

Plan for Fylde - Plan for the Future

Economic Development Strategy and Action Plan

2012 to 2030 January 2013



FYLDE BOROUGH COUNCIL



Preface

The Borough of Fylde occupies an attractive location on the Lancashire coast with attractive towns and a rural landscape. It is fortunate in that it is the home to large companies of international repute that provide wealth creating high technology products. The Borough hosts a number of successful small and medium size enterprises and its entrepreneurial spirit is evidenced by a significant number of business start ups on an on-going basis. The Borough is the location of part of the latest wave of enterprise zones, at Warton, which seek to provide a focus for the development of high technology companies to locate with the introduction of various business incentives.

The attractive environment provides the setting for a buoyant visitor economy offering a high quality product. The service sector is important to the success of the local economy and Lancashire's single commercial airport is located within the Borough, which is seeking to expand its operations.

The education sector plays an important role in developing skills, providing opportunities, particularly for the younger age group.

At a time of low economic growth in the national context, there is a pressing need for the public and private sectors to work closely together to help support, diversify and expand the local economy, creating employment prospects, providing a progressive approach to stimulating economic growth.

This strategy has been produced by Fylde Borough Council and is supported by key partners who will be essential to its delivery and success. The Strategy should therefore be seen as being based on a strong partnership which has been the subject of extensive dialogue and debate during its preparation.

It is hoped that the effort in producing this Strategy and its subsequent implementation will be worthwhile as it will help to achieve the objective of stimulating a thriving local economy over the forthcoming years.

Fylde Borough Council is proud to have the support of the following organisations in developing and delivering this strategy;



Executive Summary

The economy of Fylde will be dynamic; providing economic growth, wealth creation and employment opportunities for a growing population from 2012 to 2030. This growing population will have the opportunities to 'up-skill' to meet the changing economic circumstances throughout this period and experience a quality of life in excess of that available in most of the rest of the UK. The Fylde will have the reputation of an area that embraces development and investment and is seen as a destination of choice for many businesses across many sectors.

This strategy seeks to achieve the above vision through delivering the following strategic themes;

Theme 1 Partnership Working

'The Council will seek to enhance the productiveness of the local economy by working effectively with a range of partners including public sector organisations, the third sector and private enterprise'

Theme 2 Town Centres

'The Council and its partners will continue to support the long term vitality and viability of its town centres through a series of actions and interventions, working through local partnerships'

Theme 3 The Visitor Economy

'The visitor economy is a major element of the broader economy of the Fylde, providing high levels of employment and making a major contribution to the economic prosperity. The Council and its partners will continue to support the growth of the visitor economy'

Theme 4 Investment Enquiry Handling and Relationships with Businesses

'The Council and its partners will endeavour to support investment into the Borough. The attraction of capital and investment leads to the creation of economic output or wealth and employment opportunities. The Council will embed a presumption in favour of sustainable development to support this key economic activity'

Theme 5 Enterprise Zone, Warton

'Land at BAE Systems, which is a designated Enterprise Zone, will be a focus for economic growth and job creation in the Fylde. The redevelopment of part of this site as a key location for advanced engineering and manufacturing businesses will see the creation of significant new employment opportunities'

Theme 6 Infrastructure

'Creating links and connections from the Fylde to the national network will be essential for prospective growth. High quality connections within the Borough will assist in the movement of people, goods and information, considerably enhancing economic growth opportunities'

Theme 7 Employment Sites & Premises

'The Council will ensure that an appropriate supply of developable employment land is available to support the needs of businesses and that this employment land is in locations that are both economic, environmentally and socially sustainable. The Council will also ensure that in making this provision of employment land that the availability and suitability of premises is also taken into account'

Theme 8 Education, Skills & Training

'Fylde will have a workforce that is provided with the opportunities to improve and enhance their skill levels to meet the demands and needs of a changing economy which is fit for the 21st century'

Theme 9 Rural Economic Development

'The Council and its partners will work collaboratively to help sustain and enhance the economy of the rural parts of the Fylde, including the diversification of rural business and buildings to create new economic growth and job opportunities'

Theme 10 Quality of Life/Place

'By 2026, Fylde will be a place that is recognised regionally and nationally for its unique and special qualities in terms of its tranquil open coastline, golf courses and attractive rural and urban environments. Fylde will be a prestigious borough where people desire to live, work and visit. It will be a place that guarantees an improving quality of life for all of its citizens'

Theme 11 Energy and Climate Change

'The Council and its partners will work together to ensure that the economic opportunities created by Government energy policy are maximised in the Fylde'

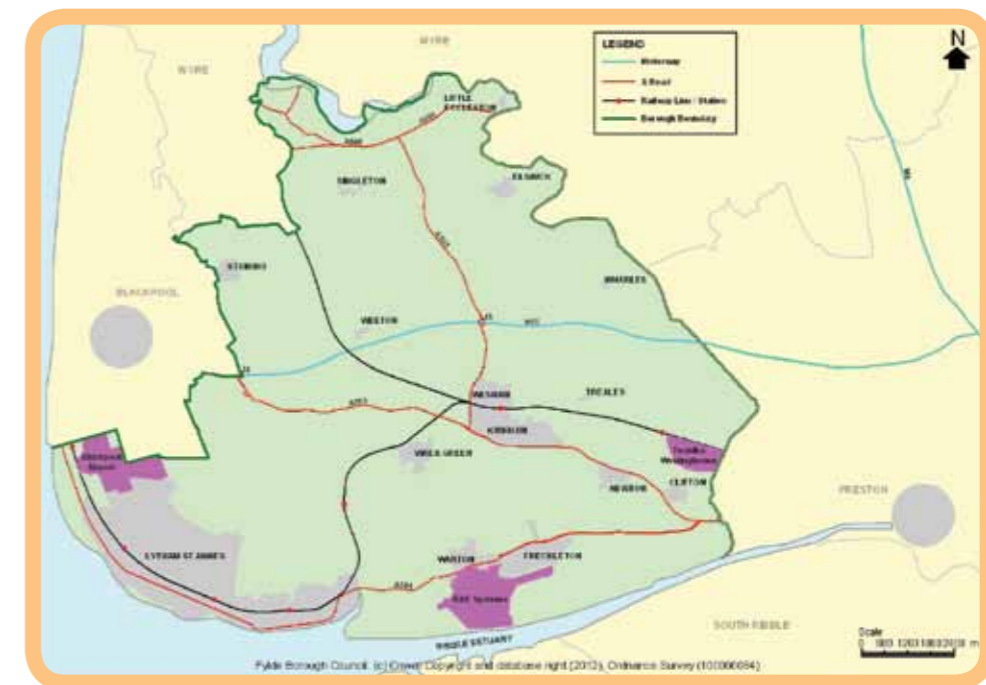
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Location and Infrastructure

Fylde is a district within the County of Lancashire located between the settlements of Preston and Blackpool. The district of Fylde is one part of what is known as the Fylde Coast; the other areas being the district of Wyre to the north and the unitary authority of Blackpool to the north and west. Fylde is predominantly a rural area comprised of many small villages with population concentrations in three main settlement areas; Kirkham, Lytham and St Annes. The majority of the population is located in the south of the district along a coastal strip.

The district is well served by existing infrastructure with connections to the rail network and West Coast Mainline through Preston and the national motorway network through the M55 and M6. The district is also home to Blackpool International Airport.





Introduction

1.1 For this strategy to achieve its objectives it is important that it is viewed by all organisations, with a role in supporting the economy of the Borough, as a key document to be used in the making of policy, the delivery of projects, as a material consideration in the determination of planning applications, investment decision making and the growth plans of the business community.

1.2 This strategy has been developed through a Councillor led Task and Finish Group of the Policy Development Scrutiny Committee of Fylde Borough Council. Several hearings of evidence have been held with a large number of representative individuals and organisations who have a role in the economy of the Borough. Draft versions have been widely circulated and public consultation held, with all comments and representations having been considered in the production of this final version. It is considered by the Council and its partners that this inclusive and evidence based approach has ensured the development of a fit for purpose and robust strategy.

1.3 The economy of the Borough of Fylde is integrated within a wider economic system operating at the national level and sub-regional level (Lancashire) and so, relevant consideration of this has taken place in the formation of this strategy. The nature of the economy of the Fylde is one that is also strongly integrated within an international economic system, most notably within the aerospace industry and the nuclear industry. This factor is something that has been given relevant consideration within this strategy.

1.4 Given the very integrated nature of the Fylde economy at both the national and international level, it is important that this strategy is able to influence the most appropriate organisations operating within the field of economic development (mainly public) and the private sector decision makers concerning investment and development opportunities. To that end it is important that this strategy strikes the right balance between being an economic development tool, steered heavily by traditionally public sector objectives and an investment facilitating tool driven by the private sector and the meeting of supply and demand.

1.5 This document is primarily concerned with promoting the economic prosperity of the Borough within its regional and sub-regional context and specifically sets out how the public sector, primarily the Borough Council and its partners, can help support the development of the economy. However, it is essential to state at the outset that the policies and statements of the Strategy and proposals contained within the Action Plan, should not be taken as overriding other considerations, in particular, the relevant planning policies appertaining to the area. In accordance with the National Planning Policy Framework (NPPF) the Council will seek to achieve the presumption in favour of sustainable development and this strategy supports that approach. However, the potential benefits of development proposals and initiatives that support economic development will always need to be considered against the broader principles of sustainable development, namely assessing the environmental and social impacts associated with the particular development proposal. In addition, it may well be the case that individual proposals will need to be considered 'in the round'; against a number of economic objectives set out in the strategy where a balancing of the issues associated with the development will need to be considered. The Council's approach to sustainable development is set out in its emerging Local Plan and associated documents.

Contextual Introduction

1.6 It is important to present relevant contextual information to give a clear, general, overall impression of the area and its economy. This contextual information can give a clear evidence based justification for the objectives presented in this strategy and leads to the formation of robust policy and strategy. In this section, only general information is presented on a wide range of topics with further detailed analysis presented in the relevant sections throughout this strategy. This strategy strikes a balance between not repeating or re-presenting research produced elsewhere with the need to give enough evidence to support the findings and proposals outlined later in this strategy.

1.7 The relevant contextual indicators considered are Demographic Structure & Change; Socio-Cultural Issues; Core Economic Indicators; the Visitor Economy; Development & the Built Environment. Information considered under each of these headings provides a sufficient general overall impression of the area and its economy.

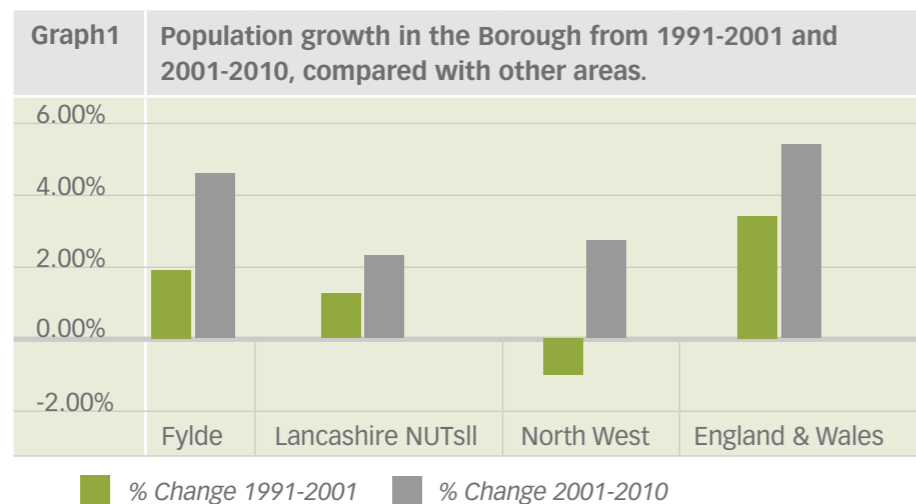
Demographic Structure & Change

The estimated total population of the Borough in 2010 is 76,600³ and has been growing for over two decades. Both Table 1 and Graph 1 show that the population of the Borough has and is continuing to experience an above average increase when compared with Lancashire and the North West.

Table 1

	% Change 1991-2001	% Change 2001-2010
Fylde	+1.9	+4.5
Lancashire	+1.1	+2.3
North West	-1.0	+2.4
England and Wales	+3.2	+5.5

Source: Lancashire Profile



Source: AMR 2011

Population projections to 2033, as shown in Tables 2 and 3 below, indicate that the rate of population change in Fylde will be more closely aligned with Lancashire and the North West, and will be significantly lower than the projection for England as a whole. Population increase in Fylde is expected to increase more rapidly after 2011.⁴

Table 2

Projected population (thousands of people) Fylde								
2008	2009	2010	2011	2012	2013	2014	2015	2016
76.1	76.2	76.3	76.4	76.6	76.9	77.1	77.4	77.6
2017	2018	2019	2020	2021	2022	2023	2024	2025
77.9	78.2	78.5	78.9	79.3	79.6	80	80.4	80.7
2026	2027	2028	2029	2030	2031	2032	2033	
81	81.4	81.7	82	82.3	82.6	82.9	83.1	

Source: Lancashire Profile

Table 3

Projected Population Change (%) 2008-2033	
	%
Fylde	9.2
Lancs. NUTSII	7.7
North West	8.7
England	18

Source: Lancashire Profile



³ONS, Mid-year Population Estimates

⁴Annual Monitoring Report December 2011, Fylde Borough Council (2011)

Household projections to 2033, as shown in Table 4, show that there will be a steady increase in households in the Borough. The rate of household change will be higher in Fylde than for Lancashire and the North West, but will be lower than for England.⁵

Table 4

Household Projections, 2008-2033 (Thousands)							
	2008	2013	2018	2023	2028	2033	% Change 2008-2033
Fylde	35	36	37	39	40	42	20.00%
Lancs NUTSII	611	633	657	679	701	718	17.50%
North West	2,935	3,044	3,165	3,279	3,382	3,473	18.30%
England	21,731	22,868	24,108	25,320	26,472	27,536	26.70%

Source: ONS

An analysis of population age structure shows that both in 1991 and 2001, 23% of the population was over 65. This has increased slightly to 24% in mid-2010. The age structure and change of the population can be seen in Table 5. Graph 2 compares the percentage of the resident population by age group (mid-2010) for Fylde with the other relevant comparison areas. Fylde has lower than average proportions of the population in the three youngest categories (particularly the 0-14 year olds) with higher than average proportions in the older categories.⁶

