



Agenda

Tourism and Leisure Committee

Date:	Thursday, 12 March 2020 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 9 January 2020 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	Coastal Signage Improvements	3-41
5	Fairhaven Lake – Adventure Golf Project	42-72
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	INFORMATION ITEMS:	
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9	Fairhaven Heritage Lottery Project Update	8
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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	12 MARCH 2020	4
COASTAL SIGNAGE IMPROVEMENTS			

PUBLIC ITEM

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

SUMMARY

The report concerns the progress to date with the Capital Coastal signage project. The report recommends the adoption of the Coastal Signage Strategy which was based on the Councils Coastal Strategy 2015-2032, creates 5 distinct phases to enable the project to be delivered, seeks to appoint Links Signs and Graphics to undertake Phase 1 to Consolidation/ rationalisation of information and enforcement signage and to draw down the funding to enable the remaining 4 Phases to be worked up and delivered.

Finally, two additional schemes are proposed to be included as part of the project, Borough Entrance Signs and Town Centre digital signs.

RECOMMENDATIONS

1. To adopt the Councils signage strategy.
2. Approve the drawdown of the £60,000 capital expenditure for the 'Coastal Signage Improvements' scheme within the approved capital programme for 2020/21 including the authorisation of the procurement path and allocation as detailed in Tables 1 & 2 of the report which is fully compliant with the Council's contract procedure rules.
3. To note the requirement to revamp the Borough Entrance signs and to include two Town Centre Digital Signs in the overall signage project and these will be subject to future capital bids.

SUMMARY OF PREVIOUS DECISIONS

Tourism and Leisure Committee 8th November 2018

Resolved – To support the capital bid for the Coastal Signage Improvements.

Full Council 3 March 2014

RESOLVED – The approval and adoption of the updated Five-Year Capital Programme as set out in Appendix G; Coastal Signage Improvements £60k.

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)	✓

REPORT

BACKGROUND

1. In November 2018 the Tourism and Leisure Committee approved a capital bid to improve the Coastal signage. The aims of the project were:
 - Adoption of formal Coastal Signage Strategy
 - Remove or repair dilapidated signage and redundant posts
 - Install appropriate new signs incorporating accessibility, promoting area identity, improve directional and interpretation signage and adopt national signage standards and logos, e.g. RNLI coast access, English Coastal Path, National Cycle Routes, etc.
2. The main objectives of the signage strategy included improved navigation, information and interpretation along the coast as well as safety and security of the users of the area. The proposals considered the individual character of six coastal zones as identified in the Coastal Strategy 2015-2032. The signage strategy is highlighted in Appendix 1 and consists of a visual guide for any signage placed along the Fylde Coast, including wayfinding, interpretation, information safety and legal signage.
3. A signage audit was undertaken to identify signs to remain, remove or replace. This process is currently underway with each service department leading on the removal and replacement of inappropriate and redundant signage for their service area. This process is taking time as safety and legal signage can't be removed without replacement.
4. There were originally several strands to this project including:
 - Improve the visitor experience
 - Adopt national RNLI coastal safety standards
 - Meet statutory obligations regarding water quality
 - Highlight the Environmental and historical importance of the area
 - Enforce local restrictions
 - Contribute towards the Council's Coastal Strategy 2015-2032
5. At the Tourism and Leisure Committee meeting on 4 November 2019, the committee considered a report on an open space improvement scheme. The scheme was broken down into three elements and related to the Fylde Sand Dunes. It included dune reprofiling and stabilisation works; design and installation of dune signage; and the design and installation of attractive dune entrance features. Since the meeting, the Parks and Coastal Services team and partners have made excellent progress. The Lancashire Wildlife Trust were successful in their application to the Lancashire Environment Fund (LEF) for £27,000 towards the overall cost of the scheme, with the remaining £25,000 being funded by Section 106 monies. The planning application 19/0829 for the dune reprofiling and stabilisation works was approved by the Planning Committee. Dune reprofiling and stabilisation works commence in March for the duration of 6 weeks. Tender documentation for the new dune entrance features, waymarking and signage is currently being completed and will be put on the Chest procurement portal in March. Evaluation of the tenders will then follow and the works to install the new entrance features and signage will commence from Autumn of this year.

SCHEME DETAIL

6. There are several different projects to consider including the improvement of the Sand Dunes signage, the Fairhaven to Church Scar Sea Defence project, and the Fairhaven Lake redevelopment scheme, all of which have signage provisions. This report concentrates on what is being labelled as Phase 1, the improvement and rebranding of information and enforcement signage as well as the reduction of unnecessary or outdated signage. Some examples of these signs can be found at Appendix 2.
7. Following a further audit of the signage within these areas, it has been concluded that 70 new signs need to be installed at a cost of £4,149 can be found at Appendix 3
8. It is proposed to introduce digital beach signage in two pilot areas. The first being at the beach entrance to the South side of the pier, and the second near to the windmill in Lytham. Digital beach signage presents the opportunity to communicate important messages to the general public immediately, whether this be a Tourism Information message about events, or a warning message relating to the beach such as high tides, water quality and the discovery of palm oil. Some examples of the types of messages that could be displayed can be found at Appendix 4. The sign would act as “millions of signs in-one” using proactive corporate communication messages.
9. Fylde Council would be leading the way in regard to digital beach signs, being the first Council to introduce these in the UK. An example of a digital beach sign provided by Auckland Council in New Zealand can be found at Appendix 5. The cost of the 2 totem digital signs, which will be provided by the same company as the totems scheduled to be installed in St Anne’s and Lytham centres, with reinforced material to further protect from the beach elements is £18,595 and the full costings can be found at Appendix 4. A total budget of £25,000 has been allowed to include supply and installation. The signs will be updated with content remotely, and messages can be changed instantly should any emergency messages need to be updated.

FUTURE PHASES

10. The coordination of signage is complex, the original capital bid covered the signage on the coast however there have been other projects such as Borough Entrance signs and digital signage that are being developed that require coordinating. The proposal is to combine these projects with the original coastal signage and deliver them as several phases.
11. Beach Safety Signage. The lack of effective, consistent signs and safety flags on UK beaches has been identified over the past few years as a major contributing factor to many deaths and serious injuries nationally. Signs and flags are important on beaches to tell users about the safety risks, lifeguard services and local information. The signs and flags are not only important to people who are unfamiliar with the beach but also provide important information about the conditions for regular beach users.

The RNLI’s ‘A Guide to Beach Safety Signs, Flags and Symbols’ is used to determine what sort of beach there is along any particular stretch (rural, resort, lifeguarded, non-lifeguarded, etc.), and advises on undertaking a specific beach risk assessment for the beaches in question. It is from these exercises the warning symbols, types of sign, location of signs are then determined through the guide. The recommended signage also has provision for extra space for other useful notices, such as dog walking restrictions, etc. The latest coastal scheme (Fairhaven to Lytham) has used this best practice guide to determine the safety signage along that frontage (see appendix 6 below).

12. Waymarking/Directional signs are very important to help people get the most out of the footpaths along the Fylde coast. Such signs are especially important for people who are unfamiliar with the area or who are less confident in their ability to navigate safely. As such, they can play a significant role in helping visitors enjoy the Fylde coast and in helping encourage people to become more active. Fingerposts, which direct people along a route and contain information about the direction of the route, the end destination and the distance to it. Way markers, which help to guide people along a route and give them reassurance that they are on the right path. Orientation panels, which promote the site and inform users of what paths are in the area, where they go and local attractions along the route (typically using a map). Orientation panels can also serve to provide a welcome to visitors and contribute to their ‘sense of place’ as part of an overall destination brand.

13. Heritage and Interpretation signage is signage that helps to create a narrative that acts to generate a positive user experience. With interpretive signage, the idea is to try and create a positive and long-lasting impression for visitors i.e. to create a good user experience. Interpretive signage is about educating users and allow users to interpret the experience in their own way. The Heritage Lottery Project for Fairhaven Lake will provide a fully interactive visitor experience through its Heritage and Interpretive signage. This project will cover specifically Lytham Green and the Island site.
14. Car parks, and their associated signage, contribute a significant proportion of all signs along the Fylde Coast. There are 8 car parks on sea-front locations each with entrance signs, tariff boards, disabled/other designated bays and numerous repeater signs to advise customers to pay and display and to advise blue badge holders that they must pay if they are not parked within a designated disabled bay. Most of the signs have been in place at least 15 years and, although still serviceable, are looking shabby. Ice warning signs are now also added over the winter months. When the Town Hall car park was renovated in early 2019 the opportunity was taken to consolidate repeater signs and to redesign the tariff board. From April new consolidated repeater signs will replace current signs. New tariff boards for those car parks where tariffs have been changed (North Beach, St Anne's Swimming Pool and Fairhaven Road) will be installed on 1st April with further new tariff boards produced for Stanner Bank and Wood St Car Parks once the works that are currently taking place are completed. Other tariff boards and signs will follow over the coming 12 months. Costs for these signs will come from car park revenue funding.
15. Borough Entrance signage. Following discussions with members, an audit is currently underway of the range of entrance signage that welcomes visitors to the Borough of Fylde. At present there is a wide range of signs styles, sizes and messages. It is planned, once a full assessment has taken place, for Officers to draw up options for fresh and coordinated signage with a consistent approach.
16. Town Centre Digital signage. A capital scheme to provide two new digital units are planned to provide tourist information – one in Lytham (Clifton Square) and one in the centre of St Anne's (adjacent to one of the domes). These robust units, which would be designed to fit in with existing street furniture colours, will have 4G connectivity and be able to be accessed remotely to provide timely and relevant information, plus potentially carry advertising. The proposal for these two units is within the draft Council budget for 2020 / 2021. If these are approved at Budget Council, officers will progress these. There is also an electronic unit for use in the mobile Tourist Information unit which is typically used April to September.
17. The English Coastal Path. The regional Lancashire coastal way has now been subsumed into the National England Coast Path. Natural England are developing a long-distance National Trail which will follow the coastline of England. When complete, it will be 2,795 miles (4,500 kilometres) in length. The England Coast Path has been possible because of the introduction of a UK law, the Right of Coastal Access, giving people for the first time the right of access around all England's open coast, both along the England Coast Path and, usually, over the associated 'coastal margin'.

PROCUREMENT

18. The corporate support team have been working with Links signs and graphics on a phase 1 scheme, the improvement and rebranding of information and enforcement signage. The cost of this is £4149 for 70 new signs. This has been checked against other signage costs and represents value for money. Therefore, it is recommended to directly award this work to Links signs and graphics.
19. The procurement route for the remaining four phases is mapped out in Table 1 below-

Table 1 - Procurement Path

Description	Procurement Path	Value
Phase 1 Consolidation/ rationalisation of information and enforcement signage	Procured under the Council's small contract procedure rules where the value is less than £10,000	£4,149
Phase 2 Digital Beach Signs	Procured under the Councils medium contract procedure rules where the value is between £10,000 and £100,000 where 3	£25,000

	quotations are required	
Phase 3 Beach Safety Signs	Procured under the Councils medium contract procedure rules where the value is between £10,000 and £100,000 where 3 quotations are required	£15,000
Phase 4 Waymarking/Directional signs	Procured under the Council's small contract procedure rules where the value is less than £10,000	£5,000
Phase 5 Heritage and interpretation	Procured under the Councils medium contract procedure rules where the value is between £10,000 and £100,000 where 3 quotations are required	£10,851
Total		£60,000

FINANCE

20. The budget for the coastal signage improvements which is in the approved capital programme for 2020/21 is included in Table 2 below, with details the number of phases with a cost allocation to each.

Table 2 - Capital Budget Allocation

Description	Cost estimate	Status	Funding Source
Phase 1 Consolidation/rationalisation of information and enforcement signage	£4,149	In progress	Capital Coastal Signage improvement budget
Phase 2 Digital Beach Signs	£25,000	In progress	Capital Coastal Signage improvement budget
Phase 3 Beach Safety Signage	£15,000	Detail to be worked up by Technical Services team	Capital Coastal Signage improvement budget
Phase 4 Waymarking/Directional signs	£5,000	To be worked up by the Coastal Ranger Service and the Regeneration team	Capital Coastal Signage improvement budget
Phase 5 Heritage and interpretation	£10,851	To be worked up	Capital Coastal Signage improvement budget
Total	£60,000		

21. The signage elements which weren't part of the original capital bid or have been funded from other sources are identified below in Table 3. Additionally, there are a number of projects for example the Borough Entrance Signs and Town Centre Digital signs which will be the subject of future capital bids.

Table 3 - Additional projects

Description	Cost Estimate	Status	Funding Source
Fylde Sand dune project	£21,561	In progress	£27,000 Lancashire Environment Fund £25,000 Section 106 funding
Car Parking	Detail currently being worked up by the Technical Services Team	In progress.	Car Park Revenue Budget
Borough Entrance Signs	Cost estimate to be developed	Potential future capital bid	Capital
Town Centre Digital Signs	£30,000	Capital bid approved March 2020	Capital
English Coastal Path	NA	Natural England are implementing this project	Natural England

CONCLUSION

22. In conclusion the provision and coordination of signage in the Borough is very complex and time-consuming. With the vast array of signs required and the move towards more modern digital signage it is important the Council adopts a uniform consistent approach. The report aims to pull all the strands together to deliver a professional approach in a phased way to improve the Boroughs signage provision. Professional quality Signage provision is expensive, additional funding has been secured however future additional funding may be required.

IMPLICATIONS	
Finance	Approval of the drawdown of the £60,000 capital expenditure for 'Coastal Signage Improvements' within the approved capital programme in 2020/21 as detailed within the report.
Legal	No implications arising from this report.
Community Safety	No implications arising from this report.
Human Rights and Equalities	No implications arising from this report.
Sustainability and Environmental Impact	No implications arising from this report.
Health & Safety and Risk Management	No implications arising from this report.

LEAD AUTHOR	CONTACT DETAILS	DATE
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Darren Bell	Darren.bell@fylde.gov.uk 01253 658465	2 nd March 2020

BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
Item 5 - Scheme 5 - Coastal Signage Improvements	8 th November 2018	Link
Coastal Strategy 2015 - 2032	2015	Link

SUPPORTING DOCUMENTATION:

Appendix 1 - Coastal Signage Strategy

Appendix 2 – Examples of damaged/outdates signs to be replaced

Appendix 3 – Links Signs and Graphics Quote

Appendix 4 – Examples of display messages for digital sign

Appendix 5 – Example of Auckland Council digital beach sign

Appendix 6 – Fairhaven Coastal Safety Signs

Fylde Signage Strategy

Prepared by
Ryder Landscape Consultants

For and on behalf of
Fylde Council

2019



Introduction

03 Project Description

Review of existing signage

04 Existing Signage Audit

Geographical extents

05 Zone 1

*Starr Hills Dunes and
Beaches*

06 Zone 2

St Annes on the Sea

07 Zone 3

Fairhaven Sand Dunes

08 Zone 4

*Fairhaven Lake, Gardens
and Granny’s Bay*

09 Zone 5

*Lytham Heritage Coast
incl. Lytham Green*

10 Zone 6

*Warton, Clifton and
Lancaster Canal*

Pilot Project: Lytham Green Extension

11 Forward reference to separate Lytham Green Extension Signage Strategy as a pilot study

Next Steps

12 Visual 12 step summary and Action Plan to implement the steps

Appendices

- A - Existing Signage Location Plan: 335-RYD-XX-XX-DR-L-2000-2006;
- B - Existing Signage Audit Sheets;
- C - RNLI Beach Safety Signage Symbols;
- D - RNLI Guide to Slipway Safety Signs and Symbols;
- E - RNLI Education Signage;
- F - RNLI Slipway Signage Order Form.
- G - RNIB Signage Guidance
- H - Signage Removal Process

Project Description

Ryder Landscape Consultans have been commissioned by Fylde Council to develop a signage strategy for the Fylde coastal strip. The main objectives included improved navigation, information and interpretation along the Coast; as well as security and safety for the users of the area.

The proposals took into account the individual character of six coastal zones, as identified in the Fylde Coastal Strategy 2015-2032, whilst ensuring a coherent identity was carried throughout.

In order to achieve this, a detailed audit of existing signage has been carried out by Fylde Council’s Coastal Rangers, and followed by a series of workshops held at the Fylde Council; at which the types and locations of signage required as well as design and branding proposals were developed.

This document consists of a visual guide for any future signage placed along the Fylde Coast, including wayfinding, interpretation, information, safety and legal signage.



Existing Signage Audit

A photographic survey of existing signage along the Fylde Coast was conducted by a team of Fylde Council Coastal Rangers in April 2018.

The output consisted of a series of GIS created location maps, sign condition, functionality and visibility record sheets and photographs of all signage along the coast from Starr Hills Dunes (west to Clifton Drive North) to Lytham Green. This included safety and legal warnings, navigation and information boards, wayfinding directional signs, and a range of other miscellaneous signs.

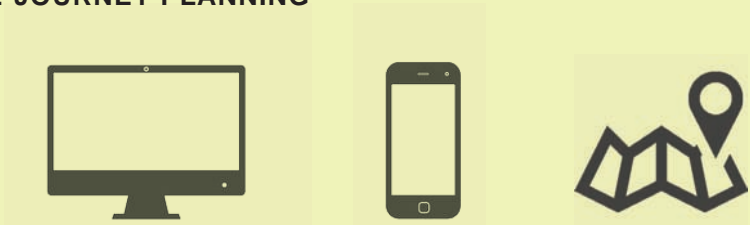
The survey revealed many signs were in poor condition, missing or outdated, it also identified a lack of consistency in branding and usage of the Fylde Council logo.

