

Agenda

Council

Date:	Monday, 18 October 2021 at 7:00 pm
Venue:	Town Hall, St Annes, FY8 1LW
	Mayor : Councillor Elaine Silverwood Deputy Mayor : Councillor Cheryl Little Leader : Councillor Karen Buckley Deputy Leader : Councillor Roger Small Councillors Ben Aitken, Frank Andrews, Peter Anthony, Tim Armit, Mark Bamforth, Brenda Blackshaw, Paula Brearley, Julie Brickles, Alan Clayton, Delma Collins, Peter Collins, Chris Dixon, Sue Fazackerley MBE, Trevor Fiddler, Ellie Gaunt, Brian Gill, Shirley Green, Noreen Griffiths, Peter Hardy, Will Harris, Gavin Harrison, Paul Hayhurst, Karen Henshaw JP, Paul Hodgson, Angela Jacques, John Kirkham, Matthew Lee, Roger Lloyd, Michelle Morris, Kiran Mulholland, Ed Nash, Sally Nash-Walker, Jayne Nixon, Linda Nulty, Liz Oades, David O'Rourke, Richard Redcliffe, Bobby Rigby, Michael Sayward, Vince Settle, John Singleton JP, Heather Speak, Ray Thomas, Tommy Threlfall, Stan Trudgill, Viv Willder, Michael Withers.

	PROCEDURAL ITEMS:	PAGE
1	Declarations of Interest: Declarations of interest, and the responsibility for declaring the same, are matters for elected members. Members are able to obtain advice, in writing, in advance of meetings. This should only be sought via the Council's Monitoring Officer. However, it should be noted that no advice on interests sought less than one working day prior to any meeting will be provided.	1
2	Confirmation of Minutes: To confirm the minutes, as previously circulated, of the meetings held on 5 July 2021 and 20 July 2021 as correct records.	1
	ANNOUNCEMENTS:	
3	Mayor's Announcements	1
4	Chief Executive's Communications	1
	REPRESENTATIONS:	
5	Questions from Members of the Council	3
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9	Schedule of Meetings 2022/23	11 - 13
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11	Corporate Plan 2020-2024 Review September 2021	16 - 28
12	Constitution Amendment – Terms of Reference – Planning Committee	29 - 31
13	Unfunded Revenue Budget Increase - Communications, Marketing & Public Relations Resource	32 - 36
14	Exclusion of the Public	37
15	EXEMPT ITEM – NOT FOR PUBLIC PUBLICATION Acquisition of property for Kirkham Regeneration Programme	EXEMPT
16	EXEMPT ITEM – NOT FOR PUBLIC PUBLICATION Dispensations (Attendance)	EXEMPT

Contact: Katharine McDonnell - Telephone: (01253) 658423 – Email: democracy@fylde.gov.uk

The code of conduct for members can be found in the council’s constitution at
<http://fylde.cmis.uk.com/fylde/DocumentsandInformation/PublicDocumentsandInformation.aspx>

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REPRESENTATIONS

REPORT OF	MEETING	DATE	ITEM NO
RESOURCES DIRECTORATE	COUNCIL	18 OCTOBER 2021	5
QUESTIONS FROM MEMBERS OF THE COUNCIL			

PUBLIC ITEM

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

SUMMARY

No questions have been received from Members of the Council before the requisite deadline, as outlined in Procedural Standing Orders for Council and Committees of Part 4 of the Council's Constitution, and before the statutory deadline for publication of the agenda.

If any questions are received before the constitutional deadline, as outlined above, they will be circulated prior to the meeting for members' information, under separate cover.

Any questions will be heard during the Council meeting on 18 October 2021 and a response will be given by the Leader of the Council or any other member nominated by her.

REPRESENTATIONS

REPORT OF	MEETING	DATE	ITEM NO
RESOURCES DIRECTORATE	COUNCIL	18 OCTOBER 2021	6
QUESTIONS FROM MEMBERS OF THE PUBLIC			

PUBLIC ITEM

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

SUMMARY

As outlined in Article 15 – Public Speaking at meetings of the Council and its Committees any resident of the Councils district may, subject to various provisions of the article, ask a question at an ordinary meeting of the council.

No questions have been received from members of the public before the requisite deadline, as outlined in Article 15, before the statutory deadline for publication of the agenda.

If any further questions are received before the constitutional deadline, which is, for the purpose of this meeting, 4.30pm on Tuesday 12th October 2021, they will be circulated prior to the meeting for members' information, under separate cover.

Any question(s) will be heard during the Council meeting on 18 October 2021 and a response will be given by the Leader of the Council or any other member nominated by her.

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
RESOURCES DIRECTORATE	COUNCIL	18 OCTOBER 2021	7

INVITATION TO ACCEPT APPOINTMENT AS MAYOR 2022/23

PUBLIC ITEM

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

SUMMARY

To invite a member of the Council to accept appointment as Mayor of the Borough of Fylde for the ensuring 2022-2023 municipal year.

RECOMMENDATION

That the Council invites Councillor Ben Aitken to accept appointment at the 2022 Annual Meeting as Mayor of the Borough of Fylde for the municipal year 2022/23.

SUMMARY OF PREVIOUS DECISIONS

The Council is invited to appoint a Mayor of the Borough of Fylde annually.

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

- Members are invited to consider nominations for the position of Mayor for the municipal year 2022/23.
- In accordance with the council's conventions, it is understood that consultation has taken place amongst those members whose service places them together at the head of the seniority list (Councillors Aitken, Buckley, Little) and that Councillor Ben Aitken will be nominated for election as Mayor for 2022/23.

IMPLICATIONS	
Finance	Provision is contained within the council budget for the Mayoralty.
Legal	None arising directly from the report.
Community Safety	None arising directly from the report.
Human Rights and Equalities	None arising directly from the report.
Sustainability and Environmental Impact	None arising directly from the report.
Health & Safety and Risk Management	None arising directly from the report.

LEAD AUTHOR	CONTACT DETAILS	DATE
Tracy Manning	Tracy.manning@fylde.gov.uk	15 September 2021

BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
None		

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
RESOURCES DIRECTORATE	COUNCIL	18 OCTOBER 2021	8

COMMITTEE MEMBERSHIP

PUBLIC ITEM

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

SUMMARY

The report outlines requests received from Councillor Karen Buckley, Leader of the Council, and Councillor Liz Oades, Leader of the Independents, for changes to the committee membership.

It would also be convenient for Council to consider filling a vacancy on the Member Development Steering Group which has remained unfilled since the Group was re-appointed in April 2021.

RECOMMENDATIONS

1. To appoint Councillor Dixon as a member of the Environment, Health & Housing Committee in place of Councillor Nixon.
2. To appoint Councillor Dixon as Vice Chairman of the Environment, Health & Housing Committee in place of Councillor Nixon.
3. To appoint Councillor Gavin Harrison as a member of the Planning Committee in place of Councillor Dixon.
4. To appoint Councillor Gill as a member of the Operational Management Committee in place of Councillor Brickles.
5. To nominate a member to fill the vacancy on the Member Development Steering Group.

SUMMARY OF PREVIOUS DECISIONS

Council - 19 April 2021 - Confirmation of Committees and Allocation of Membership for the municipal year 2021/22. This decision included the appointment of committee chairman.

Council – 5 July 2021 – Changes to the Audit & Standards committee

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

POLITICALLY BALANCED COMMITTEES

1. As required by legislation, committee seats for municipal year 2021-22 were allocated to members at the meeting of the council in April this year. The allocation was in accordance with the principles of political balance set out in the Local Government and Housing Act 1989¹. The following changes to committee memberships and appointments have been requested:
 - **Environment Health and Housing Committee:** Councillor Dixon to replace Councillor Nixon as a member and as vice-chairman, requested by the Conservative group.
 - **Planning Committee:** Councillor Harrison to replace Councillor Dixon, requested by the Conservative group.
 - **Operational Management Committee:** Councillor Gill to replace Councillor Brickles, requested by the Independent group.
2. The requests to change membership of the Planning Committee and Operational Management Committee are made by the political groups to whom the respective seats have been allocated and the Council is obliged to accept the nominations. The council is not obliged to accept the requested change to the vice-chairmanship of the Environment, Health and Housing Committee.

