

REPORT



REPORT OF	MEETING	DATE	ITEM NO
CHIEF EXECUTIVE	COUNCIL	8 TH JUNE 2009	7

SUBMISSION OF THE FYLDE COAST MULTI-AREA AGREEMENT (MAA)

Public Item

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

Summary

The Council has previously endorsed the work on the Fylde Coast MAA and is now asked to consider the further work that has been undertaken by the Fylde Coast Council's on the MAA, which has been developed to tackle the key issues to support the future economic performance of the Fylde Coast.

Recommendations

1. To approve the submission of the Multi-Area Agreement on behalf of the Council.

Report

1. A multi-area agreement (MAA) is designed to be a cross-boundary local area agreement (LAA). They bring together key players in flexible ways to tackle key economic issues that are best addressed in cross-boundary partnerships at a sub-regional level. The work on the Fylde Coast MAA has previously been endorsed by the Council (Ref. Minute No. 76, January 2008).
2. The Fylde Coast MAA has been developed by Blackpool Council, Fylde Borough Council, Wyre Borough Council and Lancashire County Council. It has been developed through meetings of the Leaders and Chief Executives and key officers being identified as leads within the Councils. A joint Scrutiny Committee has also met and discussed the developing Agreement.

3. The Fylde Coast MAA has recognised the need to act together to address our key opportunities for improved economic performance that it has recognised can only be effectively tackled at a sub-regional level. It has undertaken research to identify what are the main issues that are blocking progress in these areas and what actions can be explored through the MAA and the potential results. This has led to the MAA being titled 'Unlocking the Opportunity'.
4. The MAA outlines the key objectives that it wishes to pursue to support delivery of the opportunities and then through specific actions lists the support (known as 'asks') that is needed either by an agreed commitment from a Central Government Department, Government Office North West, the North West Development Agency or through Fylde Coast partners working together.
5. The opportunities identified within the MAA are:-
 - Improving our transport infrastructure to support economic growth.
 - Growing, diversifying and enhancing the quality of the Fylde Coast business base.
 - Better developing our people's skills and employment prospects.
 - Tackling our fundamental housing issues.
 - Sustaining and improving the Fylde Coast visitor economy and creating a high quality cultural experience.
 - Protecting our coast and taking maximum advantage of the associated public realm.
 - Securing the support of Government and its Agencies to a transformational package of investment priorities for Blackpool.
6. The MAA was submitted as a first working draft in late March to the Department for Communities and Local Government who undertake co-ordination of the process on behalf of Government. Since then a series of negotiation meetings and communications have refined the final draft that is referred to in this report. The draft MAA will require sign-off by the Government, which it is hoped will occur during the summer.
7. A summary of the detailed Fylde Coast MAA Priorities, Objectives and Specific Actions that have been discussed are attached at Appendix One. These are still subject to negotiation and the Council will be updated should there be any further changes.
8. The governance arrangements that have been proposed for the subsequent implementation of the MAA will consist of a Leaders Board, comprising of the political leaders of the four authorities, supported by a Chief Executives group drawn from the four authorities. Consideration is being given to the broadening of this latter group through the involvement of the private sector to create an 'Operational Board' responsible for the delivery of this MAA. There is also an overview and scrutiny body for the Leaders Board – again, drawing

members from the four authorities. The local delivery vehicles for the MAA are in many cases already existing and will be subject to further discussion.

9. It should be noted that the adoption of the MAA does not take away individual decision making rights or responsibilities that rest with each of the partner authorities.
10. A similar report is being considered by Wyre and Blackpool Borough Councils and by Lancashire County Council on or around the 8th June.

Report Author	Tel	Date	Doc ID
P Woodward	(01253) 658500	May 2009	H/Council/SpecialJune09

List of Background Papers		
Name of document	Date	Where available for inspection
MAA	May 2009	Via www.fylde.gov.uk

IMPLICATIONS	
Finance	Support for the development of the MAA has been funded through the Regional Innovation and Efficiency Partnership (RIEP) and Team Lancashire. The MAA will act as a vehicle through which future streams of external investment are channelled.
Legal	None arising directly from this report.
Community Safety	None arising directly from this report.
Human Rights and Equalities	None arising directly from this report.
Environmental Sustainability	None arising directly from this report.
Health & Safety and Risk Management	None arising directly from this report.

