



Agenda

Tourism and Leisure Committee

Date:	Monday, 4 November 2019 at 18:30
Venue:	Town Hall, St Annes, FY8 1LW
Committee members:	<p>Councillor Cheryl Little (Chairman) Councillor Jayne Nixon (Vice-Chairman)</p> <p>Councillors Peter Anthony, Tim Armit, Brenda Blackshaw, Shirley Green, Gavin Harrison, Matthew Lee, Kiran Mulholland, Vince Settle, Elaine Silverwood, Roger Small.</p>

Public Platform

To hear representations from members of the public in accordance with Article 15 of the Constitution.

To register to speak under Public Platform: see [Public Speaking at Council Meetings](#).

	PROCEDURAL ITEMS:	PAGE
1	Declarations of Interest: Declarations of interest, and the responsibility for declaring the same, are matters for elected members. Members are able to obtain advice, in writing, in advance of meetings. This should only be sought via the Council's Monitoring Officer. However, it should be noted that no advice on interests sought less than one working day prior to any meeting will be provided.	1
2	Confirmation of Minutes: To confirm the minutes, as previously circulated, of the meeting held on 05 September 2019 as a correct record.	1
3	Substitute Members: Details of any substitute members notified in accordance with council procedure rule 23(c).	1
	DECISION ITEMS:	
4	Fylde Sand Dunes Improvement Scheme	3-11
	INFORMATION ITEMS:	
5	Enforcement of PSPO Controlling Barbeques and Outdoor Cooking 2019 Season Review	12-15
6	Splash 2019 Season review	16-19
7	Annual Tourism Statistics (STEAM)	21-30

Contact: Lyndsey Lacey-Simone - Telephone: (01253) 658504 – Email: democracy@fylde.gov.uk

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<http://fylde.cmis.uk.com/fylde/DocumentsandInformation/PublicDocumentsandInformation.aspx>

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DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	4 NOVEMBER 2019	4
FYLDE SAND DUNES IMPROVEMENT SCHEME			

PUBLIC ITEM

SUMMARY

This report details an open space improvement scheme which is broken down into three elements and covers the Fylde Sand Dunes Site of Special Scientific Interest/Local Nature Reserve. The scheme includes dune re-profiling and stabilisation works; design and installation of dune signage; and the design and installation of attractive dune entrance features.

This report provides further details on the scheme and requests that the Tourism and Leisure Committee support a recommendation to the Finance and Democracy Committee for a fully-funded addition to the Capital Programme for 2019/20 in the sum of £52,000 and approval for the Council to act as the accountable body for the Fylde Sand Dunes improvement scheme.

RECOMMENDATIONS

The Tourism and Leisure Committee is requested:

1. To recommend to the Finance and Democracy Committee approval that the Council may act as the accountable body for the Fylde Sand Dunes Improvement Scheme in the total sum of £52,000;
2. To recommend to the Finance and Democracy Committee approval to a fully-funded addition to the Capital Programme for 2019/20 in the sum of £52,000 in respect of the Fylde Sand Dunes Improvement Scheme to be met from a combination of external grants and Section 106 contributions received for this purpose as detailed within the report.

SUMMARY OF PREVIOUS DECISIONS

Not applicable

CORPORATE PRIORITIES

Spending your money in the most efficient way to achieve excellent services (Value for Money)	✓
Delivering the services that customers expect of an excellent council (Clean and Green)	✓
Working with all partners (Vibrant Economy)	✓
To make sure Fylde continues to be one of the most desirable places to live (A Great Place to Live)	✓
Promoting Fylde as a great destination to visit (A Great Place to Visit)	✓

SCHEME DETAILS

1. Fylde Council has successfully led a partnership with Blackpool Council and Lancashire Wildlife Trust in the management of the Fylde Sand Dunes Project since 2008, ensuring the protection and improvement of the dune habitat in its role as soft sea defence and nationally significant conservation area. Environment Agency grant funding to the total value of £717,000 was secured in December 2016 by the partnership to continue the project until 2021. The funding is utilised to fund the project team as well as maintain 80 hectares of dune estate which includes a designated Site of Special Scientific Interest, County Biological Heritage Sites and Local Nature Reserve.
2. The aims and objectives for the project are detailed in the Fylde Sand Dunes Management Plan 2017 – 2022 and include habitat management, improved interpretation, access management and programmes for volunteering, events and environmental education. The improvement scheme proposed within this report contributes to fulfilling the plan objectives within the agreed timeframe.
3. The first scheme element will focus on improving the interpretation and way-marking of the Fylde Sand Dunes in line with the Council's Coastal Signage Strategy. The dunes do not presently contain public signage. The Fylde Sand Dunes Project Team have developed a comprehensive signage plan including the design and location of interpretation boards and way-marking posts. The signage will serve to promote the national value of the dunes as well as guide visitors to the beach along defined trails, thus reducing trampling of sensitive dune habitat. All signage will meet visitor needs as well as the historic, aesthetic and environmental sensitivities of the site.
4. The second scheme element will focus on improving visitor access to and through the dunes. Despite its open aspect character, Fylde's dune entrances should present possibilities and opportunity for passers-by and provide a visitor with their first impression of the site. It is therefore paramount that entrances are welcoming, attractive and safe. Defined entrances guide visitors on a defined path or route, reducing uncontrolled trampling and disturbance of dune habitat and associated wildlife. The Fylde Sand Dunes Project Team have designed new dune entrance features which complement the character of the site and make use of attractive timber of rope fencing.
5. The third scheme element involves re-profiling and stabilisation works to the dunes on Clifton Drive North, opposite the Persimmon Homes development. This will reduce the volume of windblown sand lost from the dune system onto the adjacent highway and Persimmon Homes development. Operations involve lowering the roadside dunes, creating a stable and reduced height profile. The re-profiled dunes will then be stabilised utilising eco matting and Marram Grass plug plants. The design and operational delivery of project is being undertaken by staff from Fylde Council, Lancashire Wildlife Trust and Blackpool Council.
6. The dune re-profiling and stabilisation works are subject to planning approval. A planning application has been submitted by the Fylde Sand Dunes Project Team and the allocated application number is 19/0829. It is anticipated that the application will be considered by the Planning Committee in December.
7. The overall cost breakdown for the three elements are shown in the table below:

Cost Heading	Description	Total £
New dune signage	Includes the design and installation of interpretation boards and way-marking posts.	21,561
New dune entrances	Includes the procurement and installation of new dune entrance fencing.	19,724
Dune re-profiling works	Includes the hire of machinery and the procurement of eco-matting and Marram Grass plug plants.	10,715
Total Project Costs		52,000

METHOD AND COST OF FINANCING THE SCHEME

8. Lancashire Wildlife Trust have submitted a grant application for £27,000 to the Lancashire Environment Fund to contribute to the Fylde Sand Dunes improvement scheme. The Trust will receive confirmation if the grant application has been successful in 11th December, 2019. If it is not successful then a request will be made in January 2020 for a fully funded increase of £27,000 to the capital programme from the Capital Investment Reserve to cover the shortfall which will be the subject of a subsequent report.
9. The two existing S106 contributions below have been 'ring-fenced' to the project. The total of S106 contribution is £25,000, relating to two developments in St Anne's. The developments and contributions are listed below.
10. The terms of the Planning Agreement 16/0194 for development at Rear 23 – 63 Westgate Road, St Anne's in relation to the public open space contribution states "To be used towards the coastal dunes improvement scheme".
11. The terms of the Planning Agreement 13/0231 for development at South of Bridgeside/Hornsey Avenue, St Anne's in relation to the public open space contribution states "To improve or facilitate the provision of public open space to benefit the occupiers".

Application Number	Development	106 Contribution
16/0194	Rear 23 - 63 Westgate Road, St. Annes	£10,000
13/0231	South of Bridgeside/ Hornsey Avenue, St. Annes	£15,000
Total		£25,000

12. The total budget available for the three elements of the project is summarised in the below table:

Source	Amount
Section 106 contributions	£25,000
LEF Grant	£27,000
Total	£52,000

CONCLUSION

13. It is recommended that the Tourism and Leisure Committee support the Fylde Sand Dune improvement scheme as described in this report.

