



Appendix 1 – Activity Linked to the Corporate Plan Themes

1. Quality services

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

KPIs to measure achievement

Number of customer services face to face appointments held at the Town Hall

Waiting times for customers (time on hold)

Monitor the quality of responses provided by customer services at first point of contact

Report monthly on the summary of results captured in customer surveys

Record the feedback made as a result of service area surveys

Record actions taken in response to the annual Fylde Residents' Survey

% council tax collected

% business rates collected

Projects to achieve commitments

Ongoing review of fees and charges index-linking where appropriate

Grow business rate base

Review yield on rentals/Estates Strategy

Invest to save initiatives

Review the digital payment system and roll out digital training

Review discretionary discounts on council tax and benchmark against other authorities

Deliver the recommendations set out in the Planning Advisory Service Peer Review

BPR by service area

Relevant Policies/Strategies Internal and External

Asset Management Policy

MTFS (to include a paragraph on income generation and VFM)

2. Clean and Green Environment

Our commitments

- Reduce litter, dog fouling, fly tipping and plastic pollution and increase recycling with partner organisations
- Improve the beach and estuary environment
- Develop and implement 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

KPIs to measure achievement

Increased interventions with partners with the aim to reduce fly tipping
Maintain and monitor the delivery of PSPOs to reduce dog fouling and antisocial behaviour in our open spaces
Increased number of dog enforcement patrols
Report on the air quality status annually

Projects to achieve commitments

Complete 'All things beach' Action Plan
Complete 'Climate Change' Action Plan
Complete 'Surface Water Management' Action Plan
Education Programme led by Fylde Rangers

Relevant Policies/Strategies Internal and External

Beach Management Policy
Coastal Strategy

Planning policies relevant: -
Fylde Local Plan - 2032 (Partial Review 2021) Conservation ENV1 Landscape
Water management, Flood risk and Climate change CL1,2.
Supplementary Planning Document - Flooding

3. Vibrant and Healthy Economy

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

KPIs to measure achievement

Increase number of day visitors to Fylde

Record the footfall data of Fylde town centres

Increased spend within the local economy by supporting businesses

Increase number of jobs created, businesses engaged and gross value added (GVA) through council lead interventions.

Monitor promotion of local area (through social media reach/initiatives)

Projects to achieve commitments

Undertake lighting/planting scheme in Clifton Street, Lytham

Provide a new Events Space for St Annes Square

Complete the Kirkham Futures programme

Improve lighting and signage in St Annes Square

Deliver the UK Shared Prosperity Fund Investment Plan

Relevant Policies/Strategies Internal and External

St Annes Masterplan

Lancashire 2050

MTFS

Planning policies relevant:

Fylde Local Plan 2032 Partial Review 2021

Strategic Policy Fylde Economy EC1, EC2, EC3, EC4, EC5, EC6, EC7 (non-strategic).

Neighbourhood Plans of St Annes, Bryning with Warton, Ribby with Wrea, Elswick, Singleton, Staining

4. Safe and Caring Community

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

KPIs to measure achievement

Measure and record the quarterly % of high, medium or low risk findings in play areas on Play Inspection Software

Evaluate the delivery of statutory responsibilities to protect public health

Evaluate the provision of affordable homes provided across Fylde

Reduce time spent by households living in temporary accommodation

Increase the number of community groups supported across Fylde

Projects to achieve commitments

Complete the Beach Hub and improve accessibility to the beach

Carry out a review of the Fylde Local Plan

Install two more Changing Places toilets in Kirkham and Fairhaven

HAF programme

Community Wellbeing Fund/Community Projects Fund

Sports/holiday provision – need to list the projects

Warm Homes Scheme

Disabled Facilities Grants

Playzones Scheme in St Annes, Lytham and Kirkham

Relevant Policies/Strategies Internal and External

Local Plan 2032 (Partial Review 2021)

Community Safety Plan 2024

Planning policies relevant: -

Fylde Local Plan (Partial Review 2021) Strategic Policy - Health and Wellbeing HW1, HW2, HW3

Provision of Homes H4.

5. A Great Place to Visit

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

KPIs to measure achievement

Maintain number of parks achieving Green Flag status

Maintain number of In Bloom awards

Record the number and range of supported events held in Fylde

Record the number of visitors to Lytham Hall Gallery

Increased number of car parking spaces and motorhome spaces

Record number of leisure users at our sites

Projects to achieve commitments

Kirkham Futures

Local Listing Project – next stage

Refresh Events Application to include monitoring and accessibility stats

Complete the Beach Hub and improve accessibility to the beach

Refurbish the Long Gallery at Lytham Hall to display the Lytham St Annes Art Collection

Deliver Project Vento at Granny's Bay

Complete renovations to the Paddling Pool

De-silt Fairhaven Lake

Relevant Policies/Strategies Internal and External

Planning policies relevant: -

Fylde Local Plan 2032 (Partial Review 2021)

Conservation and enhancing the natural, historic and built environment ENV1,2,3,4,5,

Fylde economy EC6, EC7

Built Heritage Strategy Policy