For a full copy of the Audit please refer to the Appendix A.



A collection of photographs showing the range of existing signage in the coastal strip.

PRE-JOURNEY PLANNING



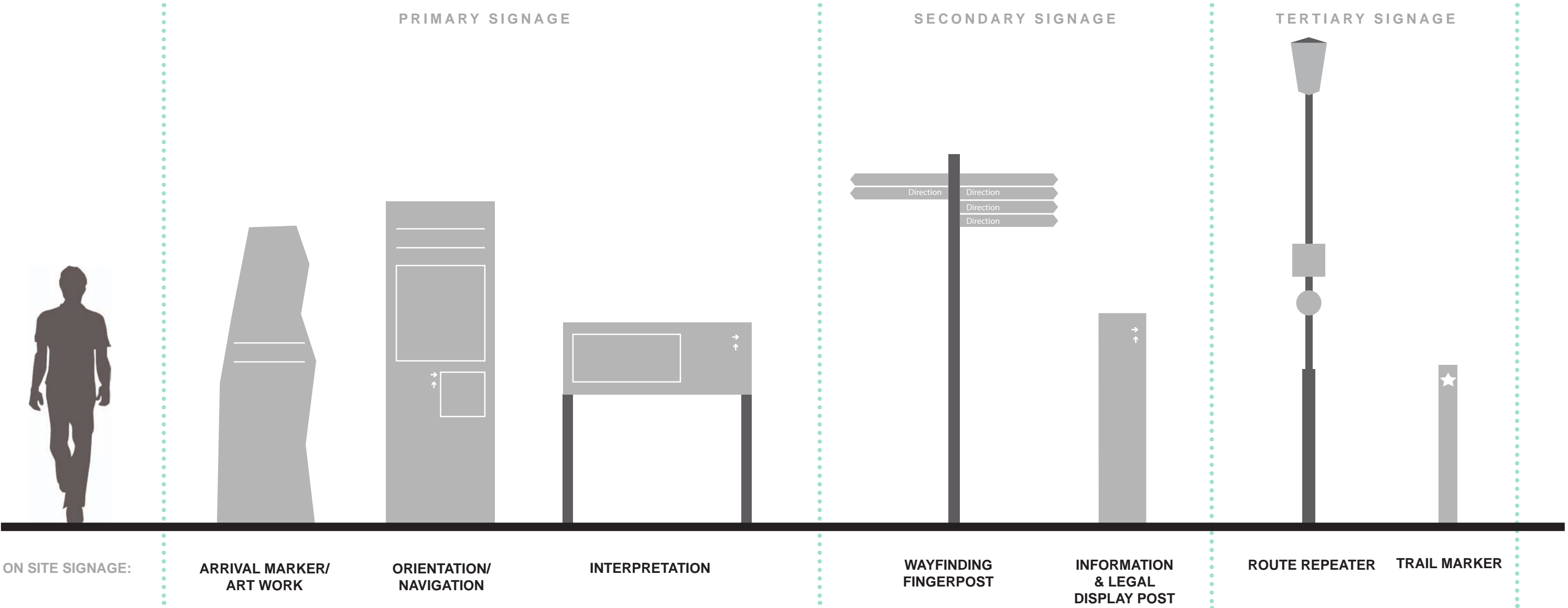
Critical for visitors with mobility challenges

WAYFINDING SIGNAGE

Graphics below are an illustrative representation of proposed signage typologies for the Fylde Coast.

Exact design for individual signs (including size, form, materials and colours) should be developed for each location and purpose accordingly.

It is split into three groups;
Primary - Key signage to inform
Secondary - Signage that directs
Tertiary - Signage that reassures



NATIONAL SIGNAGE STANDARDS

Lancashire Coastal Way/
English Coast Path

The regional Lancashire Coastal Way has now been subsumed into the national England Coast Path.

The development of the England Coast Path is the responsibility of Natural England.

Natural England are yet to produce any design standards for signage along the new coastal route.

They do however have a logo, the acorn symbol which they are using to promote this and other national trails.

It is recommended that the acorn logo is incorporated on primary and tertiary signage but not have the style of sign defined by Natural England.

To save brand and walk confusion all references to the Lancashire Coastal Way should be removed.

Sustrans style signage should be resisted on the Coastal Path.



RNLI Suite of Coastal Signage

The RNLI have invested considerable time and money in the development of consistent coastal signage.

They are specifically designed to warn people of coastal hazards and reinforce what activities are considered safe and acceptable at a particular beach or coastal area.

Their red signs give details of hazards and their blue signs information about local facilities.

It is recommended that the red signs are adopted for all beach and slip accesses along the coast. This is to provide consistency and a nationally recognised standard.

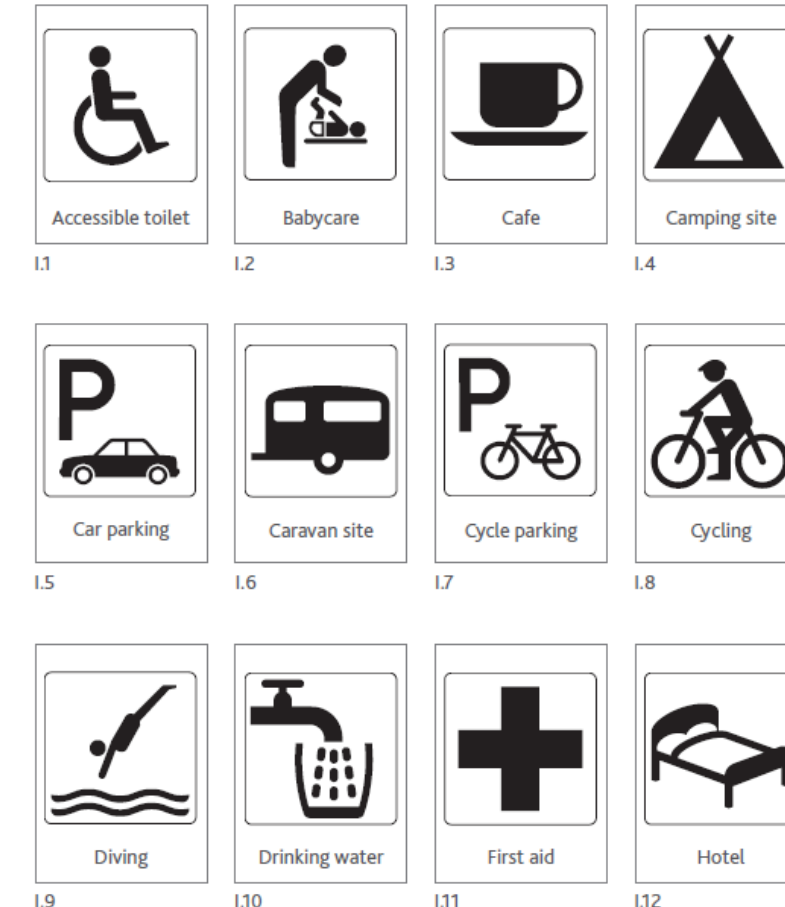
The blue information signs do not have to be adopted but they do complement the hazard signs and are distinctive in character. The blue information signs would act as primary signage for the purpose of the orientation/ navigation.



Sample hazard warning symbols



Sample prohibition symbols



Sample information symbols

It is recommended that RNLI signage guidance is adopted for beach safety, legal and information signage along the Fylde Coast. Appropriate signage should be placed at all slipway/beach entry points.

Please refer to www.rnli.org for current details.



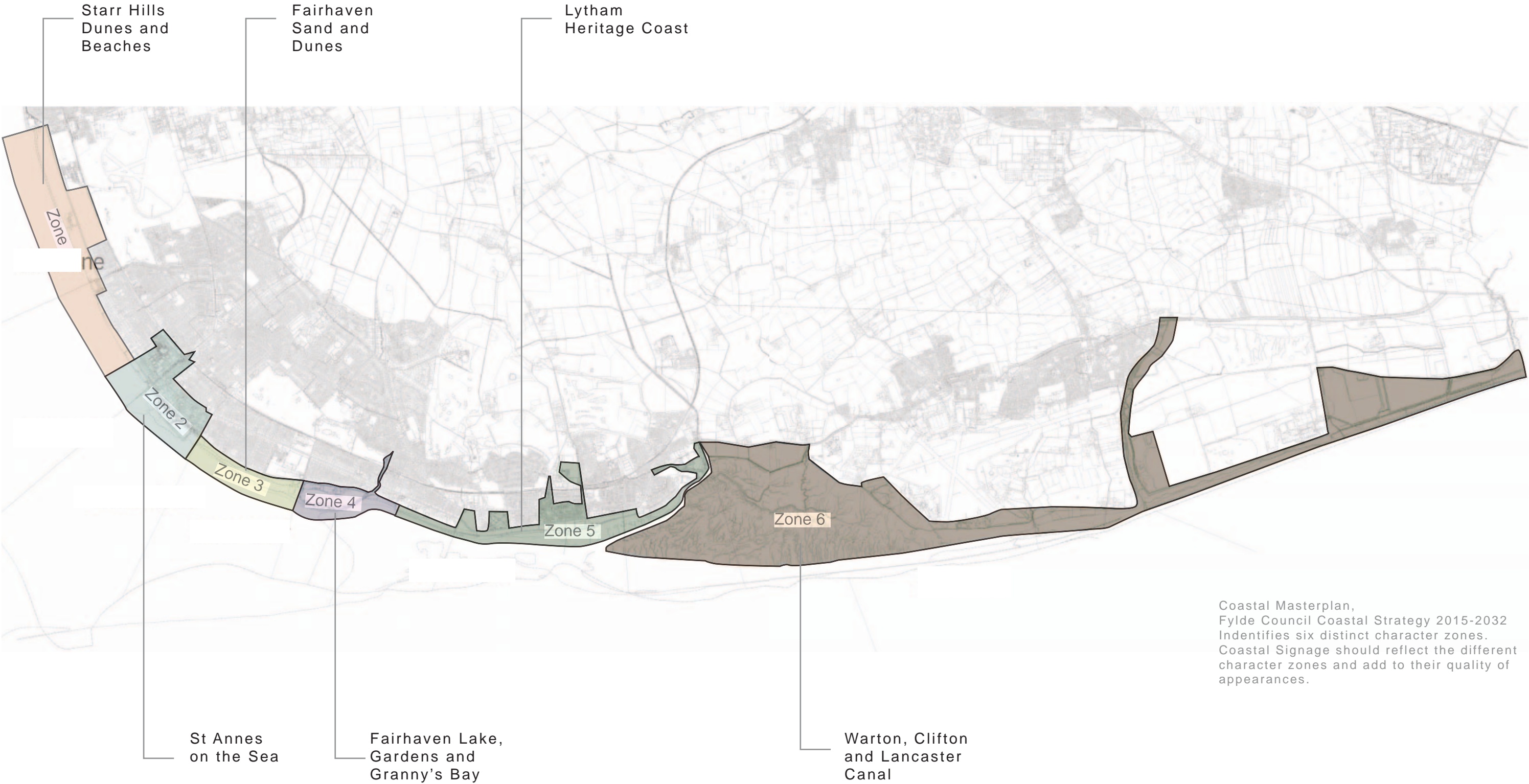
Sample single panel access sign



Sample double panel access sign



Sample reminder sign



Zone 1: Starr Hills Dunes and Beaches

Area Character:

- Predominantly naturalistic character with a wide sandy beach and part of the Starr Hills Dunes System.

Key Features:

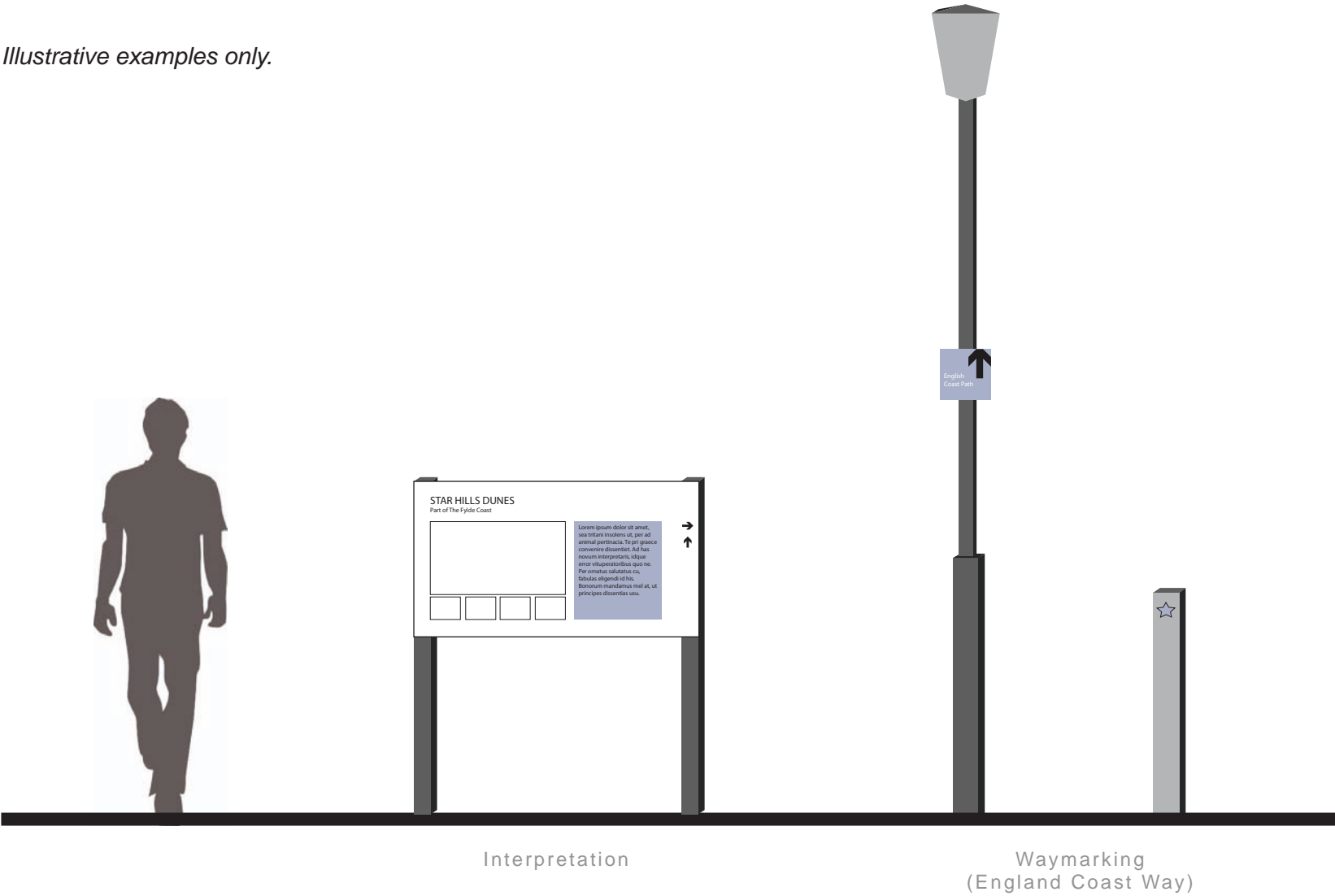
- Dune system including Starr Hills Nature Reserve, a European Nature Conservation Site, A Biological Heritage Site and a Site of Special Scientific Interest (SSSI);
- Broad views and expanse of beach;
- Wind sports, dog walking.

Main Points of Entry - Sites for Primary Signage

1. Squires Gate & Highbury Road;
2. Starr Gate Slipway;
3. Clifton Drive North Nature Reserve;
4. Coast Guard Station and Sand Yacht Base;
5. North Beach Car Park



Illustrative examples only.



Illustrative examples only.

It is recommended that a graphic and brand guidance is developed by Fylde Borough Council and adopted across any new sign proposed.

Zone 1 Signage Requirements (as per Coastal Strategy 2015-2032):

- Waymarking England Coast Path;
- Public Safety Protection Orders (PSPO's)



Suggested signage styles potentially appropriate for Zone 1 - timber

Zone 2: St Annes on Sea

Area Character:

- Tourism dominated beach resort;
- The majority of St Annes’ town centre is designated as a Conservation Area.