IMPLICATIONS	
Finance	The Committee are requested to recommend to the Finance and Democracy Committee approval to a fully-funded addition to the Capital Programme for 2019/20 in the sum of £52,000 in respect of the Fylde Sand Dunes improvement scheme as detailed within the report.
Legal	The proposed dune re-profiling and stabilisation works are subject to planning approval. In addition, S106 contributions are made by developers under specific planning agreements relating to each new development. The planning agreement will specify how the monies are to be spent in terms of geographical location and scope. A developer can usually require repayment of Section 106 if they have not been spent within 10 years of the agreement.
Community Safety	Improving the quality of open spaces provides an opportunity to increase public use and reduce nuisance behaviour.
Human Rights and Equalities	No implications arising from this report.
Sustainability and Environmental Impact	The dune re-profiling works require planning permission from Fylde Council as the Planning Authority. A stipulation of the planning application will involve the production of a Habitats Regulations Assessment (HRA) report for Natural England. The HRA will describe how the project will impact the dune habitat as well as mitigations to reduce disturbance to wildlife.
Health & Safety and Risk Management	No implications arising from this report.

LEAD AUTHOR	CONTACT DETAILS	DATE
Lisa Foden	lisa.foden@fylde.gov.uk / 01253 658468	4 th November, 2019

Attached Documents

Appendix 1 - Signage and access control design proposals.

Appendix 2 - Dune re-profiling and stabilisation works profile plans.

DUNES ACCESS STORYBOARD

The Fylde Sand Dunes Project's 'Coastal Access and Interpretation' strategy will create 11 new obvious access routes through the Fylde sand dunes to the beach along with accompanying interpretation. The new access points and interpretation will be placed at various points along the Fylde coast and will be within the 79 hectare project area from Squires Gate (in Blackpool) to the mouth of the Ribble Estuary (Lytham). The coastal access and interpretation strategy will be split into 6 defined zones.



DUNES ACCESS STORYBOARD

Access

11 new access points created

Wooden posts and rope used at each entrance point:

- **Posts** — 250 x softwood posts — 2.1m / 150mm, planed, including 50mm diameter pre-drilled hole
- **Rope**— 500m of Manila (40mm diameter) rope



Access points will create 1198.86 metres of new or improved public footpaths

Waymarkers -

20 x waymarkers (Includes routed numbers/colour ring and a wildlife image on one face of each post)



Finger posts (one finger) -

18 x Finger posts in total:

- 4 x beach (double-sided) text,
- 6 x dunes (double-sided) text,
- 7 x road (double-sided) text,
- 1 x Nature Reserve (double-sided) text



Interpretation

6 new interpretation boards designed, created and installed

Interpretation boards –

6 x A0, wooden oak lectern-style frame with snap panels for changeable information



The content for each interpretation board will have a slightly different focus.

Interpretation boards will be placed in the following locations (North > South):

Interpretation board 1: On the second access point opposite the new Persimmon Homes 'Coastal Dunes' housing development

Interpretation board 2: On the Local Nature Reserve

Interpretation board 3: On North Promenade car park

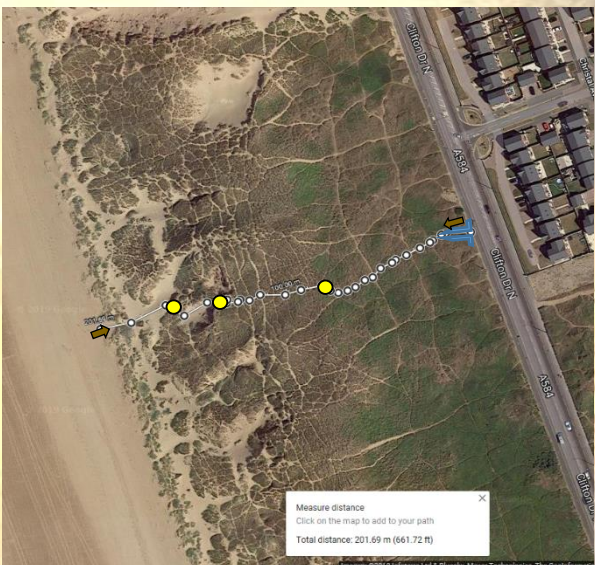
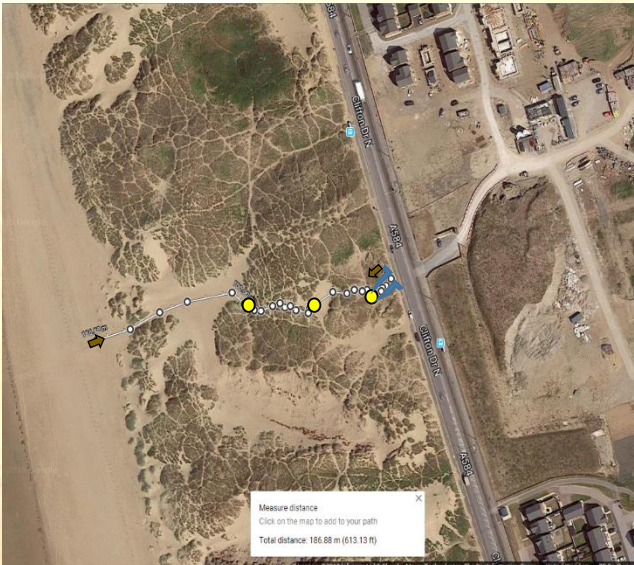
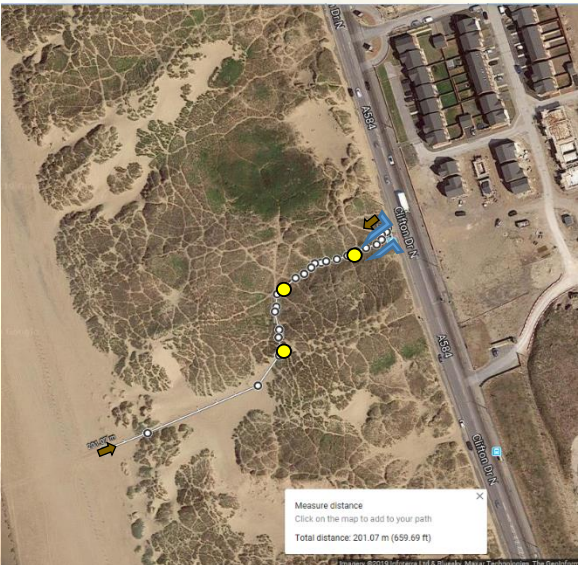
Interpretation board 4: Beach access at Beach Terrace (Fairhaven Rd Car Park)

Interpretation board 5: Granny's Bay

Interpretation board 6: On Lytham Promenade

Maps

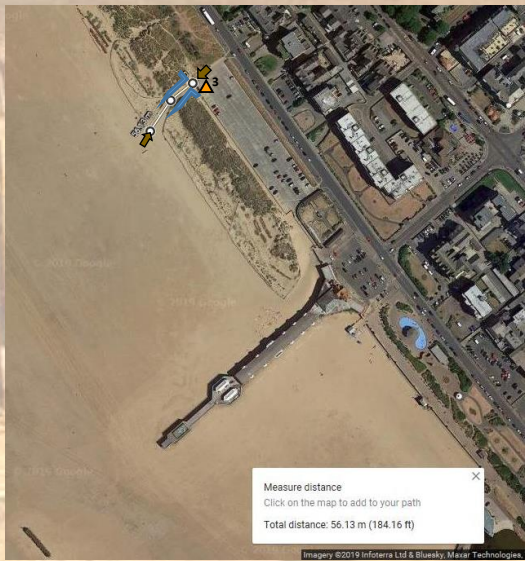
Zone 1: Dunes Opposite Persimmon including the Local Nature Reserve (LNR)



