

Report of:	To:	Date	Item No.
Cllr Peter Murphy, Planning and Economic Development Portfolio Holder	Council	20 July 2017	8(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 and Cleveleys)

Fleetwood

- 2.1 We are continuing to support new and existing businesses and to date 18 town centre businesses (one more this quarter) have received funding towards shop front improvements. Ideas are being explored to work with Fleetwood Market and traders as part of a short term regeneration project funded by Coastal Community Team funding.

Cleveleys

- 2.2 'The Big Cleveleys Clean Sweep was a great success. Activities included planting, weeding and improving the appearance of the town centre and resulted in the team recruiting more volunteers. They are continuing to meet regularly and are eagerly planning future projects in the town.

3. Hillhouse Enterprise Zone (EZ)

- 3.1 Consultants Mott Macdonald have been appointed by NPL Estates to deliver the Hillhouse Enterprise Zone (EZ) Masterplan. The Inception Meeting took place on Wednesday 24 May at Hillhouse EZ. DCLG funding of £50,000 which Wyre Council secured will be used towards the development of the Masterplan. Our officers will 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 ready by September 2017 along with an implementation and marketing plan.

3.2 On 16 June, the LEP EZ Governance Sub-committee agreed that the accent colours within the LAMEC (Lancashire Advanced Manufacturing and Energy Cluster) branding allocated to Blackpool and Hillhouse EZ's will be reversed, with Hillhouse adopting the green colour logo and Blackpool the tangerine logo.

3.3 Marketing Lancashire have prepared marketing collateral which was used at the Paris Airshow in June, and will continue to use this for now. The main launch of the LAMEC branding will now be MipiM UK at London's Olympia in mid-October so there is time to complete any brand amendments before this key date.

4. Business support

4.1 The Wyred Up business networking event took place on June 27 at Cleveleys Park Club, where Keith Whittle, Sales and Customer Relations expert from North and Western Lancashire Chamber of Commerce delivered a workshop to members.

5. Planning policy

Local Plan

5.1 As Members will recall, the Local Development Scheme (LDS) was amended in April 2017. It was necessary to revise the timetable and work programme in order to make sure the evidence base is complete at the time when the Council considers the 'Publication' draft Local Plan for public consultation and submission which is still planned for September 2017.

5.2 At the last Fylde Coast Duty to Cooperate meeting, Blackpool raised questions with regard to both the employment and housing OAN figures. It was agreed that a session be held where consultants can explain the employment and housing OANs and answer questions on the evidence. This session was held on 5 July 2017.

5.3 As has been previously reported, at the end of March the Planning Inspectorate commenced hearings into the Fylde Local Plan. Wyre had objected to the Fylde Local Plan to the extent that Fylde has not adequately addressed the issue of our inability to meet our own housing needs due to our constraints. Fylde were aware of the issue as early as December 2015 and as such it has not met the duty to co-operate requirement. In an Interim Report the Inspector concluded that Fylde has met the duty to co-operate requirements. Wyre has now submitted further written representations to the second stage of the examination that the Fylde Local Plan strategy does not contain sufficient flexibility to address the shortfall in Wyre.

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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