

INFORMATION NOTE

Fylde Coastal Strategy- Update

At its meeting on 25 March 2015, Cabinet *RESOLVED*:

1. *To formally adopt the Fylde Council Coastal Strategy and associated action plan to deliver the long term Vision for the Regeneration of Fylde's Coastline from 2015 -2032.*
2. *To establish a project board to oversee the delivery of major infrastructure projects relating to the Coast, commencing with the Restoration of Fairhaven Lake and Gardens linking with the replacement sea defence project.*
3. *The production of an annual monitoring report to report the progress of the Coastal Strategy /Action Plan through the appropriate service committee.*

1. Considerable progress is being made with the delivery of the Coastal Strategy, the major key actions have been identified and summarised below -

➤ **Theme 1 Green Infrastructure and Landscape**

Two kilometres of Cycleway planned to be delivered as part of the replacement Coastal Defences at Fairhaven and Church Scar. The contractor VBA has been appointed and work on site has commenced with the establishment of the site compound and offices. Work is scheduled to be completed by March 2020.

Mussel Tank Project Lytham Green - The Civic Society in partnership with the Council have re-landscaped the former Mussel Tank which is located on Lytham Green adjacent to Ribble Cruising Club. The project has involved the repaving of the site to create a viewing and seating area. This combined with public art and landscaping has created a tranquil quality space which can be enjoyed by residents and visitors alike.

The project to link Lytham Green with the new open space fronting Lytham Quays (the new green) was in part funded by a Section 106 contribution from the Danbro development. The first phase is being developed to include signage and interpretation material and will be implemented prior to October 2018.

➤ **Theme 2 Coastal Protection –**

(ii) Coast Protection Scheme

Fairhaven and Church Scar

The Council in partnership with the Environment Agency are replacing the sea defence walls, as the existing coastal defences are time expired and currently failing. The current concrete coastal defences were built in the 1890's and have been undergoing emergency repairs every year to prevent a major breach.

The £17.5m contract will provide new coastal protection at Fairhaven and Church Scar, including coastal defences and an upgrade to the promenades. This will help to make sure that the area is both a great place to live and visit.

The project consists of two phases. Phase 1 started early January 2018 at Church Scar, and phase 2 will follow at Fairhaven, with work completing in 2020.

➤ **Theme 3 Water Quality**

The major action is the implementation of the new bathing water directive. The first report on water quality under the revised directive was at the end of 2015 bathing water season.

2017 Water Quality Results

St Annes Pier	Good
St Annes North	Good

Bathing water quality in 2017 at St Anne's Pier and St Anne's North has achieved a good water quality result. There have been year on year improvements in water quality. United Utilities continue to invest to improve water quality on the Fylde Coast. The £35m South Fylde drainage scheme aims to reduce the amount of rainwater which gets into the sewer reducing the risk of sewage backing up which prevents polluted water going into the sea at times of overflow.

➤ **Theme 4 Nature Conservation and Habitat Improvement**

The sand dunes and saltmarsh are nature's defence from the sea, providing protection from high tides and storm surges which are predicted to increase with climate change. The dunes and saltmarsh are an important soft sea defence across Fylde which protects the coast from flooding and coastal erosion.

Fylde Council has successfully led a partnership with Blackpool Council and Lancashire Wildlife Trust in the management of the Fylde Sand Dunes Project since 2008, ensuring the protection and improvement of the dune habitat in its role as soft sea defence and nationally significant conservation area.

Environment Agency grant funding to the total value of £717,000 was secured in December 2016 by the partnership to continue the project and associated staff and operational costs for a further five years. The funding will be utilised to fund the project team as well as manage and improve over 80 hectares of dune estate which includes a designated Site of Special Scientific Interest, County Biological Heritage Sites and Local Nature Reserve. There is no requirement for supplementary external funding for the project.

Persimmon Homes on the old Pontin's site have contributed £225,000 in Section 106 funding to cover the costs of a ranger and transport for a 5 year period. There is a £40,000 budget included within the section 106 funding to cover environmental projects in the area, to mitigate the effects of increased usage from new residents in the area.

➤ **Theme 5 Visitor Economy**

The Visitor Economy makes up an important industry in Fylde accounting for 1 in 10 jobs attracting 3.3 million visitors generating £242 million spending in the local economy each year.

Networking events and direct dialogue are undertaken with tourism businesses, Blackpool, Wyre and Marketing Lancashire.

The Councils tourism officer is working with partners to organise the major events like – St Georges Festival, 1940s Wartime Festival, Lytham Festival and St Annes Kite Festival.

The formation of the St Annes on Sea Enterprise Partnership under the Coastal Communities Initiative seeks to bring together a variety of organisations to promote and enhance the offer of the town. It has

adopted a Strategy and Action Plan to promote and enhance the visitor offer and the Council is a formal partner. An important aspect of its remit is to promote and extend the visitor offer through the expansion of events.