Key Features:

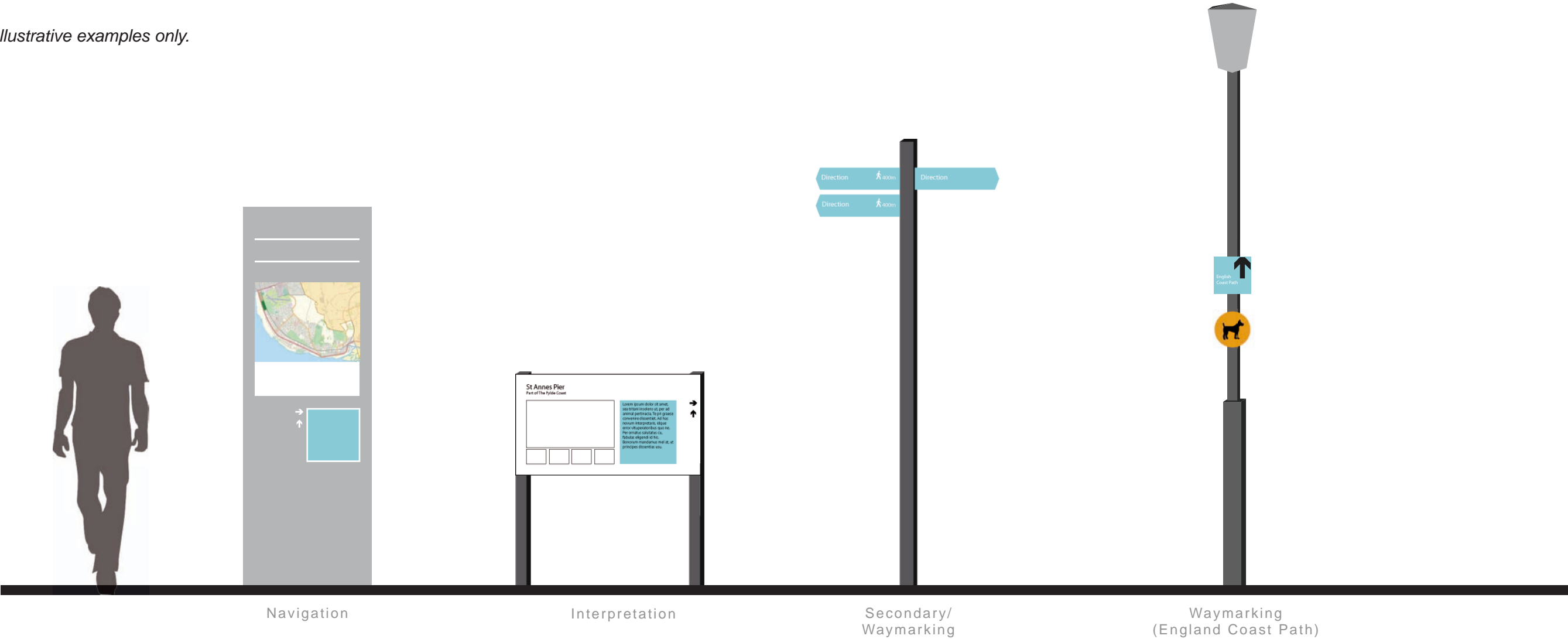
- St. Annes Beach and Pier;
- Boating lakes/ Padding Pools;
- St. Annes Square;
- Train Station & Town Hall;
- Kite surfing and other water based activities.

Main points of entry - Sites for Primary Signage

1. North Promenade Car Park
2. St. Anne’s Pier
3. Promenade Gardens
4. The Islands



Illustrative examples only.



Zone 2 Signage Requirements (as per Coastal Strategy 2015-2032):

- Information boards - pedestrian access to Dune sites in neighbouring Zones 1 & 3;
- Interpretation signage for St. Annes Pier, Promenade Gardens and Islands Site; and
- Waymarking along England Coast Path.
- Naturalistic, timber signs in dunes
- Edwardian styling in Promenade Gardens
- St. Annes urban style at pier



Potential styles - Black and white Edwardian styling/ Bournemouth linear strip with timings

Zone 3: Fairhaven Sand Dunes

Area Character:

- Predominantly sand dune habitat
- Includes a European Nature Conservation Site; a Site of Special Scientific Interest (SSSI) and a regional Biological Heritage Sites.

Key Features:

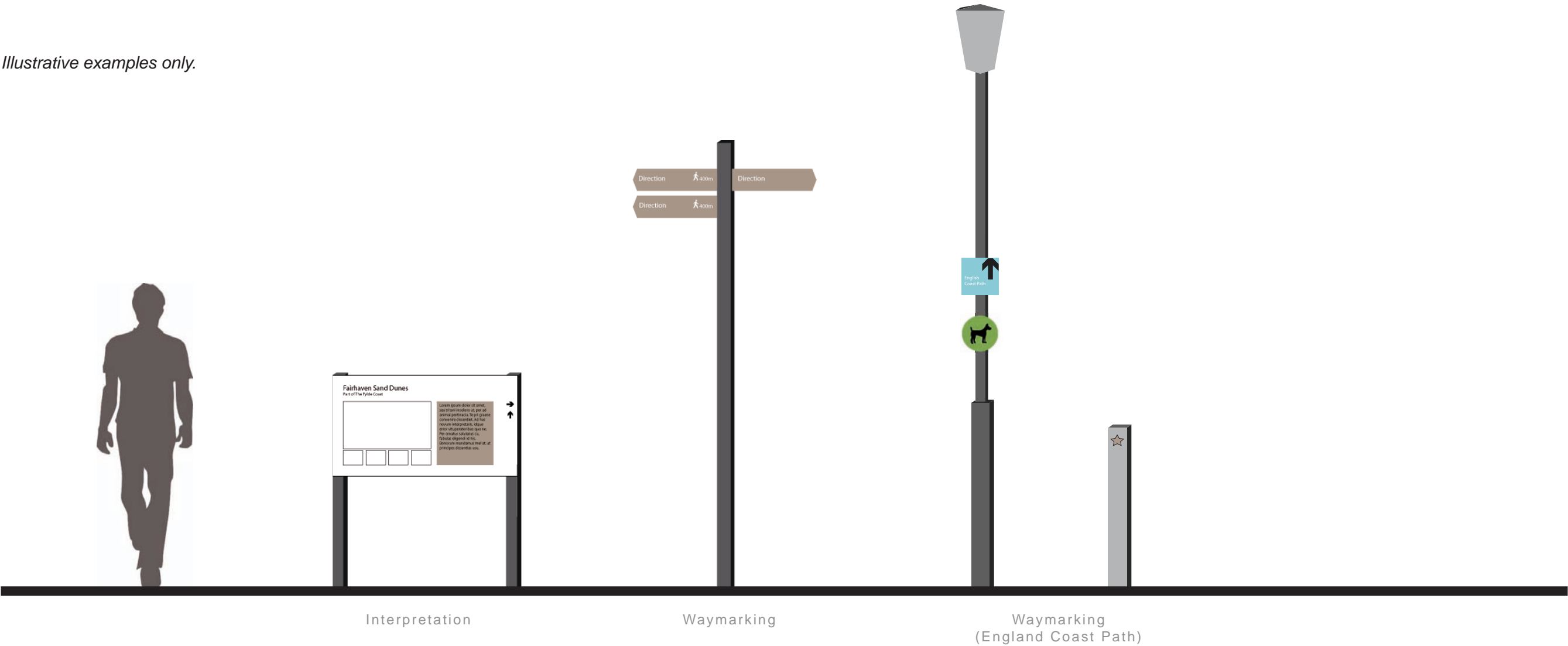
- Dog walking site;
- Access to beach and Beach Cafe (dog friendly);
- Walking in dunes or overlooking salt marsh.

Main points of entry - Sites for Primary Signage

1. Beach Cafe
2. St Paul’s Car park / Fairhaven Lake and Gardens
3. Secondary points at ends of street off the Inner Promenade - no signage proposed



Illustrative examples only.

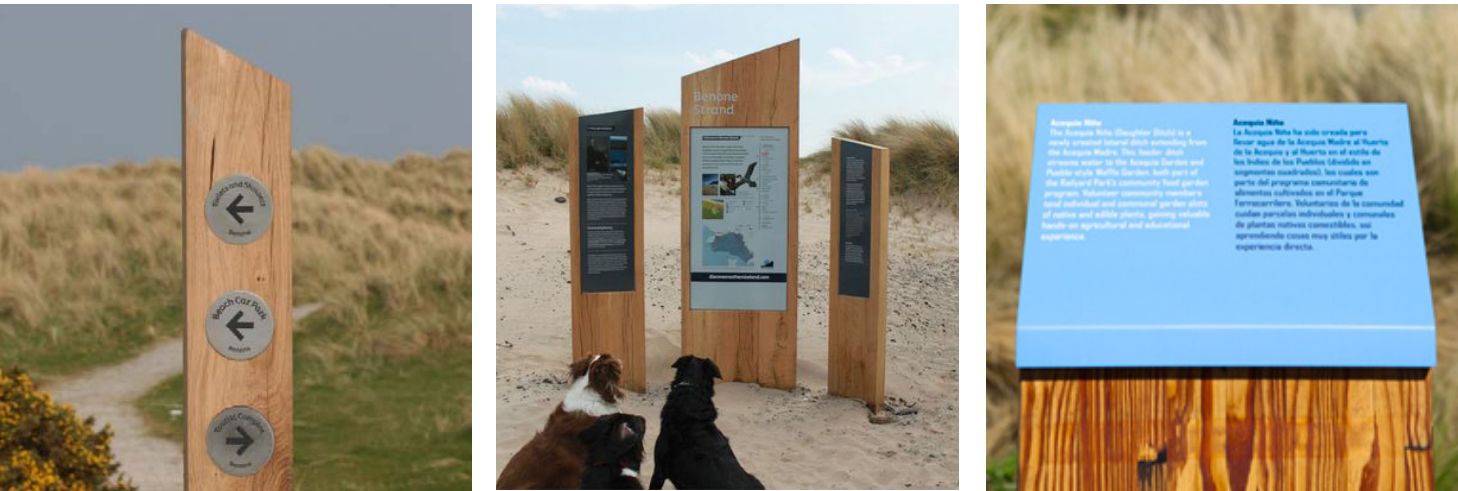


Zone 3 Signage Requirements (as per Coastal Strategy 2015-2032):

- Environmental interpretation signage linked to (Dunes Action Plan)
- Waymarking along agreed England Coast Path route;
- Navigation, legal and information signage.

Other signage recommendations:

- Dog friendly zone;
- RNLI safety signage.



Precedent images - naturalistic and low key in style

Zone 4: Fairhaven Lake and Gardens including Granny’s Bay

Area Character:

- Amenity parkland with Fairhaven Lake and Ribble Estuary being dominant landscape features from new promenade;
- Planned coastal resort

Key Features:

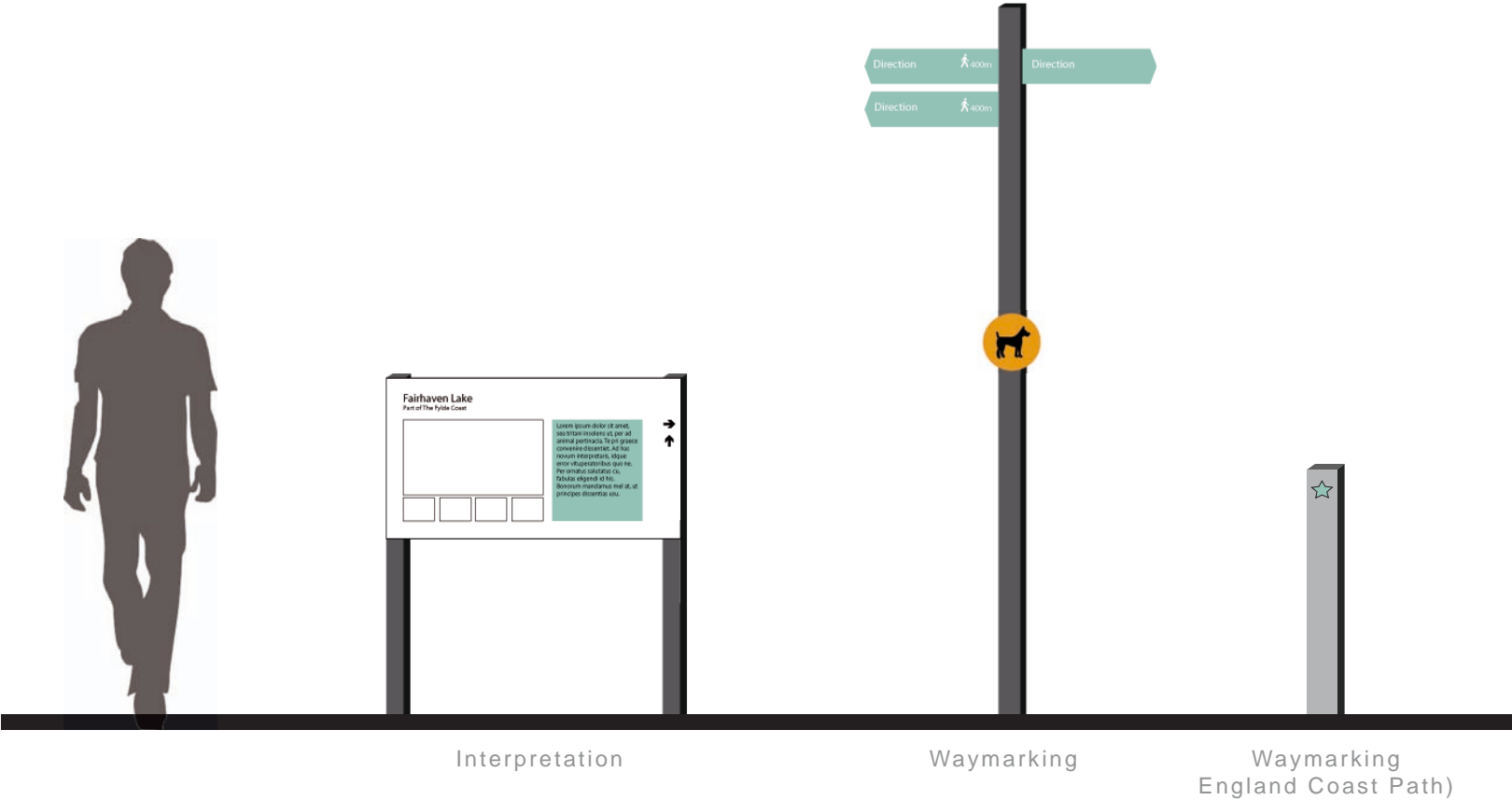
- Formal Fairhaven Lake as well as wildlife interest of Ribble Estuary habitats and birdlife;
- Ansdell and Fairhaven Railway Station link;
- The inner Promenade acts as edge to the area.

Main Points of Entry - Sites for Primary Signage

1. St Paul’s Car Park
2. Stanner Bank Car Park
3. Ansdell Road South
4. Ansdell and Fairhaven Staiotn



Illustrative examples only.



Zone 4 Signage Requirements (as per Coastal Strategy 2015-2032):

- RNLI Signage for new coastal defence;
- Interpretation signage for Fairhaven Lake and Gardens;
- Interpretation signage for Granny’s Bay;
- Interpretation signage for the opposite side of estuary;
- Waymarking.

General styling guidance:

- Edwardian style signage to match existing in the urbanised area;
- Naturalistic style signage in dunes area.



Precedent images - Metal and Edwardian for the park, more naturalistic and timber for dunes

Zone 5: Lytham Heritage Coast

Area Character:

- Heritage area with historic Lytham Green, the Windmill and Grade I listed Lytham Hall with associated historic park.

Key Features:

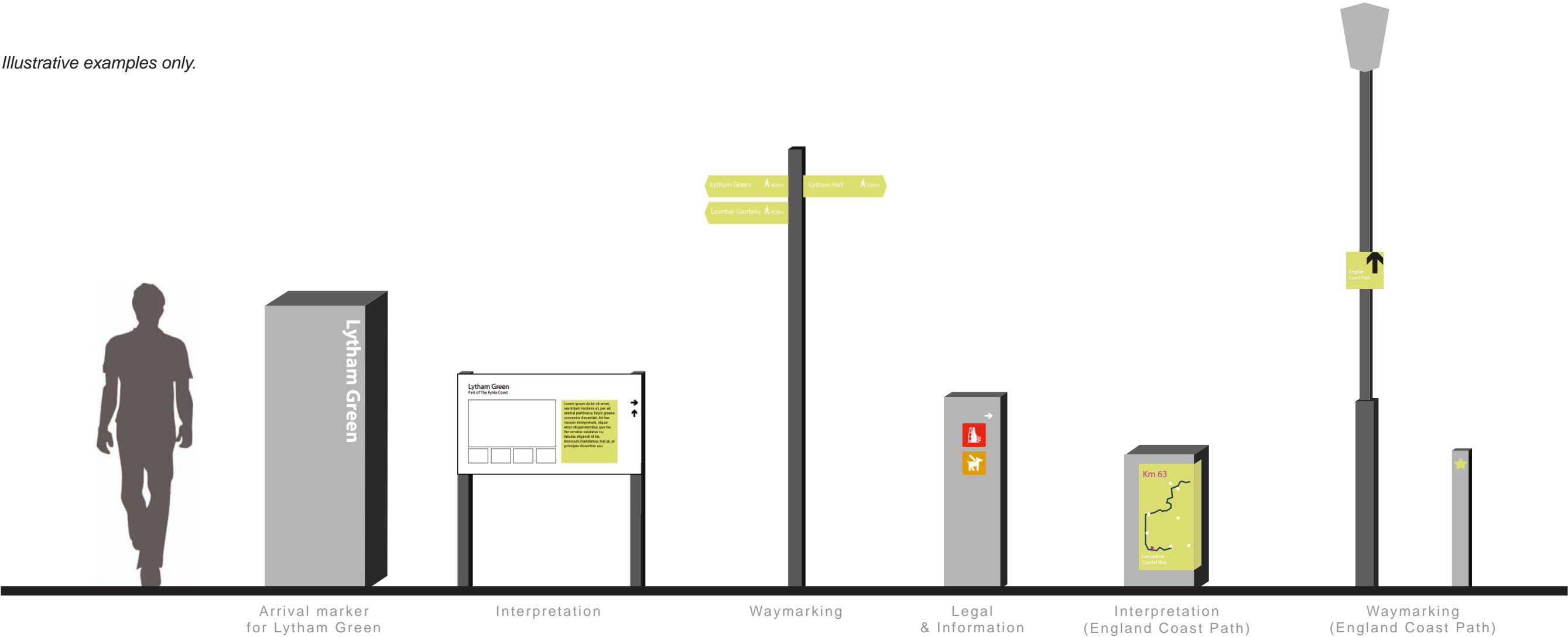
- The Windmill;
- Salt Marsh in the Estuary;
- Park View;
- Lytham Hall;
- Lowther Gardens;
- Lytham town centre;
- The Promenade;
- St. Cuthbert’s Church.

