

SCRUTINY ITEM

REPORT OF	MEETING	DATE	ITEM NO
HEAD OF PLACE & CULTURE	INTERNAL AFFAIRS SCRUTINY COMMITTEE	18 JUNE 2024	4
COASTAL MANAGEMENT PLAN (DRAFT)			

PUBLIC ITEM

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

PURPOSE OF THIS REPORT

This report describes an emerging draft 5-Year Coastal Management Plan and requests the recommendation of a content spotlight review by the Internal Affairs Scrutiny Committee. Management plans are important documents that assist Local Authorities to strategically plan and invest wisely in their assets and to provide efficient and effective services. The Coastal Management Plan ensures Fylde Council will protect and maintain Fylde's coastline in the most cost-effective and sustainable manner, ensuring safe facilities and services that meet stakeholder and community expectations.

SOURCE OF REFERRAL

The need for the Coastal Management Plan was identified through discussion with Members.

FURTHER INFORMATION

[Coastal Management Plan Draft 2024.pdf](#)

SUGGESTED RECOMMENDATION

To appraise the draft 5-Year Coastal Management Plan as detailed within this report and to undertake a committee-led spotlight review to help facilitate the completion of the document's 5-Year Action Plan with a view to recommending the document to the Executive Committee for formal ratification once completed.

REPORT

PLAN PURPOSE AND SCOPE

1. Coastal Management Plans are important documents that help us to plan and invest wisely to maintain our coastal assets and continue to deliver valuable services for our community now and in the future. The Fylde Coastal

Management Plan combines a framework of managerial principles for both open space and built asset management that are applicable in a coastal environment.

2. The plan underpins other existing strategic coastal documents including the Local Plan, Fylde Coastal Strategy and Shoreline Management Plan (SMP2) and it should be read in conjunction with these to provide context. The plan also refers to the council's Risk Management Strategy, Built Heritage Strategy, and historical consultation data.

3. Good management is crucial to the long-term care of our coastal assets, and we need to ensure that we have the correct skills, resources, and procedures in place to ensure that they are looked after in an appropriate manner. Poor management and maintenance put assets at risk, and can lead to higher repair, restoration, and replacement costs in the future. The management plan aims to ensure the council achieves its key aims and objectives by setting out a framework for sustainable management and maintenance to help co-ordinate the activities of all council services and all stakeholders involved.

4. The plan is intended to be in place for the next 5-years and adopted as a formal document by the council being used as a background planning document to support decisions as well as being a tool for operational management. It will also continue to inform and respond to other policies, management proposals and changes relating specifically to coastal areas.

5. This plan will be used in the following ways:

- To consolidate complex coastal asset and service data into a single, leading document
- To identify and list Fylde Council's coastal assets and services.
- To identify key strategies, legislation and stakeholders linked with the Fylde Coast
- To clarify staff responsibilities in the management of assets and services
- To audit the condition of natural and built assets, and current levels of service.
- To provide a clear framework for future developments
- To develop a 5-year Action Plan for the management of coastal assets and services
- To support the annual budget-setting process and to identify requirements for additional financial resources if required.
- To keep customers, elected members and partners aware of management priorities and pressures
- To control unreasonable demands for additional services or facilities
- To put community and stakeholder needs at the heart of improvements.
- To provide a transparent form of progress monitoring

PLAN CUSTODIANS

6. Fylde Council's Parks and Coastal Services will be the strategic owner of the plan, ensuring continuous, annual monitoring of actions and ongoing consultation with other services, elected members and stakeholders. A full list of council services, stakeholders and their specific responsibilities can be found within the document.

PLAN CONTENT

7. The draft Coastal Management plan is industry representative in its format, detailing the geographical and physical characteristics of the Fylde Coast and describing the various assets, services and corporate responsibilities in the management of these. A detailed quality audit has been undertaken as part of the plan, to identify strengths, weaknesses and opportunities against each of the various service themes.

8. It is recommended that a committee-led spotlight review is undertaken to discuss each quality audit shown in the plan to help facilitate the completion of the document's 5-Year Action Plan with a view to recommending the document to the Executive Committee for formal ratification once completed.

Each service theme below has a specific quality audit included within the plan:

- Coastal Defence and Water Quality
- Blue-Green Infrastructure
- Built Heritage
- Maintenance and Cleansing
- Patrols, Inspections, Enforcement
- Tourism and Communications
- Sport, Leisure and Recreation
- Community Engagement and Welfare
- Risk Management and Emergency Planning

IMPLICATIONS	
Finance	The plan evaluates the quality and condition of coastal assets and services and will assist the council in forecasting annual expenditure. Plan recommendations may have long-term financial implications.
Legal	The plan evaluates legislation relating to the management of the coastline and this must be referenced as part of the formulation, prioritisation and delivery of the 5-Year Action Plan.
Community Safety	The plan evaluates community safety issues relating to the management of coastal assets and services, putting forward recommendations for the improvement of coastal safety.
Human Rights and Equalities	The plan evaluates human rights and equality issues relating to the management of coastal assets and services, putting forward recommendations for improved accessibility and inclusivity.
Sustainability and Environmental Impact	The plan evaluates the sustainability and environmental impact of the management and maintenance of all coastal assets and services, putting forward suggested improvements or mitigations.
Health & Safety and Risk Management	The plan evaluates coastal health, safety and risk management, and proposes several measures to improve the management and delivery of this.

BACKGROUND PAPERS RELEVANT TO THIS ITEM		
Name of document	Date	Where available for inspection
Fylde Coastal Strategy	2015 - 2032	Fylde Coastal Strategy
Coastal Management Plan Draft 2024 - 2029	2024 -	Coastal Management Plan Draft 2024.pdf

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Attached documents

[Coastal Management Plan Draft 2024.pdf](#)

COASTAL MANAGEMENT PLAN

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WELCOME

Management plans are important documents that help us to plan and invest wisely in our assets and help to provide valuable services to the community. Fylde's coastline is the foundation stone of the Fylde Borough and includes over 12 miles of public open space. Management plans provide a snapshot of the current and future state of Fylde Council's services and assets.

This plan ensures we protect and maintain Fylde's coastline in the most cost-effective and sustainable manner, meeting our community's expectations. Whilst we would all like the highest standard of services and assets, this comes at a cost and the long-term impact of these needs to be carefully considered.

Behind this plan is a significant amount of investigation, planning and best practice modelling to help council staff and partners to maintain the coastline effectively. The plan also highlights that when we build new or upgrade assets, we must plan for ongoing maintenance and ultimate replacement.

EXECUTIVE SUMMARY

The Fylde Coast has over 12 miles of coastal areas, incorporating the natural environment, promenades and civic spaces. These assets range in condition and quality, based upon several factors including age, quality and suitability to the physical environment. There is also a hierarchy of natural and statutory ecological areas described in separate management plans, which articulate the long-term vision for the provision of high quality, distinctive and vibrant open spaces in the borough.

Coastal open spaces that service many residents and visitors, experience higher levels of wear and tear than smaller, inland parks. Additionally, exposure to the coastal environment accelerates asset deterioration. These high-profile areas require a higher level of maintenance as well as frequency of renewal.

There are increasing demands upon coastal areas which need to be considered. Increasing numbers of residential developments and increasing levels of staycationers is resulting in higher footfall and more importance is placed on providing quality coastal facilities for both the residential population and tourists.

Fylde Council will continue to partner with other government and third sector organisations along with relevant industry associations to assist in the management of our assets and services. As community expectations continue to increase with regards to quality facilities, the need to meet and possibly exceed base level standards of maintenance is essential.

PLAN PURPOSE AND SCOPE

The plan combines a framework of managerial principles for both open space and asset management and applies it to coastal management. It includes hard (technical) and soft (community) services and all built and natural features under the ownership and jurisdiction of Fylde Council. To address the complexity and variety of these features, the plan will generically refer to the built and natural features as assets. The definition and application of these terms can be found on page 12.

The plan follows on from the other strategic coastal documents including the Local Plan, Fylde Coastal Strategy and Shoreline Management Plan (SMP2) and should be read in conjunction with these. The plan also refers to the council's Risk Management Strategy, Built Heritage Strategy, and historical consultation data.

The plan is the key tool for outlining the way in which the council will seek to manage its coastal assets and how it will monitor this. Good management is crucial to the long-term care of our coastal sites, this means having the right skills and procedures in place to ensure that they are looked after in an appropriate manner. Poor management and maintenance put assets at risk, and can lead to higher repair, restoration, and replacement costs in the future. The plan aims to ensure the council achieves its key aims and objectives by setting out a framework for management and maintenance to help co-ordinate the activities of all involved.

The plan is intended to be in place for the next 5-years and adopted as a formal document by the council through the appropriate process and used as a background planning document to support decisions as well as a tool for operational management. It will also continue to inform and respond to other policies and management proposals and changes relating specifically to the coastal area.

This plan will be used in the following ways:

- To consolidate complex coastal asset and service data into a single, leading document
- To identify and demark Fylde Council's coastal assets and services
- To identify key strategies, legislation and stakeholders linked with the Fylde Coast
- To communicate staff responsibilities in the management of assets and services
- To audit the condition of natural and built assets, and current levels of service
- To provide a clear framework for future developments
- To develop a 5-year Action Plan for the management of coastal assets and services
- To support the annual budget-setting process and to identify requirements for financial resources
- To keep customers, elected members and partners aware of management priorities
- To control or discourage unreasonable demands for additional services or facilities
- To put community and stakeholder needs at the heart of improvements
- To provide a transparent form of progress monitoring

PLAN CUSTODIANS

Fylde Council's Parks and Coastal Services are the strategic owner of this plan, ensuring continuous, annual monitoring of actions and ongoing consultation with identified stakeholders. However, other council departments and external partners will be responsible for assisting in the implementation of the plan. A full list of council services, stakeholders and their specific responsibilities can be found later within this plan.

VISION

The strategic goal of this plan aligns with the overall vision contained within Fylde's Coastal Strategy: *To create a unique, high-quality destination for residents and visitors, which is based on the conservation and enhancement of the natural landscape and heritage assets of the coastal area of the Borough of Fylde.*

The objectives for achieving this are as follows:

1. To create an interconnected corridor of green infrastructure along the Fylde coast
2. To safeguard the coast from flooding, coastal erosion and the effects of climate change
3. To improve the quality of our bathing waters and beaches
4. To protect, enhance, regenerate and maintain the natural environment and heritage assets
5. To improve and maximise the benefits of tourism, leisure and the cultural offer
6. To ensure the economic benefits accrued in the Borough over the next 16 years are maximised through the regeneration of the heritage assets and the natural environment
7. To create sustainable transport infrastructure enabling greater conductivity along the coast
8. To develop a brand to market a 'sense of place' and promote the area as a high-quality visitor destination through the development of the Classic Resort initiative
9. To engage with local communities, stakeholders and partner organisations

INTRODUCTION

In accordance with the Local Government Act 1972 and Corporate Plan 2020-2024, Fylde Council provides a complex range of coastal services to the local community and visitors. These services include green space management, environmental enforcement, waste management, social and recreational services, communications, coastal defence, technical maintenance and beach management. Under the Act, the council is required to fulfil its statutory and duty of care obligations in ensuring that it provides high quality services in the

protection and management of its coastline. In addition, the council is required to adopt a long-term financial plan (LTFP) associated with this. There is a direct link between the development and implementation of these two plans, with the LTFP updated to reflect forecast expenditure.

The primary intent of this plan is to meet a required level of service in the most efficient and cost-effective way, through the provision of services and through the acquisition, maintenance and operation of assets, to provide for present and future community needs. The plan will be a live document complying with all legislative requirements and to communicate the funding required to provide the required level of service over a 5-year period. The plan also aims to align all coastal management activities with the organisation's corporate goals and objectives, providing a framework to create transparency and accountability through all aspects of service provision and asset management. This process ensures that all departments, services and stakeholders understand their roles and responsibilities of achieving plan actions.

FYLDE COAST DESCRIPTION

Geographical Summary

The Fylde Borough is within the County of Lancashire in the Northwest of England adjacent to the Ribble Estuary and the Irish Sea. To the North is the Wyre Borough, to the Northwest is the resort town of Blackpool and Preston to the East. It has a total area of approximately 166 square kilometres and a population of 83,003.

Fylde contains Victorian and Edwardian seaside resorts with vibrant town centres, together with rural settlements some of which date back to the Middle Ages. There are attractive residential suburbs evoking the spirit of Victorian, Edwardian, and interwar development. Historic attractions provide a strong identity and character, complementing the thriving town centres which include a variety of high quality independent dining and retail. The choice and quality of accommodation meets the demands of visitors and contributes more than £124 million to the local economy.

The Fylde coastline is one of the dominant features of the borough and is used by residents from all of the urban conurbations. The coastline begins at Starr Gate and includes the Fylde Sand Dunes, St. Anne's Amenity Beach, Promenade Gardens, St. Anne's Pier, The Island Leisure complex, Fairhaven Marine Lake and Gardens, Lytham Green and the rural areas of Warton, Freckleton and Clifton, leading to the Borough boundary at Savick Brook adjacent to the Preston City Council area. The coastline can be divided into three geographical zones, allowing for individual characteristics to be addressed and managed. The three zones are:

- Lytham
- Ansdell
- St. Anne's

Natural Environment

Fylde has one of England's most visited destination coastlines with significant natural environments including the internationally important Ribble Estuary. The Ribble Estuary is designated as a Special Protection Area (SPA) and Ramsar Site. There are five Sites of Special Scientific Interest (SSSI) the largest being the Ribble Estuary. The Ribble Marshes which form half of the area of the Ribble Estuary, are designated as National Nature Reserve.

Estuarine habitats are one of Britain's richest wildlife habitats full of invertebrates such as lugworms and cockles which in turn supports a large volume of bird life. The Ribble Estuary regularly supports over 250,000 waders and wildfowl with Grey Plover, Knot, Sanderling, Dunlin and Bar-tailed Godwit reaching numbers of national and international importance. The estuary is used as a key migration re-fuelling stop for passage birds in autumn and spring months. It is a dynamic habitat as forces of erosion and deposition through tides and river channels constantly change the mudflats, sand banks and river creek locations.

The Ribble Estuary periphery is fringed with saltmarsh habitat comprising of specialist coastal vegetation and a network of intricate creeks and ditches. The Fylde Coast displays a range of saltmarsh communities from new forming marshes near Fairhaven to the more established grazing marshes of Freckleton and Warton.

As saltmarsh plants establish, silt is trapped around them causing marsh levels to rise and a greater diversity of plants to establish. The saltmarshes on the Fylde Coast are currently accreting with new saltmarsh forming in St. Anne's. Saltmarsh has a unique plant community including Thrift, Sea Aster, Sea Purslane and Common Scurry Grass. The saltmarsh at Granny's Bay has a colony of rare Lax-flowered Sea-Lavender and Limonium Humile. The vegetation communities vary greatly between grazed and ungrazed marshes. The marshes are home to significant populations of roosting birds such as Oystercatchers, Grey and Golden Plover, Bar and Black-tailed godwits and Curlew as well as being important feeding areas for Linnets, Skylarks, Teal and Pintail. The saltmarshes also support breeding birds such as Lapwing and Redshank and provide hunting areas for birds of prey such as Peregrine and Kestrel. Saltmarsh is an excellent soft sea defence, absorbing wave energy.

The Fylde Coast also comprises of sand dunes which make up 90% of the total dunes in Lancashire. The Fylde Sand Dunes which are situated from Squires Gate Lane to Lytham are an important habitat and soft sea defence and have received over 2.5 million pounds worth of Environment Agency funding since 2014. Starr Hills Nature Reserve is designated as the only Local Nature Reserve in the borough.

Dune habitats range from specialist foreshore vegetation and mobile marram grass dominated dunes to the fixed dune and slack habitats of the Local Nature Reserve. The dunes are home to a wide variety of specialist vegetation including internationally rare plants which are unique to Britain such as Isle of Man Cabbage and Dune Helleborine. There are over 300 different plant species on the dunes resulting in a wide diversity of invertebrate life and associated wildlife. The dunes are also important for the local community as a soft sea defence and recreational area.

There is a significant network of Fylde Coastal green spaces which provide benefits to the public in terms of health, well-being and recreation together with providing a surface water storage function. These green spaces include strategic heritage parks, community parks, pocket greens as well as public realm floral displays that have historically won national and regional In Bloom awards. Individual 5-year park management plans articulate the character, role, value, and ongoing management of these spaces.

All the main parks have retained a National [Green Flag Award](#) for over 10 consecutive years and the award scheme allows for the independent quality assessment and benchmarking of each space on an annual basis. Likewise parks and public open spaces realm floral displays are entered for the national and regional '[In Bloom](#)' competition and achieve numerous awards each year.

<Insert natural assets location zone map>

Built Environment

Fylde boasts a rich and varied built environment including buildings of historic and architectural interest. Heritage assets make a valuable contribution to economic and social wellbeing, as well as provide a focus for heritage led regeneration and tourism development. Fylde contains over 200 Listed Buildings (Grade I, Grade II* and Grade II), ten Conservation Areas, three Registered Parks and Gardens included within the national register, which are Lytham Hall Park, Ashton Gardens and Promenade Gardens, all within Lytham and St Anne's. Lytham Hall is the only Grade I listed building in Fylde.

There are no scheduled ancient monuments in Fylde, but there is the potential for undesignated archaeological sites. In addition, there are heritage assets of local interest that may not meet the criteria for statutory designation but merit local protection. Cultural assets like Lytham Hall, Lowther Pavilion, Lytham Windmill Museum, the Island site, libraries, Ashton Pavilion, St. Anne's Pier and the green spaces contribute significantly to the overall cultural offer. Leisure, culture and tourism make up an important industry in Fylde, accounting for 1 in 10 jobs.

With a coordinated, approach involving funding partners, development management and planning policy, partnership working with the private sector and working with the community, future opportunities to restore and develop Fylde's coastline can be maximised. Initiatives like the replacement of the hard sea defences has presented an opportunity to improve the public realm. Opportunities may arise through the planning process to improve built and natural assets through external regeneration grants, the Community Infrastructure Levy, Section 106 and the emerging Biodiversity Net Gain.

<Insert built asset location zone maps>

PLANS, STRATEGIES AND POLICES

Fylde Council has a suite of plans, strategies and policies covering a diverse range of topics across the services that it delivers. The table below list the most relevant and live documents that relate to the management of the coastline and must be referenced as part of any action proposed in the 5-year Action Plan.

The volume and complexity of coastal strategic documents can hinder staff and Elected Member knowledge of assets and operational priorities. They also do not provide clear guidelines for operational duties and day-to-day service provision. This plan aims to bridge the gap between high tier strategic documentation and the work programming that occurs on a service-by-service level.

Plan, Strategy, Policy	Link	Description and Relevance
National Flood and Coastal Erosion Risk Management (FCERM) Strategy for England	National Flood and Coastal Erosion Risk Management Strategy	Sets out a vision for national flooding and coastal change planning and management.
North West & North Wales Shoreline Management Plan (SMP 2)	Shoreline Management Plan (SMP)	Sets out a shared strategic approach for managing and protecting the Northwest coastline from coastal erosion and flooding risks.
Ribble Catchment Flood Management Plan	Ribble Catchment Flood Management Plan	Outlines flood risks within the Ribble Catchment and sets out long terms plans for sustainable flood risk management.
Fylde Coastal Strategy	Fylde Coastal Strategy	Identifies and develops top tier level actions to address major issues affecting Fylde's coastline.
Joint Lancashire Minerals and Waste Local Plan	Joint Lancashire Minerals and Waste Local Plan	Contains detailed policies and locations for future minerals extraction and waste management facilities.
Improving Our Bathing Waters	Improving Our Bathing Waters - Fylde Peninsula	Action plan to improve bathing waters across the Fylde Peninsula.
Flood Risk Management Strategy	Flood & Surface Water Review	Provides findings from a working group to look at the impacts of flooding and how matters could be improved.
Corporate Plan	Corporate Plan	Corporate document outlining Fylde Council's corporate priorities.
Local Plan	Local Plan	Guides decisions on future development proposals and addresses needs and opportunities within Fylde.
Statement of Community Involvement (SCI)	Statement of Community Involvement (SCI)	The SCI sets out what consultation will take place with the community regarding planning policy documents and planning applications.
Fylde Sand Dunes Management Plan	Fylde Sand Dunes Management Plan	Describes the management priorities and actions for the appropriate protection and management of the Fylde Sand Dunes.
Built Heritage Strategy	Built Heritage Strategy for Fylde	Identifies and sets long term management actions for Fylde's key heritage assets.
Communications and Marketing Strategy	Communications and Marketing-Strategy	Sets out a framework for how the council's communication activities will be managed.
Risk Management Strategy	Risk Management Strategy	Details how Fylde Council will deal with risk both pre-emptively and as incidents occur.
Business Continuity Plan	Business Continuity Plan	Aims to minimise the effects of incidents which may affect the provision of council services and to restore the highest possible levels of service in the shortest possible time.
Fylde Generic Emergency Plan	Generic Emergency Plan	It sets out the council's civil emergency responsibilities and provides information on emergency management and response procedures.
Fylde Flood Plan	Fylde Flood Plan	Sets out the council's arrangements and identifies the responsibilities and the actions to be taken by the Council in dealing with a flooding incident.
Coastal and Maritime Emergency Plan (CAMI)	CAMI Plan	Sets out the procedures to manage and mitigate the impact of a maritime or coastal emergency off the coast of Lancashire, or within its inter-tidal river estuaries.