Attached documents

1. Appendix One – MAA key objectives and “Breakthroughs”

The Draft Fylde Coast Multi-Area Agreement

‘Unlocking the Opportunity’

Our Proposal to Government

**Working Draft of Breakthroughs – 1st June 2009
(NB – may be subject to some revisions)**

Securing the commitment of Government and its Agencies, to helping Blackpool respond in an effective way to the scale of the challenges faced by this important UK resort town – Breakthrough One

Objective 1 To reverse the decline of one of the UK's premier resort towns			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
<p>Government (led by CLG/GONW), the NWDA, the HCA and ReBlackpool to continue current discussions, in order to reach a mutually acceptable way forward on:</p> <ul style="list-style-type: none"> • the form and terms of an additional commitment to Blackpool, • the principles concerning a new Fylde Coast EDC, and • a new sub regional planning focus to act as the catalyst for transformation of this important UK resort town and the wider functional economic area. 	<p>Government (led by CLG/GONW), NWDA, HCA, Fylde Coast Partners</p>	<p>Within 3 months</p>	<p>Yes</p>

Improving our transport Infrastructure to support economic growth – Breakthrough Two

Objective 1 Secure investment for critical road improvements			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
The Highways Agency will work with the Fylde Coast MAA Partners to develop short and medium term proposals for the A585 that make the best use of resources, from both public and private sector sources, to best support the sustainable economic and social development of the Fylde Coast whilst tackling climate change.	DfT, Highways Agency, Fylde Coast Partners	<ul style="list-style-type: none"> Discussions to start immediately Memorandum of understanding on joint working within 3 months Develop short and medium term proposals - ongoing 	Yes – No 1
The Highways Agency will work in partnership with Fylde Coast MAA partners as they evaluate the strategic need for the M55 to Norcross Link (Blue Route) [NB – HA comment – wouldn't this happen anyway?]	DfT, Highways Agency, Fylde Coast Partners, NWDA	Within 12 months	Yes – No 2
Objective 2 Secure investment for substantial improvements in public transport			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
DfT will work with Fylde Coast MAA Partners and Network Rail to investigate how the South Fylde line can perform a stronger role in delivering improved accessibility and how this can integrate with potential extension of the tramway network.	DfT, Network Rail, Fylde Coast Partners	Within 12 months	Yes – No 1
DfT will engage with Fylde Coast MAA partners and Network Rail to explore how the former rail link from Poulton to Fleetwood can play a role in delivering enhanced connectivity for commuters on this corridor.	DfT, Network Rail, Fylde Coast Partners	Within 6 months	Yes – No 2
DfT and Network Rail to engage with the Fylde Coast MAA partners to progress the economic regeneration in the environs of Blackpool North Station and the establishment of a modern multi modal interchange through the Talbot Gateway project.	DfT, Network Rail, Fylde Coast Partners	Immediately	Yes – No 3
DfT to engage with Fylde Coast MAA Partners and Network Rail to establish how rail accessibility can be improved between Blackpool and other key national and regional centres.	DfT, Network Rail, Fylde Coast Partners	Within 18 months	Yes – No 4

Objective 3 Co-ordinate joint transport planning and access to regional funding allocations			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
Align Local Travel Plans across the four Fylde Coast authorities to encourage a consistent and joined up focus on delivering local transport	Fylde Coast Partners	Immediately	-
<ul style="list-style-type: none"> Develop a memorandum of understanding on development proposals of sub-regional significance; Align the timescales for the implementation of Local Development Frameworks across the Fylde Coast; Bring together a combined core strategy for the Fylde Coast. 	Fylde Coast Partners	<ul style="list-style-type: none"> 6 months 12 months 2014/15 	
Fylde Coast Partners to agree the key future transport infrastructure projects for the Fylde Coast and feed this into sub-regional discussions, shaping the RFA.	Fylde Coast Partners	For development	-
Build capacity for joint working at the political and officer level across the Fylde Coast	Fylde Coast Partners	For development	-
Link the work of the Blackpool Travel Plan Partnership and Lancashire Travel Plan Partnership across the Fylde Coast to include an enhanced focus on recognizing travel planning.	Fylde Coast Partners	For development	-
Objective 4 Develop Blackpool airport			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
BERR will explore with Fylde Coast MAA Partners mechanisms to promote a development strategy for Blackpool Airport in order to recognize passenger throughput and business opportunities.	BERR, Fylde Coast Partners	Within 12 months	Yes
Objective 5 Improve the visitor offer			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
Build on Blackpool's status as a Cycling Town to develop a network of routes across the Fylde Coast	Fylde Coast Partners	For development	-
Undertake joint work aimed at improving the travel experience to and from the Fylde Coast for our visitors. In part this may include improved signage and direction linked to identity of place.	Fylde Coast Partners	For development	-

