

Welcome!

Wyre Borough Council have commissioned a study to consider how Poulton Town Centre might be improved to address future challenges and opportunities. This is to ensure the economic wellbeing of the town so that it can better meet the needs of its residents, businesses and visitors for the next 15 years and beyond.

This exhibition sets out:

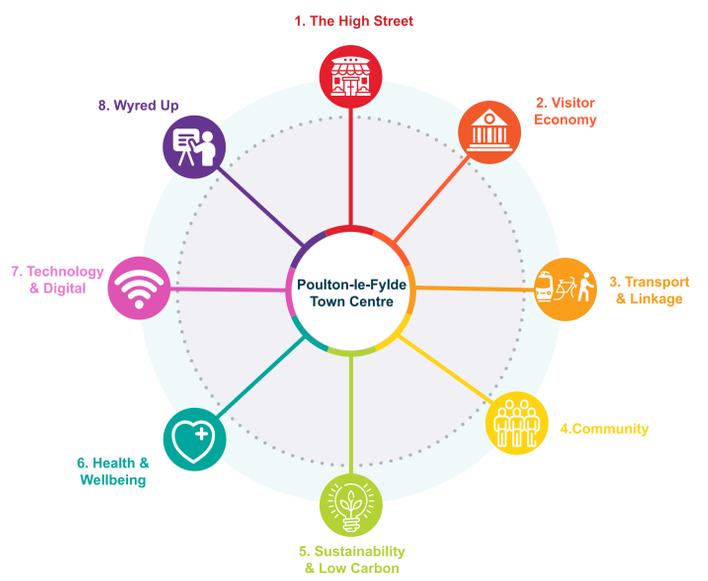
- Progress on the wider study including the definition of a Vision and set of Objectives to guide Poulton's development;
- Previews the key interventions that could deliver the Vision and;
- Confirms next steps, including the publication of a Regeneration Framework Report in late 2023 which will be made publicly available.

If you have any questions or views about the information presented we would like to hear them via the feedback forms available at the exhibition or via the link below if you are viewing online.