Marine and Coastal Pollution Emergency Plan (MACPOL)	MACPOL Emergency Plan	The MACPOL emergency plan is to facilitate a coordinated multi agency response to a coastal pollution incident in Lancashire.
Park Management Plans	Park Management Plans	Describes the management priorities and actions for the appropriate protection and management of Fylde's parks.
Events Policy	Events Policy	Provides a framework for the programming and operation of commercial and community events.
St Anne's on the Sea Neighbourhood Development Plan	St. Anne's Town Centre and the Island Masterplan	Identifies specific areas of investment to boost economic, social and infrastructure value.
Asset Management Plan	Asset Management Plan Draft	Strategic document that outlines how the organisation will manage its assets.

LEGISLATION AND RELEVANT ACTS

Fylde Council is required to comply with a complex suite of legislation and regulation covering a diverse range of topics across the assets and services that it manages. The table overleaf lists the relevant legislation relating to the management of the coastline and must be referenced as part of any action proposed in the 5-year Action Plan. The legislation is up to date, reflecting changes resulting from the UK exit from the European Union and recent legislative updates relating to climate change and environmental factors.

The impact and significance of the stated legislation in coastal management affects all council services. Planning, Environmental Services, Parks and Coastal Services, Technical Services and Waste and Fleet Services are required to operate their services in strict adherence to the legislation which sometimes is at odds with customer expectations and priorities. Officers are required to balance their statutory duties in meeting the required levels of service, whilst clearly communicating any restrictions imposed by the legislation.

Legislation or Act	Link	Description and Relevance
Town and Country Planning Act 1990	Town and Country Planning Act 1990	Statutory framework for Planning Authorities. Ensures that the right development happens in the right place at the right time.
Wildlife and Countryside Act 1981	Wildlife and Countryside Act 1981	Gives protection to native species (especially those at threat), controls the release of non-native species and enhances the protection of Sites of Special Scientific Interest.
Natural Environment and Rural Communities Act 2006	Natural Environment and Rural Communities Act 2006	NERC Act places a duty to conserve biodiversity on public authorities in England. It requires local authorities and government departments to have regard to the purposes of conserving biodiversity in a manner that is consistent with the exercise of their normal functions such as policy and decision-making.
Environment Act 2021	Environment Act 2021	Aims to improve air and water quality, protect wildlife, increase recycling and reduce plastic waste. The Act is part of a new legal framework for environmental protection, given the UK no longer comes under EU law post-Brexit.
Public Right of Way Act 2000	Countryside Rights of Way Act 2000	Provides a right of open access for people to walk freely over areas of mapped open country and registered common land. It also gives greater protection to Sites of Special Scientific Interest.
Clean Neighbourhoods and Environment Act 2005	Clean Neighbourhoods and Environment Act 2005	Provides local authorities with powers to tackle poor environmental quality and anti-social behaviour. Covers various aspects of environmental protection, such as nuisance, litter, graffiti, waste and dogs.
Bathing Water Regulations 2013	Bathing Water Regulations 2013	English statutory instrument defining water suitable for bathing (in the sense of recreational swimming and paddling), other than swimming pools and similar places. An annual list of bathing places is produced. The water must pass water quality standards set by the Environment Agency.

Water Industry Act 1991	Water Industry Act 1991	Sets out the main powers and duties of water and sewerage companies.
Water Resources Act 1991	Water Resources Act 1991	Governs the quality and quantity of water by outlining the functions of the Environment Agency. Sets out offences relating to water, discharge consents and possible defences to offences.
Flood and Water Management Act 2010	Flood and Water Management Act 2010	Updates previous legislation, including the Coast Protection Act 1949 and clarifies responsibilities on the coast for both flooding and erosion.
Coast Protection Act 1949	Coast Protection Act 1949	Contains detailed, practical provisions allowing coast protection authorities to manage local coastal risks.
Land Drainage Act 1991	Land Drainage Act 1991	Sets out the rights and responsibilities in relation to land drainage. This includes private landowners, councils, Highway Authorities and Internal Drainage Boards. The act requires that a watercourse be maintained by its owner in such a condition that the free flow of water is not impeded.
Public Health Act 1961	Public Health Act 1961	Legislative framework designed to protect and promote community health and safety. It empowers authorities to manage risks, enforce standards, and respond to health emergencies.
Antisocial Behaviour, Crime and Policing Act 2014	ASB, Crime and Policing Act 2014	Provides powers to the police and Councils to undertake appropriate action against nuisance.
Local Government Act 1972	Local Government Act 1972	Defines the procedures, structures, duties and geographies of English and Welsh councils.
Building Act 1984	Building Act 1984	Statutory framework for the construction process, and the design and specifications for buildings and their component parts.
Building Regulations 2010	The Building Regulations 2010	Most building work being carried out in England must comply with the Building Regulations 2010. The Building Regulations are made under powers in the Building Act 1984. Protects the health and safety of people in and around buildings, they also provide for energy and water conservation and access to and use of buildings.
Health and Safety at Work Act 1974	Health and Safety at Work Act 1974	Sets out the broad duties and best practices for employers regarding the health and safety of the workforce. This includes a duty of care for employees, casual workers, self-employed workers, clients, visitors and public.
Management of Health and Safety at Work Regulations 1999	Health and Safety at Work Regulations 1999	Introduced to reinforce the Health and Safety Act 1974. Outlines what employers are required to do to manage health and safety and is applied to every work activity. The regulations place a set of duties on employers and employees to maintain a safe and healthy workplace.
Civil Contingencies Act 2004	Civil Contingencies Act 2004	Establishes broad definition of "emergency" and civil protection in the event of an emergency/ terrorism.
Equality Act 2010	Equality Act 2010	The act protects people against discrimination, harassment or victimisation in employment, and as users of private and public services based on protected characteristics.
Disability Discrimination Act 1995	Disability Discrimination Act 1995	The Act places duty on service providers and requires "reasonable adjustments" to be made when providing access to goods, facilities, services and premises.

STAKEHOLDERS

Fylde Council works in partnership with many statutory and non-statutory stakeholders in the management of the coastline. The table below lists those stakeholders that partner with us in all areas of work. Stakeholders are key consultees in the formulation and delivery of this plan and associated actions.

Coastal Stakeholder	Statutory or Non-Statutory	Role in Management Plan
Environment Agency	Statutory	Regulatory organisation with strategic overview of the management of all sources of flooding and coastal erosion from rivers and the sea. Sets the National Flood Strategy which informs the local strategies set by Lead Local Flood Authorities.
Natural England	Statutory	Regulatory duties based on a range of legislation relating to the natural environment covering international and national obligations. This includes the protection and management of Ribble Estuary Ramsar/ SPA and Fylde Sand Dunes SSSI/ LNR.
Lancashire County Council	Statutory	Regulatory organisation who is the Lead Local Flood Authority and have produced a Flood Risk Management Strategy for Lancashire. Designated Highways Authority for Fylde with responsibility for highway maintenance, flooding and highway parking enforcement. Oversees the Fylde PROW network.
Blackpool Council	Statutory	Unitary council and Lead Local Flood Authority. Key partner in the implementation of Shoreline Management Plan and Fylde Sand Dunes Project.
Wyre Council	Statutory	District council. Key partner in the implementation of Shoreline Management Plan and Fylde Sand Dunes Project.
Bryning with Warton Parish Council	Statutory	Elected third tier council, working in partnership with Fylde Council and assisting with local community projects, improvements and issues.
St Anne's Town Council	Statutory	Elected third tier council, working in partnership with Fylde Council and assisting with local community projects, improvements and issues.
HM Coastguard	Statutory	Coordinates all maritime search and rescue (SAR) operations in the UK through a network of coastguard stations, operating 24 hours a day. The coastguard has a localised base in Lytham St Anne's.
National Air Traffic Service	Statutory	Provides air traffic control services to flights within the UK flight information regions. It also provides air traffic control services to 14 UK airports. Regulated and operated under licence from the Civil Aviation Authority (CAA).
Marine Management Organisation	Statutory	Statutory powers to establish a marine planning and licensing regime, manage English fishing fleet capacity and English fisheries quotas, work with Natural England and the Joint Nature Conservation Committee (JNCC) and create and manage a network of marine protected areas including the Ribble Estuary Ramsar, SSSI and SPA.
North Western Inshore Fisheries and Conservation Authority	Statutory	The North Western Inshore Fisheries and Conservation Authority was formed in 2011 under Statutory Instrument 2200 (2010) following the Marine and Coastal Access Act 2009 (MaCAA).
Historic England	Statutory	Protects nationally significant historic sites, including the designation and protection of listed parks, buildings, monuments and structures entered onto the National Historic List for England (NHLE).
Lancashire Constabulary	Statutory	Territorial force responsible for policing in Lancashire. Works in partnership with Fylde Council in addressing local crime and antisocial behaviour.

Lancashire Fire and Rescue	Statutory	Emergency fire and rescue service for Lancashire. Works in partnership with Fylde Council in addressing fire and rescue services and incidents.
Elected Members	Non-statutory	Elected officials who represent the electoral area and the local council. Support decision-making, policy making, statutory services and engagement.
United Utilities	Non-statutory	Responsible for water and wastewater utility services in the North West of England.
BAE Systems	Non-statutory	Multi-national arms, security and aerospace company with a local manufacturing and assembly facility at Warton.
Electricity Northwest	Non-statutory	Distribution network operator (DNO) responsible for owning and maintaining the overhead lines, underground cables, and equipment used to distribute electricity to customer premises in the North West of England.
Turning Tides Partnership	Non-statutory	Cross-agency North West partnership focussed on improving the quality of bathing waters.
Our Future Coast	Non-statutory	Defra funded project aiming to work with nature to protect coastal environments.
North West Coastal Forum	Non-statutory	Multi-sector partnership bringing together coastal stakeholders from across the North West to promote and deliver sustainable management and use of the coastline.
Fylde Peninsula Water Management Group	Non-statutory	Partnership comprising of the Environment Agency, United Utilities, Blackpool Council, Wyre and Fylde Borough Councils, Lancashire County Council and Keep Britain Tidy. The purpose of the group is to provide a sustainable and collective approach to the management of the Fylde Coast Peninsula.
North West & North Wales Coastal Group	Non-statutory	One of six coastal groups in England. Strategic partnership focused on developing a sustainable vision for the North West Coast by encouraging proactive management and pooling resources.
LGS Coastal SIG	Non-statutory	Champions the collective interests of coastal, estuarine and maritime communities by increasing awareness and debate on environmental, economic and social issues at all levels in relation to the coast.
The Royal National Lifeboat Institution (RNLI)	Non-statutory	The Royal National Lifeboat Institution (RNLI) is the largest charity that saves lives at sea around the coasts of the United Kingdom. They have several stations along the Fylde Coast including Lytham, St Anne's, Blackpool and Wyre.
The Wildlife Trust for Lancashire, Manchester and Merseyside	Non-statutory	Regional charity who helps to protect the UK's natural heritage through conservation management, environmental education, by becoming involved in planning matters and by national campaigning through the Royal Society of Wildlife Trusts.
Royal Society for the Protection of Birds	Non-statutory	National charity who advises government policies on conservation and environmentalism. One of several organisations that determine the official conservation status list for UK birds.
Keep Britain Tidy	Non-statutory	Works with local authorities and communities to improve the environment and reduce waste and litter. Administrator for the Green Flag, Blue Flag and Seaside Award schemes.
River Ribble Trust	Non-statutory	Regional charity working to improve, protect and promote the River Ribble for people and wildlife.
Lancashire Local Nature Partnership	Non-statutory	Local Nature Partnerships were introduced by Government in 2012 and local councils must, by law, consult their LNP about any policies and activities that could impact their area's natural environment.

Irish Sea Maritime Forum	Non-statutory	Campaigns for a safe, clean and sustainable marine environment.
Marine Conservation Society	Non-statutory	Undertakes national campaigns and education programmes in the promotion and protections and seas and oceans.
YMCA Fylde	Non-statutory	Promotes health, wellbeing, sport and leisure across the UK, operating several centres along the Fylde Coast including St Anne's YMCA.
St Anne's Sand Yachting Club	Non-statutory	Longstanding sports club encouraging participation and organised events on St Anne's Beach.
Friends of the Estuary	Non-statutory	Local community group who helps to look after Ribble Estuary in the Lytham area. Undertake weekly litter picking from Lytham Quays to Granny's Bay.
Lytham Civic Society	Non-statutory	Local charity that campaigns for high standards in the design and planning of new or existing buildings or traffic schemes, conservation of historic buildings and may present awards for good standards.
Park View Trust	Non-statutory	Constituted charity who, through a lease arrangement, partially manage Park View4U in partnership with Fylde Council.
Northwest in Bloom	Non-statutory	Regional voluntary organisation that administers the Britain in Bloom competition in the Northwest.
Lytham in Bloom	Non-statutory	Local, constituted volunteer group who work in partnership with Fylde Council to fund and maintain horticultural displays within Lytham.
St Anne's in Bloom	Non-statutory	Local constituted volunteer group who works in partnership with Fylde Council to fund and maintain horticultural displays within St. Anne's.
Friends of Fairhaven Lake	Non-statutory	Local constituted volunteer group who works in partnership with Fylde Council to fund, develop and maintain Fairhaven Lake.
Friends of Promenade Gardens	Non-statutory	Local constituted volunteer group who works in partnership with Fylde Council to fund, develop and maintain the Promenade Gardens.
Fairhaven Bowls Academy	Non-statutory	Local constituted group who organises and promotes bowling at Fairhaven Lake.
Fairhaven Lawn Tennis Club	Non-statutory	Local constituted group who organises and promotes tennis at Fairhaven Lake.
Marine Park Bowls Club	Non-statutory	Local constituted group who organises and promotes bowling at Fairhaven Lake.
Fairhaven Model Boat Club	Non-statutory	Local group who organises model boating activities at Fairhaven Lake.
Ribble Cruising Club	Non-statutory	Local constituted group who organises and promote sailing on Fairhaven Lake.
Spitfire Memorial Group	Non-statutory	Local group who promotes and helps to maintain the memorial at Fairhaven Lake.
St Anne's Kite Surfing Club	Non-statutory	Local group who organises kite surfing activities on St Anne's Beach.
Fylde SUP Club	Non-statutory	Local group who promotes and uses Fairhaven Lake for paddle boarding activities.
Live Nation	Non-statutory	Organisers for the annual Lytham Music Festival - music and event promoters.
Tossers in Lytham St Anne's	Non-statutory	Local volunteer group who undertakes weekly litter control in the Lytham area.
St Anne's Beach Clean Group	Non-statutory	Local volunteer group who undertakes weekly litter control in the St. Anne's area.

TERMINOLOGY AND DEFINITIONS

Coast or Coastal: The part of land adjoining or near the sea. For the purposes of this plan, the coast includes all built and natural assets under the ownership and jurisdiction of Fylde Council and includes beach foreshore; sand dunes; estuarine saltmarsh; green spaces; promenades; public realm areas; and coastal infrastructure.

Blue-Green Infrastructure: Refers to the use of blue elements (sea, wetlands, rivers, lakes, ponds) and green elements (parks, trees, woodlands, fields, soft areas) in urban and land use planning. The integration of modern and sustainable blue-green infrastructure management practices provides a natural solution to urban and climatic challenges.

Built Features: Refers to the human-built environment, also known as built infrastructure or assets. For the purposes of this plan, this refers to Fylde Council owned assets including buildings; shelters; huts; hard coastal defences; heritage structures (e.g., statues, fountains); roads; car parks; paths; furniture; signage; playgrounds; and recreational facilities. This terminology holds relevance to this plan's Asset Register.

Natural Features: Refers to the soft environmental surroundings or assets in which living and non-living things exist. For the purposes of this plan, this includes parks, green spaces, trees; public realm soft landscaping; statutory and non-ecological habitats; and universal natural resources including seas, rivers, lakes and ponds. This terminology holds relevance to this plan's Asset Register.

Hard Services: Hard services are the technical services connected with the management, maintenance and repair of Fylde Council's physical assets. This includes, for example: building inspection and maintenance; pool plant room serving and maintenance; or utilities provision. Several Council services and associated officers provide both hard and soft services (e.g., Parks and Coastal Services). This terminology holds relevance to this plan's levels of service.

Soft Services: Soft services are the non-technical services provided in-house or to the community and are focused on providing an appealing, safe and comfortable environment. This includes, for example: cleansing and waste management; landscape and grounds maintenance; security services; coastal patrols; enforcement activities; pest control; public events and activities; environmental education; and communications. Several Council services provide both hard and soft services. This terminology holds relevance to this plan's levels of service.

Assets: A resource under the ownership of Fylde Council which is monitored, managed or maintained to ensure a continuous level of service or life span. For the purposes of this plan, assets include both natural and built features.

Level of Service (LoS): The defined service quality for a particular service activity, against which service performance may be measured. For the purposes of this plan, levels of service can be both quantitative or qualitative and may involve Key Performance Indicators (KPI's).

PHYSICAL PARAMETERS

This plan covers the coastal assets under the ownership of Fylde Council. Coastal assets, include all features west of the kerb edge of the coastal highway (A584) from the boundary with Blackpool to the furthest southern end of Lytham Green.

ASSET REGISTER

It is difficult to manage assets without an asset inventory. This is especially important when several council departments have differing or shared responsibility for a given asset or service. A coastal asset register has been compiled for this plan to avoid these challenges. The register identifies all physical, coastal assets under the ownership and management of Fylde Council. It also includes key buildings owned by others where they hold significant tourism value and need to be monitored by the council. As mentioned previously, assets can be both built and natural and we have registered both. All assets are provided with a baseline condition rating. Understanding our asset condition and the rate of depreciation is an important tool in the council's financial and operational planning.

The setting of service levels, later described within this plan, will be undertaken by the council in consultation with the community and Elected Members. Fylde Council has a responsibility to maintain the appropriate condition of its coastal assets as defined by the levels of service. This includes forward works planning; capital and maintenance program; overseeing works undertaken; and organising condition audits. The council seeks to avoid poor quality or ad-hoc replacements of assets with inappropriate or mis-matched street furniture or facilities, through the application of a proposed Design Code. This allows coastal assets to be consistent and aesthetically appealing.

The coastal asset condition rating should take into consideration the purpose of the asset, how it helps to maintain a level of service, and the design. We then determine how the asset is performing, compared to how it was intended to perform. It is harder to achieve a condition rating for natural assets and to determine the varying factors which impact depreciation – however, the health of natural assets will be assessed in line with legislation, site management plans and industry best practice.

Consultation is required across several organisations and council service areas to enable the relevant level of expertise in the accurate completion of a condition rating. As built assets are in continual depreciation, this document can only provide a live snapshot of the asset condition upon the time of writing. An annual review will be needed to keep the Asset Register up to date.

