

Priorities & achievements...

VALUE FOR MONEY

Spending your money in the most efficient way to achieve excellent services we will:

- Increase income through new and existing means
- Deliver the accommodation project
- Continuously review services and assets
- Manage and invest effectively in the council's finances
- Maximise marketing opportunities
- Create a digital council

CLEAN & GREEN

Delivering the services that customers expect of an excellent council we will:

- Continue to deliver high standards of cleanliness
- Mitigate the impact of the loss of the LCC waste subsidy
- Deliver high quality parks and open spaces
- Ensure beaches and waters are clean and safe
- Build on the achievements of the In Bloom initiative

A VIBRANT ECONOMY

Working with all partners we will:

- Improve the transport infrastructure and traffic flow
- Support Enterprise Zones
- Improve car parking
- Enhance and improve our town and village centres
- Deliver the coastal defence project at Fairhaven and Church Scar with the Environment Agency
- Attract new businesses and develop existing ones

A GREAT PLACE TO LIVE

To make sure Fylde continues to be one of the most desirable places to live we will:

- Achieve adoption of the Local Plan
- Deliver housing that meets the need in all communities
- Ensure high standards of housing across all markets
- Approve development that enhances the community
- Implement enforcement action on unauthorised development
- Support and promote volunteers' efforts to improve their local community
- Involve local residents in the future of their community
- Deliver activities for all age groups
- Champion the quality and reputation of Fylde
- Recognise the significance of our heritage assets

A GREAT PLACE TO VISIT

Promoting Fylde as a great destination to visit, we will:

- Deliver and support quality events throughout the Fylde
- Maximise the natural assets of our coast and countryside by improving their facilities
- Offer an arts collection that is available to everyone
- Provide a positive first impression of Fylde
- Use technology effectively to make Fylde more accessible
- Encourage visitor feedback to improve our tourism offer

The actions we plan to take to deliver our priorities...

ACTIONS

Agree funding approach for the remaining phases of the accommodation project

Produce and implement an investment strategy

Further reduce the requirement for paper/print through the use of technology

Increase online service /information provision

Explore and initiate new income streams

ACTIONS

Actively enforce waste and cleansing legislation

Identify and target fly tipping hotspots to reduce their levels

Promote initiatives to reduce dog fouling

Focus resources on the reduction of seasonal litter

Maintain and increase Green Flag status for parks and open spaces

Strive to achieve Blue Flag status for the beaches

Work with partners to improve the quality of the bathing water

Review the waste service to deliver savings through changes

Improve signage in areas where dog controls are in place

ACTIONS

Assess the benefits of becoming a member of the Combined Authority

Engage effectively with the Local Enterprise Partnership

Progress the re-opening of the M55/ Moss Road link

Support the Fylde Coast highways and transport masterplan projects (junction 2)

Enforce car parking regulations and review car parking options

Develop the digital high street

Engage positively in the Duty to Co-operate on planning initiatives

Facilitate and support Town Centre Partnerships

Channel business rates funding opportunities to economic development

ACTIONS

Implement the timetable for the Local Plan delivery

Provide appropriate provision for Travellers

Take enforcement action on unauthorised encampments

Carry out resident surveys and act upon the findings

Review and improve bus shelter provision

Deliver the actions within the heritage strategy

Build on the success of the Residents' Car Parking Scheme

Review public information systems for residents

ACTIONS

Develop a policy on events including Club Days, festivals and concerts

Implement actions from the arts review

Improve information in tourist areas and about tourist areas including entrance signage and welcome points

Develop and promote rural tourism

Decide the most effective way to market Fylde, including the future of the holiday guide

Carry out visitor surveys and act upon the results

Review and develop social media and online information

Improve the Promenade and its attractions

Revisit the strategy for the development of Fairhaven Lake