

**LANCASHIRE**

2050

A strategic framework for Lancashire

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**Lancashire 2050** is about bringing people together with a shared vision, shared ambition, shared goals and shared priorities.



Lancaster Castle

It's about the future of our county and its people. Initiated by Lancashire's 15 councils, but involving everyone with a stake in our county's success, it sets out the areas where we can work together to help our county thrive.

It is both bold and strategic, creating a framework so that:

- Lancashire competes better for its share of national resources and investment.
- Lancashire's public, private and voluntary sectors collaborate better to maximise the best use of our resources.
- Lancashire has a strong and clear voice that responds innovatively to new opportunities and challenges.
- Lancashire has rich, meaningful and strategic dialogue with central government about the future of our county.



Tarleton

*"A thriving Lancashire remains one of the pre-requisites to a successful economy in the North of England"*

## This is Lancashire

We're proud of Lancashire. It's a place of amazing beauty, talented people, diverse communities and world-leading businesses. We're proud of our history, but always looking to the future. We're proud of what we have to offer for living, learning, investing and succeeding.

With a population of 1.5m people, our 54,000 businesses generate 637,000 jobs across a range of important and future-facing sectors from manufacturing and tourism to cyber, digital and low carbon.

This thriving £34bn economy is home to globally leading firms and the 4th largest aerospace cluster in the world.

We're proud of where we've come from, where we are, and where we're heading.

**We're proud to say: we are Lancashire.**



Lytham Festival



## Our vision

Lancashire: a place where every single person can live their best life







The Midland Hotel, Morecambe

# Our ambition

Our ambition is for Lancashire to be seen across the world as the best place to make a home, raise a family, develop a career, do business and grow old.

A place made up of communities everyone is proud of, that celebrates our sense of place, heritage and natural environment.

A place where we always look to the future.

# Our plan

Our plan for achieving our vision is organised around eight priority areas.

We have created a framework for action that will help us focus on the things that are most important, as well as respond to changing local and global trends, policy mandates and place needs.

It will mean Lancashire can speak with one voice when championing our needs in government.



Wallace and Gromit statue, Preston

St Annes Beach Huts



## Our priorities will help Lancashire:



### Economic prosperity

Succeed as a globally-recognised, competitive and sustainable economy, distinguished by its quality of life, connectivity and access to opportunities.



### Early years and education

Support all our children so they are ready to learn, achieve, and can access opportunity.



### Transport and infrastructure

Become better-connected and accessible, with infrastructure that links opportunities to need, and travel choices that are safe, inclusive, affordable and low carbon.



### Employment and skills

Support people to develop skills throughout their lives and attract business to the county because of our high skilled workforce.



### Environment and climate

Meet our low carbon ambitions, promote clean energy and enhance our rich natural environment.



### Health and wellbeing

Improve health, life chances and independence, so residents can live healthy lives and access quality care when they need it.



### Housing

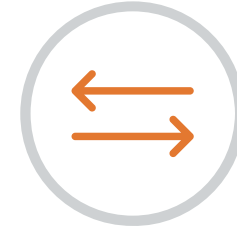
Deliver decent and affordable housing for every community. High quality housing will benefit existing residents, as well as attract and retain the people required to drive the economy over the long term.



### Communities and place

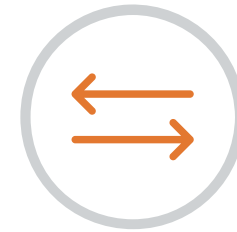
Build pride, belonging, and resilience in all our diverse communities and ensure people have a voice and stake in Lancashire's future.

## Partners commit to:



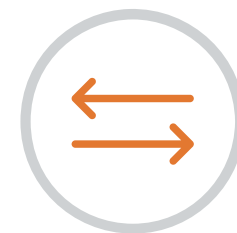
### Working collaboratively

We will work collaboratively on our collective priorities, sharing ideas, assets, skills and knowledge.