MEMBER DEVELOPMENT STEERING GROUP

3. The Member Development Steering Group is not a committee, but it is convenient to deal with appointments to it in this report. There is currently one vacancy on the Group.
4. The Group is an internal working group and its functions are leading, co-ordinating and monitoring the Council's actions in delivering the Member Development Strategy and taking the lead on general member welfare matters. Whilst there are no requirement for the Group to be politically balanced, to conform with the recommendations North West Employers, the membership of the group is cross party.
5. The Group has a membership of 8 and Council is invited to nominate a member to fill the vacancy.

IMPLICATIONS	
Finance	There are no financial implications arising from this report.
Legal	Section 16 of the Local Government and Housing Act 1989 (as modified by regulation 16 of the Local Government (Committees and Political Groups) Regulations 1990) requires that a proportional number of seats be allocated to non-aligned members, as well as members of political groups. It was established by the case of R v Sunderland Corporation that a councillor cannot be compelled to accept a committee seat.
Community Safety	None arising from this report.
Human Rights and Equalities	None arising from this report.
Sustainability and Environmental Impact	None arising from this report.
Health & Safety and Risk Management	None arising from this report.

LEAD AUTHOR	CONTACT DETAILS	DATE
Sharon Wadsworth	democracy@fylde.gov.uk	15 September 2021

¹ Section 16, as modified by regulation 16 of the Local Government (Committees and Political Groups) Regulations 1990 in its application to councils where some members are not members of a political group.

BACKGROUND PAPERS

Name of document	Date	Where available for inspection
None		

Attached Documents

Appendix 1 – Proposed changes to committees

Committee Membership 2021 - 2022 (Proposed for approval at Council 18 Oct 2021)

	Audit & Standards	Chief Officer Employment	Environmental, Health & Housing	Finance & Democracy	Licensing*	Operational Management	Planning	Public Protection	Tourism & Leisure	Blackpool, Fylde & Wyre Economic Prosperity Board *	Member Development Steering Group *
CH	Gaunt, E	Buckley, K	Threlfall, T	Buckley, K	Green, S	Small, R	Fiddler, T	Green, S	Sayward, M	Leader	Andrews, F
VC	Nash, E	Small, R	Dixon, C	Settle, V	Thomas, R	Kirkham, J	Redcliffe, R	Thomas, R	Harrison, G		Nash-Walker, S
3	Brearley, P	Collins, P	Aitken, B	Anthony, P	Andrews, F	Bamforth, M	Armit, T	Andrews, F	Anthony, P		Collins, D
4	Collins, D	Fazackerley, S	Andrews, F	Collins, P	Blackshaw, B	Clayton, A	Harrison, G	Blackshaw, B	Armit, T		Hardy, P
5	Collins, P	Oades, L	Brearley, P	Gaunt, E	Clayton, A	Dixon, C	Mulholland, K	Clayton, A	Blackshaw, B		Morris, M
6	Gill, B	Redcliffe, R	Griffiths, N	Nulty, L	Collins, D	Gill, B	Nixon, J	Harrison, G	Fazackerley, S		O'Rourke, D
7	Harris, W		Hardy, P	O'Rourke, D	Fazackerley, S	Hodgson, P	Nulty, L	Henshaw, K	Green, S		Willder, V
8	Hayhurst, P		Harris, W	Oades, L	Harrison, G	Morris, M	Oades, L	Hodgson, P	Lee, M		Vacancy
9	Singleton, J		Henshaw, K	Redcliffe, R	Henshaw, K	Mulholland, K	O'Rourke, D	Jacques, A	Little, C		
10			Lloyd, R	Silverwood, E	Hodgson, P	Rigby, B	Speak, H	Sayward, M	Mulholland, K		
11	Broughton, H*	Broughton, H*	Nash-Walker, S	Singleton, J	Jacques, A	Trudgill, S	Thomas, R	Trudgill, S	Settle, V		
12	Clements, P*	Clements, P*	Rigby, B	Withers, M	Lee, M	Willder, V	Trudgill, S		Silverwood, E		
13	Horrocks, B*	Horrocks, B*			Sayward, M						
14					Trudgill, S						
15					Willder, V						
							Substitutes x 10				
							Brickles, J				
							Clayton, A				
							Gill, B				
							Griffiths, N				
							Hardy, P				
							Hodgson, P				
							Andrews, F				
							Jacques, A				
							Kirkham, J				
							Willder, V				
	Conservative: 5	Conservative: 4	Conservative: 7	Conservative: 8	Conservative: 0	Conservative: 7	Conservative: 7	Conservative: 7	Conservative: 7		Conservative: 0
	Independent: 3	Independent: 2	Independent: 4	Independent: 4	Independent: 0	Independent: 4	Independent: 4	Independent: 4	Independent: 4		Independent: 0
Other	Non Aligned: 1	Non Aligned: 0	Non Aligned: 1	Non Aligned: 0	Non Aligned: 0	Non Aligned: 1	Non Aligned: 1	Non Aligned: 0	Non Aligned: 1		Non Aligned: 0
	Statutory Independent Persons	Statutory Independent Persons			not required to be politically balanced					not required to be politically balanced	not required to be politically balanced
	Lead Officer - Paul O'D		Lead Officer - Tracy M	Lead Officer - Allan O	Lead Officer - Ian C	Lead Officer - Allan O	Lead Officer - Mark E	Lead Officer - Ian C	Lead Officer - Paul W		Lead Officer - Lyndsey L

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
RESOURCES DIRECTORATE	COUNCIL	18 OCTOBER 2021	9

SCHEDULE OF MEETINGS 2022/23

PUBLIC ITEM

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

SUMMARY

The attached Schedule of Meetings document highlights the proposed committee meeting dates for the municipal year 2022/2023.

RECOMMENDATION

To approve the Schedule of Meetings for 2022/2023 subject to any necessary amendments.

SUMMARY OF PREVIOUS DECISIONS

The Schedule of Meetings is approved at full Council each municipal year.

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

- Appendix 1 highlights the proposed committee meeting dates for the forthcoming municipal year. Members are invited to endorse these proposals.
- The proposed schedule is based on the level of service for 2022/2023 for which there is support from within existing budgetary provision.

IMPLICATIONS	
Finance	Provision is contained within the council budget for scheduled meetings.
Legal	None arising directly from the report.
Community Safety	None arising directly from the report.
Human Rights and Equalities	None arising directly from the report.
Sustainability and Environmental Impact	None arising directly from the report.
Health & Safety and Risk Management	None arising directly from the report.

LEAD AUTHOR	CONTACT DETAILS	DATE
Tracy Manning	01253 658521 or tracy.manning@fylde.gov.uk	8 October 2021

BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
None		

Attached documents
Appendix 1 – Schedule of Meetings 2022/23

Fylde Council Schedule of Meetings

2022/2023

For Information Only

22/23	May '22	CYCLE 1 June	July	August	CYCLE 2 September	October	CYCLE 3 November	December	CYCLE 4 January '23	February	CYCLE 5 March	April	May	2022/23
Mo	2 May Day			1									1 May Bank Holiday	Mo
Tu	3			2			1 Environment Health & Housing						2	Tu
We	4	1		3			2 Planning (10am)			1 Planning (10am)	1 Planning (10am)		3	We
Th	5	2 Late May Bank Holiday		4	1		3 Tourism & Leisure	1		2	2 Budget Council		4 Borough Council Elections	Th
Fr	6	3 Platinum Jubilee Bank Holiday	1	5	2		4	2		3	3		5	Fr
Sa	7	4	2	6	3	1	5	3		4	4	1	6	Sa
Su	8	5	3	7	4	2	6	4	1	5	5	2	7	Su
Mo	9	6	4 Council	8	5	3 Finance and Democracy	7	5 Council	2 Bank Hol (New Year)	6 Council	6	3	8	Mo
Tu	10	7	5	9	6 Operational Management	4	8 Operational Management	6	3	7	7 Environment, Health and Housing	4	9	Tu
We	11 Council AGM	8 Planning (Eve)	6 Public Protection	10	7	5	9 Planning (Eve)	7 Planning (10am)	4	8	8 Planning (Eve)	5	10	We
Th	12	9 Tourism and Leisure	7	11	8 Tourism and Leisure	6 Planning (10am)	10 Audit and Standards	8	5	9	9 Tourism and Leisure	6	11	Th
Fr	13	10	8	12	9	7	11	9	6	10	10	7 Good Friday	12	Fr
Sa	14	11	9	13	10	8	12	10	7	11	11	8	13	Sa
Su	15	12	10	14	11	9	13	11	8	12	12	9	14	Su
Mo	16	13	11	15	12	10	14	12	9	13	13	10 Easter Monday	15	Mo
Tu	17	14 Environment, Health and Housing	12	16	13 Environment, Health and Housing	11	15	13	10 Environment, Health and Housing	14	14 Operational Management	11	16	Tu
We	18 Planning (10am)	15 Operational Management	13	17	14	12 Council	16 Public Protection	14	11 Planning (10am)	15	15	12	17	We
Th	19	16	14 Audit and Standards	18	15	13	17	15	12 Tourism and Leisure	16	16 Audit and Standards	13	18	Th
Fr	20	17	15	19	16	14	18	16	13	17	17	14	19	Fr
Sa	21	18	16	20	17	15	19	17	14	18	18	15	20	Sa
Su	22	19	17	21	18	16	20	18	15	19	19	16	21	Su
Mo	23	20	18	22	19	17	21 Finance and Democracy	19	16	20 Budget Finance and Democracy	20 Finance and Democracy	17	22	Mo
Tu	24	21	19	23	20	18	22	20	17 Operational Management	21	21	18	23	Tu
We	25	22 Planning (10am)	20	24	21 Planning (eve)	19	23	21	18 Planning (Eve)	22	22 Public Protection	19	24 Council AGM	We
Th	26 Audit and Standards	23	21	25	22 Audit and Standards	20	24	22	19 Audit and Standards	23	23	20	25	Th
Fr	27	24	22	26	23	21	25	23	20	24	24	21	26	Fr
Sa	28	25	23	27	24	22	26	24	21	25	25	22	27	Sa
Su	29	26	24	28	25	23	27	25 Christmas Day	22	26	26	23	28	Su
Mo	30	27 Finance and Democracy	25	29 Bank Holiday	26	24	28	26 Boxing Day	23	27	27 Council	24	29	Mo
Tu	31	28	26	30	27	25	29	27 Bank Holiday (Christmas Day)	24	28	28	25	30	Tu
Wed		29	27 Planning (10am)	31 Planning (10am)	28	26	30	28	25		29 Planning (10am)	26 Planning (10am)	31	Wed
Th		30	28		29 Audit and Standards	27		29	26		30	27		Th
Fr			29		30	28		30	27		31	28		Fr
Sa			30			29		31	28			29		Sa
Su			31			30			29			30		Su
Mo						31			30 Finance and Democracy					Mo
Tu									31					Tu

KEY 2022/23 MEETINGS:		
Council	7	Mondays
Finance & Democracy	6	Mondays
Operational Management	5	Tuesdays
Environment, Health & Housing	5	Tuesdays
Planning, 10am	12	Wednesdays
Planning 6:30pm	5	Wednesdays
Tourism & Leisure	5	Thursdays
Audit and Standards	6	Thursdays
Public Protection	3	Wednesday am
TOTAL 2021/22 =		54 MEETINGS
Bank Holiday		

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
INDEPENDENT REMUNERATION PANEL	COUNCIL	18 OCTOBER 2021	10

INDEPENDENT PERSONS ALLOWANCES

PUBLIC ITEM

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

SUMMARY

A joint meeting of the Fylde and Blackpool Independent Remuneration Panels was held, on 15 September, to consider the allowances of the Standards Independent Persons. The three Independent Persons (IP's) serve both Fylde and Blackpool Council with respect to standards matters and the handling of allegations of elected member misconduct.

At the joint Independent Remuneration Panel, panel members were supplied with details of the responsibilities of an Independent Person and information on the recommendations of the Committee on Standards in Public Life into the role, to assist them in their deliberations.

RECOMMENDATION

That the allowance for the Independent Persons be set at £950 per annum, with effect from 1 December 2021, with an annual uplift applied thereafter in line with the Retail Price Index (RPI) with effect from 1 April 2022.

SUMMARY OF PREVIOUS DECISIONS

A decision on the considering the level of remuneration of the IP's was previously deferred in 2019 with a view to considering the matter further when the government provided its response to the review of standards in public life. However, due to the pandemic no response has been provided and there is no indication from government when, or if, the recommendations will be reviewed. Considering this it is now felt timely not to postpone this matter further.

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

1. Fylde Borough Council and Blackpool Council have shared arrangements in relation to the standards framework and have adopted substantially the same Code of Conduct for Members and arrangements for dealing with complaints of member misconduct. As part of these shared arrangements there is a shared pool of three Independent Persons.
2. The Independent Persons at Fylde and Blackpool currently receive an allowance payment of £800 per year which was agreed in 2019 and the cost is shared 50/50 between both authorities (i.e. £400 per authority). That allowance is not currently updated annually and has not received an uplift since 2019.
3. As a part of its deliberations, the joint Independent Remuneration Panel considered evidence during its considerations that indicated that that role of the Independent Person (IPs) had increased in importance and stature since the Panel last considered the remuneration for the position. In particular through the best practice recommendations which the Committee on Standards in Public Life had asked all councils to implement, included an enhanced role for the Independent Person, which results in more conferrals than in the past. This was also reinforced by both councils adopting a revised Complaints Handling Procedure for elected member complaints embedding that role in December 2019. The IPs are relied upon to be flexible and provide advice and support to the Monitoring Officers of both authorities at short notice using their experience and expertise. The role of the IP can vary significantly from attending meetings to observing practice, reviewing footage and is a growing and expanding role. The Panel considered an overview of the level of complaints at each authority an IP may be asked to become involved in. It was also noted that when a complaint went to a hearing, the details of the IP would be included on the decision notice when published indicating their significant role in the complaint's procedure.
4. Considering all the information provided to the Panel, it was felt that the current level of remuneration was not reflective of the weight of the role and therefore the Panel recommended an increase to £950 per annum to which the annual uplift should apply each year thereafter with effect from 1 April 2022 in line with the Retail Price Index (RPI). The annual uplift should automatically apply to this allowance going forward from that date.

IMPLICATIONS	
Finance	This would result in a budget increase of £90 for Fylde's proportion of the increased allowance in terms of the 2021/22 budget which can be dealt with by way of budget rightsizing
Legal	Each council must have an Independent Remuneration Panel which examines allowances and members must consider its recommendations
Community Safety	NA
Human Rights and Equalities	NA
Sustainability and Environmental Impact	NA
Health & Safety and Risk Management	NA

LEAD AUTHOR	CONTACT DETAILS	DATE
Tracy Manning	Email tracy.manning@fyde.gov.uk & Tel 01253 658521	28 th September 2021

BACKGROUND PAPERS		
Name of document	Date	Where available for inspection

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
OFFICE OF THE CHIEF EXECUTIVE	COUNCIL	18 OCTOBER 2021	11
CORPORATE PLAN 2020-2024 REVIEW SEPTEMBER 2021			

PUBLIC ITEM

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

SUMMARY

The Corporate Plan takes into consideration emerging legislation, policy and changes in resources and responsibilities and is informed by partners, elected members and external organisations. The COVID pandemic has led to a change in resource allocation, responsibilities and priorities for the period of the pandemic and for some time after.

This report shows progress against the actions up to September 2021, with detailed commentary and performance status. It is important to recognise that the Corporate Plan forms part of a wider strategic planning framework which directs how and where Council resources are allocated.

RECOMMENDATION

That the Council approves the progress made against the Corporate Plan actions outlined in Appendix 2 of the report for the period up to the end of September 2021.

