



Let Fylde prosper

Corporate Plan 2016-2020



VALUE FOR MONEY

CLEAN & GREEN

A VIBRANT ECONOMY

A GREAT PLACE TO LIVE

A GREAT PLACE TO VISIT

PRIORITIES

ACTIONS

Spending your money in the most efficient way to achieve excellent services we will:

- Increase income through new and existing means
- Deliver the accommodation project
- Continuously review services and assets to improve efficiency and effectiveness
- Manage and invest effectively in the council's finances
- Maximise marketing opportunities
- Create a digital council
- Champion the quality and reputation of Fylde

Delivering the services that customers expect of an excellent council we will:

- Continue to deliver high standards of cleanliness
- Mitigate the impact of the loss of the LCC waste subsidy
- Actively enforce waste and cleansing legislation
- Deliver high quality parks and open spaces
- Ensure beaches and bathing waters are clean and safe
- Build on the achievements of the In Bloom initiative
- Ensure the security of the coastal defences

Working with all partners we will:

- Improve the transport infrastructure and traffic flow
- Support Enterprise Zones
- Improve car parking
- Enhance and improve our town and village centres
- Attract new businesses and develop existing ones

Ensure Fylde continues to be one of the most desirable places to live we will:

- Achieve adoption of the Local Plan
- Deliver high standard housing that meets the need in all communities
- Implement enforcement action on unauthorised development
- Support and promote volunteers' efforts to improve their local community
- Deliver activities for all age groups
- Recognise the significance of our heritage assets
- Work with partners to improve health and wellbeing of all residents

Promoting Fylde as a great destination to visit, we will:

- Deliver and support quality events throughout the Fylde
- Maximise the natural assets of our coast and countryside by improving their facilities
- Offer an arts collection that is available to everyone
- Provide a positive first impression of Fylde
- Use technology effectively to make Fylde more accessible
- Encourage visitor feedback to improve our tourism offer

- Produce and implement an investment/commercial strategy
- Explore and initiate new income streams
- Complete the accommodation project works
- Improve online services to increase efficiency, reduce transaction costs and generate income
- Produce a new Council Website with streamline content and integrate digital by preference to enable 24/7 services
- Develop digital solutions to customer and employee demand
- Review use of key assets to achieve maximum value, Public Offices, Lytham Institute, Lytham Assembly Rooms

- Focus resources on the reduction of seasonal litter
- Strive to achieve Blue Flag status for the beaches
- Produce landscape masterplan for Lytham Park Cemetery

- Engage effectively with the Local Enterprise Partnership
- Progress the re-opening of the M55/Moss Road link
- Investigate the potential of developing the digital high street
- Facilitate and support Town Centre Partnerships
- Channel business rates funding opportunities to economic development
- Contribute to the Fylde Coast Highways and Transport Masterplan
- Develop a plan for the redevelopment of The Island site as a destination point

- Tackle social isolation and health inequalities with Public Health

- Improve entrance signage and welcome points
- Work up the stage 1 development of the Fairhaven Lake Project Plan and submit stage 2 bid to Heritage Lottery Fund