

Welcome

Wyre Council and its partners have been successful in a first round bid for the Government's Future High Street Fund.

This money is being used to develop proposals that will help stakeholders respond to changes in patterns of retail, leisure and other high street activities in order that the town centre can thrive as a focus for community and economic activity in the future. This work will support a further bid to the Future High Street Fund for a more substantial sum of money in order to deliver the proposals.

This presents an exciting opportunity not only to frame a Future High Street Fund bid, but also to think more widely about what sort of town Fleetwood could be in the future and what sort of town centre is needed.



Fleetwood Town Centre Boundary



Lord Street looking North



Lord Street looking South



Albert Square looking South

This exhibition describes some initial thinking around those themes and we would like to hear your views in response to this. The exhibition includes 3 plans which show 3 levels of ambition for the future:

- **Plan A** is the most fundable and deliverable of the proposals over the shortest timescale.
- **Plan B** includes proposals that are more ambitious and that could have a greater impact on the future of the town, but they would require more investment and carry more uncertainty in delivery.
- **Plan C** includes examples of some "big ideas" that could significantly change the fortunes of Fleetwood, but which would need significant investment and may take the longest timescale to deliver with the greatest uncertainty.

The three plans are not mutually exclusive and they could be seen as three sequential steps of development.

The focus of our thinking is to assess how Fleetwood Town Centre can sustain and grow itself and how best to support the delivery of economic growth and prosperity in the town. We have also considered ideas for areas outside of the immediate town centre boundary as we believe that the future success of the town centre and that of the wider town are inextricably linked.

We would like your views on the initial ideas presented, including:

The level of ambition that you feel is appropriate, and any further comments in relation to the future health and success of Fleetwood Town Centre that you would like us to consider.

