

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
PROJECTS AND REGENERATION	PLANNING COMMITTEE	18 JANUARY 2023	17
TOWN CENTRE WORKING GROUP UPDATE			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY OF INFORMATION

On 11 March 2020, Planning Committee resolved to create a Town Centres Working Group. Its purpose was to be an advisory working group to the Planning Committee in respect of town centre development, to enable research and discussion on town centre strategy and management issues and to coordinate, support and develop initiatives to reinvigorate and strengthen the three town centres of Fylde.

The specific objectives of the group include:

- To improve the prosperity and enhance the well-being of Kirkham, Lytham and St Annes Town centres, being the three identified town centres of the Borough.
- To engage and work with key stakeholders, including retailers, local businesses, other public sector and transportation bodies and community representatives to create a viable and sustainable town centre economy.
- To develop and deliver the town centre action plans as set out in the Fylde Economic Strategy.
- To identify opportunities for funding from a range of national, regional, and local funding sources and oversee the preparation of funding bids in order to deliver the programme of improvement.
- To take responsibility for identifying potential to develop the role of the town centres.

With the onset of the Coronavirus pandemic, the working group was immediately tasked with considering several reactive interventions to assist in the safe reopening of the high streets and preservation of the Town Centre businesses. As we have moved into a 'post-pandemic' phase the working group and sub-groups have been able to consider and provide their collective feedback on a number of longer-term projects that will benefit the three town centres and assist in maintaining and improving their economic prosperity.

Kirkham

In 2020 the Council was successful in securing significant external funding through multiple sources to deliver the Kirkham Futures Programme. The governance/oversight for the Kirkham Futures Programme has now been separated from the Town Centres Working Group and is now within the remit of the Kirkham Futures Steering Group.

St Annes

The St Annes sub-group supported and recommended to the Planning Committee the commission of a Health Check and Masterplan for St Annes Town Centre, to attract external funding for regeneration works. The Planning Committee subsequently recommended to the Finance and Democracy Committee that a sum of £150,000 should be met from the Capital Investment Reserve to undertake this work. The scope of this work was later expanded to include the regeneration of the Pleasure Island site (and link between the Island and Town Centre), with funding

provided from LCC via a successful bid to the Lancashire Economic Recovery Grant fund for £120,000 (£12,000 match funded by Fylde Council). The Masterplan for St Annes was adopted by Planning Committee in July 2022. The St Annes sub-group provided valuable feedback through the Masterplan consultation stage.

Lytham

The Planning Committee recommended an addition of £800,000 to the Capital Programme for the financial year 2019/2020 to undertake a phased improvement of the public realm within Lytham, including Clifton Street and surrounding areas. This work was delayed due to the pandemic and subsequent re-prioritisation of service demand. Since then, significant changes have occurred within the Planning service, with natural movement of staff and a management restructure. The responsibility of project delivery now sits with the Head of Projects and Regeneration. The project team are currently in the process of procuring a consultant team to provide a costed concept design which will be presented to the Lytham sub-group for feedback. A delivery programme will be prepared upon review and agreement of the concept design.

Next Steps

The overarching Town Centre Working Group has naturally evolved into separate sub-groups focusing on each individual Town Centre and has effectively superseded the overarching working group. The terms of reference for the working group(s) are currently being revised in conjunction with the Chair of the Town Centre Working Groups and will be brought back for consideration by the Planning Committee to coincide with the new cycle of Committees in 2023/2024. The revised terms of reference will reflect the fact that the working group(s) have now returned to focus on the work they were originally created to undertake, rather than the reactive work undertaken through the pandemic.

The minutes of all sub-group meetings held in 2022 are available on request as background information.

SOURCE OF INFORMATION

Head of Projects and Regeneration

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

Planning Committee requested that they be updated on progress of the work of the Town Centre Working Group.

FURTHER INFORMATION

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