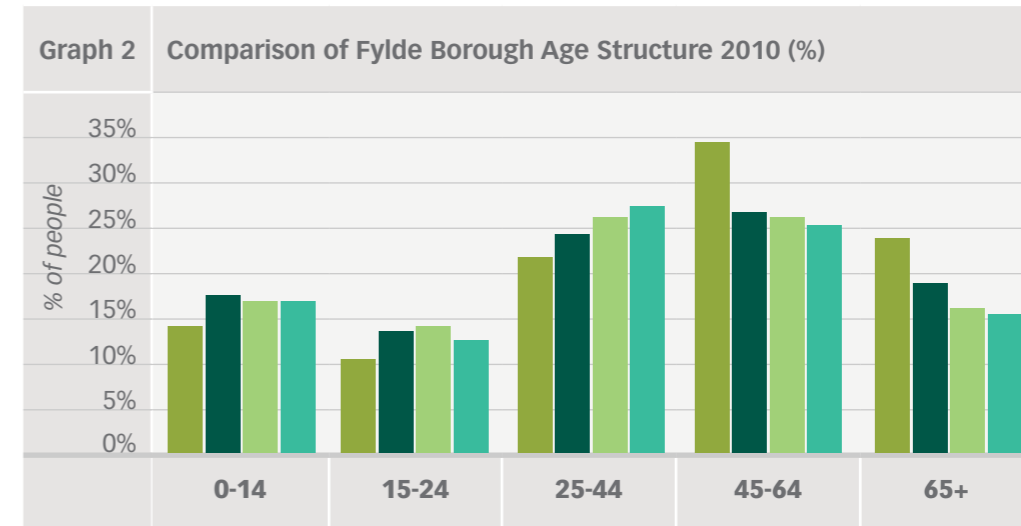
Table 5

Age Structure of Population: Fylde Borough 1991, 2001 & 2010						
	1991		2001		2010	
	Population	% Total Population	Population	% Total Population	Population	% Total Population
0-14	11,016	16	11,948	16	10,900	14
15-24	8,351	12	6,757	9	7,800	10
25-44	18,049	25	18,747	26	16,900	22
45-64	17,244	24	19,085	26	22,700	30
65+	16,339	23	16,712	23	18,400	24
Pop	70,999		73,249		76,600	

Source: Lancashire Profile

⁵Annual Monitoring Report December 2011, Fylde Borough Council (2011)

⁶Annual Monitoring Report December 2011, Fylde Borough Council (2011)



Source: AMR 2011

Age Band

Fylde Lancashire NUTSII North West England and Wales

1.8 In conclusion, the demographic structure and change for the Borough presents a number of positive economic outcomes. It is likely that the growing population, at higher rates than Lancashire and the North West, clearly highlights the area as one of opportunity, development and growth particularly in comparison to other districts within Lancashire and the North West. This growth in population is driven in large part by the quality of life and place that can be experienced in Fylde.⁷ In addition the strong growth, in household formation, is likely to ensure strong housing demand and consistent housing completion rates throughout the plan period. Overall the picture is one of population growth, housing growth and in-migration in excess of comparator areas throughout Lancashire and the North West.

⁷Annual Monitoring Report December 2011, Fylde Borough Council (2011)



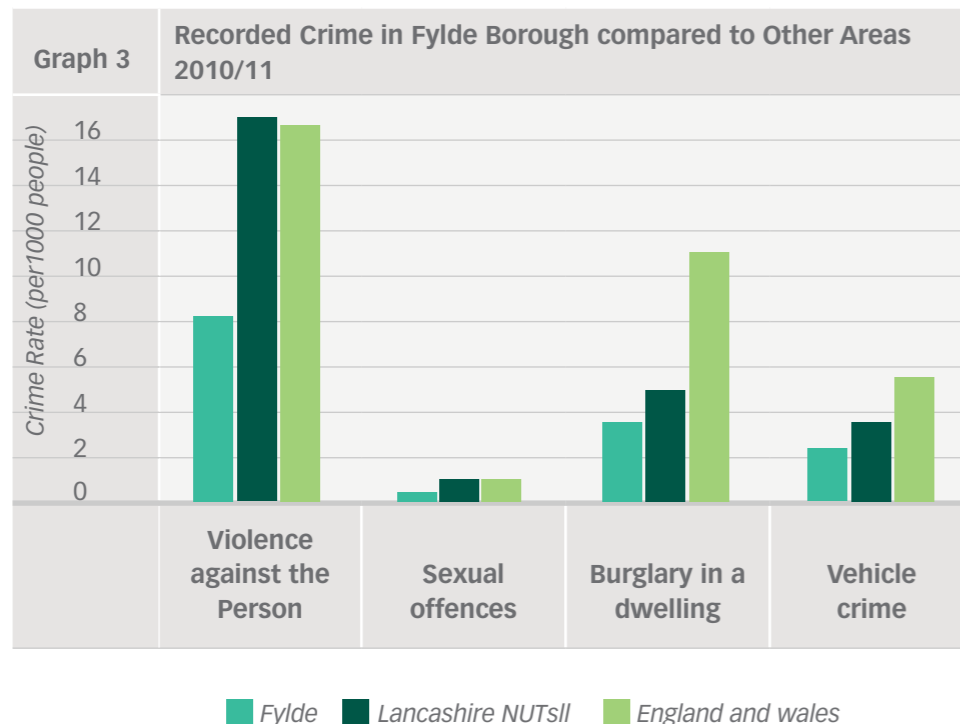
Socio-cultural Issues

Recorded crime in Fylde is relatively very low. The Home Office collects figures for recorded crime (rate per 1000 population) and these are shown below in Table 8 and Graph 3. Low crime rates are also a driver for the migration and population growth identified above. Low crime further enhances the quality of life that can be experienced in Fylde. An additional positive factor supporting the quality of life is relatively low level of deprivation present in the area.

Table 8

	Crime rate (per 1,000 population)			
	Violence against the person	Sexual offences	Burglary in a dwelling	Vehicle crime
Fylde	8.2	0.5	3.7	2.4
Lancashire	15.2	1.0	7.1	5.6
England and Wales	15.0	1.0	11.1	7.7

Source: Lancashire Profile



Source: AMR 2011

The Indices of Multiple Deprivation 2010 is a collection of 38 indicators expressed under seven domains each of which reflects a different aspect of deprivation. The domains are income, employment, health, education, crime, access to services and living environment. The most deprived local authority is indicated by a rank of 1. The 2010 English Indices of Multiple Deprivation ranks Fylde as 236 out of 326.

1.9 In conclusion, it is clear that low crime and very low deprivation are two key indicators of a relatively prosperous and safe socio-cultural profile. The Fylde resultantly has a quality of life and quality of place that is desirable for both socio-cultural reasons and also economic reasons. The role that the quality of life and place play in the economic development of the area is a factor that will be explored in more detail later in this strategy.

Core Economic Indicators

The Fylde is a high wage area; the highest in Lancashire. The median gross annual earning (by employees) in April 2011 is £21,596.⁸ It is interesting to note that for males the median is £31,062 and for females it is £15,284. The comparison with other districts in Lancashire and the North West can be seen in Table 9.



⁸Source: ONS – Annual Survey of Hours and Earnings (from Average earnings and hours of work 2011, Lancashire County Council)

Table 9

Median gross earnings, all employees, by place of residence April 2011						
	Thousands of jobs in survey sample	Median gross annual earning				
		All males	All females	All employees		
		£	£	£	GB=100	% change 2010-2011
Burnley	28	20,595	xxx	18,664	86.9	-1.6
Chorley	39	xxx	15,817	xxx	---	---
Fylde	26	31,062	15,284	21,596	100.6	-8.7
Hyndburn	25	xxx	17,074	19,136	89.1	2.4
Lancaster	46	24,674	14,080	19,944	92.9	0.0
Pendle	26	23,272	13,804	19,125	89.1	1.9
Preston	44	22,348	13,641	17,689	82.4	-0.9
Ribble Valley	23	29,475	18,914	22,438	104.5	3.1
Rossendale	21	24,989	15,308	19,839	92.4	10.4
South Ribble	38	26,540	16,152	20,405	95.1	-3.1
West Lancashire	34	25,968	16,488	22,148	103.2	2.4
Wyre	28	22,422	16,124	18,866	87.9	12.5
Lancashire (12 districts)	378	24,455	15,944	18,664	86.9	-1.6
Lancashire (12 districts) by place of work	355	23,194	15,214	19,227	88.3	1.0
Blackburn with Darwen	34	19,655	14,586	17,415	81.1	-7.2
Blackpool	38	17,176	14,076	15,492	72.2	-1.8
North West	2,245	24,189	16,119	19,958	93.0	-1.2
Great Britain	20,166	26,600	16,498	21,467	100.0	0.6

Source: ONS Annual Survey of Hours and Earnings

There is also a difference in wage level between resident based earnings (people who live in the Borough of Fylde) and workplace based earnings (wages paid to employees of business located within the Borough of Fylde). Resident based median is £414 whereas the workplace based median is £465⁹ as can be seen in Table 11. To fully understand this, the role of commuting or travel to work flows also needs to be considered. The data shows that over 65% of jobs in Fylde are filled by people who reside within Fylde and 41% of people living within Fylde have jobs within Fylde.¹⁰ This data is consistent with previous research and leads to the conclusion that the Fylde economy operates within a travel to work area that includes Blackpool, Wyre and Preston with significant in and out commuting. The most popular destination for both in and out commuting is Blackpool; this can be seen in Table 10 below. Therefore reasonable consideration should be given to these areas in the formation of any economic policy and strategy.

Table 10

Travel to Work Flows 2001			
Origin/Destination	Fylde Inflow	Fylde Outflow	Net Inflow/ (Outflow)
Blackpool	7,394	4,827	2,567
Preston	3,592	2,825	767
Wyre	3,491	1,270	2,221
South Ribble	1,995	615	1,380
Chorley	660	219	441
Lancaster	435	201	234
Ribble Valley	325	272	53
Blackburn	223	222	1
West Lancashire	205	87	118
Hyndburn	105	72	33
Pendle	48	24	24
Rossendale	42	18	24
Burnley	30	27	3
Fylde	20,453	20,453	-
Total	38,998	31,132	7,866

Source: Census 2001

⁹Source: ONS – Annual Survey of Hours and Earnings (from Average earnings and hours of work 2011, Lancashire County Council)

¹⁰Although the most appropriate data source would be the 2001 Census, this is considered too out of date and therefore Annual Population Survey Data from the Office for National Statistics (ONS) is considered more up to date, however this data has only been analysed for commuting in 2008

Table 11

Median gross weekly earnings and hours of work (employees on adult rates of pay) by place of residence and workplace, April 2011						
	Number of jobs in survey sample, residence based (thousands)	Median weekly earnings (£)				Median total hours worked (all employees)
		Residence based	Workplace based	Residence based as % of Lancashire (12)	Residence based as % of Great Britain	
Burnley	32	354.3	337.3	95.71	87.2	36.2
Chorley	45	390.4	351.4	105.5	96.1	37.0
Fylde	30	414.4	465.5	111.9	102.0	37.0
Hyndburn	29	349.0	334.0	94.3	85.9	37.0
Lancaster	53	361.6	342.9	97.7	89.0	36.5
Pendle	30	343.7	350.5	92.8	84.6	37.5
Preston	51	332.0	361.1	89.7	81.7	37.0
Ribble Valley	27	429.6	443.1	116.0	105.7	37.1
Rossendale	24	353.6	325.9	95.5	87.0	36.3
South Ribble	43	385.2	351.4	104.1	94.8	37.0
West Lancashire	40	417.0	373.4	112.6	102.6	37.0
Wyre	36	348.0	307.2	94.0	85.6	35.0
Lancashire (12)	438	370.2	358.7	100.0	91.1	37.0
Blackburn with Darwen	41	328.2	364.0	88.7	80.8	37.5
Blackpool	47	293.6	313.0	79.3	72.2	37.0
North West	2,594	373.7	373.7	100.9	92.0	37.0
Great Britain	23,385	406.4	405.7	109.8	100.0	37.0

Source: ONS Annual Survey of Hours and Earnings

When considering economic output the measure of Gross Value Added (GVA) is used as a robust indicator for the sum of incomes earned from the production of goods and services. This type of data is not considered robust enough to present at a district level; such as Fylde. However, when considered at the Lancashire (Lancashire County area i.e. 12 districts) level in nominal terms, then Lancashire has one of the largest economies in the north of England. Valued at £19.4bn, with 38,520 businesses and 476,600 employees it accounts for 16% of all economic activity in the North West.¹¹ The latest available estimates for GVA per head of population in Lancashire are £16,675, which is less than both the North West (£17,604) and the UK level (£20,541). Lancashire GVA per head is only 81% of the UK average and has declined from 90% in 1995.

Although the above figures may not at first appear encouraging, it should be stressed that where an area relies heavily on output and employment on a particular sector or industry, its GVA is particularly sensitive to changes in the profitability of, and employment in that industry. For both Lancashire and Fylde the dominance of manufacturing generally and of the defence/aerospace industry in particular has had a disproportionate impact upon GVA figures for many years.¹²

Table 12 shows that the growth rate of new businesses in Fylde has remained at a fairly constant level between 2002 and 2007, with the percentage of VAT registrations each year only slightly below those for the North West as a whole.¹³

Table 12

Comparison of New VAT Registrations in Fylde Borough with those in the North West 2002 – 2007						
	VAT Registrations as % of Total Stock					
	2002	2003	2004	2005	2006	2007
Fylde	8.5	10.8	9.8	9.5	8.4	9.2
North West	10.1	10.9	10	9.8	9.6	10.6

Source: : AMR 2011

¹¹Lancashire County Economic Assessment 2011, Lancashire County Council¹²Local Gross Value Added 1995 – 2008, www.lancashire.gov.uk/office_of_the_chief_executive/lancashireprofile/main/gvalocal.asp Lancashire County Council.¹³Annual Monitoring Report 2011, Fylde Borough Council

While the above data provides a good indicator, it is incomplete when looking at the demographic situation within the business community. What should also be considered are birth, death and survival rates for enterprises. An active enterprise is one that had turnover and/or employment at any time during the given year. Since some of these enterprises are not registered for VAT and/or PAYE, the number of active enterprises is higher than the number of VAT-registered and/or PAYE. Table 13 below shows that for 2010 there were 49,960 active enterprises in Lancashire; 3,280 in Fylde. Table 13 also shows the active enterprise survival rates from 2005 for five years.