Growing, diversifying and enhancing the quality of the Fylde Coast business base – Breakthrough Three

Objective 1 Develop strategic employment sites on the Fylde Coast			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
NWDA and Fylde Coast Partners to explore innovative solutions and incentives to develop key sites such as Hillhouse International Business Park and other employment sites such as the Bae Systems site at Warton, recognizing the strategic importance of the aerospace sector to the Fylde Coast economy and actively promoting knowledge transfer across the local economy.	Detailed discussions – NWDA Support on policy issues to be provided by BERR/DECC	January 2010	Yes
Objective 2 Maintain and secure additional public sector employment			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
Fylde Coast Partners to work with OGC and HMT to develop an appropriate strategy around public sector relocations, harnessing the employment growth potential of public sector jobs within the Fylde Coast to narrow the skills and GVA deficit of the area.	OGC/HMT/Fylde Coast Partners	July 2010	Yes
Objective 3 Secure investment for new growth sectors			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
BERR/DECC respectively and the NWDA to work on a joint basis with Fylde Coast Partners to pilot specific initiatives to test the following new policy areas – <i>Building Britain's Future- New Industries New Jobs & the Low Carbon Industrial Strategy</i> , specifically exploring opportunities of developing sustainable forms of energy and renewable technology in order to maximize the potential of the Fylde Coast's unique geographical make-up.	BERR/DECC/NWD A	March 2010	Yes - =
Fylde Coast partners to supply BERR with evidence of lack of broadband provision as an economic barrier and a market failure, BERR to respond on options for facilitating a solution.	Fylde Coast partners/BERR	January 2010	Yes - =

Objective 4 Coordinate business development strategy			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
Develop Fylde Coast economic intelligence capability to feed the economic Masterplan	Fylde Coast Partners	<i>October 2009</i>	
Develop a sub regional economic Masterplan that aligns with the spatial development framework	Fylde Coast Partners	<i>October 2009</i>	
Fylde Coast Partners will work with the NWDA to agree priorities and alignment of issues into the Economic Strategy feeding into the Regional Strategy (RS).	Fylde Coast Partners/NWDA/LE P	January 2010	Yes
Objective 5 Provide a coherent framework for functional economic area investment			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
Secure business support mechanisms to enable businesses to innovate and to bring forward new ideas and products that can be exploited to the advantage of the local/regional and national economy.	Fylde Coast Partners/NWDA/LE P	February 2010	Yes
Develop and deliver an integrated approach to investment across the Fylde Coast, through a Joint Investment Framework agreed between key partners that focuses on the following key priorities: <ul style="list-style-type: none"> • Rural Key Centres; • Inward Investment; • Business incubation; • Farming Diversity; • Food & Produce Production. 	Fylde Coast Partners/NWDA/LE P	July 2010	Yes
Review the current level of investment in diversification of the rural economy and particularly in rural industries and job creation.	Fylde Coast Partners/NWDA/LE P	March 2010	Yes
Review the effectiveness and take up of public funded business support in the Fylde Coast including monitoring and evaluating Business Start Up Funding.	Fylde Coast Partners/ Business Link/ NWDA	July 2010	Yes

Objective 6 Exploit the role of culture in driving the economy			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
Explore in more detail the potential growth of culture, sport and the visitor economy to business growth, health and quality of life on the Fylde Coast linked to the National Living Places initiative.	Fylde Coast Partners	July 2010	