Asset Condition Rating

1. Very Good - No action required
2. Good - Minor defects only
3. Fair – Maintenance/ intervention required to return to accepted standard
4. Poor - Consider renewal
5. Very Poor - Approaching unserviceable

Council Asset	Type	Sub-type	Designation	Location	Rate
Natural					
Ribble Estuary Saltmarsh	Natural	Statutory habitat/ coastal defence	Ramsar, SSSI, SPA	Lytham – Ansdell	3
Lytham Green	Natural	Public open space	-	Lytham	3
Fylde Sand Dunes	Natural	Statutory habitat/ coastal defence	SSSI, LNR, BHS	Lytham – St. Anne’s	3
Fairhaven Lake	Natural	Public open space	Green Flag Award	Ansdell	2
Minilinks Golf Course	Natural	Let sport facility	-	St. Anne’s	2
Promenade Gardens	Natural	Public open space	Grade II listed, Green Flag Award	St. Anne’s	2
Peace and Happiness Garden	Natural	Public open space	-	St. Anne’s	2
Ansdell Beach	Natural	Statutory habitat	-	Ansdell	2
St Anne’s Beach	Natural	Public open space	Amenity Beach	St Anne’s	2
Coastal Defences					
Lytham sea wall	Built	Coastal defence	-	Lytham	3
Ansdell/ Fairhaven sea wall	Built	Coastal Defence	-	Ansdell	1
St Anne’s sea wall	Built	Coastal defence	-	St. Anne’s	3
Built					
Lytham Windmill	Built	Building	Grade II listed	Lytham	1
Old Lifeboat House	Built	Building	Grade II listed	Lytham	3
Charly’s Mast	Built	Structure	Grade II listed	Lytham	1
Mussel Tanks	Built	Structure	-	Lytham	2
Promenade Shelter, Opp Lowther Pavilion	Built	Structure	Grade II listed	Lytham	1
Promenade Shelters x 3	Built	Structure	-	Lytham	2
Fairhaven Pavilion Café	Built	Building	-	Ansdell	1

Fairhaven Lodge	Built	Building	-	Ansdell	2
Fairhaven Isaac Dixon Boathouse	Built	Building	-	Ansdell	3
Fairhaven Pagoda Boathouse (RSBP)	Built	Building	-	Ansdell	2
Fairhaven Operational Boathouse	Built	Building	-	Ansdell	3
Fairhaven hire boats	Built	Facility	-	Ansdell	2
Fairhaven Marine Park Bowls and Pavilion	Built	Recreational Facility	-	Ansdell	2
Fairhaven Pitch and Putt Pavilion	Built	Building	-	Ansdell	2
Fairhaven Tennis Courts and Pavilion	Built	Recreational facility	-	Ansdell	2
Fairhaven Adventure Golf and Kiosk	Built	Recreational facility	-	Ansdell	1
Fairhaven Staff Mess Room	Built	Building	-	Ansdell	2
Fairhaven Lake Playground – infants	Built	Recreational facility	-	Ansdell	1
Fairhaven Lake Playground – adventure	Built	Recreational facility	-	Ansdell	1
St Anne’s Pier	Built	Structure	Grade II listed	St. Anne’s	3
Octagonal Pavilion	Built	Structure	Grade II listed	St. Anne’s	2
South Promenade Shelter	Built	Structure	Grade II listed	St. Anne’s	2
Promenade Gardens Drinking Fountain	Built	Structure	Grade II listed	St. Anne’s	2
Promenade Gardens Spray Fountain	Built	Structure	Grade II listed	St. Anne’s	3
Promenade Gardens Playground	Built	Recreational facility		St. Anne’s	1
Splash Park and Amphitheatre	Built	Recreational facility	-	St. Anne’s	2
Paddling pool	Built	Recreational facility	-	St. Anne’s	3
Bandstand by the Pool	Built	Structure	Grade II listed	St. Anne’s	2
Lifeboat Crew Monument	Built	Structure	Grade II listed	St. Anne’s	2
East Beach Danfo Public Toilets	Built	Building	-	St. Anne’s	2
Fairhaven Bowling Public Toilets	Built	Building	-	Ansdell	2
Stanner Bank Public Toilets	Built	Building	-	Ansdell	2
North Beach Car Park Public Toilets	Built	Building	-	St. Anne’s	2
Splash Park Public Toilets	Built	Building	-	St. Anne’s	1
Lifeboat Monument Public Toilets	Built	Building	-	St. Anne’s	2
Minilinks Course, Kiosk and Welfare Hut	Built	Recreational facility	-	St. Anne’s	2
Fountains	Built	Structure	-	St. Anne’s	3
Beachcomber Café	Built	Building		St. Anne’s	1
Bath Street Car Park	Built	Car park	-	Lytham	2
Dicconson Car Park	Built	Car park	-	Lytham	3
Stanner Bank Car Park	Built	Car park	-	Ansdell	1
Fairhaven Bowling Green Car Park	Built	Car park	-	Ansdell	2
St. Pauls Avenue Car Park	Built	Car park	-	Ansdell	2
Fairhaven Road Car Park	Built	Car park	-	Ansdell	2
St. Anne’s Swimming Car Park	Built	Car park	-	St. Anne’s	3
North Promenade Car Park	Built	Car park	-	St. Anne’s	2
North Beach Car Park	Built	Car park	-	St. Anne’s	2
Zone 1 sea wall, Lytham	Built	Structure	-	Lytham	3
Zone 2 sea wall, Ansdell	Built	Structure	-	Lytham	1
Zone 3, sea wall, St. Anne’s	Built	Structure	-	Lytham	3
Byways and footpaths, Lytham	Built	PROW	National Trail, National Cycle Network	Lytham	2
Byways and footpaths, Ansdell	Built	PROW	National Trail, National Cycle Network	Ansdell	2

Byways and footpaths, St. Anne's	Built	PROW	National Trail/ National Cycle Network	St. Anne's	3
Signage, beach safety, Lytham	Built	Signage	-	Lytham	1
Signage, beach safety, Ansdell	Built	Signage	-	Ansdell	1
Signage, beach safety, St. Anne's	Built	Signage	-	St. Anne's	1
Signage, directional, Lytham	Built	Signage	-	Lytham	3
Signage, directional, Ansdell	Built	Signage	-	Ansdell	1
Signage, directional, St. Anne's	Built	Signage	-	St. Anne's	3
Signage, heritage, Lytham	Built	Signage	-	Lytham	2
Signage, heritage, Ansdell	Built	Signage	-	Ansdell	2
Signage, heritage, St. Anne's	Built	Signage	-	St. Anne's	3
Signage, enforcement, Lytham	Built	Signage	-	Lytham	2
Signage, enforcement, Ansdell	Built	Signage	-	Ansdell	2
Signage, enforcement, St. Anne's	Built	Signage	-	St. Anne's	3
Public notice boards	Built	Signage	-	Lytham St. Anne's	2
Life belts or rings	Built	Life saving	-	Lytham St. Anne's	1
Defibrillators	Built	Life saving	-	Lytham St. Anne's	1

ORGANISATIONAL CONTEXT AND RESPONSIBILITIES

The range of council-wide coastline services is sizable and complex. Staff, stakeholders and Elected Members are not always clear on council responsibilities or the lead officers and teams for these responsibilities. Formally establishing roles and responsibilities is important, since coastline assets and services are managed by every department within the council each with its own set of unique skills, challenges, policies and resources. Consequently, there may be duplication or overlapping of roles, lack of a defined lead or differences in opinions regarding coastal priorities and services delivery mechanisms.

The impact of this will be influenced by structural or staff changes, volume of responsible assets and the volume of stakeholders which officers need to engage on a regular or irregular basis. Therefore, a clear outline of coastal services and associated lead officers will be a key tool in ensuring that all staff and stakeholders are clear going forward and that the 5-year Action Plan proposals are delivered successfully and within the allocated timeframe.

The following table describes the categories of coastal services and associated lead officers. It is important to note that the council does not act alone e.g., Regeneration Services lead on bathing water matters however the Environment Agency are the responsible statutory body for this.

Category	Subcategory	Responsible Service	Lead Officer
Coastal Defence and Water Quality	Built sea defences Bathing waters Flood management Drainage	Regeneration Services/ Technical Services	Charlie Richards/ Darren Bell
	Soft sea defences	Place and Culture	Mark Wilde
Blue-Green Infrastructure	Parks and open spaces Natural environment Beaches Biodiversity	Place and Culture	Mark Wilde
Built Heritage	Planning development controls Built architecture Architectural design	Planning Services	Mark Evans
	Building control	Technical Services	Darren Bell

	Master-planning Capital projects (large-scale)	Regeneration Services	Charlie Richards
Maintenance and Cleansing	Green space cleansing Grounds maintenance Landscape design Green space recreational facilities Green space sports pitches Playgrounds Green space trees and woodlands Building maintenance	Place and Culture	Mark Wilde
	Infrastructure maintenance (non-green spaces) Paths and surfaces (non-green spaces) Car parks Drainage Lighting Utilities	Technical Services	Darren Bell
	Waste and litter management Beach raking Sand clearance Road and pavement sweeping	Place and Culture	Mark Wilde
	Pest control	Environmental and Housing Services	Ian Williamson
Patrols, Inspections and Enforcement	Beach patrolling Lifesaving equipment and notice board inspections Health and safety inspections (green spaces) Playground inspections	Place and Culture	Mark Wilde
	Health and safety inspections (non-green spaces) Parking enforcement	Technical Services	Darren Bell
	Food premises PSPO enforcement Amenity Beach enforcement Crime and antisocial behaviour Homelessness	Environmental and Housing Services	Ian Williamson
	CCTV	Governance	Ian Curtis
	Cockle fishing Moored boats	Environmental and Housing Services/ Parks and Coastal Services	Ian Williamson/ Mark Wilde
	Tourism and Communications	Event management Event applications Art and Culture Filming applications	Place and Culture
Corporate branding Corporate communications		Corporate Services	Gemma Broadley
Sport, Leisure and Recreation	Sport and Leisure Health and wellbeing	Corporate Services	Gemma Broadley
	Recreational facilities (green spaces) Playgrounds Water parks	Place and Culture	Mark Wilde

Community Engagement and Welfare	Volunteer management Education Community engagement Consultation	Place and Culture/ Corporate Services	Mark Wilde/ Gemma Broadley
	Public toilets Lifesaving equipment	Place and Culture	Mark Wilde
	Access management	Place and Culture/ Technical Services/ Corporate Services	Mark Wilde/ Darren Bell/ Gemma Broadley
	Car parks	Technical Services	Darren Bell
Risk Management and Emergency Planning	Health and safety Risk management Emergency planning	Corporate Services	Gemma Broadley

EVIDENCE BASE AND NEEDS ASSESSMENT

Plan actions need to be evidence based and informed by local data. This ensures that managerial actions fit with priorities, resources and customer expectations. Some of this evidence is highlighted elsewhere within this document and includes existing strategies, legislation and stakeholders.

Other evidence such as local demographic data and customer feedback statistics is also important. Some issues (e.g., landscape or biodiversity) are less transient and less liable to short-term change than others (e.g. litter levels or antisocial behaviour issues). With this in mind, we need to identify key aspects of evidence which may need to be periodically revisited and reviewed annually.

The plan monitoring and review arrangements are described in <Insert sec> to ensure the document stays relevant and a baseline for change. To develop our evidence base, an analysis process has been followed, which has included:

- Research and study into existing and relevant local, regional, national and strategic documents.
- Review of legislation and stakeholders and the relevance and role they play.
- Research and study into performance data collated from public consultation and In-Phase.
- Research and study into statistical tourism information to determine the coastal audience.
- Research and study into local demographic data obtained from reliable government sources.
- Consultation with council teams with the expertise to inform on specialist subjects and associated issues.
- Detailed analysis that defines what is working well and the problems we may need to resolve.

Population and Demand

The impact of population growth and decline, as well as population movement and commercial development can place a significant demand of Fylde’s coastal assets, impinging on the council’s ability to meet stakeholder requirements and affecting the delivery of service levels. As the population continues to grow, and we shift towards denser urban environments, Fylde will continue to lose private green space and become more reliant on public open space, including, beaches, parks and public realm.

Fylde is an authority bordering the Lancashire coastline that covers 166 square kilometres. It has 17 wards for which Census 2021 profiles are available. Population growth in the authority has over recent years been relatively positive increasing to 83,003 in 2022. This is an increase of 7.4%, since 2011. This is higher than the overall increase for England (6.6%) and higher than the increase for the Northwest (5.2%). In 2021, Fylde ranked 284th for total population out of 309 local authority areas in England, moving up two places in a decade. As of 2021, Fylde is the 12th least densely populated of the North West's 39 local authority areas.

Between 2011 - 2021 Census - there has been an increase of 23.8% in people aged 65 years and over, an increase of 2.8% in people aged 15 to 64 years, and an increase of 0.9% in children aged under 15 years. Between 2022 – 2021 Census National Picture - Overall, in England, there has been an increase of 20.1% in people aged 65 years

and over, an increase of 3.6% in people aged 15 to 64 years, and an increase of 5.0% in children aged under 15 years. It is estimated that between 2018 and 2043 the population of Fylde will increase by 16%. It is also predicted that the number of households will increase by 24.6% between 2018 and 2043, the greatest percentage rise in the Lancashire area.

In Fylde 11.6% of households were said to be in fuel poverty in 2020, which was lower than the England average of 13.2%. The main factors that determine this are the energy efficiency status of the property, the cost of energy, and household income. The 2019 Indices of Deprivation revealed that Fylde had a reasonably low overall deprivation ranking, being the 198th most deprived area out of 317 districts and unitary authorities in England. Reference link to Census data [Fylde population change, Census 2021 – ONS](#)

The authority has over 21,000 pension claimants of which high concentrations are particularly apparent in Lytham and St. Anne's on Sea. It has been well documented over recent years that people are living longer and that the older age-groups will record some dramatic increases over future years, with associated financial implications and demand for health and social care services. By 2043, the population aged 65 or over in Fylde is projected to increase to 33,991.

There are 29 schools in Fylde, of which 25 are primary and three secondary. Just under a fifth of the population (14,657) are aged between 0-19. Fylde has lower proportions of children across all age groups, compared to England and Wales. The largest difference is in 0-4-years, with Fylde having 1.3% fewer children compared to Source: ONS, Census 2021 England and Wales. 10.9% of children are living in child poverty (IDACI, 2019). 11.5% of children are in low-income families (all dependent children under-20) (2016). 11.7% of children are in low-income families (under-16) (2016)

Economic Development

Of the 14 local authorities that form the Lancashire area, Fylde has long been viewed as the most affluent alongside Ribble Valley. Both contain rural areas that are popular with commuters and towns that have none of the high levels of deprivation seen in other urban areas within the county. British Aerospace has large sites in both authorities that provide high paid jobs that underpin the local economies. Employee numbers in Fylde increased in the decade to 2008 at a rate above the national and county average. Employment numbers between 2009 and 2017 have been stable around 43,000. The visitor economy is important in Fylde. The 2011 census results reveal how employment patterns push the workday population figure for Fylde to a much higher figure than the usual resident population.

Community Safety

The recorded crime article reveals that Fylde has the second lowest crime rate in Lancashire. Antisocial behaviour is largely spasmodic, seasonal and focused around areas of high tourism congregation such as the dunes, town centres, beaches and parks.

Environment and Transport

Transport has a key role to play in realising the economic potential of an area by unlocking key locations, such as the existing and new locations referred to in the economy section. Using sustainable transport modes can significantly improve employment opportunities and life chances. In urban areas the reliance on the car presents problems of traffic congestion and reduced air quality. The M55 passes through Fylde and offers direct access to the national motorway network, however the rural nature of much of Fylde and the proximity to the coast, means that air quality results in Fylde are much better than those recorded in many of the core urban centres of Lancashire.

Blackpool Airport occupies a site that straddles the border between Blackpool and Fylde districts. It was formerly known as Squires Gate Airport and has an aviation history dating back to 1909. Commercial passenger services from the airport dramatically ceased in mid-October 2014, but a month later the airport reopened to general aviation traffic that included helicopters flights to offshore rigs. From 1st April 2015, Citywing re-commenced flights to the Isle-of-Man but went into liquidation in March 2017 ending scheduled flights from the airport. In March 2015, the government announced plans for a new enterprise zone at Blackpool Airport. The 144-hectare site will build on the existing strength of the local economy, including the oil and gas industry. It is estimated that

the enterprise zone plans could deliver more than 176,000 square metres of floor space, which could create more than 1,000 jobs.

The Environment Agency samples bathing water quality between May and September to assess performance. In 2022 both St. Anne's Pier and St Anne's North were classified as 'sufficient'. Improvements to the sea defences at Fairhaven costing £20 million as part of the Fylde Peninsula Coastal Programme were approved in May 2017. The Fylde inshore marine conservation zone was designated in 2013 and covers an area off the Fylde Coast and the Ribble Estuary. Part of the Ribble Estuary has been recommended as another marine conservation zone to be designated in 2018. Total carbon dioxide emissions in Fylde are high when measured by tonnes per person in comparison to the county and national averages.

The rates of household waste sent for reuse, recycling or composting have been improving over the years as sharp increases in Landfill Tax have made the traditional form of Landfill disposal more expensive. The household waste reuse, recycling and composting rate in 2021/22 was a respectable 44.4%. The national recycling rate was 44.1%.

What the Community Say

Identifying the relevant stakeholders and understanding their needs and expectations is a fundamental in achieving success for Fylde Council. Good coastal management dictates that asset and service managers should be actively engaging both internal and external stakeholders to translate their needs and expectations into decision making.

Fylde Council has already made good progress in identifying and engaging with its stakeholders. For example, the Core Values and Corporate Plan were validated through a statistically valid customer survey. The council also engages with stakeholders by conducting regular meetings and by engaging with communities through active duties, events, activities and volunteer schemes. The council has a robust website and social media alongside a weekly newsletter. In addition, the council has good working relationships with statutory organisations.

The council undertakes annual resident surveys to determine satisfaction with different service areas, which enables trends or patterns to be assessed. The survey has been carried out since 2012, it is a simple questionnaire with short statements that can be responded to in less than one minute. The format and content of the survey has been designed so that it is quick and easy for customers to have their say on the services they pay with the opportunity for feedback on any aspect of council services.

The questionnaire can be completed online at any time with the results reported annually based on the number of completed questionnaires during the year as well as the cumulative data since 2012. The questions focus on primary front-end services as well as the resident's experience, perception, and knowledge of the local authority.

Any resident should be able to provide an informed response to most of the questions without having had direct contact with the Council e.g., a valued judgment on parks, refuse, street cleansing and value for money from the Council. Questions relating to some of the bespoke services rely on the customer having experience of the service for example, planning either as an applicant, consultee, or having made an enquiry.

The objective of the survey is to obtain a general overview of satisfaction levels with services and the council that can be used as a benchmark over time to identify trends or anomalies. The high-level overview that the survey provides supplements service-based customer research that is carried out in most of the community-based services. The survey is live, gathering feedback all the time, it is possible to view the latest results at any time, the data set is automatically updated so cumulative results are live.

The 2023 data set which has 769 responses in the year is included in Table 1. Statistically the percentage of respondents is very low in proportion with the overall population, however it does provide an indicative view of opinion.

Table 1: The 2023 Residents Survey Results

QUESTIONS (Percentages figures are of those who rated as satisfied, good or excellent)	2023 Response
How would you rate the refuse collection service at Fylde	98%
How would you the household recycling service at Fylde	94%
How would you rate the parks and open spaces in Fylde	94%
How would you rate the cleanliness of the streets in Fylde	75%
How would you rate the planning service at Fylde*	49%
How would you rate the building control service at Fylde*	51%
How would you rate the Environmental Protection Control service at Fylde*	60%
How would you rate the benefits service at Fylde*	83%
How would you rate the customer service at Fylde*	77%
How would you rate the Cemetery and Crematorium service at Fylde*	94%
How would you rate the housing service at Fylde*	67%
Overall, I would rate the Fylde as a place to visit	97%
Overall, I would rate Fylde as a place to live	96%
How would you rate the value of the money received from Fylde Council	74%
Overall and taking everything into account, how would you rate Fylde Council	82%
How would you rate being kept up to date with what's happening in their area?	80%

*Percentage of respondents that had used the service or visited.

The 2023 quantitative data set shows high levels of satisfaction, this is consistent with previous data. Research indicates there is always a lower level of satisfaction with regulatory and enforcement services (planning, building control, environmental health) because of the nature of decisions that must be made, the expectations of the customer, and the negative perception of the decision for some customers. The qualitative data in the form of additional comments gathered through the same annual customer survey also reveal high levels of customer satisfaction, particularly around the management and maintenance of coastal public open spaces and waste management. There are common subjective themes which attract a higher level of public opinion and attention than others – these include:

- Dog fouling and controls
- Litter and public conveniences
- Parking and motorhomes
- Marine pollution
- Subjectivity of horticultural standards
- Successional changes on the beach e.g., transitional zone from saltmarsh to lateral sandy beaches
- Impact of large-scale events on residents and coastal infrastructure
- Road and pavement sweeping

These highlight the areas that require targeted media campaigns to make clear the council's intentions, policies and approach.

COASTAL QUALITY AUDIT

A quality audit is an important process for determining managerial and operational needs or gaps between a current and desired level of service. It also assesses performance against existing policies and strategies, such as the Fylde Coastal Strategy. It's a key part of strategic planning. Essentially, a quality audit helps us pinpoint our priorities and how we will accomplish our 5-Year Action Plan.

The audit is split into broad themes as identified in *Organisational Roles and Context*, and describes the current responsibilities, working practices and issues for consideration. It also aims to demystify and consolidate significant volumes of data available for each of those themes, including the salient points required for managerial and operational delivery. The audit includes both a narrative to describe the theme and a tabled analysis which provides greater detail on work achieved or yet to be achieved. It only provides a snapshot in time and will need annual review.

Coastal Defence and Water Quality

- Built coastal defences
- Natural coastal defences
- Bathing waters and water quality
- Flood management and drainage

Climate change is having a significant global impact on the coastal environment, biodiversity, and communities. These changes include sea-level rises, higher atmospheric and sea temperatures, changing precipitation rates, and more frequent extreme weather events. In response to this, global, national, regional, and local adaptation strategies have doubled down efforts on climate change resilience, coastal erosion, water quality and flood defence. Furthermore, climate change is also impacting on the volume of water entering drainage networks and leading to an increase in storm water overflow events resulting in marine pollution.

Coastal Defences

Fylde consists of a mixture of natural and built sea defences that are at risk from coastal erosion and flooding. All of Fylde's coastline is within Flood Zone 2 (medium risk of flooding) or Flood Zone 3 (high risk of flooding). Flood zones are a guidance tool, formed by the Environment Agency, to demonstrate the probability of sea and river flooding in areas across England. The flood zones were produced to help developers, councils and communities understand the flood risks present in specific locations or regions, considering the presence of flood defences.

There is a complex range of national, regional and local strategic documents and stakeholder groups relating to coastal erosion, flood risk management and water quality. These are identified on pages 9-12. However, the Fylde Coastal Strategy and Fylde Shoreline Management Plan (SMP2) are the leading strategic documents detailing local priorities.

The success of future coast management lies with a complex partnership approach between different organisations. The Environment Agency is responsible for the strategic overview of all sources of flooding and coastal erosion, as defined in the Flood and Water Management Act 2010. Lancashire County Council is the designated Lead Local Flood Authority (LLFA) and works with Fylde Council as the Coastal Protection Authority, to manage coastal erosion risk management activities and develop Shoreline Management Plans (SMPs). Fylde Coast peninsular authorities including Fylde Council, Blackpool Council and Wyre Council, work in partnership to ensure a holistic approach.

Fylde Council has a duty of care to design and build coastal defences that protect the Fylde Coast. The council also must ensure that the natural and hard coastal defences are not compromised and are inspected and maintained to a high standard. The council's Regeneration Services now manage hard coastal defences and the Parks and Coastal Services team manage the soft defences.

Built defences include all sea wall structures at Fairhaven, Church Scar and St. Anne's. Their age and condition are variable. A total of £22 million was invested in the construction of a new sea wall structure at Fairhaven, Ansdell and Church Scar in 2022. Further plans are being explored for further investment into a new seawall structure in St. Anne's.

