

## DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
HEAD OF PLANNING	PLANNING COMMITTEE	27 JULY 2022	5
<b>ST ANNES TOWN CENTRE AND ISLAND MASTERPLAN</b>			

### PUBLIC ITEM

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

#### SUMMARY

The work commissioned to produce a masterplan for St Anne's Town Centre and the Island is nearing completion and this report presents the final draft of the masterplan to Members for consideration.

If the masterplan is accepted, it will be used to guide future investment in the town, to support applications for grant funding and to help secure Sn 106 contributions from future developments in the area.

#### RECOMMENDATIONS

1. That, Members consider the final draft of the St Annes Town Centre and Island Masterplan and that, subject to the incorporation of any amendments that the Committee consider necessary, adopt the masterplan as a framework to guide future investment and development projects in the resort.
2. That the St Annes Town Centre and Island Masterplan and companion documents be used to support applications for grant funding and to secure financial contributions from developments (Sn 106) in the borough to ensure the future vitality of the town centre and the island.

#### SUMMARY OF PREVIOUS DECISIONS

##### Finance and Democracy Committee – 13 September 2021

It was RESOLVED to grant delegated authority to the Director of Development Services to award the contract for the St Annes Town Centre and Island Health Check and Masterplan

##### Finance and Democracy Committee - 29 July 2021

It was RESOLVED to approve a fully funded revenue budget increase of £120,000 for 2021/2022, of which £108,000 is funded from the Lancashire Economic Recovery Grant from Lancashire County Council and a further £12,000 is funded from the funding volatility reserve for the commissioning of the Island Regeneration Programme Masterplan.

##### Planning Committee - 28 July 2021

It was RESOLVED: To recommend to the Finance & Democracy Committee approval of a fully funded revenue budget increase of £120,000 for 2021/2022, of which £108,000 is funded from the Lancashire Economic Recovery Grant from Lancashire County Council and a further £12,000 is funded from the funding volatility reserve for the commissioning of the Island Regeneration Programme Masterplan.

##### Finance and Democracy Committee - 29 July 2021

## 7. Confirmation of Working Groups

It was RESOLVED to confirm the membership of the following working groups:

4) St Annes Programme Board – To appoint the Leader and Deputy Leader to the working group.

Finance and Democracy Committee – 28 September 2020

## 8. Town Centre Working Group Update and Proposals to Support the Regeneration of St Annes Town Centre

It was RESOLVED:

1. to approve a revenue funded budget increase for 2020/21 in the sum of £150,000, to be funded from the Funding Volatility Reserve, to provide for the commissioning of a vision/strategy for St Annes Town Centre, such vision to include a town centre health check and be informed by the survey results and working group proposals for St Annes, and

2. The Town Centre Working Group be consulted regarding the commissioning of this work.

Planning Committee – 16 September 2020

## 4. Town Centres Working Group Update and Proposals to Support the Regeneration of St Annes Town Centre

4. To recommend that the Finance & Democracy Committee approve a revenue funded budget increase for 2020/21 in the sum of £150,000, to be funded from the Funding Volatility Reserve, to provide for the commissioning of a vision/strategy for St Annes Town Centre, such vision to include a town centre health check and be informed by the survey results and working group proposals for St Annes.

## CORPORATE PRIORITIES

Economy – To create a vibrant and healthy economy	✓
Environment – To deliver services customers expect	✓
Efficiency – By spending money in the most efficient way	
Tourism – To create a great place to live and visit	✓

## REPORT

### BACKGROUND

1. The Planning Committee, at its meeting on 16 September 2020, recommended that the Finance & Democracy Committee approve a revenue budget increase for 2020/21 in the sum of £150,000, funded from the Funding Volatility Reserve, to provide for the commissioning of a town centre health check and town centre strategy for St Annes. This was approved by the Finance and Democracy Committee on 28 September 2020.
2. On 28 July 2021, The Planning Committee considered a further report on the success of an application to the Lancashire Economic Recovery & Growth Fund to produce a Masterplan for the Island site on the sea front. Members agreed to recommend to the Finance & Democracy Committee approval of a fully funded revenue budget increase of £120,000 for 2021/2022, of which £108,000 is funded from the Lancashire Economic Recovery Grant from Lancashire County Council and a further £12,000 is funded from the funding volatility reserve for the commissioning of the Island Regeneration Programme Masterplan. This was approved by the Finance and Democracy Committee on 29 July 2021.
3. The commission was awarded to a team of consultants headed by BDP who initially compiled a suite of baseline reports including: a town centre health check, a review of the local property market, socio-economic conditions, visitor economy, townscape and movement appraisal. These reports, alongside the views of key stakeholders, informed the development of a range of possible options which were the subject of a wide-ranging public consultation exercise that took place from 14 March to 1 April 2022 (see section 5 of the draft Masterplan).

