

FBC – Capital Bid 2019/20

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No: 3 - St Annes Road West – Square to Pier link and gateway improvements

Description of Scheme:

The regeneration of St. Annes has been based a number of discrete but complimentary phases of public realm enhancements and building refurbishments, commencing in 2000, with the first phase of St. Annes Square. Following the completion of The Square, the public realm works have extended into Wood Street, Clifton Drive South, Orchard Road, Park Road, St. Andrew Road South, St Andrews Road North and The Crescent.

There is no debate that the town centre is extremely large for a relatively small town and that the regeneration has been a strategic and significant intervention that has enlisted the support of a number of funding agencies.

The regeneration works are not yet complete with a number of areas still to be refurbished, including the northerly end of Wood Street, Clifton Drive, part of Garden Street and other smaller areas. The scheme for Wood Street is under the design phase and will be implemented early Spring of 2019, assuming that all of the building owners support and participate in the project, which is likely.

The individual elements of the St. Annes regeneration programme are set out in the 2020 Vision document, which indicated how they are all interlinked. One of the key schemes contained within the strategy, for which funding is not yet identified, is that of enhancing the key link between The Promenade/Pier and The Square. This is *the* key route linking these significant parts of the resort. The evidence from this summer is that this short length of road accommodates extremely high volumes of visitors to St. Annes and thus is complimentary in increasing footfall on both The Promenade and in the town centre. At the present time the link, actually part of St. Annes Road West, is not attractively surfaced considering it is such a principal route. If it were to be enhanced it could compliment the external works that are to be part of the Town Hall refurbishment. In addition, discussions have been had, albeit casually in the past, with the Management Company of Majestic flats about enhancing the external garden areas and also opportunities to improve the external spaces of the Admiral should form part of the broader enhancement scheme.

It is envisaged that the footway areas could be resurfaced in an attractive paviour with the possibility of the corner treatments at both ends finished in York Stone to create a visual link with both the Pier and Square. Also a series of pavement plaques might be included to depict decorative patterns associated with the Porritt Houses/Town Hall to create an interesting distinctive feature.

One of the issues often raised in St Annes by the business community is a need for more publicity to be provided in respect of local facilities, events and other information in the centre of town. This could include a digital display as well as more traditional interpretation panels containing local information and matters of interest e.g. depicting the history and development of the town or public art display information. It is suggested that such a 'visitor reception' facility could make use of the two pavilions at either side of The Square at the junction with Clifton Drive, along with the installation of two attractive art features (the form of which is to be determined) to be located in the two stone paved circles, which were actually intended for this purpose. These features would be located such that they would frame views of the Square and Pier when viewed from a distance.

The combined effect would be the creation of two 'welcoming gateways' in the most prominent of locations. The cost of such a scheme would depend on the ambition and final design solution but it could well be the case that funding contributions could be attracted from local businesses as well as other funding bodies. It would be intended that this project would require early implementation. The scheme would be developed with other officers/members of the Council in respect of developing the type of visitor information to be provided.

To bring about the 'welcoming gateways scheme' a sum of £35,000 is included in the bid in addition to the estimated £75,000 cost for the St Annes Road West paving works.

As a complimentary initiative it is known that St. Annes Town Council are considering the installation of a finger post sign at the base of The Crescent to depict the historic town plan of St. Annes along with a description of its significance on an illustrated panel.

Capital cost plan:

Cost Heading	Description	Total £
Public Realm Enhancements	The Square/Pier Link	£75,000
Welcome Gateways/ Visitor Reception features	St. Annes Square	£35,000
Total Project Cost		£110,000

Outputs (i.e. details of what the investment will specifically deliver):

- Refurbished Public Realm to the St Annes Road West link, enhancing the visitor experience within the town and to the Town Hall. The scheme will complement the external works proposed for the Town Hall site.

Outcomes (i.e. details of the broader benefits achieved by the investment, for example community or environmental benefit, health and safety compliance, or statutory obligations):

- Significant Environmental Benefits
- Increase Visitor numbers, reputation and spend
- Enhanced business confidence, encourage maintenance and building refurbishment (that would be encouraged as part of the scheme)
- The provision of visitor information and publication of event information
- Enhancement to the historic qualities of St Annes as a destination
- Enhanced civic pride and good stewardship by the Council

Contribution to corporate objectives (i.e. how does the project achieve or help deliver priorities within the corporate plan):

- Value for Money. Procure the works to maximise high quality physical outputs commensurate with best value through contract arrangements
- A Vibrant Economy. Scheme implementation to enhance the town centre vitality and viability
- A Great Place to Live. Enhancing the local town centre, choice, quality of the environment for residents
- A Great Place to Visit. Enhancing the reputation and quality of St Annes as a destination, capitalising on its built and natural heritage, seaside location and enhancing the setting for attractions, festivals and other events.

Budget Resource Requirements

Breakdown of initial capital costs and future revenue implications

Estimated Total Capital costs of bid: £110,000

Annual **additional Revenue costs** arising from the bid: There will be little/negligible additional revenue cost associated with the scheme implementation as the solutions will result in durable, low maintenance design solutions, little different from now, Some of the maintenance works/upgrading to the displays/digital displays. More will be known as the project develops.

Value and phasing of bid:

2018/19	2019/20	2020/21	2021/22	These figures relate to Fylde Council capital spend.
	£60,000	£50,000		

Existing resources in the Capital Programme relating to this scheme:

2018/19	2019/20	2020/21	2021/22
Nil	Nil	Nil	Nil

Estimated timescales for the bid:

Start Date : Financial Year 2019/20

Completion Date: Financial Year 2020/21

Project Risks (outline any risks to delivery of the project and how these will be mitigated)		
Risk	Impact	Mitigating Action
<ul style="list-style-type: none"> • Contractor availability to undertake the works • Inability to deliver the scheme in view of technical difficulties • Council financial position changes over the proposed timescale 	<ul style="list-style-type: none"> • Uncertainty about implementation the scheme in a timely manner • Full impact of the scheme may not be delivered • The scheme not completed in full. 	<ul style="list-style-type: none"> • The scheme planned well ahead in line with contractor's availability. The partnership arrangement with LCC has a very good track record of on-time delivery. • In the presence of any such difficulties a revised proposal would be presented to the appropriate committee with the options set out. • Monitoring of financial position will flag up any issues early in the progress with appropriate course of action put in place if this were to arise.