Interspersed between the built coastal defences are natural defences, including the Fylde Sand Dunes and Ribble Estuary mudflats and saltmarshes. These are highly valued and ecologically diverse habitats with statutory designations to protect them from disturbance or development. Both the Ribble Estuary and the Fylde Sand Dunes each have separate management plans.

Water Quality

The Environment Agency closely monitors the quality of coastal bathing waters to ensure regulations are being complied with. They do this by taking regular samples at fixed testing points on St. Anne’s Amenity Beach and St. Anne’s North Beach. Defra is legally required to publish the Environment Agency’s annual findings and classifications. Bathing waters can be classified as ‘excellent’, ‘good’, ‘sufficient’ or ‘poor’. Bathing water quality classifications for England can be found here: [Check the quality of beach and bathing water](#).

Fylde Council must display the local bathing water quality classification during the bathing season (15th May to 30th September). Each classification given to bathing waters has a symbol that councils must display. Government rules for displaying bathing water signage can be found here: [Bathing water information and signage rules for local councils](#).

Fylde Council is legally required to add the following information to the sign: the current classification symbol; a general description of the bathing water; information about pollution incidents; and a website link to more information about water quality. Bathing water signage can be produced using the government interactive tool here: [Create a bathing water sign](#). Fylde’s bathing water signs are placed within coastal notice boards by the Parks and Coastal Service and updated when appropriate. If a pollution incident occurs, further signs are erected at all built beach entrance points and warnings are issued on the council website and social media channels.

Sea water pollution has been a hot topic on the Fylde Peninsula following the downgrade of our bathing water quality in 2023. DEFRA published their annual bathing water quality updates and of Fylde’s two designated bathing waters, St. Anne’s Beach remains at ‘sufficient’, while St. Anne’s North Beach has been downgraded from ‘sufficient’ to ‘poor’. Fylde Council’s Action Plan for the long term improvement of bathing waters can be found here: [Improving Bathing Waters Action Plan](#).

When there is heavy rain, high tides or strong winds, the Environment Agency predict that reduced water quality is more likely. This is because heavy rain can wash pollutants from agriculture and roads onto beaches. It can also lead to sewage being spilled if wastewater treatment systems are overwhelmed. Although this is a controversial practice, the agency must operate within the current law and storm overflows can be allowed in certain circumstances during heavy rain.

Coastal Defence and Water Quality		
Strengths	Weaknesses	Opportunities
Ratified Fylde Coastal Strategy and Shoreline Management Plan (SMP2).	Requires review and update in line with current issues and changing stakeholders, legislation and policies.	Update documents to reflect current national, regional and corporate understanding and goals.
£22 million investment into Fairhaven built coastal defences.	St. Anne’s hard coastal defence works not progressed due to inflation on construction and project delivery costs.	Alternate funding models and levies to plug funding shortfall.
£2.5 million invested into Fylde Sand Dunes soft fences with dedicated dunes staff team. Project funded by EA and secure until 2027.	Fylde Sand Dunes Management Plan currently out of date and requires review. Three-way partnership can be challenging to deliver in practice.	Apprenticeships. Business continuity. Review and modernise project MOU. Listed as ‘Learning site’ – ecology/ community. Funding sources – e.g., BNG
Saltmarsh and sand dune vegetation accreting between Fairhaven and St. Anne’s Amenity Beach, providing valuable soft sea defence.	Strategic and managerial consensus required on how to manage the accreting vegetation. Concerns over the integrity of St. Anne’s Amenity Beach. Future proposals to	Annual surveys of beach vegetation accretion.

	balance ecological and amenity interests.	Statutory body approved and politically supported managerial/ operational approaches required. Refer to the <i>Blue and Green Infrastructure</i> plan audit and recommendations.
Bathing water quality monitoring undertaken by the Environment Agency. Partnerships such as Turning Tides to guide localise monitoring and action.	Bathing water rating in 2023 was 'Poor' and 'Sufficient'. Storm water overflow pollution events. Environmental and reputational damage.	Corporate Emergency and Communications Pollution Plan with defined 'owner' for pollution incidents. Clear lines of communication with United Utilities and Environment Agency with legal lines of dispute.

Blue-Green Infrastructure

- Parks and open spaces
- Natural environment
- Biodiversity
- Seaside and Green Flag Awards

Fylde's coastline has a comprehensive network of quality public open spaces and natural assets that are highly valued within the community and with tourists. Blue-Green infrastructure encompasses all of this and includes the network of multifunctional spaces, urban and rural, which deliver a wide range of environmental and leisure benefits. As a green network it includes parks, open spaces, playing fields, woodlands, but also street trees, allotments, golf courses and private gardens. It also includes Fylde's blue infrastructure such as the coastline, encompassing beaches, the sea, water networks and other water bodies such as lakes and ponds. Biodiversity refers to all plant and living creatures which rely upon the blue-green infrastructure.

Coastal and marine habitats are increasingly understood to have great benefits to humans in a multitude of ways. These 'ecosystem services' include improved water quality, sequestration of carbon, provision of seafood and other products, recreation, flood and erosion risk reduction, health and wellbeing benefits, and cultural services. Equally, estuaries are complex ecosystems, and when allowed to function naturally without excessive pollution or physical modification, they will process and remove nutrients and other pollutants from the water. However, multiple pressures are affecting the health and resilience of coastal and marine ecosystems. These include climate change, pollution, physical loss and disturbance of habitats, unsustainable fishing and invasive non-native species. Many of these pressures are increasing, leading to rapid and extensive environmental change.

The governments new Environment Improvement Plan 2023 in association with the Environment Act is reflecting an increase in national policies and action to protect the environment. This includes halting species decline, restoring water bodies, boosting nature recovery, adoption of nature-based solutions, Biodiversity Net Gain targets, Net 0 carbon targets, waste reduction and marine environment protection. Despite the alarming speed in which environmental attitudes, policies and target are changing – they provide a significant opportunity for councils to review their current practices, set more ambitious plans, form new partnerships, seek external funding, and implement a higher level of strategic monitoring and evaluation.

Parks and Open Spaces

The management and maintenance of Fylde's parks and open spaces is one of the primary functions of the council. The council invests a significant proportion of its annual budget in providing attractive, well-maintained open spaces that balance the needs of the community and environment and contribute to the coastline's character. Fylde's coastal open spaces are highly prized and well-used. It is home to iconic sites that are an integral part of Fylde's identity, including Lytham Green, Fairhaven Lake, and the Promenade Gardens.

Individual 5-year park management plans articulate the character, role, value, and ongoing management of these spaces. Park management plans can be found at the following link: [Park Management Plans](#). Monthly maintenance programmes for both cleansing and grounds maintenance operations ensure a cyclic and structured

routine. The appropriate maintenance programmes are held by the Waste and Fleet/ Parks and Coastal Services teams.

All the main parks have retained a National [Green Flag Award](#) for over 10 consecutive years and the award scheme allows for the independent quality assessment and benchmarking of each space on an annual basis. Likewise parks and public open spaces realm floral displays are entered for the national and regional '[In Bloom](#)' competition and achieve numerous awards each year. Three Parks and Coastal Services staff are trained National Green Flag Judges, which ensures knowledge of best practice and continuity of standards.

The Parks and Coastal Services team have been making horticultural adaptations to increase sustainability and climate change resilience. This includes a 30% increase of sustainable perennial planting, using 100% peat free products, changes in grass cutting regimes and an implementing a large-scale annual tree planting programme. Pioneering environmental capital projects are also planned including the desilting of Fairhaven Lake and the utilisation of dredged sediment to create saltmarsh habitat in partnership with Our Future Coast.

As our population increases, housing and lifestyles trends change, and we begin to experience the effects of climate change, it is increasingly important that we take a long-term view about the management of public open space. Increased housing density will lead to a gradual loss of private green space. This, combined with increased tourism and a greater proportion of families moving to the area, will place more demand on open space assets, requiring innovative new responses and increased resource – if current levels service levels are to be sustained. The need to protect natural areas for biodiversity and habitat value, increase environmental resilience and support water management are also key considerations.

Statutory Natural Assets and Biodiversity

The coastline has locally, regionally, and nationally significant natural environments which are legally protected for their habitat or the biodiversity that depends on it. Most notably is the internationally important Ribble Estuary. The Ribble Estuary is designated as a Special Protection Area (SPA) and international Ramsar Site. The Ribble Marshes which form half of the area of the Ribble Estuary, are designated a National Nature Reserve. The Ribble Estuary periphery is fringed with saltmarsh habitat from Warton to Ansdell, comprising of specialist coastal vegetation and a network intricate creeks and ditches.

Saltmarsh habitat is a misunderstood and undervalued habitat, perceived as an interruption in the more popular sandy beaches. However, salt marshes are hugely important habitats for many organisms, protect shorelines against storms, and acting as natural pollution filters. Salt marshes are a so-called "blue carbon" ecosystem because they are carbon sinks, sequestering greenhouse gases and playing a role in offsetting climate change.

The Fylde Coast also comprises of sand dunes which make up 90% of the total dunes in Lancashire. The Fylde Sand Dunes which are situated from Squires Gate Lane to Lytham are an important habitat and soft sea defence and have received over 2.5 million pounds worth of Environment Agency funding since 2014. The dunes are fragmented along the coastline; however, the network has been designated as a Site of Special Scientific Interest and the static dunes to the East of Clifton Drive North a Local Nature Reserve.

The dunes are managed through the Fylde Sand dunes Project, which is a partnership between Fylde Council, Blackpool Council and The Wildlife Trust for Lancashire, Manchester, and Merseyside. A MOU has been ratified to establish the roles of each project partner. The project has been active for over 13 years, with the goal to promote, protect, manage, and extend the dunes for the benefits of coastal defence, biodiversity, and education. A skilled and dedicated team of 3 staff work on the project full time and the project has become an example of national best practice.

Statutory habitats of significant value and associated biodiversity is too significant to describe here. The below table summarises Fylde's natural assets and associated designations. Most sites are supported by their own specific management plan, which is ratified by Natural England and other key environmental stakeholders. A significant volume of ecological, geological and biodiversity data can be found within these plans.

Natural England assesses the condition of the sites identified within the below table on a six year cycle. Assessments are based on Common Standards Monitoring (CSM). Each special interest feature of the protected site contributing to its designation, has specific measurable attributes (usually one or more habitat and quality

definitions) and targets for these attributes. Sites are assessed on whether they are in 'Favourable' or 'Unfavourable' condition and each site will have an agreed list of Approved Activities.

Fylde Biodiversity Supplementary Planning Document 2019: [Fylde Biodiversity 2019](#)

Site	Designation	Broad Habitat Classification
Ribble and Alt Estuary Designations Summary Ribble Estuary Designation Citation	Special Protection Area Ramsar Site National Nature Reserve Site of Special Scientific Interest Important Bird Area County Biological Site BAP Habitat	Littoral sands/ muddy sands Mud flats Saltmarsh
Fylde Marine Waters Designations Summary	Fylde Marine Conservation Zones	Subtidal sediment
Fylde Sand Dunes Designations Summary Fylde Sand Dunes Designation Citation	Site of Special Scientific Interest Local Nature Reserve Biological Heritage Site BAP Habitat	Calcareous sand dunes
Lytham Coastal Changes	Sites of Special Scientific Interest	Geological tidal watercourse
Newton Marsh	Site of Special Scientific Interest BAP Habitat	Saltmarsh
Lytham Foreshore	Biological Heritage Site BAP Habitat	Saltmarsh Sand dunes
River Ribble, Lower Tidal Section, Lea, Newton with Clifton, Freckleton	Biological Heritage Sites	Saltmarsh

Beaches

The littoral sands of St. Anne's Beach are important to Fylde's identity, culture, and economy. St. Anne's Amenity Beach has held a Keep Britain Tidy affiliated [Seaside Award](#) for over 10 consecutive years, however the award scheme is relatively low key and not held in the same esteem as the [Blue Flag Award](#). A Blue Flag Award Audit was undertaken on St. Anne's Amenity Beach and St. Anne's North Beach in 2016. Both beaches contain the level of facilities and infrastructure required to successfully fulfil the Blue Flag Award criteria, however the requirement of an 'Excellent' bathing water classification has yet to be achieved.

Fylde's beaches are presently challenged by several forms of environmental pressures. Beach management has traditionally concentrated on the recreational use of beaches and sea defence, but has largely deprioritised the ecological and broader environmental values. This plan addresses Fylde's beaches as multi-dimensional environmental systems ('beach environments') that are nested within larger coastal systems and comprised of interacting natural habitats such as saltmarshes and dunes.

Due to their popularity and importance, Fylde's beaches require effective management to prevent further environmental degradation and conflicts with recreational use. Beach management seeks to maintain or improve the beaches as a safe recreational resource as well as a means of coastal protection, while providing facilities that meet the needs and aspirations of the community and visitors.

The natural systems of beach environments consist of the biodiversity, sediments and water occurring on beaches, their interactions and the ecological processes and physical processes that shape them. These systems extend from the shoreward limit of active dune systems and towards the saltmarsh estuarine habitats. Littoral sandy shore environments can change greatly over seasonal cycles, with sediment being eroded during winter storms and accreted during calmer summer months.

Waves carry debris including seaweed and driftwood, which pile up and form the strandline - this is a shoreline higher than the water level. The raking of the St Anne's Beach strandline was stopped many years ago for ecological purposes – only the strandline on the amenity beach is now machine raked.

The tide also brings flotsam and jetsam. These are discarded objects stuck in the sea including plastics - mostly packaging and tiny pellets called 'nurdles'. It is estimated that 11 million tonnes of plastic end up in the sea each year which can cause harm to marine life and enter human food chains.

Beaches are much loved and sensitive management is needed to make sure that the fragile vegetation is not destroyed and that breeding birds are not disturbed by people and dogs. Cleaning is an important part of this, but machine-led beach-cleaning should be avoided as it removes the top layer of sand and the strandline, while compressing the beach, badly damaging important invertebrate populations.

Beach Successional Changes and Approaches

Concerns regarding the ingress of vegetation on St. Anne's and Ansdell beaches has been growing for several decades and historical news articles illustrate that there has been debate on this issue for some time. A detailed 2024 survey identified Common Cordgrass and Common Saltmarsh Grass as the predominant species.

The vegetation is establishing on the fringes of the estuary at Lytham and at present is spreading along the shoreline, colonising areas near to St. Anne's Amenity Beach. Several geomorphic changes to the River Ribble have led to the ingress of the vegetation. Sediment dredging of the main River Ribble channel, to allow the safe passage of boats from river to sea, ceased in 1981 after Preston Docks was closed to commercial and industrial shipping. This has resulted in an increase sediment deposition at the mouth of the Ribble Estuary as it enters the sea at Southport and Lytham St. Anne's. The deposition of this sediment creates more favourable conditions for the successive growth of saltmarsh grasses.

The seaward parts of the beach are within the Ribble and Alt Estuaries Special Protection Area (SPA), Ribble and Alt Estuaries Ramsar and the Ribble Estuary Site of Special Scientific Interest (SSSI). The landward side of the site is adjacent to parts of the Fylde Sand Dunes Site of Special Scientific Interest (SSSI). All of which are of international/national importance for nature conservation. The southern most beach area towards Fairhaven Lake is highly valued saltmarsh habitat that requires protection as an internationally/ nationally protected, biodiverse habitat and soft sea defence.

Demand has been shown for the control of the beach vegetation particularly around the amenity beach which has high significant amenity and commercial value, however this proposal is fraught with complications. To ensure the accuracy and appropriateness of control approaches, the Parks and Coastal Services team commissioned [Envance Consultancy Ltd](#) in 2023 to map, survey and put forward proposals for beach vegetation management, taking into consideration amenity, ecological and legislative priorities, and restrictions.

Further to the Envance Ltd survey, consultation was undertaken with Natural England, who has advised Fylde Council "to allow beaches to develop naturally and allowing natural processes to happen. The natural processes allow the establishment and expansion of saltmarsh or sand dune habitats, and these are part of the protected site interest and provide valuable services such as sand capture, carbon sequestration and provides a natural flood defence. Any management of the beach should be consistent with conservation objectives and subject to regulatory tests and permissions."

The Environment Agency has also advised Fylde Council that vegetation "would likely return quite quickly because of natural vegetation processes in an estuarine environment - so any management if required, would be costly and time consuming." They also believe that by removing this vegetation, "it would prevent the natural processes of saltmarsh creation which is a habitat that provides benefits from carbon capture, natural flood management, supporting habitats for wading birds and protecting water quality".

In conclusion, interventions on beach vegetation control must be justified, moderate, highly sensitive to the natural environment and undertaken in strict compliance with the relevant legislation.

Following a meeting with the council's Leadership Board in April 2024, a decision was made to implement vegetation control only on St. Anne's Amenity Beach, with ongoing monitoring of the beach between the RLNI and Fairlawn Car Park. This is detailed within the 5-year Action Plan.

Blue Green Infrastructure and Biodiversity		
Strengths	Weaknesses	Opportunities
Adopted management plans for the Ribble Estuary and Fylde Sand Dunes, to enable the appropriate long-term management of the sites.	<p>Management plans are complex and time-consuming documents to produce. There is a risk that they become out of date quickly as environmental approaches and legislation changes.</p> <p>Management plans need to be informed by up-to-date ecological survey data which may be costly and time consuming to obtain.</p>	Strong stakeholder partnerships and a multi-agency approach ensures that the work load associated with plan production and associated actions are shared.
Ribble Estuary Ramsar, SPA/ SSSI internationally/ nationally significant ecological asset.	<p>River and saltmarsh habitat condition variable, requiring protection and management intervention.</p> <p>No routine surveying of Lytham – Fairhaven saltmarshes to inform management plans and ongoing protection and maintenance.</p> <p>Poor public knowledge and perception of saltmarsh habitats and their value.</p>	<p>Estuary and saltmarsh management and recovery plans to restore the environment to a 'favourable condition'.</p> <p>Annual habitat condition and species surveys, informing local management plans.</p> <p>Multi-agency partnerships to bring in expertise and investment.</p> <p>Biodiversity Net Gain mandate ratified under the Environmental Act 2021.</p> <p>Restoration or expansion of saltmarsh habitat in the Fairhaven/ Ansdell zone.</p> <p>Improved local promotion and public information on the importance of saltmarsh habitats.</p>
St. Anne's Amenity Beach and surrounding littoral sands are of natural and cultural significance to the region's identity, appeal, and visitor economy.	<p>Amenity pressures during peak season results in high levels of litter and significant resources to manage cleansing operations.</p> <p>Marine pollution incidents directly impact the beach environment for visitors and biodiversity.</p> <p>Seasonal dog controls are unpopular with some users (See Patrol, Inspections & Enforcement).</p> <p>Beaches are exposed to significant disturbance from tourism, commercial and event-based activities.</p> <p>No strategically agreed, long-term plan for the management of saltmarsh grass ingress of St. Anne's Amenity Beach.</p>	<p>Maintain designated amenity beach zone, locally important for tourism and awarded a Keep Britain Tidy affiliated Seaside Award.</p> <p>Manage beach areas in accordance to best practice as stipulated in the national Keep Britain Tidy Blue Flag Award criteria. Submissions for the award are water quality dependant.</p> <p>Agree and formalise a measured response and approach to saltmarsh grass ingress on St. Anne's Amenity Beach.</p> <p>Seasonal dog controls introduced to minimise fouling and conflicts of use during peak bathing season.</p> <p>Ensure that beach operations continue to be well resourced, to uphold high levels of safety and environmental cleanliness.</p>
Fylde Sand Dunes SSI/ LNR managed by a dedicated and qualified team. Received £1 million from the Environment Agency to	Dune habitat condition vulnerable, requiring protection and management intervention.	Renewal of existing management and recovery plans to restore the environment to a 'favourable condition'.

