

Report of:	Meeting	Date
Councillor Alice Collinson, Planning Policy and Economic Development Portfolio Holder and Marianne Hesketh, Corporate Director Communities	Cabinet	7 September 2022

Cleveleys Town Centre Regeneration Framework

1. Purpose of report

- 1.1 To seek adoption of the Cleveleys Town Centre Regeneration Framework (CTCRF).

2. Outcomes

- 2.1 An adopted CTCRF will set strategic objectives for investment and sustainable development and act as an essential tool in securing grant funding.
- 2.2 An adopted CTCRF will set strategic projects, the development of which will be championed by the relevant Theme Lead from the Cleveleys Together Partnership Board.

3. Recommendations

- 3.1 That the council adopt the CTCRF.
- 3.2 That the Head of Planning and Regeneration be authorised to make amendments and corrections to the CTCRF. Such changes may include but are not limited to editorial corrections, typographical errors, changed local circumstances or investment opportunities.
- 3.3 Where the revisions may alter the strategic objectives of the CTCRF, that the Head of Planning and Regeneration, in consultation with the Planning Policy and Economic Development Portfolio Holder, determine if it may be appropriate to carry out further proportionate stakeholder or public consultations on the proposed revisions.

4. Background

- 4.1** In recognition of the damaging impact the pandemic has had on our high streets, £300,000 of Covid-19 emergency grant from central government was set aside in the Council's 2021/22 budget to create a one-off Town Centre Strategy Fund.
- 4.2** Monies from the fund have been used to commission the CTCRF which sets out a framework to guide the development of Cleveleys Town Centre over the next 10-15 years.
- 4.3** Engaging with key stakeholders to ensure local support for the CTCRF has been established through the formation of the Cleveleys Together Partnership Board. The report is the culmination of a process involving public and stakeholder engagement, a baseline context review and the subsequent development and refinement of a vision, objectives and key strategic project interventions.

5. Key issues and proposals

- 5.1** Representations received during the consultation with the public and stakeholders have been considered and where appropriate, the CTCRF amended.
- 5.2** The strategic project interventions have been categorised by themes which combine to form a single holistic plan. The main projects under each theme are as follows:

The High Street

- Pedestrian Priority environment along the western end of Victoria Road West
- Public realm improvements
- A new indoor artisan market

Heritage and Culture

- Reboot the 'Mythic Coast story
- An outdoor activity/environment centre
- A new town centre or seafront hotel
- Beach huts
- A signature arts event, and review of the events calendar

Transport and Linkage

- Cleveleys Mobility Hub, with an overarching Transport Study
- Walking and Cycling Improvements Strategy

Community, Health and Wellbeing

- A multi-purpose space for community use
- Community capacity building
- Establish a carers' support group
- Make Cleveleys a more accessible town
- Promote opportunities for social prescribing

Residential

- A housing capacity assessment
- Town centre development

Sustainability and Low Carbon

- A Low Carbon Development Strategy
- Community Energy Trust
- Electric Vehicle Charging Strategy

Digital Technology, Education and Skills

- Development of a Smart Place Strategy
- Improving digital connectivity

Business and Economy

- Promote links with Hillhouse Enterprise Zone
- A business incubator space

5.3 From time to time there may be a need to make minor editorial amendments, corrections and updates to the CTCRF strategic projects to ensure that the framework reflects changes in local priorities, funding or investment opportunities. It is proposed that these be delegated to the Head of Planning and Regeneration.

5.4 Where the revisions may alter the strategic objectives, it may be appropriate to carry out further proportionate stakeholder or public consultations on the proposed revisions. This will be at the discretion of the Head of Planning and Regeneration in consultation with the Portfolio Holder for Planning Policy and Economic Development.

Financial and legal implications	
Finance	There are no direct financial implications arising from this report. Should any further public consultation be required, the cost will be met from the existing Town Centre Strategy Fund revenue budget.
Legal	There are no direct legal implications arising from this report.

Other risks/implications: checklist

If there are significant implications arising from this report on any issues marked with a ✓ below, the report author will have consulted with the appropriate specialist officers on those implications and addressed them in the body of the report. There are no significant implications arising directly from this report, for those issues marked with a x.

risks/implications	✓ / x
community safety	x
equality and diversity	x
sustainability	✓
health and safety	x

risks/implications	✓ / x
asset management	x
climate change	✓
ICT	x
data protection	x

Processing Personal Data

In addition to considering data protection along with the other risks/ implications, the report author will need to decide if a 'privacy impact assessment (PIA)' is also required. If the decision(s) recommended in this report will result in the collection and processing of personal data for the first time (i.e. purchase of a new system, a new working arrangement with a third party) a PIA will need to have been completed and signed off by Data Protection Officer before the decision is taken in compliance with the Data Protection Act 2018.

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List of background papers:		
name of document	date	where available for inspection
None		

List of appendices

Appendix 1 Cleveleys Town Centre Regeneration Framework