Table13

Active enterprises, and births and deaths of enterprises, 2010				
	Active enterprises ¹⁴	Births ¹⁵	Deaths	Death rate % ¹⁶
Burnley	2,455	220	315	12.8
Chorley	4,070	350	510	12.5
Fylde	3,280	305	465	14.2
Hyndburn	2,380	210	285	12.0
Lancaster	4,335	375	515	11.9
Pendle	2,685	265	320	11.9
Preston	4,965	445	685	13.8
Ribble Valley	2,840	255	300	10.6
Rosendale	2,560	240	300	11.7
South Ribble	3,845	320	485	12.6
West Lancashire	4,075	400	530	13.0
Wyre	3,915	310	465	11.9
Lancashire (12)	41,405	3,695	5,175	12.5
Blackburn with Darwen	4,365	445	585	13.4
Blackpool	4,190	355	695	16.6
Lancashire (14)	49,960	4,495	6,455	12.9
North West	228,245	22,705	30,860	13.5
Great Britain	2,241,375	230,555	292,005	13.0

Source: ONS Business Demography: Enterprise Births, Deaths and Survival

¹¹Lancashire County Economic Assessment 2011, Lancashire County Council

¹²Local Gross Value Added 1995 – 2008, www.lancashire.gov.uk/office_of_the_chief_executive/lancashireprofile/main/gvalocal.asp Lancashire County Council.

¹³Annual Monitoring Report 2011, Fylde Borough Council

Table14

Active enterprise survival rates					
	% of enterprises born in 2005 that survive after:				
	1 year	2 years	3 years	4 years	5 years
Burnley	96.7	79.0	61.0	50.3	38.7
Chorley	96.1	79.4	64.0	52.0	40.7
Fylde	97.4	87.9	65.8	52.3	42.1
Hyndburn	96.4	80.0	65.2	54.5	43.0
Lancaster	95.5	79.5	64.5	52.6	45.5
Pendle	98.0	82.9	67.2	57.7	46.7
Preston	95.8	78.2	61.6	50.4	38.7
Ribble Valley	98.8	79.7	66.7	53.9	42.3
Rosendale	96.1	81.6	98.9	55.0	44.1
South Ribble	96.8	82.0	66.8	56.5	44.8
West Lancashire	97.3	84.3	66.6	58.5	49.1
Wyre	96.5	84.3	68.8	57.8	44.3
Lancashire (12)	96.6	80.9	65.2	54.0	43.0
Blackburn with Darwen	95.9	79.0	63.2	51.8	39.9
Blackpool	95.9	74.9	54.9	43.5	32.8
Lancashire (14) ¹⁷	96.6	80.1	64.0	52.8	41.7
North West	96.3	80.3	64.8	53.7	43.2
Great Britain	95.9	79.8	64.8	53.7	44.2

NB: An enterprise is roughly equivalent to a single business, company or firm. Commonly used in other analyses is the local unit, which is roughly equivalent to a single branch or site. Since many businesses have more than one branch or site, figures are higher than those for enterprises

Source: ONS: Business Demography: Enterprise Births, Deaths and Survival

The table above clearly shows that overall the Fylde enterprise death rate of 14.2% is the highest in Lancashire and higher than the North West and Great Britain averages. This death rate is also derived from a relatively average birth rate. Whilst the data presented here is limited to only one year it is representative of the trend.¹⁸ Also the above data is clearly influenced by the macro economic conditions that prevail at the national level. Although a note of confidence can be derived from the survival rates presented in Table 14, which broadly correlate well to the Lancashire, North West and Great Britain averages. This is clearly an area for consideration in the formation of economic policy and strategy.

¹⁷The figures for Lancashire (12) and Lancashire (14) are derived by summing figures that are already rounded to 5, and so are especially susceptible to rounding error

¹⁸Local www.lancashire.gov.uk/office_of_the_chief_executive/lancashireprofile/contents.asp

Employment, unemployment, the distribution of this employment by industrial sector and the split between public sector and private sector are all relevant contextual indicators for the economy of Fylde that should be considered. The following tables seek to present this information as succinctly as possible. Table 15 presents the overall employment rate for Fylde. At 73.5% this is above the Lancashire, North West and England averages and is consistent with unemployment data presented in Table 16, which shows the unemployment claimant count at 2.2%, which is also lower than North West and United Kingdom levels.

Table 15

Overall employment rate, 2004/5 to 2009/10						
	2004/5	2005/6	2006/7	2007/8	2008/9	2009/10
Burnley	69.0	71.7	63.8	65.9	66.1	66.9
Chorley	74.6	72.9	77.9	74.2	78.4	69.6
Fylde	75.5	69.2	74.3	77.2	74.4	73.5
Hyndburn	68.6	67.3	65.9	63.5	61.4	69.0
Lancaster	64.4	73.3	71.1	70.5	73.1	71.1
Pendle	67.0	70.6	64.9	69.3	70.3	66.8
Preston	67.2	69.2	68.7	69.2	65.5	63.4
Ribble Valley	77.0	75.6	78.0	82.8	78.6	77.0
Rosendale	73.3	73.1	68.1	72.4	61.1	60.7
South Ribble	78.6	76.8	75.8	80.5	76.6	74.5
West Lancashire	72.4	75.1	70.3	75.3	71.2	68.7
Wyre	76.2	71.8	74.1	74.5	67.9	74.0
Lancashire (12)	71.4	72.5	71.1	72.6	70.5	69.4
Blackburn with Darwen	68.0	64.6	65.0	66.5	64.7	63.2
Blackpool	69.7	68.8	67.6	66.3	70.7	67.7
Lancashire (14)	70.9	71.4	70.2	71.5	69.9	68.6
North West	70.6	70.6	70.5	70.3	69.1	67.8
England	72.9	72.7	72.6	72.7	72.1	70.5

This is the proportion of the working age population (16-64 for both genders) who are in employment according to the International Labour Organisation definition

Source: ONS Annual Population Survey

Table 16

Claimant count Lancashire April 2012										
	People aged 16-64									
	Males		Females		Total		Yearly change		Monthly change	
	Count	%	Count	%	Count	%	Count	%	Count	%
Burnley	1,997	7.6	927	3.4	2,924	5.4	501	20.7	53	1.8
Chorley	1,275	3.6	578	1.7	1,853	2.7	127	7.4	-78	-4.0
Fylde	705	3.0	316	1.4	1,021	2.2	69	7.2	-54	-5.0
Hyndburn	1,443	5.7	628	2.5	2,071	4.1	158	8.3	-88	-4.1
Lancaster	1,984	4.3	796	1.7	2,780	3.0	208	8.1	-184	-6.2
Pendle	1,524	5.4	668	2.4	2,192	3.9	259	13.4	-45	-2.0
Preston	2,562	5.5	1,126	2.5	3,688	4.1	262	7.6	-95	-2.5
Ribble Valley	347	1.9	160	0.9	507	1.4	77	17.9	-49	-8.8
Rosendale	1,191	5.5	503	2.3	1,694	3.9	246	17.0	-55	-3.1
South Ribble	1,060	3.1	495	1.4	1,555	2.2	46	3.0	-70	-4.3
West Lancashire	1,647	4.9	746	2.1	2,393	3.4	51	2.2	-94	-3.8
Wyre	1,226	3.7	537	1.6	1,763	2.6	272	18.2	-61	-3.3
Lancashire (12)	16,960	4.6	7,481	2.0	24,441	3.3	2,276	10.3	-821	-3.2
Blackburn with Darwen	2,996	6.7	1,284	2.9	4,280	4.9	304	7.6	-150	-3.4
Blackpool	4,218	9.6	1,797	4.2	6,015	6.9	646	12.0	-401	-6.3
Lancashire (14)	24,174	5.2	10,562	2.3	34,736	3.8	3,226	10.2	-1,372	-3.8
North West	141,281	6.3	63,056	2.8	204,337	4.6	17,529	9.4	-5,029	-2.4
Great Britain	1,047,866	5.3	506,682	2.6	1,554,548	4.0	92,904	6.4	-49,961	-3.1
UK	1,092,397	5.4	524,452	2.6	1,616,849	4.0	96,043	6.3	-50,010	-3.0

Source: NOMIS

This relatively high level of employment is concentrated in the private sector with 83.9% of jobs being private sector in comparison to 62% and 63% for the neighbouring local authority areas of Blackpool and Preston respectively. This high level of private sector employment in comparison to public sector employment is higher than the Lancashire average and Great Britain as can be seen in Table 17.

Table 17

Employee Jobs 2008 - 2010						
	2008	2010				Change 2008-2010
	No.	No.	Total Public	Total Private	Proportion of private sector jobs	%
Burnley	32,800	32,700	8,200	24,500	74.9%	-0.3%
Chorley	40,700	38,600	9,400	29,200	75.6%	-5.1%
Fylde	41,200	41,000	6,600	34,400	83.9%	-0.3%
Hyndburn	28,000	25,000	5,100	19,900	79.6%	-10.6%
Lancaster	51,800	50,900	12,200	38,800	76.2%	-1.7%
Pendle	29,200	28,000	4,900	23,100	82.5%	-4.1%
Preston	92,800	88,000	32,600	55,400	63.0%	-5.1%
Ribble Valley	28,000	28,700	4,100	24,600	85.7%	2.4%
Rossendale	19,900	19,600	3,100	16,500	84.2%	-2.0%
South Ribble	45,800	45,800	8,200	37,600	82.1%	0.1%
West Lancashire	42,600	41,500	7,100	34,400	82.9%	-2.7%
Wyre	32,600	33,600	7,900	25,700	76.5%	3.1%
Lancashire (12)	485,300	473,500	109,300	362,400	76.5%	-2.4%
Blackburn with Darwen	62,400	57,500	16,600	41,000	71.3%	-7.9%
Blackpool	57,200	54,500	20,600	33,800	62.3%	-4.8%
Lancashire (14)	605,000	585,500	146,500	437,200	74.7%	-3.2%
North West	3,008,600	2,917,600	----	----	----	-3.0%
Great Britain	26,989,600	26,082,100	5,911,400	20,170,500	77.3%	-3.4%

Source: ONS: Annual Business Survey

Table 18

Employment Structure Fylde							
Industry	2008		2009		2010		Change 08-10
	No.	%	No.	%	No.	%	%
A: Agriculture, forestry and fishing	23	0.1	32	0.1	11	0.0	-52.2
B: Mining and quarrying	0	0.0	1	0.0	5	0.0	0.0
C: Manufacturing	12,931	31.4	12,682	31.0	12,152	29.6	-6.0
D: Electricity, gas, steam and air condition supply	0	0.0	5	0.0	58	0.0	0.0
E: Water supply, sewerage, waste management and remediation activities	264	0.6	173	0.4	213	0.5	-19.3
F: Construction	1,622	3.9	1,756	4.3	1,685	4.1	3.9
G: Wholesale and retail trade, repair of motor vehicles and motorcycles	4,655	11.3	4,284	10.5	4,146	10.1	-10.9
H: Transportation and storage	723	1.8	638	1.6	639	1.6	-11.6
I: Accommodation and food service activities	3,316	8.1	3,513	8.6	2,947	7.2	-11.1
J: Information and communication	1,891	4.6	1,660	4.1	1,593	3.9	-15.8
K: Financial and insurance activities	1,962	4.8	1,942	4.7	1,742	4.2	-11.2
L: Real estate activities	323	0.8	480	1.2	408	1.0	26.3
M: Professional, scientific and technical activities	2,884	7.0	3,493	8.5	4,104	10.0	42.3
N: Administrative and support service activities	1,090	2.6	1,092	2.7	1,065	2.6	-2.3
O: Public administration and defence, compulsory social security	2,963	7.2	2,468	6.0	2,336	5.7	-21.2
P: Education	1,936	4.7	1,971	4.8	1,934	4.7	-0.1
Q: Human health and social work activities	3,142	7.6	3,133	7.7	3,565	8.7	13.5
R: Arts, entertainment and recreation	363	0.9	554	1.4	435	1.1	19.8
S: Other service activities	1,086	2.6	1,039	2.5	2,050	5.0	88.8
Total	41,175	100.0	40,916	100.0	41,035	100.0	-0.3

Source: ONS: Annual Business Survey

Table 19

Employment Structure Lancashire						
	Lancashire (12)		Lancashire (14)		North West	Great Britain
	No.	%	No.	%	%	%
Agriculture, forestry and fishing	500	0.1%	600	0.1%	0.5%	0.8%
Mining, quarrying and utilities	6,500	1.4%	7,300	1.2%	1.1%	1.3%
Manufacturing	71,500	15.1%	84,700	14.5%	10.3%	8.8%
Construction	25,500	5.4%	28,800	4.9%	4.5%	4.4%
Service Sectors						
Motor trades	11,000	2.3%	12,800	2.2%	1.8%	1.8%
Wholesale	19,200	4.1%	23,200	4.0%	3.8%	4.1%
Retail	49,900	10.5%	62,300	10.6%	10.7%	10.3%
Transport & storage (inc postal)	16,500	3.5%	19,800	3.4%	4.5%	4.6%
Accommodation & food services	30,000	6.3%	38,900	6.6%	6.7%	6.7%
Information & communication	10,800	2.3%	13,100	2.2%	2.4%	3.7%
Finance & insurance	9,700	2.0%	11,300	1.9%	3.3%	3.9%
Property	4,400	0.9%	5,400	0.9%	1.1%	1.4%
Professional, scientific & technical	23,400	4.9%	28,900	4.9%	6.5%	6.9%
Business administration and support	31,600	6.7%	35,700	6.1%	7.9%	8.0%
Public administration and defence	26,100	5.5%	36,200	6.2%	6.1%	5.8%
Education	43,500	9.2%	55,200	9.4%	9.2%	9.6%
Health	71,800	15.2%	92,900	15.9%	14.7%	13.3%
Other	21,600	4.6%	28,500	4.9%	4.7%	4.6%
All industries and services (employees)	473,500	100%	585,500	100%	100%	100%
Total employment: employees plus working owners ¹⁹	498,800	----	616,000	----	----	----

Source: ONS: Annual Business Survey

¹⁹ Working owners are said to be people who receive drawings or a share of the profits of an organisation but are not paid via PAYE

One of the factors behind this higher level of private sector employment can be seen in Tables 18 and 19 where the dominance of the Manufacturing is apparent. The figure of 29.6% is higher than the North West and Great Britain figures. The potential issues of over reliance on one particular sector, especially as this sector is dominated by two major employers (namely BAE Systems at Warton and Toshiba Westinghouse at Salwick), is to be considered in the formation of this strategy.

