











Finance Yearend **Statement of Accounts** & Full Council **Corporate Plan Updates 2018/19**


Latest version of [Corporate Plan 2016-2020 v3.2](#)




Please add commentary to each update and use one of these symbols to provide a performance status....







	Completed – over performing against target or milestone achieved
	On Track – the milestone is performing within tolerance of target
	Cautionary Under Performance – moderately underperforming. Whilst the milestone has slipped from target it maybe a minor blip overall or minor action will remedy it.
	Under Performance – the milestone is under performing against target.


PROGRESS TO DATE ON THE CORPORATE PLAN 2016-20


VALUE FOR MONEY	
CORPORATE PLAN ACTIONS	STATUS
Produce and implement an investment strategy / commercial strategy	
Update: The commercial strategy has been agreed by Council and is in place	
Explore and initiate new income streams	
Update: New income streams are in place and existing income sources increased including; charges for estates management & lease renewals; wedding services at the Town hall; pre-planning advice; and sand winning. The Council will continue to explore and initiate new income streams.	
Complete the accommodation project works	
Update: Work has been finished with the car park refurbishment completed in June 2019.	
Improve online services to increase efficiency, reduce transaction costs and generate income	
Update: Improvement has been made with the development of a new transactional website with an increased number of services available online 24/7 further process re-engineering is required in some service areas where the primary technology is being upgraded.	
Produce a new Council Website with streamlined content and integrate digital by preference to enable 24/7 services	
Update: The new transactional website is operating with ongoing feedback from customer experience being used to continually improve the offer.	
Develop digital solution to customer and employee demand	
Update: Extensive use of social media platforms and digital communication groups / networks is well established along with the transactional website and intranet. Digital solutions will be part of the process re-engineering integral to the continuous service review culture at Fylde.	



Review the potential / function of all property assets in response to the need to be financially self-sustaining by 2020	
Update: Progress has been made with increased income as a result of rent reviews and concession renewals, the new structure and new personnel have adopted a more commercial approach to asset management that delivers market income.	

CLEAN & GREEN	
CORPORATE PLAN ACTIONS	STATUS
Focus resources on the reduction of seasonal litter	
Update: An increased number of larger bins in targeted locations, additional weekend resources, a more flexible and responsive workforce, joined up approach to weekend resources / personnel, dedicated beach bins, greater support to volunteer groups, plastic free and package reduction campaigns, along with a focus on litter management in event plans have all led to reduced seasonal litter.	
Strive to achieve Blue Flag status for the beaches	
Update: Signage and infrastructure required for a Blue Flag are in place or on schedule and work with partners to achieve the necessary water bathing standard is in place, the Blue Flag will be achieved once the water bathing standard has been reached.	
Produce landscape masterplan for Lytham Park Cemetery	
The Landscape Masterplan has been drafted which includes extending the cemetery to the North East, an engineering scheme to store drainage water on site, improved car parking and new roads / paths.	

A VIBRANT ECONOMY	
CORPORATE PLAN ACTIONS	STATUS
Engage effectively with the Local Enterprise Partnership	
Update: The new Economic Prosperity Board (Blackpool, Fylde & Wyre) has direct representation on the LEP and necessary links to the Enterprise Zones at Blackpool Airport and Hillhouse.	
Progress the re-opening of the M55/ Moss Road link	
Update: Progress has been hindered by the ability of a private sector partner to secure funding resulting in the procurement process being suspended and unplanned further negotiations leading to delays that cannot be accurately estimated – the project is currently not on schedule.	
Investigate the potential of developing the digital high street	
Update: Public WiFi access has been provided at public locations i.e. Town Hall, Lytham Green with many other locations provided for by major private sector broadband suppliers. The digital high street concept is being incorporated into generic work on the high street revival.	
Facilitate and support Town Centre Partnerships	
Update: The three primary town centres have established business networks that are supported by the council and Town Councils where applicable.	
Channel business rates funding opportunities to economic development	
Update: The Lancashire Business Rates Pool pilot scheme includes a proportion of the funds being dedicated to economic development across Lancashire, the details of longer term arrangements for business rate locally will be known after the pilot and relevant to the next Corporate Plan.	
Contribute to the Fylde Coast Highways and Transport Masterplan	
Update: The plan is the responsibility of LCC, officers from various service areas at Fylde have all made contributions through different engagement methods.	

Develop a plan for the redevelopment of The Island as a destination point	
Update: Initial engagement and research has been carried out along with a review of the current lease arrangements and light market testing for potential investment opportunity. A bid has been made to the Environment Agency for sea defence assessment work with a view to securing funds for a project that would act as a catalyst for the redevelopment of the site.	

A GREAT PLACE TO LIVE	
CORPORATE PLAN ACTIONS	STATUS
Tackle social isolation and health inequalities with Public Health	
Update: Work between Fylde Council, Lancashire County Council Public Health, Fylde and Wyre CCG and the charity Just Good Friends is tackling loneliness and isolation across the borough. Well North have completed research on social isolation as a barrier to Health and Wellbeing in the Lytham St Annes GP surgery neighbourhood; outcomes and best practice from this work are being used by partner agencies across the Fylde.	

A GREAT PLACE TO VISIT	
CORPORATE PLAN ACTIONS	STATUS
Improve entrance signage and welcome points	
Update: Branding and design have been completed and a survey of all entrance points. The signage policy has been agreed work is ongoing to identify partners, some of which may be sponsors or advertisers, to design and fund new Borough boundary signage and welcome points.	
Work up the stage 1 development of the Fairhaven Lake Project Plan and submit stage 2 bid to Heritage Lottery Fund	
Update: The Heritage Lottery Fund bid was successful and the project team are currently delivering the agreed project plan.	