SUMMARY OF PREVIOUS DECISIONS

The Corporate Plan 2020-2024 draft was approved by [Full Council on February 10th 2020](#)

The Corporate Plan 2020-2024 refresh was approved by [Full Council on 19th October 2020](#)

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

1. The Council operates a four-year Corporate Plan which outlines the key objectives and outcomes the Authority will deliver on behalf of the Fylde community, the current 2020 to 2024 Corporate Plan was approved at [Full Council on 19th October 2020](#) and included as Appendix 1 and included consideration of COVID-19 impact.
2. Appendix 2 includes the progress and delivery status with action leading up to September 2021. These actions from the Corporate Plan 2020-24 provide a time frame for delivery against the plan, this work has taken into consideration the impact that COVID-19 measures have had on resources and priorities. The council is still operationally dealing with supporting pandemic at present, so the deadline estimates based on the current circumstances and knowledge.
3. The Corporate Plan is reviewed on an annual basis taking account of any changes that may need to be made in response to policy, regulation or legislative change, the committee priority and completion dates will be reviewed as part of the annual update, any unforeseen impact from the COVID measures will be reflected in the update.
4. By setting out the Corporate Plan objectives by committee the Chairs have a framework that links the business of the committee to the agreed corporate strategic objectives ensuring that the committee delivers the outcomes within their remit.
5. The Corporate Plan forms part of the Council's budget and policy framework and must be approved by Full Council, members are asked to approve the progress made against the Corporate Plan actions outlined in Appendix 2 of the report for the period up to the end of September 2021.
6. Performance against the plan is captured and monitored through the performance management framework and can be viewed online at <http://fyldeperformance.inphase.com> at any time by any stakeholder, the council is transparent and open about performance.

IMPLICATIONS	
Finance	There are no direct financial implications as a result of this report, implications are considered as part of the service planning process.
Legal	There are no direct legal implications as a result of this report, implications are considered as part of the service planning process.
Community Safety	There are no direct community safety implications as a result of this report, implications are considered as part of the service planning process.
Human Rights and Equalities	There are no direct human rights or equalities implications as a result of this report, implications are considered as part of the service planning process.
Sustainability and Environmental Impact	There are no direct sustainability or environmental implications as a result of this report, implications are considered as part of the service planning process.
Health & Safety and Risk Management	There are no direct health & safety or risk management implications as a result of this report, implications are considered as part of the service planning process.

LEAD AUTHOR	CONTACT DETAILS
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BACKGROUND PAPERS

Name of document	Where available for inspection
Corporate Plan 2020-24	Plan on page version - available online Booklet Version - available online
Performance Information	http://fyldeperformance.inphase.com

ATTACHED DOCUMENTS:**APPENDIX 1:** [The Corporate Plan 2020-2024](#)**APPENDIX 2:** Corporate Plan 2020-24: progression up to September 2021

Fylde Council Corporate Plan 2020/24

Economy

Environment

Efficiency

Tourism

AMBITIONS

To create a vibrant and healthy economy we will:

- Develop & deliver Master Plans for the town centres
- Support and promote appropriate development
- Facilitate improved transport infrastructure and connectivity
- Maximise the use of all council owned assets
- Work with partners to attract new employment and create vibrant economic communities
- Retain and enhance the identity of our local communities

To deliver services customers expect we will:

- Reduce the use of plastics & increase recycling
- Enhance the natural environment
- Improve coast and countryside accessibility
- Create clean, safe and healthy communities
- Provide high quality parks and open spaces
- Provide safe, clean and accessible coast and countryside facilities
- Provide coastal defences and drainage infrastructure to protect against flooding
- Implement energy efficient initiatives
- Reduce anti-social behaviour, disorder and crime

By spending money in the most efficient way we will:

- Keep council tax as low as possible whilst delivering first class services
- Adopt a 'Customer First Attitude'
- Actively seek feedback to improve service delivery
- Apply technology to deliver services in the most efficient way possible
- Continuously review every service to meet changing customer expectation
- Champion and enhance the reputation of the council
- Keep customers informed through open and transparent communication

To create a great place to live and visit we will:

- Provide high quality leisure, tourism, arts, sports and recreation facilities
- Deliver and support a diverse programme of events across the Fylde coast and countryside
- Develop and promote unique destination points across the coast and countryside
- Maintain public swimming provision
- Provide parking solutions that meet the needs of residents, workers and visitors
- Support and facilitate heritage and arts

ACTIONS

- Develop policy to protect the character of communities i.e. heritage assets, listed features, town centres
- Implement means of influencing legislation for leasehold arrangements on residential dwellings
- Work in collaboration with partners to deliver:
 - M55 Link Road scheme
 - Improved transport infrastructure e.g. rural bus routes, cycling lanes
 - A passing loop on the South Fylde railway line
- Deliver enough houses of appropriate type, tenure, design, density and mix to meet local need
- Work with partners in town centres to:
 - increase shopping footfall and the retail offer
 - encourage activity after 6pm
 - implement a zero-tolerance litter policy
 - provide car parking to attract customers
- Consult with stakeholders to secure the future use of Lytham Institute in accordance with the purpose of the Trust
- Develop the Enterprise Zone through the Fylde Coast partnership attracting employment and new industry
- Support the regeneration of our towns and villages
- Deliver next phase of St Anne's regeneration
- Deliver Kirkham High Street regeneration project
- Progress Lytham regeneration programme
- Apply the Commercial Strategy to council assets and future investment to secure best value
- Work with local business and partners to improve town centre shopping experiences and markets
- Explore opportunities for income generation from use of natural assets i.e. location filming, event hire
- Channel business rates funding opportunities to economic development.
- Review leases and Service Level Agreements
- Develop an Economic Recovery Plan post Covid-19





- Implement carbon reduction policies including; plastics reduction, tree planting, energy efficiency and recycling
- Design education and awareness programmes to support carbon reduction policies and actions
- Work with partners to deliver the carbon reduction policy actions i.e. reduce, re-use, recycle, tree planting
- Identify priority locations for tree planting to include numbers and types of trees
- Develop coast & countryside walks and pathways, improving signage and incorporating ranger events
- Educate and enforce to prevent littering, fly tipping, illegal signage, dog fouling and anti-social activity
- Develop the cemetery & crematorium project to address parking, green energy efficiency and long-term expansion
- Work with partners on flood prevention measures and drainage infrastructure to protect properties
- Engage with partners on health & wellbeing issues in the community and assist residents with accessing support
- Further reduce the number of empty homes and encourage the development of quality energy efficient affordable homes to rent or buy
- Create and maintain high quality parks and open spaces working with volunteer groups to achieve Green Flags
- Maintain our seaside award and work toward Blue Flag status
- Explore opportunities to introduce electric car charging points
- Proactively enforce against illegal encampments
- Deliver a regeneration programme for St Anne's coastal strip including sea defences
- Deliver public realm and drainage infrastructure to enhance rural areas
- Take action on partnership priorities such as anti-social behaviour, nuisance and environmental disorder.