<p>protect, promote and manage the dunes for the next 4 years.</p>	<p>No routine surveying of the dunes to inform management plans and ongoing protection and maintenance.</p> <p>Management plan out of date and requires modernisation and up-to-date site information.</p> <p>Three-way partnership difficult to manage in practice.</p> <p>Partnership Memorandum of Understanding out of date and requires modernisation.</p>	<p>Annual habitat condition and species surveys, informing local management plans.</p> <p>Multi-agency partnerships to bring in expertise and investment.</p> <p>Biodiversity Net Gain mandate ratified under the Environmental Act 2021. Requires 10% increase in biodiversity after development. Presents investment opportunity into local ecological areas.</p> <p>Restoration or expansion of saltmarsh habitat in the Fairhaven/ Ansdell zone.</p> <p>Improved local promotion and public information on the importance of dune habitats.</p>
<p>Cessation of ecologically damaging strandline (mechanical) raking/ 'grooming' to remove tidal litter, micro-algae, and vegetation.</p>	<p>Beach raking still occurs on St. Anne's Amenity Beach to improve cleanliness and aesthetics.</p> <p>Beach raking impacts the feeding grounds for birds and invertebrates. The strandline also acts as a precursor, stabiliser and fertiliser for pioneer sand dune vegetation.</p>	<p>A balance needs to be found between the ecological and amenity value of our beaches. It seems reasonable that raking only of the amenity beach continues.</p>
<p>Varied hierarchy of award winning coastal green spaces including heritage parks, community greens and sports facilities.</p>	<p>Coastal environment is challenging for grounds maintenance operations, impacting floral displays and turf management.</p> <p>Volume of tourism footfall puts operational services under pressure during peak season, with demand for high levels of service on stretched teams.</p> <p>The demand for additional temporary parking for seasonal events is damaging to green space landscape and infrastructure.</p> <p>Green space heritage infrastructure and facilities (e.g., fountains) are not adapted for modern use and challenging/ costly to maintain.</p>	<p>Sustain current levels of staffing and financial resource to maintain or exceed present levels of service.</p> <p>Green Flag Award scheme as a national quality benchmark for park management.</p> <p>In Bloom Award scheme as the leading horticultural benchmark for horticultural practice.</p> <p>Innovative horticultural adaptations to ensure green spaces are resilient to high levels of public use and climate change.</p> <p>Expansion of natural assets where there is an opportunity to acquire land or expand corridors.</p> <p>Partnerships with stakeholders and volunteers to build capacity and support.</p> <p>Investment into heritage infrastructure to ensure it is fit for modern day use yet retains an attractive historical façade.</p>
<p>Fairhaven HLF project has facilitated significant investment into Fylde's largest destination green space and spearheaded new investment and income generation opportunities.</p> <p>Lake desilting project could spearhead a regionally significant environmental best practice</p>	<p>Site investment needs to be continued to keep with the pace of infrastructure wear, tear, and demand.</p> <p>The desilting project is complex and nature-based solutions are being proposed by reusing the sediment for saltmarsh habitat creation in partnership with Our Future Coast. A recent Water Restoration fund to the</p>	<p>Develop long-term finance plan for the site which attracts investment, income and sponsorship.</p> <p>New funding streams including the Coastal Communities Fund, Biodiversity Net Gain to be explore in the event that the WRF bid fails.</p>

scheme, benefitting wetland or saltmarsh development.	value of £ ½ million has been submitted for the work.	
Varied hierarchy of coastal blue spaces including marine environment, lakes, dykes and ponds.	<p>Labour and cost burdens affecting the regularity of pond and lake desilting.</p> <p>Need for nature-based solutions in the improvement of lake and pond water quality and edge erosion.</p> <p>Need for routine, annual water quality monitoring of lakes and ponds.</p> <p>Need for routine, annual ecological surveying of lakes and ponds.</p> <p>Deteriorating lake and pond edges requiring significant capital investment.</p>	<p>Multi-agency action in pollution incident prevention.</p> <p>Nature-based solutions to climate change related flooding, including SUDS and wetlands.</p> <p>Inclusion of soft, cost-effective pond and lake edges to prevent edge erosion, improve water filtration and encourage biodiversity.</p> <p>Adoption of modern technology and techniques in water quality improvement.</p>

Built Heritage Assets

- Buildings and structures
- Listed buildings and structures
- Conservation of built heritage

Fylde has a wealth of heritage assets including listed buildings, conservation areas, registered parks and gardens and archaeological sites. The council plays an important role in the maintenance of these assets and as a planning authority.

The historic environment is widely recognised as having significant economic benefits, from the perspective of the visitor economy, but also as a catalyst for regeneration and attracting development. Positive planning policies and creative regeneration strategies, along with conservation minded, yet pro-active developers, have been pivotal in bringing about creative buildings and area-based refurbishment schemes offering significant social, economic and cultural benefits.

The historic environment is often said to promote civic pride, acting as a reminder of how a place has evolved historically and its reasons for being, its foundations, subsequent growth and development. It is often associated with adding to the quality of life for residents and promoting destinations for visitors. Undoubtedly, holistically the built heritage presents a huge resource which is of major benefit to the nation, thus its protection and conservation is of paramount importance.

Heritage within the built environment is governed by specific national legislation. At its heart, the Planning (Listed Buildings and Conservation Areas Act) 1990 (The Act) sets out the powers which are available to local planning authorities. Consequently, there are specific responsibilities placed upon local councils in respect of protecting and enhancing the built heritage of its area as well as specific powers to assist with its protection.

The objectives of the Heritage Strategy and the policies set out in the development plan will influence and shape the future development of the area in order to maintain the character of the area. Guidance on projects that may have a direct or indirect impact on the borough's-built heritage is available from the council's planning service.

The historic development of the borough is the result of a blend of economic, social, cultural and environmental factors which have left a rich legacy as its built heritage. Within the Borough there is a significant variety of buildings, villages, a market town and Victorian sea side communities with vibrant town centres. It contains attractive planned residential suburbs evoking the spirit of Victorian, Edwardian and inter-war development. In addition, the Borough contains a significant number of designated conservation areas, listed buildings, registered parks and gardens, archaeological sites and other features with a heritage value.

The council, in undertaking its role as local planning authority, plays a major role in the management of the historic environment. It is through the planning process (Development Management) that much of the public engagement takes place and decisions made by, or on behalf of the Planning Committee of the Council, take account of public opinion, heritage bodies and amenity organisations. These decisions also take significant account of local planning policies and supplementary guidance.

Built Heritage Assets		
Strengths	Weaknesses	Opportunities
Statutory protected built heritage assets of local, regional, and national significance.	A number of built assets are deteriorating and require investment or additional maintenance intervention.	Development of corporate-wide Asset Management Register and Plan with associated financial forecasting. Develop a Coastal Design Code to achieve a consistent style and a recognisable aesthetic that is functional, attractive, and sustainable.
Active inspection and maintenance programmes delivered by different services.	Lack of constructive collaboration between services in the inspection and maintenance of historical structures and built assets.	Development of corporate-wide Asset Management Register and Plan with associated financial forecasting. Develop a Coastal Design Code to achieve a consistent style and a recognisable aesthetic that is functional, attractive, and sustainable.
Adopted Built Heritage Strategy and Local Plan.	No existing practical preservation and maintenance plan for built heritage buildings or features.	As above.

Maintenance and Cleansing

- Horticulture and conservation
- Cleansing, waste management and sand clearance
- Facilities and infrastructure

Fylde Council is the main provider of maintenance and cleansing services for its assets along the Fylde coastline. Maintenance and cleansing functions are predominantly delivered by Parks and Coastal Services, Tourism and Culture Services, Waste and Fleet Services and Technical Services either in-house or via third-party contractors. For aesthetic, health and safety and environmental reasons, issues of cleanliness and maintenance must be adequately addressed. As the coastline is structurally and environmentally complex, access for maintenance can be challenging. Operations are equally affected by seasonal influences including volume of visitors and traffic, weather events and tidal patterns.

Maintenance and cleansing operations are both proactive and reactive. Proactive maintenance is pre-determined by detailed operational work programmes and schedules, which define standards, frequencies, timings and required resources. Reactive maintenance is addressed by the relevant teams who divert resources to deal with ad-hoc issues. Routine patrols, inspections and risk assessments provide important information for planned or ad-hoc maintenance issues that may arise.

Horticulture and Conservation Maintenance

Horticultural maintenance is undertaken by Parks and Coastal Services/ Tourism and Culture Services. The management of each strategic park is described within individual site management plans and monthly work schedules. These are annually inspected by Green Flag Award Judges. Task and frequency-based work schedules are extremely complex and set the regime for grass cutting, sport turf management, floral displays, border work, shrub pruning, arboriculture, weed and pest control and irrigation, in addition to general cleansing regimes. A large fleet of vehicles/ machines are required for a wide variety of operations and the standard of this fleet is key in the reliable and safe completion of these tasks.

The standards of horticultural maintenance are guided by a combination of qualitative and frequency-based methods. Best horticultural practice as stipulated by the [RHS](#) is followed in combination with the criteria well documented within national award schemes such as the [Green Flag Award](#) and [Britain in Bloom](#). The coastal green spaces have historically performed highly in the award schemes, highlighting their value and the skills of the staff who maintain them.

Grounds maintenance teams operate on a site or geographical basis. This is the traditional way to perform council-owned green space maintenance tasks and ensures a more focussed and dedicated level of service by area focussed teams who understand the nuances of their sites. Flexibility is required across the Parks and Coast Service in the diversion of extra staff to deal with hot spot or seasonal issues when required.

Climate change is impacting horticultural maintenance through shifting weather patterns and an increase of extreme weather events. These shifts pose significant challenges to horticulture, where specific environmental conditions are susceptible to disruption by climate change. Rising summer temperatures, drought periods and wet winters impact plant development, tree development and structure, grassland and sports turf management and the prevalence of weeds and invertebrate pests. Staff are adapting resilience strategies to cope with these changes and targets for this will be outlined within the 5-year Action Plan. There has been a growing trend towards environmental approaches with the local population and this needs to be reflected in ongoing council policies.

Conservation maintenance is usually guided by statutory protections which describes the importance of the site for its habitat and biodiversity. This is performed by the Parks and Coastal Services Ranger Service, who are qualified in conservation management and ecological surveying. Coastal ecological sites include the Fylde Sand Dunes as already mentioned in *Blue-Green Infrastructure*, but also includes those habitats on existing formal parks that require specialist attention – this may include wildflower meadows and woodlands.

Cleansing, Waste Management and Sand Clearance

Fylde Council invests significant resource in year-round cleaning of coastal areas, including beaches. Waste and Fleet Services undertake public realm and beach cleansing activities and Parks and Coastal Services/ Tourism and Leisure implement cleansing on parks, open spaces and the dunes. It is a requirement to clean managed beaches in accordance with the Environmental Protection Act 1990 Code of Practice on Litter and Refuse. The code specifies the managed beaches should be cleaned to Grade B standard throughout the year. The definition of litter does not extend to natural material such as seaweed, which is beneficial to beach ecology.

A combination of varying sizes of litter bins have been installed along the promenade from Starr Gate to Lytham Green. The bins are emptied daily using specialist collection vehicles all year round with additional collections scheduled to accommodate seasonal demand. Operatives are assigned to litter pick the seafront and promenade manually three days per week all year round, while additional resources are allocated to this task through the season when visitor numbers increase. In addition, beach litter bins are sited directly on the beach from Starr Gate to Fairhaven Road and are emptied daily, 7 days per week from April to the end of September using a specialist vehicle with a trailer combination. Outside of these seasonal requirements, the beach bins are emptied three times per week.

Maintenance work includes management or clearance of windblown sand and beach debris. Throughout the seasonal period from April until the end of September beach raking is completed along the amenity beach 7 days per week, this is performed by a tractor and rake combination. As part of the Public Realm Agreement with Lancashire County Council, Fylde Council is responsible for the clearance of windblown sand from adopted highways and footpaths around the seafront areas along Clifton Drive North to the Inner Promenade. This work is completed reactively when resources permit, using specialist vehicles including the JCB and Bobcat Excavators and is supported with manual clearance by operatives. More recently, Community Payback teams have been commissioned to assist with this work.

The council is responsible for performing a cleanse of all adopted roads and pavements, and as part of this framework deploys a mechanical sweeper to cleanse the road channels from Starr Gate to North Promenade three times a month, with the Inner Promenade up to Granny's Bay once per month, and throughout the season from April to end of September.

Facility and Infrastructure Maintenance

Coastal facilities and infrastructure are varied and provide for the needs of residents and visitors. They are the most visible assets provided by the council and face considerable expectation and pressure. Their maintenance is also the most complex, involving a wide range of multi-disciplinary teams from across the council with specialist skills in engineering, construction, drainage, pool plant management, landscape design, sports turf management and contract management. Proximity to the sea makes coastal facilities and infrastructure more vulnerable to deterioration from conditions and high usage. Pressures on facilities and infrastructure are generally seasonal and depend on the type of infrastructure. For example, coastal pathways are generally popular throughout the year for walking, jogging, and cycling, whereas car parks, toilets, water parks, hire boats or playgrounds are much more popular or only available during the summer months. A comprehensive list of all council owned facilities and infrastructure are listed within the Asset Register on pages 13-15.

Most facilities operated by the council, or by concessionaires on behalf of the council, are embedded within existing parks, promenades, or public open spaces. Facilities include water parks, children’s playgrounds, wind-sports centre and sports courses/ pitches alongside car parks and public conveniences. Some facilities are seasonal, some operate year-round.

Coastal facilities require a significant volume of managerial and operational resources and expertise to ensure that they meet industry standards, comply with health and safety legislation, and meet customer expectations. Infrastructure includes a myriad of asset typologies; however, it includes all assets that link the public with the physical and natural environment and involves Planning, Regeneration and architectural expertise to ensure appropriate place making.

Infrastructure in a coastal context includes large-scale assets such as coastal defences, buildings, structures, boundary treatments, drainage, roads, lighting and path networks. It also includes smaller assets such as signage, furniture and lifesaving equipment.

Corporate understanding of service-based asset owners and budget holders can be unclear, resulting in overlapping of duties, confused communications, or delays in the completion of work. Ongoing facility and infrastructure maintenance needs a more organised approach with all council services being clear on their roles and responsibilities.

Future management goals also need to focus on taking a sustainable life cycle approach, developing cost-effective management strategies for the long term and providing a defined level of service, monitoring performance and ensuring effective risk management.

Maintenance and Cleansing		
Strengths	Weaknesses	Opportunities
Established cleansing schedules delivered by Parks and Coastal Service/ Waste and Fleet Service, with additional seasonal resource.	Operational resources often struggle to meet expectations during peak season. No coastal or weekend specific ‘Streetscene’ team, benefiting from corporate economies of scale and resources. Synergy between operational staff and litter picking groups could be better. Business continuity can be affected by staff absences or leavers.	Formalise an agreed Level of Service (Los) to manage cleansing maintenance and prevent reactionary operations. This needs to include standards thresholds and agreed margins of error. Scope the efficiency of a combined public realm and green space cleansing service. Scope the efficiency of a coastal specific maintenance team. Create a back-up talent pool of trained staff to infill for absences and make time for staff training.
Established grounds maintenance schedules delivered by the Parks and Coastal Service, with additional seasonal resource.	Operational resources are stretched during peak seasonal periods and this particularly prevalent during award entry judging periods.	Formalise an agreed Level of Service (Los) to manage expectations and prevent reactionary operations.

	<p>Ad hoc demands placed on the Parks and Coast Service need to be managed and monitored so that non priority task deflect from key operations.</p> <p>Business continuity can be affected by staff absences or leavers. It is not always cost viable to infill permanent staff with temporary agency staff.</p>	<p>Nature-based solutions could positively alter how green spaces are used, perceived and maintained resulting in biodiversity benefits and efficiency savings.</p> <p>Uphold Green Flag Award and In Bloom standards as a benchmark for best horticultural practice. Consider periodic award 'down time' years to undertake strategic park reviews and renovations.</p> <p>Create a back-up talent pool of trained staff to infill for absences and make time for staff training.</p>
<p>Conservation maintenance of valuable habitats routinely undertaken by Ranger Service.</p>	<p>Ongoing training needs to be provided to Ranger staff to ensure a competent skill base in specialist conservation practices in line with industry best practice.</p> <p>Greater managerial monitoring needs to frequently occur of ecological site maintenance.</p>	<p>Introduction of uniformed Volunteer Rangers to aid capacity across large geographical area and cope with seasonal demand.</p> <p>Training plan for Ranger Service to ensure practical skills are up-to-date with industry best practice.</p>
<p>Facility and infrastructure maintenance regime largely in place with ownership of different assets by differing departments. Standards of asset maintenance overall very good.</p>	<p>Corporate understanding of asset and associated budget holders is unclear resulting in overlapping of duties, confused communications, or delays in the completion of work.</p> <p>There are large number of 'caretaking/ detailing tasks' which are unfulfilled due to lack of staffing capacity. This includes cleaning, painting and upkeep of furniture, graffiti removal, small furniture and sign installations, event support, transportation of equipment and preventative maintenance.</p>	<p>The council's assets management plan needs to holistically cover all authority assets with a clear database of responsible departments and budget holders. The plan also needs to include a hierarchy of communications so that the relevant service managers are consulted or informed if asset management or replacement impacts business continuity.</p> <p>There is an opportunity to adopt a seasonal coastal caretaker or 'odd job person' to address the continuous stream of requests for small, unskilled jobs which cannot be prioritised by already stretched semi-skilled or skilled operational teams.</p>
<p>Comprehensive fleet and machinery stock under a 3–5-year replacement programme and 6-weekly service schedule.</p>	<p>Damage or breakdowns can result in significant operational down time, with lengthy delays in repair or replacement. This impacts reputation and external contract delivery.</p>	<p>Annual review of modern technologies.</p> <p>Establish critical components list. Stock for fleet maintenance and introduce standby stock for urgent and reactive repairs.</p>

Patrols, Inspections and Enforcement

- Coastal Patrols
- Asset inspections
- Enforcement and security
- CCTV

Coastal Patrols

Fylde Council fulfils its duty of care obligations by providing a year-round 'coast watch' service via the Parks and Coastal Services team. In practice, the coast watch function is primarily fulfilled by a lone Coastal Patrol Officer with support from Rangers and involves daily vehicle and foot patrolling of Fylde's coastline. Areas checked include the beaches, promenade walkways and any other key areas of focus along the coastal strip. Water lifesaving equipment, defibrillators and signage are also checked daily by the officer. The purpose of the patrols

is to identify and mitigate any environmental or visitor concerns, risks or hazards such as pollution, injured wildlife, washed up bulky items, waste tipping, antisocial behaviour or damage to infrastructure. The Coastal Patrol Officer and Rangers are an identifiable, uniformed presence, providing assurance to members of the public.

The Parks and Coastal Team are supported by Waste and Fleet Services, Technical Services and Environment and Housing Services in coastal monitoring. However, the Parks and Coastal Services team are the only service that monitors the full beach/ coastline operationally and daily with the intention to seek, mitigate and manage issues or risks in all areas. There is also multi-agency working with the HM Coastguard, Lancashire Police and Lancashire Fire and Rescue. Although these agencies provide emergency response to coastal incidents, they do not proactively monitor or 'watch' the coastline with any regularity, with the intent to prevent accidents or incidents.

It is important to make the distinction that the Coastal Patrol Officer or Rangers do not undertake a lifeguard function or enter sea waters, nor are they qualified to do so. Fylde's beaches are currently unsupported by a lifeguard service. The viability and necessity of a Fylde Lifeguard Service needs to be properly assessed and will form part of this plan's risk management audit and evaluation. At present, there is no law compelling local authorities or managers to place lifeguards on beaches - the decision is often made based on risk and cost.

Asset Inspections

Regular comprehensive coastal inspections are programmed to ensure all council owned built and natural assets are managed and maintained appropriately and highlight when repair and maintenance works need to be carried out. This ensures that the coastline is protected with assets functioning correctly, extends the life of assets and protects the public from potential hazards. Area inspections are carried out on beaches, promenade zones, green spaces and ecological sites by the council's Parks and Coastal Services, Technical Services and Waste and Fleet teams. These teams patrol the coastline daily and have operational oversight due to the geographic scale of responsibilities which include beach patrols and maintenance; inspection of lifesaving equipment; waste management; grounds maintenance; and ecological site maintenance.

Area coastal inspections inform maintenance work programmes, frequencies, and priorities on a daily and weekly basis. They also inform risk management, resource requirements and potential capital or revenue projects. Area inspections are formalised, established, recorded, and monitored through inspection forms, which identify those areas to be inspected and specific issues to identify. Area inspections may also occur on an ad-hoc basis in response to, for example, seasonal pressures, increased footfall, extreme weather or antisocial behaviour. The significance of area inspections cannot be underestimated, as they ensure a holistic approach to coastal management across service areas and ensure a visible, uniformed presence for customers.

Specific coastal inspections are carried out on those assets that require specialist attention by trained officers or contractors. These types of inspections are highly complex and are the responsibility of several different departments including Technical Services, Regeneration Services, Parks and Coastal Services, Waste and Fleet Services, Environmental Services, Planning and Building Control. Specific inspections are required to ensure the safety, security, maintenance, and longevity of the facility/ asset in question and inform risk management, maintenance work programmes, resource requirements and potential capital/ revenue projects. The Asset Register on pages 13-15 of this plan summarises coastal assets subject to specific inspections.

The frequency of inspections is variable according to the asset type, level of risk and legislative requirements. For example, an operational water park will require a daily inspection, playground a weekly inspection and hard coastal defence an annual inspection. Specific surveys or inspections may be carried out by external contractors under the direction of the responsible department – this may include a lighting or drainage survey. Most inspections are usually recorded via handheld devices or on a spreadsheet.

Monitoring inspections are also required for council assets which are under a leasehold arrangement with a third-party business, concessionaire or partner. These assets usually include kiosks and cafes or sporting facilities. The inspection regime for such premises is described within bespoke lease agreements under the direction of Technical Services or Corporate Services.

Enforcement and Security

The council's coastal enforcement responsibilities cut across several regulatory themes and are highly complex. Enforcement primarily refers to the council's environmental enforcement framework which is ultimately designed to address illegal, anti-social or damaging behaviour to improve the environment, protect assets and minimise damage. Fylde Council uses its environmental enforcement powers on the beach, promenade area, public realm area and green spaces to ensure a fair and proportionate response to a wide variety of issues. However, coastal enforcement also includes parking, building control, planning and licencing.

Environmental enforcement responsibilities are led by the council's Community Enforcement Team who have delegated powers to issue Fix Penalty Notices (FPN's) in relation to Public Space Protection Orders, Community Protection Warnings (CPW's), Community Protection Notices (CPN's) or court orders. There are several distinct PSPO's in place in Fylde, with some specific to the coast. Under the Anti-Social behaviour and Crime and Policing Act 2014, the following PSPO's are adopted and enforced: prohibition of barbeques; consumption of alcohol; dogs on leads zones; dog exclusion zones; and dog faeces.

