Health Profile of North Lancashire PCT 2007 download</p>	<p>http://www.apho.org.uk/default.aspx?QN=P_HEALTH_PROFILES</p> <p>http://www.apho.org.uk/resource/view.aspx?QN=HP_RESULTS&GEOGRAPHY=30</p> <p>http://www.apho.org.uk/default.aspx?QN=HP_LOCALHEALTH2012</p> <p>http://www.lancaster.gov.uk/planning/local-plan/evidence--monitoring-and-information/population-health/</p>
<p>Transport</p> <p>Lancaster City Council –Transport</p> <p>Lancaster District Highways and Transport Masterplan (draft) download</p>	<p>http://www.lancaster.gov.uk/planning/local-plan/evidence--monitoring-and-information/transport/</p> <p>http://www.lancashire.gov.uk/council/strategies-policies-plans/roads,-parking-and-travel/highways-and-transport-masterplans/lancaster-district-highways-and-transport-masterplan-(draft).aspx</p>

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Heysham to M6 Link	http://heyshamlink.lancashire.gov.uk/the-route.aspx
Regeneration	
West End One, Chatsworth Gardens	http://placefirst.co.uk/developments/west-end-one/
Opus North (Frontierland site)	http://opusnorth.co.uk/17-million-investment-in-frontierland-site-to-create-around-500-jobs/
Opus North (The Bay Shopping Park brochure download)	http://opusnorth.co.uk/available-properties/
The Battery redevelopment	http://www.thevisitor.co.uk/news/local/developer-reveals-plans-for-iconic-morecambe-pub-1-6548604
Cycling	http://www.visitlancashire.com/cycling-lancashire
Tourism	
Visit Lancashire	http://www.visitlancashire.com/explore/morecambe-bay
Morecambe Bay Partnership	http://www.morecambebay.org.uk/morecambe-bay-partnership
Superfast Lancashire	
Broadband Internet access	https://www.superfastlancashire.com/home
Local Newspaper 'The Visitor'	http://www.thevisitor.co.uk/
West End Activities Review Task Group 2005	http://www.lancaster.gov.uk/council-and-democracy/council-priorities-and-key-documents/current-task-groups/
Download	
The Coastal Communities Fund annual progress report 2014	https://www.gov.uk/government/publications/coastal-communities-fund-annual-progress-report-2014
Download	
England's seaside towns: benchmarking study 2008	https://www.gov.uk/government/publications/englands-seaside-towns-benchmarking-study
Download	
Building Futures Game West End Morecambe 2008	http://www.buildingfutures.org.uk/projects/building-futures/the-building-futures-game/morecambe-westend-lancashire/
Download	

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National Lottery grants	http://www.lottery.culture.gov.uk/Search.aspx http://www.lotterygoodcauses.org.uk/good-causes
Historic England (formerly part of English Heritage) Register of Listed Buildings	http://www.historicengland.org.uk/listing/the-list/
Lancaster CVS Directory of Voluntary Organisations 2014	http://lancastercvs.org.uk/publications/
Virtual Lancaster Local groups	http://www.virtual-lancaster.net/community/groups/index.htm
Charity Commission Register of charities	http://apps.charitycommission.gov.uk/showcharity/registerofcharities/RegisterHomePage.aspx

22. WEST END WEBSITES

A-Z of charities, community groups, social enterprises, churches, networks & sports clubs based in or operating in the West End

<p><u>A-Z charities, community groups & social enterprises based in or operating in the West End</u></p>	<p><u>Website Facebook page</u></p>
<p>1st Morecambe & Heysham Boys Brigade</p>	<p>http://www.1stmorcambe.net/ https://www.facebook.com/1stMorecambeBB</p>
<p>Age UK Lancashire, Lancaster</p>	<p>http://www.ageuk.org.uk/lancashire/local-directory1/age-uk-lancashire-office--lancaster/</p>
<p>CEEP</p>	<p>http://www.ceep.org.uk/</p>
<p>Friends of Regent Park</p>	<p>https://www.facebook.com/regentparkmorecambe?fref=nf</p>
<p>Galloways Society for the Blind</p>	<p>http://www.galloways.org.uk/find-your-local-centre/morcambe/</p>
<p>Get Connected</p>	<p>http://www.ceep.org.uk/getconnected.html</p>
<p>Grace Ministeries</p>	<p>https://www.facebook.com/pages/Grace-Ministries/336321803119219</p>
<p>Home-Start UK (Morecambe)</p>	<p>http://www.home-start.org.uk/</p>
<p>Inspire North Lancashire (part of Crime Reduction Initiatives UK)</p>	<p>http://www.cri.org.uk/content/inspire-morecambe-north-lancashire-integrated-recovery-service</p>
<p>Lancashire Youth Concerts</p>	<p>Unknown</p>
<p>Lancaster and Morecambe Peer Support</p>	<p>http://www.lancasterandmorecambepeersupport.com/</p>

