



Let Fylde prosper

# Corporate Plan 2016-2020



## VALUE FOR MONEY

## CLEAN & GREEN

## A VIBRANT ECONOMY

## A GREAT PLACE TO LIVE

## A GREAT PLACE TO VISIT

PRIORITIES

Spending your money in the most efficient way to achieve excellent services we will:

- Increase income through new and existing means
- Deliver the accommodation project
- Continuously review services and assets to improve efficiency and effectiveness
- Manage and invest effectively in the council's finances
- Maximise marketing opportunities
- Create a digital council
- Champion the quality and reputation of Fylde

Delivering the services that customers expect of an excellent council we will:

- Continue to deliver high standards of cleanliness
- Mitigate the impact of the loss of the LCC waste subsidy
- Actively enforce waste and cleansing legislation
- Deliver high quality parks and open spaces
- Ensure beaches and bathing waters are clean and safe
- Build on the achievements of the In Bloom initiative
- Ensure the security of the coastal defences

Working with all partners we will:

- Improve the transport infrastructure and traffic flow
- Support Enterprise Zones
- Improve car parking
- Enhance and improve our town and village centres
- Attract new businesses and develop existing ones

To make sure Fylde continues to be one of the most desirable places to live we will:

- Achieve adoption of the Local Plan
- Deliver high standard housing that meets the need in all communities
- Implement enforcement action on unauthorised development
- Support and promote volunteers' efforts to improve their local community
- Deliver activities for all age groups
- Recognise the significance of our heritage assets
- Work with partners to improve health and wellbeing of all residents

Promoting Fylde as a great destination to visit, we will:

- Deliver and support quality events throughout the Fylde
- Maximise the natural assets of our coast and countryside by improving their facilities
- Offer an arts collection that is available to everyone
- Provide a positive first impression of Fylde
- Use technology effectively to make Fylde more accessible
- Encourage visitor feedback to improve our tourism offer

ACTIONS

- Set a timetable with reporting milestones for the accommodation project
- Produce and implement an investment strategy
- Further reduce the requirement for paper/print through the use of technology
- Increase online service /information provision
- Explore and initiate new income streams

- Identify and target fly tipping hotspots to reduce their levels
- Promote initiatives to reduce dog fouling
- Improve signage across the borough to deter dog fouling and promote dogs on leads.
- Focus resources on the reduction of seasonal litter
- Maintain and increase Green Flag status for parks and open spaces
- Strive to achieve Blue Flag status for the beaches
- Work with partners to improve the quality of the bathing water
- Review the waste service to deliver savings through changes
- Deliver the coastal defence project at Fairhaven and Church Scar with the Environment Agency

- Assess the benefits of becoming a member of the Combined Authority
- Engage effectively with the Local Enterprise Partnership
- Progress the re-opening of the M55/ Moss Road link
- Support the Fylde Coast highways and transport masterplan projects (junction 2)
- Enforce car parking regulations and review car parking options
- Investigate the potential of developing the digital high street
- Engage positively in the Duty to Co-operate on planning initiatives
- Facilitate and support Town Centre Partnerships
- Channel business rates funding opportunities to economic development

- Implement the timetable for the Local Plan delivery
- Provide appropriate provision for Travellers
- Take enforcement action on illegal encampments
- Carry out resident surveys and act upon the findings
- Review and improve bus shelter provision
- Develop and implement a policy to protect our heritage
- Build on the success of the Residents' Car Parking Scheme
- Review public information systems for residents
- Tackle social isolation and health inequalities with Public Health

- Develop a policy on events including Club Days, festivals and concerts
- Improve entrance signage and welcome points
- Improve information in and about tourist areas
- Develop and promote rural tourism
- Decide the most effective way to market Fylde as a holiday destination
- Carry out visitor surveys and act upon the results
- Review and develop social media and online information
- Maximise the natural assets of our coast and countryside by improving their facilities
- Revisit the strategy for the development of Fairhaven Lake