Providing the team are fully staffed, there are four officers during the season and two officers' off-season. The Dog Control Service is also carried out by the team. The work includes dealing with lost or stray dogs as well as patrolling areas of public open space to ensure a reduction in dog fouling. The team has a dedicated air-conditioned vehicle to transport dogs. The service also deals with dog-on-dog attacks and carries out the necessary enforcement and education to ensure the chances of an occurrence or re-occurrences are reduced.

The team also monitor 800 food premises within the borough of Fylde, with a large collection of these situated on the coastal strip. Concessions on the promenade are monitored by the team to ensure the public has access to safe food businesses. Transient movable food businesses can arrive at the coastal strip during hot summer days, and the team works to ensure they are correctly registered and safe. Partnership and intelligence work with neighbouring authorities is carried out to further understand the flow of food businesses between differing boroughs.

CCTV

CCTV is currently managed by Legal Services, who are responsible for managing the public realm fixed camera systems as well as several rapid redeployable cameras. The public realm system comprises of 15 cameras that cover St. Anne's, Lytham and Kirkham. A Service Level Agreement is in place with Blackpool Council and Wyre Council for maintenance and monitoring of the system. The only fixed camera that has a view of the coastline is St. Anne's Cam 8. The council are investing £100,000 into upgrading the public realm systems from analogue to IP. An additional camera will be installed at Lytham Windmill, which will have a view of the Estuary from 2024. Rapid redeployable cameras can be installed on suitable lighting columns on the coastline to deal with incidents of antisocial behaviour and damage to council property.

CCTV is one of many different methods to prevent or record crime and is most effective when used alongside other prevention techniques such as uniformed patrols and the good design of a space. Crime Prevention Through Environmental Design (CPTED) can significantly reduce problems and may be more effective than target hardening methods such as fencing, CCTV and lighting. Most implementations of CPTED are based solely upon the theory that the proper design and effective use of environments can reduce crime, reduce the fear of crime and improve the quality of life.

Environment implementations of CPTED seek to dissuade offenders from committing crimes, by manipulating the environment in which those crimes occur. The three key themes of CPTED are natural surveillance, natural access control and natural territorial reinforcement. Natural surveillance and natural access control strategies limit the opportunity for crime. Natural territorial reinforcement strategies promote social control through a variety of measures.

Cockle Fishing

Cockle fishing and associated regulatory enforcement has historically occurred on Foulnaze beds at the Ribble Estuary, Lytham. Although this activity is a popular income generating activity, it has proved highly controversial

due to the known dangers of the estuarine environment, secondary impacts of traffic, litter and disturbance in the local area as well as impacts on the Ribble Estuary as an area of ecological significance.

Cockling fishers use a 'jumbo' to fluidise the soft sediments in which the buried cockles are found. Once the sediment is fluid, the cockles rise to the sediment surface where they are then raked into buckets or net bags. Fishermen usually access the beds by ATVs due to the high risk of getting stuck in soft sediment. Depending on the area to be fished, the time when the bed is uncovered, safe access and return is restricted by tidal patterns and other ecological factors.

The North Western Inshore Fisheries and Conservation Authority [NWIFCA](#) regulates hand-gathering cockle fisheries within Lancashire, under a "Bye-law 3 permit" [Permit to Fish for Cockles and Mussels](#). Under the current regulations, there is a maximum of 150 permits which can be issued per annum. It is still permissible for recreational fishers to fish 'non-commercial' cockle beds without a permit for 5kg per person per day outside of the closed season. Commercial cockle fisheries are normally subject to a Total Allowable Catch (TAC) measured in tonnage to manage the impact of diminished cockle stocks. For the NWIFCA to be fully confident of no risk of adverse effect on the integrity or conservation status of the sites, a precautionary approach is taken, with enforced management and a code of conduct.

When the cockle beds are open, cockelers must operate from the Seafield Road Slipway, Lytham. All cockles must be sold at sea and landed only at Preston Dock. Fishing is restricted to four days per week in the summer months and only during daylight hours. Monitoring samples of the shellfish and water are taken, and where there is a risk to public health, the beds will be closed by way of enforcement powers. Formal sampling must be undertaken before beds are allowed to open. Fylde Council's Environmental and Housing Services team works with the Centre for Environment, Fisheries and Aquaculture, UK Health Security Agency and the traders (shellfish harvesters) to ensure safety. An established Shellfish Liaison Group is in place with Fylde and Morecambe Bay Authorities and the traders, who meet to share information and to protect public health.

Moored and Abandoned Boats

Several private craft have historically moored on the saltmarsh at Lytham, and they have become part of the maritime and coastal aesthetic. The volume and condition of these boats needs regular monitoring to ensure they do not impact on the saltmarsh habitat extent, release pollutants or pose a direct danger to people and wildlife.

There is no official registration system for boats unlike with cars, where it is easier to trace an owner. The council holds records for some moored craft but not others. Communication is normally placed upon the boats in-situ if required. Fylde Council has a duty of care to remove any unsafe vehicle/ trailer / craft that have been abandoned by its owner on the coast and issue a Refuse Disposal (Amenity) Act 1978 Notice on boats of concern. If the owner does not comply with the notice, the council will remove the vessel from the shoreline and dispose of it as appropriate. A national review of boat craft ownership, registration and best practice regulation is currently under review, but this will take time to take effect.

There are conflicting views on the presence of moored boats on the estuary with some residents enjoying the aesthetic of the vessels on the Lytham coast, whilst others are concerned that they are an eyesore and environmental hazard.

Fylde Council needs to better document its own procedures and process in the monitoring of boats on the Lytham coast so that staff are clear on how to respond if inspections reveal issues or if complaints are received. Policies need to include the monitoring of the volume, condition and position of the boats with an agreed threshold for intervention, should such vessels become a hazard or nuisance.

Patrols, Inspections and Enforcement		
Strengths	Weaknesses	Opportunities
Proactive and daily coast watch and patrol function undertaken by Parks & Coastal Service. Recorded coastal patrol regime.	Service lacks the resources to expand or cope with additional seasonal demand. Patrolling staff often diverted from patrolling/ inspection duties to provide	Develop conjoined and corporate coastal and green space patrol rota across the differing services.

	<p>ad-hoc seasonal support to other services or stakeholders.</p> <p>Patrolling staff are under pressure to control litter during the season. Staff cannot undertake meaningful patrols/ inspections and attend to incidents as well as focus on littering duties during each shift.</p> <p>Most beach incidents, accidents or antisocial behaviour occur in the evenings when staff have finished shift.</p> <p>No Lifeguard Service to safeguard the public during peak seasonal periods. Existing volunteer groups are focussed on single issues or specific geographical areas, there are no volunteers that work holistically across the Fylde coast supporting staff in all realms of work.</p>	<p>As a minimum, maintain or ideally expand existing coastal patrol resources especially during peak times.</p> <p>Needs assessment for a seasonal, Lifeguard Service to prevent tidal and sea water specific incidents.</p> <p>Introduction of uniformed Volunteer Beach Wardens/ Rangers to aid capacity across large geographical area and cope with seasonal demand.</p> <p>Introduction of Beach Hub, St Anne's Pier as a public information and staff/ volunteer welfare point.</p>
HM Coastguard and RLNI locally based to provide reactionary support to coastal incidents.	<p>Changes in staff following the Covid-19 pandemic has resulted in a lack of communication and collaboration.</p> <p>HM Coastguard and RLNI respond to emergency call out on beach and water, but do not provide a preventative 'coast watch' service.</p>	<p>Strengthen the RLNI/ HM Coastguard partnership through the coordination of quarterly meetings to share information and agree mutual support.</p> <p>Introduction of seasonal, Lifeguard Service to prevent tidal and sea water specific incidents.</p>
Proactive and daily coastal environmental enforcement function undertaken by Environmental and Housing Services.	<p>Seasonal demand on the environmental enforcement team is significant. Service lacks the resources to expand or cope with additional demand.</p> <p>Public Space Protection Orders are often controversial, difficult to communicate and enforce.</p>	<p>Strengthen the Parks & Coast/ Environmental & Housing Services partnership through the coordination of quarterly meetings to share information and agree ways of mutual, seasonal support.</p> <p>Joint evening patrols between the Police and council staff.</p>
A multi-agency crime and antisocial group convenes monthly to share information and provide support.	<p>Police provide very little Fylde presence in practice, with council staff lacking the powers to address more serious or persistent antisocial behaviour incidents.</p> <p>Staff reluctant to undertake lone working during the evenings to prevent antisocial behaviour in targeted areas.</p>	<p>Develop corporate Crime and Antisocial Behaviour Policy.</p> <p>Multi-agency meetings at higher tier level to ensure Police support, presence and intervention.</p> <p>Joint patrols between the Police and council staff.</p> <p>Joint Lancashire Constabulary/ council funded Police Community Support Officer with park or coast police hub.</p>
Routine and non-routine inspections of natural and built assets, delivered by several different services.	<p>No corporate-wide asset register to identify the complexity, frequency, condition or responsibility for inspections and follow-up maintenance. Inspections are often dynamic or unrecorded, resulting in challenges in providing evidence-based information for public liability claims.</p> <p>Inspections of complex assets require high levels of expertise, placing risk on business continuity or public safety if staff are absent or sick.</p>	<p>Develop council-wide Asset Register and Management Plan.</p> <p>Service by service business continuity planning to ensure continuity and diversity of skill base.</p>

Some on-file documentation for managing cockling fishing at Lytham.	No documented procedures for the management of cockle fishing in Lytham.	Modern and legally compliant cockle fishing management procedures, which detail processes, legislation and key partners. Ensure corporate wide and centralised policy to ensure staff knowledge and business continuity in the event that experienced staff leave.
Some on-file documentation for managing moored or abandoned boats at Lytham.	No documented procedures for the inspection, monitoring or removal of moored or abandoned boats at Lytham.	Modern and legally compliant boat management procedures for Lytham, which detail safety thresholds for boat removal, processes for removal, key legislative considerations and partners.

Tourism and Communications

- Tourism management
- Events
- Communications

Tourism

The Fylde Coast has been a popular seaside destination for more than a century and it is the ambition of Fylde Council to keep the coastline at the forefront of tourism for generations to come by creating a place that has a rich blend of heritage and contemporary attractions. We have an enduring relationship with generations of loyal visitors and the challenge is to maintain our appeal against a backdrop of a more aspirational, financially and environmentally conscious audience.

The council will need to continually evaluate, and subtly brand the position of Fylde to maintain a family-oriented coastal resort renowned for the quality of its offer. Our strong brand as a traditional, classic seaside destination with a high quality natural and built environment is well established. However, the council needs to continually modernise its managerial approach to keep up with customer expectations, environmental best practice and changing regional and national priorities. This will be an ongoing challenge, as more traditional attitudes and approaches to coastal resort management become more at odds with the need for more sustainable, modern methods in an age of climate change, rapid development, technology dominance and social media driven communications.

There must be a clear commitment from all public and private sector stakeholders to continue to collaborate to ensure Fylde remains a relevant and attractive destination for new generations. Without that commitment, Fylde will continue to dwell on its past instead of looking to the future.

Fylde's identity largely relies on its coastal environment, attractive rural areas and Victorian and Edwardian towns. The powerful aesthetic of closely situated sand dunes, wide sandy beaches, saltmarsh and green spaces mixed with well-preserved built heritage attracts a wide variety of local, regional and national visitors. Assets such as the iconic Lytham Windmill, Fairhaven Lake, Promenade Gardens and St. Anne's Pier alongside the attractive coastal architecture of unique market towns, residential properties and hotels is hugely appealing to the visitor. All of which are easily accessible and within close and walking proximity.

Fylde Tourism is managed by the council's Tourism and Cultural Services, with support from several other departments. As with all coastal resorts, the management of tourist assets and services presents significant seasonal challenges to the managerial and operational workforce and demand for resources exceeds capacity.

The council's tourism team is a small unit who are required to coordinate tourism management and promotions in addition to the organisation of large-scale council-led public events. The methodology for event delivery, using third sector stakeholders and partnerships, requires a review to enable focus on coordination rather than operational delivery.

Events

Through the combined efforts of the council's Tourism and Culture Service Team and wider stakeholders, Fylde has developed an annual programme of high-quality events capable of attracting large volumes of visitors and residents. The core programme, some of which is free to access, includes the Lytham 1940's Weekend, St. Anne's International Kite Festival and Lytham Music Festival. These are further enhanced by a range of theatre and events managed by Lowther Trust, St Anne's Town Council seasonal festivals, sporting events and the Fylde Ranger Service guided walks and activity programme.

The 1940's Weekend takes place on Lytham Green each August and comprises of static displays, re-enactment displays, vintage fairground, music and dance, food and drink, vintage traders and military charities. Lytham Green is used from the Clifton Hotel to the windmill. Either side of the event space is a temporary event car parking space. The St. Anne's International Kite Festival is delivered each September, the exact date is tide dependant. The event starts Friday evening through to Sunday and is delivered in partnership with kite flier group SmileFactor10. This event comprises of kite flying arenas, fairground, beach activities and food and drink stalls.

The council works with third party event organisers about the delivery of additional events on the councils' coastal assets. The only regular externally managed annual event is Lytham Festival which takes place each June/ July (dates vary each year according to artist availability) on Lytham Green. It is a chargeable event and attracts crowds of around 100,000 over the 5 days. The Council receive an income from this event through a Service Level Agreement.

Other bespoke third-party events have recently included: Beach Rugby, various other sports events and Car Rallies. Third party activities include Nordic walking and beach yoga exercise sessions. All third-party events are required to go through the event application process and need to meet the criteria of the Events Strategy. The council work in partnership with third party agencies to ensure that activities take place in accordance with event plans and a Safety Advisory Group (SAG) of external agencies such as the blue lights services and LCC Highways. Other agencies are brought in on an ad-hoc basis as required.

Small concessions and filming requests are ad-hoc, but requests do come in for filming adjacent to Lytham Windmill or St Anne's beach and pier. These are facilitated by the Estates team within Technical Services and are subject to paid fees.

The detrimental impacts of large-scale events and associated overflow parking on local infrastructure and public open spaces is addressed fully in *Community Engagement and Welfare*.

Communications

It has never been more important for councils to communicate effectively with residents, media, stakeholders and employees. Whether it's to encourage participation or to promote understanding of local priorities, effective communication has the power to engage communities, challenge misconception and help councils to achieve objectives. The council narrative describes our organisation and the services it provides. It encapsulates the values of our organisation, the 'beating pulse' of who we are, what we do and how we do it. The place narrative describes the borough that the council serves, as well as the people who live in, work in and visit our spaces and facilities. Both council and place narratives should acknowledge the past, the present situation and future ambitions. Both should be developed from research and conversations with people internal and external to the council.

The council's Communications team has been tested in many ways during the past 5 years. COVID-19 was a lens through which the councils work with colleagues in health, the wider social care sector and CCGs were tested, strengthened and sometimes tested again as the council grappled with major issues around shielding the vulnerable and elderly care in a pandemic. The pandemic also placed sharp focus on the importance of public open spaces, whilst restrictions on travel resulted in more people using local beaches and parks. Service expectations and demands increased as a result.

The growing pressures of climate change, national financial markets, resources and local politics has also presented the need for greater flexibility and more advanced communication strategies. Fylde Council developed a Communications and Marketing Strategy four years ago and this document is due for renewal. This will help guide the corporate approach. Once private conversations and opinions have now become very visible as

communications move online to social media channels. This places more pressure on the transparency and quality of the council's communications.

Tourism and Communications		
Strengths	Weaknesses	Opportunities
An established, high quality coastal hospitality and tourism industry.	<p>Seasonality dampens waves of tourism to the coast.</p> <p>Lack of coordination with neighbouring authorities.</p> <p>Limited public welfare and visitor infrastructure to accommodate peak tourism periods.</p>	<p>Tourism Strategy to set the long-term agenda for tourism within Fylde.</p> <p>Partnerships with neighbouring authorities.</p> <p>Diversification and modernisation our tourism facility offer in line with customer feedback.</p> <p>Addressing seasonality and presenting a positive year-round image of the coast.</p> <p>Explore ecotourism and the viability of providing green tourism services and activities. Includes the promotion of the emerging England Coastal Path National Trail.</p>
Dedicated council Tourism Service managing and promoting the tourism offer and organising large-scale events.	Under resourced team, predominately focussed on large-scale council events planning and delivery.	Improve in-house tourism team capacity through the outsourcing of large event management. This will free staff time to focus on strategic tourism management and promotion.
Popular and long-standing events offer.	<p>Small in-house tourism team has limited capacity to deliver or expand upon public event offer.</p> <p>Limited offer of small, family friendly events to attract residents to parks.</p> <p>Limited offer of built heritage events or open days.</p> <p>Limited youth audience development or activity offer.</p>	<p>Improve in-house tourism team capacity through the outsourcing of large event management.</p> <p>Address niche and un-tapped interests through event participation via Ranger annual events programme.</p> <p>Utilise third sector partnerships to build event and activity engagement.</p> <p>Increase activities for youth markets and interests.</p> <p>Diversify out of season events and activities.</p> <p>Minimise detrimental event impact on local infrastructure through tighter regulations and penalties for damage.</p>
Traditional seaside tourism assets/facilities.	<p>Limited wet weather facilities to attract consistent or year-round tourism.</p> <p>Facilities may not appeal to or satisfy some younger audiences.</p>	<p>Tourism and Communications Strategies to promote the alternative wet weather activities during out of season or wet weather periods.</p> <p>Assess tourism facility assets, seeking opportunities to develop and modernise the tourism offer.</p>
Dedicated council Communications Service overseeing marketing and public relations.	Conflicting views on media content requirement may impact the scope and representation of news content.	Corporate communication plan to be subject to corporate wide consultation by SMT and Service Managers, to enable a balanced representation.

	<p>Limited capacity for the monitoring of website data, keeping service information relevant and up to date.</p> <p>Social media content may not be addressing known audience concerns or interests as identified in the annual resident survey or provided through comments/ staff.</p> <p>Council's reputation suffers if media content focuses on updating audiences on troubleshooting or problems.</p>	<p>Strong Fylde coastal 'product' branding to present an identifiable and positive image of coastal assets and services.</p> <p>Obtain information about what issues the public would like to know about and add this to the annual resident's survey – including the accessibility of information.</p> <p>Define website staff 'owners' with set frequencies and procedures for web content review and changes.</p> <p>Reduce negative media campaigns and change the narrative, drawing attention to a web based and branded 'Beach Code of Conduct'.</p> <p>Promote increased positive enjoyment of coastal assets in all weathers and seasons.</p>
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Sport, Leisure and Recreation

- Sport and Leisure
- Health and wellbeing
- Recreational facilities

The use of coastal environments for sport, leisure and recreation is hugely popular and confers numerous economic, community building and health benefits. This places significant importance on the development and maintenance of existing built and natural assets which play host to activities, as well as the long term protection and sustainability into Fylde's coastal environment. Available resources, local economy, changing cultural attitudes, emerging technologies, population growth, climate change and local population growth are some of the major factors that will influence coastal development and present long term managerial challenges.

Coastal tourism activities include outdoor and indoor recreation, sport and play, and as leisure and business initiatives. Activities are viewed positively by some for the opportunities they create. Others condemn coastal activities for their unacceptable impact on the environment. The development of the Fylde coast has enabled the natural zoning of assets and facilities to reduce conflict between different users.

The council's Corporate Services have strategic oversight and responsibility for managing and delivering a range of activities across the borough as well as working with numerous stakeholders/ partners to boost and deliver sporting activities and health initiatives within Fylde.

Sport, Leisure and Recreation Assets and Activities

The Fylde Coast contains a significant range of sport and recreational assets under the direct management of the council or by third party stakeholders and concessionaires. The council has a strategic role in the long term development of these and works in partnership with several partners including Sport England and Lancashire Sport to develop and sustain a wide range of facilities and programs.

Council managed built assets include bowling greens, golf courses and playgrounds alongside high profile facilities such as Splash, paddling pool, boat hire and adventure golf. A significant volume of investment has been put into the physical installation, maintenance and operation of these assets at Fairhaven Lake through the Heritage Lottery Programme, plus investment into children's play provision and the promenade based water parks and a wind sports centre

A number of facilities are leased to or operated by external companies or concessionaires including the Minilinks Golf Course, Trampolines and Miniature Railway. The Fylde Coast YMCA is a major leisure provider, and manages the public swimming baths on the Promenade alongside nearby Fylde Rugby Club, AFC Fylde, Lytham Cricket Club, Lightening Club at BAE Warton and numerous smaller sports clubs and organisations. The Open Golf Championship is commonly held at the Royal Lytham & St. Anne's Golf Club.

Natural assets such as green spaces, sea, beach, dunes and estuary are equally as important in catering for informal and organised sport and recreational activities. Land yachting, kite surfing, sand racing, sailing, jet/ water skiing, swimming and cycling is popular alongside more passive forms of recreation such as walking, jogging, picnicking, play and wildlife watching. Natural assets are particularly important in hosting a range of outdoor events and activities.

Sport and Leisure Programmes

A full list of sports clubs, programmes and activities are promoted on the council's website here: [Let's Feel Good Fylde](#). Fylde Council and working with Active Lancashire to undertake a community-wide consultation initiative aimed at shaping the future of sport and leisure facilities in Fylde. This initiative will help to strategically plan the future of leisure and sport activities in Fylde, and is designed to gather input from Fylde residents and community organisations. The survey invites those living and working within Fylde to contribute their perspectives on a variety of topics related to sport and leisure, with a particular focus on swimming opportunities.

