

## COASTAL REVIVAL FUND APPLICATION FORM

Please read the 2018 Coastal Revival Fund prospectus before completing this form. The prospectus is available on [GOV.UK](http://GOV.UK).

<b>SECTION 1: Contact Details</b>	
1.1 Lead Contact for the application	Paul Drinnan
1.2 Role and organisation of the lead contact	Regeneration and Urban Design Manager
1.3 Contact Address	Fylde Council, Town Hall, St Annes on Sea, Lancashire FY8 1LH
1.4 Telephone number(s) (a) Office (b) Mobile	(a)01253 658434 (b)
1.5 Email address of lead contact	Paul.drinnan@fylde.gov.uk
1.6 Are you applying on behalf of a Coastal Community Team? If yes, which one?	St. Annes Enterprise Partnership

<b>SECTION 2: Local Authority (LA) Contact Details</b>	
<p>The Department will <u>only</u> consider applications that have support from a local authority for the area, as grant funding will be paid to a LA on behalf of the project. Please attach a letter from the authority confirming that they are willing to act as the 'accountable body' for the funding. Anyone who is having difficulty engaging with their local authority can contact MHCLG at: <a href="mailto:coastalcommunities@communities.gsi.gov.uk">coastalcommunities@communities.gsi.gov.uk</a></p>	
2.1 Name of local authority	Fylde Borough Council
2.2 Main LA contact - name and main role (if different from 1.1)	Paul Drinnan
2.3 LA Address (if different from 1.3)	
2.4 LA contact telephone numbers (if different from 1.4) (a) Office (b) mobile	(a) (b)
2.5 Email address of LA contact (if different from 1.5)	

<b>SECTION 3: Communications/ Media Details</b>		
3.1 Lead Contact for press/ communications/ advocacy	Paul Drinnan / Catherine Kitching	
3.2 Contact Address	Town Hall. South Promenade, St. Annes on Sea FY8 1LW	
3.3 Telephone number(s) (a) Office (b) Mobile	(a) 01253 658434	(b) 07704 615080
3.4 Email address of lead contact	Paul.drinnan@fylde.gov.uk	
3.5 Pen Picture – please describe the project in a manner suitable for a media release (maximum 40 words)	New outlook for St Annes Pier	
3.6 Name of your local MP(s)	Mark Menzies	

<b>SECTION 4: Overview of project</b>	
4.1 What would you like to call your project?	St Annes Pier: A Certain Future
4.2 What is the nature of your project (e.g. reviving a pier, regenerating a square)	Assist in the long term revival of the listed pier that is important to local community and visitor market.
4.3 Where is your project based? Please also include a postcode for the project location.	St Annes Pier FY8 2NG
4.4 What is the aim of your project? Please give a brief summary of the overall purpose of your project. (1-2 sentences)	Work in partnership with the Pier Company to produce a shared plan for the future maintenance and management of the pier.  Assist in bringing forward structural repairs and enhancement to ensure its long term viability and economic success.
4.5 Who/ which organisation will lead the project?	Regeneration Team (Fylde Borough Council) with assistance from STEP (Coastal Community Team)
4.6 Who / which other organisations will be involved in the project?	St Annes Pier Company
4.7 If not applying as a Coastal Community Team, is there one in your area? If so which one? (To find out if there is a	Yes – the scheme has the full support of the Coastal Community Team, STEP (St Annes Enterprise Partnership)

Coastal Community Team for the area look <a href="#">here</a> ).	
4.8 How much money are you bidding for?	£48,100
4.9 Are you involved with any other bids to the Coastal Revival Fund? If yes, please give the names of these projects.	No

**SECTION 5: What are the key priorities for your coastal area?**

Please summarise the key priorities for the coastal area and how your project relates to your economic plan (if applicable) or other regeneration plan for your coastal area. (maximum 300 words)

The visitor economy is particularly important to the Borough and St. Annes. Over the last 20 years the centre of the resort has been the subject of strategic and comprehensive regeneration. St. Annes has a very large town centre for its size. Public sector investment has been complimented by private sector investment.