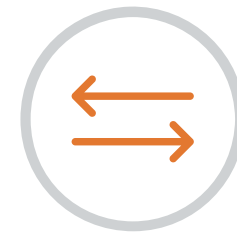
### Cross cutting key themes

We will ensure our commitments to diversity and inclusion, reducing inequalities, children and families, climate, and improving quality of life are addressed in each of our priority themes.



### Listening to residents

We will be active listeners in building our plans for Lancashire. Everyone will be able to contribute in shaping our shared future.



### Being open and transparent

We will ensure decisions are made democratically and transparently, so residents can easily understand progress against our priorities.





Fleetwood



We will be a globally-recognised, competitive and sustainable economy distinguished by its quality of life, connectivity and access to opportunities.

Theme priorities

- ▶ To realise the growth potential in our existing and emerging key sectors, particularly low carbon and renewables, and to attract increased investment.
- ▶ To ensure Lancashire has an outward-looking and connected economy that works for all.
- ▶ To build a pipeline of strategic development sites and infrastructure opportunities.
- ▶ To maximise the economic benefits of Lancashire’s tourism offer and promote a diverse place with urban, coastal and rural economies.
- ▶ To encourage business as good employers.

What this will mean for our residents

- ▶ A thriving economy will enable Lancashire residents to access more and better jobs, drive employment growth, and increase wealth and independence.
- ▶ In turn, this will help improve the wider determinants of health, encourage social mobility and drive the get-up-and-go aspirations amongst our young people, giving each generation more control over their own futures.



Chorley





We will be better-connected and accessible, with infrastructure that links opportunities to need, and travel choices that are safe, inclusive, affordable and low carbon.

### Theme priorities

- ▶ To connect the economic clusters and sectors of Lancashire and tackle isolation.
- ▶ To take a place-focused approach to transport and infrastructure, which ensures that provision is designed to allow places to flourish.
- ▶ To reduce the need to travel by providing fast reliable access to digital technology.
- ▶ To reduce carbon emissions in support of a net zero county.

### What this will mean for our residents

- ▶ Residents and communities will be better connected to opportunities and experiences, including employment, leisure and services.
- ▶ There will be less reliance on carbon-based modes of transport, with significant reductions in carbon and other vehicle emissions.
- ▶ Infrastructure and employment sites will support a low-carbon and a modern and forward-looking economy.





We will meet our low carbon ambitions, promote clean energy, and enhance our natural environment.

### Theme priorities

- ▶ To substantially reduce carbon emissions and energy demand, with our approach to housing and transport helping secure that transition.
- ▶ To increase energy generation from low carbon sources, including renewables.
- ▶ To improve the resilience of infrastructure, assets and services to climate change.
- ▶ To significantly grow the low carbon and environment sectors of Lancashire's economy.
- ▶ To retain our rich biodiversity and natural environment.

### What this will mean for our residents

- ▶ We will have enhanced our natural environment, which will be enjoyed by more Lancashire residents.
- ▶ We will be a net zero county protecting our environment for future generations.
- ▶ Lancashire will be recognised as a place where low carbon businesses can invest and thrive, and people can live a low carbon lifestyle.



Singing Ringing Tree, Burnley





We will deliver decent and affordable housing for every community. High quality housing will benefit existing residents, as well as attract and retain the people required to drive the economy over the long term.

### Theme priorities

- ▶ To improve and increase the availability of good quality housing – both on new sites and through existing stock.
- ▶ To link housing regeneration to economic and transport plans.
- ▶ To secure urban renewal by demolishing and replacing housing stock in some areas.
- ▶ To improve the attractiveness of the built environment of our communities.

### What this will mean for our residents

- ▶ We will have higher quality homes and neighbourhoods across the county, that are more energy efficient, and better connected to opportunities through our transport infrastructure.
- ▶ We will help tackle concentrated deprivation and provide the housing choices to attract and retain workers in the economy. These actions will help relieve pressures on housing in more attractive locations.





We will support all our children so they are ready to learn, achieve, and can access opportunity.