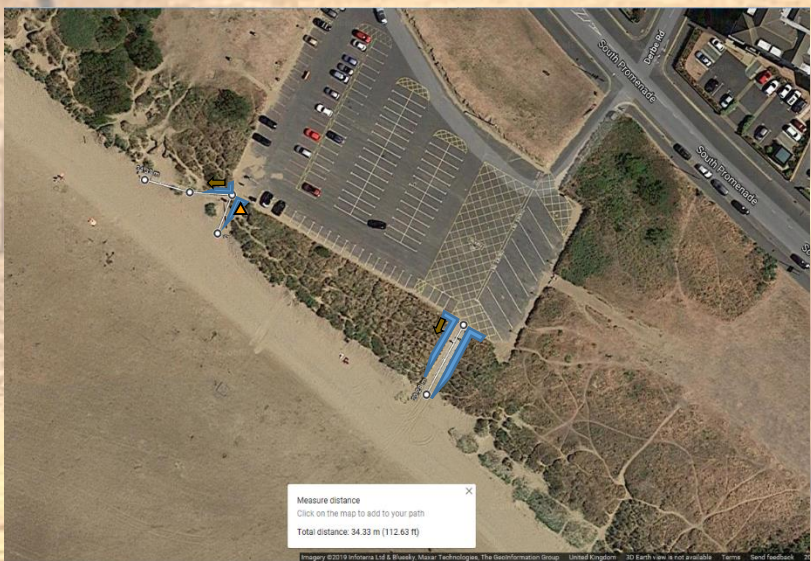
Zone 2: North Beach



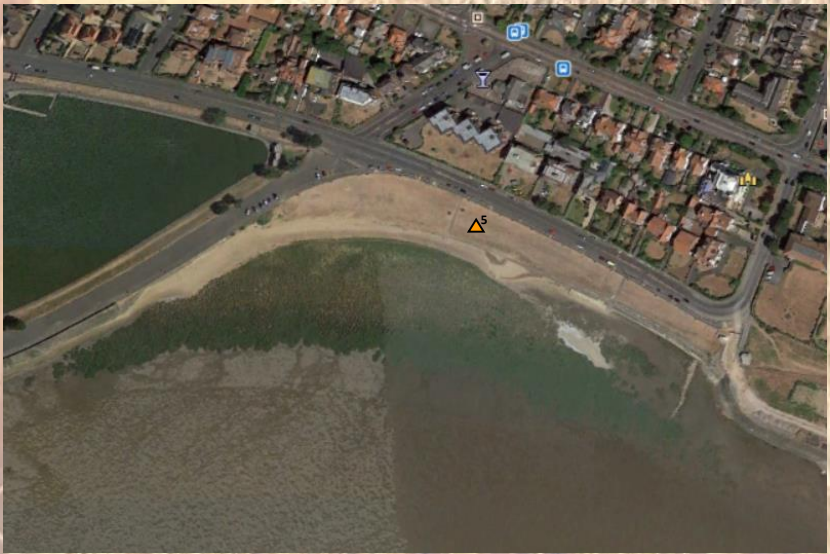
Zone 3: North Promenade Car Park



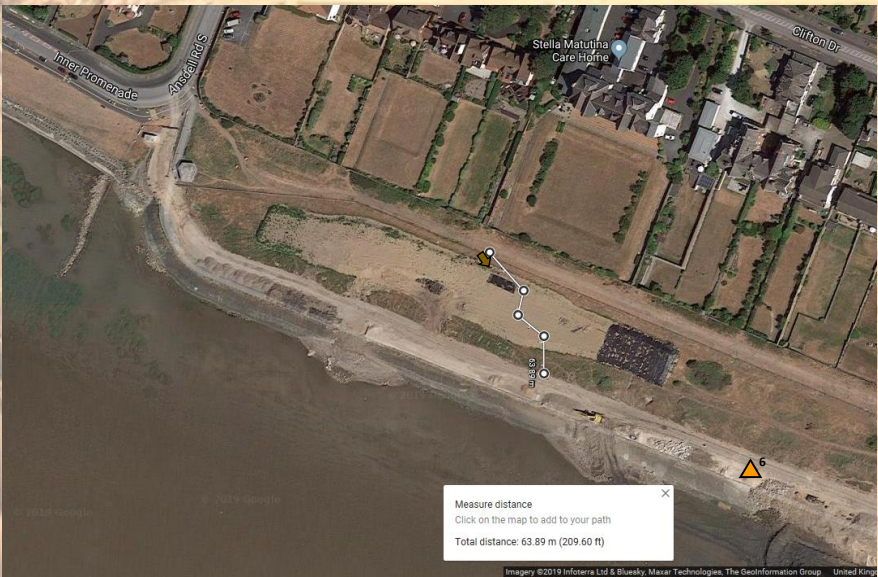
Zone 4: Beach Terrace (Fairhaven Rd Car Park)






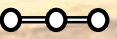

Zone 5: Granny's Bay



Zone 6: Church Scar/Lytham Promenade



Key

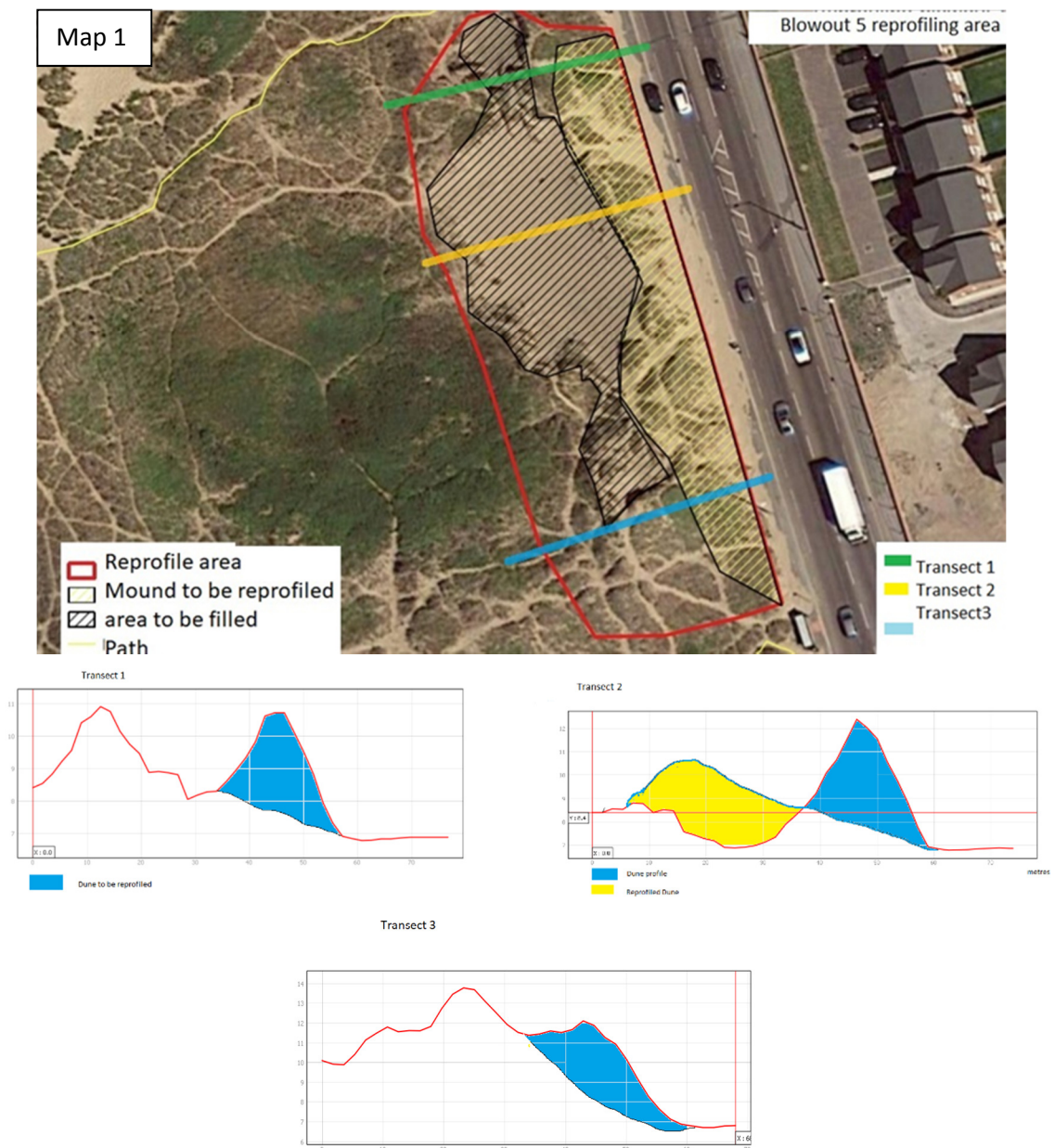
-  = Post and rope fence entrance point
-  = Finger post (Directional—Beach/Dunes/Road/Nature Reserve)
-  = Interpretation board
-  = Distance measurement
-  = Waymarker

Blowout 5 reprofiling

Equipment

- Barriers – 200m heras fencing, potentially plastic interlocking bollards to stop sand movement if needed
- 12 tonne excavator with over 6m reach
- Large dumper and JCB (JCB - Blackpool council beach cleansing team)
- Canes and hazard tape for boundaries
- Eco-matting
- Marram grass

Work area



Map1. Map shows area of blowout 5, mound to be reprofiled and areas to be filled.

Transects. Each transect depicts a cross section of blowout 5 marked clearly on the map key.

Method

Start period, subject to planning approval: February 2020

The area of bare sand shown in Picture 1 will be used as access to the blowout. Once machinery and tools are in-situ the sand wall will be rebuilt to reduce windblown sand on to the road whilst work commences. The project may require the short term closure of one road lane to allow for safe machinery access.



Picture 1. Highlighted area shows access point to the blowout from Clifton Drive North, opposite the new Persimmon homes build.

