

Report of:	To:	Date	Item No.
Cllr Peter Murphy Economy Portfolio Holder	Council	September 2014	8(d)

## EXECUTIVE REPORT: ECONOMY PORTFOLIO HOLDER

### 1. Purpose of Report

- 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 and the Ecology Zone. There will also be an events programme to attract more visitors to the area, and support, training and advice for tourism businesses.
- 2.2 Following consultation with interested community groups the water park now incorporates a paddling pool and splash pad designed for use by a range of age groups. Seating, picnic areas and space for children's play will be provided next to the facility. The toilet block will be renovated and the Leisure Centre extended, improving the entrance to the building and creating a café with an area for outdoor dining.
- 2.3 The skate park will be located at a site with good CCTV coverage which is not directly overlooked by neighbouring properties. Users and members of Fleetwood Skate Park Committee have been consulted to determine the skate features to be included.
- 2.4 Landscape plans for the ecology zone at Rossall will be prepared by LCC appointed through the sea defence contract by Balfour Beatty. A meeting with stakeholders is planned for October.
- 2.5 The draining of the Marine lakes will take place during December to March and work will include scan surveys and excavation.
- 2.6 Officers are currently working with Blackpool & The Fylde College to run courses aimed at employees working within the tourism industry and those seeking employment in that sector. Preparation for a festival along the entire coastline from Rossall to Euston Park for summer 2015 is underway.

### **3. Business Support**

- 3.1** The latest Wyred Up business support and networking event was held on 8 October at Rossall School.
- 3.2** Wyre's Walk of Fame – a celebration of Wyre's businesses is to be held on November 20<sup>th</sup> at the Marine Hall, Fleetwood. The event is to combine the Tourism Stars event and the successful Get Rewyred Awards. This event will be showcasing all businesses that have stood out from the rest in 2014.
- 3.3** We are currently updating both the Wyred Up website and the Wyre Council website to reflect the re-launch of Wyred Up and Wyre Business Support Service in January 2015.

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

- 4.1** The Wyre Local Growth Plan was launched in January 2014. I will inform Council of any significant elements of the third Performance Plan Report (July – Sept) which is due to be published in early October.

### **5. Local Plan**

- 5.1** The draft Fylde Coast Gypsy and Traveller Accommodation Assessment (GTAA) which was jointly commissioned by Wyre, Fylde, and Blackpool Councils has been circulated to the other Lancashire authorities for comment. No concerns or objections have been raised. Once accepted and finalised as part of our Local Plan evidence base, it will feed into the plan making process and any need identified will be addressed through site allocations in the emerging Local Plan.
- 5.2** We are continuing our engagement with the Parish and Town Councils and have discussed with them issues around how the plan will develop and how the vision will be delivered through its strategy and policies in a way that delivers growth in a structured way. In particular we are discussing emerging key issues and possible implications for each parish/town area. To date the conversations we have had have been positive and most Parish and Town Councils have requested follow up meetings.
- 5.3** The Rural Affordable Housing needs Assessment published in July 2010 (adopted in October 2010) will be considered to be out of date after 5 years and therefore a new survey is being commissioned soon which is proposed to be ready for adoption in summer 2015. It is likely that the new survey will be a borough wide survey – rather than just a rural survey. As the Strategic Housing Market Assessment (SHMA) was carried out on a Fylde Coast basis (Blackpool, Fylde and Wyre Councils), it is considered that there would be some advantages for the new affordable housing survey to be carried out on the same basis and this possibility is currently being explored with our neighbours.

## **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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