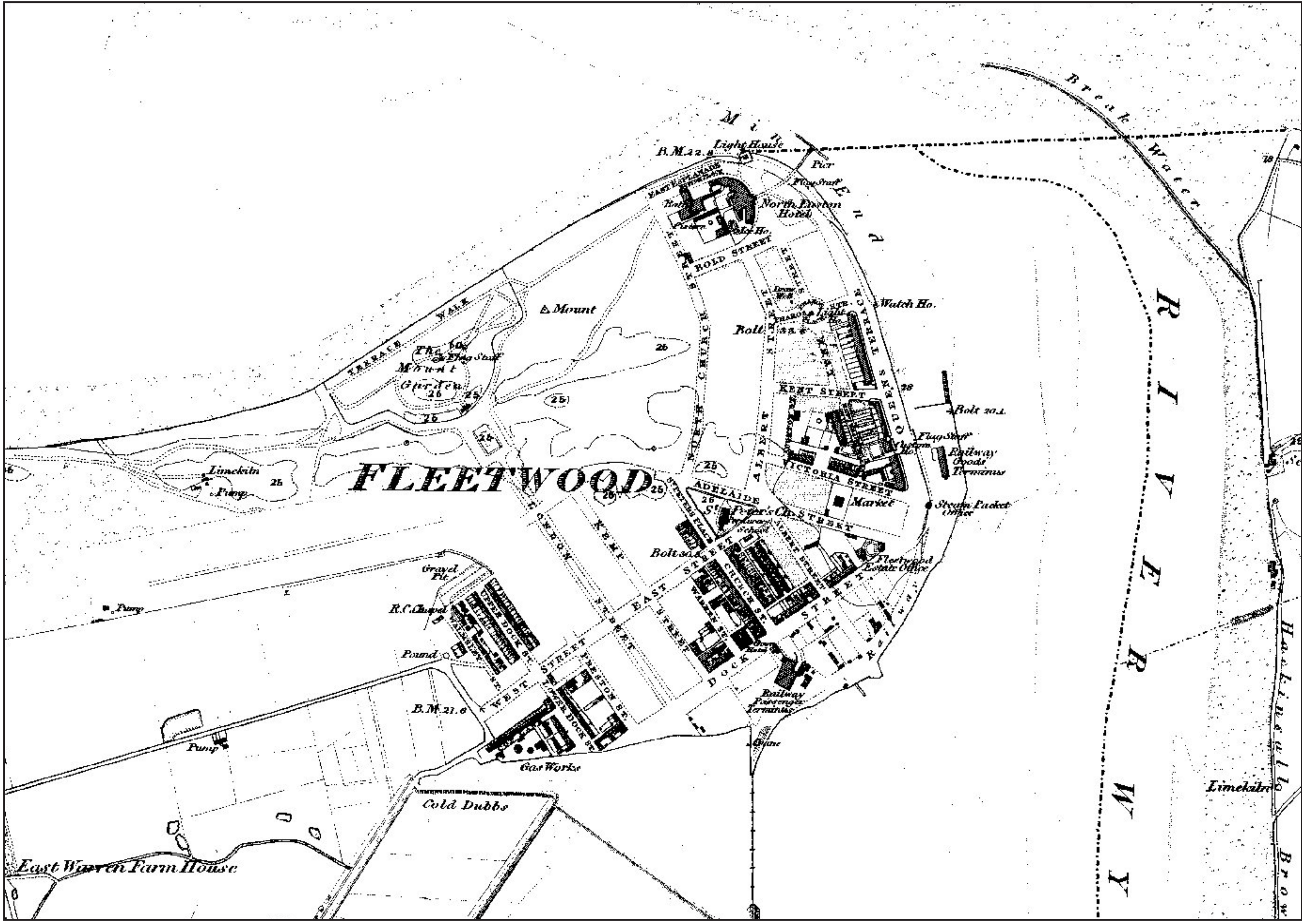
Context

Fleetwood is the largest town within Wyre borough with a population of over 25,000.

The town has a significant list of key assets including access to both river and coast; fantastic views and sunsets over Morecambe Bay; many listed buildings within a conservation area that covers the historic planned layout of the town; beautiful parks and gardens; access by tram; a marina; a golf course; a successful football club; a destination market, retail outlets and museum; an art deco arts venue and of course its people.

In recent years however some of the town’s key economic sectors have declined and it now suffers from higher than average levels of deprivation. Despite this Fleetwood is still the economic heart of Wyre with key employment in food, health, public services, retail and tourism and leisure.

With the right vision, energy and investment we believe that the future for Fleetwood can be great.



The start of a new town: Fleetwood in 1845

The Town Centre

Fleetwood was originally planned by Decimus Burton, one of the foremost English architects and urban designers of the 19th century.