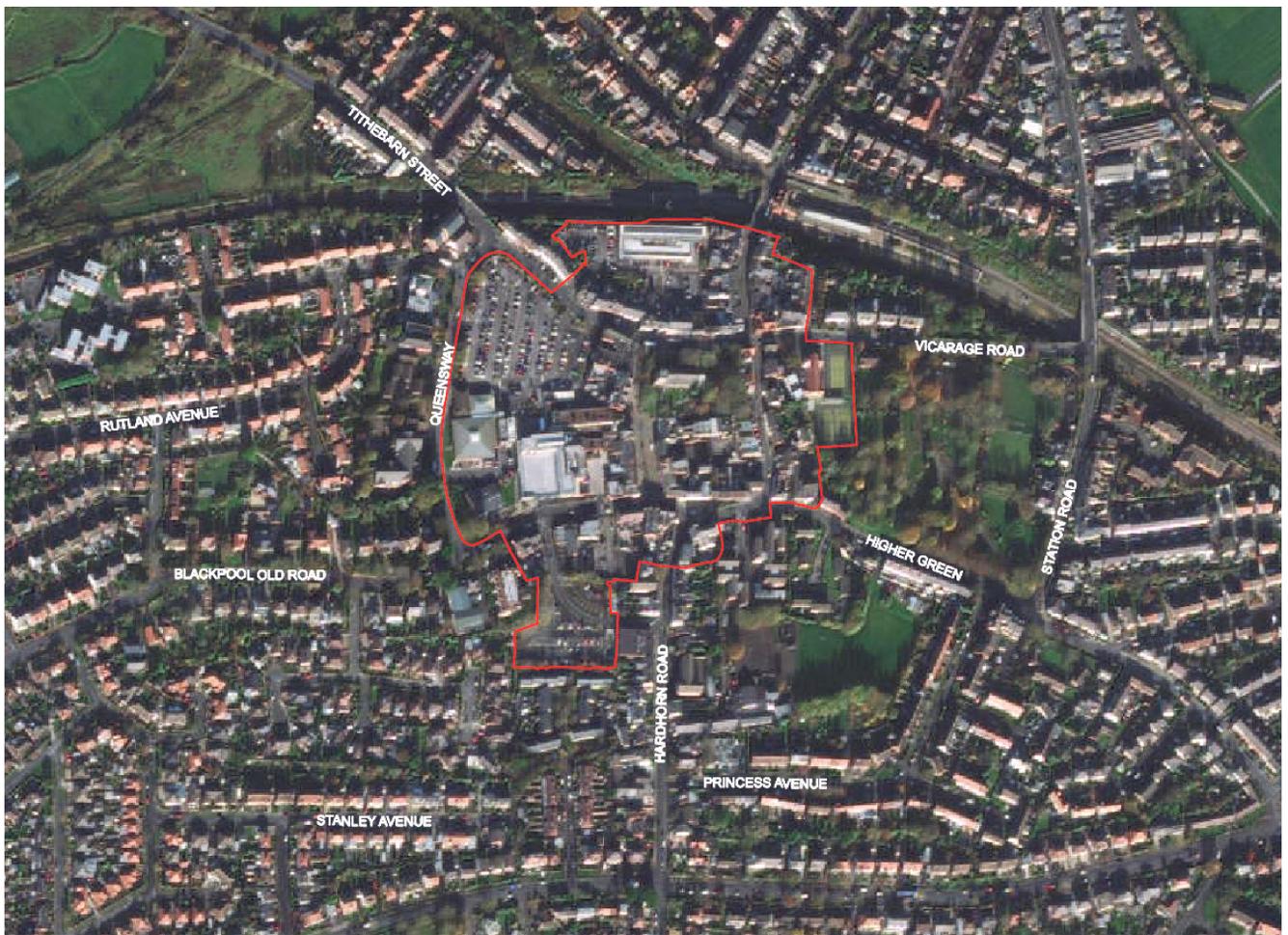
Email: regeneration@wyre.gov.uk

www.wyre.gov.uk/Poultonprojects

A number of proposed interventions will be delivered by community stakeholders, alongside public and private sector support. If you are interested in contributing or becoming a partner to help deliver these interventions, please get in touch.



The study is structured around eight 'themes' or areas of interest that are important to the success of the town centre.



Existing Poulton Town Centre Boundary

Vision

“We are Poulton. We are a contemporary shopping experience and a thriving evening economy with a vibrant calendar of events giving us a distinctive identity as a prosperous market town.”

Objectives

In order to deliver The Vision, the objectives for the town centre are to:

1

Deliver high-quality public realm improvements, including a focus on reducing the impact of traffic in order to enhance the pedestrian experience.

2

Make Poulton a sustainable, low-carbon town - aim for best-practice solutions to tackle energy and sustainability.

3

Encourage greater activity and events during the daytime and evening.

4

Build on Poulton's Localism, enhancing its current independent retail offer.

5

Actively manage and programme Poulton's town centre spaces and places.

6

Be known for its strong community and local heritage.

Interventions

Wyre Council and its consultants have defined a set of 14 'interventions', or actions that will positively impact the town's future.

A summary of these interventions are set out below.



The High Street

1. Adopt a Public Realm Improvements Strategy

Currently the design of the road network in some areas of the town centre prevents pedestrians moving easily and exploring. A phased approach to improve public realm and pedestrian safety could look at options for projects on Blackpool Old Road, Ball Street and Chapel Street.

Integrating bespoke digital and physical signage to improve navigation around the town centre and promote events. The design of the signage would reflect Poulton's localism and distinctive character.

Introduction of bespoke street furniture and surface treatment to bring a sense of heritage to the town centre. These would include engravings about local history and seek to integrate thoughtful references into the public realm.