Better developing our people's skills and employment prospects – Breakthrough Four

Objective 1 Invest in the skills infrastructure			
Specific Actions	Organisational Responsibility	Timescales/Milestones	Priority for Summer Sign-off
Government to recognise the strong educational need at tertiary level to improve participation rates and the regeneration potential of locating the response to this need near the town centre of Blackpool. Government to also recognise the huge potential relating to housing, regeneration and future skills of responding to these needs in the short term.	DIUS, DCSF	immediately	Yes
Objective 2 Drive up the skills base			
Specific Actions	Organisational Responsibility	Timescales/Milestones	Priority for Summer Sign-off
Government to support the principle of pilot status and associated funding to establish a Studio School in Blackpool,	DIUS, DCSF	Within 12 months	Yes
Develop public/private partnership to link skills with businesses including apprenticeships schemes	Fylde Coast Partners	For development	-
Develop a Skills and Employment Strategy for the Fylde Coast with a view to seeking section 4 powers in order to influence the LSC and SFA	Fylde Coast Partners	For development	-
Audit the provision of, and demand for, skills.	Fylde Coast Partners	For development	-

<p>Objective 3</p> <p>Reduce worklessness</p>			
Specific Actions	Organisational Responsibility	Timescales/Milestones	Priority for Summer Sign-off
<p>Allow Fylde Coast partners to co-commission Flexible New Deal on a Fylde Coast footprint. This would enable a flexible and responsive local approach. Solutions have worked well in Blackpool such as the Blackpool Build Up scheme funded through LEGI. Whilst it is recognized that there cannot be a simple transference of funding from FND to these projects the co-commissioning body would seek to learn lessons from such projects to inform contracts and commissioning for the locality.</p>	DWP	within 12 months	Yes

Tackling our fundamental housing issues – Breakthrough Five

Objective 1 Improving housing affordability, quality and sustainability			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
Commit to the Fylde Coast being among the first areas in the North West to undertake a “single conversation” with the Homes and Communities Agency, leading to the development of an agreed programme of funding from the HCA for the Fylde Coast.	CLG/HCA	December 2009	Yes
Explore the benefits of the Fylde Coast being a New Communities Fund pilot area.	CLG/HCA	July 2009	Yes
Review the evidence base and progress in delivering the Central Lancashire and Blackpool Growth Point, particularly to support the accelerated delivery of new homes through regeneration in inner Blackpool. Develop a memorandum of understanding on the alignment of core strategies.	CLG/HCA	December 2009	-
Objective 2 Tackling concentrations of the very poor quality private rented sector and associated deprivation			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer Sign-off
Review the current principle of a single Broad Rental Market Area for the Fylde Coast to enable Local Housing Allowance to be set to cover smaller areas. This would ensure access to appropriate housing while also reducing the financial incentive to convert properties into houses in multiple occupation in deprived inner neighbourhoods.	DWP	July 2009	Yes
Support the introduction of selective licensing in small areas of inner Blackpool and Fleetwood to enable effective enforcement and control in areas dominated by extremely poor quality private rented sector properties. The schemes would require that rent (and therefore a new Housing Benefit claim) is only payable for private rented accommodation that is licensed in accordance with the scheme.	CLG	Agreement in principle that selective licensing schemes are required - October 2009 Approval of detailed scheme proposals - December 2009	Yes

Sustaining and improving the Fylde Coast visitor economy and creating a high quality cultural experiences – Breakthrough Six

