

Report of:	To:	Date	Item No.
Cllr Peter Murphy, Planning and Economic Development Portfolio Holder	Council	7 December 2017	11(d)

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

- 2.1** We are continuing to support new and existing businesses and to date 20 town centre businesses have been supported via the successful Shopfront Improvement Scheme. There are a further two applications in the pipeline, which will see the project completed. A contribution has also been made to Fleetwood Market for new signage as part of the wider investment project to improve signage in the town centre. There will be a final Annual Review to be submitted to DCLG next year.

Cleveleys

- 2.2** The painting of 300 bollards and associated signage markers in Cleveleys by HMP Kirkham is nearing completion and this has been a successful partnership.
- 2.3** The High Sherriff of Lancashire accompanied by the Mayor visited Cleveleys to meet the team on Thursday 30 November. He acknowledged the hard work of the team and thanked them for their continued support to the coastal community endeavours.
- 2.4** Future project plans include speciality markets in the town and to explore ways to improve Cleveleys Bus Station.

3. Hillhouse Enterprise Zone (EZ)

- 3.1** Consultants Mott Macdonald are progressing work on the Hillhouse Masterplan. Our officers are continuing to play an active part in helping to develop this key document. A final draft was completed at the end of November, with the implementation and marketing plan to follow shortly.
- 3.2** The draft Masterplan will go out to public consultation at the start of 2018 and we anticipate formal approval and adoption of the Masterplan by the council will be sought in the Spring. The Masterplan will inform the future development of the Hillhouse EZ and will act as a strategic supporting document, which will align with the new Local Plan.
- 3.3** The EZ signage board designs have now been finalised. Land ownership via the Land Registry is currently being confirmed and detailed location plans are now being drawn up with the aim of submitting an application for advertisement consent shortly.

4. Business support

- 4.1** A successful 'Social Media for Business' workshop took place at the Civic Centre on 25 October. The workshop was restricted to six people, which gave them an in depth understanding of social media and enabled them to create their own social media profiles with 1-2-1 professional advice from an industry expert. There is demand for another workshop, which will be held in early 2018.
- 4.2** The 4th Wyre Business Awards was held on Thursday 30 November at the Marine Hall, Fleetwood. With a record number of nominations (70) and attendees at the event it was a great success. We had 16 award categories, which were independently judged by Ann Turner, Principal of Myerscough College, Maria Moriarty Eames, Marketing Lancashire, Paula Davies, Radio Wave, Andrew Leeming, Boost Business and Radio Lancashire presenter John Gilmour also attended the evening and presented an award.

5. Planning policy

Local Plan

- 5.1** The six week consultation on the 'Publication' draft Wyre Local Plan ended at 17:00 hours on Friday 3 November 2017. Most of the responses to the consultation were received in the last two days of the consultation (around 150 on the two days). The responses have been registered and around 270 were received in total. Individual responses include a number of separate representations.
- 5.2** The main task has been to summarise and respond to the various representations, and prepare for submission which includes preparing a schedule of any modifications, updating the housing figures to the 30 September 2017, updating the Statement of Compliance with the Duty to Cooperate and completing soundness and legal compliance self-assessment. Every effort is being made to complete the tasks and submit the plan for examination before Christmas.

5.3 At a duty to cooperate meeting with adjoining local authorities on 14 November 2017, it was agreed that it is necessary to confirm the Objectively Assessed Need figure for Wyre and any shortfall in supply through the examination. Blackpool and Fylde Councils have submitted representations objecting to the Wyre OAN figure. Once a shortfall figure is established it will then be appropriate to discuss how and where it can be met.

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.

arm/ex/cou/cr/17/0712 Item 11(d) Planning