







## APPENDIX 2: Progress against 2016–2020 Actions & Objectives


The below tables list all the outstanding actions without 'completion' green status from the four year plan since last reported to [Council on the 15th July 2019](#).

PERFORMANCE KEY ICON STATUS	
	<b>Completed</b> – over performing against target or milestone achieved
	<b>On Track</b> – the milestone is performing within tolerance of target
	<b>Cautionary Under Performance</b> – moderately underperforming. Whilst the milestone has slipped from target it maybe a minor blip overall or minor action will remedy it.
	<b>Under Performance</b> – the milestone is under performing against target.


## Corporate Plan 2016-20 Outstanding Actions, since last reported.

VALUE FOR MONEY			
Reference	Corporate Plan Action	Due Date	Status
<u>VFM 1.7</u>	Review use of key assets to achieve maximum value, Public Offices, Lytham Institute, Lytham Assembly Rooms	31/03/2020	
<b>Update:</b> The Assembly Rooms is not a council owned asset but the transfer of the library service to the facility has increased the use and purpose of the asset. The Public Offices are in the process of being sold subject to planning approval and Lytham Institute has been registered as a Charity ensuring the premises are used for the purpose of the Trust. Further work on the Institute Charity will be included in the new Corporate Plan as part of maximising the use of all assets.			


CLEAN & GREEN			
Reference	Corporate Plan Action	Due Date	Status
<u>C&amp;G 1.2</u>	Strive to achieve Blue Flag status for the beaches	31/03/2020	
<b>Update:</b> Signage and infrastructure required for a Blue Flag are in place and work with partners to achieve the necessary water standard is in place, the Blue Flag can only be achieved once the water bathing standard has been reached. The action has carried over to the next Corporate Plan although an element of the requirement (water quality) is not directly or solely in the control of the council.			

A VIBRANT ECONOMY			
Reference	Corporate Plan Action	Due Date	Status
<u>AVC 1.2</u>	Progress the re-opening of the M55 / Moss Road link. The preferred option is to deliver a new road but as a minimum to see its re-opening	31/03/2020	

**Update:** Progress has been slow with several partners required to contribute with each having separate challenges with respect to the resources available, a solution has been proposed and partners are considering the details. The action has been included in the next Corporate Plan.


<u>AVC 1.3</u>	Investigate the potential of developing the digital high street	31/03/2020	
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**Update:** Several options have been investigated and will included in projects that will develop the digital high street, including digital display points; high speed fibre network; and Wi-Fi hot spots.

<u>AVC 1.7</u>	Develop a plan for the redevelopment of The Island site as a destination point.	31/03/2020	
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**Update:** The required resource, capacity and skill set along with other priorities taking precedent as well as difficult access to lease holders and challenging negotiations have resulted in this initiative not progressing as planned. The approach has been reconsidered and will be leveraged by a sea defence construction scheme partly funded by the Environment Agency and included in the 2020-2024 Corporate Plan.

## GREAT PLACE TO VISIT

Reference	Corporate Plan Action	Due Date	Status
<u>GPL 1.1</u>	Improve entrance signage and welcome points.	31/03/2020	

**Update:** The project has been delayed due to resources being diverted to COVID 19 and other priorities, it has also been reconsidered as a result of the potential implications of Local Government Re-organisation as well as the requirement to link with work on signage across the Borough.

**Corporate Plan 2016-20 Key Actions Completed (APR 2016 to MAR 2020)**

Description of Improvement Action	Corporate Priority
Set a timetable with reporting milestones for the accommodation project	VALUE FOR MONEY
Produce and implement an investment strategy (Commercial Strategy)	VALUE FOR MONEY
Further reduce the requirement for paper and print using technology	VALUE FOR MONEY
Increase online service and information provision	VALUE FOR MONEY
Explore and initiate new income streams	VALUE FOR MONEY
Complete the accommodation project works	VALUE FOR MONEY
Review the potential / function of all property assets in response to the need to be financially self-sustaining by 2020	VALUE FOR MONEY
Improve online services to increase efficiency, reduce transaction costs and generate income	VALUE FOR MONEY
Produce a new Council Website with streamline content and integrate digital by preference to enable 24/7 services	VALUE FOR MONEY
Identify and target fly tipping hotspots to reduce their levels	CLEAN & GREEN
Promote initiatives to reduce dog fouling	CLEAN & GREEN
Improve signage across the borough to deter dog fouling and promote dogs on leads.	CLEAN & GREEN
Focus resources on the reduction of seasonal litter	CLEAN & GREEN
Maintain and increase Green Flag status for parks and open spaces	CLEAN & GREEN
Strive to achieve Blue Flag status for the beaches	CLEAN & GREEN
Work with partners to improve the quality of the bathing water	CLEAN & GREEN

Review the waste service to deliver savings through change	CLEAN & GREEN
Deliver the coastal defence project at Fairhaven and Church Scar with the Environment Agency	CLEAN & GREEN
Produce landscape masterplan for Lytham Park Cemetery	CLEAN & GREEN
Assess the benefits of becoming a member of the Combined Authority	A VIBRANT ECONOMY
Engage effectively with the Local Enterprise Partnership	A VIBRANT ECONOMY
Progress the re-opening of the M55/ Moss Road link	A VIBRANT ECONOMY
Support the Fylde Coast highways and transport masterplan projects (junction 2)	A VIBRANT ECONOMY
Enforce car parking regulations and review car parking options	A VIBRANT ECONOMY
Engage positively in the Duty to Co-operate on planning initiatives	A VIBRANT ECONOMY
Facilitate and support Town Centre Partnerships	A VIBRANT ECONOMY
Channel business rates funding opportunities to economic development	A VIBRANT ECONOMY
Implement the timetable for the Local Plan delivery	A GREAT PLACE TO LIVE
Provide appropriate provision for Travellers	A GREAT PLACE TO LIVE
Take enforcement action on illegal encampments	A GREAT PLACE TO LIVE
Carry out resident surveys and act upon the findings	A GREAT PLACE TO LIVE
Review and improve bus shelter provision	A GREAT PLACE TO LIVE
Develop and implement a policy to protect our heritage	A GREAT PLACE TO LIVE
Build on the success of the Residents' Car Parking Scheme	A GREAT PLACE TO LIVE

Review public information systems for residents	A GREAT PLACE TO LIVE
Support community groups throughout the borough to maximise success in the regional and national 'In Bloom' initiative	A GREAT PLACE TO LIVE
Develop a policy on events including Club Days, festivals and concerts	A GREAT PLACE TO LIVE
Develop and promote rural tourism	A GREAT PLACE TO VISIT
Decide the most effective way to market Fylde as a holiday destination	A GREAT PLACE TO VISIT
Carry out visitor surveys and act upon the results	A GREAT PLACE TO VISIT
Review and develop social media and online information	A GREAT PLACE TO VISIT
Maximise the natural assets of our coast and countryside by improving their facilities	A GREAT PLACE TO VISIT
Revisit the strategy for the development of Fairhaven Lake	A GREAT PLACE TO VISIT
Work up the stage 1 development of the Fairhaven Lake Project Plan and submit stage 2 bid to Heritage Lottery Fund	A GREAT PLACE TO VISIT