Work will begin from inside the blowout, pulling sand back away from the road into the blowout. Sand will be piled on the area dominated by bramble. Current rabbit warrens will be marked with canes so that no sand is dumped in these areas.

Once the steep roadside dunes have been lowered to a suitable height, work will focus on redistributing the sand to fill the blow out and create a smooth shallower slope no more than 30 degrees. If possible any vegetation from the top of the dunes will be placed to one side and then added to the reprofiled slope later.

Once the area has been reprofiled eco-matting will be placed on top of the bare sand and planted up with marram grass plug plants. Some marram grass translocation will also happen in this area.

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	4 NOVEMBER 2019	5
ENFORCEMENT OF PSPO CONTROLLING BARBECUES AND OUTDOOR COOKING 2019 SEASON REVIEW			

PUBLIC ITEM

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

SUMMARY OF INFORMATION

On 14 March 2019 the Tourism and Leisure Committee RESOLVED

1. To introduce a full prohibition of barbecues and other outdoor temporary cooking facilities on council owned land through the application of a Public Spaces Protection Order; to set the level of the Fixed Penalty Notice at £50; and
2. To recommend to Council an additional unfunded annual revenue budget increase of £38,000 to cover the cost of enforcement.

On 25 March 2019 Council RESOLVED

to approve an additional unfunded annual revenue budget increase of £38,000 from 2019/20 onwards to cover the cost of enforcement in regards to the Public Space Protection Order in regards controls for the use of barbecues and other outdoor cooking on council owned land.

The drafting of the various [Public Space Protection Orders](#) was subsequently undertaken and came into effect on 1 July 2019 for a period of 3 years. [FAQ's](#) are available on the council website which outline what the barbecue ban means and how it will be enforced.

This report presents a review of the initial part season of operation from 12th July – 29th September 2019 of the PSPO and the effectiveness of enforcement undertaken.

Officers will take account of the feedback from 2019 in how the service is commissioned and delivered in 2020.

SOURCE OF INFORMATION

Parks and Coastal Services Team

INFORMATION ATTACHED

BBQ PSPO Security Services season review

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

To allow the Tourism and Leisure Committee to review the initial introduction and enforcement of the PSPO controlling barbecues and open fires.

FURTHER INFORMATION

Contact Paul Walker, Fylde Borough Council Tel 658431

BBQ PSPO Security Services season review

1. Introduction

Further to consultation on the prohibition of BBQ's and open fires on Fylde's coastline, a Public Space Protection Order (PSPO) was adopted by the Council and came into force 1st July 2019 for a period of 3 years. The aim of the order was to ultimately protect Fylde's designated open spaces, and accompanying visitors and wildlife, from unnecessary disturbance or harm.

It was agreed that the PSPO would be enforced by way of external contractor security patrol and enforcement. A security service specification was developed and an appropriate external contractor was engaged to undertake a pilot exercise from 12th July – 29th September 2019

2. Delivered Service

CSP Security Services were engaged to roll out a programme of PSPO and ASB patrols/ enforcement in line with the agreed specification – as shown below:

Required service	Delivery Mechanism
Prevention	Undertook highly visible, uniformed foot and mobile patrols of all specified Fylde Coast Areas to prevent BBQ's incidents and general antisocial behaviour.
	Undertook park and beach patrols specifically on foot, checking communal areas and buildings on a regular basis to prevent BBQ's, fire and general antisocial behaviour.
	Ensured polite and professional liaison with site users and customers regarding security concerns.
	Ensured polite and professional education/ warnings to site users and customers regarding antisocial behaviour.
Enforcement	Delegated powers to issue verbal warnings/ letters and report incidents of antisocial behaviour to the council and emergencies services.
	Attended incident call outs, providing back-up support to council staff.
Communications	Communicated directly with police, fire brigade and ambulance service where incidents posed threat to staff, public or council property.
	Communicated directly with Fylde Council's contract manager where incidents posed threat to staff, public or council property.
Data Collection	Completed a detailed, weekly patrol and observations log and submitted to Fylde Council's contract manager.
Customer and Witness Support	Supported customers and site users in a polite and professional way, providing information where appropriate.
	Provided witness support and information when appropriate.

3. Security Service Appraisal

It was agreed that 2 x CSP security officers would be on shift and patrolling together for the agreed hours of work. The staff wore CSP company uniform and carried identification at all times. The agreed hours shown in the below table were specifically chosen to ensure presence during the anticipated busiest periods and when antisocial behaviour was expected to occur.

Month	Core Hours: Monday – Friday (Includes Bank Holidays)	Core Hours: Saturday & Sunday
July	4.00pm – 9.00pm	12.00am – 10.00pm
August	4.00pm – 9.00pm	12.00am – 10.00pm
September	4.00pm – 8.00pm	12.00am – 8.00pm

Shift patterns worked well and provided effective - but not excessive - cover when required. There was sufficient overlap between the shifts of Council staff and the security staff to ensure sharing of intelligence and joint working.

A mix of both mobile (branded vehicle) and foot patrols were undertaken on an agreed list of sites which spanned from Lytham Quays to the dunes near Squires Gate Lane, Blackpool. Depending of the level of access on each site, this worked well for the majority of the time. Consideration needs to be given to the contractor utilising 4x4/ all-terrain vehicles in 2020 which will enable more comprehensive vehicular patrolling of the beach - where a significant number of incidents occurred.

Security officers were provided a behavioural code of conduct asked to focus on educating site users and visitors on the new PSPO and to prioritise prevention of incidents through the cessation of BBQ and ASB activity. Officers were effective in achieving this and found that a good humoured, polite and professional requests to cease inappropriate activity was usually sufficient to prevent further incident or argument in the majority of cases. During the pilot period, no FPN's were issued although a number of offenders were issued with a warning letter.

Security officers were effective in their communications with both visitors, Council staff and the emergency services. They provided support upon request and emailed a weekly patrol diary/ incident log to show details of what incidents had occurred and location. The security patrols proved useful in dealing with incidents not originally anticipated including Splash security and closures, injured wildlife and trespass.

4. Service statistics/performance

A total of 66 recorded incidents of BBQ's and open fires were recorded. The majority of fires were instructed to be removed/ dismantled before being lit or were immediately put out following education and verbal instruction. A total of 8 warning letters relating to incidents of BBQ's and open fires were issued. No warning letters were issued for any other issue.

Numbers reported by the Private Security Service for:

- Vandalism, graffiti or fly posting? 2
- Alcohol drinking? 3
- Fly Tipping and Car abandonment? 0
- Begging and Vagrancy? 2
- Fireworks misuse? 0
- Inconsiderate or inappropriate use of vehicles? 3

There were a further 7 incidents of antisocial behaviour which includes verbal abuse, domestic violence and trespass.

There were a further 2 incidents of lost, vulnerable children.

The cost of employing CSP Security was £14,045 for the pilot exercise period from 12th July – 29th September 2019

5. Debrief and Requirements for 2020

The pilot period went smoothly and occurred for a sufficient length of time to provide valuable insight on what elements were successful or not. Both Fylde Council and CSP Security met at the end of the season to debrief on the process and to collaborate feedback for corporate circulation – as shown below:

- No complaints were received by the Parks & Coastal Services team about the new BBQ PSPO since its introduction.
- No complaints were received by the Parks & Coastal Services team about BBQ or fire incidents since the introduction of the PSPO and security service patrols.
- 1 x written compliment was received in regards to the security service since their introduction.
- Feedback from the security officers indicated that visitors were very supportive of their presence and approach.
- The BBQ PSPO signage provided was felt to be insufficient. CSP advise that permanent signs are put into place by April 2020 so that the PSPO is taken more seriously. They also advise that the spread and placement of signs needs to be sufficient enough to aid enforcement, and the issuing of FPN's.
- Some members of the public believed that the BBQ ban is short term, that it only applies to Fairhaven Lake and that it only applies to disposable BBQ's. Therefore, a clearer, more persistent media campaign needs to be put into place in the run up to April 2020 to make clear that the ban covers all council parks, open spaces and beaches along the Fylde coast, applies to all forms of BBQ's, and that it will be in place for at least 3 years.
- Some large groups who attend Fairhaven are under the impression that they can continue having BBQ's at Fairhaven once the coastal defence works are finished and are happy to ignore the new rules – therefore enforcement in 2020 will need to be targeted at such groups.
- Staff have been advised to pay attention to cultural celebration days which attract high volumes of visitors to the area and result in BBQ parties on beaches and at Fairhaven.
- The security provider needs access to a 4x4/ all-terrain vehicle to effectively patrol beach/ dune areas.
- The majority of offenders accepted the new PSPO and immediately removed/ extinguished their BBQ/ fire. Only a small minority challenged being asked to remove/extinguish.
- The security provider provided an important role in supporting Splash staff with some incidents involving alcohol and drugs as well as evacuating the facility at closing times.
- CSP have advised that the best approach is to first gauge attitude of the offender, then decide whether education is sufficient or an warning letter/ FPN is more appropriate. They have also said that a harder line FPN approach would be inappropriate, inflame the situation and cause issues for staff.
- CSP have advised that it will be challenging obtaining personal information from offenders to enable the issue of a FPN. They advise that 'hot spot target days' are undertaken alongside the police to issue FPN's – this will raise the profile of new PSPO and heighten the risk perception for persistent offenders.
- CPS have advised that a large amount of BBQ activity occurred in association with the Lytham Festival. A more joint up approach with the festival organisers will aid the reduction of incidents.
- An assessment of the level of BBQ's and antisocial behaviour encountered, demonstrates that security patrols are valuable as a deterrent and for providing a sense of personal safety to visitors.