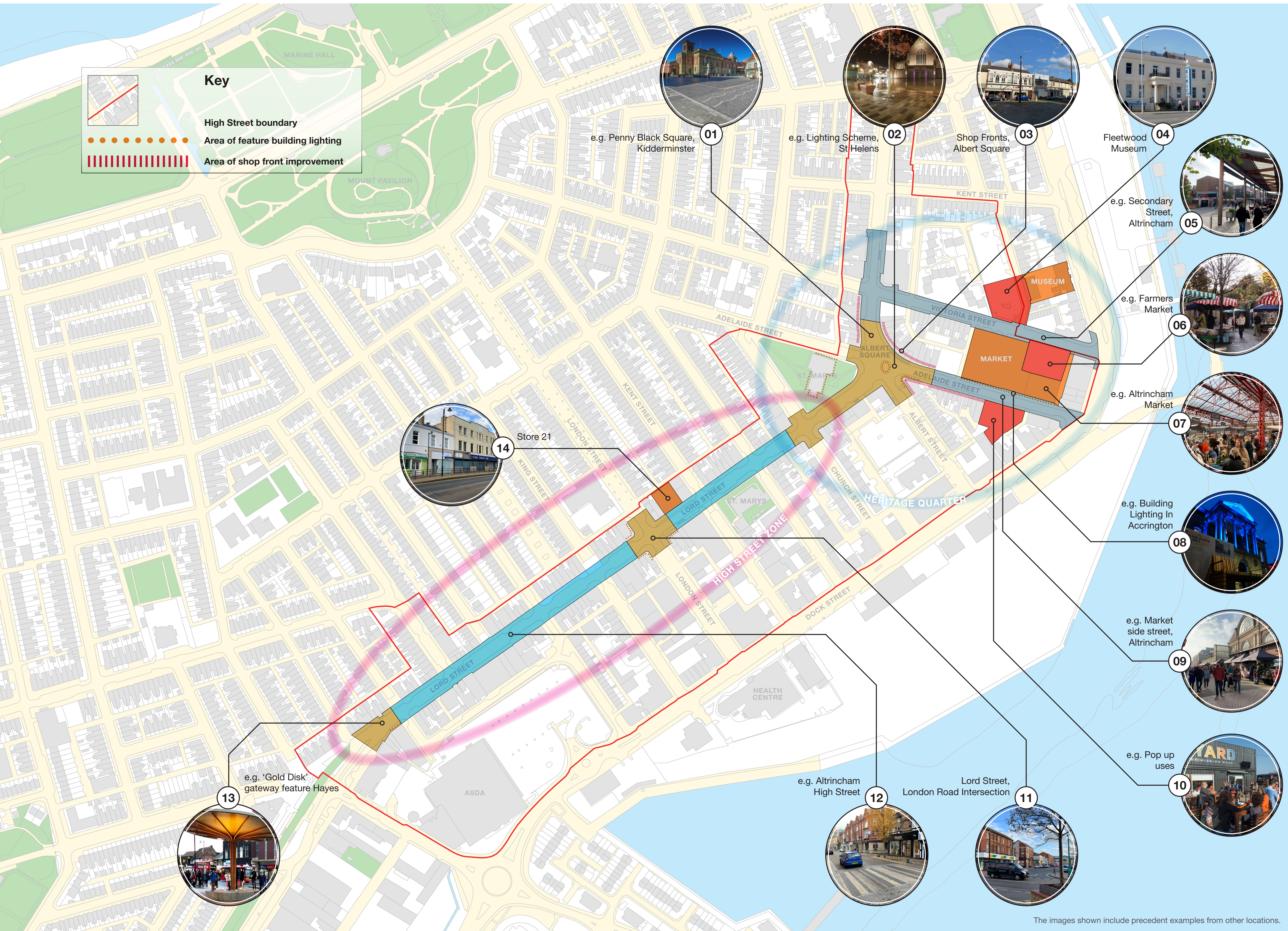
His legacy remains visible in many of the town’s historic buildings and landmarks and the original ‘wheel’ design of the town is still visible from above.

The present day town centre is focused along Lord Street which is intersected by Adelaide Street that is home to Fleetwood Market, which has the potential to play a strong role in a new town centre. On the edge of the town centre, the Port of Fleetwood whilst ceased operation in 2010 remains a designated Port and represents a unique asset.



Plan A

Proposals that are fundable and deliverable in the **shorter term.**



The interventions proposed in Plan A are closely aligned with the aspirations of Fleetwood’s first round Future High Street Fund application and centre around investment along Lord Street and the development of a ‘Heritage Quarter’ through investment in Fleetwood Market and Museum and the public realm around them, linking to Albert Square. The intention is that this will create a defined area within which initial investment creates an improved retail, leisure and cultural offer driving increased visits, dwell time and visitor spend to include an extension to trading hours. This will also generate a step change in perceptions of the town centre and, with that, improved prospects for additional investment, with the aim of creating a ‘snowball effect’.

