

FBC – Capital Bid 2019/20

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No: 2 - Lytham Town Centre Public Realm Enhancement Programme

Description of Scheme: Lytham is one of the principal retail and leisure destinations of the Borough attracting significant numbers of visitors for its ambience, built character and associated attractions, festivals and events. The town centre is also a designated conservation area in the light of its particular heritage qualities.

In respect of the physical environment of Lytham, it generally retains an attractive environment but as with all visitor destinations, it is important to maintain high standards so as to protect its distinctive qualities and retain or increase its visitor share in a very competitive market. This would include ensuring that the public realm of the town centre remains attractive and pristine.

Lytham was actually the first recipient of what might now be termed 'a regeneration scheme'. This took place in the late 1980's when the Square was pedestrianised, creating an effective 'joining together' of Clifton Street, Market Place and Dicconson Terrace. In addition to this scheme, a complimentary initiative was implemented, which included some paving works to Clifton Street and some of the associated forecourts, new street lighting, tree planting and installing other street furniture. It is some 30 years since this was undertaken. The majority of the paving works were constructed by the then Adult Training Scheme and so the 'laying quality' varies across the overall project. The scheme has, however, been quite durable and has lasted very well albeit looking somewhat 'dated'.

Since that time, there have been two other schemes. One related to the upgrading of Station Road between the new Booths Supermarket and Clifton Street. This again included new lighting and paving, and was subsequently extended to East Beach. The funding for the scheme was the result of a negotiated Section 106 Agreement with Booths to secure the upgrading of part of Station Road. The objective of this was one of increasing footfall between the store and Clifton Street, which has occurred and the economic benefit has been one of eliminating commercial vacancy to the frontage. A further project was delivered leading up to the 2012 Open, providing improvements to Sparrow Park and the creation of a small plaza area outside the Station.

In the Lytham 2020 Vision document, prepared in the run up to the 2012 Open, the issue of general environmental improvements to Lytham was considered. This proposes a zoned approach to town centre management. If it is agreed that it is now the appropriate time to look to enhance the centre of Lytham, it is suggested that this be done on a phased basis to include:

- The upgrading of pavements and street furniture to Clifton Street on a phased basis.
- The repaving of 'linking streets' to and from Clifton Street, which hitherto have not been enhanced.
- The development of the Green-Link concept which seeks to increase the footfall between these destinations, also including Lytham Station and Robin Park.
- Upgrading of street lighting along Park Street, Market Square and Hastings Place.
- A first phase of new lighting to Lytham Green roadway (A584).

The attached report considers some of these issues in more detail and will give members a greater insight into the problems and issues for resolution as well as some of the current and underlying ideas and opportunities.

It is suggested that the Lytham Enhancement Programme runs for 3 years with first implementation commencing in the financial year 2019/20.

The scheme cost is in the order of £800,000 of which £130,000 would be provided by commuted Section 106 payments already secured. It is possible that a further smaller funding opportunity may arise over the lifetime of the project, but this is tied to a specific development in Lytham, close to the town centre. Its release will depend on the implementation of the planning permission and the completion of the development, which at this time is not certain.

It is suggested that the priorities for action would be undertaken on a phased basis, possibly as shown on the attached plan, although this would require detailed consideration and consultation. The individual schemes would be coordinated in respect of an overall design approach and all of the elements logically phased following approval from Planning Committee, with the budget monitored against targets.

The scheme would be phased so as not to create too much upheaval at one time although work could simultaneously take place e.g. paving improvements in one area and lighting implementation in another.

The plan attached sets out a possible phased approach. This is based on an assessment of priority need starting with the southerly side of Clifton Street where there are particular issues with trees, which really need some form of resolution in the short term. The next phase - 1a - could be implemented in part, concentrating on lighting and to follow the paved areas. Phase 2 is suggested to be the northerly side of Clifton Street and Phase 3 the easterly end of Clifton Street.

This phasing is, of course, only a suggestion at this stage and the actual programme will require further consideration and deliberation by the Regeneration Team and then the appropriate Committees of the Council.

Capital cost plan:

Cost Heading	Description	Total £
Public Realm Enhancements	Assessment of tree condition suggesting removals, remediation and new planting, paving, renewal of refurbishment of street furniture. To Clifton Street, Park Street and Market Square as appropriate, new lighting. Phase 1 of lighting to Lytham Roadway, West/East Beach	£800,000. Approximate Phasing Phase 1 2019/20 £400,000 Phase 2 2020/21 £300,000 Phase 3 2021/22 £100,000
Total Project Cost		£800,000

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

- Refurbished Public Realm to the principal spaces of Lytham Town Centre

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)
- Sustainable management of tree stock on Clifton Street
- Enhancement to the historic qualities of Lytham Conservation Area
- 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 Lytham as a destination, capitalising on its built and natural heritage 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: £800,000

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 will be the responsibility of private building owners, Lancashire County Council as well as Fylde Council.

Value and phasing of bid:

2018/19	2019/20	2020/21	2021/22	
	£270,000	£300,000	£100,000	These figures relate to Fylde Council capital spend funded from the capital investment reserve.

Existing resources in the Capital Programme relating to this scheme:

2018/19	2019/20	2020/21	2021/22	
Nil	£130,000	Nil	Nil	To be brought into the Capital Programme. Section 106 funding already deposited with the Council.

Estimated timescales for the bid:

Start Date : Financial Year 2019/20

Completion Date: Financial Year 2021/22

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 • Lack of interest from third parties to participate in the scheme • Council financial position changes over the proposed timescale 	<ul style="list-style-type: none"> • Uncertainty about implementation the scheme in a timely manner • Particular owners could be omitted and the funding used elsewhere • 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. • Early engagement and a track record of success is highly unlikely to result in non-participation. • 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.