Objective 1 To Improve Visitor Service			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer sign off
Pursue a Fylde Coast ' <i>Invest in the Best</i> ' initiative to raise standards of visitor accommodation and customer service. This will include an investment programme that takes up to 250 businesses into the relevant quality accreditations schemes and an associated <i>Welcome to the Fylde Coast</i> training programme. The training will be a blend of local product knowledge and customer service, and target 5,000 front line employees across the hospitality, retail transport, tourism and culture sectors.	DCMS,. (Lancashire and Blackpool Tourist Board to deliver) NWDA, People First	March 2010	Yes
Within a context of a new Fylde Coast Visitor Economy framework, prioritise the Fylde Coast as a NW cultural brand.	NWDA	2009	Yes
The RDA to support key tourism products including strategic visitor experiences and the development of small attractions. Strategic experiences include the public realm 2012 improvements at Lytham St Anne's; Fleetwood Waterfront Sea Change project, classic resort accreditation for Lytham St Anne's and the Blackpool V&A project. An attractions development fund will help grow the plethora of existing small entrepreneurial businesses, improving their quality to Taste Lancashire and VAQAS accredited standards as well as linking to the Visit Britain code of practice, whilst release valuable match funding.	DCMS/NWDA	March 2010	Yes
Develop the Fylde Coast as a vibrant and 'happening' by introducing a world class 365 events programme that is effectively marketed as well as developing the legacy of traditional local events and cultural festivals, as well as the forthcoming Cultural Olympiad.	DCMS/ NWDA	To be developed	
Objective 2 To improve Visitor Management			
Specific Actions	Organisational Responsibility	Timescales/Mile stones	Priority for Summer sign off
Work with relevant agencies to develop a Fylde Coast Visitor Economy framework, around the agendas for place-making local distinctiveness to enable better visitor management, product development and target marketing	NWDA and Fylde Coast Partners	March 2010	Yes

Adopt the <i>Partners for England</i> Charter across the Fylde Coast authorities to ensure coordinated, consistent and complementary approaches to destination management	Fylde Coast Partners	To be developed	
Objective 3 To improve Visitor Awareness			
Specific Actions	Organisational Responsibility	Timescales/ Milestones	Priority for Summer sign off
Work with existing agencies to create new marketing campaigns, to improve the profile and image of the area and harmonise and to co-ordinate marketing activity across the Fylde Coast in line with LBTB attack/thematic branding	DCMA / NWDA / LBTB	To be developed	
Harmonise approaches to the provision of visitor information in accordance with both the regional visitor information framework and the Visit England official partners programme and develop the Fylde Coast as a digital destination, championing technological approaches to destination management, countryside discovery and visitor orientation.	DCMS/ NWDA and regional cultural agencies Fylde Coast Partners	To be developed	
Objective 4 Co-ordinate the Fylde Coast cultural economy			
Specific Actions	Organisational Responsibility	Timescales/Milestones	Priority for Summer sign off
Develop a Fylde Coast Cultural strategy which aims to improve the profile and performance of the leisure services and the cultural economy	Fylde Coast Partners	Appraise the options for further collaborative working on the Fylde Coast by March 2010.	
Build capacity for strategic planning, development and delivery of the Cultural Strategy across the four authorities.	NWDA and regional cultural agencies	To be developed	
Objective 5 Enhance destination management to the Coast and waterfronts			
Specific Actions	Organisational Responsibility	Timescales/Miles tones	Priority for Summer sign off
Develop a 'Coast' element of the joint investment plan to include projects for animating the Fylde Coast through significant investment into	Fylde Coast Partners / NWDA	To be developed	

heritage, culture and sporting assets including the promenades, a coastal cycleway, the NW coastal trail, public art, cutting edge digital content, street furniture linking through 'inland piers' to local communities	/Defra		
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Protecting our coast and taking maximum advantage of the associated public realm – Breakthrough Seven

Objective 1 Complete the remaining coastal defence work along the Fylde Coast			
Specific Actions	Organisational Responsibility	Timescales/Milestones	Priority for Summer Sign-off
Allocate core funding for the coastal defence works along the Fylde Coast (at Rossall, Anchorholme and Fairhaven), in accordance with the Environment Agency's emerging contributions policy, and intrinsically link to environmental enhancement works to enable implementation in a phased manner in accordance with a single framework contract	DEFRA, ENVIRONMENT AGENCY, NWDA, Fylde Coast Partners	6 MONTHS	Yes
Objective 2 Explore the potential for the Fylde Coast to be an 'area of opportunity' for large scale investment in renewable energy along the Fylde Coast			
Specific Actions	Organisational Responsibility	Timescales/Milestones	Priority for Summer Sign-off
NWDA to lead negotiations with DECC to develop a business case for a capacity study to explore the potential for developing renewable energy initiatives (including wind, wave and tidal power) on the Fylde Coast.	DECC, NWDA, Fylde Coast Partners	6 MONTHS	Yes