Main Points of Entry - Sotes for Primary Signage

1. Church Scar
2. Fairhaven Triangle access onto Lytham Green
3. Danbro access onto Lytham Green
4. Preston Road access to Lytham



Illustrative examples only.



Signage Requirements and Recommendations:

- Interpretation signage for Lytham Green, Lowther Gardens and Lytham Hall, Windmill, Mussel Tanks, Danbro (aircraft links)
- Waymarking along England Coast Path;
- Safety and legal signage;
- Interpretation of cultural heritage and natural heritage in equal parts;
- Directional signage to Lytham Hall.



Precedent images

Zone 6: Warton, Clifton and Lancaster Canal

Area Character:

- Includes parts of the Ribble Estuary as well as urban settlements of Freckleton, Warton (incl. the BAE Systems and Enterprise Zone) and Clifton;
- Limited public access due to safety and security issues around the BAE site.

Key Features:

- Rural towns;
- Footpath network (formal & informal);
- River and estuary systems;
- BAE Systems Complex;
- Canal lift.

Main Points of Entry:

- Access to river bank from Warton, Freckleton and Clifton to be carefully accessed from point of view of motor vehicle size and security relating to BAE.

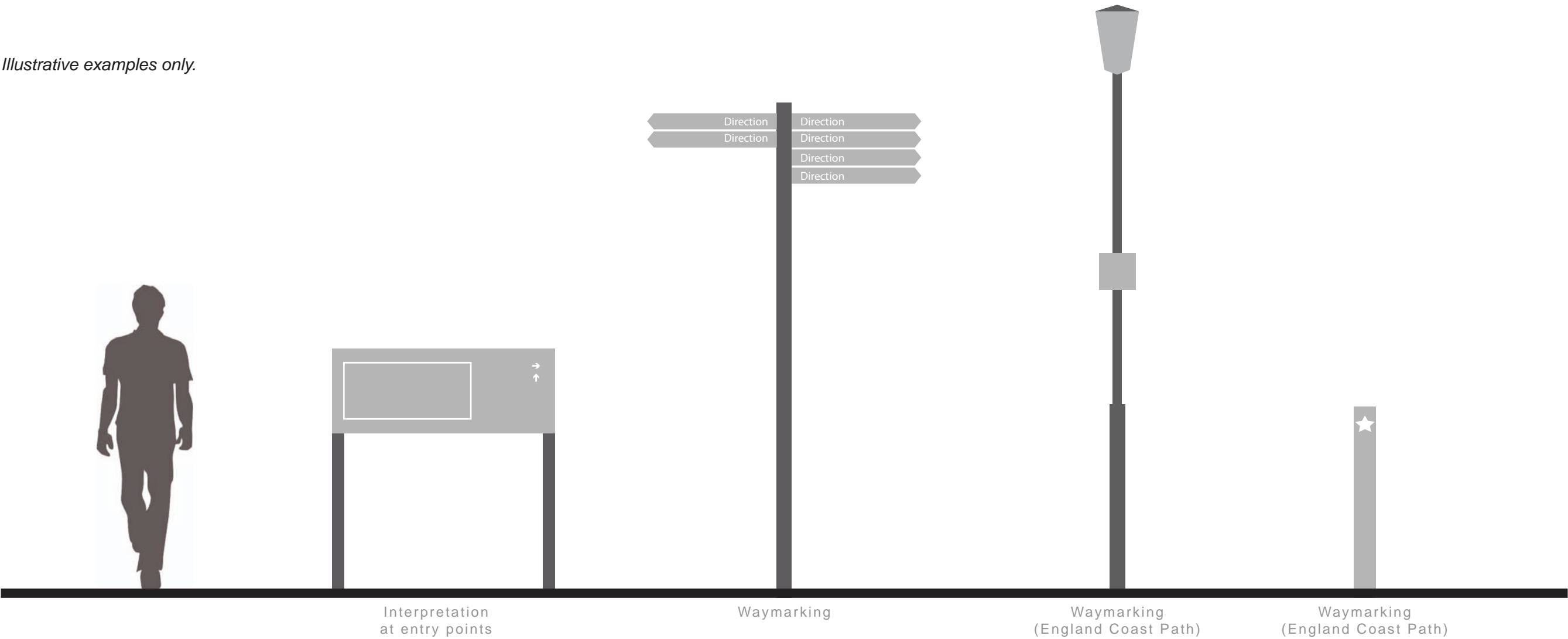
Bank Lane

Preston Old Road and Naze Lane East

Preston Docks End



Illustrative examples only.



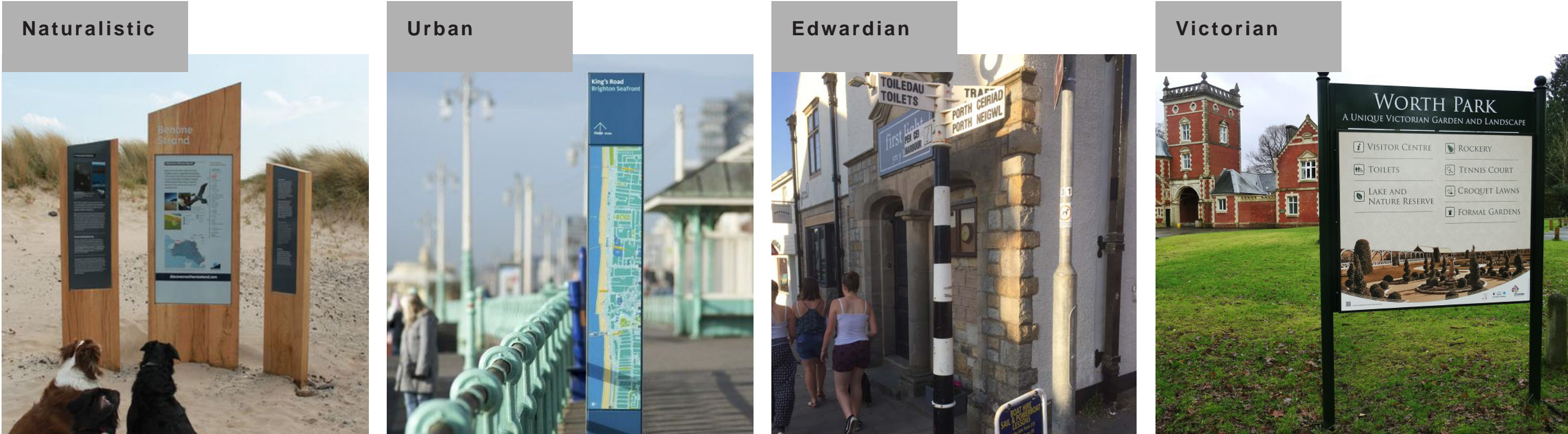
Signage Requirements and Recommendations:

- Interpretation signage for the Wharton Airfield
- Waymarking along England Coast Path.
- Heritage associated with Warton as an airfield and aircraft factory
- Interpretation of the estuarine natural history and water fowling



Precedent images - of naturalistic and low-key signage

Overview of signage styles



Zone 1 - Starr Hills Dunes and Beaches
Zone 2 - St. Annes on Sea Dunes Part only
Zone 3 - Fairhaven Sand Dunes
Zone 6 - Warton, Clifton and Lancaster Canal

Zone 2 - St. Annes on Sea, Pier part only to tie into any signage strategy in town

Zone 4 - Fairhaven Lake and Granny’s Bay
Zone 2 - St. Annes on Sea, Promenade Gardens part

Zone 5 - Lytham Heritage Coast (Lytham Green and Church Scar)

LYTHAM GREEN

A separate Lytham Green Extention signage strategy has been produced to demonstrate how the wider signage strategy can be implemented at a more local scale.




It shows the level of information that needs to be considered, types of sign and explores opportunities that are particular to this coastal stretch. It is bound as a separate document.



12 POINT SUMMARY | FYLDE SIGNAGE STRATEGY

The following table illustrates the key points of the Fylde Signage Strategy

Fylde Signage Strategy – 12 Point Summary

	Share the Strategy <ul style="list-style-type: none"> Share the strategy with Officers in the Authority. Explain its intention to Elected Members. Adopt and post online for developers and designers to see and use. 		Right Place – Right Sign <ul style="list-style-type: none"> Follow Coastal Zones to establish sign character. Establish a hierarchy of signs at a given location. Produce signage drawings to check on details.
	Style and Brand Champions <ul style="list-style-type: none"> Task officers to ensure the right sign choice is made for the particular location Ensure branding and graphic advice is given and signs comply with it. Ensure these officers are known to others. 		Approvals and Ownership <ul style="list-style-type: none"> Use planning approval process for signs over 0.3m Ensure signage details are requested in new schemes. Define long-term ownership of signs between Fylde departments and external parties. Remove unsolicited signs to keep visual clutter down.
	Establish On-going Budget <ul style="list-style-type: none"> Address weathering and relevancy by replacement. Provide an annual repair and renewal budget. Look to Fylde BC delivery in autumn and winter months. 		Promote Area Identity <ul style="list-style-type: none"> Reflect character of individual areas through welcome sign choices. Mark the entrances to the different parts of the Borough. Use appropriate art and style at settlement entrances.
	Remove or Repair Dilapidated Signage <ul style="list-style-type: none"> Remove unnecessary signs. Remove or replace weather worn signs. Repair or reface time-served signs. 		Promote Linkages <ul style="list-style-type: none"> Show times and distances to features along the coast. Indicate links inland to facilities off the coastal strip. Place orientation signage at main public transport points.
	New Works – New Signs <ul style="list-style-type: none"> Ensure budget for new signage in new works. Ensure new works following the Fylde Signage Strategy. Control new signage through formal approval and champion processes. 		National Signage Adoption <ul style="list-style-type: none"> Adopt RNLI national signage for beach and coast access. Incorporate English Coast Path logo on Fylde signage where appropriate. Incorporate National Cycle Routes and footpath markers on existing signs and posts rather than new standalone.
	Accessible Signs <ul style="list-style-type: none"> Ensure signs follow guidance for visually impaired. Ensure signs are legible for wheelchair and scooter users. Promote accessibility information online to allow pre-visit decisions to be reached. 		Future Adaptability and Sustainability <ul style="list-style-type: none"> Choose signs that can be readily adapted. Choose signs from reputable manufacturers who can supply spare parts. Choose signs that are self-weathering or require minimum of maintenance.

NEXT STEPS | FYLDE SIGNAGE STRATEGY

Taking the 12 Point Summary the following next steps are proposed;

Share the Strategy

Present signage strategy to Elected Members and Senior Management Board to have approved as guidance for the coastal strip.

After approval post online for developers and designers to be aware of as supplementary information.

Task Coastal Rangers team to prepare access information for people with mobility difficulties so this too can be posted online to aid the advance planning of trips.

Style and Brand Champions

Choose the Signage Champions – ideally two officers to support each other, one to give guidance on choosing the right sign for a location and one to manage Fylde Council branding issues. This is not a full-time role but an additional duty for existing officer(s).

Within the Authority promote who the champions are, what they are going to do and how they can help when they have been chosen.

Continue to develop the brand guide to aid all commissioners of signage and Fylde Council logo usage within the Authority and have this approved and circulated to all officers in the Authority.

Establish On-going Budget

Take to Finance Committee an application to instigate a rolling programme of renewal and improvement along the coastal strip. An initial estimate of £60,000 has been suggested as a starting fund to make an initial impact for selected beach access points and a subsequent £15,000 to continue improvement.

Include signage quality assessment each year within the autumn months after main summer season to be undertaken by Coastal Rangers Team.

Remove or Repair Dilapidated Signage

Confirm process for signage removal with Senior Management Board. (see Appendix H)

Signs for removal confirmed by Rangers in the field.

List of signs and photographs sent to Senior Management Board to circulate to their officers as a way of consultation for a 21 day period.

Remove signs after responding to any requests to retain or replace signs planned for removal.

List of signs proposed for removal to be included in future annual surveys.

New works – new signs

Current new works in the Borough include the Coastal Defence Scheme, the St. Annes Splash Zone and Fairhaven Lake and Gardens. Ensure each of these have an allowance for signage.

Ask Project Managers / Lead Officers for each to summarise what signage they have included in their works packages and how they can respond to the recommendations in the Fylde Signage Strategy.

Ensure planning team pay particular interest to signage and pass proposals to the Signage Champions as part of in-house consultation.

Accessible Signs

Ensure signs are clear and legible in terms of type face and background colours, ideally complying with RNIB Guidance.

Consider where critical tactile signs e.g. Braille to assist the visually impaired to understand or appreciate a location.

Ensure signs are mounted at a suitable height for a seated viewer to read.

NEXT STEPS | FYLDE SIGNAGE STRATEGY

Right Place – Right Sign

- Continue to use the Coastal Zones from the Fylde Coast Action Plan to differentiate the different parts of the coast.
- Signage Champions and Planning Officers to test signage proposals at three levels – Is this the right style of sign for this location? Is it the right hierarchy of signage – (Primary / Secondary / Tertiary) and is the correct information on the sign?
- If not provided by developers have Planning or Project Officers request a signage strategy drawing with accompanying schedule to detail what signs go where. This should be accompanied by imagery of proposed signs. This will allow control of signage and act as a record of signs provided.

Approvals and Ownership

- Three strand approach to controlling signage. 1.Planning Officers for development generated signage. 2.Signage Champions advice for Fylde signage not scrutinised through Planning Consent process. 3. Monitoring and if necessary removal of new signs by the Coastal Rangers identifying any new signs in their annual review.
- In planning applications identifying who owns or adopts a sign and who is liable for its repair, removal or replacement. Producing a database of signs linked to the signage plan produced from the Coastal Rangers initial survey of coastal signs.

Promote Area Identity

- Take the idea of enhanced Area Welcome Signs to Committee to test their appetite for such features within the Borough.
- If considered a good idea draw up a list of settlements and neighbourhoods who would wish to have such marker signs.
- Establish a budget for the programme.
- Work with Fylde Council Arts Officer to run a competition to appoint an artist to deliver a number in complementary style.

Promote Linkages

- When preparing proposals for particular areas or major projects always consider where does this site link to?
- Show linkages in distance and time to walk to the destination.
- Commission orientation signage at key transport arrival points where it is currently lacking such as at the three railway stations.

National Signage Adoption

- Ensure the Fylde Coastal Defence delivers to the RNLI standard for hazard warning (red signs).
- Decide if the RNLI information signs (blue signs) are to be adopted next to the red signs.
- Incorporate the England Coast Path logo on other signs or poles such as lamp columns and resist the provision of new standalone poles that add clutter to the local scene.
- Remove reference to the Lancashire Coastal Way.

Future Adaptability and Sustainability

In choosing sign manufacturers ensure that the signage product has the following attributes;

- A minimum life of 5 years when placed in a coastal location.
- That metal components are corrosion resistant.
- That spare parts are readily available.
- That the surfaces are vandal and fire resistant and ideally self-weathering.
- That space on the sign or its frame could be made available for future information or adaptation, eg, A3 size laminated notice holder.

Appendix 2 – Examples of damaged/outdates signs to be replaced





Creating and maintaining links

Erin Coar
Fylde Borough Council
Town Hall
St. Annes Road West
St. Annes
FY8 1LW

Tel: 01253 658499
Fax:

QUOTATION

Date 26/02/20

Our Ref. LSGQ29040

Your Ref.

Contact Shaun Bennett

Re: Various Sea Front Signage

Qty	Description	Unit Price	Total Price
1	Artwork to be supplied electronically Alternatively Links can quote to set for you upon receipt of a brief	£0.00	£0.00
36	Dog Signs - Single Sided 11swg at 150mm wide x 200mm high with Rounded Corners and two rows of channel to the reverse With screw band fixings allowing for fixing to posts that are between 140mm dia. and 170mm dia. Digital Print with Gloss Protective Laminate to the face	£34.00	£1,224.00
20	Dog Signs - DOUBLE SIDED 11swg at 150mm wide x 200mm high with Rounded Corners and two rows of channel to the reverse With screw band fixings allowing for fixing to posts that are between 140mm dia. and 170mm dia. Digital Print with Gloss Protective Laminate to the face	£59.00	£1,180.00
1	Beach Entry Sign next to Café on the Pier 490mm wide x 330mm high 76mm dia. Post at 3.5 metres long, relevant fixings, black post cap and base. Digital Print with Gloss Protective Laminate to the face	£159.00	£159.00
3	Sign on Shelter next to Café on the Pier and Promenade/Beach Huts and Shelter on Prom 11swg at 210mm wide x 297mm high with Rounded Corners A4 Please supply ready for us to affix a sticker to the face	£21.00	£63.00
1	Railings Sign behind Swimming Pool/RNLI 11swg at 500mm wide x 500mm high with Rounded Corners and two rows of channel to the reverse four sets of Fixings to fit onto rails that are 45mm dia.	£82.00	£82.00

Links Signs & Graphics Limited
Coleridge Road
Blackpool, FY1 3RP

Tel 01253 396444
e-mail: sales@linkssignsandgraphics.co.uk
web: www.linkssignsandgraphics.co.uk

Qty	Description	Unit Price	Total Price
1	Digital Print with Gloss Protective Laminate to the face Heading Back to Pier Sticker required for Public Spaces Sign at 500mm x 500mm Digital Print on Grey Backed Vinyl with Gloss Protective Laminate	£15.00	£15.00
2	CCTV Signage on way back to Pier 11swg at 400mm wide x 300mm high with Rounded Corners and two rows of channel to the reverse Supplied with screw band fixings allowing for fixing to posts that are between 125mm dia. Digital Print with Gloss Protective Laminate to the face	£57.00	£114.00
1	Sign for Seawall and Brickwall 11swg at 490mm wide x 330mm high with Rounded Corners Digital Print with Gloss Protective Laminate	£32.00	£32.00
1	Sign for Brickwall 11swg at 500mm wide x 500mm high with Rounded Corners Digital Print with Gloss Protective Laminate	£35.00	£35.00
2	Post Numbers 30 and 32 (end of Fairhaven) Digital Print on Grey Backed Vinyl with Gloss Protective Laminate at 295mm wide x 415mm high	£10.00	£20.00
1	Sand/Cement for Securing of Post and Panel Sign alongside Cafe on the Pier	£25.00	£25.00
1	Fitting on site This allows two men over three days to fit all signage in position	£1,200.00	£1,200.00
		Total	£4,149.00
		VAT	£829.80
		Grand Total	£4,978.80

Payment Terms 30 Days from Month End

Artwork - this should be supplied as PDF, Eps, TIFF or Jpg - 100dpi at actual size and all fonts outlined.

