

Report of:	To:	Date	Item No.
Cllr Peter Murphy Economy Portfolio Holder	Council	adjourned from 27 November 2014 to be considered on 22 January 2015	5(d)

## EXECUTIVE REPORT NOVEMBER 2014: ECONOMY PORTFOLIO HOLDER

### Purpose of Report

1.
  - 1.1 To inform Council of progress on key objectives and the current position on issues within the Economy Portfolio, as set out below.
2. **Coastal Communities Fund Scheme**
  - 2.1 The £1.55m Coastal Communities Fund (CCF) scheme comprises the Water and Skate Parks; Euston Park; Promenade; Marine Lake; an Ecology Zone; an events programme and support; and training and advice for tourism businesses.
  - 2.2 The water park area which has been redesigned, following public consultation, now includes a café area for outdoor dining, seating, play area and landscaping. The toilet block will be renovated and the Leisure Centre extended, improving the entrance to the building.
  - 2.3 The skate park will be located at a site with good CCTV coverage which is not directly overlooked by neighbouring properties and is expected to be complete in early 2015.
  - 2.4 Landscape plans for the ecology zone at Rossall are being prepared by LCC appointed through the sea defence contract by Balfour Beatty. A meeting with stakeholders is planned for November.
  - 2.5 The draining of the Marine lakes will take place from December to March and work will include scan surveys and excavation.
  - 2.6 Officers are currently working with Blackpool and The Fylde College to run courses aimed at employees working within the tourism industry and those seeking employment in that sector.
3. **Business Support**
  - 3.1 Small Business Saturday will take place on December 6<sup>th</sup>. We will be promoting the national initiative by publicising all the special offers through our website and social media channels.

**3.2** Wyre's Walk of Fame – a celebration of Wyre's businesses was held on November 20th at the Marine Hall, Fleetwood with over 150 people in attendance. Special Recognition was given to some businesses for their outstanding achievements.

**3.3** Work is continuing on developing the Wyred Up website and the new Economic Development pages on the Wyre website. Both are on track to be launched early next year.

#### **4. Wyre Local Growth Plan**

**4.1** The Wyre Local Growth Plan was launched in January 2014. An annual report will be published at the end of December showing outputs achieved across the year.

#### **5. Growth Accelerator**

**5.1** The Blackpool, Fylde and Wyre Economic Development Company have recently approved the appointment of consultants to undertake a review of existing economic data across the EDC area and to produce a single economic baseline report. This report is to be used to identify the main growth opportunities in the area and develop a Growth Accelerator Strategy and action plan.

#### **6. Local Plan**

**6.1** The draft Fylde Coast Gypsy and Traveller Accommodation Assessment (GTAA) which was jointly commissioned by Wyre, Fylde, and Blackpool Councils is now complete and forms part of the Local Plan evidence base. The Study identifies a need for 17 pitches for Gypsies and 12 pitches for Travelling Show People for the period up to 2031. The Local Plan will need to address these needs through site allocations in the emerging Local Plan.

**6.2** The initial engagement with the Parish and Town Councils is now complete. This will be a continuous process through the preparation of the Local Plan.

**6.3** Work is progressing in reviewing the Strategic Housing Land Availability Study (SHLAA) which assesses the suitability, deliverability and availability of potential development sites. It is a major piece of evidence for the Local Plan which will be taken into account in identifying allocations in the emerging Local Plan.

**6.4** Public consultation on Issues and Options will be organised early in 2015 to enable the community to get involved at an early stage in the Local Plan preparation.

#### **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.