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Lancaster District CVS	http://lancastercvs.org.uk/
More Music	http://www.moremusic.org.uk/ https://www.facebook.com/More.Music1
Morecambe Bay Credit Union	http://www.mbcu.co.uk/
Morecambe Carnival	http://morecambecarnival.org/ https://www.facebook.com/MorecambeCarnival
Morecambe Foodbank	http://morecambebay.foodbank.org.uk/ https://www.facebook.com/MorecambeFoodbank?fref=ts
Morecambe Homeless Action	https://www.facebook.com/pages/Morecambe-Homeless-Action/571187619670635?rf=260337360752958
North Lancashire Citizens Advice Bureau	http://www.northlancashirecab.org.uk/ https://www.facebook.com/pages/North-Lancashire-Citizens-Advice-Bureau/1522125911375699?fref=ts
Olive Tree Ministries (UK)	http://www.olivetreeministriesuk.com/
Red Rose Recovery (Preston)	http://www.redroserecovery.org.uk/
St Barnabas Housebound Group	Unknown
The Missionary Sisters for Polish Migrants	Unknown
The Sanctuary Café	https://www.facebook.com/TheSanctuaryMorecambe/timeline
The Well	http://thewellcommunities.co.uk/

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Unique Kidz and Co	http://www.uniquekidzandco.org.uk/ https://www.facebook.com/UniqueKidzandCoCharity
WE community café	https://www.facebook.com/wemorecambe/timeline
West End Community Centre	Unknown
West End Impact	http://westendimpact.blogspot.co.uk/
West End Million	http://westendmillion.co.uk/ https://www.facebook.com/groups/westendmillion/
Young Addaction North Lancashire (part of Addaction UK)	http://www.addaction.org.uk/service-finder.asp?section=98&itemid=146
<u>Schools & colleges</u>	<u>Website</u> <u>Facebook page</u>
Balmoral Children's Centre	http://balmoral.childrencentre.org/
Heysham High School Sports College	http://www.heyshamhigh.co.uk/
Morecambe & Lancaster F.E. College	http://www.lmc.ac.uk/
Morecambe Learning Centre	http://www.lmc.ac.uk/courses/part-time-courses/morecambe-learning-centre
Sandylands Primary School	http://www.sandylands.lancs.sch.uk/
West End Primary School	http://www.westend.lancs.sch.uk/

West End Million Community Profile

<u>Churches</u>	<u>Website</u> <u>Facebook page</u>
Morecambe Churches Forum	http://www.morecambechurchesforum.org.uk/
Church by the Bay	http://www.churchbythebay.org.uk/
Home Church Morecambe	http://homechurchmorecambe.org/
Morecambe Community Church	http://www.mcc.uk.com/
St. Barnabus (Church of England)	http://stbarnabasparishchurch.morecambewestend.co.uk/ https://www.facebook.com/Stbarnabaschurchmorecambe?fref=nf
St. Patrick's Catholic Church	Not known
Salvation Army Centre	http://www.salvationarmy.org.uk/morecambe
Sefton Road United Reform Church	Not known
Stanley Road Baptist Church	http://stanleyroad.org.uk/
<u>Business, networks, news & information</u>	<u>Website</u> <u>Facebook page</u>
Morecambe Social Enterprise Network	New group
Morecambe's West End	http://www.westendmorecambe.co.uk/groups/
More in Morecambe (West End)	http://www.moreinmorecambe.co.uk/west-end/?cat=4
More Together	https://www.facebook.com/more.together.magazine

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The Bay Business Centre	http://baybusinesscentre.co.uk/
UnLtd (UK)	https://unltd.org.uk/
West End Traders & Community Partnership	http://morecambewestend.co.uk/wordpress/?page_id=2 http://www.morecambewestend.co.uk/ https://www.facebook.com/groups/495605177206116/
<u>Sports, Recreation & Leisure</u>	<u>Website</u> <u>Facebook page</u>
Coastal Gym & Morecambe Boxing Club	http://morecambe-boxing.org.uk/
Cumberland View Bowls Club	Not known
Heysham High School pool	http://www.lancaster.gov.uk/swimming/heysham-swimming-pool/
Morecambe Bay Sports & Social Club	Not known
Morecambe Cricket	http://www.pitchero.com/clubs/morecambecricketclub/
Morecambe Football Club Community Sports	http://www.morecambefc.com/club/football-in-the-community/
Morecambe Library	http://www.lancashire.gov.uk/libraries-and-archives/libraries/find-a-library/morecambe-library.aspx
Morecambe Royal Naval Association	Not known
Red Rose Ju-Jitsu Club	http://www.redroseju-jitsu.org.uk/ https://www.facebook.com/pages/Red-Rose-Bushido-Ju-Jitsu-Club/199044923517770?sk=wall

West End Million Community Profile

Red Rose Community Centre	http://www.redrosecentre.org.uk/
Regent Park Bowls Club	Not known
Regent Park Crown Green Bowling Tuition Centre	https://www.facebook.com/pages/Regent-Park-Crown-Green-Bowling-Tuition-Centre/206063719426525
Regent Park Studios (& Community Capture UK)	http://www.regentparkstudios.co.uk/ https://www.facebook.com/RegentParkStudios