



Meeting Agenda

**Policy Development Committee,
Town Hall, Lytham St. Annes
Thursday 15 July 2010, 6:15pm**

The main doors to the Town Hall will be open to the public at 6:00pm
The maximum capacity for this meeting room is 60 persons –
once this limit is reached no other person can be admitted.

POLICY DEVELOPMENT COMMITTEE MEMBERSHIP

CHAIRMAN	Fabian Craig-Wilson
VICE-CHAIRMAN	Kiran Mulholland

Councillors

Brenda Ackers	Ben Aitken
George Caldwell	Michael Cornah
Patricia Fieldhouse	Richard Fulford-Brown
Craig Halewood	Leonard Davies
John Davies	Howard Henshaw
David Chedd	Elizabeth Oades
Elaine Silverwood	Heather Speak

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Our Vision

Fylde Borough Council will work with partners to provide and maintain a welcoming, inclusive place with flourishing communities.

Our Corporate Objectives

- To Promote the Enhancement of the Natural & Built Environment
 - To Promote Cohesive Communities
 - To Promote a Thriving Economy
- To meet the Expectations of our Customers

The Principles we will adopt in delivering our objectives are:

- To ensure our services provide value for money
- To work in partnership and develop joint working



AGENDA

PUBLIC PLATFORM

To hear representations from members of the public in accordance with Committee procedure rules

ITEM	PAGE
1. DECLARATIONS OF INTEREST: <i>If a member requires advice on Declarations of Interest he/she is advised to contact the Monitoring Officer in advance of the meeting. (For the assistance of Members an extract from the Councils Code of Conduct is attached).</i>	4
2. CONFIRMATION OF MINUTES: <i>To confirm as a correct record the minutes of the Policy Development Scrutiny Committee held on 20 May 2010. As attached at the end of the agenda.</i>	4
3. SUBSTITUTE MEMBERS: <i>Details of any substitute members notified in accordance with council procedure rule 26.3</i>	4
4. FAIRHAVEN LAKE MASTER PLAN	7-21
5. THE TOURIST INFORMATION CENTRE (TIC)	22-24
6. SHAPING THE PLACE - EVALUATION REPORT	25-37

Personal interests

8.—(1) You have a personal interest in any business of your authority where either—

(a) it relates to or is likely to affect—

- (i) any body of which you are a member or in a position of general control or management and to which you are appointed or nominated by your authority;
- (ii) any body—
 - (aa) exercising functions of a public nature;
 - (bb) directed to charitable purposes; or
 - (cc) one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union),

of which you are a member or in a position of general control or management;

- (i) any employment or business carried on by you;
 - (ii) any person or body who employs or has appointed you;
 - (iii) any person or body, other than a relevant authority, who has made a payment to you in respect of your election or any expenses incurred by you in carrying out your duties;
 - (iv) any person or body who has a place of business or land in your authority's area, and in whom you have a beneficial interest in a class of securities of that person or body that exceeds the nominal value of £25,000 or one hundredth of the total issued share capital (whichever is the lower);
 - (v) any contract for goods, services or works made between your authority and you or a firm in which you are a partner, a company of which you are a remunerated director, or a person or body of the description specified in paragraph (vi);
 - (vi) the interests of any person from whom you have received a gift or hospitality with an estimated value of at least £25;
 - (vii) any land in your authority's area in which you have a beneficial interest;
 - (viii) any land where the landlord is your authority and you are, or a firm in which you are a partner, a company of which you are a remunerated director, or a person or body of the description specified in paragraph (vi) is, the tenant;
 - (xi) any land in the authority's area for which you have a licence (alone or jointly with others) to occupy for 28 days or longer; or
- (b) a decision in relation to that business might reasonably be regarded as affecting your well-being or financial position or the well-being or financial position of a relevant person to a greater extent than the majority of other council tax payers, ratepayers or inhabitants of the ward, as the case may be, affected by the decision;

(2) In sub-paragraph (1)(b), a relevant person is—

- (a) a member of your family or any person with whom you have a close association; or
- (b) any person or body who employs or has appointed such persons, any firm in which they are a partner, or any company of which they are directors;
- (c) any person or body in whom such persons have a beneficial interest in a class of securities exceeding the nominal value of £25,000; or
- (d) any body of a type described in sub-paragraph (1)(a)(i) or (ii).

Disclosure of personal interests

- 9.—(1)** Subject to sub-paragraphs (2) to (7), where you have a personal interest in any business of your authority and you attend a meeting of your authority at which the business is considered, you must disclose to that meeting the existence and nature of that interest at the commencement of that consideration, or when the interest becomes apparent.
- (2) Where you have a personal interest in any business of your authority which relates to or is likely to affect a person described in paragraph 8(1)(a)(i) or 8(1)(a)(ii)(aa), you need only disclose to the meeting the existence and nature of that interest when you address the meeting on that business.
 - (3) Where you have a personal interest in any business of the authority of the type mentioned in paragraph 8(1)(a)(viii), you need not disclose the nature or existence of that interest to the meeting if the interest was registered more than three years before the date of the meeting.
 - (4) Sub-paragraph (1) only applies where you are aware or ought reasonably to be aware of the existence of the personal interest.

- (5) Where you have a personal interest but, by virtue of paragraph 14, sensitive information relating to it is not registered in your authority's register of members' interests, you must indicate to the meeting that you have a personal interest, but need not disclose the sensitive information to the meeting.
- (6) Subject to paragraph 12(1)(b), where you have a personal interest in any business of your authority and you have made an executive decision in relation to that business, you must ensure that any written statement of that decision records the existence and nature of that interest.
- (7) In this paragraph, "executive decision" is to be construed in accordance with any regulations made by the Secretary of State under section 22 of the Local Government Act 2000(d).

Prejudicial interest generally

- 10.—**(1) Subject to sub-paragraph (2), where you have a personal interest in any business of your authority you also have a prejudicial interest in that business where the interest is one which a member of the public with knowledge of the relevant facts would reasonably regard as so significant that it is likely to prejudice your judgement of the public interest.
- (2) You do not have a prejudicial interest in any business of the authority where that business—
- (a) does not affect your financial position or the financial position of a person or body described in paragraph 8;
 - (b) does not relate to the determining of any approval, consent, licence, permission or registration in relation to you or any person or body described in paragraph 8; or
 - (c) relates to the functions of your authority in respect of—
 - (i) housing, where you are a tenant of your authority provided that those functions do not relate particularly to your tenancy or lease;
 - (ii) school meals or school transport and travelling expenses, where you are a parent or guardian of a child in full time education, or are a parent governor of a school, unless it relates particularly to the school which the child attends;
 - (iii) statutory sick pay under Part XI of the Social Security Contributions and Benefits Act 1992, where you are in receipt of, or are entitled to the receipt of, such pay;
 - (iv) an allowance, payment or indemnity given to members;
 - (v) any ceremonial honour given to members; and
 - (vi) setting council tax or a precept under the Local Government Finance Act 1992.

