

DECISION ITEM



| REPORT OF | MEETING | DATE | ITEM NO |
|--|----------------------------------|--------------|---------|
| ECONOMIC DEVELOPMENT | DEVELOPMENT MANAGEMENT COMMITTEE | 15 JUNE 2016 | 7 |
| FYLDE COAST FRAMEWORK FOR INCLUSIVE GROWTH AND PROSPERITY | | | |

PUBLIC ITEM

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

SUMMARY

Included as Appendix 1 to the covering report is the final draft of the Fylde Coast Framework for Inclusive Growth & Prosperity. The framework is a key strategic regional document that outlines the ambition and objectives for facilitating economic growth and prosperity across the Fylde Coast that will be used as the central pitch for funding support. The approach and actions outlined in the framework are consistent with Fylde's own economic development strategy and the council's strategic objective of working with all partners to achieve a vibrant economy.

RECOMMENDATION

That the committee agree the Framework for Inclusive Growth & Prosperity is consistent with the economic policy approach at Fylde.

SUMMARY OF PREVIOUS DECISIONS

None

CORPORATE PRIORITIES

| | |
|---|---|
| Spending your money in the most efficient way to achieve excellent services (Value for Money) | |
| Delivering the services that customers expect of an excellent council (Clean and Green) | |
| Working with all partners (Vibrant Economy) | ✓ |
| To make sure Fylde continues to be one of the most desirable places to live (A Great Place to Live) | ✓ |
| Promoting Fylde as a great destination to visit (A Great Place to Visit) | ✓ |

REPORT

1. The Fylde Coast Framework for Inclusive Growth and Prosperity attached as appendix 1 to this report has been produced through the Blackpool, Fylde & Wyre Economic Development Company working directly with the economic development teams at Blackpool, Fylde, Wyre and Lancashire County Council. The document has been produced to act as a strategic summary of the approach to economic growth and prosperity across the Fylde coast to be used in support of funding bids and project proposals aimed at delivering economic growth and prosperity in the region.
2. The document has been developed with the full engagement and contribution from the economic development team at Fylde and is consistent with the aims, objectives and ambition of the Fylde Economic Strategy.
3. The framework outlines the current economic position in Blackpool and the Fylde including the core economic strengths and opportunities on the Fylde coast as well as the strategic issues that need to be addressed to maximise future jobs and growth potential. The overarching objective is *“to deliver inclusive economic growth and prosperity, and in doing this, close our performance gap with national averages and drive improvement in the quality of life and health of our people and businesses, now and into the future”*.
4. Inclusive growth and prosperity means creating jobs and bringing investment; crucially however, it also means ensuring that the benefits of jobs and investment are felt, first and foremost, by the residents and businesses of Blackpool and the Fylde itself.
5. The framework outlines three action areas that the Fylde coast economic development teams have identified
 - Action Area 1:** Jobs, Sites and Connectivity, focuses on those actions and projects that will act as the catalyst in enabling job creation and growth in our existing and future key economic sectors.
 - Action Area 2:** Skills, Workforce Readiness and Business Support, focuses on those actions and projects that will equip residents and business to take advantage of new opportunities as they are generated.
 - Action Area 3:** Urban Quality, Image and Marketing, focuses on the essential interventions required to ensure we develop a living offer that supports growth and the retention of talent, as well as tackling entrenched disadvantage and negative perceptions.
6. The approach and actions outlined in the framework are consistent with Fylde’s own economic development strategy and the council’s strategic objective of working with all partners to achieve a vibrant economy. Working across Blackpool and the Fylde with partners will ensure that Fylde can deliver far more for the borough with the limited resources available for economic development and regeneration than it could working in isolation.
7. The committee is asked to consider the framework for inclusive growth and prosperity and support the approach and actions outlined in the document for future strategic economic development on the Fylde coast.

| IMPLICATIONS | |
|---|--|
| Finance | There are no direct financial implications to Fylde Council in respect to this report. |
| Legal | There are no legal implications as a result of the report |
| Community Safety | There are no community safety implications as a result of the report |
| Human Rights and Equalities | There are no human rights and equalities implications as a result of the report |
| Sustainability and Environmental Impact | There are no sustainability or environmental impact issues as a result of the report |
| Health & Safety and Risk Management | There are no health & safety or risk management impacts as a result of the report |

| LEAD AUTHOR | TEL | DATE | DOC ID |
|----------------|--------------|---------------------------|--------|
| Allan Oldfield | 01253 658500 | 26 th May 2016 | |

| LIST OF BACKGROUND PAPERS | | |
|-------------------------------------|--------------|---|
| Name of document | Date | Where available for inspection |
| Fylde Economic Development Strategy | January 2013 | http://www.fylde.gov.uk/business/economicdevelopment/ |

Attached Documents

Appendix 1: The Framework for Inclusive Growth & Prosperity for the Fylde Coast