



Report of:	To:	Date
Councillor Peter Le Marinel Planning Policy and Economic Development Portfolio Holder	Council	26 October 2023

Executive Report: Planning Policy and Economic Development Portfolio Holder

1. Purpose of report

- 1.1** To inform Council of progress on key objectives and the current position on issues within the Planning Policy and Economic Development Portfolio, as set out below.

2. UK Shared Prosperity Fund (UKSPF) and Rural England Prosperity Fund (REPF)

- 2.1** With just under half of the 37 planned projects commencing, the UKSPF/REPF programme is making steady progress. Work is now underway to secure further pipeline project starts. The REPF community infrastructure grant programme panel was held in early October and have recommended projects for award, which will add much needed support to rural community hubs, and will be announced on receipt of signed grant agreements. The first [UKSPF newsletter](#) was published in September highlighting a selection of the current projects, with a sign-up option to receive more information. Future editions will feature individual projects, opportunities and progress, further raising awareness of how the fund is being used.
- 2.2** There are lots of consultations underway including Cottam Hall Playing Fields and the Garstang Town Centre consultation due to commence this autumn. Please encourage residents to get involved – the link is www.wyre.gov.uk/have-your-say. These will inform the progression of future UKSPF project and preparedness for future funding opportunities.
- 2.3** In October, Wyre launched the first of its low carbon business events to raise awareness and to promote the fully funded support offered to all Wyre businesses. The offer focuses on environmental and energy efficiency good practice, developing carbon reduction plans, and guidance on low carbon technology adoption. The support will be delivered via a suite of events, masterclasses and 1-2-1 bespoke support, the first session being led by the Director of Sustainability at [East Lancashire Chamber of Commerce](#).

3. Fylde Coast Sub-Region Strategic Flood Risk Assessment (SFRA) Level 1

3.1 Wyre, Blackpool and Fylde Councils have commissioned JBA Consulting to prepare a joint Fylde Coast Strategic Flood Risk Assessment (SFRA) (Level 1). The SFRA will provide a strategic appraisal of the extent and nature of flood risk from all sources, now and into the future, taking into account the effects of climate change. This will form part of the evidence base for each local authority's local plan and will also support planning decisions.

4. Town Centre Regeneration Frameworks

4.1 Development of the Poulton Town Centre Regeneration Framework (PTCRF) is progressing well. The report will be the culmination of a process that has involved public and stakeholder engagement this summer, a baseline context review and the subsequent development and refinement of a vision, objectives and key strategic project interventions. Pursuit of public and stakeholder responses to the draft report and the projects contained within will be undertaken before adoption of the PTCRF is sought from Cabinet.

4.2 Proposals for improvements to the centre of Cleveleys, commissioned by the Council in partnership with the Cleveleys Together Partnership Board, were presented for public comment and feedback in September. The projects recommended for implementation using UKSPF monies will be the subject of a Portfolio Holder report due to be published this autumn.

4.3 Work on regeneration proposals for Fleetwood seafront is progressing well and thanks goes to the public and stakeholders who have taken part in the consultation on potential improvements to the Leisure Centre and neighbouring outdoor space, as well as options for changing the offer and operating model at Marine Hall.

5. Wyred Up Event

5.1 The recent campaign theme focussed on business growth with an event held on 27 September at the Civic Centre. Speakers covered topics such as finance options, the funded support programmes and team of business advisors at Boost Lancashire and the membership support available from The Federation of Small Businesses. There were fewer attendees able to make the event than were registered owing to weather warnings and travel advice on the day. However the speakers were filmed and the footage made available to all 782 Wyred Up members.

5.2 Tickets are now on sale for the eighth Wyre Business Awards which will be held on 7 November at Marine Hall, Fleetwood. The number of entrants was significantly higher than 2022 with 74 different businesses applying and 148 category entries.

6. Comments and questions

- 6.1** In accordance with procedure rule 11.3 any member of Council will be able to ask me a question or make a comment on the contents of my report or on any issue, which falls within my area of responsibility. I will respond to any such questions or comments in accordance with Procedure Rule 11.5.