Prejudicial interests arising in relation to overview and scrutiny committees

- 11.—** You also have a prejudicial interest in any business before an overview and scrutiny committee of your authority (or of a sub-committee of such a committee) where—
- (a) that business relates to a decision made (whether implemented or not) or action taken by your authority's executive or another of your authority's committees, sub-committees, joint committees or joint sub-committees; and
 - (b) at the time the decision was made or action was taken, you were a member of the executive, committee, sub-committee, joint committee or joint sub-committee mentioned in paragraph (a) and you were present when that decision was made or action was taken.

Effect of prejudicial interests on participation

- 12.—**(1) Subject to sub-paragraph (2), where you have a prejudicial interest in any business of your authority—
- (a) you must withdraw from the room or chamber where a meeting considering the business is being held—
 - (i) in a case where sub-paragraph (2) applies, immediately after making representations, answering questions or giving evidence;
 - (ii) in any other case, whenever it becomes apparent that the business is being considered at that meeting;
 unless you have obtained a dispensation from your authority's standards committee;
 - (b) you must not exercise executive functions in relation to that business; and
 - (c) you must not seek improperly to influence a decision about that business.
- (2) Where you have a prejudicial interest in any business of your authority, you may attend a meeting (including a meeting of the overview and scrutiny committee of your authority or of a sub-committee of such a committee) but only for the purpose of making representations, answering questions or giving evidence relating to the business, provided that the public are also allowed to attend the meeting for the same purpose, whether under a statutory right or otherwise.

REPORT



REPORT OF	MEETING	DATE	ITEM NO
DIRECTOR OF COMMUNITY SERVICES	POLICY DEVELOPMENT SCRUTINY COMMITTEE	15 TH JULY 2010	4

FAIRHAVEN LAKE MASTER PLAN

Public Item

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

Summary

The report concerns the development of a Landscape Master Plan for Fairhaven Lake and Gardens.

The report sets out the procurement process to engage a specialist lead consultant to lead the commission and pull together the master plan and associated work.

Recommendations

Members are requested to note the report and make any suggestions where it is considered the brief should emphasise/focus on.

Reasons for recommendation

To ensure the Council adopts a strategic approach to the future conservation, protection and development of Fairhaven Lake and Gardens as a Leisure Facility.

To ensure that the commission is undertaken in line with the Heritage Lottery Funds master planning process to enable Fylde to make future funding applications.

Alternative options considered and rejected

Not to proceed with the development of a Masterplan – rejected because Fairhaven requires a strategic approach to the restoration development and conservation of its historic buildings and landscapes.

Cabinet Portfolio

: Leisure & Culture -

Councillor Susan Fazackerley

Report

Background

1. Fairhaven Lake and Gardens is a popular and well-used facility catering for both visitors and local residents. It is located in Lytham St Anne's adjacent to the Ribble Estuary, an internationally important area for birds and nature conservation. The proposals to establish a new Regional Park (Ribble Coast and Wetlands) around the estuary identifies Fairhaven Lake as a key attraction and the lake and its adjoining recreational provision is a major asset for the local population.

In addition to assessing scope for improving the present infrastructure it is also timely to address present issues and opportunities in the context of the potential sea defence proposals for this area are under consideration albeit at an early stage.

The lake is identified within the Lytham St. Annes 2020 Vision as a key asset and as an integral part of the overall coastal assets of the Borough's coastline.

2. The Lake is now 120 years old and its buildings structures, landscape and indeed the lake itself are in need of restoration. The lake needs significant investment and as a result there have been proposals to commission a regeneration master plan so as to identify how the Lake should be restored and regenerated.

3. At the meeting of Cabinet on 20th January 2010, Members considered a report on section 106 monies received by the Council as a result of the housing development at Queen Mary's school, and approved an addition to the revenue budget of £92,500 in 2010/11, fully funded from section 106 monies held by the Council in order to fund the scheme as set out in the report. This included the commissioning of a masterplan exercise for Fairhaven Lake with an estimated cost of £72,500.

4. Following the meeting a task and finish group was established made up of Portfolio Holder, Ward Councillor's, and relevant Officers. The role of the task and finish group was to develop a brief so as to enable the engagement of a lead consultant to lead a team of specialists to develop the master plan.

The cost of restoring the lake and its infrastructure could be substantial and it would be the intention to use the findings of this study, through the methodology suggested, to form part of a potential bid to the Heritage Lottery Fund and other potential funding partners. It will also be appropriate, in this regard, to set the proposals for Fairhaven within a broader, more strategic framework of the open spaces of the coastline as a whole. In this regard a second element of the brief will address this issue.

The appropriate 'development' of this site as part of an assessment of the overall coastline will form an important part of the Councils approach to heritage, leisure, regeneration tourism and the visitor economy.

Current Situation

5. The brief has now been developed and agreed by the task and finish group.

See Appendix 1.

The restoration aims proposed are:

- **Restore the historic buildings and landscapes**
- **Increase usage**
- **Maintain the investment in the long term**
- **Consider the future of the lake and its environs in the context of the proposed sea defence works and its role within the Regional Park**

Below is a summary of the work required –

Stages	Studies and Survey Work
a) Preparation of conservation management plan	The purpose of the plan is to establish and describe the historic importance of the site, to analyse the effects of changes in the landscape and to put forward proposals for the conservation, repair and restoration of its historic character and features.
b) Architecture	To deliver these aims the following studies and survey work is required - The buildings form an important element of the landscape at Fairhaven Lake. It is important to engage a conservation architect to look at the lake's historic buildings and comment on their condition, suitability and current and potential future use.
c) Detailed cost plan	In order to take the project forward it is important to develop an outline cost plan. This will be prepared by a quantity surveyor and will influence the funding strategy and the physical make up of the project structure.
d) Activity Plan	This is the most important area of work at Fairhaven and includes an activity plan and a business plan. It is important to identify the target audience for Fairhaven in order to steer the development of the site at existing and potential future users. The outline business plan will underpin the future potential of the site to be operated commercially. The activity plan also contains audience development, community participation, learning, training, volunteering Etc
e) Surveys	A number of physical surveys would be required some of these could be undertaken at a later date however it would be useful to establish cost certainty to engage a specialist to survey the lake. A topographical and a services survey would also be required at an early stage. Detailed engineering surveys may be required at the detailed design stage.
f) Management and Maintenance Plan	A 10 year management, maintenance and development plan would be required to ensure the investment is maintained in the long term.

6. In accordance with the Council's contract procedure rules relating to the engagement of Consultants and in consultation with Ashton Gardens Heritage Lottery Funds Contract Monitor and English Heritage a list of 4 suitably qualified specialist consultants has been drawn up -

Roger Kirk Smith
TGP Landscape Architects
Simon Green
Albert Bertram

7. An evaluation panel will be established to evaluate the consultant's submissions on a 60% quality to 40% price basis. Part of the evaluation process will involve an interview, which will form part of the selection quality criteria and be scored accordingly..

9. The delivery of the project would require the formation of a project team of officers with relevant member involvement similar to how the Ashton Gardens restoration project has been undertaken.