One final core economic indicator is that of the skill level of the population. Much study and analysis of skills levels across the Fylde Coast (Blackpool, Fylde and Wyre Local Authority Areas)²⁰ has already been undertaken and the need to constantly invest in and raise skill levels to match the requirements of employers and employment opportunities is clearly articulated and relevant for Fylde. However, Fylde has a higher percentage of people educated to levels 2, 3 and 4 in comparison to neighbouring local authorities, Lancashire, the North West and England; as can be seen in Table 20. So, whilst improving educational attainment and skill level are relevant economic objectives it is clear that Fylde already has a relatively highly skilled workforce in place.

Table 20

Proportion of population aged 16-64 qualified to educational levels 2, 3 and 4				
Qualification Level	Proportion of Working Age Population, percent			
	Fylde Borough	Lancashire	North West	Great Britain
NVQ4 and above	42.5	31.6	28.7	31.3
NVQ3 and above	60.2	52.6	49.6	51.0
NVQ2 and above	78.8	69.9	66.8	67.3
NVQ1 and above	87.0	82.4	80.6	80.2
Other qualifications	7.2	6.8	7.3	8.5
No qualifications	Not known	10.8	12.1	11.5

Source: ONS Annual Population Survey Jan 2010 to Dec 2010

²⁰ The Fylde Coast Employment and Skills Strategy – Strategic Framework, April 2010, SQW Consulting

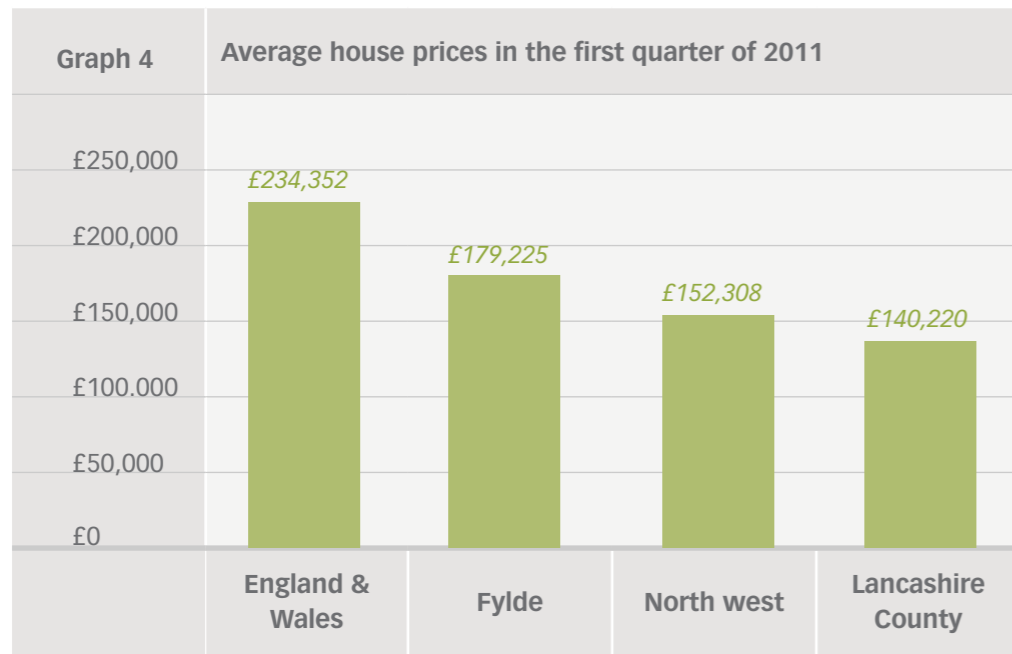
The Visitor Economy

The visitor economy is a major element of the broader economy of the Fylde and particularly for the wider Fylde Coast; which includes Blackpool. This sector of the economy provides high levels of employment and economic output. The total value of the visitor economy is in excess of £210m, with some 4.2m day visits with 630,000 staying visitor per annum and some 3,000 individuals employed directly or indirectly within this sector.²¹

1.10 The broad conclusions presented by the above information are that Fylde is an area of high levels of economic activity, high levels of employment (particularly in the private sector) and high skill levels. The economy of Fylde operates in a travel to work area that predominately includes neighbouring authorities Blackpool and Preston and wage levels are correspondingly affected. The structural profile of employment is heavily skewed towards manufacturing, a sector dominated by two very large employers, and this has a strong affect on GVA. Also, the stock of businesses in Fylde is declining in absolute terms but business formation rates and survival rates are broadly in line with Lancashire and national averages. Finally, the importance of the visitor economy is something that should be reflected in this strategy.

Development and the Built Environment

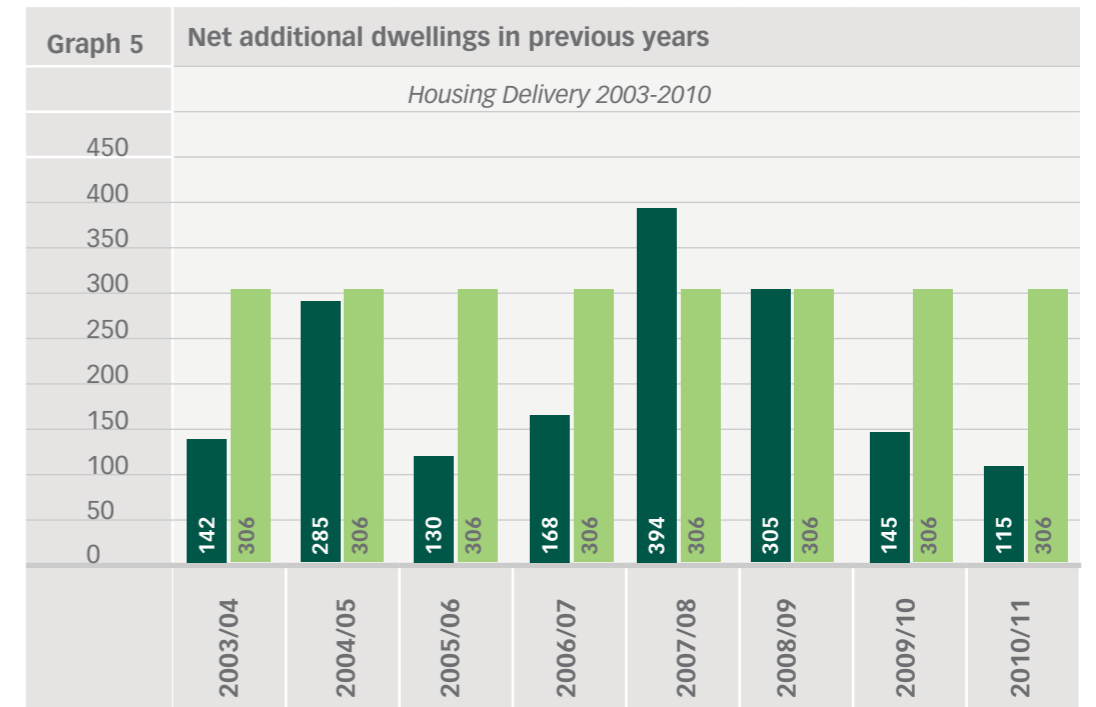
The good quality of life experienced within Fylde creates a strong demand for housing. The result of this high demand and a relatively limited supply has resulted in very high house prices. Graph 4 shows that the average house price, for the first quarter of 2011, is in excess of the Lancashire and North West average; this data is consistent with longer-term data.



Source: AMR 2011

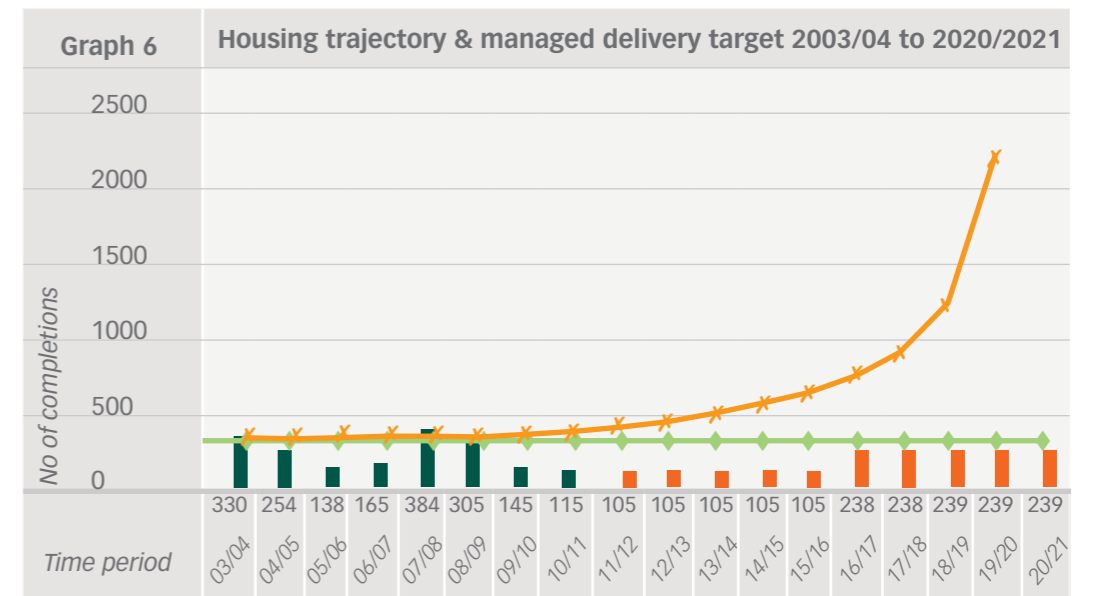
²¹Fylde Borough Council STEAM Report (2010), Global Tourism Solutions (UK) Ltd

Graph 5 shows the level of housing units completed since 2003/4 against the target figure provided by the Regional Spatial Strategy for the North West (RSS) and Graph 6 shows the trajectory for future housing delivery until 2020/21. This data clearly leads to two conclusions for the housing market in Fylde over the period of this economic strategy; that demand and supply are likely to remain out of balance for a considerable period and that demand for housing development and construction will also be strong.



Source: AMR 2011

■ Dwellings Completed ■ RSS Target



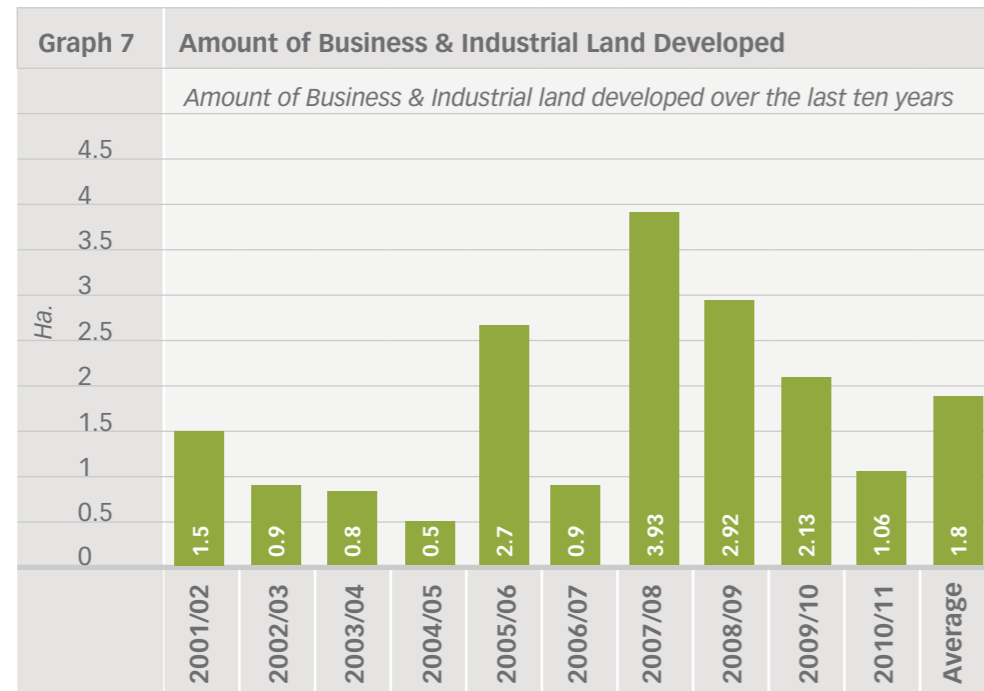
■ Dwellings Completed (net) ■ Projected completions (net) ■ RSS Target

* Managed Delivery Target- what remains to be completed to achieve the overall RSS target annually for each of the number of years of the plan period remaining

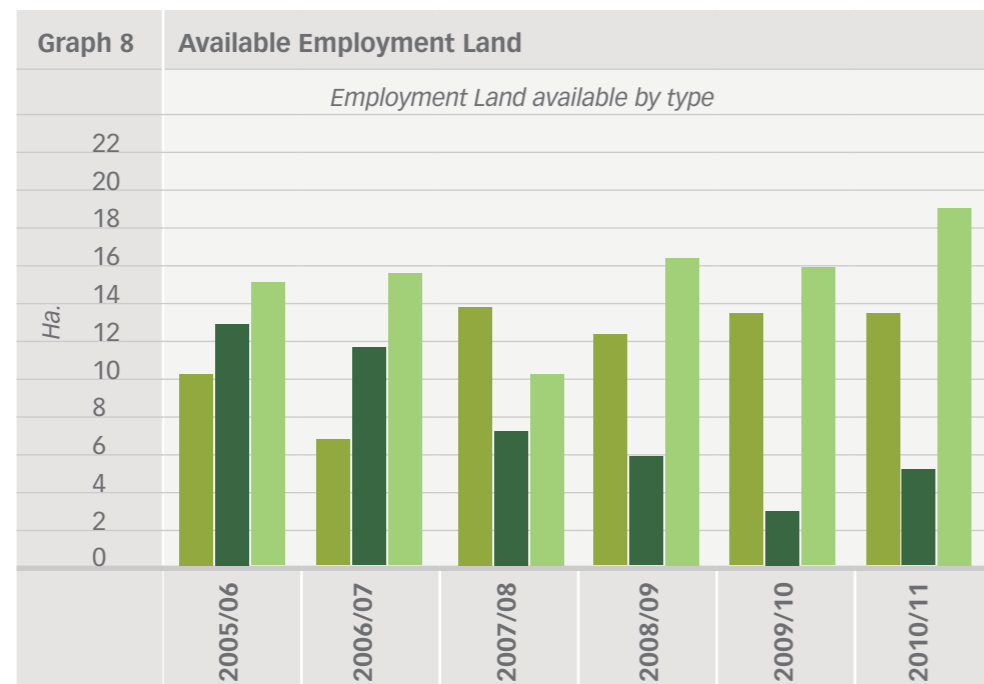
Source: AMR 2011

Employment/Industrial Land

Development in the commercial sector generally referred to as business and industrial land has been less predictable. Graph 7 shows that the average amount of development has been 1.8 hectares per annum. However, this figure has varied from a peak of 3.93 in 2007/8 to 0.5 in 2004/5. This data must also be considered in context with the supply of available land for business and industrial uses. Graph 8 shows that whilst the level of land available has remained relatively stable the amount of land with planning permission has varied.