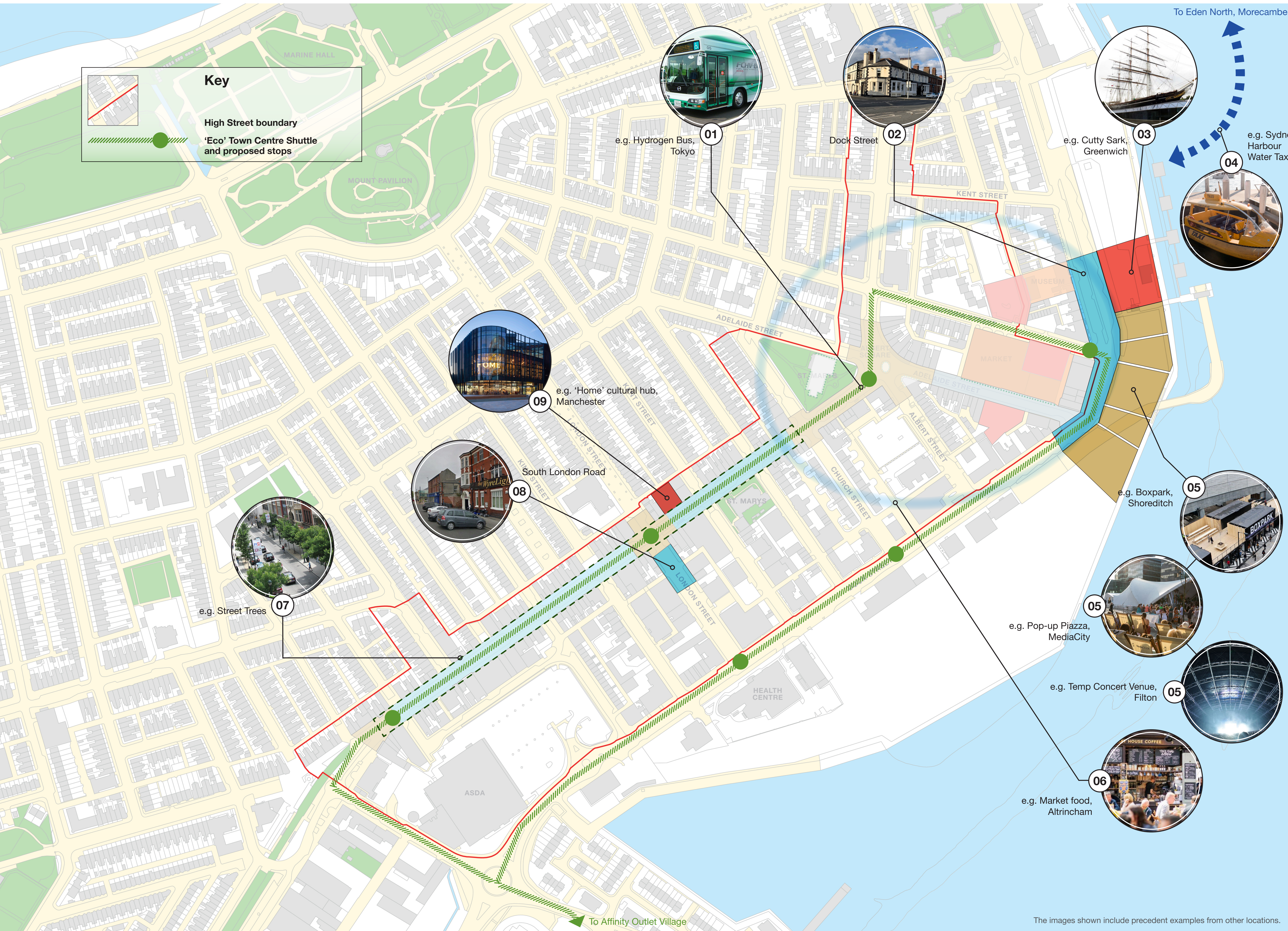
Other proposals in Plan A are purposed to improve wider perceptions of the high street leading away from the Heritage Quarter, through targeted public realm interventions and exploring the bringing back into use of ‘Store 21’, a key building along Lord Street.