10. The following indicative timescales are proposed for the project:

• Prepare select List Specialist consultants	April 2010
• Interview consultants	End of July 2010
• Engage Consultants	July 2010
• Consultation	Sept-Oct 2010
• Draft Report	Jan 2011
• Consultation	Feb-April 2011
• Final Reports	December –June2011

Financial Analysis

10. It is estimated that the total cost of the commission will be in the region of £72,500 which Cabinet have approved for 2010/11 fully funded from section106 monies held by the Council, as detailed in paragraph 3 above.

Risk Assessment

11. The project is low financial risk as the consultant team will be on a fixed fee basis.

Conclusion

12. The model to deliver the restoration of historic parks and gardens across the UK has been developed by the Heritage Lottery Fund.

With the assistance of the Heritage Lottery Fund the parks team have been actively restoring the boroughs historic parks and gardens. Ashton Gardens was awarded £1,436,000 by the Heritage Lottery Fund towards a total project cost of £1,935,000 to restore Ashton Gardens Historic Buildings and Landscapes.

To continue with this success and tie the Heritage Lottery Fund in as a funding partner for future schemes in Fylde it is advisable to follow their methodology.

IMPLICATIONS	
Finance	Detailed financial implications are included in the main body of the report.
Legal	The proposals have been drawn up in accordance with the terms of the section 106 agreement in place and discharges the council's obligations
Community Safety	None arising from the report.
Human Rights and Equalities	None arising from the report.
Sustainability and Environmental Impact	The provision of a robust regeneration Masterplan for Fairhaven Lake will ensure the site is protected and managed appropriately for the benefit and enjoyment of current and future generations.
Health & Safety and Risk Management	None arising from this report.

Report Author	Tel	Date	Doc ID
Darren Bell	(01253) 658465	28.06.10	28.06.10 Fairhaven Master Plan

List of Background Papers		
Agenda & Minutes	20 th January 2010	www.fylde.gov.uk

Attached documents

1. Fairhaven Brief – Appendix 1



***THE RESTORATION AND DEVELOPMENT OF
FAIRHAVEN LAKE AND GARDENS
LYTHAM ST ANNES***

CONSULTANTS BRIEF



1. Introduction and background

- 1.1. Fylde Borough Council is a Local Authority located on the Fylde Peninsula and extends from the Ribble Estuary in the South to the River Wyre in the North. The Borough covers 62 square miles with a population of 75,000; the main centres of population in the Borough are St Annes, Lytham, Kirkham, Wesham, Freckleton and Warton. The remaining rural area comprises of 10 other parishes, in which there are several attractive villages.
- 1.2. The Fylde coast and rural villages are a major tourism destination, which places the role and profile of the Boroughs parks and green spaces high on the Councils Agenda. Parks and green spaces of Fylde are a major asset, offering passive and active recreational facilities, which make a positive contribution towards delivering the Community Plan themes and the Council's Corporate Objectives.
- 1.3. The parks and gardens provide an attraction for visitors in both urban and rural areas, and are particularly important at local level for tourism. Ashton, Lowther, and Promenade Gardens, Fairhaven Lake and Lytham Esplanade feature strongly as the most popular attractions in Fylde.
- 1.4. The Lake is now 120 years old and its buildings structures landscape and indeed the lake itself is in need of restoration. The site is regionally significant because of its location and fairly unique marine lake other examples include Fleetwood and Southport. Fairhaven Lake is strategically located within the coastal strip of Lytham St Anne's. It is identified within the Ribble Coast and Wetlands as a key asset and is a priority project within the Fylde Coast Multi Area Agreement. The Fairhaven location is to be the focus of studies to assess the impact of 'sea defence' work and it is likely that over the next few years proposals will emerge that could see firm plans to construct 'hard' sea defences.
- 1.5. Fairhaven Lake and Gardens is a popular and well-used facility catering for both visitor and local residents. It is located in Lytham St Anne's adjacent to the Ribble Estuary, an internationally important area for birds and nature conservation. There are a wide range of facilities available at the site including bowls, tennis, crazy golf, pitch and putt, basketball, Skate Park, children's playgrounds, trim trail, picnic area and boating on the lake. There is also a café, shop, and the RSPB Ribble Discovery Centre.

1.6.

Historical context

The site covers an area of 19.5 hectares (including the lake) and was created in the 1890's by the Clifton Estate who formed the Fairhaven Estates Company who had very grand ideas. These included subdividing the estate into residential plots east of the inner Promenade and providing a coast road to the edge of Stanner Bank car park through to Fairhaven Road. The original intention was to extend the sea wall and the gardens as far as St Anne's, however this was abandoned after heavy seas flooded the lake in 1896. The next twenty years were years of gradual progress. The sea wall was reinforced with sandstone rocks and the lake became more popular as Fairhaven itself began to develop. A landing stage and the Pagoda shaped boathouse were constructed. This was designed to contain living quarters for the Manager and an area where boats could be built.

- 1.7. In 1926 at a cost of £34,000.00 the lake and surrounding park were bought from the Fairhaven Estates Company and presented to the Corporation of Lytham St Anne's by Lord Ashton of Lancaster. This is an aerial photo of the lake c.1930.



2. The Commission

2.1. The purpose of the commission is to appoint a lead consultant to develop a Conservation Management Plan to restore Fairhaven Lake, the historic buildings and landscapes and influence the Sea Defence study. The Council is similarly undertaking a broader urban design strategy for Lytham St Anne's coastal strip. It is envisaged that this particular brief for Fairhaven will have regard to and inform the broader coastal strip study.

- The development of a high quality urban design.
- Improved and potential new recreational and information facilities
- Increased visiting and use of the site.
- Explore development opportunities in response to the Activity Plan
- Consider the importance of Ribble Coast and Wetlands Regional Park including the Ribble estuary SPA/ SSSI.
- The interpretation of the special nature and quality of the areas natural and built environment
- The incorporation of sea defence implications and the development of recommendations for the high quality development of sea defence measures for the Fairhaven Lake area as far as it is known at this stage.
- Review, reassessment of outer Promenade to include potential design enhancements.

2.2. The successful consultant will be expected to lead a multi disciplinary team to produce items A, B, C, D below, to provide an input into E, to advise on the appointment of F (The Activity Plan) and to manage the programming and completion of the Activity Plan so that it successfully informs the Masterplan.

	ACTIVITY	PRODUCED BY	BUDGET
A	Conservation Management Plan, Landscape Master Plan.	Lead consultant	Up to £15K
B	Architectural report on historic buildings and structures. Condition and drawn survey.	Conservation Architect sub contracted by lead consultant	Up to £8K
C	Civil and structural engineering surveys and report on buildings, landscape, services, Services survey, drainage survey, lake structure and water survey,	Civil and structural Engineer sub contracted by lead consultant	Up to £7.5K

	recommendations for the sea defence study.		
D	Detailed Cost Plan for buildings structures and Landscapes.	Quantity Surveyor sub contracted by lead consultant	Up to £5K
E	The Management and Maintenance Plan	Fylde Borough Council	
F	Activity Plan including business planning and potential business opportunities.	Activity Plan consultant commissioned by Fylde Borough Council	Up to £10K

2.3. The council is seeking to appoint a lead consultant with Landscape Architecture and Town Planning expertise to lead the commission.