Source: AMR 2011



Legend:
■ Land Allocated under Policy EMP1 of the Fylde Borough Local Plan
■ Land Under Construction
■ Land with Planning Permission

Source: AMR 2011

In March 2012, the Council undertook a study of Employment Land and Premises.²² Using historic take-up data it forecast a need for 48.60 hectares of employment land up to 2030 with a currently available supply of 22.32 hectares (assuming it is all readily developable and available in an open market). In fact 7.09 hectares is considered to be potentially unavailable or undevelopable. Consequently there is an identified shortfall of 26.28-33.37 hectares employment land for the plan period to 2030.

The availability of the existing supply is not a particular issue, as most could be brought forward in the medium term (1-5 years). However, there is less than one year's supply of immediately available land, based on the historic average take-up rate and the orientation of the land for potential uses is an issue. The forecast service sector growth includes B1 office requirements, yet there is less than 1 hectare seen as being marketed for this use. Although this is an area mostly dealt with through the Local Plan it is something that will be reflected in this strategy.

Commercial Property Market

The property market in Fylde is generally 'buoyant' and the 2012 Employment Land and Premises Study found that there was 12,667 sq. m. of industrial and warehouse space available in Fylde. This was comprised of 58 properties concentrated in Lytham, St Annes (including Blackpool and Fylde Industrial Estate/Whitehills) and Kirkham. There is relatively little small workshop space and only one unit above 1,000 sq. m. Supply is very limited in Freckleton and Wesham, while there are no premises in Warton. Outside of the main settlements, six units are on the market at Clifton Business Park. The office supply is concentrated in St Annes, Kirkham and at Peel Hall Business Park, Westby. Availability elsewhere is limited.

Most of the vacant offices are 101-200 sq. m. in size. Most space is of moderate quality, but again there is a reasonable range of good quality premises in St Annes and Kirkham. Modern businesses and developers want easily developable, accessible, prominent sites for their premises. A healthy property market will provide a mix of options; including speculative developments; design and build schemes; and freehold plots for owner-occupiers to self build. However, development is entrepreneurial and not every company (looking for space) can realistically be satisfied all the time. The property market, by nature, is inherently imperfect. Companies will generally seek to move from existing property to provide themselves with better, more efficient, cost effective accommodation of an appropriate size.

1.11 There are a number of broad conclusions that can be drawn from the above data to give a general picture of the development industry and the supply of housing and business and industrial land. In relation to housing it is clear that demand is likely to continue to outstrip supply and also that housing construction will be a consistent activity within Fylde; this will ensure that the economic impact of house building will be relatively significant. It is also clear that there is potentially scope for public sector activity in and around investment/development enquiries especially those which can potentially lead to planning applications. In addition a role as 'honest broker' or facilitator in the provision of commercial property market intelligence or information could also be taken on board by the Council and its partners. These latter two are something that will be reflected in the findings of this strategy.

²² Employment Land and Premises Study, Fylde Borough Council (2012)

Partnerships

2.1 The economy of Fylde is an agglomeration of many varied sectors each of which operates variously at the local, regional, national and international level. The sectors and organisations that operate within the economy of Fylde are predominantly grouped into various forms of partnerships. Each of these partnerships has a membership and a raison d'être and interacts in various ways with other partnerships and organisations. This section of the strategy gives a brief overview of the most relevant current partnerships and organisations operating in the economy of Fylde. Whilst also making recommendations for how those existing partnerships can be harnessed to deliver the objectives of this strategy.



Fylde Vision (Local Strategic Partnership)

Fylde Vision is the local strategic partnership for Fylde. A formal partnership between public sector organisations, third sector or community organisations and the private sector. Fylde Vision is structured into a number of 'theme groups' one of which is Enterprise and Employment. This theme group is chaired by the private sector.

North & Western Lancs Chamber of Commerce

The British Chambers of Commerce represents the interests of over 100,000 businesses through a network of 52 accredited chambers. It provides advice and support, lobbies local authorities and central government and provides networking opportunities for its members²³. Lancashire is divided between two chambers with Fylde falling within the boundaries of the North and Western Lancashire Chamber of Commerce.

Fylde Coast Federation of Small Business

'The Federation of Small Businesses (FSB) is the UK's largest campaigning pressure group promoting and protecting the interests of the self-employed and owners of small firms. Formed in 1974, it now has 200,000 members across 33 regions and 194 branches.²⁴ It provides support and advice, lobbies local authorities and government and provides networking for its members. Fylde is within the Lancashire and Cumbria branch which has 7,800 members.

Blackpool Bay Area Company

The Blackpool Bay Area Company is a partnership of local authorities and the private sector with the aim of driving growth in Blackpool, Fylde and Wyre. Fylde Borough Council is a board member of the company which was set up to promote economic strategy and drive inward investment as well as deliver for the local authorities on specific economic issues, particularly those with a Fylde Coast impact.²⁵

The bay area company has some main areas of focus such as; setting the economic strategy for the Blackpool Bay Area; driving inward investment to the area and encouraging existing businesses to invest; representing the Blackpool Bay Area's economic needs with the Local Enterprise Partnership and with Government and representing the strategic voice of the private sector across the area.

Lancashire County Council/Lancashire County Developments Limited

Lancashire County Council is the upper tier local authority covering the district of Fylde. It carries out its economic development function through Lancashire County Developments Limited (LCDL). This private company works to deliver new or growing Lancashire business and sustainable economic growth throughout Lancashire (except Blackburn and Blackpool unitary authority areas). It does this through giving specialist advice to start up businesses, providing loans and equity finance through its Rosebud scheme, providing good quality workspace in desirable locations, offering specialist planning advice for developers and supporting the visitor economy through Marketing Lancashire.

²³ www.britishchambers.org.uk ²⁴ www.fsb.org.uk ²⁵ www.blackpoolbayarea.com

Lancashire Enterprise Partnership

The Lancashire Enterprise Partnership (LEP) was established in 2011 to provide leadership for the county's economy and be a catalyst for job creation and economic growth. It is a Government endorsed partnership between the private and public sectors, with a board comprising representatives from some of Lancashire's biggest employers, chambers of commerce, local councils and academic institutions.²⁶

It is the focal point for directing economic development in the county and is hugely influential in the work of councils and other agencies responsible for stimulating economic growth. The LEP and BAE Systems are central to the establishment of the Enterprise Zone across the sites of Samlesbury and Warton, the latter settlement falling within Fylde.

The organisations below operate within the economy at the local (Fylde) level.

Social Enterprise Solutions

Founded in the North West, Social Enterprise Solutions (UK) is a community interest company that undertakes a range of programmes and initiatives which assist in creating and developing dynamic and sustainable social enterprises which strengthens an inclusive and growing economy. It is registered in England as a Community Interest Company (CIC) limited by guarantee and is based on the Fylde Coast.

Hotel Association of Lytham St Annes

The Hotel Association of Lytham St Annes (HALSA) is a partnership of hotels, guest houses and accommodation providers which work together on a number of visitor economy related projects and undertake occasional lobbying of Fylde Borough Council and Lancashire County Council.

Kirkham & Wesham Business Group

The Kirkham & Wesham Business Group is a partnership of business interests drawn from across Kirkham and Wesham which primarily focuses on town centre concerns. The group has worked in partnership with the University of Central Lancashire to deliver a number of projects. The group also lobbies and works in partnership with Fylde Borough Council and Lancashire County Council on a number of projects to improve the economic conditions of the town centre.

St Annes Chamber of Trade

The St Annes Chamber of Trade is a partnership of businesses drawn from the town centre of St Annes-on-the-Sea. The Chamber is primarily concerned with improving the economic conditions of the town centre, enhancing its vitality and viability. It undertakes lobbying of Fylde Borough Council and Lancashire County Council and offers other means of support for its membership.

²⁶ www.lancashirelep.co.uk

Lytham Business Partnership

The Lytham Business Partnership is drawn from representatives of the business community from across Lytham. The partnership focuses on the economic conditions of the town centre and undertakes lobbying of Fylde Borough Council and Lancashire County Council.

2.2 In considering the above partnership arrangements there is clearly a grouping of partnerships with a sectoral focus on town centres. This could be indicative of the traditional role of a 'chamber of trade' or similar in the economies of town centres or could be an indicator of strong and active partnerships in this sector of the economy; although their membership is not always fully representative of all the town centre uses. The other sector with a locally representative partnership is the visitor economy; although again this organisation draws membership from a limited number of hoteliers, predominantly the smaller establishments. However, the presence of these representative bodies is perhaps indicative of a lack of sector based partnerships or representative bodies throughout the rest of the economy. This is an area of activity which is addressed later in this strategy.

2.3 In considering how effective the various partnerships are, which together represent the economy of Fylde, then the different role of the public and private sector must be taken into account. It is clear from recent government announcements²⁷ that the role of the public sector is to facilitate, assist and at most 'kick-start' economic activity from the private sector. The limit of the public sector is in enabling development, incentivising investment, in essence working with the market to make job and wealth creation possible in areas where this might not ordinarily take place. This will be a key focus of this strategy and is reflected later in the document.

2.4 Of all of the above partnerships, who have a role to play in the economy of Fylde, it is perhaps the LEP who will be the most influential. The LEP are the conduit through which most economic development related public funding from central government is most likely to be channelled. This private sector led partnership will set the vision and develop the projects across Lancashire ensuring the right balance between the needs or demands of the private sector and the facilitating role of the public sector in delivering that vision and projects. Much of the success of this strategy in achieving its objectives will rely upon the extent to which it is able to be 'adopted' or incorporated into the vision of the LEP and also the ability of the various partners to this strategy, to influence the decision making and policy formation of the LEP.

²⁷ National Planning Policy Framework (NPPF)



Strategy & Policy Context

3.1 This strategy exists as one amongst a number of policy and strategy documents relating to the economy of Fylde. As a means of comparison these policy and strategy documents are presented and considered below in three categories; national, sub-regional and local. Each of these categories contains a number of documents each of which will have implications for this strategy; indeed this strategy should seek to deliver or support many of these documents. It is also important that the objectives of this strategy are in broad conformity with the most relevant national and sub-regional policies.

National Policies

3.2 The most relevant national policies are those set by central government and its various departments relating to the economy. These can take the form of legislation, initiatives or programmes, ministerial statements, government guidance and policy frameworks. Each of the following has been considered; the National Planning Policy Framework, The Plan for Growth, Enterprise Zones, the Localism Act 2011, Regional Growth Fund, Coastal Communities Fund, Portas Review and Skills for Growth.



The Plan for Growth

The Plan for Growth was a government Green Paper published in 2011. It set out how '...Britain has lost ground in the world's economy and needs to catch up'.²⁸ It has a clear focus on considering the economy of the United Kingdom (UK) from a global perspective and drawing attention to the metrics or indicators which most pertinently show how in comparison to the rest of the world the economy of the UK has lost competitiveness and that previous economic policy had failed and that a new focus or direction was needed.

It then set out how the government would achieve this objective through a number of initiatives, including but not limited to, changing fiscal policy, skills policy, the planning system, research and development, infrastructure planning and funding, promotion of exports and support for new start ups and business growth. Many of the recommendations have since been implemented or incorporated into subsequent legislation or initiatives.

The Regional Growth Fund

The Regional Growth Fund (RGF) is now a £2.4bn fund operating across England from 2011 to 2015. It supports projects and programmes that lever private sector investment to create economic growth and sustainable employment. It aims particularly to help those areas and communities which were dependent on the public sector to make the transition to sustainable private sector-led growth and prosperity²⁹. This fund clearly reiterates the government objective that public funding should play a supportive role to lever in private sector development and wealth creation. In addition the RGF also gave the private sector a direct route for bidding to receive public funding, a subtle change in approach for government policy.

The Coastal Communities Fund

The Coastal Communities Fund was announced in July 2011, and is designed to support the economic development of coastal communities by promoting sustainable economic growth and jobs, so that people are better able to respond to the changing economic needs and opportunities of their area. The fund supports imaginative and innovative projects that promote jobs and growth and help to build sustainable and more diverse local economies.

Enterprise Zones

In 2011 the government announced it would establish 11 new Enterprise Zones, this number was subsequently increased, in response to The Plan for Growth. Enterprise Zones were created to encourage investment and exports as a route to a more balanced economy. Generally, the current Enterprise Zones will include superfast broadband, lower taxes and low levels of planning control and regulation. This element of national policy is pertinent to Fylde because one Enterprise Zone is located at Samlesbury and Warton, the latter being within the Borough of Fylde. This element of national policy is reflected in this strategy in later sections.

²⁸ The Plan for Growth, HM Treasury & Department for Business Innovation & Skills, March 2011

²⁹ www.bis.gov.uk/RGF

Lancashire County Economic Assessment 2011

The Localism Act 2011 is most significant for the change in approach it engenders amongst public sector organisations through the empowerment of local communities. It has many facets which are too numerous to detail here, suffice to say that the freedoms and flexibilities given to local authorities, particularly the 'local' control of the business rate, will play a key role in the implementation of this strategy. In addition the community right to buy and the community right to build powers could significantly change the provision of services and the nature of development particularly in rural areas.

The National Planning Policy Framework

The National Planning Policy Framework (NPPF) was introduced in 2012 as a replacement for the Regional Spatial Strategies and National Planning Policy Statements/Guidance. The NPPF clearly sets out that the purpose of the planning system is to contribute to the achievement of sustainable development and there are three elements to sustainable development; economic, social and environmental. The economic role is defined as 'contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right place and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure'³⁰.