Production - all work would normally be turned round within 3 working days.

However, this duration is very much determined by the work load we currently have in hand at the time your order lands with us and the processes required to conclude the order placed.

Retention of Title - Title of goods shall not pass until paid for in full

Links Signs & Graphics Limited
Coleridge Road
Blackpool, FY1 3RP

Tel 01253 396444
e-mail: sales@linkssignsandgraphics.co.uk
web: www.linkssignsandgraphics.co.uk



Warning


Palm Oil

Palm Oil has been detected on the beach this morning.


It can be very toxic if ingested by dogs, so please keep them on leads and keep a close eye on children whilst playing on the beach.

St Annes Beach Information




Water Quality

Low Risk



High tides

6:11am, 6:33pm



Alerts

Palm Oil: Please keep dogs on leads and a close eye on children playing

No BBQ's or outdoor cooking on the beach



Penalties Apply

No Dog Zone

Dogs are currently not allowed on this section of the beach.



Please see the map below for the areas you are welcome to walk your dog.





Appendix 6 – Fairhaven Coastal Safety Signs

Panel 1
600mm x 1220mm

Ansdell Road South

	Beware of tidal currents and incoming tides (tidal cut-off)		Beware of slippery surfaces
	Beware of mudflats/quicksand		Beware of spilling waves
	Do not go down the steps or slipways when the tide is in or near to the sea wall		Promenade access may be restricted during changing sea, tide and weather conditions
	Do not use inflatables in the sea		Dogs <u>must</u> be put on a lead when directed by an authorised officer. No dog fouling



Panel 2
600mm x 1220mm

FYE03B

☎ 999 In an Emergency, ask for Coastguard and state the above code

	Beware of tidal currents and incoming tides (tidal cut-off)		Beware of slippery surfaces
	Beware of mudflats/quicksand		Beware of spilling waves
	Do not go down the steps or slipways when the tide is in or near to the sea wall		Promenade access may be restricted during changing sea, tide and weather conditions
	Do not use inflatables in the sea		Dogs <u>must</u> be put on a lead when directed by an authorised officer. No dog fouling

Caution

There is no lifeguard service operating

Panel 3
600mm x 1220mm

FYE03B

☎ 999 In an Emergency, ask for Coastguard and state the above code

	Beware of tidal currents and incoming tides (tidal cut-off)		Beware of slippery surfaces
	Beware of mudflats/quicksand		Beware of spilling waves
	Do not go down the steps or slipways when the tide is in or near to the sea wall		Promenade access may be restricted during changing sea, tide and weather conditions
	Do not use inflatables in the sea		Dogs <u>must</u> be put on a lead when directed by an authorised officer. No dog fouling

PUBLIC SPACES PROTECTION ORDER

 Please clean up after your dog

 Dogs must be put on a lead when directed by an authorised officer

PENALTIES APPLY

For further information please visit www.fylde.gov.uk/dogs

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	12 MARCH 2020	5
FAIRHAVEN LAKE – ADVENTURE GOLF PROJECT			

PUBLIC ITEM

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

SUMMARY

At the Tourism and Leisure Committee in March 2019 members recommended the design and construction of a new Adventure Golf course at Fairhaven Lake and Gardens, to complement the planned heritage restoration works.

The approved Capital Programme for 2020/21 contains a figure of £505,000 to deliver the facility, based on a concept design estimate and business case prepared by officers.

This opportunity has now been tendered. This report sets out the context and details the receipt of tenders, tender assessment and makes recommendations to proceed with the project through the letting of the contract to complete the work.

RECOMMENDATIONS

The Tourism and Leisure Committee is requested:

1. To approve the proposed capital expenditure in respect to the scheme as outlined in this report for the sum of £505,000;
2. To approve the letting of the contract to Greenspan Projects for the sum of £446,248 to carry out the scheme as outlined in this report with the remaining budget of £58,752 to be used as a contingency and to purchase the relevant apparatus and equipment for the facility;
3. To note that, subject to the delivery of the scheme being approved by this committee, the revenue implications of the scheme will be reflected in the next update of the Council's financial forecast; and
4. To note that a further report will be presented to a future Council meeting requesting approval for the proposed fee levels as detailed within this report be adopted and subsequently included within the schedule of approved fees and charges for 2020/21.

SUMMARY OF PREVIOUS DECISIONS

Tourism and Leisure Committee 14 March 2019

To support the progression of the proposed bid in conjunction with the Fairhaven Lake Heritage project; and to recommend to Full Council that the proposed capital bid be included in the Fairhaven Lake Heritage project.

Council 25 March 2019

To approve an addition to the Capital Programme in 2019/20 (to be funded from the Capital investment Reserve) in the sum of £505,000 in respect of the Fairhaven Adventure Golf project as detailed within the

report.”

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)	✓

REPORT

BACKGROUND

1. During the development phase of the Fairhaven National Lottery Heritage Fund (NLHF) project, an opportunity was identified to further support the restoration of Fairhaven Lake and Gardens with the creation of a high-quality Adventure Golf course.
2. Although primarily the scheme is intended to enhance the leisure facilities for both residents and visitors following the restoration and regeneration of the Fairhaven site, the project was also identified as a potential income-generating opportunity in response to the Commercial Strategy that was approved in 2018. The brief for the project received ‘in principal’ support from Senior Management Team in Spring 2018, on the basis that the facility would provide a positive return on capital investment and be delivered in conjunction with the Heritage funded works at Fairhaven.
3. An initial overview was prepared by officers in the Parks, Leisure and Cultural services team to inform consideration by the Budget Working Group in July 2018. The Budget Working Group supported the project subject to a viability assessment and more detailed capital costs and revenue projections as well as being conditional on a successful lottery bid application for the wider site.
4. A specialist designer was appointed to prepare a concept design, capital cost plan and an outline ‘Return on Investment’ model to inform a full capital bid to be submitted to members for consideration.
5. A concept design was prepared by HM Adventure Golf Ltd to incorporate the following key elements:
 - Course to be designed ‘sensitively’ into the surrounding landscape to fit sympathetically with the themes of the proposed park restoration works;
 - Course to provide a balance between being fun and challenging to suit casual and more ‘advanced’ players;
 - The inclusion of local landmarks as course obstacles to promote Fylde tourist and heritage sites and landmarks;
 - Incorporate facilities which could house a food and beverage offer and viewing area;
 - Incorporate water feature as an interpretation of Fairhaven Lake;
 - Look at the possibility of introducing signature holes from local links courses.
6. HM Adventure Golf Ltd produced an initial draft design and met with the project officer to discuss the various elements of the scheme and made revisions based on initial feedback provided from officers and heritage lottery stakeholders. A second draft of the design was produced and presented to the Tourism and Leisure Committee on 14 March 2019, where it was given approval as part of the capital bid process.
7. This capital bid was considered by and approved at Council on 25 March 2019 in the sum of £505,000 to be funded from the Capital Investment Reserve.
8. The proposed Adventure Golf Course is an integral part of the Fairhaven masterplan that has been agreed with the National Lottery Heritage Fund, Fylde Council, stakeholders and the Fairhaven NLHF Project Board. The NLHF are fully aware of the proposal and support this facility given that it is consistent with Fairhaven

having an historic link to golf, and this facility would replace the existing out-dated 'crazy golf' course which will be removed as part of the 'core' restoration works.

PROCUREMENT PROCESS & EVALUATION

9. Officers from the Tourism and Cultural Services Team have led the procurement process on a 'design and build' basis, whereby the appointed contractor is required to complete the design and undertake the construction works.
10. The tender process was undertaken via an open procedure. The opportunity was advertised on 29 November 2019 via 'Chest Procurement Portal' with a submission deadline of 10 January 2020.
11. The suppliers were given a project value figure of £450,000 and an extensive set of tender documents on which to base their submission. The remaining budget of £55,000 is to be retained by the council to provide a contingency and to allow the purchase of apparatus and equipment for the facility. The officer team evaluated based on quality only, to ensure that cost certainty was achieved pre-tender and that budget constraints were not exceeded.
12. 26 Expressions of interest were received, however of these 26, only 2 formal submissions were made.
13. The quality evaluation section was scored as follows:
 - 0 *The Evaluation Panel felt that none of the requirement was met or demonstrated or no response was provided.*
 - 1 *The Evaluation panel felt that a few areas (20% or less) of the requirement has been met or demonstrated.*
 - 2 *The Evaluation panel felt that some areas (between 21% and 59%) of the requirement has been met or demonstrated.*
 - 3 *The Evaluation panel felt that most of the requirement (between 60% and 75%) has been met or demonstrated with some areas missing/requiring improvement.*
 - 4 *The Evaluation panel felt that most of the requirement (between 75% and 90%) has been met or demonstrated.*
 - 5 *The Evaluation Panel felt that the supplier had met or demonstrated most or all of the requirement (between 90% and 100%)*
14. The result of the tender evaluation exercise is set out below in two tables: Table 1 – Desk top evaluation of Adventure Golf proposals from companies making a formal submission; and Table 2 – Presentation evaluation of Adventure Golf proposals from companies making a formal submission. The evaluation panel comprised of officers from the Tourism and Cultural Services Team, and a representative from the Friends of Fairhaven Lake and Gardens

Table 1 – Desk top evaluation of Adventure Golf proposals from companies making a formal submission

Item	Item Weighting	HUSH MINOAN	GREENSPAN PROJECTS
Quality of design submission including look and feel, creativity and playability of course.	20%	4	5
Weighted Sub Total		16	20
Robust design and specification, demonstrating long lifecycle and ease of maintenance	20%	4	5
Weighted Sub Total		16	20
Design which provides resilience to unauthorised access and addresses security concerns	10%	4	4
Weighted Sub Total		8	8
Sensitive and attractive hard and soft landscaping design and material selection demonstrating key user circulation and flows within the Adventure Golf course	10%	3	4
Weighted Sub Total		6	8
A programme that satisfies the Council's key requirements and includes all key stages from contract award to contract closure. Please indicate the critical path.	10%	5	3
Weighted Sub Total		10	6
Quality of commentary and appraisal of Fylde Council's proposed business plan	5%	1	0
Weighted Sub Total		1	0
Site delivery team and relevant experience/qualifications	10%	5	3
Weighted Sub Total		10	6
Approach to handover and aftercare/resolution of defects	5%	3	4
Weighted Sub Total		3	4
Approach to Health and Safety on site	5%	3	3
Weighted Sub Total		3	3
Quality and extent of the breakdown of the Contract Sum Analysis including preliminaries	5%	3	5
Weighted Sub Total		3	5
Total	100%	76	80

15. As the resultant scores were within 5 percentage points of each other, Fylde reserved the right to invite the top 2 scoring tenderers to a final presentation.
16. The results of the presentation evaluation are contained below:

Table 2 – Presentation evaluation of Adventure Golf proposals from companies making a formal submission

Item	Item Weighting	HUSH MINOAN	GREENSPAN PROJECTS
Please describe your understanding of the employer's requirements and how these will be incorporated within the final design / contractors' proposals.	10%	4	4
Weighted Score		10	10
Appreciation of and approach to risk management is vital to the success of project delivery and this project will be no different. Please describe the key risks on the project as you see them and how these will be mitigated to ensure successful project delivery in line with the client's requirements.	15%	2	3
Weighted Score		7.5	11.25
Please expand on your proposal regarding the proposed facility lifecycle. The Council would like to understand in detail the various warranty/guarantee timescales for key construction elements so that future maintenance costs can be clearly identified and set aside.	15%	3	4
Weighted Score		11.25	15
Effective programme management will be required to ensure the project is delivered on time and before the summer holidays in 2020. Please explain your approach to management of your proposed delivery programme. In particular we would like to understand the key tasks you will undertake building up to and including practical completion to ensure the transition from a project to a service is as smooth as possible.	20%	3	4
Weighted Score		15	20
Please introduce your key personnel and explain their specific roles and duties to be carried out on this project. Please outline their experience on similar schemes.	10%	4	4
Weighted Score		10	10
Please outline your approach to site logistics and delivery of the physical works. Describe your understanding of access, adjacencies and any other interface issues that need to be addressed before start on site.	20%	4	3
Weighted Score		20	15
Please explain in more detail your offer of aftercare services i.e. who will be involved, how frequent their services can be called upon, how knowledge from the project will be continued through to the defect's liability period.	10%	3	4
Weighted Score		7.5	10
Total	100%	81.25	91.25

17. The highest scoring tenderer from the evaluation is Greenspan projects and a selection of their design submission documents is contained at Appendix A.

FINANCE DETAILS

18. A fully priced cost breakdown of the tender sum of £446,248 is provided at Appendix B.
19. The remaining £58,752 will be retained to purchase essential equipment and for contingency to cover unforeseen events occurring within the remaining design and construction phases.

METHOD AND COST OF FINANCING THE SCHEME

20. Funding for a scheme for this purpose is included within the approved Capital Programme for 2020/2021 in the sum of £505,000.

FUTURE REVENUE BUDGET IMPACT

21. Revenue impact for the first year of operation is identified in Table 3 below. A longer term forecast for the Adventure Golf revenue (and wider Fairhaven restoration) impact will be included within the MTFS for financial year 2021/2022, to reflect the completion of the physical restoration project and the operation of the new Fairhaven facilities.

Table 3 - Expenditure Estimate - Year One (Financial Year 2020/2021 – Planned opening in July 2020)

Element	Cost
Direct Costs (agency staff)	£45,387
Running Costs (equipment, materials and overheads)	£16,980
Total	£62,367

22. The above expenditure figures for year one are based on the new Adventure Golf facility being temporarily supervised by existing staff within the Parks, Leisure and Cultural team and using agency staff to operate the facility on a day-to-day basis. The supervisory role for Adventure Golf will be undertaken by the new Fairhaven management team once appointed in Financial Year 2021/2022 to coincide with the completion of the wider restoration project. It must be stressed that the figures included above are a best estimate at this time.

Table 4 - Income Estimate Year One (Financial Year 2020/2021 – Planned opening July 2020)

Time Period	Income
Out of season (18 out of 30 weeks)	£39,096
Peak Season (8 weeks)	£54,144
15,540 visitors @£7 Adults & £5 Juniors (assume 50/50 split)	
Total	£93,240

23. The above income figures in Table 4 for year one are a revised forecast (from information presented to the T&L Committee March 2019) based on the facility opening at the beginning of July 2020. The rates for the course have been benchmarked against similar regional courses and are proposed to be £7 for adults and £5 for juniors. If approved, a further report will be presented to a future Council meeting requesting that these fee levels be included within the schedule of approved fees and charges for 2020/21. It should be noted that the expenditure and income figures listed above are the latest best estimates, as the facility is new and untested. Fairhaven Lake and Gardens will be under major construction from around September 2020 until summer 2021, as the wider Heritage restoration works are undertaken.

24. The new Fairhaven staffing structure will be implemented and operational for April 2021 to coincide with completion of the wider restoration project. Agency costs will reduce slightly as the new staff in the structure will carry out duties on the golf such as cashing up, opening and closing. The internal re-charges on the scheme will increase to cover indirect costs of the Fairhaven structure and help to supplement the wider business plan for the park. Modest estimates show that the Adventure Golf course is expected to generate a revenue surplus of around £50k per annum when all the construction works are completed. The facility will also contribute to the financial viability of the wider Fairhaven regeneration scheme through increased customer footfall. Table 5 below shows the latest best estimates of income and expenditure over the next 3 years.

Table 5 - 3-year Income and Expenditure forecast

	2020/2021	2021/2022	2022/2023
Expenditure	£62,367	£91,099	£91,099
Income	£93,240	£142,032	£142,032
Surplus	£30,873	£50,933	£50,933

VALUE FOR MONEY AND DETAILS OF PROCUREMENT PATH

25. In order to ensure that value for money is achieved a procurement exercise has been undertaken in accordance with the Council's contract procedure rules. Selection of the successful tenderer is on the basis that value for money is a key consideration as well as the suitability of the new facility.

SUMMARY

26. The proposal is to award the tender to design and install the Adventure Golf Course at Fairhaven Lake and Gardens as per the agreed tender specification to Greenspan Projects to the value of £446,248. The remaining £58,752 will be retained to purchase essential equipment as well as contingency monies to cover unforeseen events during the design and construction phases. Once approved this project will be delivered and completed by the beginning of July 2020.