Sport, Leisure and Recreation		
Strengths	Weaknesses	Opportunities
Live consultation led by Active Lancashire and Fylde Council to guide future sport and leisure provision within Fylde.	None.	Consultation will help to inform current needs, obstacles and future sport assets and programmes. Produce a new Sports and Leisure Strategy to be delivered by the council's Sports Development Officer in partnership with stakeholders.
Investment in Wind Sports Centre has facilitated greater beach sports participation, community involvement and commercial investment (café).	Potential for dunes staff base and visitor information point not included.	Continue to monitor use and success of the building use through the council's Sports Development Officer.
Partnerships with commercial stakeholders and concessionaires support the council in the delivery of sport and leisure services.	A significant number of sports, leisure and recreational assets which are managed directly by the council, pose a large resource and time burden to services.	Formally review assets which could be outsourced (e.g. Splash) and present a robust business case for the commercial and customers benefits of this, including external investment. This will reduce the facility management burden of the council.
Wide range of coastal based sport, leisure and recreational assets which are popular and well used.	The condition of assets is variable, directly impacting levels of usage. Poor bathing water quality directly impacts water sport activities and confidence in the local natural environment. Some built facilities are dated or underused and require investment and modernisation to attract a wider audience (Pennine Putting). Accessibility of assets could be improved.	Use the Asset Management Plan and complete an annual asset condition surveys to identify areas for investment and improvement. Continue to work with the Environment Agency and United Utilities through the aforementioned forums to improve bathing water quality. Accessibility Audit of the coast/ coastal assets will help to identify required improvements.
Walking programmes delivered by the Parks and Coastal Service,	No capacity or resource across the council to implement more	Opportunity to introduce a borough wide Health Walks Leader and associated

highlighting the value of the local natural environment.	innovative walking programmes to attract a broader audience.	programme of health walks in partnership with the NHS. Opportunity to introduce Blue Badge Heritage Walking Guides to highlight the value of Fylde Coast Heritage. Volunteer Ranger Service will aid the Ranger Service walking programme capacity by providing back-up walking event assistance.
Sports programmes delivered by external partners.	The council holds no budget or staffing resource to directly deliver or secure capacity for sport and leisure activity programmes to engage the local community and schools. There are no youth specific sport engagement programmes to improve generation health habits or reduce youth linked anti-social behaviour. Lack of resource to deliver a programme of healthy leisure activities for families and sports clubs.	Secure investment for the delivery of a year round or seasonal Fylde Sports Development and Activity Programme. Build staffing capacity for the delivery of sport programmes through grant funding, joint partnerships and sponsorships.
Beach Management Plan for Wind Sports enabled the organisation and zoning of beach sports to ensure safety of all beach users.	This will require on the ground monitoring by the Sports Development Officer and Coastal Patrol staff to ensure success.	Follow the procedures set within the Beach Management Plan for Wind Sports and review annually to ensure ongoing success.

Community Engagement and Welfare

- Community involvement and consultation
- Education and volunteers
Interpretation and Public Information Points
- Access management
- Parking
- Public conveniences

Community Involvement and Consultation

Coastal management through community involvement has significant advantages over non-participatory approaches, as involving the community allows for consideration of multiple interests, resources, and skills that may expand the capacity for action and enhances local stewardship. Participation can help increase project efficiency as it avoids duplication of efforts. Participation methods are varied and include community led projects, participation through the provision of facilities, events and activities or through community ownership which includes volunteering. Community involvement also includes public consultation whether borough-wide or project specific both formally and informally.

The council undertakes an annual resident survey to canvass public satisfaction rates across different services. The survey is broad in range and provides little scope for building a more detailed picture of how to tailor coastal assets and services to meet public expectation and demand. The survey does, however, provide a comments box to enable residents to elaborate their feedback. Statistical information is corporately circulated, but more detailed comments are not - leaving service managers potentially in the dark about information which may guide future levels of service.

Consultation is also undertaken with both Planning, Regeneration and service-based projects. A significant volume of consultation has historically been undertaken on the design and delivery of the sea defences, public realm and facility development projects. Community involvement is deeply integrated in the environmental management of Fylde's coastline and is well established. Park friends' groups, Fylde Sand Dune Project board and volunteers, in-bloom groups, sporting associations and beach litter groups are key stakeholders and work with the council to achieve benefit to the coastline and its users.

Wider, strategic community participation in coastal-wide processes and services is still at rudimentary stage. The council excels at ensuring the transparency of information with the public and works with a vast range of professional stakeholder groups. However, this does not necessarily translate to widescale public and community level involvement. It is likely that this is a capacity issue where the departments lack the time, resources, structures and processes to build relationships and undertake regular and meaningful community consultation or engagement at a strategic level. There are many differing small community groups focussed on special interests and there are many organisational led coastal interest boards or steering groups. However, there is not a single coastal forum holistically sharing information about the coast as an integrated system.

It is advised that the council develops formalised structures through which we can engage the community on a strategic level about coastal management. This would include practical mechanisms for working together on a day-to-day basis. This would be hugely advantageous in ensuring community input in coastal-wide issues, build support for council wide services, build communications and delivery capacity and potentially attract greater sources of external funding for coastal improvement projects. This could take the form of a "Fylde Coast Community Forum" led by Officers.

Education and Volunteers

Education is often overlooked as a mechanism for building a sense of local pride, fostering awareness, raising environmental awareness and combating antisocial behaviour. The goal is to inspire the current and next generation of Fylde residents to become environmentally conscious individuals with a love for Fylde's sustained coastal heritage and environment. It is also the goal of the council and its partners to use education as a key strategy for connecting communities with the Fylde Coast's natural and built assets, building an understanding and stewardship of local issues.

In the context of this plan, education refers to both formal and informal shared and taught information which enriches peoples understanding and appreciation of the value of our coast. Education can be taught formally in schools, classrooms, colleges and universities, or it can take place in informal learning contexts such as outdoor classrooms, workshops, outreach programs and community education. Education underpins many different council functions including biodiversity programmes, event delivery and public messaging.

Fylde Council and its partners deliver a variety of coastal education programmes. An [Outdoor Education Programme](#) has been developed by the Parks and Coastal Services and links with the National Curriculum to deliver lesson plans on environmental, biodiversity and sustainability themes to primary and secondary schools. The programme is holistic and advertises education delivered by external partners such as the RSPB, The Wildlife Trust and Park View Trust. Education is also delivered through the Fylde Sand Dunes Project and includes [Fylde Beach School](#) and other topics including orienteering, biodiversity events, walks and talks. Education also occurs at Fairhaven Lake through the Fairhaven staffing team and [RSPB Fairhaven Lake Visitor Centre](#).

Education is also used on social media platforms to inform the public about key council responsibilities and powers including Public Space Protection Orders, parking regulations and promoting responsible behaviour when visiting the coast. The content of this information, if used wisely, can reduce the operational burden on the council in the maintenance of assets and delivery of services. It is advised that the council explores the role of education in aiding public understanding of common misconceptions regarding the coastal environment. It is important to educate on local priorities so that residents, visitors and stakeholders are positively informed. Common themes such as pollution, beach vegetation, naturalised areas, antisocial behaviour and seasonality issues are commonly raised and a frequent source of complaint and agitation. 'Myth busting' education and communication schemes can assist this process.

Volunteer involvement schemes are well established especially on parks, beaches, open spaces and natural sites. The majority of strategic parks and natural sites are supported by a friend's group and/ or steering group who

work alongside staff to promote and improve areas. Volunteer beach litter picking groups are also well established and were originally formed through the LoveMyBeach project under the management of Keep Britain Tidy. Although the scheme is no longer active, volunteers have continued. A group called Lytham Tossers was established in 2019 and also significantly contribute to the cleansing of Fylde's beach. By undertaking weekly beach cleansing sessions, volunteers improve the environmental quality of Fylde's coastline and improve health and wellbeing for users. The council supports volunteers through the provision of litter collection equipment and supplies, collecting refuse bags at key locations on daily completion.

A partnership was established with the Criminal Justice Inspectorate in 2021 to enable the implementation of local Community Payback projects. Although at the time, the Covid-19 Pandemic imposed heavy restrictions on the scope and effectiveness of such projects, the partnership has continued and proved valuable in the upkeep of parks, public areas and the coastline.

Interpretation and Public Information Points

Signage, interpretation and waymarking is essential in guiding people to and through a coastal space. It brings the areas value to the user's attention, as well as sending out the message that the area is being actively managed and cared for - which is important in deterring vandalism and anti-social behaviour. All signage must meet visitor needs as well as historic, aesthetic and environmental sensitivities. The rule of the thumb is to provide the minimum of signage, that provides essential correct information and that is designed to a corporate style and laid out in a logical and uniform manner.

Consideration must be given to the character of signage within its setting. Selection should respond to the degree to which a site is urban or rural, the nature of its use and its formality or informality. Design of signage, information and waymarking elements must be consistent - whilst selection of different materials and ranges of products may be necessitated in order to satisfy specific requirements, all must contribute to an overall sense of unity. Co-ordination of overall requirements should involve discipline in limiting provision and eliminate 'clutter'.

The various signage typologies, alongside other forms of communication including websites, leaflets, posters and banners are key in informing the public of the council 'brand', facilities and services. The council's branding style guide is documented in the following document [Style Guide](#) which informs both staff and partners on the advised requirements. It is worth noting that some signs are a statutory requirement whilst others are simply for information purposes. For example, enforceable services including car parks and PSPO's cannot be operated or implemented without the correct, displayed notices.

A Fylde Coastal Signage Audit was undertaken in 2019 to determine the volume and condition of existing signage as well as identify areas of weakness. At the time of survey, It was identified that there were 232 existing coastal signs of the following types: legal, enforcement, safety (80%), heritage and parks information (15%) and non-highway directional (5%). Since this time, new beach entrance safety signs have been installed in consultation with the RLNI alongside new interpretation boards and waymarking for the Fylde Sand Dunes. A significant volume of PSPO signage has also been installed to deter dog fouling, dogs on St Anne's Amenity Beach, BBQ's and littering.

It is now a key requirement for Fylde Council to re-survey it's coastal signage, interpretation and waymarking to determine whether it is working effectively. This assessment can form of a wider Coastal Access Audit. Emerging technologies should be reviewed alongside, identifying ways that such technologies can assist the council is public information and access to that information. Digital signage is fast becoming one of the most sought-after technologies in the signage sector. While other forms of promotion such as traditional signs will always have their place, the constantly changing qualities of digital signage are having an impact. As signage evolves in a modern age, the use of QR codes to link people to web based data and flexible electronic signage to address hot spot issues in high traffic areas, is more common place.

UK-wide councils have been responding to changing visitor and consumer behaviour for some time, phasing out in-person TIC's and providing the majority of information online and through social media channels. With the majority of people planning day visits and holidays digitally/ online, there has been a shift to influencing visitors at the planning stage before they leave home. As a result, there is an apparent reduction in demand for in-person information points or Tourist Information Centres. The reduction of TIC's has been controversial with some communities, demonstrating a need for councils to continue in-person services to tourists.

There is a Tourist Information Desk at the Town Hall in St. Anne's which is open during office hours (Mon to Thurs 8.30am to 5.00pm, Fri 8.30am to 4.30pm) where visitors can find information about the local area. In addition to this, the council also has a mobile TIC unit which can be found at various events at weekends and around the borough during the summer months.

A new information point called the Beach Hub is planned, using the former deckchair building adjacent St. Anne's Pier. The building is currently at design stage and indicative costings for its development have been restrictive due to national inflationary pressures. If funding issues can be resolved, the hub will provide a useful point of contact for visitors. It's strategic position on the amenity beach also means it will play a key role in risk management and safeguarding beach users. It is likely that the base will be managed by the Parks and Coastal Service with assistance from volunteers, including friend's groups and volunteer rangers. It will be impractical for the base to be manned full time by staff, therefore volunteers will be key to its success.

Informal public information provision is provided on an ad-hoc basis by front-line staff such as gardeners, seasonal attendants, waste operatives, coastal patrol, rangers and volunteers, who provide a sense of presence and reassurance to visitors.

Access Management

Access management is highly complex and influences all services at design, construction and delivery level. It includes both the accessibility of information and the physical accessibility of a space. It includes both printed or digital information as well as transport, parking, public right of way networks and the accessibility of buildings and facilities. UK Building Regulations stipulate accessibility requirements for buildings and structures. However, there are no statutory benchmarks within the Disability Discrimination Act 1995 or Equalities Act 2010 for outdoor public realm or public open spaces. These are only advisory standards. This makes it challenging for open space managers to know what principles to apply when planning physical access improvements to the coastline assets. The Sensory Trust has developed a detailed [Outdoor Accessibility Guide](#) which will help to guide officers.

Access to information is easier than ever as the age of technology enables most individuals to obtain information on assets and services online. The council has a well-developed website and social media platform which keeps the community informed. This is complimented by more traditional forms of public information including on-site signage, notice boards and waymarking.

The physical access of the coastline brings challenges as it is not always possible to ensure access to all, especially to natural assets. The concept of reasonable adjustment was introduced by the Disability Discrimination Act. What is considered reasonable depends on the specific situation and the results of case law, but typically involves changing the way things are done or physical features. It is important to note that The Act does not override conditions associated with planning, listed building legislation, scheduled monuments and inclusion on registers and inventories of sites of special historic interest. It also does not override environmental legislation protecting vulnerable habitats and biodiversity.

It is difficult to determine with any great accuracy how physically accessible the Fylde Coast is for both abled and disabled visitors. We know that modern buildings, car parks, playground facilities, promenades, walkways and parks and open spaces provide reasonable levels of accessibility and connectivity. Historical buildings, beaches and dunes less so, and the level of required adaptations may exceed what is reasonable from a cost outlay, environmental disturbance and design perspective. Adjustments have been made such as adding a ramp to the paddling pool, the procurement of for-hire beach wheelchairs and rolling out carpet on the beach to aid access. However, none of these adjustments are part of an overall council-wide strategy or informed by a comprehensive access survey or public consultation data. It would be advisable for Fylde Council to undertake a full Coastal Access Audit to identify the barriers and required improvements to bring the greatest benefit for visitors.

Parking

The need for greater control of parking has developed because of growth in motor traffic and particularly in the ownership and use of private cars. The number of private cars has significantly increased, leading to higher levels of congestion and pollution, particularly in urban and coastal resort areas. National transport policy and planning has evolved over the past 20 years and councils are expected to promote sustainability by alternative forms of

travel, primarily public transport, walking and cycling. Fylde Council and Lancashire County Council have shared responsibility in this regard.

Lancashire County Council is the Highways Authority for Fylde and is responsible for highways maintenance, traffic management and highways parking enforcement. Fylde Council's Technical Services is responsible for the provision, management and enforcement of designated Fylde Council car parks. Car parks are enforced under the Traffic Management Act 2004 and Road Traffic Regulation Act 1984.

There are a total of 6 coastal car parks under the council's jurisdiction situated in both Lytham and St. Anne's oall of which are long stay. Details of parking can be found on the council's website [Parking – Fylde Council](#). It is estimated that there is an under provision of parking spaces approximately 20 days per annum on the Fylde Coast during high season. This normally occurs on Bank Holidays, school summer holidays and during major events periods such as the Lytham Festival. Motorhome parking has been contentious and is no longer permitted on coastal highways. Motorhome parking is however permitted on designated council long-stay car parks.

The lack of overspill parking to accommodate seasonal events has resulted in temporary parking on coastal public open spaces such as Lytham Green for the Lytham Festival, Lowther Theatre events and 1940's Weekend. These spaces are not properly designed, constructed or equipped to cope with the weight of vehicles, causing short-term damage and longer-term wear and tear of the ground and surrounding infrastructure. This damage has a resource and cost implication for the Parks and Coast Service as well as results in Member and customer complaints.

The use of council green spaces for parking needs improved regulation, with advanced bonds paid by event organisers to fund any damaged and defects and clear codes of conduct in the use of council land. A designated and properly designed overspill parking zone needs to be considered.

The provision and ease of parking is strategically linked with and influenced by the wider highways' infrastructure, public transport, sustainable transport and public right of way networks. These are addressed in detail within the Fylde Coastal Strategy and will not be discussed at length here. However, the proposed Coastal Access Audit needs to pick up the issues and required actions around transport, parking, public right of way and accessibility of information.

Public Conveniences

Under the Public Health Act 1961, public toilet provision is an important piece of infrastructure on the coastline. The availability and accessibility of good quality public toilet facilities allows the area to be enjoyed by more people and for longer periods of time. For those in the population that have specific health needs, public toilets are a vital facility that are required if they want to participate in daily activities that others take for granted. This often requires the provision of specialist facilities that are appropriate for complex health needs.

There is no statutory duty requiring councils to provide public toilets and so their provision has always been subject to a range of competing pressures including public demand, political priorities and budgetary realities. However, it is generally accepted that all councils have a significant role in the provision of public toilets to support local communities, particularly those with greater needs, and promote active participation in life and enjoyment of the public realm or coast.

The council provides 6 coastal public toilets that are cleaned and maintained by Danfo UK Ltd under a contract agreement. Toilets are evenly spread along the coastline and maintained to a good standard. Waste and Fleet Services are responsible for managing the maintenance contract. The entry charge for the use of the facilities is currently 40p and customers have the option to pay using contactless card payment or coins. The arrangement between the council and Danfo also includes the maintenance of water hydration points and Changing Places Units. Details of all public toilets and changing places facilities are advertised on the council's website [Public Conveniences](#).

It will be important that Fylde Council keep abreast of best practices and accessibility requirements in the provision of public conveniences. This can be achieved through an annual review of provision scope and standards as well as an evaluation of the Danfo contract specification.

Community Engagement and Welfare		
Strengths	Weaknesses	Opportunities
Community participation in coastal green spaces, natural sites and cleansing operations.	Lack of wider community participation or representation in general coastal matters.	Develop Fylde Coast Community Forum – a community led group that holistically supports the council on wide ranging coastal matters and supports external funding bids for coastal improvements.
Public consultation undertaken through an annual resident's satisfaction survey and on specific capital projects or regeneration schemes.	Lack of qualitative data on customer opinion to help inform coastal-specific priorities or services.	Review corporate consultation techniques to facilitate greater information gathering on public opinion on coastal matters.
Schools Outdoor Education Pack developed by council and external delivery partners.	Inadequately promoted due to impacts of the pandemic at the time of launch.	Relaunch document and promote at annual intervals. Emerging Volunteer Ranger Service will be able to assist with delivery.
Communications are used on social media platforms to educate and inform the public on coastal matters.	Lack of positive education on social media platforms regarding the importance and value of the coast and associated environment.	Communications plan which regularly incorporates educational messages about the value and positives of the coast and associated assets. Adaptation of social media feeds to positively prevent ASB issues, linking with national campaigns to add credibility.
Community Payback partnership.	Justice System rules of operation limit the location and scope of work that can be delivered for the council. Work programming for community payback teams can be time consuming to coordinate.	Lead link officer to establish council-wide Community Payback work programme.
Volunteer groups and volunteer schemes aid capacity and promote community engagement.	Volunteer management is spread across several council services, leading to disjointed coordination. Volunteer groups often work in isolation to others. Volunteers tend to work in restricted areas or for litter picking only.	Centralised Fylde Volunteer Forum with representatives from differing groups. Development of holistic Volunteer Ranger Service to assist staff in all work areas including events, education and patrols.
Comprehensive range of interpretation, warning and directional signage along the coast. Investment into beach entrance RLNI compliant safety signs. Investment into dune interpretation and waymarking signage.	Under provision of up-to-date directional signs. Under provision of heritage interpretation. Signage clutter in car parks and on Danfo toilets needs review and consolidation.	Complete a new Coastal Signage Audit and review this data alongside proposed Coastal Access Audit to inform future signage needs and requirements. To minimise coastal 'clutter', explore the digitalisation of public information and messages where feasible.
Beach Hub facility planned, utilising the former deck chair building. The hub will serve as a useful public information/ staff welfare base in the centre of Fylde's busiest beach.	Design and tender process followed, but costs to deliver hub project were restrictive.	Revisit beach hub design to value engineer costs and explore external funding or sponsorship options.
Some built and natural coastal assets are accessible to all. Significant capital access improvements have been made to facilities such as buildings,	Not all coastal assets are accessible to all, which may isolate disabled or infirmed visitors.	Undertake a comprehensive Coastal Access Audit to determine areas of weakness and guide future improvements. This will need to be completed by an external provider.

playgrounds, Splash, paddling pool and the beach.		
Comprehensive provision of coastal public toilets under a Danfo maintenance contract.	<p>New public realm developments and regeneration projects change toilet use or requirements of an area, creating a higher demand.</p> <p>The external appearance of the older toilet blocks is tired and unattractive.</p> <p>The maintenance of the toilets through the Danfo contract requires close monitoring through the high season.</p> <p>Toilets are located in primary coastal areas where queues can cause access 'bottle-necks'.</p>	<p>Periodic review of public toilet quantity and access to ensure appropriate provision.</p> <p>Review of toilet provision at design stage alongside any new proposed developments or regeneration schemes.</p> <p>Ensure robust Danfo contract monitoring to ensure toilets meet the required standard levels of hygiene and cleanliness.</p>
Provision of beach wheelchairs.	Lack of a formalised beach base/ outpost and small number of wheel chairs limits ease/ availability of access.	Expand beach wheel chair provision and review feasibility of beach-base storage and availability.
Pay and display car parking provision includes 3 short stay and 8 long stay car parks.	<p>Coastal parking provision can be contentious. Perceived lack of residential parking and the impacts of overflow seasonal parking causing obstruction and disturbance.</p> <p>Motorhome parking is contentious, with a high demand for motorhome day/ overnight parking and welfare infrastructure. There are mixed views about this.</p>	Ensure continued compliance with Fylde Council's Car Parking Strategy, which is subject to annual review.
Overflow parking is provided for the majority of internal/ external large-scale events, which are commercially and culturally important.	Overflow parking accelerates wear and tear of public open space ground and infrastructure. This leads to periodic public and Member complaints and adds to the operational burden.	Define event code of conduct regarding ground damage and make sure it is followed – with fines or charges incurred to event organisers for physical damage.