The consultant will be expected to lead a multi disciplinary team including the sub contracting of specialist disciplines, coordination of all disciplines and the final production of the document.

Short listed lead consultants should provide as part of their proposals the names and references of sub consultants who they wish to employ.

2.4. The required disciplines within the lead consultants' commission are as follows –

- Landscape Architect/ Planner/ Project Manager
- Historic Buildings Architect/
- Engineer Structural and Civil
- Services Consultant
- Quantity Surveyor

Associated disciplines integral to the project but to be procured and provided separately are:-

- Audience Development Consultant
- Management and Maintenance plan by Fylde BC

3. Focus and main elements of the study

3.1. The Focus of the study will be to develop Fairhaven Lake as an important recreation attraction for visitors and local residents and to develop and restore Fairhaven Lake's historic buildings and landscapes to meet the masterplan and Activity Plan vision. The masterplan should explore the options for an increased and broader range of visitors and the attraction

of visitors from further afield. To compliment the objectives of the Ribble Coast and Wetland regional park.

3.2. The commission will include –

The preparation of a conservation management plan including the following –

- 3.2.1. Context, location, planning designations, Buildings, local context, land ownership, land uses, ecological interest, Recreational use, cultural heritage.
- 3.2.2. historical development of the lake
- 3.2.3. Site condition survey, hard landscape, structures, and soft landscape elements, car parking and access points.
- 3.2.4. Building conservation report, drawn and written condition report, new build opportunities, costs and comparisons
- 3.2.5. Historical appraisal, setting, spatial layout, view and vistas, planting, structures.
- 3.2.6. Restoration objectives and management character zones.
- 3.2.7. Identify the key components that will support the Management Plan that will establish the successful development of the site and support the aims and objectives of the Activity Plan
- 3.2.8. Identify visitor improvements with an outline specification for quality and standards.
- 3.2.9. Identify the overall vision for the Landscape Masterplan and Management Plan. Develop the outline specification, quality and standards for the components of the Masterplan. Describe the requirements of each area of work, the partners involved and the regulatory restrictions
- 3.2.10. Costs and implementation programme. Elemental cost breakdown, development cost breakdown, restoration and repair cost breakdown.
- 3.2.11. Once appointed the lead consultant will be expected to lead a panel to appoint an Audience Development Consultant
- 3.2.12. Incorporation of the findings of the Activity Plan into the development of the masterplan. Coordination of the programming of the Activity Plan Consultants work.
- 3.2.13. Identify the activities on an implementation plan with outline costs, timescale
- 3.2.14. Identify the user/ volunteer/ partner involvement within the management components
- 3.2.15. A breakdown of the overall costs into separate elements to form a detailed cost plan and a Summary of cost estimate.
- 3.2.16. An Implementation plan.
- 3.2.17. Outline project programme and cash flow forecast.
- 3.2.18. A Procurement strategy

- 3.2.19. A review and assessment of the Scott Wilson Promenade Gardens Historic Restoration Management Plan and incorporation of this project into the procurement strategy. Inclusion into the Masterplan of an executive summary of the restoration of Promenade Gardens. Inclusion of these costs with the Fairhaven Project. The masterplan should show both the Fairhaven and Promenade projects together to present a combined project which will provide a greater opportunity for funding opportunities.
- 3.2.20. Illustrative sketches of the masterplan including the existing and any proposed buildings.
- 3.2.21. Prepare the documents in line with the criteria for a submission for HLF and other funding applications which may be made by Fylde Borough Council

3.3. The following surveys should be provided by the Lead consultant.

- Detailed Drainage survey including top levels and inlet manholes
- Investigation works to the Lake
- Pond Lining
- Water Quality / Desilt/ Hydrology
- Detailed Survey of inlets and outlets.
- Investigate manhole/soakaway, identify outlets
- Islands and banking
- Inform the sea defence works
- Service drawings to identify all the services into and out of the Park.

4. Consultation

4.1. Public Consultation is an essential requirement of the commission. During the development of the sketch scheme proposals it is important to ensure that the options and wishes of the residents/tenants and individuals are recorded and if practicable and with the written consent of the Client, incorporated into the design proposals.

This is in addition to consultation within the Activity Plan. Consultation with Council Members and staff will be additional to the public meetings.

4.2. The following groups must be consulted & involved with the process amongst others to be identified.

Supporters of Fairhaven Lake
Café Tenants
Park Users/Non Users

The Environment Agency.
The Ribble Coast and Wetland Regional Park.
RSPB
Disability Groups
Cyclists
Ramblers Association

4.3 Public Meetings

Two evening public meetings should be programmed by the Lead consultant with illustrative and feedback material. The consultant shall ensure that there are sufficient drawings and material to indicate the scope and nature of the works in simple layman's terms.

4.4 Consultation with Councillors:

Throughout this stage of the commission it is important to consult and fully involve the ward members and the Cabinet Member for Leisure and Culture and Cabinet Member for Planning and Regeneration. The lead consultant should programme to attend two Council Committee/ Scrutiny/ task and finish group meetings in order to present the sketch and final scheme, costs timetable tender list advice and any fundamental issue pertinent to the commission

4.5 Fylde BC Staff Meetings

The lead consultant will consult with Council Officers, (Sports, Parks, Leisure Management, grounds maintenance, building maintenance, technical services and regeneration teams) The Local Strategic Partnership and its key priority groups.

5. Finance

5.1. Costs & Implementation Program:

The initial stage of the process has developed a budget cost for realising the restoration proposals. This has been developed in broad terms and is the region of £2,000,000. Detailed costs need to be developed if the Heritage Lottery Fund recommends that the study be progressed.

5.2. The consultant will be required to monitor expenditure tender targets and obtain the Client's written agreement to any variations with cost implication. At regular intervals, or as necessary, the consultant will be expected to advise the Client on any element likely to give rise to an under or over expenditure.

5.3. The appointed consultant will be required to provide supporting information for and assist with any submission for HLF and other funding

applications which may be made by Fylde Borough Council Leisure Services.

6. Outputs

5.4. The outputs of the commission are as follows.

Masterplan and surveys for the works to RIBA stage B and part of C (or landscape equivalent)

5.5. Three bound colour copies of each document should be supplied, plus one unbound copy and 3 digital copies. 3 copies of the masterplan should be reproduced at A1 colour on plastic, All reports should be supplied in Microsoft Word/Access on a C.D. All required GIS data should be supplied on a CD in a GGP format.

6. Background Information

6.1. The following background information will be made available to the Consultants appointed:

Promenade Gardens Historic Restoration Management Plan
Lytham St Annes 2020 Vision
Fairhaven Lake and Gardens Management and Maintenance Plan
A business Plan for Fairhaven Lake and Gardens
Shoreline Management Plan.
Ribble Coast and Wetlands business plan 2010

7. Management of the Commission

7.1. The overall management of the commission will be by Fylde Borough Council.

7.2. The study will be overseen by a small Steering group including:

Representatives from Leisure Services, Regeneration, Planning, Finance and Operational Services. The Leisure Services Division has been nominated as the Council's lead contact for liaising with the appointed consultants. The Consultant should also nominate one person to be in overall charge of the project and the main point of contact.