The Council also has an adopted coastal strategy which seeks to promote investment and infrastructure improvements commensurate with protecting the heritage of the town and coast as a whole.

The Pier and Promenade is an essential heritage asset and focal point of the resort, forming the visual axis of the planned town. Its retention and enhancement is an important aspect of the resort.

In so far as Fylde Council, STEP and many external organisations, the longevity and sustainability of the Pier is essential. Piers are under constant threat and the protection and enhancement of St. Annes Pier is of paramount importance.

It is privately owned but a major public asset. As a result the Coastal Community Team, Town and Borough Council’s fully support the work of the Trust and feel that its protection and enhancement deserves further public support. The grant would be fully justified.

**SECTION 6: What does your project involve?**

Please summarise what you plan to do and what this bid money would fund. If your project is part of a wider, longer-term project then please briefly set out the aims of the wider project and how the part that will be funded through the Coastal Revival Fund fits into these broader plans. (maximum 300 words)

The bid forms part of and supports the Pier Company’s long term maintenance and enhancement plans which include.

- Long term maintenance of the superstructure of the Pier – a programme of renewal over many

years - fundamental

- The reinstatement of one of the historic pavilions.
- Structural repairs and maintenance of the building structures – roofing etc.
- Physical enhancements to the Victorian Pier including lighting.
- Assessing feasibility for greater all year round use of the Pier including the potential for a museum of local history and development
- Contribution to cost of frontage enhancements to the two remaining sections of forecourt (to complement entrance stone flagged feature), undertaken as part of a previous enhancement scheme
- Decorative/heritage lighting columns to the open section of the pier to encourage visitors to walk beyond the covered areas with the aim of promoting additional use.

1. Pavilion refurbishment. The Pier have committed to funding this refurbishment. However if there is an emergency spend need this project would have to be adjourned without external funding. The funding award would guarantee the re-use of the pavilion.

2. Contribution to the on-going programme of renewing steel pier supports. An on-going replacement of the steel structure, absolutely essential to the future of the pier. £37,000 will be needed over the next year and a further c. £60,000 over the forthcoming years.

3. Feasibility study for a St Annes museum / local history display at the pier and town (create a new use to improve sustainability in a changing visitor industry and attract new footfall)

Civic Society and Council feels there would be high demand for a local history display / small museum. A feasibility study including a consultation exercise would develop the idea.

4. Paving to the frontage to enhance the setting of the listed building.

**SECTION 7: The following section asks for information on how your project will meet the criteria for the Coastal Revival Fund**

**7.1 The value, importance or local regard for the site, structure or asset**

The project involves a site or asset which is of particular value locally. Applicants are asked to explain the local value of the asset or site and why it would justify investment.

The value does not need to be financial. It could, for example, set out the history behind the project and identify whether it is considered 'at risk'.  
(maximum 400 words)

St Annes Pier is nationally listed (grade 2) and is the only pier in the Borough but, is complimentary to the three piers within adjoining Blackpool, where efforts are being made

to sustain their long term future. A fifth pier at Fleetwood was lost a few years ago. It occupies a pivotal position and a centrepiece for The Promenade.

It is a centre piece of the main high street of the town – located on its visual axis being part of the historic street plan of the planned town. Not only is it highly visible from many areas, including the beach and promenade it has a commanding presence from the main commercial space of the town. Its frontage pavilion encloses and terminates the view.

*The Council's tourism officer says:*

The pier is an invaluable part of the tourism landscape here in St Annes and is held in high esteem by local businesses, especially accommodation providers. Having worked in Blackpool for many years and being closely involved with the three piers there, I do know how expensive they are to maintain and how much they are appreciated.

*Chair of Lytham St Annes Civic Society says:*

The footfall is very high during school summer holidays and at weekends in the summer season but footfall seems to be low at other times. Owing to its coastal location it is vulnerable from the effects of high winds and driving rain; maintenance costs are high.