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	4 NOVEMBER 2019	6
SPLASH 2019 SEASON REVIEW			

PUBLIC ITEM

SUMMARY OF INFORMATION

Fylde Council and the Friends of Promenade Gardens have worked in partnership on a community project to create a new water play area known as Splash within a former paddling pool on the Promenade Gardens, St. Annes. The project followed the ten stage process of the community parks improvement programme, which included a comprehensive consultation exercise, clear funding strategy and robust tender process.

Kingcombe Stonbury Ltd. were awarded the construction contract in March 2018 to the total project value of £259,295. Construction of Splash was completed in October 2018. Splash was opened to the public following an official launch event on the 16th March 2019. This report describes Fylde Council's findings from the first season of operation and summarises required improvements for 2020 following consultation with staff, visitors and residents.

It is anticipated a further report on this matter will be presented to this committee in due course specifying the future resourcing requirements for the Splash facility which may include a request for additional funding to be subsequently considered by the Finance and Democracy Committee.

SOURCE OF INFORMATION

Lisa Foden, Parks and Coastal Services Manager

LINK TO INFORMATION

Please find the following link to the Splash 2019 Season Debrief Report: [Splash 2019 Season Debrief Report](#)

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

To ensure that the committee is informed about the latest Splash developments and reassured that progress is being made on improvements for 2020.

FURTHER INFORMATION

Contact: Lisa Foden - E: lisa.foden@fylde.gov.uk T: 01253 658468

SPLASH Management 2019 season review

Foreword

1. Fylde Council and the Friends of Promenade Gardens have worked in partnership on a community project to create a fully inclusive water play facility within a former paddling pool area on the Promenade Gardens in St Annes, which is known as SPLASH.
2. The project followed the ten stage process of the community parks improvement programme, which included a comprehensive consultation exercise, clear funding strategy and robust tender process. Officers assisted the Friends group with external funding bids and the allocation of \$106 monies. Kingcombe Stonbury Ltd was awarded the construction contract in March 2018 to the total project value of £259,295.
3. Construction of SPLASH was completed in October 2018 and was followed by additional works to refurbish the facility infrastructure as well as develop marketing information to aid public use including a website, social media and signage. Operating procedures and staff training programmes were implemented to ensure safe management.
4. SPLASH was opened to the public following an official launch event on the 16th March 2019 attended by members, the 'Friends' and funding providers. This report describes Fylde Councils findings from the first operating season and summarises potential enhancements identified for 2020 following consultation with staff, visitors and residents.

Management Debrief

Operating Season and Times

5. The SPLASH operating season was set from 16th March until 29th September, with advertised opening times of 10.00am – 4.00pm. Opening times reflected the available staffing resources at the time and allowed for facility system start up and shutdown protocol including site cleansing and health and safety checks.
6. During periods of hot weather, there was an increased demand for extended opening times to allow for after schools use from Monday – Friday as well as at weekends during the school holidays when visitor levels were high.
7. Nevertheless, some local residents were concerned regarding disturbance levels from the facility and did not support the further extension of facility opening times.
8. The opening times were extended from 10.00am – 5.00pm only during the school summer holidays throughout July and August. Any consideration to changes of advertised opening times, will need to balance the needs of users alongside those of local residents.

Staffing

9. Geoff Willetts, Senior Coast and Conservation Officer was the lead officer for the day to day management of SPLASH and associated staff, with support from Mick Sumner, operations Supervisor. Both staff received formal PWTAG Pool Plant Training and a further eight staff received system operational training from the system provider.

10. Initially, one full time SPLASH Attendant was appointed through an agency to support the daily operation of the facility. Adapting to the popularity of the site and increasing levels of use, a second full time SPLASH Attendant was agreed and appointed in May.
11. The SPLASH Attendants were periodically supported by the Coast and Conservation team staff as well as Security Patrol Officers throughout the summer holidays.

Media and Communications

12. A SPLASH specific webpage was developed on the [Discover Fylde website](#) to promote the facility and provide clear information on opening times, directions and rules of use. A SPLASH Facebook page was also created to provide live updates on facility use, extended opening times where relevant and closures due to inclement weather. The Facebook page proved invaluable in obtaining visitor information and feedback. The page received 5,044 likes and 238 positive reviews and recommendations.

System Operation and Health and Safety

13. A Systems Operation Manual was developed for staff to ensure safe and effective management of the plant room, water management system and SPLASH pad. The system worked efficiently for the majority of the season without shutdown or error. In the rare occasion system failures occurred, Kingcombe Stonbury Ltd were fast to respond and affective with call outs and repairs.
14. There were issues with people thinking the facility was closed during quiet periods as they could not visibly see active water sprays. When not in use, the SPLASH effects pump shuts down and has to be reactivated by pressing the activator pads. Additional signage had to be put up explaining this.
15. Blackpool Council's Health and Safety team were requested to undertake an independent safety audit of the SPLASH facility, system and staff to determine any weaknesses in operation. No defects, errors or issues were found.

Rules and Enforcement

16. Rules of facility use were advertised on the facility webpage, Facebook page and on signage by the main entrance. There were some challenges ensuring users adhered to the rules. There are a number of reasons for this including uncontrolled entry on an open access site, some people not reading signs or some people refusing to adhere to the rules. Adding a secondary SPLASH Attendant and utilising Security Officers and Rangers to assist with enforcement and shutdown aided this. The scale and wording of site signage will need to be reviewed and more active posting on SPLASH rules is required on the SPLASH Facebook page.

Access Management

17. Despite a clearly defined entrance point into the facility and additional hedgerow planting to close the perimeter landscaping gaps, SPLASH is a largely open aspect facility. This resulted in uncontrolled access from the surrounding areas, causing problems with damaged rockeries as well as people entering the site away from the entrance point where rules signage was situated.

Visitor Count

18. Visitor numbers were consistently high throughout the season and unsurprisingly peaked during period of hot weather, weekends and school holidays. SPLASH Attendants were tasked with undertaking daily head counts to enable us to determine attendance numbers. It is difficult to do this consistently throughout the day, however the below figures provide and estimated monthly figure:

- April - 3033
- May - 1134
- June - 1503
- July - 4900
- Aug - 2300
- Sept - 150

Running Costs 2019

- | | |
|--------------------------------|---------|
| • Staffing | £13,500 |
| • Chemical and material costs | £2,500 |
| • Water and electricity costs: | £4,500 |
| • Total - | £20,500 |

Management Recommendations 2020

19. Two full time SPLASH Attendants are required to affectively and safety manage the facility throughout the season. The presence of Security Officers or Rangers at end of day closure needs to be maintained during busy periods.
20. Manage public access to the facility to aid security, reduce residential disturbance and prevent damage to perimeter rockeries and landscape. Achieve this through the installation of perimeter fencing.
21. On the completion of the fencing installation, re-establish and gap up the surrounding shrub belt to visually screen the facility, ensure privacy and aid sound absorption.
22. Install public toilets and changing facilities at an agreed location. Care needs to be taken on location. Toilets need to be close enough to ensure ease of use for families/groups with more than one child, but not too close to the entranceway that a secondary problem of bottle neck of crowding near to the main entrance and plant room occurs.
23. Facility rules of use need to be more clearly and consistently advertised. Install larger signage with revised rules. More social media activity is required to highlight rules and expected behaviour – including being mindful of noise levels in respect of local residents.
24. Members may consider the introduction of a modest entrance charge, however it is advised that this is not considered until adequate infrastructure, including toilets and fencing, are introduced.
25. The demand for extended opening times needs to be considered alongside the impact to local residents. It is advised that the facility opening times are only extended to 5.00pm during weekends and school summer holidays when the weather will allow.