IMPLICATIONS	
Finance	This report requests approval for expenditure in respect of the Fairhaven Adventure Golf project as outlined in this report. The approved Capital Programme for 2020/2021 includes a sum of £505,000 for the project. The report also requests approval to the letting of the contract for the scheme. If the delivery of the scheme is approved, the revenue implications will be reflected in the next update of the Council's financial forecast. A further report will also be presented to a future Council meeting requesting approval for the proposed fee levels as detailed within this report be adopted and subsequently included within the schedule of approved fees and charges for 2020/21.
Legal	None arising from this report
Community Safety	Provision of modern recreational facilities is important in terms of providing diversionary activities.
Human Rights and Equalities	None arising from this report
Sustainability and Environmental Impact	The proposals seek to incorporate low maintenance materials and to complement existing play and leisure provision. Lifecycle costs have been considered during the tender process.
Health & Safety and Risk Management	The quotation requests included Health and Safety information

	which will be developed by the successful contractors prior to starting on site to safeguard the public.
--	--

LEAD AUTHOR	CONTACT DETAILS	DATE
Charlie Richards	Charlie.richards@fylde.gov.uk 01253 658472	

BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
Tourism and Leisure Committee	14 th March 2019	Link
Full Council	25 capital costs capital costs March 2019	Link

Appendices

Appendix A – Greenspan Projects Design Submission Documents

Appendix B – Greenspan Projects Contract Sum Analysis



Fylde Borough Council
Fairhaven Lake Adventure Golf
10.01.2020

HELLO

WE ARE GREENSPAN

Established 1976, Greenspan Projects Ltd are a forward thinking, market focused company delivering creative design and build solutions to our clients by providing top level service from concept to completion.

Services to Tourism and Leisure include large bespoke construction and theming projects for Local authorities, Holiday Resorts, Zoos, Theme Parks, Farm Parks and many other visitor attractions across the UK.



WHO WE'VE WORKED WITH



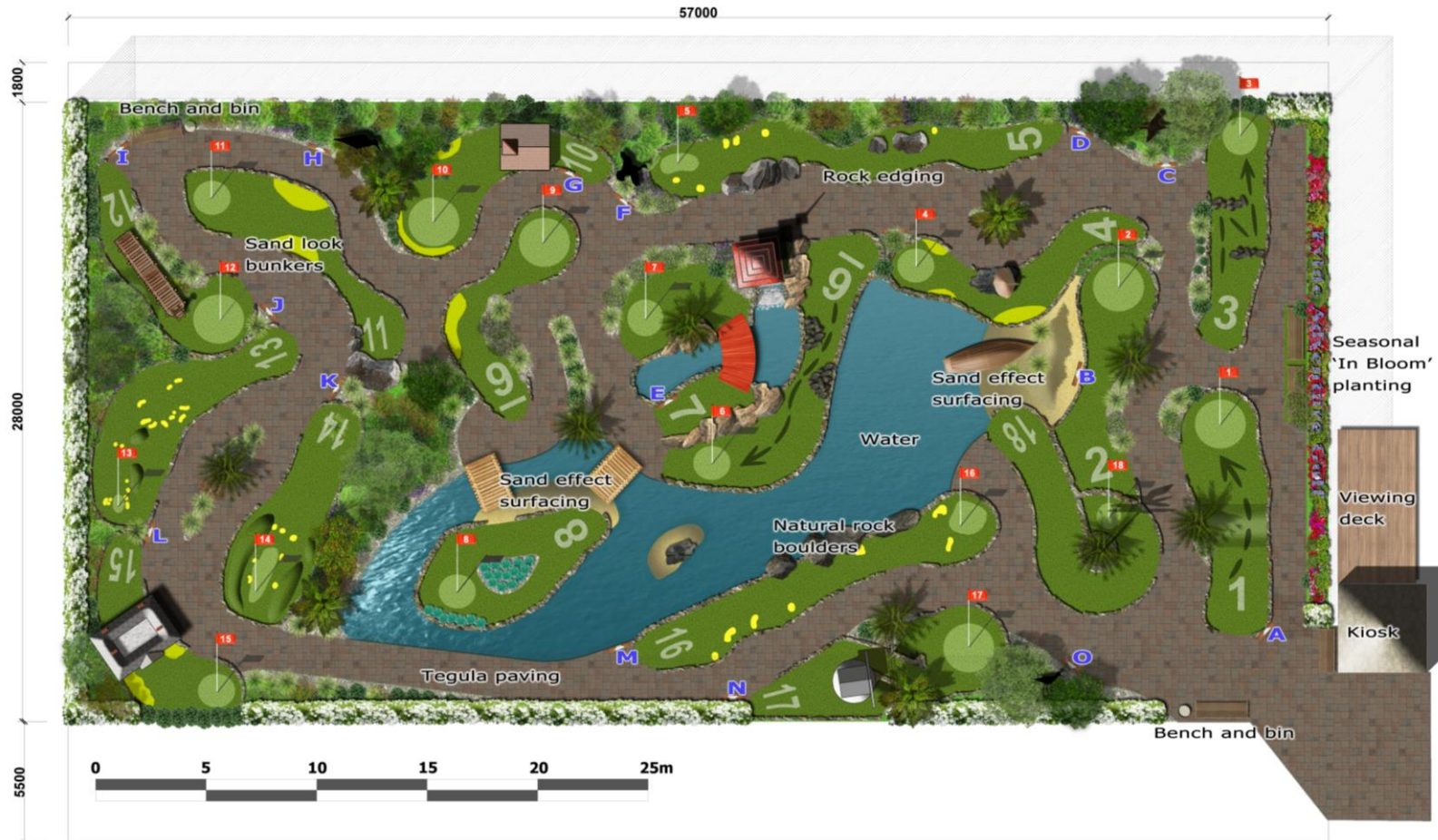
FAIRHAVEN ADVENTURE GOLF – GENERAL ARRANGEMENT PLAN

Interpretation board titles:

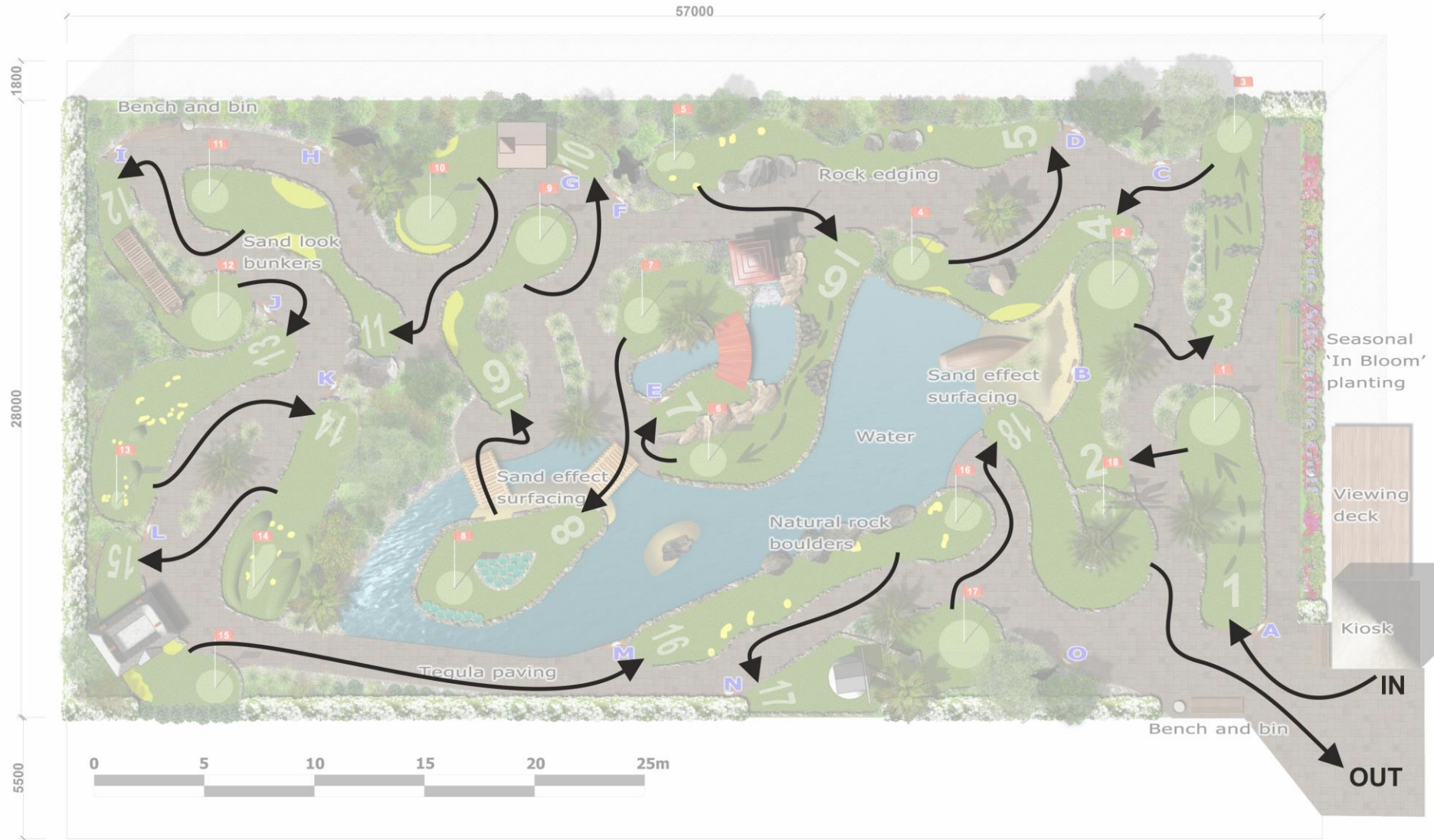
- A. Fylde in Bloom
- B. Fairhaven Lake
- C. Curlew
- D. St Annes Old links (18th Hole)
- E. Japanese Gardens

- F. Mallard
- G. Singleton Fire Station
- H. Oystercatcher
- I. St Annes Pier
- J. Royal Lytham & St Annes (17th Hole)

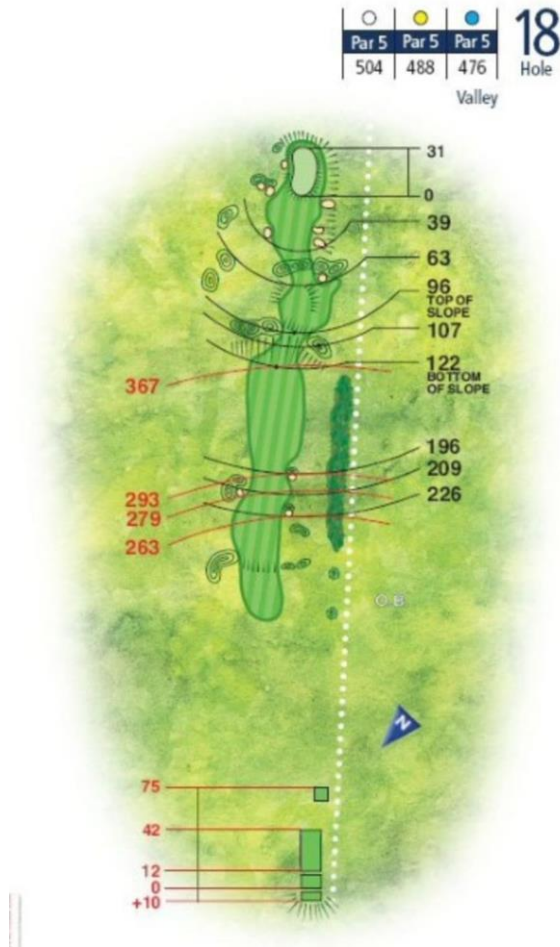
- K. St Annes Old Links (9th Hole)
- L. Lytham Hall
- M. Royal Lytham & St Annes (14th Hole)
- N. Lytham Windmill
- O. Redshank



FAIRHAVEN ADVENTURE GOLF – Course Flow plan



FAIRHAVEN ADVENTURE GOLF – St Annes Old Links Course – Hole layouts



FAIRHAVEN ADVENTURE GOLF – Royal Lytham & St Anne's – Hole layouts

Description

The landing area from the tee is intimidatingly small on this well bunkered fairway. The hole turns left towards an open green protected by bunkers on either side. Don't miss the plaque by the third drive bunker to the left of the fairway - it commemorates the famous second shot of Bobby Jones in the final round of the 1926 Open.

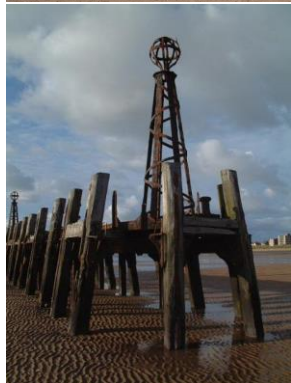
17th Hole

14th Hole

Bobby Jones plaque
On the 17th



FAIRHAVEN ADVENTURE GOLF – Design inspiration reference images



FAIRHAVEN ADVENTURE GOLF – GENERAL ARRANGEMENT – PLANT LIST

Indicative Plant schedule Species

Size & Spec.

Trees

Arbutus unedo	10-12 RB 2.75-3m
Betula lenta	12-14 RB 3-3.5m
Cordylone australis	C25 central main leader
Crataegus laevigata 'Pauls Scarlet'	12-14 RB 3-3.5m
Ilex aquifolium	2-2.5m height RB
Malus 'Royal Beauty'	12-14 RB 3-3.5m
Pinus pinea	3-3.5m height RB
Quercus ilex	12-14 RB 3-3.5m
Sorbus aria 'Lutescens'	12-14 RB 3-3.5m
Sorbus aucuparia fastigiata	12-14 RB 3-3.5m
Sorbus intermedia	12-14 RB 3-3.5m
Pinus mugo	C25, 1-1.2m

Hedges

Escallonia 'Apple Blossom'	C10, 1-1.2m
Griselinia littoralis	C10, 1-1.2m

Shrubs

Betonica officinalis	C3 20-30
Brachyglottis 'Sunshine'	C5 30-40
Cotoneaster salicifolius	C10 30-40
Cytisus × kewensis	C5 30-40
Elaeagnus 'Limelight'	C5 30-40
Euonymus 'Green Rocket'	C3 20-30
Fuchsia magellanica 'Versicolor'	C5 30-40
Genista lydia	C5 30-40
Lavandula angustifolia 'Hidcote'	C3 20-30
Olearia × haastii	C5 30-40
Phlomis chrysophylla fruticosa	C3 20-30
Phormium Maori Queen	C10 70-80
Phormium tenax	C10 70-80
Stachys byzantina 'Silver Carpet'	C3 20-30

Ornamental Grasses

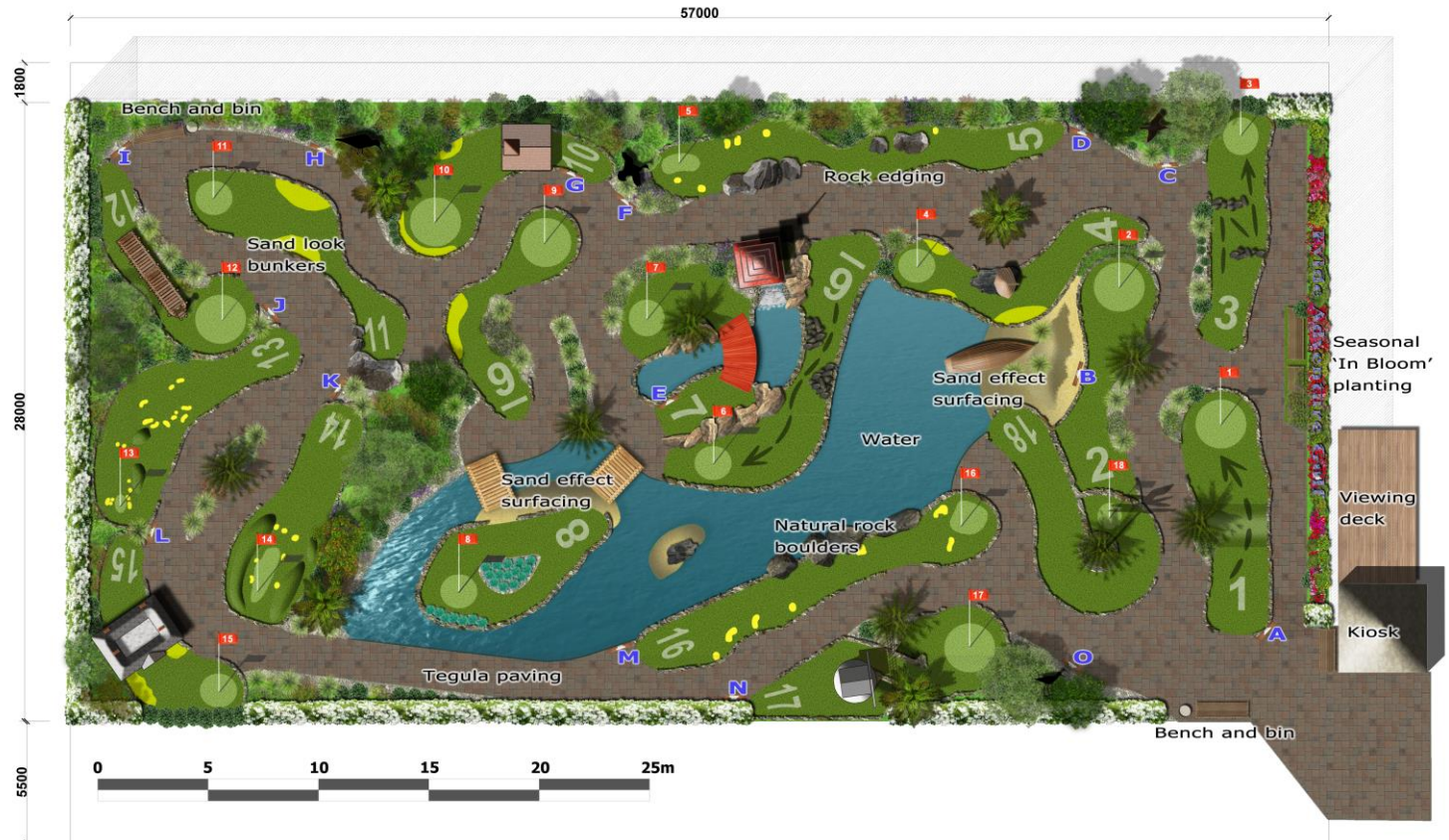
Miscanthus 'Yakushima Dwarf'	C5 30-40
Sesleria caerulea	C5 30-40
Miscanthus sinensis 'Variegatus'	C5 30-40
Molinia caerulea 'Heidebraut'	C5 30-40
Panicum virgatum 'Prairie Sky'	C5 30-40
Miscanthus sinensis	C5 30-40

