

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
CHAIRMAN	TOURISM AND LEISURE COMMITTEE	10 JUNE 2021	8
CORPORATE PLAN PROGRESS REPORT			

PUBLIC ITEM

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

SUMMARY

An update on progress against the actions scheduled for completion in the Corporate Plan relevant to the Tourism and Leisure Committee.

RECOMMENDATION

- To approve and sign off the progress update for each of the actions from the corporate plan that are scheduled for completion by the end of quarter 1 (June 30th).
- To reschedule any actions that have not been completed including a date for a further progress update to the committee.

SUMMARY OF PREVIOUS DECISIONS

None.

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

- The 2020-2024 Corporate Plan sets the strategic agenda for the council over the period of the plan, it is approved by Full Council and reviewed on annual basis. Actions in the plan are allocated by committee with a deadline date for progress reporting to the committee as part of the monitoring process. The progress updates provided below are for the actions scheduled for completion or progress reporting for quarter one April 1st to June 30th, 2021.
- The first two actions relating to the Tourism and Leisure Committee are set out below:
 - Develop coast & countryside walks and pathways, improving signage and incorporating ranger events. Outcome: Investigation as the cost and logistics for the production of information on digital walks and trails

- 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.

Progress/achievement of these actions are outlined below.

DEVELOP COAST & COUNTRYSIDE WALKS AND PATHWAYS, IMPROVING SIGNAGE AND INC. RANGER EVENTS

3. 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 which will be downloadable off the [Discover Fylde website](#). There will also be a number of Wyre walks included into this programme. Wyre will include the Fylde walks into their library of walks. These will be ready to launch for July 2021.
4. Officers are investigating existing apps such as [AllTrails](#) with a view to make contact and include new Fylde walks, plus highlighting any existing Fylde that may already exist on established apps.
5. The Ranger team have restarted a scaled down [small outdoor events programme](#). Guided walks are occurring, and a number of small, outdoor family activities are being planned for summer, linking with national environmental days.

MAINTAIN OUR SEASIDE AWARD AND WORK TOWARD BLUE FLAG STATUS

SEASIDE AWARD

6. The Parks and Coastal Services team have successfully secured a national Seaside Award for St Annes Amenity Beach for the 7th consecutive year. The area of beach around St Annes Pier is one of 132 UK beaches to have been awarded the national quality mark, which recognises that the beaches are clean, safe and meet the highest environmental standards.
7. The Seaside Award is assessed and provided by the organisation Keep Britain Tidy, an environmental charity that works to eliminate littering, reduce waste and improve public space. To receive the award, applying Local Authorities need to complete a detailed, yearly application and demonstrate they fully comply with a range of water quality sampling and frequency requirements, stringent best environmental management practice and ensure public safety measures. The Seaside Award brand is promoted through flying the appropriate flag by the awarded beach and award certificates are placed within the appropriate coastal notice boards.

BLUE FLAG

8. At the meeting of the Tourism and Leisure Committee on 9 March 2017, the committee considered a decision item on the potential to gain Blue Flag Award accreditation for St. Annes North Beach and St. Annes Amenity Beach. A list of the Blue Flag Award criteria was included in the report with any improvement works listed against each requirement that would need to be fulfilled by the Council to achieve Blue Flag Award accreditation. The report also explained the need for 'Excellent' bathing water quality to achieve and retain Blue Flag status. Following the meeting, officers undertook a more detailed review of the Blue Flag Award criteria including an assessment of the two beaches against a total of the thirty award requirements. An assessment table was completed with actions and costings.
9. St. Annes Amenity Beach fulfils the Blue Flag Award criteria if it was to achieve 'Excellent' water quality. A future application will be particularly enhanced by the completion of the new beach entrance signs installation in June – July 2021. St. Annes North Beach does not currently fulfil the Blue Flag Award criteria as it does not have adequate level of facilities such as public toilets or seasonal dog controls on the amenity beach areas. The cost of installing public toilets on North Beach Car Park is estimated to be in the region of £140,000 dependant on the size and design of unit.
10. 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. Historically, St. Annes North Beach has achieved an 'Excellent' result once and St. Annes Amenity Beach has never achieved an 'Excellent' result. In consideration of these points, officers will prioritise their efforts towards a successful Blue Flag Award

application for St. Annes Amenity Beach. The Parks and Coastal Services team have actioned the proposed infrastructure improvements and are progressing signage enhancements in partnership with Technical Services as part of the Coastal Signage Strategy, in readiness for future applications when bathing water results achieve the 'Excellent' result required.

IMPLICATIONS	
Finance	There are no implications
Legal	There are no implications
Community Safety	There are no implications
Human Rights and Equalities	There are no implications
Sustainability and Environmental Impact	There are no implications
Health & Safety and Risk Management	There are no implications

LEAD AUTHOR	CONTACT DETAILS	DATE
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BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
None		