

Policy Development Scrutiny Committee



Date	15 July 2010
Venue	Town Hall, St Annes
Committee members	Councillor Fabian Craig-Wilson (Chairman) Councillor Kiran Mulholland (Vice-Chairman) Dawn Prestwich, Ben Aitken, Kath Harper, Patricia Fieldhouse, Richard Fulford-Brown, Leonard Davies, Howard Henshaw, Elizabeth Oades,
Other Councillors	Cheryl Little
Officers	Allan Oldfield, Tracy Scholes, Christine Miller, Darren Bell, Paul Drinnan, Annie Womack
Others	

1. Declarations of interest

Members were reminded that any personal/prejudicial interests should be declared as required by the Council's Code of Conduct adopted in accordance with the Local Government Act 2000.

2. Confirmation of minutes

RESOLVED: To approve the minutes of the Policy Development Scrutiny Committee meetings held on 20 May 2010 as a correct record for signature by the chairman.

3. Substitute members

The following substitutions were reported under council procedure rule 22.3:

Councillor Dawn Prestwich for Councillor Brenda Ackers

Councillor Kath Harper for Councillor John Davies

4. Fairhaven Lake - Masterplan

This report was presented to the committee by Mr Paul Drinnan (Head of Regeneration and Tourism), and Mr Darren Bell (Head of Leisure Services). The report concerned the development of a Landscape Master Plan for

Fairhaven Lake and Gardens, and outlined the procurement process to engage a specialist lead consultant to lead the commission and pull together the master plan and associated work.

Mr Drinnan gave the committee some strategic context for the project and spoke about the Council adopting a strategic approach to the future conservation, protection and development of Fairhaven Lake and Gardens as a leisure facility, building on the natural biodiversity of the area, green trends, and with a view to increasing our tourism industry. He talked about linkage to plans to enhance Lytham and the development of Lytham Hall, the planned improvements to transport infrastructure, the proposed sea defence works and Fairhaven's role within the Regional Park.

Mr Bell talked about the proposed aims of the masterplan, which included the restoration of the historic buildings and landscapes and to increase usage of the facility. He gave a summary of the work required and told the committee that a key driver would be the activity plan. The activity plan would aim to identify the target audience for Fairhaven which in turn would steer the development of the site in terms of tailoring the facilities.

Mr Bell told the committee that they would be appointing a lead consultant in the near future to lead the study, and that it would be the intention to use the findings to form part of a bid to the Heritage Lottery Fund and other potential funding partners.

Members discussed the proposal and expressed opinions about the nature of potential future developments and activities. Mr Bell assured members that consultation would be extensive and that there will be an opportunity in the future for all members to debate the issues. Members expressed concern about the current state of drainage at the lake and the water quality and requested that the replacement of drains should be given a high priority in the masterplan.

After the debate, members RESOLVED:

1. To note the report and to request that updates to the plan be brought to committee for consideration and review.

There was no recorded vote as the Chairman decided that the matter was not controversial, and the resolution was carried by show of hands.

5. The Tourist Information Centre (TIC)

Mr Allan Oldfield (Director of Customer and Operational Services) presented his report to the committee. It was intended to advise them of the current position regarding the service delivery of Tourist Information and to recommend that they should consider alternatives for the future, given the challenging financial situation that the Council will soon be facing.

Mr Oldfield gave the committee some background relating to the closure of the old TIC and the integration of the service with the reception service at the Town Hall. He reminded members that there was also a seasonal service provided from Lytham Windmill.

He advised members that research had been carried out into the nature of enquiries and the way in which the customer chose to engage, which was increasingly through the web and by telephone. He told them that other local authorities had developed innovative means of delivering a tourist information service.

The committee debated the matter and agreed that further investigation by a Task and Finish Group would be appropriate. The following councillors will make up the Task & Finish Group - Cllrs Craig-Wilson, Mulholland, Oades and Chedd with Joceline Greenaway (Customer Service Manager) acting as lead officer for the group

The committee RESOLVED:

1. To establish a Task & Finish Group to investigate future service provision options for TIC(s) across the Fylde.

There was no recorded vote as the Chairman decided that the matter was not controversial, and the resolution was carried by show of hands.

6. Shaping the Place Evaluation Report

Tracy Scholes (Director of Governance and Partnerships) and Christine Miller (Head of Partnerships) gave a presentation to the committee about the evaluation of the Shaping the Place project which had taken place in Central Ward, St Annes.

Mrs Scholes reported that the evaluation report (attached as an appendix to the agenda papers) had already been considered by the Local Strategic Partnership (LSP) Executive.

The report had covered the key areas of the project, including housing, environmental enhancement, young people, community safety and employment and enterprise. It outlined the successes in these areas, and the fact that the project had been well supported by the local community, including residents and businesses.

The LSP Executive, having considered the report, determined that it would give future consideration to rolling the programme out based on the area of greatest need balanced against the affordability of running the programme against other LSP priorities.

This item had therefore been brought before the committee for them to comment on the potential roll out of the project. Ms Scholes suggested some questions that members might like to address, principally whether they felt that

the approach had been successful in bringing about improvements, and could it be used successfully in another area - if so what factors would influence the choice of area.

Members discussed the matter and agreed that the project had been a success and should be rolled out to other areas. However, the Mayor Cllr Oades commented that the impact of the project on jobs and health would have been useful, and that the improvements needed to be sustained.

The committee RESOLVED:

1. To comment to the LSP that the project could be used successfully in other areas and should be rolled out; that members would determine where they believed the project could make a difference to people's lives and advise Mrs Scholes; and that funding for the project should be prioritised as high
