















## 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
<b>Finance and Democracy - Cllr K Buckley, Paul O'Donoghue</b>							
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(Outcome: Fylde position agreed at full council)	MED Q2 2021/22	The concept of a Combined Authority for Lancashire has been replaced by the idea of <a href="#">County Deals</a> announced in July 2021. Lancashire authorities are in the process of discussing possible governance structures for <a href="#">County Deals</a> 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 The initial action about a Combined Authority is no longer applicable any updates and progress on a County Deal will be brought before this committee.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


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<b>Planning Committee - Cllr T Fiddler, Mark Evans</b> 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.	 /Ongoing				
- Outcome: Appoint Town Centres Manager	HIGH Q4 2020/21	Town centre manager commenced working at Fylde Council with effect from the 17 <sup>th</sup> 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 <sup>th</sup> May 2021.			H	


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<b>Tourism and Leisure - Cllr M Sayward, Paul Walker Director of Development</b>							
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.		<a href="#">Link</a>			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.		<a href="#">Link</a>		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					M

		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 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 Q1 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.		<a href="#">Link</a>		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

Outcome: Submit application for museum accreditation - High Q2 2021-22	HIGH Q2 2021/22	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.					H
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Actions	Due Date	Commentary to date	STATUS?	CMIS Link	Q4 2020/21	Q1 2021/22	Q2 2021/22
<b>Operational Management - Cllr R Small, Allan Oldfield Chief Executive</b>							
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)	LOW Q1 2021/22	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.		<a href="#">Link</a>		L	
Implement a zero-tolerance litter policy (Outcome - measures in place to issue FPNs if warnings unheeded)	MED Q2 2021/22	Enforcement officers recruited and training / authorisations in place					M
Provide car parking to attract customers (Outcome: clean, well signed, clearly marked, easy to use / pay car parks)	HIGH Q1 2021/22	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,		<a href="#">Link</a>		H	

		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.		<a href="#">Link</a>		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			<a href="#">Link</a>		H

streets)		The first two actions are related to policy on the provision of facilities for motorhomes visiting the Borough:			
Review motor home parking provision (Outcome: as above a clear plan on whether motor homes are properly accommodated or not)	HIGH Q1 2021/22	<ul style="list-style-type: none"> <li>· Agreed proposals for the provision of overnight parking/motor homes i.e. locations, facilities, &amp; measure with LCC to prevent overnight parking on residential streets.</li> <li>· A clear plan on whether motor homes are properly accommodated or not.</li> </ul> <p>These actions were identified and scheduled for progress reporting prior to the COVID pandemic and with consideration to the County 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.</p> <p>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.</p>		<a href="#">Link</a>	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