The NPPF clearly places upon the local planning authority the need to place significant weight on the need to support economic growth and to plan proactively to meet the development needs of business and support an economy fit for the 21st century. In addition there is a clear policy framework established for ensuring the vitality of town centres and planning positively for residential and other development in and around town centres which can positively impact upon the centre.

The Portas Review and the Government's Response

The Portas Review: An independent review into the future of our high streets³¹ and the High streets at the heart of our communities: The Government's response to the Mary Portas Review³² frame the Government's thinking in relation to town centres. In summary the Government's response lays down a challenge for local partners to re-imagine their town centres and high streets, ensuring they offer something new and different that neither out-of-town shopping centres nor the internet can match – an experience that goes beyond retail, with creative use of public spaces and a vibrant evening economy. The response outlines a new package of measures to help high streets reclaim their role at the heart of our communities.

³⁰ *The National Planning Policy Framework, Department for Communities and Local Government, March 2012*

³¹ *The Portas Review: An independent review into the future of our high streets, Department for Communities and Local Government, December 2011*

³² *High streets at the heart of our communities: The Government's response to the Mary Portas Review, Department for Communities and Local Government, March 2012*

³³ *World Class Apprenticeships: Unlocking Talent, Building Skills for All, Department for Business Innovation & Skills (2008)*

³⁴ *The Plan for Growth, HM Treasury & Department for Business Innovation & Skills, (2011)*

The Skills for Growth White Paper

Whilst apprenticeships have a long history, they have over recent years become an increasing priority for government. In 2008 the publication World Class Apprenticeships³³ set new ambitions for apprenticeships and introduced a new organisation, the National Apprenticeship Service. The Skills for Growth White Paper published in 2009 further reinforced the key role being given to apprenticeships within the national strategy for skills and proposed further expansion in apprenticeship numbers.

There has continued to be a dynamic agenda for apprenticeships pursued by the current government. The Plan for Growth³⁴ committed the government to making 'the highest ever public investment in apprenticeships so that by 2014-15 there will be funding for 75,000 more adults starting apprenticeships'.

Draft Aviation Policy

'The Government's primary objective is to achieve long-term economic growth. The aviation sector is a major contributor to the economy...'. Although only at the draft stage this emerging Government policy will have a key role to play during the lifetime of the document especially as the Borough is home to a regional airport.

Sub-regional Policy

3.3 The most relevant sub-regional policies are those published by Lancashire County Council (LCC). LCC is the upper-tier authority in a county operating on a two-tier basis. The most relevant policies here are the Lancashire Local Transport Plan 3, Lancashire County Economic Assessment, and Lancashire County Council's Economic Framework.

Lancashire Local Transport Plan 3 2011 – 2021

The Lancashire Local Transport Plan (LTP3) sets the strategic transport planning objectives across the County for the next ten years. It has a clear goal to help secure a strong economic future by making transport and travel into and between our major economic centres more effective and efficient and by improving links to neighbouring major economic areas and beyond. This goal is seen as being delivered in the Fylde at Warton and Junction 4 of the M55. The former for the Enterprise Zone and the latter around 'Whitehills', which is a large employment land allocation in the Borough.

The key projects identified by the LTP3 Implementation Plan for Fylde are work with Blackpool Airport on the development of their Surface Access Strategy by 2013, work on a transport corridor study on M55 to Fleetwood by 2014 and finally work on the Fylde and Wyre Highways and Transport Master Plan by 2014.

Lancashire County Economic Assessment 2011

The Lancashire County Economic Assessment is essentially an assessment of the macro-economic conditions of Lancashire. Many of the findings have already been included in the contextual indicators section at the start of this strategy. Furthermore this document does not of itself give any policy direction or strategic objectives for Lancashire. This is instead provided by the Lancashire County Council Economic Framework.

The Lancashire County Council's Economic Development Framework 2010

The Council's Framework is structured around five strategic priorities; Economic Growth, Knowledge and Innovation, Spatial, Skills and Employment, Infrastructure and Partnership Development. The Framework puts a clear emphasis on the need for the public sector to work more closely with the private sector and to work in a role of facilitating and enabling development and employment and wealth creation. It also acknowledges the need for the various public sector organisations to better work together, specifically for Lancashire County Council to take a greater leadership role on a number of activities or projects.

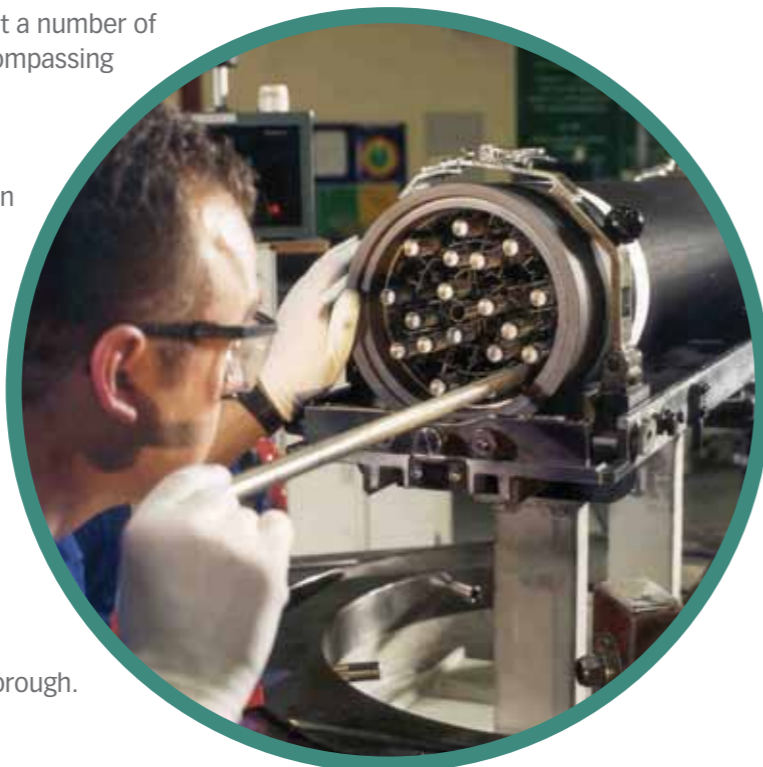
This document also focuses Lancashire County Council's attention on the many different functions it has, such as highways and education, and how these can be influenced or aligned to achieve economic benefits. Finally this document gives a clear re-focus to the activity of Lancashire County Development Ltd (LCDL) through its various products and activities to work with 'bigger' employers, to focus on high-growth or higher-value companies and to develop and deliver a small number of key strategic projects. This shift in emphasis is something that has been reflected in the objectives of this strategy.

Local Policy

3.4 Whilst this strategy needs to be in general conformity with the higher level strategy and policy documents from the national and sub-regional level, it should also align with the various local policies such as the Fylde Sustainable Community Strategy 2008-2018, the Fylde Local Plan - to 2030 and the Fylde Coast Employment and Skills Strategy.

Fylde Sustainable Community Strategy (SCS) 2008-2018

The Fylde SCS sets out a number of strategic themes encompassing all aspects of social, environmental and economic issues. The third theme focuses on economic prosperity with the vision of creating a supportive environment for business and developing a vibrant and varied economy that is reflected in our coastal and market town centres, through the rural economy and within the broader business environment of the Borough.



The Fylde Local Plan – to 2030

The emerging Fylde Local Plan includes a number of strategic objectives across many areas of activity, the most relevant being to diversify and grow the local economy by;

- Diversifying the Borough's economic base in order to reduce reliance on a small number of large employers
- Making provision for high quality and readily available sites in sustainable locations that will facilitate the growth of existing local firms and be attractive to new inward investment, including high technology uses
- Protecting existing employment land and premises, where appropriate
- Enhancing town centres through the promotion of mixed uses and focusing on development that attracts a large number of people
- Developing a distinctive image of the Borough as a business location based on existing assets such as BAE Systems, Whitehills Park and Blackpool International Airport
- Developing a widely recognised image of the Borough as a quality tourism destination, based on existing assets such as the high quality hotels and the open coastline (including the Regional Park and the championship golf courses) maximising the potential of the visitor economy
- Promoting the classic resort image/initiative for Lytham St Annes
- Promoting the continuing improvement of the vitality and viability of the town centres

The Fylde Coast Employment and Skills Strategy 2010

This document commissioned in July 2009 was designed to look at the skills needs of employers, the skills gaps of the population and the barriers to higher value employment that persist across the Fylde Coast. The strategy has three themes or areas of focus; work with the economy, raise the employment and skills base and get the supply side right.

Some of the key actions are;

- Prioritise key sectors and opportunities – including existing and emerging sectors (hospitality and retail, advanced manufacturing, energy)
- Align skills and employment activity to the development of these sectors
- Promote activities that will add further economic value to the area through high quality jobs
- Ensure young people are able to make the best start to their careers
- Target activities on adults not currently in jobs but wishing to work – including people of prime working age on incapacity benefit

3.5 The above summary should hopefully give a reasonably good indication of the concerns across the Fylde Coast. It is also worth noting that the Fylde Coast Skills Strategy was written with a Fylde Coast footprint as this was the most appropriate for a document of this nature. Considering the Borough of Fylde footprint only, the earlier findings (set out in paragraph 1.10 above) become the more relevant; that the Fylde possesses a higher than average skill level in comparison to Lancashire and the North West. The above strategy and its findings will be taken into account in the objectives of this strategy.

Developing the Strategy

Evidence hearings

4.1 In formulating this economic strategy Fylde Borough Council sought the views and opinions of numerous stakeholders through several means of consultation. The review of the previous strategy (Fylde Borough Council Economic Development Strategy and Action Plan 2008-2021) was led by a Task and Finish Group of the Policy Development Scrutiny Committee of Fylde Borough Council.

4.2 Before public consultation was undertaken, eight hearings of evidence were held with a large number of representative individuals and organisations (see appendix item 2) who have a role in the economy of the Borough. These events were held between 13th September 2011 and 27th February 2012. The findings of these hearings have been incorporated into this strategy and it is considered that the value of these face to face events enhanced the experience of forming this strategy and have led to a more robust, implementable and more widely valued (in both the public and private sector) strategy.

Public consultation

4.3 The Economic Development Strategy and Action Plan underwent a public consultation exercise between 5th July 2012 and 16th August 2012. During this period copies of the document were available to view at public libraries throughout the Borough, on the Council's website and upon request at the Council's offices in St Annes. In addition consultation advertisements were placed in the local newspaper and over 315 consultation letters were sent out to interested bodies utilising the Council's Register of Consultees. This consultation was completed in conformity with the Council's Updated Statement of Community Involvement Sept 2011. The Council received 15 responses during this public consultation. Details of these responses can be seen in the separate report Findings of Public Consultation.³⁵

Business Survey – methodology

4.4 At the same time as producing this Economic Development Strategy the Council also refreshed its Employment Land and Premises Study. To inform both of these documents a company survey was undertaken. This survey sought to widen the participation of businesses in the formation of policy and strategy and enhance the robustness of the findings. It also sought to find empirical data on the demand for property and land and views of businesses on the suitability of their premises. These findings are reported in detail in the Employment Land and Premises Study³⁶ and in the appendix³⁷ and are not repeated here in any detail; except where they link to suggested actions included in this strategy.

³⁵ Findings of Public Consultation, Fylde Borough Council 2012

³⁶ Employment Land and Premises Study 2012, Fylde Borough Council 2012

³⁷ Appendix 3

³⁸ Using ONS data

4.5 The business survey used a questionnaire with explanatory covering letter and pre-paid envelope and was sent to 230 companies. The company databases were sourced from EGI; a specialist commercial property database. In 2010 there were approximately 2,296 relevant businesses operating out of B1, B2 or B8 premises or sites in the study area³⁸ and therefore this is a ten percent sample. The survey was not sent out to businesses falling outside of the 'B' use class such as professional services or retail. The postal survey achieved a response rate of 16.1%, and follow-up phone calls achieved a total response rate of 126 or 55%. This is considered a representative sample at 5.5% of the relevant business population.

Business survey – the findings

4.6 The 126 respondents have a total of 1,616 (1,324 full time and 292 part time) employees. 74.6% employ between 0 and 10 and 88.1% employ between 0 and 20. 34.9% currently occupy industrial/warehouse accommodation while 32.5% are in offices. Of the 126 respondents 20 firms stated that they currently had a property requirement in excess of their current accommodation; this expansion potentially resulting in 68-89 new jobs being created. When asked about the wider business environment the most common statements were about a perceived lack of business support, grants and funding and also parking concerns. Several companies also felt there is a lack of available office accommodation in Lytham, St Annes and (to a lesser degree) in Kirkham. The lack of high speed broadband in the borough, and particularly in the smaller settlements was noted by five respondents and four respondents cited high business rates. All of these concerns have been reflected in some way in this strategy with suggested actions included in the later sections.

Conclusions

4.7 Draft versions have been widely circulated and public consultation held with all comments and representations having been considered in the production of this final version. It is considered by the Council and its partners that this inclusive and evidence based approach has ensured the development of a fit for purpose and robust strategy.





Strategic Themes

5.1 There are many ways in which the goals and objectives of this economic strategy can be expressed. What follows is a number of Strategic Themes which when considered together form the basis of the economic strategy for the Borough of Fylde. These themes have been developed based on the findings of the evidence hearings, the contextual data, the business survey, public consultation and the review of existing policy and strategy all presented in this document so far. Each of these Strategic Themes expresses a clear vision of what the Council and its partners would like to achieve within that area. This vision is ambitious and should give a clear direction of travel for all subsequent activity, both of the Council, its public sector partners and the private sector.

5.2 Within each Strategic Theme key issues are presented which should support the reasoning behind the vision. Each Strategic Theme also includes what are termed 'general policy statements' or 'key statements of activity' which seek to crystallise the findings of this strategy around a particular theme and provide a more succinct expression of ambition that can be more readily adapted to inform a planning decision, investment decision or funding application etc. No vision, strategic theme or general policy statement should be read in isolation from the others. Instead all should be considered to have equal weight in decision-making.