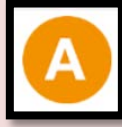



- Implement measures to seek grant funding, sponsorship, advertising and partnership working
- Explore income generating opportunities and maximise return from assets in line with the commercial policy
- Develop innovative ways of using signage, including advertising, use of digital screens to communicate with customers
- Promote the resident's car parking permit and simplify the offer
- Provide access to council services through all possible means with particular focus on the most vulnerable
- Enable customers to provide feedback on service at the point of delivery and use it to improve the service
- Review all emergency plans and incorporate measures for responding to incidents
- Use bin stickers and vehicles to promote council services
- Review the Public Space Protection Orders as means of enforcement
- Implement a code of conduct scheme for professional / multiple dog walkers
- Implement the signage strategy to create greater awareness of what is available, how we perform and enhance our reputation
- Support the Boundary Commission with the review of Fylde for 2023
- Review bus shelter provision and maintenance including income generating opportunities
- Implement new toilet provision at locations based on demand and investigate income opportunities
- In collaboration support the development of the Greater Lancashire Plan
- Explore Combined Authority options for Lancashire along with local government re-organisation


- Deliver an events programme that covers the coast and countryside including:
 - Strengthening our existing events
 - Investigating new opportunities
 - Marketing and promoting events
 - Supporting galas, club days and carnivals
- Represent the council on Lowther Trust ensuring the purpose of the Trust is achieved and the council's interests are protected
- Deliver the Fairhaven Lake project to include:
 - Completing the National Lottery Heritage Fund (NLHF) project, including Improved facilities i.e. café, car parking, kiosk etc.
 - Introduce Adventure Golf and other activities
- Promote the Parks Development approach to partnerships across the Borough on parks and open space
- Work in partnership with Lytham Hall to enhance and preserve the Grade 1 listed asset
- Pursue museum accreditation of LSA art collection with Arts Council England and explore options available for display with partners
- Work with LCC to develop car parking options for the coastal promenades and manage overnight parking provision
- Develop leisure offer along the coast to cater for residents and visitors all year round eg, pier, Island, Fairhaven
- Review motor home parking provision


Version: 03/09/20




APPENDIX 2: Corporate Plan 2020-24: progress against the actions up to September 2021




Actions	Due Date	Commentary to date	STATUS?	CMIS Link	Q4 2020/21	Q1 2021/22	Q2 2021/22
Finance and Democracy - Cllr K Buckley, Paul O'Donoghue							
Channel business rates funding opportunities to economic development (Outcome: Approved policy statement)	HIGH Q2 2021/22	Policy statement on business rates funding being diverted to support economic development opportunities. This has been happening on the ground with business rates from the Enterprise Zone used to provide financial support to the M55 Link Road. A policy statement has been included in the revised Commercial Strategy.					H
Develop an Economic Recovery Plan post Covid-19 (Outcome: recovery plan approved and reported on)	HIGH Q4 2020/21	A COVID Road Map Recovery Plan is being developed to identify the key actions and resources required to manage the recovery process over the next few months in Fylde. This is a live document subject to changes based on regulation updates. Not all the measures planned / prepared will necessarily be required dependent on the final regulations that are expected no earlier than a week before each step of the Road Map.			H		
Explore income generating opportunities and maximise return from assets in line with the commercial policy (Outcome: Revised commercial strategy that includes process for income generating proposals and asset use)	MED Q2 2021/22	A revised draft of the strategy has been in circulation for feedback and comment prior to coming before the committee at the next cycle. The revised draft outlines the approach and behaviours towards commercialisation in the council as well as parameters for capital investment and revenue return.					M
Explore Combined Authority options for Lancashire along with local government re-organisation (Outcome: Fylde position agreed at full council)	MED Q2 2021/22	The concept of a Combined Authority for Lancashire has been replaced by the idea of County Deals announced in July 2021. Lancashire authorities are in the process of discussing possible governance structures for County Deals with the content determined by the shared work on the Greater Lancashire Plan. The initial action about a Combined Authority is no longer applicable any updates and progress on a County Deal will be brought before this committee.					M


Actions	Due Date	Commentary to date	STATUS?	CMIS Link	Q4 2020/21	Q1 2021/22	Q2 2021/22
Planning Committee - Cllr T Fiddler, Mark Evans Head of Planning							
Develop policy to protect the character of communities i.e. heritage assets, listed features, town centres (Action split as below)							
- Outcome: Adopt Built Heritage Strategy	MED Q4 2020/21	Fylde Built Heritage Strategy has been published			M		
- Outcome: Complete Local Listings Project	MED Q2 2021/22	Consideration of the local listing of buildings in the outlying areas of the borough is scheduled to be considered for approval by Planning Committee at the November Meeting				M	
Implement means of influencing legislation for leasehold arrangements on residential dwellings	HIGH Q4 2020-21	This has been reviewed and there is no legislation available to local authorities to allow them to influence the land ownership arrangements in new developments. However, the Government has introduced The Leasehold Reform (Ground Rent) Bill to parliament which, along with other future legislative proposals will seek to address this issue.			H		
Deliver enough houses of appropriate type, tenure, design, density and mix to meet local need (Action split as below)							
- Outcome: Local Plan Partial Review - policy H2 addresses mix of new market housing schemes	MED Q2 2021/22	The review of this policy is being addressed as part of the partial review of the Fylde Local Plan. The local plan inspector is currently considering the representations received in regard to amendments proposed to be incorporated into the reviewed plan following an examination in public held in March 2021. It is expected that the plan will be adopted before the end of the 2021.					M
- Outcome: Local Plan Partial Review - policy H4 addresses Affordable Housing in general terms	MED Q2 2021/22	The review of this policy is being addressed as part of the partial review of the Fylde Local Plan. The local plan inspector is currently considering the representations received in regard to amendments proposed to be incorporated into the reviewed plan following an examination in public					M




		held in March 2021. It is expected that the plan will be adopted before the end of the 2021.							
Work with partners in town centres to: Increase shopping footfall and the retail offer (Outcome: develop events programme including specialist markets)	HIGH Q3 2021/22	The Town Centre Working Group has worked with STEP and the Lytham Business Group to develop a programme of events and explore the potential for additional markets to be held that would complement the existing town centre offer.							
- Outcome: Appoint Town Centres Manager	HIGH Q4 2020/21	Town centre manager commenced working at Fylde Council with effect from the 17 th May 2021.				H			
- Outcome: Complete St Anne's Town Centre Strategy	HIGH Q2 2021/22	The St Annes Town Centre and Island Masterplan has been commissioned and work has started to deliver the programme with an expected completion date of April 2022							H
Support the regeneration of our towns and villages (Action split as below)									
- Outcome: deliver 106 public realm scheme - Wesham Community Centre	HIGH Q4 2020/21	Work was delayed due to Covid restrictions and subsequent delays in obtaining materials. Work to deliver the project is almost complete.				H			
Progress Lytham regeneration programme (Action split as below)									
- Outcome: Central Beach Lighting Scheme	MED Q1 2021/22	Procurement of the bespoke lighting brackets is underway and the new lighting columns are expected to be delivered during Q4 2021/22						M	
Work with local business and partners to improve town centre shopping experiences and markets (Action split as below)									




- Outcome: Appoint Town Centres Manager	HIGH Q4 2020/21	Town centre manager commenced working at Fylde Council with effect from the 17 th May 2021.		H	
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Actions	Due Date	Commentary to date	STATUS?	CMIS Link	Q4 2020/21	Q1 2021/22	Q2 2021/22
Tourism and Leisure - Cllr M Sayward, Paul Walker Director of Development							
Explore opportunities for income generation from use of natural assets i.e. location filming, event hire (Outcome: production and agreement of a filming directory which is available to promote location filming in Fylde)	MED Q2 2021/22	An online filming directory has been produced showcasing filming locations in Fylde and this document sits on the Discover Fylde tourism site. The document can be updated whenever new locations are required to be featured.		Link			M
Develop coast & countryside walks and pathways, improving signage and incorporating ranger events (Action split as below)							
Outcome: Investigate cost and logistics for the production of information on digital walks and trails in Fylde - Medium Q1 2021-22	MED Q1 2021/22	A series of rural Fylde walks has been developed based on a set of popular walks undertaken by the Ranger team. These walks cover many corners of Fylde and will be available as a PDF file downloadable off the Discover Fylde website. Officers are investigating existing apps such as All Trails with a view to include Fylde walks. Rangers have started a small outdoor events programme. Guided walks are occurring, and several small, outdoor family activities are being planned for summer, linking with national environmental days.		Link		M	
Outcome: Production of a programme of walks led by the Rangers - Medium Q2 2021-22 .	MED Q2 2021/22	The Parks & Coastal Services team provide green space development and project support to a number of internal and external clients including town and parish councils, friends groups and contract clients. We have been hugely successful in developing partnerships to achieve National Green Flag Award accreditation, North West in Bloom Awards and deliver projects such as playground refurbishments, creation of nature areas, drainage schemes and the installation of recreational facilities. We will continue to provide a design and development service					M