Perennials

Achillea millefolium	C1, well developed
Armeria maritima 'Alba'	C1, well developed
Armeria maritima	C1, well developed
Artemisia 'Boughton Silver'	C1, well developed
Crambe maritima	C1, well developed
Echinacea purpurea 'Ruby Giant'	C1, well developed
Eryngium bourgatii 'Picos Blue'	C1, well developed
Hylotelephium spectabile	C1, well developed
Iris spp.	C1, well developed
Kniphofia spp	C1, well developed
Limonium platyphyllum 'Violetta'	C1, well developed
Salvia lavandulifolia	C1, well developed
Veronicastrum 'Pink Glow'	C1, well developed

Interpretation board titles:

A. Fylde in Bloom	F. Mallard	K. St Annes Old Links (9th Hole)
B. Fairhaven Lake	G. Singleton Fire Station	L. Lytham Hall
C. Curlew	H. Oystercatcher	M. Royal Lytham & St Annes (14th Hole)
D. St Annes Old links (18th Hole)	I. St Annes Pier	N. Lytham Windmill
E. Japanese Gardens	J. Royal Lytham & St Annes (17th Hole)	O. Redshank



FAIRHAVEN ADVENTURE GOLF – Landscape Planting Palette

Appendix A – Greenspan Projects Design Submission Documents



Appendix A – Greenspan Projects Design Submission Documents

FAIRHAVEN ADVENTURE GOLF – Landscape & Planting Scheme



Appendix A – Greenspan Projects Design Submission Documents

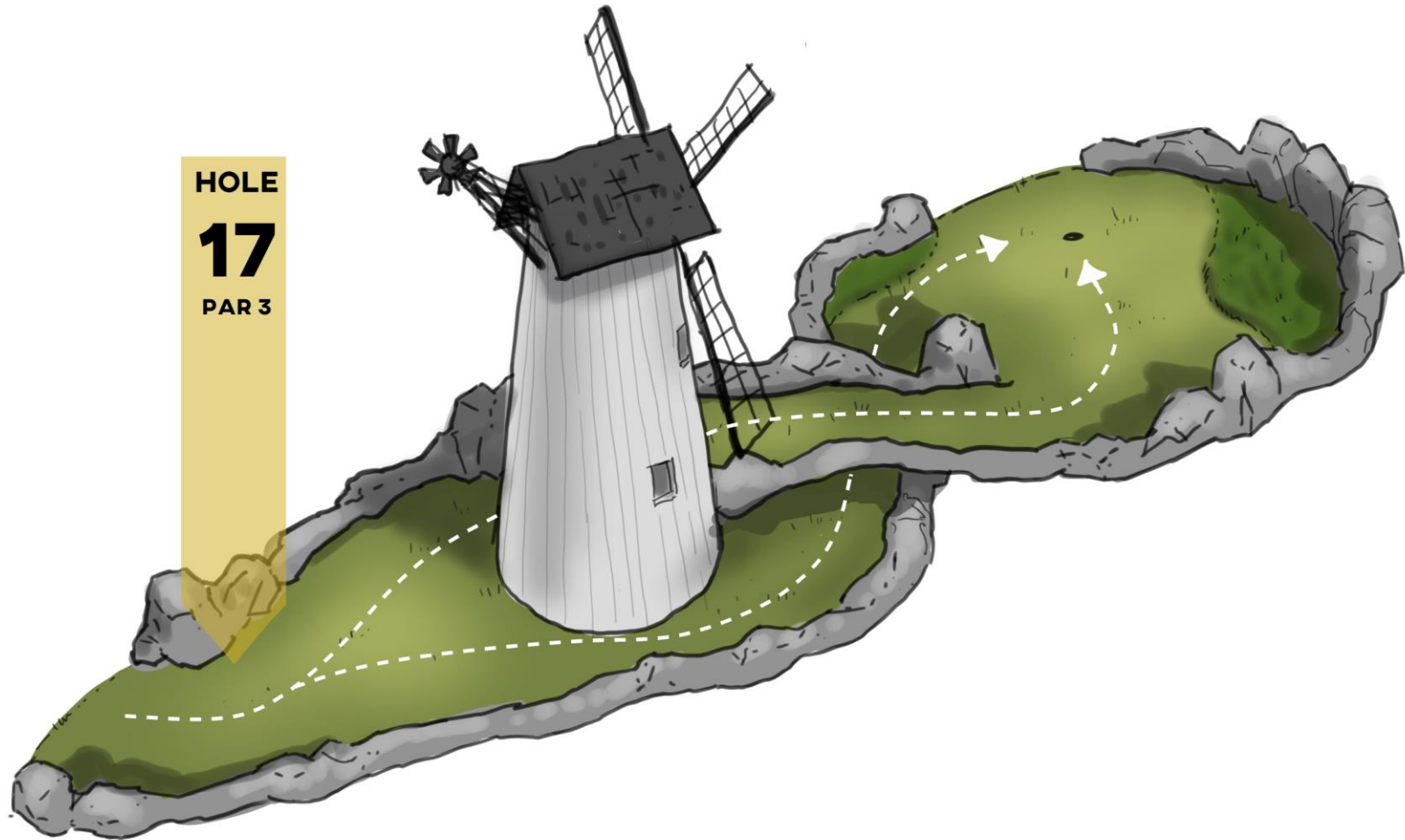
FAIRHAVEN ADVENTURE GOLF – Artists impression 3D visualisation



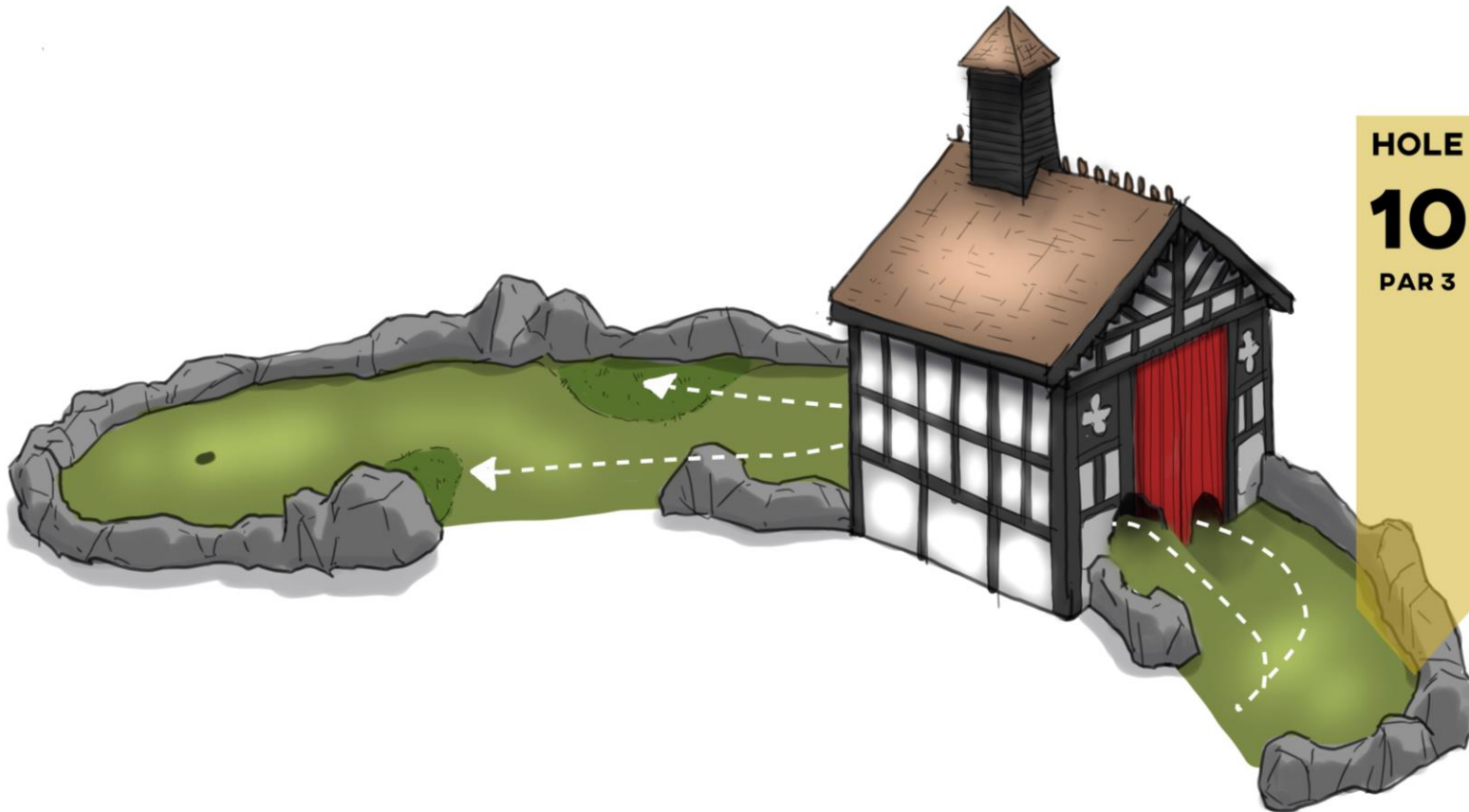
FAIRHAVEN ADVENTURE GOLF – Example Hole design & playability



FAIRHAVEN ADVENTURE GOLF – Example Hole Design



FAIRHAVEN ADVENTURE GOLF – Example Hole Design



WHAT OUR CLIENTS SAY...

“When we first asked Greenspan to look to develop our new outdoor play area, they came out to listen to our ideas and went away and drew up 3D drawings incorporating our thoughts along with original ideas of their own. We chose to use Greenspan because they seemed like a firm we could work with, nothing was too much trouble. The result is we have a fantastic play area called Topsy Turvey Towers which is unique to us and the build quality is second to none.

Owner | Mead Open Farm

”

Greenspan have undertaken a number of projects in the Park including a themed play area, bespoke elevated timber boardwalk with treetop classroom. Whilst each project has provided its unique challenges and complications we have been very impressed with Greenspan's ability to adapt, think outside the box and work to our (tight) deadlines and often specialist requirements. Greenspan work in well with our own site management procedures, and their staff are co-operative and willing to work alongside our own staff when required to do so.”

Building Projects Manager | Marwell Wildlife

"I just want to let you know that we have been very pleased with the team you have sent to Chessington over the past few weeks, they've fitted in well with our own team here. They have been very professional, worked hard, carried out all they've been asked to do and produced great results during this busy time for us. Please pass on my thanks to Phil, Anthony, Bradley, Gregg, William, Ben and Jez for their hard work, help and support."

Landscape Manager | Chessington World of Adventure

“Greenspan have demonstrated a real ability to coordinate both the pre-visualisation and construction of complex projects to a defined budget... allowing us to get a clear understanding of what the eventual product would look like and security that the concepts could be afforded at an early stage. Their project management and on-site teams are especially diligent and worked hard to satisfy our requirements”

Project Manager | Merlin Entertainments

”



ACCREDITATIONS & PARTNERS





Greenspan Projects Ltd | A: Milkmead Farm | Hogwood Lane
West End | Southampton | SO30 3HZ
T: 023 8047 6737 | E: sales@greenspanltd.com | W: www.greenspanltd.com

Cost Build Up Fairhaven

Golf

Hole Construction

Base works grano dust with
concrete edgings mound edgings
and all covered grass edge
treatments

526 m2 £60.00 £31,560.00

Artificial grass holes cups etc glue
tools flags and labour

526 m2 £72.00 £37,872.00

Additional edge treatments

Natural rock edging

360 m £70.00 £25,200.00

Hole Signage

18 nr £120.00 £2,160.00

£96,792.00

£96,792.00

Themed Items

Flyde in Bloom prepare topsoil for
planting

1 nr £576.00 £576.00

Bird Prop - Curlew

1 nr £792.00 £792.00

Replica hole 18 at St Annes Old Links
additional rocks

1 nr £1,576.00 £1,576.00

Japanese Pagoda structure

1 nr £3,960.00 £4,120.00

Theming to the Pagoda

20 m2 £66.00 £1,320.00

Additional rocks to the Japanese
Garden

1 nr £1,576.00 £1,576.00

Bird Prop Mallard

1 nr £792.00 £792.00

Themed fire station Singleton

1 nr £3,830.00 £3,830.00

Theming to the fire station

15 m2 £66.00 £990.00

Bird Prop - Oystercatcher

1 nr £792.00 £792.00

St Annes Pier

5 m2 £448.00 £2,240.00

Replica hole 9 at St Annes Old Links
additional rocks

1 nr £1,576.00 £1,576.00

Replica hole 14 at Royal Lytham and
St Annes additional rocks

1 nr £1,576.00 £1,576.00

Lytham Windmill

1 nr £4,820.00 £4,820.00

Theming to Windmill

20 m2 £66.00 £1,320.00

Lytham Hall

1 nn £4,220.00 £4,220.00

Theming to Lytham Hall

20 m2 £66.00 £1,320.00

Interpretation Boards

15 nr £292.00 £4,380.00

Timber posts

15 nr £152.80 £2,292.00

Bird Prop Redshank

1 nr £792.00 £792.00

Other Items

Sand dunes Bonded resin surface	41	m2	£160.00	£6,560.00
Ball collection box	1	nr	£388.00	£388.00
Bridges 2 nr straight	2	nr	£764.40	£1,528.80
Bridge 1 nr curved	1	nr	£966.00	£966.00
Small boats	2	nr	£888.00	£1,776.00
Signpost	1	nr	£580.00	£580.00
			£52,698.80	£52,698.80

Kiosk and Deck Area

4m x 4m Timber Kiosk	1	nr	£5,640.00	£5,640.00
Installation	1	nr	£1,125.00	£1,125.00
Concrete base 100mm thick	16	m2	£144.00	£2,304.00

Decking

Supply and installation of timber decking	20	m2	£270.00	£5,400.00
			£14,496.00	£14,496.00

M and E Installation

Lighting Bollards	18	nr	£152.00	£2,736.00
Junction boxes	20	nr	£16.91	£338.20
Installation of Bollards	18	nr	£89.00	£1,602.00
Warning Tape	1	nr	£18.00	£18.00
Ducting	300	m	£1.20	£360.00
Installation of ducting	300	m	£1.84	£552.00
SWA cable	300	m	£2.15	£645.00
Installation of cables	300	m	£7.50	£2,250.00

Kiosk

Consumer Unit	1	nr	£180.00	£180.00
Double sockets	3	nr	£18.00	£54.00
Lighting LED 1.5m long	2	nr	£72.00	£144.00
Light switches	3	nr	£18.00	£54.00

Water Pump

Double socket	1	nr	£9.00	£9.00
SWA cable	50	m	£1.44	£72.00
			£9,014.20	£9,014.20

Sound Installation

Amplifier	1	nr	£4,920.00	£4,920.00
Sound per hole	5	nr	£1,068.00	£5,340.00
Labour to install electrical apparatus	1	nr	£3,628.80	£3,628.80
			£13,888.80	£13,888.80

Soft Landscaping

Excavate sub base in planted areas to 300mm depth	206	m2	£10.66	£2,195.96
Disposal of the arisings off site	75	m3	£36.00	£2,700.00
Supply of topsoil to planted areas	75	m3	£57.60	£4,320.00
Installation of the topsoil to planting areas	75	m3	£10.66	£799.50
Prepare for planting	206	m2	£1.40	£288.40
Supply of shrubs for the planting	1	nr	£10,197.00	£10,197.00
Setting out and planting of shrubs	1		£3,060.0	£3,060.00
Supply of trees	12	nr	£120.00	£1,440.00
Planting of trees	12	nr	£108.00	£1,296.00
				£26,296.86

£26,296.86

Fencing

2.4m high mesh fencing to perimeter supply of materials	140	m	£43.20	£6,048.00
Installation of mesh fencing to perimeter	140	m	£45.00	£6,300.00
Supply of double gates	1	set	£1,920.00	£1,920.00
Installation of set of double gates	1	set	£864.00	£864.00
Concrete for the fencing	1	nr	£540.00	£540.00
Post and Rope fencing adjacent to pond	100	m	£54.00	£5,400.00
				£21,072.00

£21,072.00

Site Preparation, external works, drainage and paving

Site set up Heras fencing installation, removal and loading	2	nr	£288.00	£576.00
Scan site for cables etc and mark up				
install health and safety signage	1	nr	£288.00	£288.00
Cut macadam to the boundaries	142	m	£2.91	£413.22
Prepare sub base as necessary	1600	m2	£2.46	£3,936.00
Necessary plant and machinery to ensure drainage occurs	1600	m2	£0.94	£1,504.00
Removal of the waste material off site	120	m3	£36.00	£4,320.00

Block paving 500m2

General tiding of the sub base and compaction	500	m2	£8.73	£4,365.00
Concrete edging to path perimeters	310	m	£32.44	£10,056.40