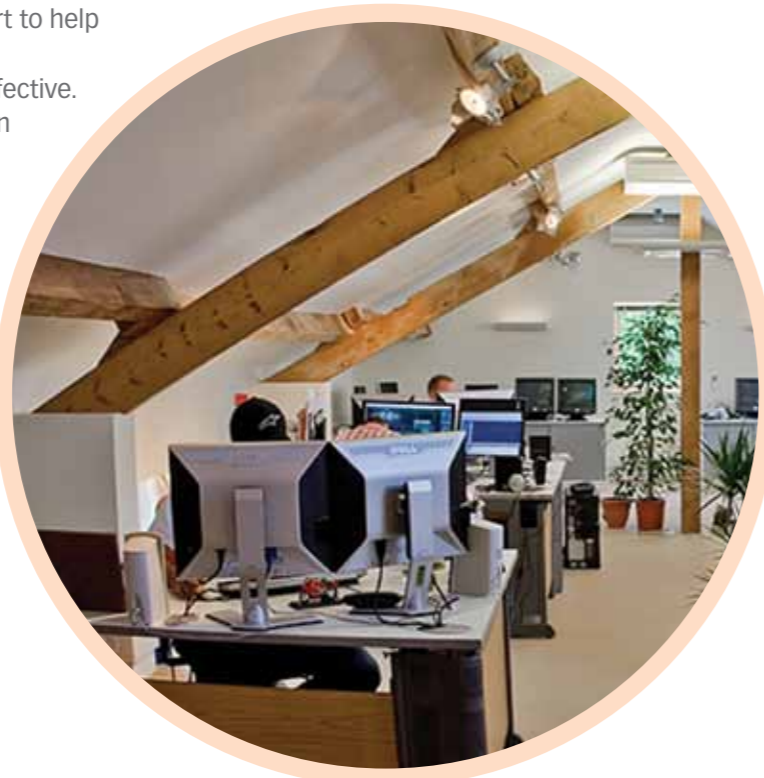
Theme 1: Partnership Working

'The Council will seek to enhance the productiveness of the local economy by working effectively with a range of partners including public sector organisations, the third sector and private enterprise'

The Council understands the importance of a vibrant local economy and the role wealth creation and enterprise plays in creating a high quality of life for its residents. It wishes to help create a climate for investment by providing suitable and sufficient land for economic development, developing the visitor economy, and helping to maximize employment opportunities for its citizens.

The Council appreciates that it can influence and promote economic growth but equally appreciates that there are many organisations both local and of a more strategic nature that can equally support the business community. These 'partners' range from the Local Enterprise Partnership, Lancashire County Council, adjoining local authorities, the Local Strategic Partnership, the educational sector and organisations such as the Chambers of Commerce, Federation of Small Business and of course the private sector. The Council is one player in the quest to promote economic growth and it is essential that it works with and alongside partners to ensure that its interventions in promoting the local economy are used to maximum effect. It should also be noted that social enterprise may also have a key role to play and throughout where reference is made to business or enterprise it includes social enterprises.

A major part of the research phase of revising the Economic Development Strategy was one of assessing the relative roles of partner organisations and how combining effort to help deliver projects or other initiatives can be very effective. The consultation phase in developing the Strategy highlighted that there are a number of organisations that directly or indirectly are supporting economic development including large companies, the educational sector and local authorities themselves.



Some of the benefits of partnership working include.

- Continuing to work together, through the Blackpool Bay Area Company on economically important activity across the Fylde Coast
- Information sharing and delivering projects with the appropriate skills drawn from relevant organisations with wide ranging skills and knowledge
- Joint working to achieve a more strategic outcome. This could include, for example, joint bidding submissions for funding, where this would be more successful than an individual Council 'going it alone'
- Engaging a variety of interests to understand issues and developing action plans or projects with those interests taken account of
- Agreement with partners to undertake specific projects on behalf of the Council
- Enabling businesses to network for mutual economic benefit

In the implementation of the Strategy partnership working will have a significant role to play since some of the projects listed in the Action Plan to the strategy will require partner input and delivery, indeed much of the success of the strategy and its implementation will require broad based partnership working.

In delivering the above vision the Council and its partners will;

- Liaise with partners to develop specific projects that are contained within the strategy and action plan
- Create specific partnerships to implement the projects contained within the action plan, for example town centre partnership working, the development of the skills agenda or submitting joint bids with other partners with the objective of attracting funding
- Work closely with the Lancashire Enterprise Partnership on specific issues and projects
- Work closely with the private sector and encourage the private sector to engage within itself to create important networks for mutual benefit
- Work with local authority partners to promote the economy within the various sectors and in the preparation of developing and formulating strategy at a strategic as well as local level
- Continue support for strong representation for developing the Fylde Coast economy, working in partnership with local authority partners on matters of interest to the coast as a strategically important location

Theme 2: Town Centres

'The Council and its partners will continue to support the long term vitality and viability of its town centres through a series of actions and interventions, working through local partnerships'

The Council supports the protection and enhancement of its town centres through a variety of means. These include through the planning system, public realm enhancements, marketing, maintenance and management. It has adopted a 'regeneration framework' where it seeks to work with developers to attract financial contributions to environmental improvements associated with new development. Through the new National Planning Policy Framework, the Government has signalled its support for town centres being the focus for retail development but also considers that centres should offer a diverse mix of uses including leisure, cultural, residential and business space.

The recent 'Portas Review' has resulted in the Government re-affirming its pro town centre stance in relation to planning policy and grant aiding some local authorities, which is aimed at encouraging the undertaking of ideas and initiatives to address the problem of high street vacancy. Over the last decade, the Council has secured significant funding for the regeneration of its town centres and has adopted individual strategies for each of them, albeit at various stages of development.



In supporting the future vitality and viability of the town centres the Council and its partners will;

- Consider establishing town centre forums or partnerships to represent the various stakeholders of the town centres
- Continue to support capital schemes to enhance the public realm of the town centres including Section 106 payments and in developing its Community Infrastructure Levy
- Create baseline data from which to measure the health of the town centres
- Continue to support appropriate development in town centres including mixed uses where appropriate
- Work with other partners to market the town centres and encourage additional activity e.g. through events such as farmers' markets and carnivals
- Use its powers to lobby for controls to prevent the proliferation of charity shops
- Pursue high quality design in town centres including the preparation of design guides, conservation appraisals and management plans
- Work in partnership with the private sector to ensure that buildings are maintained and managed appropriately
- Explore available options to help support the formation and survival of town centre businesses
- Explore the options available to offer 'local discounts' on NNDR (Business Rates)
- Ensure that economic factors are considered in any decisions relating to car parking and traffic management decisions by the relevant local authority
- Explore options for improving/delivering a town centre management function
- Explore options for 'meanwhile' uses of vacant town centre properties especially making use of social enterprises
- Explore options for local reward schemes

Theme 3: The Visitor Economy

'The visitor economy is a major element of the broader economy of the Fylde, providing high levels of employment and making a major contribution to the economic prosperity. The Council and its partners will continue to support the growth of the visitor economy'

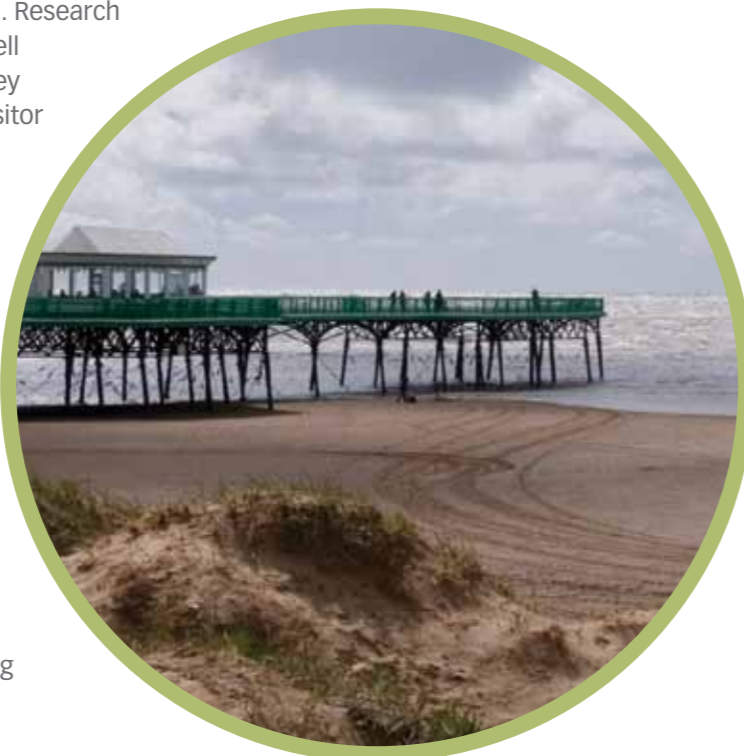
The total value of the visitor economy to the Borough is in excess of £210m per annum. Some 4.2m day visits are made to the area with 630,000 staying visitors. Some 3000 individuals are employed in this sector (2010 figures). These statistics point to the overall value of this sector of the economy and there is an upward trend in these values. Fylde is an important part of the broader Lancashire visitor economy, which is estimated to be worth some £3bn per annum, attracting 58m visitors and providing 54,000 jobs.

Fylde has traditionally been associated with seaside tourism and whilst this is very important more recent ventures including the development of Ribby Hall and the proposals for Lytham Hall add, or will add, to the diversity of the offer. The proposal to establish a regional park around the Ribble Estuary, in view of its international significance as a wildlife habitat, is a potential area for growing the visitor market.

Fylde is uniquely placed with its extensive coastline and attractive rural area. It is famed for its golf offer and has been the host to the Open Golf Championship (2012) and a host of other competitions. National trends in relation to tourism and the visitor economy suggest that more trips are likely to be taken in the UK (the "staycation") and there is an opportunity, for Fylde to expand this element of the economy by creating the right quality offer.

It is important to carefully target growth sectors, adding to the present appeal. Research indicates that the Fylde is well positioned to capitalise on key growth sectors within the visitor economy including 'green tourism' and heritage.

The Borough Council is fortunate that the physical environment of the area is of a particularly high standard but in the context of its urban areas, which contain extensive areas of historic fabric. The rural parts of the Borough contain extensive tracts of attractive landscape including two estuaries.



Research³⁹ has indicated that the Borough, and in particular the coastal resort areas, have the potential to attract new visitor segments to augment the present visitor market. This would result in the potential to grow visitor numbers with the consequent economic benefits. An important element of promoting the area to new markets is one of ensuring that the quality of the product meets expectations. The concept of the Classic Resort, aimed at creating a quality assurance benchmarking scheme for appropriate resorts has been suggested for St. Annes. This proposal was explored further in the Visitor Economy Pilot study. The Council has previously given its approval to the development of the classic resort concept and within this strategy it is proposed that this be developed in detail as a specific project within the Action Plan. The Council's 2020 Vision document for Lytham St. Annes⁴⁰ sets out a methodology as to how the Classic Resort could be developed and this would necessarily include a range of partner organisations.

In delivering the above vision the Council and its partners will;

- Enhance the provision of visitor information
- Market and promote the attractions of Fylde nationally and internationally and work with partner organisations, including the private sector, to increase the value of the visitor economy
- Promote new segments of the visitor market to include eco tourism and market the natural beauty of the Fylde and work in partnership to develop the Ribble Coast and Wetlands Regional Park
- Seek to restore the historic heritage assets and attractions of Fairhaven Lake and St Annes Promenade Gardens
- Support the 'development' of Lytham Hall
- Promote new segments of the leisure market, including beach sports, and support events at the international, national and local level
- Protect key visitor locations/holiday zones from non-tourism related uses and development
- Seek to develop key sites which have the potential to contribute to the visitor economy including 'The Island' and the vacant site on The Promenade/East Bank Road
- Increase the number of day and staying visitor numbers and the overall economic value of the sector
- Actively support tourism and the visitor economy in appropriate rural locations e.g. farm produce shops
- Develop the proposals for the establishment of a 'Classic Resort' for St. Annes
- Seek to promote and enhance the intrinsic character, beauty and tranquillity of Fylde's countryside and coastline as a key contributor to the visitor economy

³⁹ The Visitor Economy Pilot Project : Place Making in St. Annes, March 2009

⁴⁰ Lytham St. Annes 2020 Vision : Fylde Borough Council : 2009

Theme 4: Investment Enquiry Handling and Relationships with Businesses

'The Council and its partners will endeavour to support investment into the Borough. The attraction of capital and investment leads to the creation of economic output or wealth and employment opportunities. The Council will embed a presumption in favour of sustainable development to support this key economic activity'



Investment decisions are a market driven transaction which relies on entrepreneurial activity. These decisions can be improved by the provision of information or other data on sites, buildings or other opportunities. It is also apparent that the market can be slow to recognise some opportunities due to a lag in information or a delay in knowledge reaching the most appropriate decision makers, often local circumstances are not fully recognised when an area is viewed on a regional/national basis. The Council and its partners can play an 'honest broker' role in this transaction through the provision of information and the creation of relationships with investors and developers.

Investment decisions and the development that results from them can often be affected or deterred by perceived concerns with the planning system or other regulatory systems. In approaching its delivery of these regulatory systems the Council will seek to give significant weight to the need to support economic growth and job creation. Indeed in specific relation to the planning system the Council, through appropriate plans and strategies, will seek proactively to meet the development needs of indigenous businesses and those seeking to invest in the Borough.

In delivering the above objective the Council and its partners will;

- Seek to ensure a supportive corporate (within the Council) approach to investment and development
- Proactively foster good and productive relations with investors and developers
- Collect and assess information about the land and premises available or potentially available for development or investment
- Proactively seek to provide appropriate information and guidance to investors and developers which could ultimately lead to investment in to Fylde
- Develop a critical friend role within the planning system for major planning applications which have a clear benefit for economic growth and job creation
- Develop a 'fast track' or performance based approach to the consideration of major planning applications which have a clear benefit for economic growth and job creation
- Ensure appropriate information and advice is openly available through the most appropriate means (website, printed etc.)
- Ensure appropriate systems and protocols are in place between all public sector partners dealing with investment enquiries
- Develop and maintain good and productive relations with land owners and commercial property agents
- Develop and maintain good and productive relations with indigenous businesses

Theme 5: Enterprise Zone, Warton

'Land at BAE Systems, which is a designated Enterprise Zone, will be a focus for economic growth and job creation in the Fylde. The redevelopment of part of this site as a key location for advanced engineering and manufacturing businesses will see the creation of significant new employment opportunities'

The zones seek to offer financial incentives by granting business rate relief, in some cases capital allowances and a simplified planning regime with the objective of creating 'planning certainty'. The zones are meant to stimulate new inward investment, creating new, rather than displace companies and have long term benefits. Significant new 'high end' employment is envisaged.