		to our partners to help maximise the value of parks and open spaces for Fylde residents and visitors.					
Create and maintain high quality parks and open spaces working with volunteer groups to achieve Green Flags (Outcome: Submission of annual Green Flag Park Awards applications if considered achievable - High Q4 2020-21 and thereafter annually).	HIGH Q1 2022/23 and annual	Green Flag awards retained for all parks and open spaces that had achieved the award.					
Maintain our seaside award and work toward Blue Flag status (Outcome: Submission of annual Seaside Award application - High Q 1 2021-22 and thereafter annually. Consideration of submission of Blue Flag Beach Award application if applicable).	HIGH Q1 2021/22	T&L on 9 March 2017, considered a decision item on the Blue Flag Award accreditation for St. Annes North Beach and St. Annes Amenity Beach. Blue Flag Award criteria was included with improvement works listed to achieve accreditation. The need for 'Excellent' bathing water quality to achieve and retain Blue Flag status is essential. St. Annes Amenity Beach fulfils Blue Flag Award criteria if it can achieve 'Excellent' water quality. St. Annes North Beach does not fulfil the Blue Flag Award criteria as it does not have adequate facilities such as public toilets or seasonal dog controls on the amenity beach areas. Defra's 2020 Bathing Water Classification results were released in November 2020 and St. Annes Amenity Beach obtained a 'Good' result and St. Annes North Beach obtained a 'Sufficient' result. The beaches are required to attain an 'Excellent' result to achieve a Blue Flag Award. St. Annes North Beach has achieved an 'Excellent' result on one occasion and St. Annes Amenity Beach has never achieved an 'Excellent' result. Officers will focus on the Blue Flag Award for St. Annes Amenity Beach.		Link		H	
Deliver an events programme that covers the coast and countryside including: (Action split as below)							
Marketing and promoting events (Outcome: Production of an annual programme of events and publication on Discover Fylde - High Q4 2021-22).	HIGH Q2 2021/22 and annual	Events are restarting and have been included on all communication channels – the 2021 late season new and returning events were a major success. All events the team are made aware of are published on Discover Fylde and promoted extensively across social media.					H

<p>Outcome: Submit application for museum accreditation - High Q2 2021-22</p>	<p>HIGH Q2 2021/22</p>	<p>The member Arts Working Group have been and continue to work with Officers on a range of policies and procedures in line with Arts Council England Spectrum guidelines to form an initial application to Arts Council England (ACE). Due to covid there have been delays at ACE and it is anticipated that an application will be made in Q3 21/22. Most policies and procedures are now finalised with support from Members with the remaining documentation to be finalised Autumn 2021.</p>					<p>H</p>
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Actions	Due Date	Commentary to date	STATUS?	CMIS Link	Q4 2020/21	Q1 2021/22	Q2 2021/22
<p>Operational Management - Cllr R Small, Allan Oldfield Chief Executive</p>							
<p>Improved transport infrastructure e.g. rural bus routes, cycling lanes (Outcome: evidence of process /structures in place to engage with partners that deliver bus routes and cycle lanes)</p>	<p>LOW Q1 2021/22</p>	<p>Evidence of process and structures in place to engage with partners that deliver bus routes & cycle lanes – the council is part of established partnerships with Lancashire County Council, Blackpool Council and Blackpool Transport at which cycling and bus route proposals and plans are addressed. The National Bus Strategy is one of the issues that the council is currently working on with partners which both officers and members have been engaged. Cycling initiatives are developed through planning, regeneration, and tourism partnerships primarily with the County Council and Blackpool Council highway teams. There is clear evidence of process and structure in place to ensure appropriate engagement on cycling and bus route matters and the action should be signed off by the committee.</p>		<p>Link</p>		<p>L</p>	
<p>Implement a zero-tolerance litter policy (Outcome - measures in place to issue FPNs if warnings unheeded)</p>	<p>MED Q2 2021/22</p>	<p>Enforcement officers recruited and training / authorisations in place</p>					<p>M</p>
<p>Provide car parking to attract customers (Outcome: clean, well signed, clearly marked, easy to use / pay car parks)</p>	<p>HIGH Q1 2021/22</p>	<p>Clean, well signed, clearly marked, easy to use / pay car parks – this action has been progressed with new machines and upgraded signage As part of the normal operation of the car parks, Parking Services carry out twice yearly condition surveys of all car parks. Part of this is a review of signs and markings to assess whether they are fit-for-purpose with improvements made as required. Aside from this, the team are currently in a process of redesigning and updating all tariff boards. Currently Town Hall, North Beach, Swimming Pool, Fairhaven Road,</p>		<p>Link</p>		<p>H</p>	

		Stanner Bank and Wood St car parks have been completed with (at the time of writing) St Annes Square and Pleasant St car parks in the process of being designed and produced. Further there is an ongoing process to review, consolidate and replace secondary signage to help reduce visual clutter with to date about 100 older signs being replaced by 45 new signs. Another 20 signs are being obtained to replace the remaining older secondary signs. Redundant posts are being removed. With regards lining, North Beach Car Park has recently been lined for the first time due to a limited number of instances in recent years where the car park has reached capacity resulting in vehicles being left in positions that cause obstruction to others.				
Deliver a regeneration programme for St Anne's coastal strip including sea defences (Outcome: the report from the initial work outlining the requirements and costing for the sea defence work including business displacement cost and any added public realm)	HIGH Q2 2021/22	Sea wall defence has been progressed and proposed and Island Master Plan approved.				H
Promote the resident's car parking permit and simplify the offer (Outcome: evidence of campaign to support resident parking and review of the scheme carried out)	LOW Q1 2021/22	Evidence of a campaign to support resident parking & review of the scheme carried out - The scheme is regularly promoted on social media as well as through the Council's weekly newsletters. Appendix 2 sets out when the scheme was promoted in April and May 2021. When the car park tickets next require re-ordering the advertisement on the back, which currently advertises the Council's tourism website, will be replaced with an advert for the resident parking scheme. As detailed in a separate report to Operational Management Committee some minor amendments to the scheme have been proposed to encourage use of the town centre car parks out-side of peak hours. These amendments will be reflected by a change in how the scheme is promoted.		Link		L
Work with LCC to develop car parking options for the coastal promenades and manage overnight parking provision (Outcome: Agreed proposals for any provision of overnight parking / motor homes i.e. locations, facilities etc. and measure with LCC to prevent overnight parking on residential	HIGH Q1 2021/22	The first two actions are related to policy on the provision of facilities for motorhomes visiting the Borough: <ul style="list-style-type: none"> · Agreed proposals for the provision of overnight parking/motor homes i.e. locations, facilities, & measure with LCC to prevent overnight parking on residential streets. · A clear plan on whether motor homes are properly accommodated or not. These actions were identified and scheduled for progress reporting prior to the COVID pandemic and with consideration to the County		Link		H

streets)		Council plans to introduce new parking arrangements in the Borough that would impact on motorhome and other vehicles parking on the highway. The County Council changes to the parking arrangements were suspended to release resources for COVID related matters, there was then a further delay to accommodate the County Council elections. As a result of the delays, it has not been possible to develop proposals in response to the impact of County Council changes because they have not been implemented.				
Review motor home parking provision (Outcome: as above a clear plan on whether motor homes are properly accommodated or not)	HIGH Q1 2021/22	Officers have been in discussion with colleagues at the County Council since the election on May 6, 2021 and have had confirmation that the proposals for new parking arrangements in Fylde will be considered by the new Cabinet at the first available opportunity. In response to this the two actions in the Corporate Plan relating to motorhomes will be rescheduled for completion at the end of quarter 3 (December 31st) 2021 with a further update to the committee at that time.		Link	H	

Actions	Due Date	Commentary to date	STATUS?	CMIS Link	Q4 2020/21	Q1 2021/22	Q2 2021/22
Environmental, Health and Housing - Cllr Threlfall, Tracy Manning Director of Resources							
No updates due during this period							
TOTAL ACTIONS: 27 out of 93					6	9	12

Status Key

-  Completed, benefits reached/delivered
-  In Progress, on track or slightly behind due date
-  Not yet started or requires further resource allocation

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	COUNCIL	18 OCTOBER 2021	12
CONSTITUTION AMENDMENT – TERMS OF REFERENCE – PLANNING COMMITTEE			

PUBLIC ITEM

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

SUMMARY

In line with its constitutional role to review and recommend amendments to Council, the Audit and Standards Committee were asked to consider an amendment to the terms of reference of the Planning Committee, at its meeting on 29 September 2021.

