

# Eden Project North



For many years Morecambe has been one of Britain's most popular tourist destinations with visitors attracted to its stunning natural landscape. Eden Project North re-imagines Morecambe as a seaside resort for the 21st Century inspiring wonder and a connection with the natural world inspired by Eden Project's focus on education, ecology and community.

Eden Project North is a unique and ambitious project that seeks to reimagine the seaside resort for the twenty-first century. Morecambe's motto during its tourism heyday was 'Beauty Surrounds and Health Abounds'. The project has far-reaching environmental, social and economic ambitions, but above all it will be a day out that inspires a sense of wonder and connection with the natural world.

Eden Project North will share much with the hugely successful Eden Project in Cornwall. It will be a ticketed visitor attraction that is sustainable and transformative, with large indoor environments, housed within iconic pavilions, at its heart. It will build on the Eden Project's particular mix of entertainment and education, leaving visitors with lasting memories as well as driving positive behavioural change. As in Cornwall, Eden Project North will combine exhibits, performance, learning, play, immersive experiences, world-class horticulture, art, food, beverage and retail spaces, all integrated as essential parts of the overall experience; building on nearly 20 years of operational expertise.

Eden Project North draws together focus on reimagining health & well-being, wonder and entertainment within its core venues. It brings together:

- Above the Bay: an environment filled with plants and art exhibits, showcasing natural abundance and the rhythms of life linked to the sun.
- Below the Bay: an immersive series of theatrical experiences that bring to life lunar rhythms and tides.
- The Natural Sanctuary: an area focussed on the health-giving aspects of the seaside with bookable wellbeing treatments.

- The Natural Observatory: the home of Eden Project North's research and education programmes.

Together, these elements will create a destination that appeals to a wide demographic. These spaces, and others, will be connected within a beautiful and sustainable architectural design. External spaces and landscaping will link the venue sensitively to its location – to Morecambe Bay and to the town.



Within every space there will be ground-breaking immersive experiences that encourage visitors to be curious about the natural world. Art, science, adventure, play and performance all find a role. Building on the work of key partners, in a location of internationally-recognised scientific importance, the collaborative team will seek to make Morecambe Bay a place that is understood and celebrated.

We want Eden Project North to be transformational for Morecambe and the wider region. Our experience of opening and running Eden Project Cornwall tells us that we can attract millions of visitors, with all the economic and community benefits that will bring. We will ensure that those economic benefits are felt locally.

By connecting Eden Project North to the local community, we hope to support positive social change. And by encouraging visitors to be curious and creative, we hope to inspire new ways of engaging with the natural landscape; to see themselves as part of the natural world not apart from it. This has never been more important.

The Eden team will be working closely with its regional partners and local people to ensure this venue truly embodies the place that has inspired it. Eden Project North aims to help Morecambe reclaim its position as a resort for the 21st Century, built around a rejuvenated message: 'Beauty Surrounds, Health Abounds and Nature Astounds'.