Fleetwood is an unspoilt seaside resort situated at the head of the Fylde peninsula to the west of the River Wyre. It is urban and covers nearly four square miles which makes it one of Wyre’s most densely populated areas second only to the adjacent neighbouring area of Cleveleys. Fleetwood also has the highest percentage of under 16’s and 18-30 year olds than the rest of Wyre.

It includes the wards of Warren, Pharos, Rossall, Park and Mount.

The population of Fleetwood is 25,939 – making it the largest in Wyre.

Below is a summary of the investment to date, current activity and our plans for the future.

Achievements to Date

- Investment of £1.6m for coastal regeneration across Cleveleys and Fleetwood. £1m was invested into the Marine Hall, providing a new external performance space and £600k provided a purpose built Observatory at Rossall Point
- Over £100m invested to upgrade the new tram link from Blackpool South to Fleetwood (reopened April 2012)
- Over £200,000 invested in Parks and Open Spaces, at Martindale Park, Euston Gardens and Rossall Picnic Site.
- We have developed a locality plan for Fleetwood and invested £53,411 in community projects through our Shaping Your Neighbourhood initiative which includes: improvements to the sea cadets building; renovations to the Warren Farm community association building and funding to support the Cook and Eat project
- Relocation of the Tourist Information Centre to Marine Hall offering longer opening hours and a new Tourist Information Point at Fleetwood market
- A review of the Knott End to Fleetwood Ferry Service – identifying potential improvements
- In 2012, the new £10m Fleetwood Health Centre opened on Dock Street and provides care for people across the Fylde Coast
- Improvements to Bold Street / Windsor Terrace – investing over £100,000 – protecting our heritage
Blackpool and Fylde College have invested £8m in the **Fleetwood Nautical Campus** and Fleetwood Town FC has invested over £10m into the new Highbury Stadium.

**Freeport shopping centre** provides a unique shopping experience attracting shoppers from outside the area.

A purpose built depot has been provided at Copse Road costing £2m for waste services, street cleansing, grounds maintenance, building maintenance and transport.

### Current Activity

- We are investing in Fleetwood Town Centre through the **Get Rewyred Business Support Scheme**
- Improvements to the **Rossall Coastal Defences** costing £63.2m will protect our communities from flooding.
- Delivering the £2.4m Lottery funded works at Grade II listed **Memorial Park**
- A review of **Fleetwood Market** to explore opportunities for growth and income maximisation.
- Progressing an application for Big Lottery funding to tackle **social isolation** which could be worth up to £6 million for Wyre.
- Improving the offer at **Marine Hall** including food fairs, weddings, bands and entertainment.
- Purchasing and **renovating empty homes**, in partnership with Regenda.
- The first of a number of energy recovery projects by Reform Energy PLC across the North West is planned in Fleetwood, creating more than 40 jobs locally.
- United Utilities are proposing to invest £18m at Fleetwood’s wastewater works on Jamieson Road.
- Central Government are investing £3.1m to improve the A585, through two **improvement schemes**.
- Supporting a £3m joint Blackpool and Wyre **Creative People and Places project** to ensure events and arts are used effectively to promote our destinations, challenge perceptions and maximise opportunities.
- Providing financial support for the Fleetwood **festive lights** at a cost of £4220 and **CCTV** at a cost of £3750.

### What’s Planned?

- We will invest in Fleetwood by enhancing and rejuvenating the **promenade** from Rossall to Euston Park.
- We will implement our **Local Growth Plan**, to encourage investment and maximise the potential of the Fleetwood Port.
- We will work in partnership with Build Up (a training and employment programme delivered by the School of Construction at Blackpool and The Fylde College) to create a base in Fleetwood and ensure **employment for local people**.
- We will invest a further £10,000 to support more community projects through **Shaping Your Neighbourhood**.
- We will improve the health of our residents and support local service delivery by exploring and developing opportunities for **volunteering**.
- We will encourage **tourism** on the coast by improving the quality of bathing water.
- We will investigate / develop a number of **Green Infrastructure projects** including: Rossall Ecology Park; Marine Gardens Lakes; Hillhouse country park project; Euston Park; Fleetwood Splash; Marine Hall pitch and putt; Fleetwood skate park; Mount grounds; woodland management plan; improving the Bridleway network; developing the Wyre Trail network and tree planting in 20 mph zones.