

Report of:	To:	Date	Item No.
Cllr Peter Murphy, Planning and Economic Development Portfolio Holder	Council	19 October 2017	8(c)

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. Coastal Community Teams (Fleetwood and Cleveleys)

Fleetwood

- 2.1 We are continuing to support new and existing businesses and to date 20 town centre businesses (one more this quarter) have received funding towards shop front improvements. All the monies have been committed and spend will be completed by Autumn. There will be a final Annual Review to be submitted to DCLG next year.

Cleveleys

- 2.2 Excellent progress is being made in a number of areas. There are in excess of 300 bollards and associated signage markers in Cleveleys and HMP Kirkham are continuing to spend a day a week in Cleveleys for the foreseeable future carrying out works well into next year. A new Town Centre Team of volunteers are looking after the planters and beds in the town centre and engaging local people to take pride in the town. Specialty markets and events are being considered for next year.

3. Hillhouse Enterprise Zone (EZ)

- 3.1 Consultants Mott Macdonald are continuing work on the Hillhouse Masterplan. Our officers are continuing to play an active part in helping to develop this Masterplan. The Masterplan will determine the overall development phasing and plan framework and required infrastructure in particular utility upgrades and highway access. It is hoped that this will be completed by the end of October 2017 along with an implementation and marketing plan, which will be completed by Genecon.

- 3.2 The EZ signage board designs have now been finalised. Detailed location plans are now being drawn up with the help of Wyre Planning Officers and Lancashire County Council to determine the exact locations and permissions needed for the erection of the signs.
- 3.3 Marketing Lancashire presented the marketing collateral at the Masterplan Consultation event on 5 September at AFC Fylde. They are continuing to prepare marketing collateral for the main launch of the Lancashire Advanced Manufacturing and Energy Cluster (LAMEC) branding, which will take place at a large property event - Le Marché International des Professionnels de l'Immobilier (MIPIM) UK at London's Olympia on 18 & 19 October. Wyre Council Officers and NPL attended to represent and promote Hillhouse EZ.

4. Business support

- 4.1 After the success of the recent Wyred Up business networking event at Fleetwood Golf Club on 5 September, we are organising a more bespoke social media training session for Wyre businesses. The theme was 'Social Media for Business' and was delivered by DigiEnable. Over 40 delegates attended and the feedback received was excellent. 8 members showed interest in attending a more practical session by DigiEnable to enable them to develop social media pages on a more 1-2-1 basis. A session will be held here at the Civic Centre over the next few weeks.
- 4.2 Wyre Business Awards will be held on Thursday 30 November at the Marine Hall, Fleetwood. The nominations are open now until 27 October and the ticket booking line is also now live on the Marine Hall website. We have already had one large sponsor and we will be continuing to promote this prestigious event to our local businesses.

5. Planning policy

Local Plan

- 5.1 The 'Publication' draft Wyre Local Plan together with the Sustainability Appraisal, (SA) was approved by Council on the 7 September for publication followed by submission to the Secretary of State examination.
- 5.2 The 'Publication' draft Wyre Local Plan was published on the 22 September 2017 for a six week public consultation on the soundness and legal compliance of the Plan. The SA was also published for consultation. The consultation ends at 17.00 hours on Friday 3 November 2017.
- 5.3 Copies of the Local Plan and the SA were deposited in all local libraries and also at the YMCA at Thornton and the Community Centre at Cleveleys. Public notices were placed in the three local papers on Wednesday 20 September 2017 in advance of the start of the consultation. A letter/email was sent to all persons who have registered on the Local Plan consultees' database advising them of the start of the consultation. All Parish and Town Councils were provided with a copy of the Local Plan and SA to assist them in consulting with their communities.

- 5.4** Evidence and background documents supporting the Local Plan were made available on the Council's website.

Neighbourhood Plans

- 5.5** A neighbourhood area was approved for Barton in September.

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.

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