

# Lancaster City Council Appoints Tetra Tech-Led Consortium to Drive Regeneration Strategy Around Eden Project Morecambe

May 8, 2025



**Lancaster City Council has appointed a strategic consortium, led by Tetra Tech, to develop a comprehensive regeneration and investment framework aimed at maximizing the long-term benefits of the Eden Project Morecambe for the town. The team also includes consultants 31Ten and WSP.**

This appointment follows the approval of the £125 million Eden Project Morecambe, an ambitious eco-tourism destination set to transform an 11-acre seafront site. The project is anticipated to attract an estimated 760,000 additional visitors annually, acting as a significant catalyst for the wider regeneration of Morecambe.

Jonathan Noad, Chief Officer for Sustainable Growth at Lancaster City Council, commented on the appointment, stating, "With Eden Project Morecambe now firmly in the delivery phase, the town needs a clear and coordinated plan that aligns local ambitions, attracts further investment, and secures long-term benefits for the area."

The multi-disciplinary consortium, led by Tetra Tech in partnership with Lancashire County Council, will focus on shaping the future of Central Morecambe through the development of this crucial framework.

Noad further explained, "The strategy will support a strengthened commercial, cultural and leisure offer that complements Eden Project Morecambe, and also focus on how existing local businesses can benefit from the increased activity and visibility that Eden will bring."

The overarching goal of this initiative is to ensure that the regeneration efforts deliver inclusive and sustainable prosperity across Morecambe and its surrounding communities, enabling the town to fully realize its potential as a thriving destination.