The pier is run by a Trust which has, as its overriding objective, the preservation of the Pier. However, as a small Trust it seeks to work with organisations that can assist it and contribute to its long term sustainability. The visitor market faces on-going challenges and the Trustees agree that although the pier's attractions are successful, its long term future relies on its continued attractions and quality to achieve a commercial return, thus providing the resources for repair and maintenance of its physical fabric.

The award of this grant will assist considerably in achieving this objective.

## **7.2 Delivering a community benefit from the revival fund**

The Coastal Revival Fund is intended to boost coastal assets for the benefit of the community as a whole. Please use this section to set out how the project will help to deliver benefits to those living locally, as well as to those visiting or working in the area.

Please set out

a) the intended community benefit,

b) the scale of the impact

and

c) how you will make sure the benefit is achieved.

Some inclusion of quantified information would be particularly useful. (maximum 400 words).

### **Community Benefits of the Scheme**

The Pier is a well-known, recognised and cherished structure in a pivotal location within the resort. It is an integral part of the Promenade environment and centrepiece for the beach, its

facilities and visitor congregation. It is also located in a very exposed costal location. At the present time there is a need for repair and enhancement which can be evidenced by casual inspection.

The retention of the Pier long term is absolutely essential both locally and nationally.

The contribution of the funding award would result in a considerable benefit and help bring forward structural repairs, income generating uses and physical improvement to its character and appearance. The potential for additional community use and interpretation would be very welcome and would include community engagement and involvement – the museum idea being one example in the development phases. The history of St. Annes, its origins, town plan, architecture and public art is highly visible but not appreciated. The regeneration of the town has built on these themes and as well as the physical and historical qualities of St. Annes as a product of the High Victorian Era. The town is also sited on the edge of a strategic internationally recognised wildlife site, effectively having eco – coast credentials. The idea of an interactive museum would create interpretation and interactive opportunities to discover the significance of the Pier, the town and its dramatic setting. The Pier is in a pivotal position to capitalise on these virtues and promote public understanding, appreciation and enjoyment, with potential economic benefits.

### **Scale of the Impact**

The impact will be considerable. The award of the grant and intended programme of works would be extremely well received by the business community and public in general. The essential message will be one of assurances about the long term sustainability of the Pier.

### **Achievement of the Benefit**

The scheme will be achieved by cost management in partnership with the Pier Company, thorough STEP and Fylde Council which has considerable experience in delivering regeneration and building refurbishment projects.

The schemes have been costed by the Pier Company and The Council and can be managed and delivered such that they meet the specified outputs, targets and spend

The publicity and value of the scheme will be in the public psyche as a key building with media exposure ensure by Fylde Council, St Annes Town Council, STEP and the Pier Company.

### **7.3 Delivering an economic benefit from the revival fund**

The Fund is intended to help improve the economic sustainability of coastal assets and coastal communities more broadly. Please use this section to set out what economic benefits your project will have and, in particular, if it is likely to lead to additional jobs or training opportunities. Please cover a) the intended economic benefit, b) the scale of the impact and c) how you will make sure the benefit is achieved. Some inclusion of quantified information would be particularly useful. (maximum 400 words).

The qualities of St. Annes as a Coastal Resort generated significant employment is the hotel,

retail and visitor offer sector.

The estimated expenditure for Fylde is in excess of £200m with the resort of St. Annes providing a major component of this income. The Pier has a role to play in the attractiveness of St. Annes although its precise contribution as an attraction is more difficult to quantify. The Pier currently employs 30 FTE direct staff but has a considerable supply chain, maintenance and management and in respect of support services.

The retention of these jobs would of course be significant and long standing assuming the Pier remains as an attractive feature.

The construction jobs relating to maintenance and construction will be considerable and the café extension will provide an additional 2 FTE jobs.

The sustainability of the Pier is obviously aimed at protecting these jobs into the future. The use of the pavilion building would necessarily provide the jobs, which would be expected after the investment.

The greater success of the Pier and its longevity would have considerable economic benefits and are ties to the grant hereby applied for.

The development of the 'museum' concept would be intended to be a community driven project increasing inclusion and learning opportunities. The groups involved could be widespread including local interest groups, schools, societies etc.