➤ **Theme 6 Culture, Leisure, Sport and Recreation**

The Council is working in partnership with the Arts Council and the Fylde Arts partnership to develop a strategic framework to maximise arts opportunities across the Fylde Coast and identify opportunities for investment. A specialist arts development officer is now in post.

The Council is working with Sport England to develop sports facilities and programmes across the Borough. The Council is proposing to submit a bid to Sport England to provide multi-sport class room facilities and changing facilities at Fairhaven Lake.

Through the planning process a sports built facilities review is being undertaken which will inform Future Leisure provision across the Borough. This will be used as an evidence base to support the Borough Wide Local Plan. This work was completed in 2016 and continues to influence projects across the Borough.

The Council is proposing to create a water play facility on the Promenade Gardens on the site of the former paddling pool. This will regenerate an area of the Promenade Gardens that isn't well used and provide a facility that will attract residents and visitors alike. The work is scheduled to commence this financial year.

➤ **Theme 7 Heritage Assets**

Heritage Strategy has now been formally published with three immediate actions

- Formation of a Heritage Forum which is aimed at drawing together a number of organisations and individuals that can help to deliver the projects contained within the approved Action Plan, which forms the implementation element of the Strategy. This will be established between 2018/19.
- The compilation of the Local List of Buildings that will be 'piloted' in the Fairhaven/Ansdell area but will be rolled out across the Borough. The pilot scheme at Fairhaven/Ansdell and Lytham St Annes has been completed with the identification of 9 zones all containing Locally Listed buildings and structures. This has been approved by the Planning Committee. Lytham and St. Annes have now been reviewed and local listing completed with some 113 buildings now on the local list. The review of conservation areas is part of the broader review and is underway for completion this calendar year.
- Undertaking of conservation area appraisals and management plans that are extremely valuable for development management purposes will follow of from the review.

➤ **Theme 8 Place Making**

- In December 2016 it was confirmed that the Council had been successful in securing a development grant of £165,500 from the Heritage Lottery Fund's 'Parks for People' funding programme for the restoration of Fairhaven Lake. The development grant approved purposes includes employing 2 new full-time members of staff to manage the project and appointing a multi-disciplinary team to develop the design.
- In August 2017 Ryder Landscape Consultants were appointed as Lead Consultant of a multi-disciplinary project team following a competitive OJEU tender process.
- In the same month Charlie Richards and Julie Vale were appointed as Project Officer and Activity Development Officer respectively following a successful interview process.

- The project itself includes the following 4 key areas of development:
 - o Historic Landscape restoration including the nationally significant Japanese Gardens
 - o Historic Buildings' restoration including the original 1896 golf clubhouse (now pavilion café)
 - o Lake dredging and aeration to improve water quality and depth for sailing
 - o Activity and interpretation on a range of different themes including heritage, sports/recreation, performing arts, outdoor education, health and wellbeing and much more.
- The deadline for round 2 submission is August 2018 for which the Council are required to submit a suite of documents including Business Plan, 10 year Management and Maintenance Plan, design and cost plan up to RIBA Stage 3 (Developed Design), Activity and Interpretation Plan, Conservation Management Plan and Evaluation and Monitoring Plan.
- Should the Council be successful at Round 2, we will be informed by December 2018 and the delivery phase of the project shall continue until 2021. The estimated costs of the entire project are £2.9 million of which the HLF will fund £1.47 million with the remaining costs being drawdown from a number of external funding sources and a capital contribution from the Council.

The next phases of the Regeneration Programme for St Annes commenced in 2016 and include enhancements to The Crescent and St Andrews Road South/North. The road lighting scheme for The Crescent is complete and the refurbishment of St. Andrews Road South (£165,000) will be completed early March 2018. The next phase for Wood Street is being planned with the first phase due to commence in late Spring 2018.

Woodlands Road regeneration scheme was largely completed in 2016/17. The remaining elements will be completed during 2018/19, subject to Council approved capital spend.

➤ **Theme 9 Access and Transportation**

The key actions of the Coastal Strategy in terms of transport have been fed into the Fylde Coast Highways and Transport Master Plan.

Coastal strategy action to develop a network of pedestrian and cycle links to and around the coast fed into Lancashire Cycling and Walking Strategy.

Funding for the proposed Cypress Point/M55 link is being drawn together for the commencement of the of the scheme this calendar year.

➤ **Theme 10 Marketing Promotion and Publicity**

In 2017 the Council achieved Keep Britain Tidy's Seaside Award for St Anne's Amenity Beach. The scheme is a nationwide standard for the best beaches across the UK which guarantees visitors will find a clean, safe, attractive and well managed beach.

The Council achieved 6 Green Flag Awards and 32 In Bloom Awards in 2015.

FURTHER INFORMATION AVAILABLE FROM

Darren Bell, Head of Technical Services, email Darren.bell@fylde.gov.uk , 01253 658465.