26. Arrange for the Head of Parks, Leisure and Cultural Services, Parks and Coastal Services Manager and key Members to attend a meeting with representatives from the overlooking residential apartments to discuss ongoing concerns regarding SPLASH and identify any practicable mitigations.

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	4 NOVEMBER 2019	7
ANNUAL TOURISM STATISTICS			

PUBLIC ITEM

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

SUMMARY OF INFORMATION

Through an annual subvention agreement with the county's official Destination Management Organisation (DMO), Marketing Lancashire Ltd, Fylde Council is provided with an annual report detailing a range of tourism statistics. These statistics, which are compiled on behalf of Marketing Lancashire Ltd by Global Tourism Solutions (UK) Ltd, use the STEAM economic impact modelling process that are considered as the official tourism statistics. The latest figures are now available covering January to December 2018, stating tourism revenue was £264 million and supported over 3,000 full time equivalent jobs within Fylde. The STEAM figures are also a useful benchmarking exercise against other local authorities within Lancashire.

SOURCE OF INFORMATION

Global Tourism Solutions (UK Ltd) Ltd

INFORMATION ATTACHED

Marketing Lancashire – STEAM Infographic 2018
Fylde's Visitor Economy 2018

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

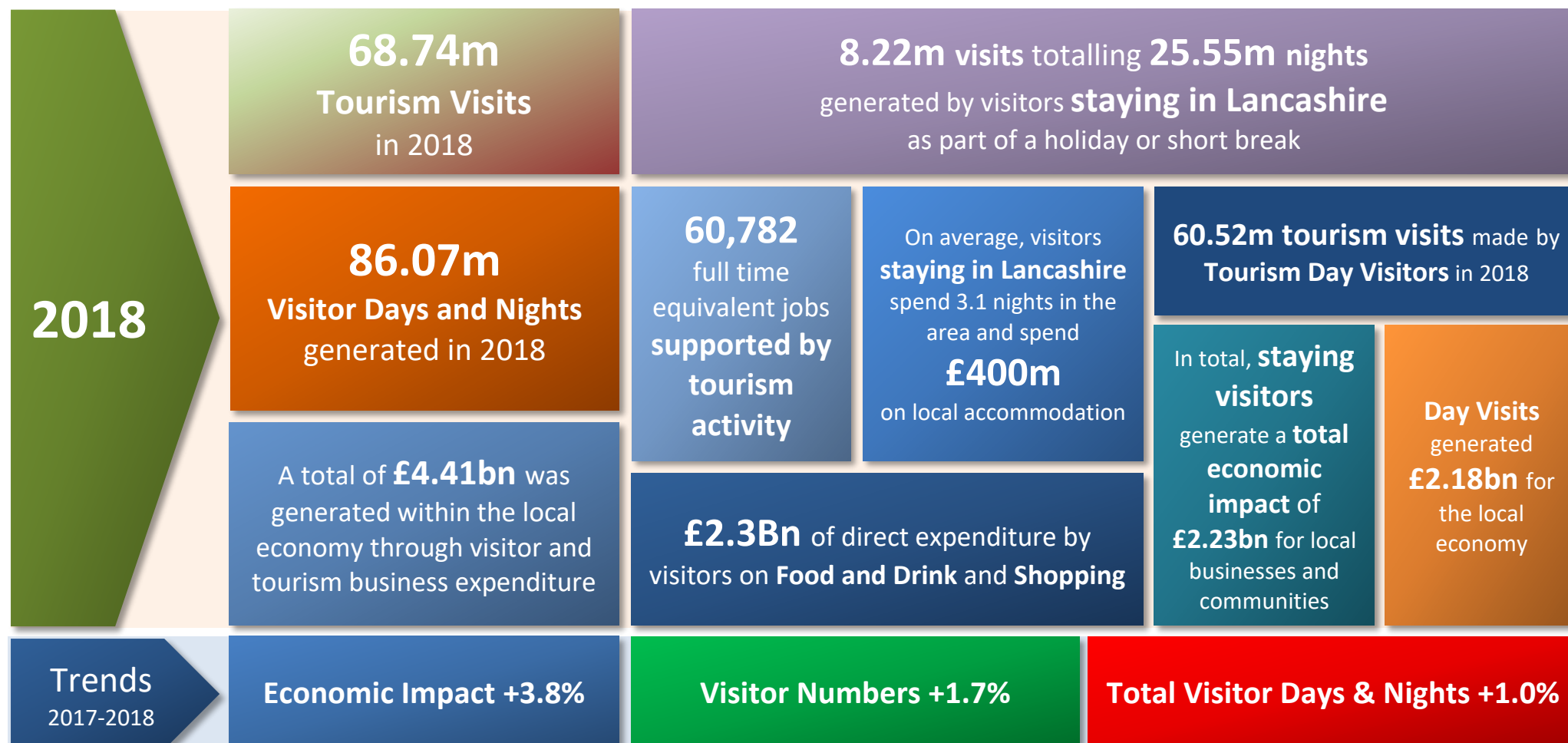
To provide the Tourism and Leisure Committee with an update on the latest official tourism statistics for Fylde.

FURTHER INFORMATION

Contact Tim Dixon, Fylde Borough Council Tel 658436

The Visitor Economy of Lancashire

This is a summary of the annual tourism economic impact research undertaken for Marketing Lancashire for the calendar year 2018, with comparisons to 2017. Outputs in this report have been generated using STEAM, the tourism specific economic impact model, owned and operated by Global Tourism Solutions (UK) Ltd. The geographical scope of this report is the ceremonial county of Lancashire.



2018

Visitor Types

Staying Visitors encompass all tourists staying overnight for at least one night in one of the following types of accommodation:

- **Serviced Accommodation** - including Hotels, Guest Houses, B&Bs, Inns
- **Non-Serviced Accommodation** – including Self-Catering properties such as Houses, Cottages, Chalets and Flats, as well as Camping and Caravanning, Hostels and University / College accommodation
- **Staying with Friends and Relatives (SFR)** – unpaid overnight accommodation with local residents

Day Visitors visiting the area on a non-routine and non-regular leisure day trip from a home or holiday base

Staying Visitors

12.0% of Visits

Day Visitors

88.0% of Visits

**Total
Visitor
Numbers
68.74m**

Visitor Numbers

There were an estimated 68.74m tourism visits to Lancashire in 2018, growth of +1.7% compared to 2017. Looking at the period 2012 to 2018, the total number of visits have grown by nearly 6.4m (+10.2%), with the largest positive change in visits occurring between 2015 and 2016 (+4.5%).

In, 2018, Lancashire saw 8.22m staying visits – visits made by guests in paid accommodation or stays with friends and relatives in local homes. Staying visitors accounted for 12.0% of all visitors to Lancashire in 2018. Between 2017 and 2018 the staying visitor market saw a slight drop in visits (-1.3%). In the paid accommodation sector, staying visits are very much dominated by the serviced accommodation sector accounting for 4.37m stays, compared to a total of 1.4m non-serviced accommodation stays. Stays with friends and relatives are an important part of the wider staying visitor market and these types of visit account for nearly one third of all staying visits (2.45m).

Day visitors accounted for 88.0% of all visits made to Lancashire in 2018. The day visitor market is critical to the overall visitor economy and in common with other destinations, day visits are driven by a host of factors. As part of the STEAM process, attendance data for visitor attractions, information centres, events and festivals, shopping centres and car parks are collated and analysed to track changes in visit patterns across all local authority areas in Lancashire. Total tourism day visits were estimated to be 60.52m in 2018.

Key Figures: Visitor Numbers: 2018

Visitor Numbers		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2018 (Millions)	M	4.366	1.399	2.451	8.216	60.525	68.741
2017 (Millions)	M	4.433	1.431	2.462	8.327	59.293	67.620
Change 17/18 (%)	%	-1.5	-2.2	-0.5	-1.3	+2.1	+1.7
Share of Total (%)	%	6.4	2.0	3.6	12.0	88.0	100.0

**Total
Visitor
Days**
86.07m

Visitor Days

Visitor Days comprise the volume of day visits and the total number of days and nights spent by staying visitors. Lancashire's visitors spent an estimated 86.07m visitor days in the area during 2018; +1% higher than in 2017 and +10.2% higher than in 2012.

Between 2017 and 2018, day visits increased by +2.1%. There were an estimated 60.52m tourism day visits to Lancashire during 2018 and these accounted for 70.3% of all visitor days.

Staying visitors to Lancashire accounted for the remaining visitor days (29.7%) and these overnight visits to the area generated 25.55m visitor days in 2018.

