

Report of:	Meeting	Date
Councillor Peter Le Marinel Planning Policy and Economic Development Portfolio Holder and Marianne Hesketh Corporate Director Communities	Cabinet	10 January 2024

Poulton-le-Fylde Town Centre Regeneration Framework
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Key decision: Yes

1. Purpose of report

- 1.1 To seek adoption of the Poulton Town Centre Regeneration Framework (PTCRF).

2. Council priorities

- 2.1 The strategic approach defined in the PTCRF will support delivery of the council priority: Growth and prosperity – A thriving local economy and town centres, as the framework identifies a series of project opportunities which would help regenerate the town.
- 2.2 The PTCRF projects are a broad range of economic development activities such as business support, transport connectivity and public realm improvements which will help achieve our commitment to developing Poulton town centre as a thriving and welcoming place to live, work and visit.
- 2.3 The projects identified in the PTCRF will be the focus of our work to improve Poulton and will be the focus to help secure external funding and investment during the medium to long term.

3. Recommendations

- 3.1 That the council adopt the PTCRF.
- 3.2 That a variety of delivery approaches, depending on the nature of the PTCRF project, be explored to achieve the agreed vision. These are likely

to include projects led by the council, new partnerships being developed such as a Community Energy Trust and project delivery by local partners.

- 3.3** That in the medium term the council maintain strategic responsibility for the PTCRF and the Head of Planning and Regeneration be authorised to make amendments and corrections to the PTCRF. Such changes may include but are not limited to editorial corrections, typographical errors, changed local circumstances or investment opportunities.
- 3.4** Where the revisions may alter the strategic objectives of the PTCRF, 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.
- 3.5** That the council support the development of a town board which might take responsibility for strategic delivery of the PTCRF in the long term. As a next step it is recommended that the council support the development of the Poulton Partnership to explore bringing the group in line with the town boards for Cleveleys, Garstang and Fleetwood.

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 PTCRF which sets out a framework to guide the development of Poulton Town Centre over the next 10-15 years. Poulton is the final town centre in the borough to have a framework developed as part of the Town Centre Regeneration Frameworks Project which has seen frameworks prepared by a consultancy team and subsequently have been adopted by council for Cleveleys, Garstang and Fleetwood.
- 4.3** Work to develop the PTCRF started in 2022 with the consultants establishing a baseline understanding of Poulton Town Centre, which included the review of extant town centre initiatives, planning policies and a property market assessment.
- 4.4** Conclusions of the baseline analysis and the findings of a spatial review was used to feed into a workshop with officers in March 2023 to discuss key issues and opportunities facing the town centre and to develop a draft vision, set of objectives and shortlist of emerging projects.
- 4.5** A public consultation was held in June 2023 to seek views and opinions about the town centre and the proposed projects. A workshop with the Poulton Partnership was held to enable them to feed into the process and

explore their future priorities and the consultants also contacted key stakeholders to seek their input and feedback.

- 4.6** A list of projects and their scope were then developed further and reviewed with relevant officers and Heads of Service to get their input into the development of the draft framework. The draft PTCRF was then shared with Senior Leadership Team and Cabinet members to get their input prior to a second public consultation in November 2023.
- 4.7** The second public consultation sought feedback on the report and priorities so as to inform the approach of future implementation. Feedback was also sought from stakeholders and potential delivery partners such as Lancashire County Council and the Poulton Partnership.
- 4.8** Following the second public consultation the report was reviewed and minor updates made to document the activities undertaken and note key feedback completed.
- 4.9** Engaging with key stakeholders to ensure local support for the regeneration frameworks and strategic projects is vital. Town centre boards offer the opportunity to work collaboratively with partners to achieve the agreed vision. A town board bringing together local stakeholders has been established for Cleveleys, Garstang and Fleetwood but has not yet been formed for Poulton. During the development of the PTCRF the council engaged with the Poulton Partnership, which are an existing group with representatives from InBloom, Gala and Christmas Festival. The group have expressed an interest in developing a broader membership and further work will be required to potentially bring the group in line with the other town boards.