Potential interventions

- Investment in high quality ‘gold pallet’ public realm around Fleetwood Market including a new ‘pedestrian prioritised’ space at Albert Square as a focal point for the town centre.
- Feature Lighting to St. Peter’s Church, Albert Sq clock, the former bank on corner of Adelaide St/Albert Sq and Fleetwood Market building in order to showcase some of Fleetwood’s beautiful architecture and support the development of an evening economy.
- Shop front investment to selected properties along Adelaide Street and Albert Square, building upon other interventions to create a new image for the town centre and a positive environment for visitors, investment and business.
- Investment in Fleetwood Museum including:
 - Improved building access
 - Improved gallery and exhibition spaces
 - Potential new arrival space and access point, linking to Victoria Street and Fleetwood Market
- Investment in good quality ‘silver pallet’ public realm along Victoria Street leading to the Library tram stop. This links investment in the museum and market with key public transport and sets up a pedestrian circuit around the heritage quarter, encouraging visitor access, dwell time and spend.
- Committed investment in Fleetwood Market including:
 - General refurbishment of the market hall and space for a new ‘digital hub’.
 - A new outdoor market area with enhanced environment and ‘local’ food offer.
 - Conversion of space above the market for arts/craft makers linked to a combined sales area within the market.
 - An extension of market trading days and hours.
- Building façade lighting to encourage development of an evening economy - see point 2 above.
- ‘Silver pallet’ investment in public realm along Adelaide Street and a change to a pedestrian priority environment in order to promote niche retail, cafes, restaurants, street food and ‘spill out’ trade from the market.
- Vacant site used for temporary “meanwhile” uses that support the development of activity spill out from the market, targeting facilities that would appeal to a younger age group, thereby broadening the visitor demographic.
- Investment in high quality ‘gold pallet’ public realm at the key intersection of Lord Street and London Street including feature lighting to key corner buildings.
- General public realm works and targeted interventions along Lord Street in order to improve the environment for investment and business.
- Investment in high quality ‘gold pallet’ public realm to identify a positive ‘gateway’ into the town centre. Opportunities for a sculptural gateway statement and feature lighting.
- Explore acquisition of “Store 21” building with an initial refurbishment of the exterior and the ground floor brought into use for “meanwhile uses” which could include:
 - Start-up small business units.
 - ‘crèche’ space/indoor play.
 - facilities for younger people.

Plan B

Proposals that are fundable and deliverable in the **medium term**.



The interventions proposed in Plan B build upon those of Plan A and are targeted towards continuing investment in both the town centre and Fleetwood more widely.

A number of assumptions about key infrastructure investments and key developments underpin Plan B.

They are:

- That wider improvements and extensions to the tram network have been made, including interchange stops at Poulton le Fylde and Blackpool North, connecting the tram line from Fleetwood to the rail network.
- That with improving accessibility (linked to the point above) land around the southern docks is developed for mixed use, including a substantial new residential offer and further development at Affinity. This will bring a new population and economic boost to the town.
- That the old Fleetwood Hospital site is redeveloped creating a hub of activity at the northern end of the town centre.
- That Eden North at Morecambe is open, or close to opening.

Potential interventions

- A dedicated "green" (possibly hydrogen - linked to Lancaster University research specialism) Town Centre Shuttle service between the Heritage Quarter and the redeveloped dock area. This would loop along Dock Road and Lord Street, with a summer season extension along The Esplanade (Marine Hall). The shuttle would connect visitors to the Heritage Quarter/High Street and Affinity promoting linked trips and cross over spend.
- Investment in good quality 'silver pallet' public realm along Queen's Terrace/Dock Street from Fleetwood Museum to Adelaide Street. i.e. connecting the Market/Heritage Quarter to the riverfront in order to enhance the appeal of this area as a visitor destination and unlock opportunities for further investment.

Included within this:
 - River front lighting.
 - Digital interpretation - both heritage and environment.
 - Improved visitor coach parking.
- Land at the former ferry terminal developed as an 'annex' to Fleetwood Museum for display and interpretation of larger marine vessels/artefacts.
- Exploration of a 'water taxi' service from the portside opposite Fleetwood Museum to the jetty at Eden North, Morecambe - possibly a shallow draft fast boat.
- Land at the former ferry terminal running from Fleetwood Museum to the end of Adelaide Street to be opened up to Dock Road.