7.3. The Consultants will be required to arrange and chair meeting of the Steering group monthly or at key stages agreed at the initial steering group meeting and provide verbal and written progress reports. It is

expected that draft reports etc for steering group meetings will be forwarded to members at least one week prior to steering group meetings.

8. Terms and conditions of Appointment

8.1. The commission will be subject to RIBA Standard Terms & Conditions of Appointment. The principal terms to be included are set out below

8.2. Timetable

<u>Key Stage</u>	<u>Deadline</u>
Interview Lead consultants	End July 2010
Appointment of lead consultant	July 2010
Develop Masterplan	July to Dec 2010
Develop building report	July to Dec 2010
Consultation	Sept-Oct 2010
Surveys	Aug to Dec 2010
Cost plan and procurement	Nov 2010
Submit draft masterplan	Jan 2011
Consult on draft masterplan	Feb –April 2011
Submit final masterplan	June 2011



REPORT



REPORT OF	MEETING	DATE	ITEM NO
CUSTOMER & OPERATIONAL SERVICES	COMMUNITY FOCUS SCRUTINY COMMITTEE	15 JULY 2010	5
THE TOURIST INFORMATION CENTRE (TIC)			

Public item

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

Summary

This report has been produced to provide the committee with the current position in regard to the Tourist Information Centre and to recommend that the future alternative models for service delivery are considered given the challenging financial situation that the Council will be facing in the near future.

Recommendations

1. That the committee recognise and record the circumstances and events that have led to the current service provision and arrangements for the TIC.
2. That the committee consider the establishment of a Task and Finish Group to investigate the future service provision options for tourist information centre(s) across the Fylde.

Portfolio Holder

The Cabinet Portfolio Holder for Partnerships and Community Engagement is Councillor Karen Buckley.

Report

1. In 2007 the Council agreed a Medium Term Financial Strategy that included a savings target of £49,000 to be achieved by integrating the Tourist Information Centre with a new One Stop Shop based at the Town Hall location as part of the accommodation project.
2. In September 2008 a Business & Performance Improvement Director was appointed as part of a management restructure and the responsibility for the Tourist Information Centre was included in their remit. The Director was not

responsible for the strategic side of the tourism service that had been included as part of the partnership and community development team. The strategic tourism service was linked to the regeneration team in June 2009 but it had been separate from the provision of the tourist information centre in April 2006 as part of a management restructure.

3. Alternative proposals were accepted and investigated in regards to the accommodation project that resulted in the proposed new One Stop Shop based at the Town Hall no longer being scheduled for completion in April 2009.
4. The requirement to achieve the identified saving in the Medium Term Financial Strategy remained and this was passed to the Business and Performance Improvement Director. It was not possible to integrate the TIC into the existing One Stop Shop in the Public Offices building therefore the only alternative was to integrate the service into the reception area of the Town Hall.
5. In order to achieve the savings required a new staffing structure was implemented creating posts that carried out corporate administrative support as well as tourist information services. It was not possible to offer the service at weekends or Bank Holidays because of the need to achieve the savings as well as the logistics and security implications of opening the Town Hall building for the service.
6. A seasonal service has been retained at Lytham Windmill that is operated at Easter and then from May through to October and is available at weekends. The Lytham Heritage Group provides support and volunteers to help run this service with a seasonal employee funded by the Council.
7. As part of the restructure and changes to the TIC service research was carried out into the nature of the service enquiries. The number one enquiry is for bus time tables or routes, during the winter months this can often be the only type of enquiry received on some days. The service is also seen as an alternative to calling 118 numbers for directory enquiries absorbing a significant amount of staff time.
8. Over the last few years a significant number of the services available from the TIC have been almost wholly delivered through online provision. The success of the www.visitlythamstannes.co.uk website is a reflection of the fact that more and more people are choosing to engage through the web. This has been mirrored by a decrease over the last few years in the number of phone calls and face to face contact at TIC's all over the country.
9. TIC provision is one of the important discretionary services currently under scrutiny at many local authorities across the country as a result of the pressures on public spending and the continued decline in face to face customer demand. Several authorities in Cumbria are developing innovative means of delivering TIC services at a reduced or no cost to the local authority. These initiatives range from TIC's being turned over to volunteer groups to operate, multi use TIC locations e.g. integrated with a library or other local facility, the private sector involved in funding the TIC, tapered grants for TIC's to be operated by a third party and parish or town councils operating the TIC. Other authorities are looking at providing self service touch screen kiosks in key locations.

10. The TIC provision at Fylde is primarily funded and operated by the Council with all the staff directly employed through the Council and support from the Lytham Heritage Group for the service at the Windmill.
11. The current TIC service provision has been developed as a result of circumstances and the need to achieve savings. Customer feedback towards this change has been minimal however elected members have questioned whether the level of service provision and the location is appropriate.
12. Future service provision will need to be reviewed given the public spending pressures with alternative delivery models used elsewhere as possible best practice benchmarks. There will be no additional funding or resources available from the Council and the current level of funding and resources may need to be reduced in future. The engagement of members from the scrutiny function in this process would facilitate an understanding and any future implementation of the options available.

IMPLICATIONS	
Finance	There are no direct financial implications arising from the report.
Legal	There are no direct legal implications arising from the report.
Community Safety	There are no direct community safety implications.
Human Rights and Equalities	There are no direct human rights and equalities implications arising from the report.
Sustainability	There are no direct sustainability implications arising from this report.
Health & Safety and Risk Management	There are no direct health and safety or risk management implications arising from the report.

Report Author	Tel	Date	Doc ID
ALLAN OLDFIELD	(01253) 658576	JULY 5TH 2010	

List of Background Papers		
Name of document	Date	Where available for inspection

List of appendices

REPORT



REPORT OF	MEETING	DATE	ITEM NO
GOVERNANCE AND PARTNERSHIPS	POLICY DEVELOPMENT SCRUTINY COMMITTEE	15 JULY 2010	6

SHAPING THE PLACE - EVALUATION REPORT

Public Item

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

Summary

At the February meeting of the Local Strategic Partnership's (LSP) Executive an evaluation report on the Shaping the Place Neighbourhood Renewal Project was considered. The Executive determined that it would give future consideration to rolling the programme out based on the area of greatest need balanced against the affordability of running the programme against other LSP priorities.

There is an opportunity for the Policy Development Scrutiny Committee to comment on the Shaping the Place Project in general and to make any comments to the LSP's Executive on the potential roll out of the project.

Recommendation

To consider the evaluation report and make comments on the project to the LSP Executive

Reasons for recommendation: It is the role of scrutiny to review the work of the LSP and ensure that the needs of the local community are being met by collaborative working between the council and external organisations and partners.

Alternative options considered and rejected

The scrutiny committee could determine not to examine this matter but this would conflict with its terms of reference as stated above.