## THE MASTERPLAN

4. The final draft of the masterplan has now been produced and is included as appendix A to this report. The overall masterplan illustrates a comprehensive vision for the seafront and town centre. The 'Square' (St Anne's Road West) and the Island Site (specifically the Boating Lake, YMCA swimming pool and the Pleasure Island development) are seen as the key transformational developments but it is important to maintain the wider vision of a better-connected town centre and seafront and the idea of a continuous and high quality experience for resident and visitor alike, from the station gateway to the Fairhaven car park via the Square, Pier Link and Promenade. The vision is of a seamless promenade, extended from the seafront and through the town centre.
5. The plan identifies a vision for the future development of the Town Centre and promenade over the next 5 to 10 years and will underpin applications for future bids for grant funding that will support town centre regeneration, including the Levelling Up fund. The masterplan identifies 7 key projects:
  - a) The Station Gateway – transformed arrival experience.
  - b) The Square – a multipurpose, flexible town centre heart that better accommodates the diversity of use of future town centres
  - c) The Pier Link – extending the Square to ensure a strong connection with the seafront
  - d) The Pier – rediscovering the value of this key seafront heritage asset
  - e) The Island Site – lifting the visitor experience of the seafront to a new level
  - f) Promenade Gardens – promoting active linkages and family friendly fun
  - g) South Gateway – a new southern gateway to St Anne's, a new seafront destination and an active travel hub.
6. A Transport and Movement Strategy forms a key part of the masterplan and will look to encourage more active forms of travel. This strategy also recognises that, once the M55 – Heyhouses link road is complete, more visitors will arrive at the eastern side of the town and that more visitors will arrive by rail if the frequency of the rail service can be improved.
7. A Destination Management Plan, which will help develop the role of St Anne's as a quality visitor destination, is also being drafted as part of the commission.

## DELIVERY

8. In addition to the above, the BDP team is also preparing a Delivery Plan which will set out a recommended approach to the implementation of the key proposals and outline the key outputs and benefits for each phase of the works. Ultimately, the speed of implementation is a product of several factors, including the capacity of the Council to manage the programme, the availability of public sector funding to deliver enabling infrastructure and otherwise address viability gaps, the appetite of the private sector and other public sector bodies to progress developments including the availability of development finance, and the market and demand for the additional facilities and services that are proposed.

## GOVERNANCE

9. The commission has been overseen by the Town Centres Working Group and the St Annes Programme Board to ensure the proposals are aligned with and complement other projects being progress by the council in the town.

## CONCLUSION

10. The final draft of the masterplan is attached as Appendix A. Members are requested to consider the final draft Masterplan and adopt it with or without amendments.

IMPLICATIONS	
Finance	The masterplan forms a framework for future investment in the town. Any financial implications will be considered alongside individual development proposals when they are considered by the Committee/Full Council.
Legal	None
Community Safety	The individual projects will be developed in a manner that has full regard to maintaining or improving community safety.
Human Rights and Equalities	The Masterplan has been developed having regard to the needs of all sections of the community.
Sustainability and Environmental Impact	The masterplan has been developed to promote sustainable modes of transport and active travel
Health & Safety and Risk Management	All projects will be developed having regard to necessary health and safety and risk management protocols.

LEAD AUTHOR	CONTACT DETAILS	DATE
Mark Evans	mark.evans@fylde.gov.uk & Tel 01253 658460	July 2022

BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
None		

#### Attached documents

Appendix A – Final Draft St Anne’s on the Sea Town Centre Masterplan