











## APPENDIX 2: PROGRESS UPDATE 2017-18




### PERFORMANCE STATUS KEY:

	<b>Completed</b> – over performing against target or milestone achieved
	<b>On Track</b> – the milestone is performing within tolerance of target.
	<b>Cautionary Performance</b> – moderately under performing. Whilst the milestone has slipped from target it maybe a minor blip overall or minor action will remedy it.
	<b>Under Performance</b> – the milestone is under performing against target.






## APPENDIX 2: PROCESS TO DATE ON THE CORPORATE PLAN 2016-20

VALUE FOR MONEY		
CORPORATE PLAN ACTION	DATE DUE OR COMPLETED	STATUS
<b>Produce and implement an investment strategy / commercial strategy</b>	2018	
<b>Update:</b> A draft commercial strategy has been prepared and will be presented to members during the 2018/19 financial year.		
<b>Explore and initiate new income streams</b>	2020	
<b>Update:</b> During 2017/18 the Council introduced new income streams for estates management services, wedding services at the Town hall, and pre-planning advice. The Council will continue to explore new income streams.		
<b>Complete the accommodation project works</b>	2019	
<b>Update:</b> The internal project work was completed in March 2018. The remaining work is the car park and grounds scheduled for completion during 2018/19.		
<b>Review the potential / function of all property assets in response to the need to be financially self-sustaining by 2020</b>	2020	
<b>Update:</b> The Estates Team have made good progress on all asset reviews increasing income on a number of leases and marketing several others.		
<b>Improve online services to increase efficiency, reduce transaction costs and generate income</b>	2020	
<b>Update:</b> The council continues to review and improve the online offer in response to customer demand and reducing transaction costs. Business process re-engineering has streamlined back office functions and integrated systems to increase efficiency and reduce waste.		
<b>Produce a new Council Website with streamlined content and integrate digital by preference to enable 24/7 services</b>	2018	





**Update:** Work is ongoing to produce a new transactional website, rather than information loaded website. Integrated systems will create more payments options and provide self-service functionalities. Research on customer demand will be used to locate more popular services on the home page. The new website during 2018.



CLEAN & GREEN		
CORPORATE PLAN ACTION	DATE DUE OR COMPLETED	STATUS
<b>Focus resources on the reduction of seasonal litter</b>	2018	
<b>Update:</b> Initiatives have been put in place including larger litter bins in key locations, proposed beach bins and new arrangements between teams during busy periods, all measures will be in place by the end of 2018.		
<b>Strive to achieve Blue Flag status for the beaches</b>	2020	
<b>Update:</b> A Blue Flag Award application will be made for St. Annes Amenity Beach, with the requirements (signage, beach access, activities) funded from Section 106 monies ready for bathing water results achieve 'excellent' status.		
<b>Produce landscape masterplan for Lytham Park Cemetery</b>	2019	
An extension of the Cemetery to the North East along with plans to store drainage water on site, provide additional car parking and new roadways have all been agreed and will be part of the Landscape Masterplan.		





A VIBRANT ECONOMY		
CORPORATE PLAN ACTION	DATE DUE OR COMPLETED	STATUS

<b>Engage effectively with the Local Enterprise Partnership</b>	2018	
<b>Update:</b> The Economic Prosperity Board (EPB) provides a direct link to the Local Enterprise Partnership with Board level representation by senior officers and politicians.		
<b>Progress the re-opening of the M55/ Moss Road link</b>	2020	
<b>Update:</b> The project board meets regular to drive progress and maintain the impetus for delivery of the scheme. The design for the road is completed and a funding package in place to meet the cost of the new road (circa £25m) with most sources confirmed a date for the project start is being pursued.		
<b>Investigate the potential of developing the digital high street</b>	2019	
<b>Update:</b> The following actions have been agreed and are being developed: <ul style="list-style-type: none"> <li>Public access WiFi at Fylde customer locations – currently available at the Town Hall, Depot / MOT /Parks site and Fairhaven Lake with plans to install at the Cemetery and Crematorium and public WiFi on Lytham Green.</li> <li>Continue to offer fylde.gov.uk web with mobile applications for enhanced service engagement, such as: QR codes; location based reporting etc.</li> </ul>		
<b>Facilitate and support Town Centre Partnerships</b>	2018	
<b>Update:</b> In 2018 new initiatives are being developed to engage on a more regular and meaningful basis with local businesses through STEP, Lytham Business Partnership and Kirkham business group.		
<b>Channel business rates funding opportunities to economic development</b>	2020	
<b>Update:</b> This initiative is reliant on announcements that local council's would retain all or a proportion of collected business rates a scheme is being piloted in parts of the country only when 'rolled out' can opportunities to retain rates for economic development be planned.		