Cabinet Portfolio

The item falls within the following Cabinet portfolio:

Leader: Councillor David Eaves

Report

An evaluation report on the Shaping the Place Project is attached, which as outlined above, has been considered by the LSP Executive as funder as the project. Scrutiny members are invited to comment on their perceptions of the success of the project or otherwise and make any comments, for referral to the LSP Executive, on its potential future roll out. In particular members might want to address the following questions:

- Do members feel that this approach has been successful in improving the locality concerned?
- Could this approach be used successfully in another area?
- If so, are there any particular factors which members feel should be taken into consideration when determining which area to consider for any roll out of the project?
- Should funding for this project be prioritised as a high, medium or low spending priority for further allocation of LSP funding?

This item is for information only and makes no recommendations. Therefore there are no risks to address

Report Author	Tel	Date	Doc ID
Tracy Scholes	(01253) 658521	5 July 2010	

List of Background Papers		
LSP Evaluation Report and Survey results	February 2010	attached

Document name		Council office or website address
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IMPLICATIONS	
Finance	Financial information contained within the evaluation report. It should be noted that the costs shown were funded by the LSP as opposed to the council. The council has contributed costs in kind in terms of officer time engaged in the project.
Legal	No issues arising
Community Safety	Community safety was a key area of focus within the project
Human Rights and Equalities	No issues arising
Sustainability and Environmental Impact	Ensuring that an exit strategy is in place for projects of this nature is key to ensure that any improvements are sustainable
Health & Safety and Risk Management	No issues arising

Report to the Fylde LSP Executive

'SHAPING THE PLACE'

Evaluation Report

**Tracy Scholes
Project Manager
1 February 2010**

1. INTRODUCTION

1.1 At its meeting of 18th November 2008, the LSP Executive received a report containing a mid term review of Shaping the Place. As well as reporting progress on the implementation of the project, that report also included a review of the approach to neighbourhood renewal in Fylde which was being piloted through the Shaping the Place Project.

1.2 It is anticipated that this report will review the success of the Project overall and identify issues which need to be brought to the attention of the Executive, prior to its conclusion on 31 March 2010.

2. PROJECT METHODOLOGY

2.1 It was identified in 2006 that problems in Central ward of St Annes were an increasing concern to both LSP partners and the community. This was conveyed through a number of different routes including complaints from the PACT meetings, increased reports of youth nuisance coming from various LSP partners, a visible build up of rubbish and litter in the area, youngsters hanging out causing the fear of crime and an increase in complaints about drug users and drug dealing as just a few examples.

2.2 From other data, the LSP also knew that this ward was the most deprived within the Borough and was perceived to be at odds with other more affluent areas within Lytham St Annes. The LSP also knew from the feedback from the PACT meetings that residents held the view that the area that they were living in was being left behind.

2.3 The LSP established that it needed to understand the characteristics of the area in further detail, at a much more localised ward level.

2.4 It was decided to gather together a number of partners within the LSP to review what we knew already – these partners included the police, the local authority, the fire and rescue service and the PCT. Bringing such practitioners together provided the LSP with further quantitative and qualitative data which allowed a profile to be built up of the area and the problems it was facing.

2.5 The area had the highest number of police visits per road in the Borough and the highest number of benefits claimants in the Borough. There were other significant issues raised by partners including that there was no focal point for young people to meet, and no comprehensive play facilities other than a couple of swings. A number of properties had been on the market for some time and the area felt run down.

2.6 The area also has a Children's Home located within it and this brought children with complex issues to the locality.

2.7 However, there were also some positive stories to share including the fact that the area had a good range of quality shops and an excellent community facility in the St Annes YMCA.

2.8 The Local Strategic Partnership agreed that a multi agency intervention programme was required in the area to develop initiatives in the locality for residents to improve quality of life and indicatively allocated funding for the project in the sum of £185,000. Questionnaires were delivered to all households and businesses, public meeting were held and a group of local residents and businesses formed a reference group for the project. Through this consultation and engagement work with the community coupled with the detailed analysis by the LSP partners of available data, five priority areas were identified which were *community safety, young people, housing, environmental enhancement* and *employment and enterprise*. It was further identified that some solutions would be short term whilst others required a more long term intervention, so a three year period was identified for the project.

3. ACTIVITY SUMMARY

3.1 As outlined above, the project was designed to address five key issues identified through the community consultation process:

- *Community Safety*
- *Young People*
- *Housing*
- *Environmental Enhancement*
- *Employment & Enterprise*

3.2 Against these issues there have been some notable achievements which are summarised in the table below.

ISSUES	Activity
Community Safety	Operation Summer nights implemented in St Albans Road Under-age alcohol test purchases carried out in Central ward Three alley gates installed CCTV provided for Hove Road Park 256 fire home checks conducted with optical fire alarms fitted free of charge Dedicated PCSO Dedicated Community Fire Safety Practitioner Additional lighting provided in back alleys thorough work with Lancashire County Council

	<p>Property marking initiative focused on the distribution of Selecta DNA kits to all households on St Albans Road</p> <p>Operation ASLAN : additional police resources in targeted areas</p> <p>Alcohol restricted area signs placed in the area and increased awareness of the alcohol restrictions in place</p>
Young People	<p>Increased provision in youth services through the opening of a Youth Café in the area</p> <p>The regeneration of the Hove Road Park with a multi use games area and both junior and toddler play areas provided</p> <p>Special events programme provided for local school children as part of the launch weekend of the refurbished Hove Road Park: this included circus, football and general sports outreach activities</p>
Housing	<p>15 homes received energy conservation improvements funded through the 02 Energy Saver Scheme</p> <p>41 HMOs in Central ward inspected</p>
Employment & Enterprise	<p>Employability Programme operating throughout the year</p> <p>Two Jobs Fairs held with over 22 agencies contributing and an average of 300 customers per event</p> <p>Christmas promotion of local shops</p> <p>Completion of the refurbishment of St Albans Plaza car park and associated landscaping to increase footfall to shops</p> <p>Liaison with businesses and residents at the railway end of St Albans Road to ease traffic congestion</p> <p>Traffic management scheme developed and consultation with business community (eventually rejected)</p>
Environmental Enhancement	<p>Hove Road Park refurbishment including community arts project and opening event</p> <p>Commencement of the tree-lined boulevard concept as identified in the urban design study</p> <p>'Makeover' scheme for private residences (on-going)</p> <p>Work with pensioners to soften the appearance of the Pensioners Hall (on-going)</p> <p>Distribution of leaflets as part of a fly tipping campaign</p> <p>Clean sweep operation over a weekend with multi agency partners</p> <p>Increased enforcement presence in the area for</p>

	<p>the duration of the Project accompanied by Graffiti removal operations</p> <p>'Cleaning the Place' – a six month awareness raising campaign, with dedicated Community Warden appointed, to address residents' concerns regarding waste disposal, recycling, littering and the misrepresentation of waste</p>
Project Support	<p>Project management of activity including liaison with partner agencies</p> <p>Newsletters, hand delivered to every property in St Albans Road and to properties adjacent to Hove Road Park, every six months and more if required</p> <p>Launch weekend of the refurbished Hove Road Park</p> <p>Meeting held with local residents on the designs for Hove Road Park, Plaza car park and traffic management measures</p> <p>Public meeting held with residents and businesses to try and bring about a better understanding of the needs of both groups within the locality</p> <p>Regular attendance of the Environmental Protection team at the Central Ward PACT meetings to receive and action concerns.</p> <p>Successful bid made to the Problem Orientated Policing Awards for the project. The award of £500 for winning the Fylde element of the award presented to the Central Ward PACT Group for them to spend in the locality</p> <p>All of the above, together with the input from the ward councillors, has been a good example of visible community leadership and multi-agency intervention</p>

3.3 Throughout the life of the project there has been a Project Management Team in place which has met on a regular basis. More recently this has been as and when required but had previously been weekly.