5. Key issues and proposals

- 5.1** Representations received during the consultation with the public and stakeholders have been considered and where appropriate, the PTCRF 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 key streets and public spaces
- Wayfinding and information projects
- Incorporating street details in the public realm

Visitor Economy

- Enhancing the Events Calendar and links with local groups
- Improving the Monday Street Market offer

Transport & Linkage

- Supporting development of the Fleetwood to Poulton Rail Line
- Improving transport facilities for visitors
- Implementing cycling and walking initiatives

Community

- Supporting community-led planting and biodiversity projects
- Achieving Purple Flag status
- Supporting local sports clubs

Sustainability and Low Carbon

- Establish a Community Energy Trust

Health & Wellbeing

- Development of an exercise referral scheme
- Implement Wyre Moving More priorities

Technology & Digital

- Development of a 'Smart Place Strategy'

Business Support

- Advice on improving energy efficiency
- Improving digital skills
- Recruit more Enterprise Advisors
- Engage and attract businesses to invest in Poulton

5.3 The council will work with the Poulton Partnership and/or relevant town centre partners to deliver key town centre projects where the council is identified as the lead. These being:

- Improving the Monday Street Market offer: project to support an experience-based approach to markets and growing Poulton's reputation as a vibrant market town.
- Improving transport facilities for visitors: infrastructure strategy to identify demand for parking in the town centre and opportunities to improve car parks.
- Establish a Community Energy Trust: to understand the energy issues and opportunities in the area before setting an action plan.

- Implement Wyre Moving More priorities: to implement local priorities such as developments at Cottam Hall Playing Fields and the playing pitches at the Civic Centre.
- Development of a 'Smart Place Strategy': commission of a strategy to advise how best to utilise digital technologies to achieve local priorities in areas such as transport, energy and health.
- Advice on improving energy efficiency: business support to improve overall building energy efficiency and access to funding to implement energy saving measures.
- Recruit more Enterprise Advisors: to increase the number of local professionals volunteering and supporting the development of the future workforce.
- Engage and attract businesses to invest in Poulton: collating information about the town centre to help investors understand Poulton's market and demand before investing.

5.4 The framework takes into consideration community safety and a reduction in levels of anti-social behaviour in the town centre could be supported by PTCRF projects such as achieving Purple Flag status, an accreditation for town and city centres that meet or surpass the standards of excellence in managing the evening and night-time economy.

5.5 The council will support the development of the Poulton Partnership to explore bringing the group in line with the town boards for Cleveleys, Garstang and Fleetwood. The key steps in forming a town board being to:

- Establish a broad membership which includes community groups, local MP, businesses, cultural and sports organisations, public sector agencies and local authorities.
- Form a board, chaired by a local business or community leader, to take forward regeneration projects.
- Agree an action plan to progress the projects contained in the regeneration framework.
- Engage local communities in the delivery and review of the framework.

5.6 Implementing the strategic projects will be monitored by the Economic Development Team with updates on live projects provided each quarter with Council Plan updates.

5.7 A high-level Equality Impact Assessment of the town centre frameworks is to be undertaken with a detailed assessment thereafter when initiating a project.

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

5.9 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.

6. Alternative options considered and rejected

6.1 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.

6.2 Alternative options to establish a town board have been rejected in preference for supporting the development of the Poulton Partnership to form a suitable town board.

Financial, Legal and Climate Change implications	
Finance	There are no direct financial implications arising from this report. For noting, there is £38,184 of remaining funding from the original Town Centre Strategy Fund.
Legal	There are no direct legal implications arising from this report. Council procurement of services or goods in the future delivery of projects will be in accordance with the Council's Financial Procedure Rules and Procurement Regulations.
Climate Change	The Regeneration Framework for Poulton town centre includes a number of projects, the key ones with a positive impact on climate are related to transport, energy and biodiversity.

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	✓
equality and diversity	✓
health and safety	x

risks/implications	✓ / x
asset management	x
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 Poulton Town Centre Regeneration Framework