

Report of:	To:	Date	Item No.
Cllr Peter Murphy, Planning and Economic Development Portfolio Holder	Council	7 September 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 19 town centre businesses (one more this quarter) have received funding towards shop front improvements. A contribution from the Fleetwood CCT budget has gone towards the cost of erecting new signage/branding at Fleetwood Market. The Fleetwood CCT Update Action Plan was sent to Department for Communities and Local Government (DCLG) in early June. 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** A project to repaint the bollards, railings and signposts in Cleveleys town centre has commenced. The town team are working in partnership with HMP Kirkham, and the improvement project will continue throughout the year.
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. 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 completed by the end of September 2017 along with an implementation and marketing plan.

- 3.2** The final design of the EZ signage boards have now been agreed. The locations of these boards are to be determined with help from the Planning Team, and it is hoped they will be erected by the end of September.
- 3.3** Marketing Lancashire are preparing 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 in mid-October. It is envisaged that our Economic Development Officers and NPL will attend to represent and promote Hillhouse EZ.
- 3.4** A stakeholder meeting took place on 5 September at AFC Fylde Football Ground at Mill Farm, Wesham. The day was split into two halves, with the morning session starting with an introduction from Mott Macdonald presenting the first draft of the Hillhouse EZ Masterplan. The second session was delivered by Mike Barber, Marketing Lancashire presenting the latest branding and marketing package for the MIPIM UK event, followed by a joint project board meeting with Blackpool EZ representatives present. The afternoon was a repeat of the morning session but with a focus on Blackpool Airport EZ.

4. Business support

- 4.1** The Wyred Up business networking event took place on 5 September at Fleetwood Golf Club. The theme was a 'Social Media for Business' workshop delivered by Digienable.
- 4.2** Wyre Business Awards will be held on Thursday November 30 at the Marine Hall, Fleetwood. There are 15 categories this year including two new awards - Rural Business of the Year and Market Trader of the Year. The nominations are now open on the Wyre Council website, and we also have three sponsorship packages ranging from £75 - £800.

5. Planning policy

Local Plan

- 5.1** The 'Publication' draft Local Plan is on this Council agenda for approval together with the Sustainability Appraisal, (SA). In accordance with the approved Local Development Scheme (LDS) a six week public consultation on the draft Local Plan and SA will commence later in September. A full report is included with the Council papers.
- 5.2** Fylde Borough Council has published further evidence for consultation in relation to their Local Plan. It was not considered necessary for any comments to be made on the evidence. It may be necessary to submit representations when modifications to the Fylde Local Plan is published with regards to the issue of housing shortfall in Wyre.

5.3 Neighbourhood Plans

A neighbourhood area was approved last February for Dolphinholme. The Parish Council has carried out preliminary consultation on options for development but there has not been a draft Neighbourhood Plan prepared yet. A neighbourhood area is expected to be approved for Barton later in September. Garstang Town Council have expressed an interest in preparing a neighbourhood plan but as yet no application has been made for the designation of a neighbourhood area. Other parish councils have also asked for information on neighbourhood planning.

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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