Audit and Standards Committee recommended the amendment for consideration by Council.

RECOMMENDATION

1. To approve the proposed amendment to the terms of reference of the Planning Committee (Section 2, Part 3 of the Council's Constitution – Responsibility for Functions).

SUMMARY OF PREVIOUS DECISIONS

Audit and Standards Committee – 29 September 2021

Item 9 - It was RESOLVED to recommend the proposed amendment to the terms of reference of the Planning Committee (Section 2, Part 3 of the Council's Constitution – Responsibility for Functions), to Council.

Council – 26 May 2021

Item 5 - It was therefore RESOLVED to recommend the proposed amendments to the terms of reference of the committees (Part 2 and Part 3 of the Council's Constitution – Responsibility for Functions), as reported by Councillor Singleton.

Audit and Standards Committee – 20 May 2021

Item 5 - Constitution Amendment – Terms of Reference - Committees

It was RESOLVED to recommend the proposed amendments to the terms of reference of the committees (Part 2 and Part 3 of the Council's Constitution – Responsibility for Functions) to Council.

Council – 7 December 2020

Item 13. Constitution Amendment – Terms of Reference - Committees

It was RESOLVED to approve the recommended proposed amendments to the terms of reference of the committees (Part 2 and Part 3 of the Council's Constitution – Responsibility for Functions), as reported by Councillor Singleton.

Audit and Standards Committee – 26 November 2020

Item 12. Constitution Amendment – Terms of Reference – Committees

It was RESOLVED to recommend the proposed amendments to the terms of reference of the committees (Part 2

and Part 3 of the Council's Constitution – Responsibility for Functions), as they appear at Appendix A, to Council.

Audit and Standards Committee - 19 January 2017

Item 4. Governance Review

To add the following wording to the constitution under the remit of the Operational Management Committee;
"Considering reports, reviewing and formulating where necessary policies relating to building control and land charges"

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

1. A suggested amendment was put before Audit and Standards Committee for consideration relating to the Planning Committee with regards to its role in the management of land and property.
2. In Part 3 of the Council's Constitution, Responsibility for Functions, two of the programme committees (Tourism and Leisure and Operational Management) include the following term of reference:
To consider any management issues arising in relation to land or property within the remit of the committee
3. Meanwhile the Finance and Democracy Committee has a slightly different term of reference:
To manage any land and property owned by the council and not specifically held for the purposes of another committee
4. The above allows each committee to manage, adopt or dispose of land or property in the discharge of their wider terms of reference. This was brought about following the move to a committee system of democracy which replaced the Cabinet model used up to 2015.
5. To date this approach has worked well with each of the above committees considering a number of reports relating to land and property under their control.
6. However, there are two major committees that do not have this authority (Environment, Health and Housing and Planning).
7. The Environment, Health and Housing Committee no longer has any direct responsibility for land and property following the transfer of the Lytham Park Cemetery and Crematorium to the Operational Management Committee in 2020.
8. The Planning Committee meanwhile has responsibility for the delivery of economic regeneration initiatives and is currently overseeing the [Kirkham Futures](#) programme which includes the need to manage, purchase and dispose of land and property. As the committee does not currently have the authority to manage any land or property it is suggested that the following be added as an additional term of reference in Section 2, Part 3 of the Council's Constitution – Responsibility for Functions:
To consider any management issues arising in relation to land or property within the remit of the committee
9. Audit and Standards Committee resolved to recommend the amendment to Council.

IMPLICATIONS	
Finance	No implications arising from this report
Legal	No implications arising from this report
Community Safety	No implications arising from this report
Human Rights and Equalities	No implications arising from this report
Sustainability and Environmental Impact	No implications arising from this report
Health & Safety and Risk Management	No implications arising from this report

LEAD AUTHOR	CONTACT DETAILS	DATE
Paul Walker	paul.walker@fylde.gov.uk Tel 01253 658431	30 September 2021

BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
Constitution	May 2021	https://fylde.cmis.uk.com/fylde/ConstitutionGovernanceMatters.aspx

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
CORPORATE SERVICES	COUNCIL	18 OCTOBER 2021	13
UNFUNDED REVENUE BUDGET INCREASE - COMMUNICATIONS, MARKETING & PUBLIC RELATIONS RESOURCE			

PUBLIC ITEM

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

SUMMARY

Finance and Democracy committee, 13 September 2021 meeting, a report was received that set out the rationale for the provision of additional resources in the communications service so that it meets the demands of modern-day public sector requirements. Communications has undergone significant change over the last few years which has been accelerated by the pandemic, the dominance of digital and social media has transformed demand, expectation, and engagement. The range of skill sets, knowledge and experience required to deliver an effective and holistic communications service that accommodates the diverse functions delivered by the local authority is extensive. Several factors are driving the need to increase the communication resource which include:

- A service fit for purpose to meet the requirements of a 21st century council.
- Meet the expectations and requirements of all stakeholders.
- A pro-active service that informs and enhances the reputation of the community.
- Delivers a presence across all forms of media – traditional print to social media.
- Includes the range of skills, knowledge, and experience to resource the team.
- Resource for appropriate level marketing, promotion, and branding.

RECOMMENDATIONS

1. To approve an unfunded revenue budget increase of £54,084 per annum (full year costs – with part year costs for the current year pro-rata depending upon the recruitment dates) to finance the two new corporate support posts of Marketing & Social Media Officer and Press & Media Officer
2. To approve an unfunded budget increase of £15,000 per annum from 2021-22 onwards for the provision of additional communication specialist services including photography, videography, social media market segmentation targeting.

SUMMARY OF PREVIOUS DECISIONS

Finance and Democracy Committee – 13 September 2021

It was RESOLVED:-

1. That Council be requested to approve an unfunded revenue budget increase of £54,084 per annum (full year costs – with part year costs for the current year pro-rata depending upon the recruitment dates) to finance the two new corporate support posts of Marketing & Social Media Officer and Press & Media Officer;
2. That Council be requested to approve an unfunded budget increase of £15,000 per annum from 2021-22 onwards for the provision of additional communication specialist services including photography, videography, social media market segmentation targeting.

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

1. The present communication resource has been in place for several years, during which time the council and the demands on communications have changed and increased significantly. The need to commission significant additional external resource has been evident for some time with circa £180,000 spent on additional communications, marketing, and media related activity during the pandemic, as well as the secondment of internal employees to keep pace with demand. The limited resource at Fylde has been highlighted by the pandemic and changes in the diverse platforms through which communication is delivered and consumed. Whilst numerous new digital platforms have emerged the traditional means of engagement have been retained. The local authority cannot choose to operate online only, the needs of every citizen and stakeholder must be met.
2. Analysis of similar district authorities to Fylde in Lancashire revealed that there is an average of 3.5 full time equivalent posts dedicated to communication activities such as online content, press, social media, branding, website / intranet, public relations, promotions, advertising, print support, digital media, and marketing. Fylde has one dedicated post with undefined 'as and when' support from other posts in the corporate team and ICT. Any additional support is from well-intended colleagues whose primary skill, knowledge and experience is not communications.
3. The service requires a diverse set of skill, knowledge and experience that is not available in a single post with the demand over 7 days a week 365 days a year making it impossible to be covered by a single dedicated post. The internal communication demand alone can accommodate a full-time position, most of which is currently covered by supporting resource from the well-intended colleagues.