4 EXPENDITURE TO DATE (2007-2010)

4.1 The table below illustrates the estimated spend against each of the themed headings.

Budget Head	2007/08 Estimate	2007/08 Actual	2008/09 Estimate	2008/09 Actual	2009/2010 Estimate	2009/2010 Actual	Total Estimate	Total Actual	Variance
Community Safety	15,000	10,000	Nil	1,000	Nil	Nil	15,000	11,000	-4,000
Young People	100,000	Nil	Nil	140,000	5,000	2,000	105,000	142,000	37,000
Environmental Enhancement	30,000	9,000	130,000	75,000	35,000	30,000	195,000	114,000	-81,000
Housing	25,000	15,000	Nil	1,000	Nil	Nil	25,000	16,000	-9,000
Employment & Enterprise	5,000	1,000	5,000	1,000	5,000	2,000	15,000	4,000	-11,000
Project Support	10,000	10,000	15,000	15,000	5,000	3,000	30,000	28,000	-2,000
Expenditure	185,000	45,000	150,000	233,000	50,000	37,000	385,000	315,000	-70,000

N.B. External funding was levered up from a number of sources totalling £171,000. This was utilised in a contribution towards the setting up of the children's drop in centre on St Albans Road.

5. CONCLUSION

5.1 The project has been well supported by the local community and has had a number of visible impacts in the locality.

5.2 There is a perception of improvement in the locality (video interviews of local people and partners evidences). There has also been a survey recently undertaken which mirrors one undertaken at the commencement of the Project. The results of this survey are attached and provide a gauge as to how successful those surveyed viewed the various elements of the project. Overall, 94% considered that the project has had a positive effect. In comparison, in terms of the Indices of Multiple Deprivation which measures income, employment, health deprivation and disability, education skills and training, barriers to housing and services and crime, the most up-to-date data is 2007 and as a consequence no useful comparisons can be made pre and post project. There is other data available, for example, the percentage of ASB incidents and all recorded crime which overall shows a drop in the locality (appendices attached). The number of incidents reported to the police has reduced from 395 in 2007 to 361 for the same period in 2009. This equates to a 9% reduction. The number of burglary in dwellings has reduced from 5 in 2007 to 0 for the same period in 2009. Whilst the project can't necessarily take full credit for these reductions, the introduction of alley gates, DNA property marking and other interventions are felt to have contributed. Lancashire Fire and Rescue have also seen a reduction in actual dwelling house fires from 6 in 2007 to 1 in 2009.

5.3 Information is also available on the Multi Agency Data Exchange (MADE) web site which allows comparisons across a number of indicators from 2007 to 2009. Some notable improvements in the data are around road traffic collisions, anti social behaviour and rowdy or inconsiderate behaviour. Some of these, in particular around anti social behaviour and rowdy behaviour could be attributed to the project given it has brought about a greater police presence, as an example, in the locality. The usefulness of the MADE data however, would require much more analysis with partner agencies to provide commentary about why things were improving or worsening and relate this directly to the project.

5.4 The LSP must take a view on the value of the project and whether this is a model it wishes to use for another locality. It must also consider its exit strategy for the current area. It may be that the local PACT group or Town Council (or both) might be willing to keep an overview of issues in the area and refer them back to the LSP if it is evident that there are any particular issues arising. The LSP's Data Analyst has already looked at some headline data and has a suggested way for the LSP to determine a future project area which can be outlined further at the meeting of the Executive, should there be support to roll out the project. Any project roll out would require the issue of capacity to deliver to be addressed. The original pilot, based on the Central ward, had a great deal of discussion about whether or not it was practical for the LSP to implement a neighbourhood renewal project utilising the resources available within the partnership; the alternative would have been for the LSP

to buy-in the necessary expertise and capacity to deliver the project. The LSP determined that the project should be delivered within existing resources and as the project has developed there have been capacity issues in terms of officer availability to attend meetings, carry out assigned work etc. and also in terms of officer turnover. As a result of this, not only did the project schedule slip but we have bought-in capacity as and when necessary. Examples of these are as follows:

An external consultant was used for the HMO feasibility study

An external consultant was used for the traffic management study

An external consultant was used for the Hove Road Park spatial analysis (externally funded)

An external Community Warden to support enforcement and awareness raising initiatives in relation to environmental enhancement

Project team turnover/re-assignment involved Debbie Thompson, Mandy Stott, Karen Galloway, Carolyn Mercer, Clare Threlfall, Derek Darwen and Dave Joy.

The Project Manager role undertaken by Dave Joy was re-assigned to Tracy Scholes following internal restructure and the early retirement of Dave Joy.

5.5 There has in general been good support from the officers representing the LSP partners. Executive members helped this by buying-in and cascading this commitment down within partner organisations. The three ward councillors have been involved since the Steering Group stage and have been very supportive. But we were aware that at times the officers we were approaching for support had existing work commitments and whose day job left them with little spare capacity. Support has been good but it must be recognised that officers from all partners have been stretched in providing this support.

5.6 Of particular significance in creating capacity for the project has been the contribution of the LSP Manager, the LSP Support Officer, the Environmental Protection and the LCC District Partnership teams at Fylde. This has involved much more than the production and doorstep distribution of the newsletter and the organisation of officer and public meetings. This team has been actively engaged in all aspects of managing the project and have filled many gaps in capacity as they have arisen. The coincidental position of the project area within walking distance of the town hall has facilitated this input. The advantage of having a near or on-site presence should not be underestimated when planning future projects elsewhere in the borough. Project management “by-walking-about” and consultation “by-talking-to-people” have been other characteristics of this project that have contributed to its success in no small way.

5.7 The existing LSP theme groups have added capacity to the project, in particular Employment & Enterprise and Community Safety where the project had been a standing item on agendas for a long period of time.

5.8 Support has also been good in terms of partner organisations being willing to mainstream project initiatives in order to ensure sustainability. Examples include the future management of a refurbished Hove Road Park and St

Albans Road car park by the borough council, the commitment of youth workers by the county council to staff and support a Youth Café, a dedicated PCSO for Central ward, a HMO Landlords Forum run by the borough council Housing team and a dedicated Community Fire Safety Practitioner for Central ward.

5.9 If the LSP were to continue with this project within another locality, it must allocate resources to enable it. Managing a project of this nature in particular in the early stages which require a high degree of consultation and engagement with the community and partner organisations, is very resource intensive and at this point is a full-time role. As a consequence, and for other reasons which are outlined above it would not be feasible to expect that any one partner organisation should take overall responsibility for leading the project. Even with the appointment of a Project Manager there would still be resource and capacity issues for the LSP and individual partner agencies to address as a Project Manager would only be as strong as the Project Team supporting him/her and the commitment of the partner agencies to deliver.

