

# MORECAMBE SEAFRONT PROMENADE



Atkins developed a design to replace the sea wall and the resultant scheme has set a new standard in design by enhancing the local landscape working with the cultural and historic environment, promoting active use and appreciation of the spectacular views across Morecambe bay towards the distant Lake district as well as protecting 13,000 properties.



Eric Morecambe wall pattern

This project has not only regenerated the promenade but is helping to protect thousands of homes from the increasing impacts of climate change and sea level rise whilst promoting walking and cycling. It was delivered 6 months early with £3.6m cost savings on the original budget.

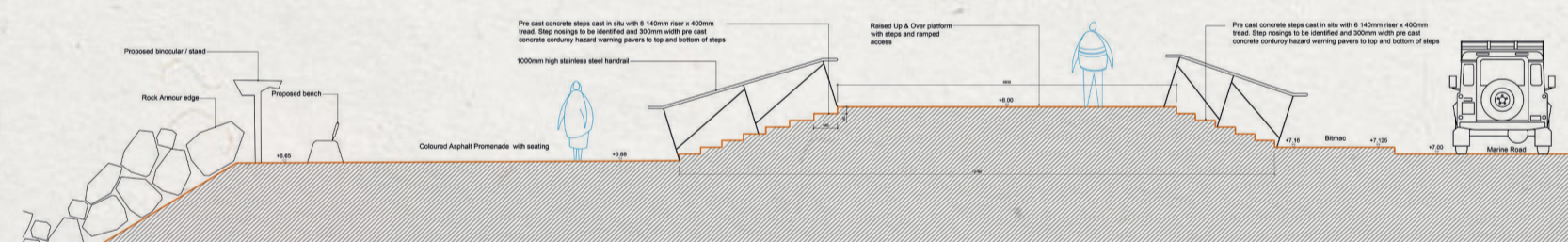
LOCATION:	Morecambe, Lancashire
CLIENT:	Lancaster City Council (LCC) and the Environment Agency
START DATE:	September 2014
END DATE:	September 2018

The sloped profile of the new wall gives the impression of a wider promenade with elegant outlines reflecting the local 1930's architecture. A warm ivory colour replaces the grey concrete of the original. The wall also has a smooth face, encouraging human contact personifying what is essentially a huge concrete structure; The idea was to capture and complement, not to compete with the beauty of the bay.



Mini Garden

A key part of the vision was to improve safety and access and the design allows for pedestrians and vehicles with flush and ramped solutions providing inclusive access for all ages and abilities. Access points were highlighted visually to encourage use, with side walls sloped to mirror the distant hills and relevant patterns and names making them more memorable.



Up & Over 3 cross section

"This project is absolutely fabulous...The wall has been designed to fit with the local environment, and even includes a nod to the late local legend Eric Morecambe."

**Thérèse Coffey**  
Parliamentary under Secretary of State for the Environment

# THE EDINBURGH STREET DESIGN GUIDANCE



The Edinburgh Street Design Guidance (ESDG) and associated Detailed Design Manual is the first and only evidence-based piece of comprehensive street design guidance in Scotland and second of its kind in the UK.



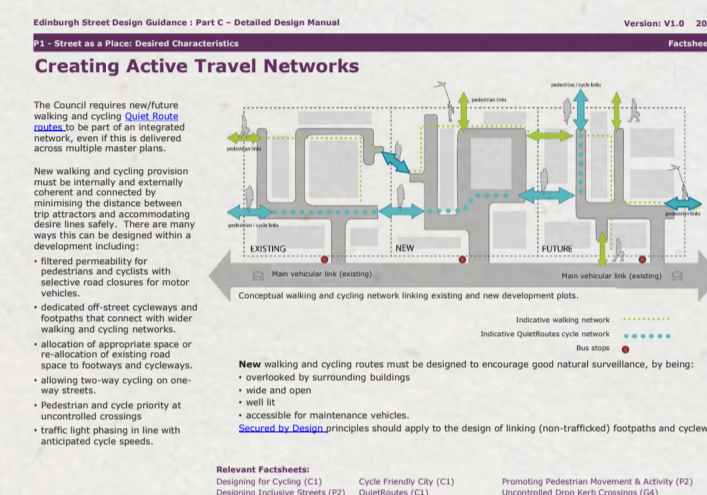
The ESDG aims to address the range of physical barriers faced by people walking and cycling by significantly changing the whole approach to designing streets in Edinburgh, treating streets as places and actively prioritizing sustainable travel. The objective of the Guidance is to shift the emphasis of street design from movement to place and deliver a world-class network of vibrant, safe, attractive, effective and enjoyable streets in Edinburgh that take cognisance of its World Heritage Site status.

LOCATION:	Edinburgh, Scotland
CLIENT:	City of Edinburgh Council
START DATE:	November 2015
END DATE:	Ongoing



Atkins worked collaboratively with the Active Travel team in Edinburgh Council to deliver the detailed design manual which comprises 'factsheets' on various aspects of street design including pedestrian environment, landscape and public realm, cycling, public transport and street geometry & layout.

This required extensive working with various council departments to challenge longstanding design approaches and traditional thinking to develop innovative design approaches that sensitively balanced needs to achieve positive results.



The success of this Guidance lies in its implementation and since its publication the principles and design details prescribed in the Factsheets have already been incorporated into some of the most significant public realm projects in Edinburgh. This resulted in some radical changes to the street layouts to substantially reduce car traffic, prioritise pedestrian and cycle movement and promote creation of place.



# EDAROTH



Atkins has recently launched a new development arm called EDAROTH – as we believe that Everyone Deserves A Roof Over Their Head' and we have taken this powerful acronym as the company name and purpose.



At EDAROTH we develop under-utilised land, often on difficult to access sites

EDAROTH, a subsidiary company of Atkins, is bringing a new solution to the housing crisis by reimagining the way social and affordable homes are delivered. Providing homes in which people want to live, EDAROTH will encourage social cohesion and access to opportunity by promoting sustainable and inclusive communities.



Our completed pilot scheme at Lambeth. EDAROTH hand the homes and the land back to the Local Authority.

Working with clients such as local authorities, government agencies, housing associations and relevant non-profit organisations, EDAROTH will bring together design engineering expertise, the latest off-site manufacturing techniques and construction partnerships.

As a new entrant to the housing market, EDAROTH will continuously expand capacity and capability to meet the demand for social and affordable housing across the UK. Our ambition is to deliver thousands of homes per annum.

LOCATION:	Hillside Gardens, Lambeth, London
CLIENT:	Lambeth City Council
START DATE:	Jan 2019
END DATE:	Feb 2020 (Pilot Scheme)



EDAROTH offer multiple home typologies; houses and apartment blocks designed to the need of our client

The product range includes both houses and apartments, with a variety of occupancy and accessibility configurations to suit our clients' specific housing needs and providing the flexibility to respond to local planning requirements. Our homes have been designed around occupant needs, providing generous living space, lower energy costs and strong environmental performance. All our homes exceed nationally described space standards and, compared to traditional UK housing, achieve reduced energy consumption and life cycle carbon.

"I'm proud of the team behind EDAROTH and all that they've achieved to get to the point of launching our new subsidiary".

**Mike McNicholas**  
Managing Director, Infrastructure, Atkins

"We are excited to bring a fresh approach to social housing that meets the needs of client, community and ultimately the resident".

**Mark Powell**  
Managing Director, EDAROTH

