



Report of:	To:	Date	Item No.
Cllr. Barry Birch, Economy Portfolio Holder	Council	20 October 2011	9(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.

2. Current and Future Issues

- 2.1 Summary information is attached in Appendix 1 on recent activities relating to the following desired outcomes.

- Regeneration of Fleetwood and Thornton
- Revitalisation of the rural economy
- Affordable homes for local people
- Revitalisation of Poulton-le-Fylde
- A clear policy framework for future development
- Transport Matters

- 2.2 Information is also included in Appendix 1 on recent discussions on improvements to the local transport infrastructure which, if realised, would contribute significantly to a number of these desired outcomes.

3. 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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ECONOMY PORTFOLIO HOLDER PROGRESS UPDATE
October 2011

1. Regeneration of Fleetwood and Thornton

- 1.1** Fish & Food Park in Fleetwood – this project remains a priority and discussions have taken place with a potential investor on a proposal that would include a larger mixed use scheme including a new Fish & Food Park. Discussions are at a very early stage and due to reasons of commercial confidentiality I cannot comment further. Members and residents can be assured that should matters progress then at the appropriate stage and prior to the submission of any planning application the investor will be required to undertake a full public engagement exercise.
- 1.2** Bay Business Centre in conjunction with Job Centre Plus have launched a new service “The Enterprise Club” a monthly meeting where new topics will be discussed and support provided for people who are looking to set up their own business. The meeting will take place every 2nd Thursday in the month at Fleetwood Enterprise Centre, 56 Adelaide Street, Fleetwood.
- 1.3** At the Lancashire County Council Developments Ltd (LCDL)(Economic arm of Lancashire County Council) Board meeting on the 15th September 2011 a report on the emerging work programme and priorities of LCDL's newly formed Strategic Development and Business Growth Teams following the recent restructure of the Company was approved. Six priority sites in Lancashire have been identified by LCDL where including Hillhouse at Thornton. LCDL staff will provide direct support to us so together we can fully exploit the opportunities that exist at Hillhouse.

Sea Change Project:

- 1.4** Marine Hall Gardens – William Pye who are the contractors undertaking the work on the Marine Hall gardens provide weekly site updates and monthly contractor reports, which are being sent out to members of the public as well as Members and officers. It is also uploaded onto the website and Facebook page, displayed at Fleetwood Library and in and around the Marine Hall. There are laminated images of the new designs with supporting information for members of the public to view at the Marine Hall and copies to take away.
- 1.5** The entrance and footpath to the main doors has been completed in time for the main event of the year, the Fylde Folk Festival, and for a forthcoming wedding. Other works are continuing on schedule with the pre-cast steps and seating already formed. Work is on schedule and is due to be completed as anticipated in November/December.

- 1.6 Rossall Point – The Coast Watch Group will be vacating their current premises shortly and look forward to completion of the new building. Alternative premises have been investigated although Coast Watch has indicated that it will be suspending their services during the winter months.
- 1.7 A press release will soon be issued with details of the dates and construction timetable once all of the agreements are in place with the proposed contractor, F Parkinson's Ltd.
- 1.8 Orange has agreed to remove their mast and equipment temporarily to a site adjacent to enable work on site to commence and this is currently being progressed by our estates and legal teams.
- 1.9 Mythic Coastline- We are still in the process of procuring the manufacturing and installation of the artworks, which Stephen Broadbent designed. The work has been split into 3 contracts and is currently being evaluated.

2. Revitalisation of the Rural Economy

- 2.1 Referrals are still being made via the LAG and we are supporting this. A number of new companies have come forward and are receiving assistance.

3. Affordable Homes for Local People

- 3.1 The Regenda Group recently opened their most recent affordable homes development (13 units) off Garstang Road in Claughton. There were over 70 applications from local families demonstrating a clear local need for such provision.

4. Revitalisation of Poulton-le-Fylde

- 4.1 At the last meeting I reported that negotiations were continuing between the current owners of the Teanlowe Centre and a prospective purchaser. I can now confirm that contracts have been exchanged between the Co-Op (current owners) and Development Securities. Development Securities are a London Investment Company who have interests throughout the North West including property in Blackpool, Preston and Manchester. As part of the conditions attached to the heads of terms Development Securities are required to reach agreement with the Council on certain matters which the Cabinet will consider at their meeting on the 26 October 2011.

5. A Clear Framework for Future Development

- 5.1 Work continues on our Core Strategy and in order to ensure that we remain on track for a submission later next year we will shortly be advertising for a temporary Planning Policy Officer. Appointing on a

temporary basis is more cost effective than using Consultants and will provide the necessary resource to enable us to meet our deadlines and submit the document to the Planning Inspectorate for consideration. The Core Strategy is a critical document that not only sets a clear vision for the future but it will ensure we manage our land resource effectively ensuring appropriate development is directed to the most suitable and sustainable areas of the borough whilst protecting and maintaining the unique character of Wyre, which in itself is a valuable asset.

6. Transport Infrastructure

6.1 Lancashire County Council has consulted us and we have made comments on the draft Local Transport Plan. In addition a Task & Finish Group has been established to review the way in which key partners work with the Council, to identify the obstacles that prevent effective engagement/partnership working and identify opportunities for improvements. The objectives of the review are :

- To identify specific, achievable areas for improvement in the way in which partners work with the Council
- To gain agreement for, and ultimately set in place, a working protocol / Memorandum of Understanding between the key agencies.

The intended outcome of the review is:

- A more coherent transport infrastructure that will maximise the benefits and opportunities (social and economic) for the residents of Wyre.

I look forward to receiving the report of the Task & Finish Group.