

Rt Hon Boris Johnson MP
Prime Minister
10 Downing Street
London SW1A 2AA



6th July 2022

Dear Prime Minister

We write to offer our unwavering support for the proposed Eden Project in Morecambe, Lancashire. The enclosed list of over xxx supporting signatories from across the North of England represents not only the genuine desire to see this project realised but also demonstrates the breadth and depth of engagement that has taken place across the community, business sector, local government, politicians, schools, colleges and universities.

To be situated on the central seafront promenade of Morecambe between the renowned Midland Hotel and the historic Winter Gardens, Eden Project North will be an iconic cultural destination of international repute that will attract 1million visitors every year, bringing ambition and pride back to a once thriving town. One of the greatest assets for this forgotten seaside town is its unique and spectacular location on Morecambe Bay which is an area of outstanding natural beauty, set against the magnificent backdrop of the Lake District peaks.

Eden Project North will be built and operated by the same team that was behind the globally famous Eden Project in Cornwall, which is now in its 21st year of successful operation as an educational charity, contributing over £2.2bn to the local economy. This is a tried and tested team and this new project will be supported fully by civic partners and anchor institutions in the Northwest region.

Morecambe's last heyday was in the late 19th and early 20th century, when it was a popular and vibrant holiday destination but like many seaside towns in the late 1970's it became synonymous with decline. Life aspirations were limited and it has since suffered from persistent and progressive deprivation, unemployment, poor health and low educational attainment. These social challenges were exacerbated by a wholesale lack of investment and the absence of a driving and progressive force. Like so many towns of its type, Morecambe has been forgotten and left to wither. It is the combination of a need for and a determination to change, coupled with the exceptional beauty of the area that renders it a prime opportunity to evidence the impact of what can be achieved through expedient and planned 'Levelling Up' investment in a fully supportive community.

In addition to evidencing the genuine benefit of Levelling Up, this exemplar project will demonstrate the UK's commitment to delivering on policy across a range of areas – from the pandemic recovery, to green-collar jobs, education, the environment, crime, health & wellbeing and sustainable and active travel.

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Government grant funding is critical to delivering the full outcomes and benefits of the project and will act as a catalyst to provide further confidence for commercial investment into Morecambe. There are several, multi-million pound projects known to be in readiness, simply waiting for the green light on funding to proceed with Eden Project North.

The project is genuinely 'shovel ready' (with land and planning permission secured), and work can commence on-site by the end of 2022 providing immediate gains around construction jobs – demonstrating hope, optimism and the green shoots of recovery from Covid-19. We urge you to back this bold, game-changing project for the future of Morecambe, Lancashire and the North.

Yours sincerely

Eden Project International Ltd