Visitor Economy

2. Develop the visitor economy

Strengthening links with local community groups to enhance the events calendar. The aim is to grow the number and diversity of audiences using and, more importantly, spending time in the town. With collaboration and sharing ideas with key stakeholders to keep the events calendar refreshed.

Encourage high-quality, engaging events for young people. This would expand Poulton's event offering, creating a series of targeted festivals for young people. These can be different types of festivals including music, dance, food and drink, clothing and craft fairs, and technology and digital events.

Actively supporting creative arts within the local community by working alongside local groups, schools, and community groups to develop content for locally-curated projects. This places emphasis on local artists and talent, and community participation.

3. Introduce a new variety of outdoor markets with a focus on food, arts and crafts. The town centre has pedestrianised areas suitable for responding to this trend and can complement the current offer by improving the look, feel and overall quality of experience.





Transport & Linkage



4. Support the development of the Poulton-to-Fleetwood Rail Line to better connect commuters to the train station and beyond. This intervention would look to respond to the recommendations of studies by Network Rail which are currently in progress.



5. Improve visitor infrastructure including exploring the provision and distribution of electric charging infrastructure for vehicles.

6. Improve cycling and walking infrastructure in and around the town centre. This would achieve safer routes that are better connected to key local services and transport nodes. This would also better position Poulton to attract leisure cyclists and improve its visitor offer.



Community

7. Support local projects and initiatives.

Make Poulton a Purple Flag town centre - an international accreditation programme which recognises places that have shown they are a safe, as well as thriving environment at night-time.



Incorporating community-led greening projects around Poulton, to improve the look and feel of the high street. This can create more beautiful spaces for town centre activities.



Develop a town centre awards scheme. The awards are meant to highlight local individuals, businesses and community groups for their service and dedication to the wider Poulton community. The types of awards can include Civic, Sustainability, Youth and Community awards.



Development of Cottam Hall Playing Field so as to provide better facilities and sports pitches. Ideas include improving the playing pitches, new or updated pavilion facilities, installing outdoor gym equipment and a circular path or track for walking, cycling and wheeling.



Sustainability & Low Carbon



8. Explore the establishment of a Community Energy Trust. This will be a forum through which to explore responses to a range of energy-related issues. This could involve supporting energy-saving measures such as better wall insulation, windows, and doors for selected buildings.



Health and Wellbeing



9. Social Prescribing is already established in Poulton and is provided by the NHS Wyre Integrated Network. There is an opportunity, however, to develop and incorporate a referral scheme aimed at people who are inactive or have long-term health conditions.

10. Support Wyre Moving More - developing and promoting initiatives for improved physical activity, sports and leisure facilities.



Technology and Digital



11. Develop a strategy to use existing and future technology to plan and run Poulton, better guiding policy, and investment. Consider all digital opportunities and trends holistically, and in a manner that is coordinated with other parts of Wyre. Including collaboration with a range of local stakeholders.



Business Support



12. Support the owners of high street buildings to implement measures to improve energy efficiency through advice and potentially grant funding.

13. Provide tailored advice and training for local businesses to improve their digital skills.



14. Recruit more Enterprise Advisors from the local public and private sector. Industry professionals would support career programmes and create opportunities for young people.

Your Views

Thank you for reviewing this exhibition.

We would like your views on the suggested ideas. You can leave comments using the printed feedback forms at the exhibition or via the survey at wyre.gov.uk/poultonprojects

Contacts

If you have any queries about the information displayed here or about the process described please email regeneration@wyre.gov.uk

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



Next Steps

We will consider all comments received as a result of this engagement process. From this the team will make any appropriate refinements to the Vision, Objectives and Interventions. These will be incorporated into a Town Centre Regeneration Framework Report which will be produced in draft for public comment in late 2023.

The final report will be a plan for Poulton's future containing recommendations for the interventions and actions that will position the town to address future challenges and opportunities. The report will also support potential funding bids to enable the delivery of Poulton's future vision.

Contacts

If you have any queries about the information displayed here or about the process described you can email:

regeneration@wyre.gov.uk