#### **7.4 Local support**

Please set out what support your project has from the local community and how you know this, e.g. what consultation has there been about your project and what local organisations or groups are involved? If this bid is not from a Coastal Community Team and there is a Team for the area, please state whether or not they are supportive of the project. (maximum 300 words).

##### Lytham St Annes Civic Society

St Anne's Pier is a very significant building in the town, the centrepiece of its identity as a popular family holiday resort today. Its historic importance as a C19th pier should be maximised where possible. In spite of the loss by fire of structures from the seaward end and the predominance of arcade games, there is much to admire and celebrate.

We very much support an application for funding which will enable an exhibition of photographs and artefacts about the pier, town and its role in the community. This, together with some sensitive repairs to the pavilions will allow the pier to take its proper place as an important historic building in the town of St Annes.

##### Council's Tourism Manager

The pier is an invaluable part of the tourism landscape in St Annes and is held in high esteem by local businesses, especially accommodation providers. Any external monies which can be

focused on the pier would be a huge help and assist in preserving this much loved and appreciated attraction for years to come.

**STEP**

There is strong Town Council appetite for outdoor activities especially during spring/summer and every weekend if possible and the pier would make a very attractive venue.

**Blackpool Council**

British seaside resorts are considered to be key potential growth destinations for international tourism, and their Victorian seaside piers are unique attractions in the product offered to the international market. With over £242 million visitor spend across Fylde district, the resort’s pier is an obvious flagship tourist attraction and a fundamental part of the story of the seaside holiday. A coastline that boasts four attractive and active pleasure piers can expect to sustain the heritage offer for visitors who will wish to visit both town’s piers.

**7.5 National Heritage List for England?**

Please set out whether the site or asset is on a heritage at risk list:  
[www.historicengland.org.uk/listing/the-list](http://www.historicengland.org.uk/listing/the-list) (maximum 150 words)

It is not presently on the At Risk register however Blackpool piers are on the national Watch register and the challenges are very similar. Without investment the Pier may well be recommended by Fylde Council for inclusion within the list in view of some of its structural issues in the near term.

**SECTION 8: Proposed Outputs and Project Delivery**

**8.1** Applicants should set out a high-level breakdown of how the Revival funding would be used. Only the costs that are intended to be met through the Coastal Revival Fund need to be covered.

Funds may be spent on improvement or regeneration of structures, or any other works that meet the criteria outlined in the prospectus, including professional advice in relation to a building, asset, structure or public space, e.g. feasibility studies, legal advice on development of a structure, architectural surveys etc.

The funding cannot be spent on things like salaries, training, venue hire, volunteer expenses, monitoring and evaluation. If your project includes these types of costs then they will need to be met from another source.

Item	Amount	Date of expenditure
Café pavilion restoration partial grant - 20%	£7,200	financial year 2018/19
Steelwork (Phase 1) - 20%	£7,400	ditto
Amenity lighting	£10,000	ditto
Public Realm setting works	£19,000	ditto
Museum / local history display feasibility	£2,500	ditto
<b>TOTAL</b>	<b>£48,100</b>	

**8.2 Further investment**

Please set out whether work carried out under the Coastal Revival Fund would help



you attract other sources of charity or private funding. Please explain the likelihood of further investment, and (if known) briefly give the amount, from whom and for what. This can include both match-funding for this stage of your project or your work to attract further capital funding for any future improvements resulting from CRF investment. (maximum 250 words)

As outlined in the Bid, the grant funding would be an integral part of a package of investment at the both at the present time but also in the future. Irrespective of any award the Company will need to invest. However, this would most likely be directed to essential yet almost 'unnoticed' works such as steel repairs. If the Pier is to survive there are no other options but to carry out essential maintenance. The grant aid would effectively be part of a larger 'pot'.