Risk Management and Emergency Planning

- Legal Responsibilities
- Risk Mapping and Assessment
- Beach Hazard Analysis
- Beach Safety Policy
- Water Safety
- Emergency Planning

The safety of Fylde's coastline is a significant priority for Fylde Council and the volume and complexity of risks to monitor and mitigate is significant. Each coastal asset and service has its own set of unique risks which are managed by various council-based multi-disciplinary teams in partnership with external stakeholders. There are also risks around the activities of others including visitors, facility users and stakeholders.

Fatalities on Fylde's beaches during/ following the Covid-19 pandemic and subsequent Coroner Inquests have drawn sharp focus on how the council fulfils its coastal duty of care obligations. Consequently, the council has organised safety audits and associated reports from both the [RLNI](#) and MIAA which outline some of the necessary actions to improve coastal risk management. The recommendations from these audits have been incorporated

into this plan. The council has also produced a [Beach Safety Management Plan](#), however this document only provides data from the perspective of beach based sports.

Risk management is the responsibility of all staff. However, Corporate Services have strategic responsibility for the Council's risk management approach and the Risk Management Strategy 2023 details this approach. The adopted Council Grace Risk Management Software is a useful tool in the implementation of this. Each quarter, the councils Strategic Risk Management Group get together to ensure all risks are being correctly monitored and mitigated.

Inherent risks are primarily defined by different disciplines and the legislation and best practice which underpins them. For example, sea defences, water parks, water quality, events, sports, playgrounds, buildings, footpaths and highways or the operation of fleet and machines. Corporate risk assessments for each service area have been centralised on the council's Intranet and can be found in full here: [Corporate Risk Assessments Suite](#). It is not the purpose of this plan to outline every possible risk or to provide responses to those risks.

Due to the volume of existing documentation addressing generic risk management and risks associated with specific assets and services, this plan will prioritise a risk management framework for the beach and sea, for which there is no specific operational policy.

Legal Responsibilities

It is accepted that those who undertake 'risky' activities on Fylde's beach do so at their own risk. However, at present, the legal responsibility for safety on the beach is unclear with many competing duties. It also appears that there may be a lacuna in legal responsibility which leaves councils acting out of largely moral and social responsibility rather than legal obligation.

There are no specific beach safety obligations set out in law. There are however a range of more general legal duties that might apply, but only in certain circumstances. These include the Health and Safety at Work Act 1974, Occupiers' Liability Act, Common Law Duty of Care in Negligence, statutory duties and bye-laws. In addition, there are a range of statutory and public health powers such as the Bathing Water Regulations. This regime addresses the safety of the water itself and ensures that bathing water are risk assessed and checked to ensure that they are chemically safe. There is no parallel regime ensuring that there is a risk assessment of the other risks presented by the water, such as the risk of drowning.

Under the public health legislation, councils also have duties that touch on this topic in a limited way. Section 234 of the Public Health Act 1936 gives councils powers to place lifesaving equipment as they see fit. This is a discretionary, and therefore not a mandatory, obligation and does not require any form of risk assessment to determine what is appropriate. In addition, councils have powers to create bye-laws on a range of connected topics. None of these powers fully address this topic, nor do they specifically cure the regulatory gap at the foreshore and for sea-based recreation, although the powers in the Public Health Act 1936 come closest. While a beach user must accept the risk inherent in the activity they undertake, it is also the case that there should be at least a risk assessment of the hazards of the sea and foreshore. When one considers the wider regulatory regime, at present, there is:

- Likely liability on the operator/ owner of a sea vessel if a person fell from a vessel and there was no adequate life-saving equipment etc.
- Liability on the Secretary of State and councils for the quality of water in the sea at designated bathing beaches – so the water that you swim or engage in recreation must be chemically safe.
- The ability for councils to make Public Space Protection Orders or byelaws which include, amongst other things, setting controls for littering, fly tipping or dog fouling.
- The potential application of the HSWA on employers and Occupiers' Liability regime on occupiers of the beach, subject to the scope of the legislation.

The Marine and Coastguard Agency is the expected primary body responsible for Search and Rescue ('SAR') 'seaward of the cliff edge'. The MCA published the [Managing Beach Safety Guidance 2023](#) in partnership with RoSPA to guide beach managers in risk management. Another useful publication includes the National Water Safety Forum [UK Drowning Prevention Strategy](#), alongside the RLNI [Guide to Beach Safety Signs, Flags & Symbols](#) and the RLNI [Guide to Coastal Public Rescue Equipment](#).

However, the response to beach related incidents may not involve HM Coastguard at all and may involve a beach-based patrol officer. While the RNLI has a Royal Charter to provide lifeboat services, which are declared to be used by the HM Coastguard, the RNLI has no legal duty to provide lifeguarding services at the coast – nor does any other body. It is important to state that not all beaches require lifeguards. However, it is important to conduct a risk assessment of all amenity beaches so that a proper and considered determination can be made.

Coastal recreation is an endeavour with inherent risk, particularly in a natural environment with tides, weather, and a range of water-based hazards. The choice to engage in coastal recreation is usually made by the user. In terms of controls, a stark contrast can be drawn between the reality of a coastal environment which is largely unregulated and the HSE's expectations and guidance in relation to a relatively sterile and safe environment of a swimming pool, an area with clearly defined sides and generally a flat and hazard free bottom easily visible through clear water.

Beach Risk Mapping and Assessment

A critical aspect to consider when identifying coastal hazards is their inherent dynamic nature. For example, a rip current on a beach can 'move along' the beach during the day. The methods applied to identify such hazards and their variability will need to be flexible enough to allow for dynamic factors. The presence of multiple hazards in a single location will have a greater significance in any risk assessment. The below table identifies the hazards specifically relating to Fylde's beaches, which include sea, littoral sands, dunes and saltmarsh. The hazards are split into five categories, although there is some overlap between these. The existing [Fylde Beach Risk Assessment](#) has been reviewed in-line with these hazards.

Fylde Beach Hazards Map				
Water-Based Hazards	Environmental	Land-based	People based	Other
Holes, channels or depressions	Extreme temperatures	Unstable/ eroded dunes	Footfall and crowding features, pressures, crush and falls	Utilities infrastructure
Submerged rock, debris	Weather	Unsafe beach access	Powered and fast boats	Building ruins/ remains
River mouth	Flooding	Unsafe walkways	Conflicting sporting and recreational activities	Storm water or sewage outlet
Tidal cut off	Erosion	Location with significant (unprotected) fall height	Medical emergencies	Damaged or missing safety signage
Tidal currents	Poisonous plants	Buried or washed-up hazardous objects	Commuting and transit activities: walking, running, cycling	Biological hazards
Surf zone currents/ rips		Unsafe buildings or structures	Adjacent activities: night-time economy overspill from bars and pubs	Dangerous or injured dogs/ animals
Dumping waves		Beach gradients	Crime, antisocial activity and vandalism	Stinging fish/ jelly fish
Varying, extensive tidal range		Sand-banks	Lost or missing children and adults	Natural or human-induced fires or wildfires
Jetties, piers		Mud and quicksand	Suicides	Electrical
		Moored boats	Speeding, parked or stuck cars, quads and motorbikes	Hazardous substances
		Abandoned vehicles	Fishing/ cockling activities	Dangerous litter
				Natural/ man-made disasters

Water Safety

Water safety is worthy of a detailed analysis as a standalone theme, due to the historical drowning incidents that have occurred on Fylde's beaches and the consequent coroner recommendations following the inquests. Fylde Council has undertaken reasonable steps to keep the public informed of beach and sea water risks before they enter the beach environment. These measures include significant investment into new RNLI standard beach entrance signs, the display of up-to-date tide timetables within public notice boards, bathing water quality information when required, periodic social media safety campaigns and up-to-date website data. A Coastal Patrol

Officer patrols the coastline daily and provide a ‘coast watch’ service which focuses on the visual monitoring of the beach from 8.00am till 4.00pm, Monday - Sunday.

As previously stated, there is no Lifeguard Service that monitors activities within the sea or on the beach. There is no legal obligation to provide this, however the council needs to determine whether it has a duty of care to do so through the risk assessment processes. The Fylde Beach Risk Assessment has identified that a Lifeguard Service would help to significantly reduce the likelihood and severity of water related hazards. This alongside a professionally branded and well-advertised *Fylde Water Safety Code* would bring the culture of water safety to the forefront of beach management. A common misconception is that accident free or low incident record should indicate a safe beach. Numbers of drownings are not the only index of potential danger. The number of rescues recorded are equally important in providing a realistic assessment of risk to life.

The consideration of whether Fylde’s beaches require a Lifeguard Service has been subject to some debate. The framework for introducing Lifeguards is clearly described in the RLNI. [Beach Lifeguard Implementation Guide](#) There are obvious resource and managerial implications that impact the viability of the service. These costs need to be considered alongside the benefits to both the public and the council. Ultimately, one should consider the hazards/ risks and likelihood/ severity of risks as identified within the Beach Hazards Analysis and [Fylde Beach Risk Assessment](#) to determine the need and benefit of introducing Lifeguards. The following table summarises the potential benefits and disadvantages this service would bring:

Lifeguard Service Benefits and Disadvantages	
Advantages	Disadvantages
Water rescue	Costs may be prohibitive
Highly visible beach flag safety system	Lifeguards have no legal authority.
Beach monitoring	Year-round service would be required due to the significant investment into Lifeguard training and geographical familiarisation.
Pollution monitoring	External provider such as the RLNI would be effective but more costly.
Emergency first aid	Managerial time and expertise to manage the service back office.
Lost child service	
Water safety education	
Public reassurance and confidence	
Tourism and reputational boost	

Fylde’s Beach Safety Policy

A Beach Safety Policy establishes Fylde Council’s aims about managing beach safety. Fundamentally, it reflects the level of risk Fylde Council is willing to accept, sets out what its safety standards should be and be mindful of legal standards and practices in similar locations. The policy also clearly sets out how these aims are to be met.

Beach Safety Policies are usually complex, stand-alone documents, especially when an encompassing Coastal Management Plan does not exist. However, Fylde Council’s policy will be incorporated into this plan to ensure a holistic approach and enable ease of reference to supporting data such as legislation, responsibilities and already identified issues. The actions within the safety policy will be transferred into the 5-year Action Plan, with specific timescales, officers and resources to deliver.

Fylde Beach Safety Policy		
Policy Goal	Action	Officer
Define a Beach Risk Management Framework	<ul style="list-style-type: none"> The council will develop a local Beach Safety Forum in collaboration with stakeholders, as a mechanism to identify risks and share best practice. The council will develop a beach specific Emergency Operations Plan, which is reviewed annually. The council will develop a ‘whole environment’ beach specific Risk Assessment, which is reviewed annually. Beach safety will be a rolling agenda item on the Strategic Risk Management Group. Beach Safety Management will be included on the Grace Risk Management System and reviewed annually. Record all incident statistics and visitor/activity numbers for future analysis. 	All

	<ul style="list-style-type: none"> The Coastal Management Plan will be subject to scrutiny and periodic audit. 	
Define Beach Risk Management Standards	<ul style="list-style-type: none"> The council will ensure that the management of its own beaches is appropriately resourced and organised. A documented staff training plan will be delivered on beach specific hazards/ emergency response. A documented lone working policy will be enacted to protect staff from harm when working in isolation. The council will ensure all operations are compliant with health and safety legislation. Expected levels of safety standards will be documented within this plan. Staff will complete highly visible patrols of the beach. Staff will complete enforcement of beach related PSPO's and bye-laws. A robust short or long-term inspection policy will be implemented to quickly identify risks relating to both built and natural assets. Staff will implement a robust beach cleansing regime. The council will support community and volunteer beach cleaning activities. 	All
Protect the Public from Harm	<ul style="list-style-type: none"> Beaches with defined visitor numbers and defined risk levels shall have a lifeguard service during peak months. Beaches shall have a professionally marketed Fylde Water Safety Code to ensure a culture of public understanding. Coastal patrol and enforcement staff will ensure daily interaction with beach users to provide a sense of personal safety and reassurance. Safety awareness campaigns will be implemented to targeted groups. Safety data will be made clear to the public through council websites, signage and publications. Develop lost children procedure. The council will provide appropriate location coded and recorded safety signage and ensure it is fit for purpose. Beach entrance safety signage will use the standardised national format developed by RNLI. Beach lifesaving equipment will be provided in full on all council beach/ water assets. The siting and levels of provision of any lifesaving equipment will be recorded and informed by a comprehensive risk assessment. Recreational pressures and conflicts will, where possible, be addressed through education, good site management, and cooperation with stakeholders. The council will be supportive of community and non-commercial events and activities on its own beaches, where these can be undertaken safely. Improved beach closure procedure and infrastructure. Zone and map sporting and recreational activities. 	All

Emergency Planning

The Civil Contingencies Act 2004 places a statutory duty on Fylde Council, as a category 1 responder, to put in place plans to ensure that it can exercise its functions if an emergency occurs. Emergency planning is complex, and the council has several roles and responsibilities in regard to emergency response both on the Fylde Coast and the wider borough. As the coast poses a potentially high level of environmental and human risk, it is important to identify the processes which the council follows in coastal management. These responsibilities include:

- Support for the emergency services.
- Support and care for the local and wider community.
- Maintenance of essential services.
- Co-ordinating the response by organisations, other than the emergency services.
- Supplying mutual aid to other Local Authorities in Lancashire.

The Lancashire Resilience Forum (LRF) partners have produced emergency plans to mitigate risks to the community and environment of Lancashire. Each plan is designed to deal with a specific threat or hazard. Theoretically, several plans could be activated at the same time. Fylde Council's [Fylde Generic Emergency Plan](#) needs to be read in conjunction with other plans including the council's [Business Continuity Plan](#), [Fylde Flood Plan](#), [CAMI Plan](#) and [MACPOL Emergency Plan](#). The Corporate Emergency Planning and Risk Management Officer has access to the LRF TEAMS channel which hosts the various emergency guidance documents.

Fylde Council's in-house Critical Incident Management Team provides the strategic framework for improving the council's resilience to interruption. Its purpose is to facilitate the recovery of key business systems and processes within agreed time frames, while maintaining the council's critical functions and delivery of vital services. This includes the evaluation of any incident which could meet the criteria of a critical incident. The CIMT is led by the Chief Executive, Deputy Chief Executive or nominated deputy. The following is a list of events which may serve to trigger a notification:

- Major incident (terrorism or mass casualties' incident)
- Fire/ Arson
- Severe weather
- Cyber and data security
- Fuel shortages
- Loss of utilities
- Loss of key personnel or premises
- Damage limitation to council reputation

The following check list can be used as a useful guide to evaluate the extent of the damage and the potential consequences:

- Identify which service(s) or functions are affected, and the level of disruption.
- Consider staff availability.
- Are any staff displaced therefore requiring alternative working arrangements.
- Assess damage or disruption to IT equipment and systems.
- Assess whether operations can continue from the usual/current location.
- What effect will there be on delivery of the council's critical services.

In conjunction with Lancashire County Council and the Lancashire Local Resilience Forum there are specific emergency plans to deal with other broader matters which may impact the coast including: flooding, evacuations, pandemic flu, avian influenza, major road accidents, chemical release, oil pollution and radiation.

Despite the wealth of documentation and high tier forums overseeing emergency planning on the Fylde Coast, the challenge lies in ensuring that front-line staff are informed and trained in understanding the possible risks and emergency situations may arise and the protocol for dealing with these. After all, there are likely to be the first responders to those scenarios. It is also important that front-line staff have input and involvement in the production of risk and emergency planning policy making documentation and forums.

Risk Management and Emergency Planning		
Strengths	Weaknesses	Opportunities
Fylde Beach Safety Policy.	Policy subject to consultation and formal scrutiny.	Ratify policy and implement.
Corporate Risk Management Strategy.	Corporate risk management action plan not included.	Update strategy to signpost service or theme specific risk management documents.
Strategic Risk Management Group.	Operational Managers/ officers under-represented on group.	Discuss group representation with Corporate Services.
Corporate Risk Register.	Grace Risk Register is difficult and time consuming to use. System inaccessible to operational staff.	Review risk register systems to streamline data input, reduce officer time and improve accessibility.

<p>Comprehensive and centralised risk assessment and safe systems at work database.</p>	<p>Variable standard in the quality and accuracy of the risk assessments, which are influenced by staff time availability and skill.</p> <p>Risk assessments tend to 'sit on the shelf' and are completed more for legislative compliance rather than to inform best practice.</p> <p>Actions resulting from risk assessments are not always followed up resulting in unaddressed live risks.</p> <p>Operational and front-line teams have a higher level of risk burden to manage than office based and back office services.</p>	<p>Each service to nominate of health and safety lead/ champion.</p> <p>Beach Safety Risk Assessment to be reviewed annually by multi-disciplinary teams across the council to ensure accuracy and accountability.</p> <p>Review and update operational risk assessments annually and upload on the Intranet portal.</p>
<p>Periodic safety audits to assess effectiveness of service practices and standards.</p>	<p>Audits primarily undertaken during peak operational periods, affecting the time staff have to provide meaningful and accurate feedback and information.</p> <p>Audit processes do not always recognise the complex, broad and overlapping coastal council responsibilities, resulting in single services burdening the provision of information or follow up of consequent actions.</p> <p>Service managers need to be consulted on the format and scope of internal/ external audits so that assessments can be focussed on those areas of need and involve the right staff.</p>	<p>Fulfil the outstanding actions within the 2023 Beach Safety Audit.</p> <p>Fulfil the recommendations from the RNLI Signage and Safety Audit.</p> <p>Involve Service Managers on the audit scope and requirements to avoid time-wasting and ensure a focussed assessment process.</p>
<p>Comprehensive suite of risk management/ health and safety/ emergency planning documentation and forums at local and regional level.</p>	<p>Front-line services and staff need to be better informed of top tier documentation, processes and forums to help inform their day-to-day roles and the issues to report.</p> <p>Operational actions not clearly identified in top tier emergency planning documentation.</p>	<p>Use team briefs and annual workshops to signpost staff to local and regional documentation and processes.</p>
<p>Dedicated Coastal Patrol Officer within the Parks and Coastal Services team.</p>	<p>No designated Lifeguard Service to address shoreline, tidal or sea risks to beach users.</p>	<p>Complete a Lifeguard Service Needs Assessment.</p>
<p>Inspection regime for coastal assets.</p>	<p>Internal restructures and restricted resources may result in blurred lines in inspection responsibilities and accountability.</p> <p>No holistic council-wide approach to coastal patrols and asset inspections.</p>	<p>Agree a corporate coastal patrol and inspection programme, which is clearly communicated and documented.</p>

CURRENT AND DESIRED LEVELS OF SERVICE

This describes levels of service (LoS) and the way these are benchmarked and measured at differing frequencies. The current and desired levels of service can be achieved by following the steps below.

- Understanding customer expectation
- Understanding the level of available resources
- Developing LoS
- Consultation, communication and approval
- Continuous review, updates and enhancement

This plan identifies two LoS: Community Level of Service and Technical Level of Service. These LoS are designed to support continued performance and function of coastal assets (and all their components) to a reasonable standard. They are also intended to ensure the future economic sustainability of Fylde Council's coastal network is considered and unreasonable costs are not being placed on the authority.

Coastal Defence and Water Quality			
Managerial Goal	Performance Measure	Level of Service Objective	KPI

Blue-Green Infrastructure			
Managerial Goal	Performance Measure	Level of Service Objective	KPI

Built Heritage			
Managerial Goal	Performance Measure	Level of Service Objective	KPI

Maintenance and Cleansing			
Managerial Goal	Performance Measure	Level of Service Objective	KPI

Patrols, Inspection, Enforcement			
Managerial Goal	Performance Measure	Level of Service Objective	KPI

Tourism and Communications			
Managerial Goal	Performance Measure	Level of Service Objective	KPI

Sport, Leisure and Recreation			
Strategic Goal	Performance Measure	Level of Service Objective	KPI

Community Engagement and Welfare			
Managerial Goal	Performance Measure	Level of Service Objective	KPI

Risk Management and Emergency Planning			
Managerial Goal	Performance Measure	Level of Service Objective	KPI

5- YEAR ACTION PLAN (to be determined by the Scrutiny Committee Working Group)

Action No.	Related CMP Section	Description	Lead Officer	By when	Current Status
1	Coastal Defence & Water Quality				
2					
3					
4					
5					
6	Blue-Green Infrastructure				
7					
8					
9					
10					
11	Built Heritage Assets				
12					
13					
14					
15					
16	Maintenance & Cleansing				
17					
18					
19					
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21	Patrols, Inspection, Enforcement				
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26	Tourism and Communications				
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31	Sport, Leisure, Recreation				
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36	Community Engagement and Welfare				
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41	Risk Management and Emergency Planning				
42					