

Report of:	To:	Date
Councillor Michael Vincent, Planning and Economic Development Portfolio Holder	Council	4 April 2019

Executive Report: Planning 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 and Economic Development Portfolio, as set out below.

2. Cleveleys Coastal Community Team (CCCT)

- 2.1** The CCCT are pursuing a proposal to install festoon string lights in the town centre. This will cover a stretch of zig zag festoons, in a Z shape over the high street from the clock at Nutter Road to the alley at New Look/Halifax PLC. Businesses are being approached for contributions, and the team are working with the Christmas Cheer in Cleveleys Team who are fundraising for the project. Long-term, it is hoped that the festoons will become a permanent feature and can be expanded along the length of the high street.
- 2.2** The CCCT are working with Cleveleys Church Community Centre to revamp the interior of the building using the resource of HMP Kirkham Prison volunteers. Almost all of the rooms have been updated with a fresh coat of paint and discussions are taking place to improve the exterior.
- 2.3** CCCT has been instrumental in assisting in the set-up of Cleveleys Market. The trial has been a success and the market will continue. It is proposed that this market will run from Easter to the end of September on a Wednesday, with a maximum of 14 stalls.
- 2.4** Over recent weeks Cleveleys bus station has been at the forefront of anti-social behaviour, and has resulted in three of the graphic panels funded by the CCCT being ripped off the wall, along with graffiti to a further two pieces. The replacement cost is in the region of £1,000. The remaining signage has been taken off the wall as a temporary measure until the behaviour has reduced. The Police and local ASB group are aware of the situation and will update us as and when they know more.

3. Hillhouse Enterprise Zone (EZ)

- 3.1** A draft Marketing Strategy for Hillhouse Enterprise Zone has been prepared in-house. A workshop will be undertaken in April to review this and the emerging Implementation Plan. The Masterplan, over-arching LAMEC branding and marketing approach adopted for the four Lancashire Enterprise Zones will also be considered to ensure all complement each other.
- 3.2** Two of the three proposed EZ signs were granted advertising consent by the Wyre Council Planning Department on 25 February. Final artwork is being signed off and the signs will be erected imminently. Sign 1 will be located part way down Bourne Road, and Sign 2 will be located at the security checkpoint gatehouse adjacent to the other business park signage boards. Sign 3 was not given formal consent. Its proposed location is the junction at Bourne Road/Fleetwood Road, which is essentially the main entrance to the site. This location is currently saturated with advertising boards that belong to the housing developers that surround the EZ site. NPL Group have confirmed that they are in a contract to keep these signs up for another month or so, but as soon as they can they will be removed. At this point we can appeal the decision and Sign 3 can be installed.
- 3.3** The website www.hillhouseez.com is now live. There is some development work to add context to the site including an enquiry handling form, newsfeed page and some interactive layers which describe in detail the different EZ sites in Lancashire. We have been working with the designers to make some alterations to the site to keep it up to date and ensure it reflects the brochure and current activity at the site.
- 3.4** We are commissioning a local drone videographer to promote the EZ and the businesses sited within it. The video will be approximately three minutes long and will mainly show aerial footage of the site and the potential development opportunities. It will also include some ground videography entering the operational side of some of the businesses with short interviews and commentary. This is an exciting, innovative project designed to showcase the Enterprise Zone and be shown to prospective interested parties looking to relocate to the site. For marketing purposes, the finished video will be made available to all EZ occupants, will be displayed on the www.hillhouseez.com website and our web pages, it will be shared by social media and used at property and investment shows.
- 3.5** Individual business visits have been undertaken to the majority of businesses on the EZ. This has given us valuable information on the businesses needs and has also strengthened the relationship between the businesses and the council.
- 3.6** Each EZ business received a pro-forma to gauge employee numbers and to determine recent investment and planned investment. Initial responses are very positive.

- 3.7** As a result of the evidence base work undertaken we have evidenced an increase in the number of jobs created on the site since April 2016, which previously hadn't been captured. These have been reflected in the recent quarterly submission to LCC. However a full job creation report will be completed and submitted once all the business visits have taken place by April and we have a full overview of the job numbers.

4. Business Support

- 4.1** The Wyre Business Survey online portal officially closed on 11 February. A synopsis report is currently being developed which we will publish in late March.
- 4.2** A steering group for Wyred up has been established. The steering group reflects the four key themes Housing, Economy, Education and Skills, and Community Health and Wellbeing.
- 4.3** Wyred Up will continue as a business networking group, and four focused events will take place throughout the year reflecting the four key themes.
- 4.4** The Wyred Up re-launch event is taking place on 25 April, where businesses who wish to be involved with the new group are being invited to attend.

5. Coastal Community Fund (CCF)

- 5.1** A meeting took place on 8 February at Disability First with Blackpool and Fylde Councils to assist in the delivery of their £985,522 CCF 5 grant. 50 business access audits in each borough are currently taking place to identify possible improvements in terms of providing full access to people with disabilities. We are also assisting the marketing of the project working closely with the new Marketing Officer who has been appointed as part of the project.
- 5.2** A launch event has been organised to take place at the Spanish Hall, Winter Gardens. This will include the launch of the app, a celebratory guest appearance and performance from Lee Ridley 'The Lost Voice' winner of Britain's Got Talent 2018. Blackpool Transport will be providing two buses for 'live' testing of the app. Local disability groups from across the Fylde Coast have been invited to the event. Events will be taking place in each authority area. In Wyre we have confirmed performers Illabilities, an International Breakdance Crew of differently-abled dancers, and Dame Evelyn Glennie a Scottish virtuoso percussionist. She has been profoundly deaf since the age of 12.
- 5.3** A Stage 2 CCF 5 bid was submitted on 21 January 2019. The bid is aimed at boosting the Wyre coastline economy by joining up the Cleveleys to Fleetwood coastline with digital signage, an interactive app and the redevelopment and modernisation of Fleetwood Market to provide space for new business start-ups, create 50 jobs and increase visitor numbers to the town.

- 5.4** The Project Delivery Team have made a presentation to a CCF 5 representative who was given a tour of the market and answered a number of detailed questions regarding delivery of the project. It is likely a decision on the bid will be announced in early April.

6. Planning policy

Local Plan

- 6.1** The Local Plan was formally adopted by the Council on 28 February. One of the key policies of the Plan (Policy LPR1) required that a partial review of the plan be commenced prior to the end of 2019. Scoping for this partial review will commence in April 2019.
- 6.2** The Great Eccleston Masterplan which relates to the village extension as proposed in the Local Plan was subject to a six week consultation period. The extension to the village will create a mixed use development including residential and employment uses, a community hall, medical centre, new primary school and local small convenience store.
- 6.3** The consultation, based on a series of masterplan concepts and supporting materials that illustrated alternative ways in which the site could be developed, resulted in a total of 31 responses from organisations and local people. Council officers are working with De Pol Associates to consider the comments made and to progress to a draft masterplan for consideration by the Planning Policy Working Group.
- 6.4** Officers are also currently working pro-actively with developers and landowners on masterplans for allocations at Forton, Hollins Lane (Land East of Hollins Lane), Poulton-le-Fylde (Blackpool Road) and Thornton (Lambs Road).

7. Comments and questions

- 7.1** 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.