

Report of:	Meeting	Date
Councillor Alice Collinson Planning Policy and Economic Development Portfolio Holder and Marianne Hesketh, Corporate Director Communities	Cabinet	11 January 2023

Fleetwood Regeneration Framework

1. Purpose of report

- 1.1 To seek adoption of the Fleetwood Regeneration Framework (FRF).

2. Outcomes

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

3. Recommendations

- 3.1 That the council adopt the FRF as shown at Appendix 1.
- 3.2 That the Head of Planning and Regeneration be authorised to make amendments and corrections to the FRF. 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 FRF, the Head of Planning and Regeneration, in consultation with the Planning Policy and Economic Development Portfolio Holder, may determine if it is appropriate to carry out further proportionate stakeholder or public consultations on the proposed revisions.

4. Background

- 4.1** A report focussing on the town centre was developed during 2019/20 and updated in 2022 to set out a broader framework to guide the development of Fleetwood over the next 10 to 15 years.
- 4.2** Engaging with key stakeholders to ensure local support for the FRF has been established through the formation of the Future Fleetwood 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 FRF 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

- Improving public realm
- Improving Fleetwood Market

Heritage, Culture and Tourism

- Reserving space to link Fleetwood Museum with the River Wyre
- Developing a new Visitor Centre as part of Fleetwood Museum
- An Arts and Culture Programme
- Transforming Fleetwood Seafront

Transport and Linkage

- Introducing an Eco-Shuttle service and Demand Rapid Transport Service for bus services
- Extending the town centre tram loop
- Develop a 'Walking and Cycling Improvements Strategy'
- Develop a 'Town Centre Parking Strategy'

Community and Residential

- Support for developing former Fleetwood Hospital as a Community Hub
- Commercially focussed development on land owned by Associated British Ports
- Improvement of residential housing stock

- Developing new homes, including housing with Care and Support

Sustainability and Low Carbon

- A 'River Wyre Tidal Barrage'
- Initiatives to create town-wide green spaces
- Develop a 'Electric Vehicle Charging Strategy'
- Develop a 'Low Carbon Strategy'

Health and Wellbeing

- Develop a 'Digital Health Strategy'
- Creating a peninsular loop for cycling, walking and fitness
- Supporting community capacity building and social prescribing
- Implement Wyre Moving More priorities
- Building capacity to support children and young people

Technology and Skills

- Develop a 'Smart Place Strategy'
- Improving digital connectivity

Business and Economy

- Develop business support services and spaces
- Improving the quality of town centre hotel offer
- Pro-active pursuit of major investment and improved links to Hillhouse Enterprise Zone

5.3 From time to time there may be a need to make minor editorial amendments, corrections and updates to the FRF 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.

report author	telephone no.	email	date
Mark Fenton	01253 887612	mark.fenton@wyre.gov.uk	21 November 2022

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

List of appendices

Appendix 1 Fleetwood Regeneration Framework