



# Corporate Plan

2024-2028



# Foreword

## by Council Leader, Karen Buckley

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Our Corporate Plan sets out our vision for the next four years, detailing our commitments to all who live and work in Fylde. It will enable us to monitor Council performance, identify opportunities that will best serve the public, and put our community first.

Throughout the plan, we emphasise sustainability and the protection of our natural resources and describe a path forward that builds upon our robust financial position to continue delivering excellent services whilst improving Fylde's economic prosperity.





Our vision is for Fylde to be a place where people choose to live, work and raise a family, retire and feel safe, visit and want to return.

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# Our commitments



Quality Services



Clean & Green Environment



Vibrant and Healthy Economy



Safe and Caring Community



A Great Place to Visit

# Quality Services

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**As a council, Fylde offers a multitude of services for local residents, such as Environmental and Housing support, MOT Services and Waste and Recycling collections, as well as a variety of recreational activities across the coast.**

**The latest survey results showed that 93% of customers are satisfied with the services provided by Fylde Council. Many services are now accessible online, however, Fylde continues to deliver front facing services with 9 out of 10 enquiries being dealt with at the first point of face-to-face contact.**

## OUR COMMITMENTS:

- Retain a face-to-face service in a digital age
- Seek and act upon customer service reviews on all our services
- Seek income generating opportunities to lessen the tax burden on residents
- Seek new ways of providing services that deliver best outcomes for residents
- Work with all tiers of government to provide best value for money

# Clean and Green Environment

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**We provide 870 litter bins across the streets and parks and if we were to line the bins in a row, they would stretch from Fairhaven Lake to St Annes Pier. Each of our 6 general waste trucks visit (on average) 1,321 houses every day carrying domestic general waste collections.**

**The Borough of Fylde has a beautiful 12-mile stretch of coastline comprised of broad open beaches, salt marsh and sand dunes. Our beach is the most popular destination for day trippers to St Annes and is enjoyed every day by dog walkers.**

**Whilst water management is the responsibility of other agencies, it is a priority for Fylde Council to see action taken to reduce incidents of flooding and improved bathing water quality.**

## OUR COMMITMENTS:

- Reduce litter, dog fouling, fly tipping and plastic pollution and increase recycling with partner organisations
- Improve the beach and estuary environment
- Develop a climate change strategy to reduce our carbon footprint
- Work with all partners to improve bathing water quality and reduce flooding
- Maintain our coastal defenses in line with the Shoreline Management Plan

# Vibrant and Healthy Economy

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**As of October 2023, Lytham Town Centre's footfall had increased by 7.3% year on year\* and Kirkham's had increased by 6%, with both monitoring that Saturday is the busiest day for visitor attendance. Conversely, St Annes has seen a year-on-year decrease in footfall figures. The Council has ambitious plans to regenerate St Annes with the help of partners via the delivery and promotion of the St Annes Masterplan, which will revitalise the Town Centre.**

**Other councils are seeking devolution from central government to increase funds and opportunities for all of Lancashire. Should this go ahead, Fylde will use every lever available to secure benefits to our residents and businesses and will work collaboratively with our partners to deliver the Lancashire 2050 strategic vision.**

**\*October 2023 vs October 2022**

## OUR COMMITMENTS:

- Continue to improve our town centres, with a primary focus on delivering the St Annes Masterplan
- Target investment to support jobs, businesses and critical infrastructure
- Continue to operate council finances responsibly within a balanced budget
- Support Parish and Town councils to deliver regeneration projects and/or urban design improvements
- Support our neighbours and partners to develop Enterprise Zones with a focus on job creation and economic growth

# Safe and Caring Community

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**Fylde maintains over 20 parks and many more open spaces, including Fairhaven Lake, Ashton and Lowther Gardens.**

**The borough of Fylde has the second lowest crime rate in Lancashire, making it one of the safest places to live in the county. Anti-social behaviour is the top neighbourhood priority for residents in Fylde as surveyed by the police and the council shares a duty to prevent crime.**

**Since 2019/20, the number of households approaching the Council threatened with homelessness has increased by 25% to, on average, 800 enquiries per annum. The local authority has seen an increase in 50% over the same period for clients who required temporary homeless accommodation. In the last 5 years, 2,454 new homes have been delivered in Fylde and is set to see a further 3,316 by 2032.**

## OUR COMMITMENTS:

- Improve play areas and access to the beach for all users
- Work with partners to reduce anti-social behaviour
- Support our volunteers and community organisations
- Deliver support to our most vulnerable residents and increase availability of temporary accommodation
- Provide an appropriate mix of affordable and market housing to meet the needs of all generations
- Protect the health of our residents by maintaining housing standards and reducing homelessness



# A Great Place to Visit

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**Fylde attracts 3 million visitors a year, with 2.5 million tourism visits being made by day visitors. In turn, this generated £315 million for the local economy of Fylde and supported 3,277 jobs.\***

**The Fylde Borough prides itself on the 'In Bloom' work continually provided by volunteers across the borough's green spaces, hitting 95% satisfaction rate with parks and open spaces.**

**Fylde is home to fantastic events that take place on the coast, including Lytham Festival, 1940s Weekend and the spectacular Kite Festival.**

**\*2022 figures**

## OUR COMMITMENTS:

- Provide high quality parks, open spaces and leisure facilities
- Improve our events offering to further boost tourism and support hospitality across Fylde
- Improve parking provision for visitors
- Support our towns and parishes with local events/markets/club days
- Support our local heritage

# Measuring Success

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We will measure success by delivering projects that meet our commitments and by delivering services at a consistently high standard. Projects already set to be delivered are noted here and these will be added to during the life of the Corporate Plan.

## PROJECTS

- Complete the Beach Hub and improve accessibility to the beach
- Improve lighting and signage in St Annes Square
- Carry out a review of the Fylde Local Plan
- Install two more Changing Places toilets in Kirkham and Fairhaven
- Refurbish the Long Gallery at Lytham Hall to display the Lytham St Annes Art Collection
- Upgrade town centre CCTV coverage
- Complete renovations to the Paddling Pool
- Deliver the UK Shared Prosperity Fund Investment Plan
- De-silt Fairhaven Lake
- Deliver Project Vento at Granny's Bay
- Deliver the recommendations set out in the Planning Advisory Service Peer Review
- Undertake lighting/planting scheme in Clifton Street, Lytham
- Provide a new Events Space for St Annes Square
- Complete the Kirkham Futures programme
- Complete action plans on Climate Change, All things Beach, and Surface Water Management

# Keep in touch

Find out what's happening in Fylde each week by signing up for our free Saturday e-newsletter

<https://new.fylde.gov.uk/sign-up-to-our-newsletter/>

Stay up to date with

- ✓ Latest news and projects from the Council
  - ✓ Household support & advice
  - ✓ Service delivery updates

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*Fylde Council is always looking for ways to improve the service we provide to our customers. One way we achieve this is by collating your views through our online survey at [www.fylde.gov.uk/haveyoursay](http://www.fylde.gov.uk/haveyoursay). The survey should take no more than 2 minutes to complete and your feedback is extremely valuable in helping us improve the service we provide. All responses will be treated in the strictest confidence.*