The Current Corporate Team (including Communications)

4. The corporate team currently has three full time posts; the communications role; the corporate policy & support role; and a post that provides supports to both functions though not formally qualified in either area, essentially providing 1.5 full time equivalent to each area of responsibility. The corporate policy and support role covers the following responsibilities and activities that fully accommodate the 1.5 full time resource:
 - Advice, support and development of all corporate policy and procedures
 - Client function for HR, payroll and health and safety – link between employees and provider
 - Performance management systems, analysis, and reporting (including Corporate Plan action monitoring and support)
 - Performance management framework including appraisals and benchmarking
 - Corporate engagement, research, data provision and consultation
 - Employee training and development administration including iPool modules – to ensure employees across the organisation are compliant with statutory requirements in areas ranging from health and safety to GDPR and infection control
 - Process re-engineering, VFM (Value for Money) and service reviews to ensure that historical procedures and practices across service areas are regularly reviewed and streamlined to reduce inefficiencies and maximise efficiency i.e. time lean and self-sufficient service models
 - Liaising with external auditors to ensure that the Council achieves a sound VFM assessment in its use of resources

- Corporate project support particularly in change management and continuous improvement behaviour
 - Organisational development, culture, and customer research (including internal customer)
 - Co-ordinate and administer apprentice levy and apprenticeship support arrangements across the organisation
 - Corporate liaison with unions and employee relations
 - Management and implementation of Job Evaluation
 - Corporate audit, risk management and freedom of information support
 - Workforce and succession planning advice and support
 - Support to senior management on projects, strategy development and policy work
 - Health & safety workplan advice, support, and monitoring
 - Monitor and evaluate all corporate performance e.g. absence rates; FOI's; H&S reports
5. It is essential that the level of corporate policy and support resource is retained to deliver the functions to ensure the organisation is compliant with statutory requirements as well as providing valuable support across the council to all service areas, managers, partners, and external stakeholders. Post pandemic these activities will need to be delivered by the resource that has been supporting communications.

Additional Resource

6. The communication resource is responsible for every aspect of internal and external communication which includes support, advice, monitoring, evaluation, and implementation of; marketing; public relations; press coverage, media responses, social media; branding; digital media; web & intranet content; and reputation management. The communication function has diversified requiring more and different specialisms from the traditional penned press release to immediate response digital media at any time of day. Prior to the COVID pandemic and before a new approach being taken to the communication function the 1.5 full time resource operated to full capacity with many specialist assignments having to be commissioned from external providers. The resource was never required or recruited to deliver marketing or digital media which have become more prevalent as primary platforms for many stakeholders.
7. The additional resource requirement is in two communication specialisms; social media, and marketing working alongside the existing postholders with shared knowledge and responsibility for generic tasks such as media enquiries; publishing material; proof reading; branding; etc. to allow for appropriate cover for absence (holiday and sickness) and diverting resource to meet a spike in demand for a particular activity e.g. a dedicated campaign. The limited resource currently in place does not allow for adequate, if any, cover when the full-time post is absent for any reason. The additional resource will also increase the ability of the team to respond out of 'normal working hours' which has become more and more necessary as society changes customer expectation and to stay ahead of modern media.

Impact on current resource

8. The current Communications Officer will be the senior post responsible for strategic planning, resource allocation, and the development and improvement of the service, as well as the lead liaison with senior officers, external partners, and elected members with accountability for the performance of the team. The existing resource is insufficient to cover both the increased demand as well as the increased diversity, some of the new requirements are not specialisms they possess (marketing / digital media / graphic design) and therefore cannot be delivered to the standard required. The additional resource will deliver marketing, digital design etc. where specialist skills are required but do not currently exist, it will also reduce the volume of work pressure on existing employees to allow the capacity to plan workloads through proper resource allocation, the right person with the right skill set doing the job.
9. A full time Marketing & Social Media Officer will be responsible for marketing of commercial facilities, events, the council, local initiatives (i.e. In Bloom) and other opportunities to a range of stakeholders across all media

channels. Although the focus will be on marketing activity, the role will provide support and resilience to the whole of the council’s communication activities.

10. A full time Press & Media Officer will be responsible for providing dynamic and creative press as well as managing communication across the Fylde brand. They will ensure the appropriate and consistent delivery of core messages, provide comments to press, manage internal stakeholders, and create content which is distributed across all media channels.

Financial Implications

11. The full-year unfunded revenue cost of the additional posts that the committee is asked to consider is outlined below:

- Press & Media Officer (Scale 5/6)* £29,426 (£23,541 salary plus 25% on costs top of scale)
- Marketing & Social Media (Scale 3)* £24,622 (£19,698 salary plus 25% on costs top of scale)

Total unfunded revenue budget request for both posts = **£54,048 per annum**

*posts are subject to evaluation and moderation – the job description will include the requirement to exercise flexibility and operate weekend and out of hours if / when required under the time off in lieu policy.

Costs in 2021-22 will be pro-rata depending on the recruitment dates to the newly established posts.

Additional revenue budget requirement

12. There has recently been the need to produce video footage and other digital based products for use in marketing, promotion, and general communication across social media. The demand for this type of content significantly increased during the COVID pandemic and recovery period. To produce an appropriate professional quality product to represent the council it will be necessary to procure external partners who have the equipment and facilities to produce video and high-end media. These products used during the pandemic hit a large volume of the target audience and enhanced confidence in the council. It is proposed that an annual revenue budget of **£15,000** is included for the team to procure specialist support for high end campaigns.

13. The total annual unfunded revenue increase for the additional posts and the support budget that the committee are asked to approve is **£69,084 per annum**, with 2021-22 staffing costs being pro-rata depending upon the recruitment dates.

Selection Process

14. The changes proposed are new additions to the establishment with no adverse impact on existing posts or postholder and no employee at risk. The council’s established recruitment and selection procedures will be implemented. The focus on competencies in the selection procedure is consistent with all recruitment and selection in the authority. The competencies are consistent with the behaviour required to support the culture necessary to sustain a high level of performance.
15. At the Finance & Democracy meeting the committee discussed the ‘Recommended code of practice for local authority publicity’, this is a code that is followed at Fylde and has been adhered to since the inception of the code by national government. Reference to the code and the fact that it is used by the council has been included on the council website so that all stakeholders are aware that it is a national code the council follows.

IMPLICATIONS	
Finance	The report recommends that Council approve a recurring unfunded revenue budget increase of £69,084 per annum in a full year (with current year staffing costs being pro-rata depending upon the recruitment dates) to finance the additional resources, set out in the report. If approved, the next update of the council’s Medium Term Financial Strategy will be updated to reflect these additional costs.
Legal	There are no legal implications because of this report

Community Safety	There are no community safety implications because of this report
Human Rights and Equalities	There are no human rights or equality implications because of this report
Sustainability and Environmental Impact	There are no sustainability or environmental impact implications because of this report
Health & Safety and Risk Management	There are no health and safety or risk management implications because of this report

LEAD AUTHOR	CONTACT DETAILS	DATE
Alex Scrivens	Email & Tel 01253 658543	17 th September 2021

BACKGROUND PAPERS		
Finance & Democracy report	13 th September 2021	Finance & Democracy Committee
Recommended code of practice for local authority publicity	November 2010	https://www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity
Code of Practice on Local Authority Publicity	September 2021	https://new.fylde.gov.uk/council/councillors/ https://new.fylde.gov.uk/wp-content/uploads/2021/09/Code-of-Recommended-Practice-on-Local-Authority-Publicity.pdf
Fylde Communications & Marketing Strategy 2021-24	September 2021	https://new.fylde.gov.uk/news/ https://new.fylde.gov.uk/wp-content/uploads/2021/09/Fylde-Communications-Marketing-Strategy-2021-24.pdf

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
RESOURCES DIRECTORATE	COUNCIL	18 OCTOBER 2021	14

EXCLUSION OF THE PUBLIC

PUBLIC ITEM

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

RECOMMENDATION

Members are invited to consider passing a resolution concerning the exclusion of the public from the meeting for the following items and reasons :-

Item 15 "Acquisition of property for Kirkham Regeneration Programme" in accordance with the provisions of Section 100A(4) of the Local Government Act 1972 on the grounds that the business to be discussed is exempt information as defined under paragraph 3 of Schedule 12A to the Local Government Act 1972, information relating to the financial or business affairs of any particular person (including the authority holding that information).

Item 16 "Dispensations (Attendance)" in accordance with the provisions of Section 100A(4) of the Local Government Act 1972 on the grounds that the business to be discussed is exempt information as defined under paragraph 1 of Schedule 12A to the Local Government Act 1972, information relating to an individual.