Tegula paving to pathways less edging area	430	m2	£85.50	£36,765.00	
Kiln dried sand to the surface	430	m2	£3.60	£1,548.00	
Water Area 172 m2					
Excavate to depth 300 mm	60	m3	£10.66	£639.60	
Dispose of the arisings off site	75	m3	£36.00	£2,700.00	
Sand blinding to formation level	172	m2	£9.90	£1,702.80	
Membrane to the sand blinding	172	m2	£2.40	£412.80	
Supply and installation of the liner	172	m2	£16.20	£2,786.40	
Membrane to the sand blinding	172	m2	£2.40	£412.80	
Supply and installation of cover to liner	15	m3	£324.00	£4,860.00	
Placing cover to the liner.	172	m2	£14.40	£2,476.80	
Pump for water feature	1	nr	£3,000.00	£3,000.00	
Filtration to the water area	1	nr	£3,000.00	£3,000.00	
Pipework to the pond area	1	nr	£1,440.00	£1,440.00	
Bubble fountain in the middle of the water space.	1	nr	£600.00	£600.00	
Urban Furniture					
Benches	3	nr	£672.00	£2,016.00	
Bins	2	nr	£708.00	£1,416.00	
				£91,234.82	£91,234.82
Preliminaries					
Design					
CDM / principal designer role	1	nr	1,350.00	£1,350.00	
IJLA design fees	1	nr	1,600.00	£1,600.00	
Studio Forge	1	nr	984.00	£984.00	
Tender Costs	1	nr	1,824.00	£1,824.00	
Design development to golf elements	1	nr	3,800.00	£3,800.00	
Design development to theming elements	1	nr	3,800.00	£3,800.00	
				£13,358.00	
Site Management					
Management of the project	1	nr	20,728.00	£20,278.00	
				£20,728.00	
Health and Safety					
RAMS	1	nr	788.00	£788.00	
Temporary fencing	1	nr	2,104.00	£2,104.00	
Site welfare	1	nr	6,160.00	£6,160.00	
Health and Safety consumables	1	nr	740.00	£740.00	

Site Tidiness	1	nr	1,600.00	£1,600.00
O and M manual	1	nr	1,152.00	£1,152.00
				£12,544.00

Total £46,380.00

£371,873.48 £371,873.48

Overheads and Profit

% overheads and profit.	20 %	£74,374.69	£74,374.69
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Total Cost of the Works		£446,248.17	£446,248.17
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DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	12 MARCH 2020	6
ARTS SERVICE REVIEW WORKING GROUP			

PUBLIC ITEM

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

SUMMARY

This report proposes six recommendations that are the outcome of work undertaken at the latest meeting of the Arts Service Review Member Working Group held in February 2020, that has been nominated by the Tourism and Leisure Committee, to review progress of the Lytham St Anne's Art Collection.

RECOMMENDATIONS

The Tourism and Leisure Committee are requested to support:

1. That Officers continue to work towards achieving accreditation for the art collection under the Arts Council England (ACE) scheme.
2. That Fylde Council should not be responsible for the administration of the Fylde Gallery at Booth's, Lytham.
3. That Officers in line with ACE Accreditation standards, make the collection accessible for a minimum of 20 days per annum for tours / presentations.
4. That Officers work towards continued improvement of the storage of the art collection.
5. That Officers meet with the Arts Service Review member working group to review progress of the governance of the art collection as appropriate.
6. That Officers seek to investigate the options for a feasibility study into gallery space for the Collection.

SUMMARY OF PREVIOUS DECISIONS

Community Focus Scrutiny Committee, 24 July 2014

Review of Fylde Arts Collection

After full consideration of this matter IT WAS RESOLVED to recommend to Cabinet:

1. The endorsement of the Blackpool Fylde and Wyre Cultural Partnership Framework.
2. An interim report being presented to the next Cabinet detailing the work of the Task and Finish Group thus far.
3. Acknowledgement of the excellent work undertaken by the Arts Working Group involving the Friends of the Lytham St Anne's Art Collection, Booths, Lancashire County Council Museum Service Fylde Decorative and Fine Arts Society and the Civic Society and the associated future collaboration/ partnership working with these groups.
4. The feasibility of establishing an appropriate mechanism/ legal framework to enable a management policy for the Arts Collection to be developed.
5. The feasibility of exploring options available to appoint a part time dedicated Arts Development Officer who would be responsible for management of the Arts Collection as part of a wider arts development role and to secure external funding for projects at a level which exceeds the cost of the post.

6. An updated report being presented to December meeting of committee which includes the outcomes of 4 and 5 above.

Cabinet, 24 September 2014

Arts Service Review

In reaching its decision, Cabinet considered the details set out in the report before it and at the meeting and RESOLVED to:

1. Consider and agree the recommendations detailed below of the Community Focus Scrutiny Committee on the interim conclusions and recommendations of the arts collection task and finish group –

1.1 That the Blackpool Fylde and Wyre Cultural Partnership Framework is recommended for endorsement by Cabinet.

1.2 To present an interim report to the next Cabinet detailing the work of the Task and Finish group thus far.

1.3 To acknowledge the excellent work undertaken by the Arts Working Group involving the Friends of the Lytham St Anne's Art Collection, Booths, Lancashire County Council Museum Service Fylde Decorative and Fine Arts Society and the Civic Society. Also, the Group wish to support future collaboration and partnership working with these groups.

1.4 To investigate the feasibility of establishing an appropriate mechanism/ legal framework to enable a management policy for the Arts Collection to be developed.

1.5 To explore the feasibility/options available to appoint a part time dedicated Arts Development Officer who would be responsible for management of the Arts Collection as part of a wider arts development role and to secure external funding for projects at a level which exceeds the cost of the post.

1.6 Officers bring a further report to Community Focus Scrutiny Committee on the outcomes of 4 and 5 above.

2. Request that a further report is prepared and presented to Cabinet setting out the outcomes of the detailed feasibility studies in respect of an arts collection management framework and arts officer post as recommended by Community Focus Scrutiny Committee on the 24th July 2014 at points 4 and 5.

Community Focus Scrutiny Committee, 04 December 2014

Arts Service Review

Following consideration of the matter it was RESOLVED:

1. To note the progress made with the recommendations

2. To involve the appointed Arts Service Task and Finish group at key stages in the process.

Tourism and Leisure Committee, 07 June 2018

Following consideration of the matter it was RESOLVED:

1. The Member Working Group unanimously agreed that Fylde Council should take a more proactive management approach to the management of the art collection. The donation of the artwork is appreciated and Members felt that the Council has a responsibility to manage the collection competently and are recommending that Officers work towards achieving museum accreditation for the collection.

2. The complexities of ownership and potential sale of the collection was discussed in detail as part of this review. Members recommend that all external funding opportunities are explored before any consideration is given to the sale of any artwork, upon which any capital receipt would be solely used for the future management of the collection.

3. The appointed working group are Councillors Little, Akeroyd, Brickles, Chew, Fazackerley, Lloyd, Pitman, Settle, Thomas.

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)	✓

REPORT

BACKGROUND

1. Fylde Council are responsible for artworks which are 'held upon charitable Trust' (Legal Opinion, Moffett 2017), that have been donated over the last 100 years for the benefit of local people.
2. The Corporate Plan 2016 states under A Great Place to Visit to "Offer an arts collection that is available to everyone". The art collection is included in the draft Corporate plan 2020 – 2024.
3. The Council art service collection comprises of:
 - 112 British and Continental oil paintings dating from mid-1600s onward. Mostly 1800s to early 1900s.
 - 86 watercolours and drawings
 - 74 prints and photographs
 - 12 sculptures
 - 20 ivories
 - Furniture and civic regalia
4. A Member Working Group was nominated by the Tourism and Leisure Committee at the meeting of 6 June 2019, comprising: Councillors Cheryl Little, Jayne Nixon, Peter Anthony, Sue Fazackerley, Gavin Harrison, Roger Lloyd, Vince Settle and Ray Thomas to review the management of the Art Collection.
5. The Member Working Group met on 26th February 2020 and was facilitated by the Tourism and Cultural Services Manager, the Director of Development Services and the Collections Development Officer.
6. Comprehensive information about aspects of the collection and an update on progress of Arts Council England (ACE) Accreditation were presented and discussed to ensure that Members were provided with enough information to make recommendations to the Tourism and Leisure Committee.

CURRENT POSITION

7. The working group discussed and evaluated the options of the Fylde Gallery space at Booth's, Lytham:
8. An update on progress towards achieving Arts Council England (ACE) Accreditation was provided by the Collections Development Officer and Members were satisfied with work to date and outstanding work required in order to submit a formal full application for the Lytham St Anne's Art Collection.
9. An update was given on how the Collection could be viewed through tours, Heritage Open Days and other opportunities and that for formal accreditation, this should be for twenty days per year.
10. A tour of the recently refurbished arts storage facility at the Town Hall took place. This facility was as a result of a £50,000 capital investment by Fylde Council. Members were shown two additional adjacent rooms which will be refurbished from existing resources for additional storage of the art collection.
11. A discussion took place as to the governance of the Collection and that the Collections Development Officer should manage the relationships with the Friends Group and third-party suppliers. A Service Level Agreement would be put in place for the Friends, and a contract for services offered would be put in place for Lancashire County Council for their ongoing conservation services. Other third-party suppliers for services related to the arts service would be procured in line with existing Council standards.
12. The group highlighted an interest for an art gallery to display the Lytham St Anne's Art Collection and requested that Officers seek to investigate the options for a feasibility study into such a facility.

CONCLUSION

13. The Member Working Group unanimously agreed that Fylde Council should continue through the Collections Development officer to progress an application to Arts Council England, for formal accreditation of the Lytham St Anne's Art Collection.
14. The Member Working Group unanimously agreed that Fylde Council should not be responsible for the administration of the Fylde Gallery at Booth's, Lytham and that contact should be made with the management of Booth's with a view to them exploring alternative bodies or uses for the space.
15. The Member Working Group unanimously agreed that the Collection should be made accessible for the minimum required 20 days per year to fulfil access requirements of the accreditation standards.
16. The Member Working Group agreed that additional storage facilities for the Collection should be improved and that two further rooms in the basement should be refurbished. These will be from existing resources.
17. The Member Working Group agreed that the Collections Development Officer should manage an Officer led Collections Working Group for ongoing support, plus also the manage relationships with the Friends Group and third-party suppliers. The Member Working Group would meet as appropriate to make recommendations to the Tourism and Leisure Committee.
18. The Member Working Group requested that Officers seek to investigate the options for a feasibility study into a gallery space for the Collection.

IMPLICATIONS	
Finance	There are no financial implications arising directly from this report
Legal	None arising from this report
Community Safety	None arising from this report
Human Rights and Equalities	None arising from this report
Sustainability and Environmental Impact	None arising from this report
Health & Safety and Risk Management	None arising from this report

LEAD AUTHOR	CONTACT DETAILS	DATE
Tim Dixon	tim.dixon@fylde.gov.uk 01253 658436	February 2020

BACKGROUND PAPERS		
Presentation to working group	26 February 2020	https://fylde.cmis.uk.com/fylde/MeetingsCalendar/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/1119/Committee/18/Default.aspx
Community Focus Scrutiny Committee	24 July 2014	http://www.fylde.gov.uk/meetings/details/1177
Cabinet	24 September 2014	http://www.fylde.gov.uk/meetings/details/1188
Community Focus Scrutiny Committee	04 December 2014	http://www.fylde.gov.uk/meetings/details/1180
Tourism and Leisure Committee	07 June 2018	https://fylde.cmis.uk.com/fylde/MeetingsCalendar/tabid/70/ctl/ViewMeetingPublic/mid/397/Meeting/1044/Committee/18/Default.aspx

There are DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
RESOURCES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	12 MARCH 2020	7
OUTSIDE BODY ADDITION - PARK VIEW 4 U			

PUBLIC ITEM

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

SUMMARY

The report provides details of a request to include the Park View 4 U Group on the list of Outside Bodies for Fylde Council. The formalisation of the body has emerged from the discussions between the Council and the local group with a view to having a Council representative attending the Park View Trust meetings. The committee are also asked to recommend a mutually acceptable and appropriate representative on behalf of Fylde Council in the event that the Park View 4 U is established as an outside body.

RECOMMENDATIONS

1. The committee recommend to Full Council that the Pak View 4U Group is added to the approved list of Outside Bodies for Fylde Council.
2. The committee nominate an appropriate elected member for Full Council to approve as the representative on Park View, if it is accepted on the Outside Bodies list.

SUMMARY OF PREVIOUS DECISIONS

There have been no previous decisions for this proposed Outside Body.

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)	✓

REPORT

1. Members of the committee will be fully aware of the work that Park View 4 U have undertaken over the years. The Council has been approached about the feasibility of Park View 4 U being recognised as a formal outside body with a view to having a Council representative attending the Park View Trust meetings
2. An overview of the role of Park View 4 U will be outlined at the meeting.

3. The committee are asked to recommend a mutually acceptable and appropriate representative on behalf of Fylde Council in the event that the Park View 4 U is established as an outside body.

IMPLICATIONS	
Finance	There are no financial implications arising from this report
Legal	None as a result of this report
Community Safety	None as a result of this report
Human Rights and Equalities	None as a result of this report
Sustainability and Environmental Impact	None as a result of this report
Health & Safety and Risk Management	None as a result of this report

LEAD AUTHOR	CONTACT DETAILS	DATE
Paul Walker	01253 658491	Feb 20

BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
NA	NA	www.fylde.gov.uk

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	12 MARCH 2020	8
EVENTS SUPPORT FUNDING			

PUBLIC ITEM

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

SUMMARY OF INFORMATION

An annual revenue budget of £8,000 is in place to provide support for third party events around Fylde.

At the Tourism and Leisure Committee on 8th Nov 2018 it was recommended that the current budget of £8,000 per annum to support third party events was to remain unchanged, but should be reviewed again in 2020 / 2021

Applications from event organisers must meet a set of desirable criteria for the allocation of these funds described below. Upon receipt of an application form for event funding via the [website](#), the event funding application is assessed and discussed with the Chair of the Tourism and Leisure Committee and relevant Officers. The criteria for accessing this budget are whether the event is innovative and / or provides tourism related benefits to the borough. Factors to be considered are: The number of participants anticipated at the event, the number of spectators anticipated, the approximate percentage of these who would be Fylde residents as opposed to visitors to the Borough, the level and type of media coverage planned (local/ regional/ national/ international), the number of participant “bed nights” anticipated, the overall estimated “value to the Borough” of holding the event / attraction (whether this be financial or otherwise).

The events support budget is also used for a small number of one-off allocations – e.g. World War One Hundredth Anniversary event.

Examples of events that this budget has recently supported include:

1. Mini sand yachting event 2019 – St Anne’s. Assisting with a regatta weekend April 2019 and providing banners and toilets for North Beach Car park, St Anne’s for participants in the event.
2. The Fylde Rural and Farming Show – Treales. Assisting with signage and logistical support to the event.
3. Out of the Woods – Park View, Lytham – May 2019 – promoting a sustainable and environmentally friendly approach to living, with partner organisations and how to interact with public space from an environmental angle.
4. Kirkfest – a start-up music festival in Kirkham in 2017 and 2018 by locally based event organisers. Unfortunately, the event didn’t take place in 2019.
5. The Big Picnic – Fairhaven Lake – a one day family event of activities and entertainment. Assisting with signage and materials. The event will take place again in 2020 (year 3).

Event organisers are asked to ensure that the support received from Fylde Council is clearly highlighted in any publicity and communication pre, during and post event. Funding is available for up to three years if required, on

a depreciating model to support an event which may be in its infancy and the funding would support self-sustainability of the event in the long term

Policy link – [Fylde Council Events Policy](#)

SOURCE OF INFORMATION

Tim Dixon, Tourism and Cultural Services Manager, Fylde Council.

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

To update the Tourism and Leisure Committee on the events funding support that Fylde Council operates

FURTHER INFORMATION

Contact Tim Dixon, Tourism and Cultural services Manager 01253 658 436 tim.dixon@fylde.gov.uk

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	12 MARCH 2020	9
FAIRHAVEN HERITAGE LOTTERY PROJECT UPDATE			

PUBLIC ITEM

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

SUMMARY OF INFORMATION

Main Works Contract (Heritage Buildings and Landscapes)

1. A new design team has been procured who are currently undertaking a revised design exercise to bring the scheme back within budget. The revised scheme will be presented to stakeholders for their approval by the end of April 2020, before release of the tender documents to the market in early summer 2020.

Adventure Play Area

2. Playdale Playgrounds are currently on site installing the Adventure Play equipment. The works are on target to be complete for Easter 2020.

Adventure Golf

3. A decision item report has been prepared for the Tourism & Leisure Committee and is an agenda item on this Committee as a Decision item.

Lake Dredging

4. Further sediment samples have been taken in the dunes and the lake in order to determine whether a pilot project in the park is required as part of the planning conditions for the proposed lake dredge, as described in the previous Information Item reports. Results are currently being analysed and a report being prepared to advise the planners over the recommended next steps.

SOURCE OF INFORMATION

Charlie Richards, Fairhaven Project Officer

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

A request was made at the Tourism & Leisure Committee held on the 7th September 2017 for a regular information item to be presented to the Committee.

FURTHER INFORMATION

Contact – Charlie Richards, Fairhaven Project Officer, 01253 658472, charlie.richards@fylde.gov.uk

Contact – Mark Wilde, Head of Tourism, Leisure and Cultural Services, 01253 658475, mark.wilde@fylde.gov.uk