This to be used for 'meanwhile uses,' possibly including a programmed events space; 'Box Park' like container development with craft retail and food and drink offers; pop up venues; mini festivals; winter markets etc.
- Promotion of further commercially led development around Fleetwood Market/Heritage Quarter targeting a 7 day per week offer with a strong local Lancashire food focus and an evening food and drink offer.
- Tree planting/green spaces and additional public realm works along Lord Street including digital information and signage/wayfinding. This to improve high street accessibility and environment in order to promote further investment and also promote wellbeing.
- Investment in good quality 'silver pallet' public realm to the southern end of London Street from Lord Street to the Wyre Light including tree planting and improved car parking.
- Full conversion or redevelopment of 'Store 21' targeting business start-up/incubation and cultural/community uses.
- Promotion of reconfiguration of selected residential stock north of Lord Street and residential development south of Lord Street between London Street and Adelaide Street to provide greater variety in the types of town centre stock and a more diverse town centre population.
- Acquisition of further key buildings along Lord Street and conversion to trial town centre living above ground floor commercial/retail/leisure use.

Plan C

Proposals that are fundable and deliverable in the longer term.



The interventions proposed in Plan C are the ‘bigger moves’ that Fleetwood could make, building on the momentum and appetite for investment that the interventions proposed on Plans A and B could generate.

If successfully implemented this scale of intervention could have a significant positive impact on the vibrancy and economic health of Fleetwood Town Centre and the wider town.

Potential interventions

1. Realignment of the town centre tram line to provide a loop by returning along Dock Road. This would connect a wider area of Fleetwood (and importantly the port land) to the network.
2. Major mixed use development on the port land. Potentially including:
 - New residential development
 - New employment area
 - New public realm as setting for leisure/food & drink offer
 - Waterfront events space
 - Possible hotel with conference facilities
 - Public access along river's edge linking to extended walking and cycling routes beyond
 - High quality ‘live’ frontage to Dock Road
 - Development taking advantage of views out to River Wyre and Morecambe Bay to the north.
3. Residential led development on port land opposite Queens Terrace, targeting the over 55 market (grey pound).
4. Promotion of market led development of selected sites between Dock Road and Lord Street targeting residential led mixed use and higher value added employment. Local Authority intervention to remove obstacles to development.
5. A major, year round destination development of scale to bring new visitors and a new demographic to Fleetwood. Possible sites include:
 - Part of ABP port land
 - Redevelopment of underused tourist attraction sites along the north coast for active water sports.
6. Associated with the above, a new north shore hotel offer (targeting eco/health/wellbeing market) and additional leisure/food/drink related offers that capitalise on the fantastic views and “the best sunsets in Lancashire”.

Your Views

Thank you for reviewing this exhibition.

We would like your views on the ideas presented. If printed feedback forms are available where you are viewing this exhibition you may leave your comments now.

You can also leave comments via the web address below, where the information presented here can also be accessed:

www.wyre.gov.uk/futurefleetwood

Alternatively, you can also post your comments to the address below:

**Future Fleetwood, Wyre Council,
Economic Development, Civic Centre,
Breck Road, Poulton-le-Flyde,
Lancashire, FY6 7PU**

**Comments can be made up until
20th December 2019.**

Questions

- What level of development and investment should Fleetwood aim for in the future - Plan A, Plan B or Plan C?
- Are there any ideas or interventions shown on these plans that you would like to particularly support?
- Are there any ideas or interventions shown on these plans that you do not support?
- Do you have any other comments that you would like to make?

Next Steps

Wyre Council, its partners and consultants will consider all comments received as a result of this consultation process and also comments received from a range of conversations with other stakeholders. From this the Council will produce a draft 'preferred option' to guide the development of Fleetwood Town Centre. This draft preferred option will be presented at a further public consultation in March 2020.

Following this a final version of the preferred option will be produced, taking account of comments received during the public consultation, and a final report offered to council members for endorsement.

This work will also inform Wyre Council's bid for the Government's Future High Street Fund which it is expected will be made in April 2020.



Contacts

If you have any queries about the information displayed here or about the process described you can contact Wyre Council;

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