5.10 Another option for a potential roll-out could be that once an area of greatest need is identified the local town/parish council could be commissioned to implement and manage a regeneration programme specifically tailored to the needs of that area. This would build on the already well established community consultation mechanisms within the locality, for example Parish Plan consultation and development activity, thus reducing the development time needed to progress a project. The finances allocated to the project could include an element for co-ordination support. This would ensure that the project met the local requirements and avoided any duplication of effort.

Shaping the Place 2007 – 2010.

Survey Results.

94% considered 'Shaping the Place' has had a positive effect.

32% more were **satisfied** with the area as a **place to live and work**, totalling **90%**.

83% thought the improvements to Hove Rd Shoppers Car Park were very good or good.

68% thought the improvements to Hove Rd Park were Very Good or Good.

90% thought the Quarterly **newsletter** was a **good** idea.

83% thought the Quarterly **newsletter** was effective at **keeping them informed** and involved.

68% thought the introduction of CCTV was Very Good or Good.

20% more were satisfied with safety in the area, totalling 79%.

10% more were satisfied with the quality of housing.

13% more were satisfied with the local bus service.

26% more were satisfied with the availability of parking.

79% thought the improvements to street furniture was Very Good or Good.

Policy Development Scrutiny Committee



Date	5 May 2010
Venue	Town Hall, St Annes
Committee members	Councillor Fabian Craig-Wilson (Chairman) Councillor Kiran Mulholland (Vice-Chairman) Brenda Ackers, Ben Aitken, Maxine Chew, John Davies, Leonard Davies, Howard Henshaw, Elizabeth Oades, Elaine Silverwood
Other Councillors	Trevor Fiddler, Cheryl Little, Barbara Pagett
Officers	Clare Platt, Paul Walker, David Gillett, Annie Womack
Others	

1. Declarations of interest

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

2. Confirmation of minutes

RESOLVED: To approve the minutes of the Policy Development Scrutiny Committee meetings held on 4 February 2010 and 16 March 2020 as a correct record for signature by the chairman.

3. Substitute members

The following substitutions were reported under council procedure rule 22.3:

Councillor Maxine Chew for Councillor Heather Speak

4. Draft Fylde Housing Action Plan 2010

This item was introduced by David Gillett, Head of Housing Services, who gave a presentation to the committee.

He explained that the Fylde Coast Housing Strategy, which set out both a long term view of how the Fylde Coast's housing offer can be further improved and

short term priorities for policy and for the delivery of effective housing services, had been approved by Cabinet in September 2009. Cabinet also resolved that a Fylde Borough specific housing Action plan would be developed and reported back to the Cabinet for approval following consultation.

Throughout 2009 the initial draft had been drawn up and consulted on, then in April 2010 a more detailed draft of the Fylde action plan was considered by the LSP housing theme group. He told the committee that a short period for comments to be submitted by members of the LSP housing theme group would end on the 21st May 2010.

Mr Gillett said that he anticipated the final Fylde action plan would be presented to Cabinet for consideration and approval in June 2010.

He explained to the committee that the Fylde Housing Action plan was a key document as it not only sets out the vision for housing in Fylde but also the key priorities and plans for the Borough. The current economic climate and the uncertainty about future funding streams would mean that the plans and priorities would be subject to regular, annual review, in the light of spending decisions made at a national level.

His presentation covered the key elements of the proposed Fylde Housing Action Plan:

- Resources to support the plan, including Fylde budget, s106 monies and various forms of potential and actual external funding
- Progress on initiatives for Fylde Coast and Fylde Borough
- The Action Plan itself, focussing on three main themes and issues drawn from the Fylde Coast Housing Strategy and the specific actions planned to address them in Fylde:

Quantity - providing appropriate numbers of the right kinds of high quality new homes, including affordable housing for sale and to rent, to maintain sustainable community life in urban and rural settlements and to meet long-term demand for housing

Quality - raising the quality of the overall housing offer to support growth in the Fylde Coast economy, to raise the quality of the private rented sector, to reduce pockets of deprivation on social housing estates, to improve housing conditions for the vulnerable and tackling the issue of park homes

People - Helping people to access the accommodation and support they need to lead stable and prosperous lives, to provide new opportunities for those at risk of homelessness, to meet the changing requirements of older people and improving connections with agencies and services to address the lack of specialist housing for “socially excluded” groups

Mr Gillett invited questions and comments from the committee at various stages of the presentation and there was a wide-ranging selection of topics discussed including:

- The affordable warmth and thermal efficiency of local housing, particularly that of elderly people, which Mr Gillett suspected was not significantly improving but said that it could only be confirmed by a further stock condition survey; there were a significant number of properties in this area which fail the decency standards as identified in the previous stock condition survey.
- Whether the requirement for temporary accommodation available for homeless people had increased. Mr Gillett said that the number remained the same and that there had actually been a fall in the number of homeless presentations - due partly to the Invest to Save budget - but that the quality and inadequacy of temporary accommodation was a concern.
- The requirement of the Housing and Communities Agency to engage in communication and funding discussions at a sub-regional level (i.e Fylde Coast) and the potential implications for Fylde Borough Council. Mr Gillett gave his opinion that, in view of diminishing available resources, it would be better to be involved and represented at the Fylde Coast level in order to give voice to the priorities and needs of Fylde Borough.
- Whether the figures in the report relating to the numbers of housing needed per year in Fylde Borough are accurate and whether the survey done by Fordham was flawed, Mr Gillett advised the a similar figure of the annual social housing requirement was produced by the separate strategic housing market assessment report in 2008.
- Concerns about park homes from two perspectives - the first that there are vulnerable people living in poorly insulated and poor quality mobile homes, and also that others from outside the Borough give up their permanent residence to live in these homes, pay no Council Tax, access local services, may need rehousing, and increasingly become a burden to local taxpayers.
- Concerns that developers are not actually providing more housing units in Lytham St Annes, where they are actually needed. Rural areas appeared to be bearing the brunt of new developments, which were not always appropriate for the area.
- A drive to put empty homes back into use, to include vacant property above shops and businesses, and to report on progress to the committee
- The committee agreed that the issues are of such importance that there should be an annual review of the plan brought to committee.

The committee requested Mr Gillett to highlight the committee's concerns as stated in the body of the minute and to raise the following items as a matter of priority with Cabinet members when he presented the Fylde Housing Action Plan to Cabinet:

- 1) Park homes - that this is a serious and growing problem and to suggest that it is central government who will need to address this issue, and that Fylde should contact other local authorities with similar problems in order to lobby and put pressure on MPs to find a remedy
- 2) Empty homes - to recognise that the new government's programme includes a commitment to explore measures to bring empty homes into use, and to lobby our local MP for action on the matter as well as developing local initiatives.
- 3) That there should be better dialogue with developers in order to secure appropriate development where it is needed.

After a full debate, the committee RESOLVED:

- 1 To thank Mr Gillett for his presentation and to note the report.

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