Contrasting with the day visitor trend, staying visitor days decreased marginally (-1.4%) between 2017 and 2018. When looking at visitor days spent in the area, serviced (9.48m) and non-serviced accommodation (9.73m) generate nearly identical numbers of days. Non-serviced accommodation visits, while smaller in number, tend to be longer stays (7 nights on average) compared to an average of 2.2 nights for serviced accommodation. On average, taking into account all types of accommodation used, the average staying visit to Lancashire generates 3.1 days spent in the area.

Key Figures: Visitor Days: 2018

Visitor Days		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2018 (Millions)	M	9.481	9.732	6.337	25.550	60.525	86.074
2017 (Millions)	M	9.600	9.956	6.366	25.921	59.293	85.215
Change 17/18 (%)	%	-1.2	-2.2	-0.5	-1.4	+2.1	+1.0
Share of Total (%)	%	11.0	11.3	7.4	29.7	70.3	100.0

Average Length of Stay for Different Visitor Types: 2018

**Day
Visitors**
1.0

**All
Visitors**
1.3

**Serviced
Accommodation**
2.2

**Staying with
Friends/Relatives**
2.6

**Staying
Visitors**
3.1

**Non-Serviced
Accommodation**
7.0

**Total
Economic
Impact
£4.41bn**

Economic Impact

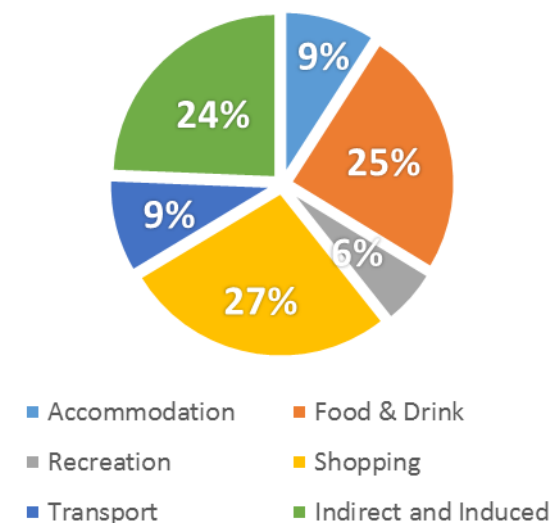
The value of tourism activity in Lancashire was estimated to be £4.41bn in 2018. The annual value of tourism activity has grown significantly since 2012, when the value of tourism was estimated to be just under £3.4bn. Between 2017 and 2018, the total value of tourism activity in Lancashire grew by +3.8%.

The total economic impact comprises the expenditure of visitors on goods and services, totalling £3.3bn, and the *indirect* and *induced* economic effects of local businesses and residents spending tourism revenues locally, accounting for a further £1.1bn.

Perhaps unsurprisingly, the two largest areas of visitor expenditure were shopping (£1.2bn) and food and drink (£1.1bn). Together, these two categories of spend accounted for more than two thirds (68.3%) of total direct expenditure by visitors.

In 2018, Lancashire's day visitor market accounted for 49.4% of the value of tourism activity (£2.18bn), and had increased by +6.1 between 2017 and 2018. Although the percentage change in staying visit value was lower at +1.7%, this still represents a boost to the local economy of an additional £36m.

£4.41bn Total Economic Impact by Type of Expenditure 2018



Accommodation:	Payments for overnight stays in accommodation, such as room rates, pitch fees and hire charges for non-serviced accommodation
Recreation:	Covering expenditure on a wide range of leisure activities such as museum, event, concert / theatre and attractions attendance as well as sports participation and spectating.
Transport:	Expenditure within the destination on travel, including fuel and public transport tickets
Food and Drink:	Spend on eating and drinking at restaurants, cafes and other venues, takeaway food, snacks and groceries
Shopping:	What visitors spend on items including clothing / jewellery, household items, music / films / games, gifts and smaller items, books and maps, plants and garden items
Indirect:	The expenditure by local tourism businesses within the local supply chain

Key Figures: Economic Impact: 2018

Economic Impact		Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
2018 (£ Billions)	£Bn	1.364	0.615	0.252	2.230	2.179	4.410
2017 (£ Billions)	£Bn	1.338	0.613	0.243	2.194	2.055	4.248
Change 17/18 (%)	%	+2.0	+0.3	+3.4	+1.7	+6.1	+3.8
Share of Total (%)	%	30.9	13.9	5.7	50.6	49.4	100.0

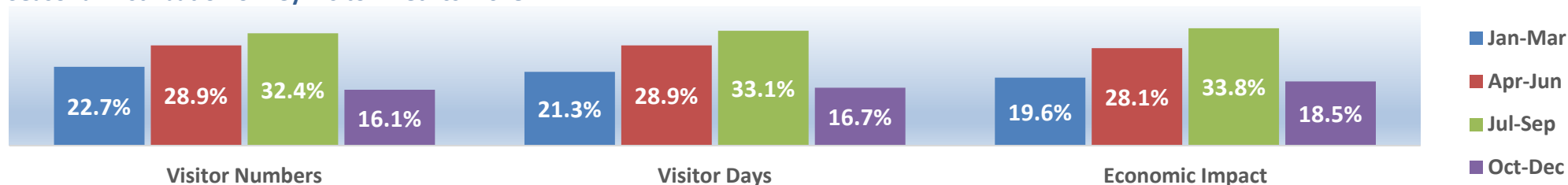
Average Economic Impact Generated by Each Type of Visitor: 2018

Economic Impact	Serviced	Non-Serviced	SFR	Staying Visitors	Day Visitors	All Visitors
Economic Impact per Day	£143.89	£63.15	£39.71	£87.30	£36.01	£51.23
Economic Impact per Visit	£312.48	£439.20	£102.65	£271.46	£36.01	£64.15

Breakdown of Economic Impact: 2018

Economic Impact by Sector 2018	Direct Visitor Expenditure						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	£400m	£1.1Bn	£247m	£1.2Bn	£408m	£3.3Bn	£1.1Bn	£4.4Bn

Seasonal Distribution of Key Visitor Metrics: 2018



**Total
FTEs
Supported
60,782**

Employment Supported by Tourism

The expenditure and activity of visitors to Lancashire supported a total of 60,782 Full-Time Equivalent jobs (FTEs); +1.5% higher than in 2017 and +10.9% higher than in 2012. Since 2012, employment supported by tourism activity across the county has increased by nearly 6,000 FTEs.

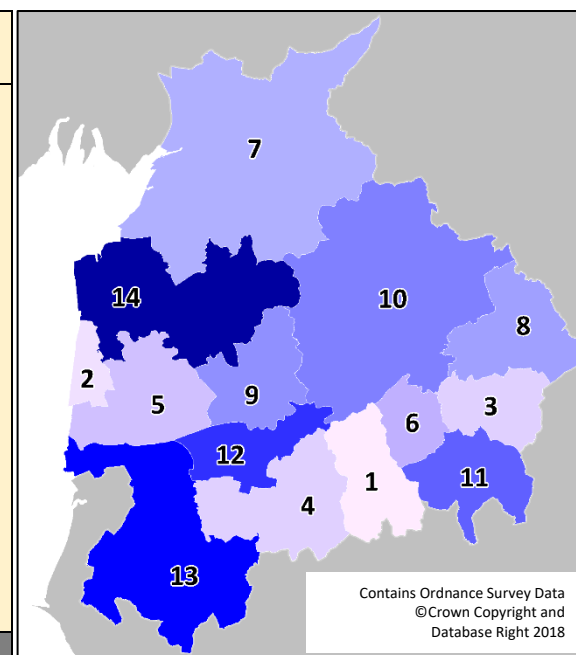
Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 49,576 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 11,206 FTEs. Employment supported locally is very much dominated by Shopping (14,643 FTEs), Food and Drink (14,614 FTEs) and Accommodation (13,829 FTEs), which together account for 87% of all FTEs directly supported.