A GREAT PLACE TO LIVE		
CORPORATE PLAN ACTION	DATE DUE OR COMPLETED	STATUS

<b>Implement the timetable for the Local Plan delivery</b>	2018	
<b>Update:</b> The Examination in Public is complete along with consultation on the Main Modifications with the responses sent to the Inspector and published on the website. Once the Inspector's Report is received it will be presented to Planning Committee with a final version to Full Council for adoption.		
<b>Develop and implement a policy to protect heritage</b>	2018	
<b>Update:</b> The Council's Heritage Strategy has been completed and approved by council, actions contained within the Strategy are being developed including local listing, the Heritage Forum and conservation area reviews.		
<b>Tackle social isolation and health inequalities with Public Health</b>	2020	
<b>Update:</b> Fylde Council, Lancashire County Council Public Health, Fylde and Wyre CCG along with Just Good Friends are working with vulnerable groups and individuals to access appropriate support and services to provide care in the community and improve health outcomes. New partnership initiatives are being developed to work closer with public health and volunteer services in the community.		
<b>Support community groups in the borough to maximise success in the regional and national 'In Bloom' initiative</b>	2018	
<b>Update:</b> The Parks Development team work with community groups across the Borough with recent 'Bloom' success encouraging additional groups to enter the competition. This year there was an increase in Neighbourhood Awards e.g. Allotments, Housing Associations and Community Initiatives.		

A GREAT PLACE TO VISIT		
CORPORATE PLAN ACTION	DATE DUE OR COMPLETED	STATUS
<b>Improve entrance signage and welcome points</b>	2019	
<b>Update:</b> A Fylde Coast Signage Strategy is being developed with a review of existing signage and interpretation, key destinations, sign classification, branding and design. A condition survey of coastal signs has been completed and partners will be brought in to develop the action plan.		
<b>Improve information in and about tourist areas</b>	2018	

<b>Update:</b> Bi-annual presentation to tourism businesses of upcoming events, new Discover Fylde website, weekend TIC and mobile TIC all in place.		
<b>Develop and promote rural tourism</b>	2018	
<b>Update:</b> The new <a href="http://www.discoverfylde.co.uk">www.discoverfylde.co.uk</a> extensively promotes rural Fylde, a mini guide has been produced which covers rural tourism and funding for the Fylde Country show at Treales as well as Kirkfest in Kirkham.		
<b>Decide the most effective way to market Fylde as a holiday destination</b>	2018	
<b>Update:</b> Website <a href="http://www.discoverfylde.co.uk">www.discoverfylde.co.uk</a> has new images, downloadable guides, branding and easy to use event listing. Social media channels promote tourism and the borough with significantly increased following and partnership with Marketing Lancashire, Discover Wyre, Visit Blackpool and the business sector identifying Fylde as a family destination with a rural / coastal diverse offer.		
<b>Maximise the natural assets of our coast and countryside by improving their facilities</b>	2018	
<b>Update:</b> New Coast and Conservation team in place to promote, protect and enhance Fylde's ecological assets. The team work with partners to deliver environmental improvement projects, a programme of outdoor event and national environmental education programme for schools as well as borough wide volunteering programme with Volunteer Rangers, Beach Wardens and Junior Rangers.		
<b>Work up the stage 1 development of the Fairhaven Lake Project Plan and submit stage 2 bid to Heritage Lottery Fund</b>	2018	
<b>Update:</b> Stage 2 of the HLF bid is on schedule to be submitted in August 2018 with a decision anticipated in December 2018 – the consultation and engagement projects that have contributed to the bid have been promoted and well attended throughout the year.		