### Theme priorities

- ▶ To improve attainment for all children across the region, particularly in literacy and numeracy.
- ▶ To ensure vulnerable families get the help they need for their children to progress and achieve.
- ▶ To support vulnerable young people and families by removing barriers to learning and helping them access opportunity.
- ▶ To improve multi-agency working to make sure all our children have the best possible start in life.

### What this will mean for our residents

- ▶ All our children and young people will be able to thrive in education throughout their childhood and develop the life skills they need to be happy and productive adults.
- ▶ Families will have access to appropriate support to ensure children are healthy, happy and developing well from birth.







Advanced Manufacturing Research Centre North West, Samesbury



Northlight, Brierfield

We will support people to develop their skills throughout their lives and attract business to the county because of our highly skilled workforce.

### Theme priorities

- ▶ To help young people make informed choices about their pathway into employment.
- ▶ To retain a higher percentage of local graduates and place them into graduate level jobs.
- ▶ To build a strong pipeline of skilled people at all levels entering the labour market to meet the needs of Lancashire businesses.
- ▶ To increase the proportion of adults in Lancashire achieving a Level 4 qualification or higher and improve access to tailored adult skills provision.
- ▶ To increase the employment rate to at least equal to any other region of the UK outside London and improve economic activity rates.

### What this will mean for our residents

- ▶ People will have the opportunity to access good jobs and progress in their chosen career, without being held back by their skills or background.
- ▶ Lancashire will have amongst the highest skilled workforce in the country, ready to take advantage of a strong and growing regional economy.
- ▶ We will have a skills base that will support inward investment opportunities and create more good jobs.





We will improve health, life chances and independence, so residents can live healthy lives and access quality care when they need it.

### Theme priorities

- ▶ To give our children the best start in life and support better choices.
- ▶ To improve quality of life and reduce health inequalities.
- ▶ To provide better opportunities to stay healthier for longer.
- ▶ To make sure public bodies properly join up their services to focus on Lancashire people's needs.

### What this will mean for our residents

- ▶ Everyone in Lancashire can look forward to living longer, healthier lives, regardless of their backgrounds or where they live.
- ▶ Residents will be able to make an active contribution to our communities and our economy.
- ▶ Lancashire residents will be confident they can access more person / family centred services, enabling them to lead healthier and independent lives.







Accrington Soapbox Challenge



We will build pride, belonging and resilience in all our diverse communities and ensure everyone has a voice and stake in their future.

### Theme priorities

- ▶ To foster a sense of pride and belonging in all our communities.
- ▶ To better join up public services so they deliver what people and places need.
- ▶ To work with residents, businesses and the voluntary, community, faith and social enterprise sector, to build the vision for our communities.
- ▶ To foster safer and more resilient neighbourhoods.
- ▶ To work together across the public, private and voluntary sectors to help tackle the long-term causes and short-term impacts of poverty.

### What this will mean for our residents

- ▶ Residents will feel pride in their place and will see the contribution their community makes to achieving the whole county's aspirations.
- ▶ Lancashire will be a place where public services, businesses, residents and community groups all work together to improve their communities.
- ▶ Our communities will thrive, and their distinctiveness and diversity celebrated.



# How we will make it happen – our shared commitment to residents

As Local Authorities, this strategic framework represents our shared vision, priorities and intent. It will be endorsed through all our councils individually and will align with our own organisational plans.

But for this plan to work, every business, resident, community and public service has to have a stake in its success. That is why we commit to bringing together key partners to consider our plans, and we welcome the formal endorsement of this approach from many of them.

We will continue to work closely with a wide range of partners and engage closely with everyone as we develop the detail of our action plans.

With these priorities, we will make better decisions locally, we will make a more powerful case for extra tools, powers and resources to central government, and we will deliver on our shared ambitions.

Businesses

Councils

Education

Government

Lancashire MPs

Media

Partners

Residents

Voluntary sector

Workforce

Lancashire 2050





“Together we are stronger  
and Lancashire will be a  
place where every single person  
can live their best life”



Blackpool Council





# LANCASHIRE 2050

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