Employment Supported by Tourism: Full-Time Equivalents (FTEs) by Type: 2018

Employment Supported by Sector 2018	Direct Visitor Employment						Indirect and Induced	Total
	Accommodation	Food & Drink	Recreation	Shopping	Transport	Total Direct		
Totals	13,829	14,614	4,034	14,643	2,456	49,576	11,206	60,782

STEAM Key Impacts by Authority area: Marketing Lancashire 2018

Authority Area		Authority Area		Visitor Numbers		Economic Impact	
		Share	Total	Share	Total	Share	Total
1	Blackburn with Darwen Borough Council	6%	4.4m	4%	£189.6m	4%	2,332
2	Blackpool Council	27%	18.2m	36%	£1,581.5m	42%	25,387
3	Burnley Borough Council	4%	2.6m	3%	£119.9m	2%	1,481
4	Chorley Borough Council	5%	3.6m	4%	£188.4m	4%	2,338
5	Fylde Borough Council	5%	3.3m	6%	£263.5m	6%	3,344
6	Hyndburn Borough Council	3%	2.1m	2%	£93.5m	2%	1,125
7	Lancaster City Council	11%	7.7m	11%	£478.6m	10%	6,209
8	Borough of Pendle	4%	2.8m	3%	£130.4m	3%	1,657
9	Preston City Council	10%	7.0m	7%	£330.7m	7%	4,045
10	Ribble Valley Borough Council	6%	4.4m	6%	£260.8m	6%	3,454
11	Rossendale Borough Council	2%	1.4m	1%	£63.6m	1%	816
12	South Ribble Borough Council	5%	3.4m	4%	£176.9m	4%	2,161
13	West Lancashire District Council	4%	2.9m	4%	£170.7m	3%	2,072
14	Wyre Borough Council	7%	4.8m	8%	£361.6m	7%	4,362
LANCASHIRE		100%	68.7m	100%	£4,409.6m	100%	60,782



Notes:

- Visitor Numbers and Economic Impact figures rounded to one decimal place
- The total Economic Impact Figure for Lancashire expressed above as £4,409.6m is referred to elsewhere in this report as £4.410bn
- FTEs are Full Time Equivalent jobs

STEAM Comparative Headlines: 2017 and 2018

STEAM FINAL TREND REPORT FOR 2009-2018

MARKETING LANCASHIRE

Comparing 2018 and 2017

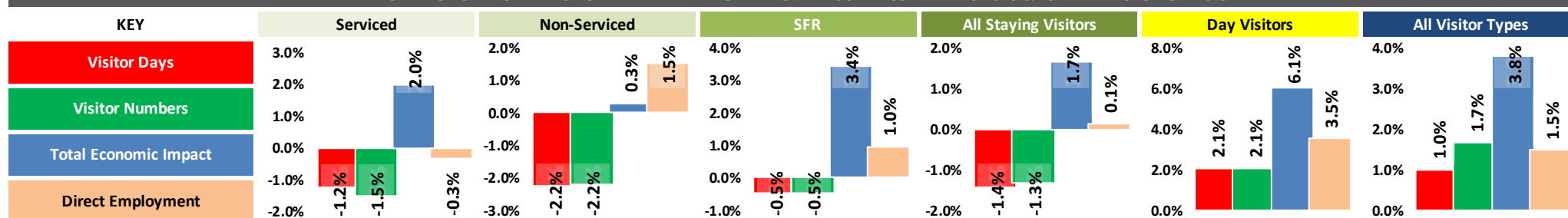
All £'s Historic Prices

COMPARATIVE HEADLINES

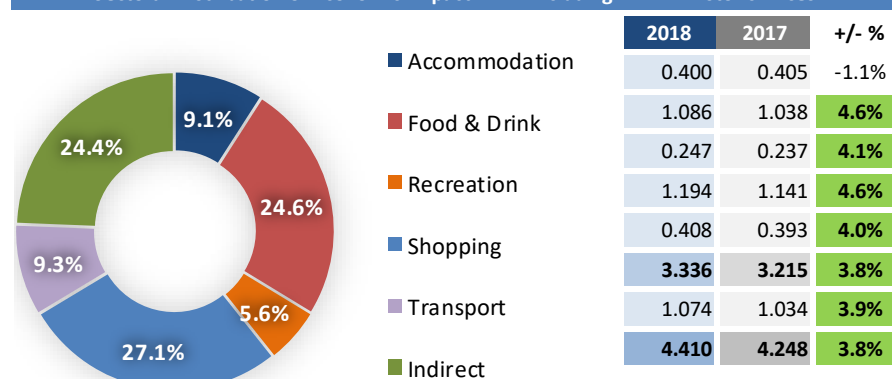
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2018 & 2017 - IN HISTORIC PRICES

KEY																		
	Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced			Non-Serviced														
	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %	2018	2017	+/- %
Visitor Days M	9.481	9.600	-1.2%	9.732	9.956	-2.2%	6.337	6.366	-0.5%	25.55	25.92	-1.4%	60.52	59.29	2.1%	86.07	85.21	1.0%
Visitor Numbers M	4.366	4.433	-1.5%	1.399	1.431	-2.2%	2.451	2.462	-0.5%	8.216	8.327	-1.3%	60.52	59.29	2.1%	68.74	67.62	1.7%
Direct Expenditure £Bn																3.336	3.215	3.8%
Economic Impact £Bn	1.364	1.338	2.0%	0.615	0.613	0.3%	0.252	0.243	3.4%	2.230	2.194	1.7%	2.179	2.055	6.1%	4.410	4.248	3.8%
Direct Employment FTEs	21,370	21,439	-0.3%	5,917	5,828	1.5%	2,298	2,276	1.0%	29,585	29,543	0.1%	19,991	19,309	3.5%	49,576	48,852	1.5%
Total Employment FTEs																60,782	59,903	1.5%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2018 & 2017 - IN HISTORIC PRICES



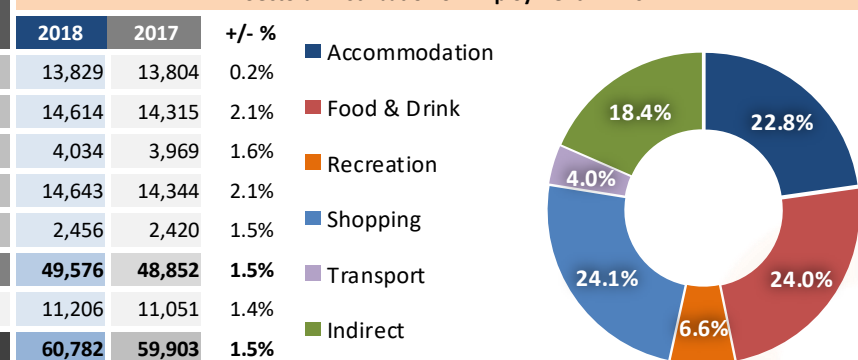
Sectoral Distribution of Economic Impact - £Bn including VAT in Historic Prices



Sectors

Sectors	2018	2017	+/- %
Accommodation	13,829	13,804	0.2%
Food & Drink	14,614	14,315	2.1%
Recreation	4,034	3,969	1.6%
Shopping	14,643	14,344	2.1%
Transport	2,456	2,420	1.5%
TOTAL DIRECT	49,576	48,852	1.5%
Indirect	11,206	11,051	1.4%
TOTAL	60,782	59,903	1.5%

Sectoral Distribution of Employment - FTEs



FYLDE'S VISITOR ECONOMY 2018

A total of **3.271 million** **Tourism Visits**, equating to 5% of all tourism visits to Lancashire

517,000 visits were made by visitors **staying in Fylde** as part of a holiday or short break, generating **1.93 million nights** in accommodation across the district

2.75 million tourism visits made by **Day Visitors** to the district



Total bedstock in Fylde is 11,594 beds
Comprising 8,538 non-serviced and 3,056 serviced beds



A total of **£264.178 million** was generated within the local economy through visitor and tourism business expenditure

Day Visits generated **£99.151 million** for the local economy of Fylde in 2018

In total, **staying visitors** generate a **total economic impact of £164.329 million** for the businesses and communities of Fylde



Visitors to Fylde supported **3,344 full time equivalent jobs**



4. 68 million Visitor Days and Nights generated by visitors in 2018



Economic Impact increased by 6.2% between 2017 and 2018

Overall, Visitor Numbers dropped slightly by -1.3% between 2017 and 2018

FYLDE'S VISITOR ECONOMY 2018

	2018	2017	YOY Variance
Total Visitor Numbers (000s)	3,271	3,316	-1.3%
Day Visitors (000's)	2,754	2,815	-2.2%
Staying Visitors (000's)	517	501	+3.2%
Total Visitors Days (000's)	4,684	4,606	+1.7%
Visitor Days – staying visitors (000's)	1,930	1,791	+7.8%
Total Economic Impact (£000's)	264,178	248,799	+6.2%
Economic Impact day visitors (£000's)	99,151	97,558	+1.6%
Economic Impact staying visitors (£000's)	164,329	151,240	+8.7%
FTE Jobs supported	3,344	3,222	+3.8%
Accommodation Stock	11,594	10,076	15.1%
Serviced Accommodation Stock	3,056	3,122	-2.1%
Non-serviced accommodation stock	8,538	6,954	+22.8%