The grant aid would assist with enhancement beyond the essential structural maintenance as outlined above. The overall plan for the pier and the potential museum would involve community engagement. The scheme would complement a previous enhancement scheme to the Pier – funded by Fylde Council and others to illuminate the Pier Pavilion to its frontage, external painting works. Artistic gateway markers and frontage paving. A broader scheme to enhance the link between the Pier and the town centre along the carriageway – the key axis – is being considered.

It should be noted that to its great credit The Pier Company has invested in the structure of many years as this is a constant issue. However, appropriate grant aid would incentivise further investment and would be of great assistance to its on-going work and ambitions for the Pier.

The local In Bloom Group and other charitable organisations are enhancing an adjoining walled garden, including working with artists. The setting and environment of the Pier is an essential component of the resort regeneration strategy.

### **8.3 Unlocking further investment**

If the total costs of your project are more than you are bidding for from the Coastal Revival Fund, please briefly set out how these other costs will be met, and how much they are. (maximum 200 words)

The total costs of the 1 year programme include those elements of the scheme which exceed the grant applied for. The additional funds will be met by the Pier company and can be guaranteed prior to the grant being released in writing. The Pier Company would also be committed to further programmes of replacement steel in subsequent years.

Total Costs of Scheme.

**Grant £48,100**

**Pier Company £58,400**

Future Years (2 – 7) Steel Price fluctuates c. £60,000 (Estimated 6 year programme)

Immediate spend of scheme Year 1 = **£106,500**

**Grant Aid 45% Year 1**

**Grant Aid 29% End of Scheme**

#### **8.4 Project delivery**

Please set out who/ which organisations will be responsible for delivery of the project and what expertise and experience they have to be able to deliver the project effectively. (maximum 100 words)

The Pier Company uses tried and trusted contractors that are subject to tender processes and competitive market testing for quality as well as value.

The Council would administer the Grant and ensure that the appropriate safeguards are met and the project delivered

This would be a partnership scheme

STEP would be a partner

The Council would assist with publicity

The Council has experience of previous delivery with the Pier Company

Public Realm/lighting expertise would be dealt with by Fylde Council Regeneration Team. Public Realm implementation probably in a partner arrangement with Lancashire County Council

#### **8.5 Transparency**

Please explain how and when all aspects of the project will be made publicly available. (maximum 100 words)

The content of the scheme will be made public and it will contain media coverage to publicise the award of grant and the value and virtues of the scheme.

The scheme will be promoted through Council and STEP channels.

The bid and any award will be publicly accessible. This is a very public facing scheme.

#### **8.6 Confirmations**

Please write 'yes' in the sections below to confirm that:

A) Details of the projects and progress will be made available to the Ministry of Housing Communities and Local Government:

**YES**

B) All Coastal Revival Fund grants would be spent by 31 March 2019:

**YES**

C) The letter from your local authority has been included with your application:

**YES - The bid is submitted on behalf of the Pier Company and STEP so the Councils commitment is integral to the bid.**

D) You are aware that you will be required to report on your projects progress and achievements.

**YES**

At the point of funding you will need to provide assurances as to why your project is compliant with the European Union rules on State Aid. In our experience, most projects are either [not within the meaning of State Aid](#) (for instance because they do not involve an organisation carrying out an economic activity or there is no effect on trade between the Member States) or the award is made in line with the [De Minimis Regulation](#).

This form needs to be submitted along with a letter from your local authority agreeing to act as the accountable body for the funding. Please do not send any other additional documents.

The closing date for applications is 23:59 hours on Thursday 5 July 2018.

Applications are preferred electronically to [coastalcommunities@communities.gsi.gov.uk](mailto:coastalcommunities@communities.gsi.gov.uk) but will be accepted in hard copy. Any application made in hard copy should be sent to the following address:

Coastal Revival Fund  
Coastal Communities Team  
Ministry of Housing Communities & Local Government  
1<sup>st</sup> Floor, Fry Building  
2 Marsham Street  
London  
SW1P 4DF

Hard copies must also arrive no later than Friday 6 July 2018.

Any queries can be directed to: [coastalcommunities@communities.gsi.gov.uk](mailto:coastalcommunities@communities.gsi.gov.uk).