The objective of the Lancashire Enterprise Zone is one of stimulating advanced manufacturing and engineering, thereby becoming a national focal point for the sector and mitigating the impact of predicted job losses at the two sites (Warton and Samlesbury). It is hoped that the zone will create some 4000 – 6000 high value jobs in the long term capitalizing on new and emerging opportunities in the advanced manufacturing sector. The development of the local supply chain will be a key objective.

The Lancashire Enterprise Partnership will manage and coordinate activities relating to the Enterprise Zone and act as a governing body. It will seek to attract new business development to the site, including international inward investment.

The Borough Council will have a key role to play in the development of the zone and has already been a lead player in the development of the simplified planning regime, which is inherent to the zones themselves.

In delivering the above vision the Council and its partners will;

- Be responsive and supportive to enquiries from developers in connection with potential development within the zone
- Offer timely and prompt planning advice to potential developers within the zone
- Work with partners to roll out local development orders for the remaining parts of the zone at the appropriate time
- Assist in the preparation of the proposed master plan for the zone



BAE SYSTEMS

Theme 6: Infrastructure

‘Creating links and connections from the Fylde to the national network will be essential for prospective growth. High quality connections within the Borough will assist in the movement of people, goods and information, considerably enhancing economic growth opportunities’

The future economic growth prospects for the Fylde rely to a large extent on how well it is connected to the national transport network and also to the local sub region. Being located along the coast, there may be locational disadvantages in attracting some elements of inward investment. However, it is essential that improvements are made, where possible to create improved connections by road, rail, and air.

Blackpool Airport is the regional airport of Lancashire and the Lake District, currently flying to over 20 European destinations. The airport performs an economic role for the local authority areas of both Blackpool and Fylde. The airport currently accounts for around 327 fte⁴¹ jobs including Blackpool Airport staff, ground crew, UK Government agencies and directly associated businesses. At present 12 businesses are based at the Airport and are reliant upon the on going and successful operation of the airport. During 2012, the airport terminal will handle around 250,000 passengers with an additional 20,000 using the offshore helicopter terminal. Blackpool Airport is planning for the growth of the airport to around 2.75 million passengers per annum over the next 20 years⁴². Blackpool Airport is committed to preparing an updated Economic Impact Assessment of the airport, which will re-evaluate its role in the economy and be available by the end of 2012 along with a revised aviation master plan.

The Heyhouses Link is seen as the key route from Lytham St Annes to the motorway and its construction will be dependant on future residential development at the ‘Queensway site’ and potentially other adjoining lands. This link road will also act to improve the sustainability of Whitehills Business Park. In addition the electrification of the Manchester to Blackpool line presents Kirkham with growth opportunities. In delivering 21st century infrastructure to support economic growth the need to improve the broadband connectivity is a key project. The Lancashire Rural Broadband project should help to support economic growth and job creation.

The further development of the Fylde Coast is currently constrained by capacity issues related to the sewerage and waste water infrastructure. This capacity issue is also a clear concern for the visitor economy with clear negative economic implications of beach warning signs or closures. It is therefore clear that improvements to the waste water infrastructure will have economic benefits.

⁴¹ Full Time Equivalent

⁴² Blackpool Airport written submission August 2012

In delivering the above vision the Council and its partners will support the following projects;

- Blackpool Airport
- Construction of the Heyhouses link to the M55
- Improvements to the South Fylde Rail Line
- Improved broadband connections in general but in particular to the more rural parts of the Borough
- The electrification of the Preston to Blackpool line
- Improvement of railway stations and their immediate environment to become accessible gateways and economic hubs
- M55/J4 to Fleetwood link road ‘known as the blue route’
- The A585 Transport Corridor Study
- Improvements to the energy/electricity infrastructure to accommodate growth within the energy/renewables sector
- Waste-water and environmental infrastructure improvements
- Improvements to infrastructure to facilitate delivery of the Enterprise Zone



Theme 7: Employment Sites & Premises

'The Council will ensure that an appropriate supply of developable employment land is available to support the needs of businesses. And that this employment land is in locations that are both economic, environmentally and socially sustainable. The Council will also ensure that in making this provision of employment land that the availability and suitability of premises is also taken into account'



In developing plans and strategies the Council will seek to ensure that significant weight is placed on the need to support economic growth through the planning system in both plan making and policy formation. The Council will ensure that through its plans and policies it proactively meets the development needs of businesses and supports an ever changing and developing economy; one particularly fit for the 21st century.

Whilst the development of office or other buildings is an entrepreneurial activity the Council and its partners can seek to steer development or redevelopment of premises to fit the needs outlined elsewhere in this strategy. This is not to unnecessarily involve the public sector in a private transaction but instead to ensure that economic growth is the primary driver of development or redevelopment decisions.

The Council also recognises that through the planning system, (i.e. plan and policy making or formation and development management decision making) great influence can be exerted upon the provision of land and buildings to support the economy. In this role the Council will seek to support indigenous businesses whether expanding or contracting and where possible meet the needs of potential new businesses investing in the area.

To deliver the above objective the Council and its partners will;

- Set out plans and policies which are flexible enough to accommodate the needs of indigenous business growth and contraction and the needs of potential new investment or businesses to the area
- Avoid the long-term protection of sites allocated for employment use where there is no reasonable prospect of the site being used for that purpose
- Create and maintain good and productive relations with the business community to fully ensure that their needs are understood
- Develop a critical friend role within the planning system for major planning applications which have a clear benefit for economic growth and job creation
- Develop and maintain good and productive relations with land owners and commercial property agents
- Ensure appropriate systems and protocols are in place between all public sector partners dealing with investment enquiries
- Develop a 'fast-track' or performance based approach to the consideration of major planning applications which have a clear benefit for economic growth and job creation



Theme 8: Education, Skills & Training

'Fylde will have a workforce that is provided with the opportunities to improve and enhance their skill levels to meet the demands and needs of a changing economy which is fit for the 21st century'

Economic growth and in particular higher levels of GVA will require a highly skilled workforce. In particular employment growth will need to take place in what is known as the knowledge economy. This will present skill challenges for the population of the Fylde and the wider Fylde Coast.

Across the Fylde Coast there is a concern with young people not in employment, education or training (NEET). Although not particularly an issue for Fylde there is a clear economic benefit in continuing to support activity in this area at the Fylde Coast level. There is also a continued desire at the national level to develop the apprenticeship route as a means of developing skills and employment. This is something that was supported by the evidence presented during the hearings and is a key area of activity for the Council and its partners.

To deliver the above vision the Council and its partners will;

- Work together to ensure that provision of education and training is focused on the needs of both employers and residents
- Work together to better and fully understand the skills and training needs of employers throughout the Fylde economy
- Ensure education providers, businesses and other organisations work together to 'future proof' the population of Fylde by gathering intelligence on the industries and sectors that are likely to grow or decline in the medium to long term
- Identify and work with groups of employers in key sectors to map out their training needs and develop training plans to up-skill existing staff
- Build on the 'local labour' initiative Blackpool Build Up to continue to link workless and unskilled people into opportunities from investments and developments
- Encourage apprenticeships as a means of developing skills and employment

Theme 9: Rural Economic Development

'The Council and its partners will work collaboratively to help sustain and enhance the economy of the rural parts of the Fylde, including the diversification of rural business and buildings to create new economic growth and job opportunities'

Economic development in the rural area can be considered to be broad ranging and in the context of this strategy can be taken to be activities in the rural parts of Fylde that sustain the local economy, enhance employment opportunities and provide services for the community. For the purposes of the strategy the rural area shall be taken to include the market town of Kirkham and the smaller settlements of the Borough outside the coastal areas of Lytham and St Annes.



Other aspects of the strategy will include development in the rural areas, as defined, including town centre regeneration, rural tourism and the visitor economy, infrastructure and the development of skills. In the context of this particular theme, therefore, rural economic development relates to diversification, support for agriculture and land production, the formulation of businesses and enhancing support services for communities.

The Council has encouraged the diversification of agriculture by granting planning permission for uses that have assisted in supporting individual farms and providing supplementary means of income. Support has been given to the development of rural housing and the development of services that assist in the sustainability of rural communities.

Fylde is actively engaged in the European Union/DEFRA 'Rural Development Programme for England' (RDPE), which operates in the rural areas of Lancashire. The RDPE will operate until 2013 and it is likely that this form of support for rural enterprise will continue beyond that time.

The consultation process undertaken within the context of developing this strategy engaged with the farming community where it was suggested that farm amalgamations were approaching their optimum level and that in general the agricultural economy was, for the present at least, economically viable and that the support of the EU and the UK Government, in terms of subsidy was a stabilising factor for the farming industry. It is still necessary to support the farming community and local procurement for produce should be encouraged where possible.

The issue of broadband coverage in the rural areas is an issue, in the context of the present project being undertaken by Lancashire County Council, with the objective of extending superfast broadband over parts of the rural area of the county.

To deliver the above vision the Council and its partners will;

- Continue support for the diversification of the rural economy and farm operations, commensurate with overall sustainable planning principles
- Support rural development programmes and engagement in the operation of the Local Action Group process for Lancashire
- Work with partners to help secure further funding programmes for the rural area
- Support the farming economy when and where possible
- Actively support tourism and the visitor economy in appropriate rural locations e.g. farm produce shops
- Work together to improve access to superfast broadband, particularly in rural areas
- Support 'energy farming' especially on lower grade agricultural land, where this complements established farming enterprises

Theme 10: Quality of Life/Place

'By 2026, Fylde will be a place that is recognised regionally and nationally for its unique and special qualities in terms of its tranquil open coastline, golf courses and attractive rural and urban environments. Fylde will be a prestigious borough where people desire to live, work and visit. It will be a place that guarantees an improving quality of life for all of its citizens

The jobs, houses and other services and facilities which have been facilitated will deliver sustainable, self-contained settlements reducing the need to travel and maximising opportunities for delivery of sustainable transport provision. Environmental quality will be a key consideration with the coastal towns, market town and service centres and the rural hinterland. The built and natural environmental quality of the borough will be preserved and enhanced, key infrastructure will be in place with balanced growth in housing, employment and services delivered'

(Summarised from the draft Local Plan 2012)

In the course of discussions with public sector partner organisations and private companies, one of the key virtues of the Borough is the overall quality of life. Whilst there are small areas of deprivation, which the Council and its partners are actively seeking to regenerate, the main indices of quality of life point to a relatively prosperous, attractive and vibrant community. Private sector companies that have expressed a view in this regard hold the firm opinion that the quality of housing, education, healthcare and environmental quality are a virtue that is conducive to retaining companies and attracting inward investment.

The quality of life and the generally attractive environment help to maintain property prices, support an important visitor economy, but equally create a demand for new development. The Council's emerging Local Plan for the Borough seeks to resolve the issue of protecting the environment, achieving appropriate levels of growth and providing the infrastructure to meet the needs of the community.

Sustainable communities in Fylde will need balanced growth with a diverse economic base to create the wealth and investment that will support the general economy in general. The protection of the environment and creating a quality of place that befits a prosperous borough will have economic benefits and is a key component, along with the other themes of this strategy

The Local Plan of the Borough will be a key aspect of channelling development into the appropriate locations as will protecting and enhancing the built and rural environment. The Local Plan, supported through this strategy will seek to provide adequate land for employment related uses, housing land and infrastructure.

The quality of life aspects of this strategy relate to creating employment opportunities in the traditional sectors including construction, manufacturing, services, agriculture, and the visitor economy.

The strategy endorses the objectives of the emerging local plan and that of the Local Strategic Partnerships Sustainable Communities Strategy in seeking to maintain and enhance the quality of life. Some of the key interventions are set out in the strategy, where different aspects of the local economy are supported and specific actions and projects are set out in the strategy and the action plan.

In delivering the above vision the Council and its partners will;

- Provide adequate land and premises for encouraging economic development for new and expanding companies in addition to protecting existing employment sites. Where sites are made available the Council will ensure that they are laid out to a high standard with the introduction of planning briefs to ensure that the infrastructure supports the development and that the sites are laid out in an attractive manner to create a high quality setting for companies
- Enhance key visitor locations to maximise the attractiveness, perception and experience of Fylde
- Adopt policies to protect and enhance the heritage of the Fylde and its rural areas, which offers significant economic benefits
- Through the Local Plan ensure that new residential development is laid out to high standards offering a variety of housing types and tenures – including affordable housing, through supplementary planning guidance and design briefs
- Work alongside infrastructure providers to ensure that education, leisure and recreation and social support services meet the demands of the community
- Continue work with partners to seek to enhance areas that fall below the general quality of life indices of the Fylde
- Support the appropriate diversification of rural communities and support farming in maintaining landscape character, water and soil quality and wildlife habitats
- Support local initiatives for the development of enterprise

Theme 11: Energy and Climate Change

'The Council and its partners will work together to ensure that the economic opportunities created by Government energy policy are maximised in the Fylde'

With the passing of the Climate Change Act 2008 the UK became the first country to introduce a long-term legally binding framework to tackle the dangers of climate change. In addition The UK Renewable Energy Strategy and the draft Energy Bill (likely to be an Act at the time this strategy is adopted) place greater importance on providing a greater proportion of energy supply from renewable sources and the nuclear industry.

In addition exploration for natural gas or shale gas is currently (at time of writing) taking place in Fylde and may present a unique economic opportunity. A recent report⁴³ commissioned by Cuadrilla Resources into the economic impact of full 'field development' places a conservative estimate at approximately 1,700 jobs for Lancashire. In addition the Bowland Basin licence could be a first mover within the UK and possibly Europe which may induce additional economies of agglomeration known in the industry as the 'Aberdeen Effect'⁴⁴.

There is also latent capacity within the renewable sector and the Lancashire Sustainable Energy Study suggests that the 'amount of [renewable] resource identified is considerable and deployment of a significant proportion of this would help Fylde and Lancashire make a substantial contribution towards national renewable energy targets'.

Within this strategic theme particular emphasis will be placed on supporting the development of new industries (and sectors), enhancing supply chain opportunities, employment creation and the use of 'local labour initiatives' and the up-skilling and re-skilling of the labour pool. The key sectors that the Council and its partners will seek to help support and develop include the nuclear industry, the shale gas industry and renewables industry.

In delivering the above vision the Council and its partners will;

- Work together to support, when and where appropriate, companies seeking to develop commercially viable energy resources
- Ensure that all partner activity is well co-ordinated should any opportunities present themselves
- Work together to promote the energy and chemicals assets of the Fylde coast with particular reference to Westinghouse/Springfields at Salwick and Hillhouse at Thornton benefitting from the similarities between these two sites e.g. top tier COMAH licence
- Support 'energy farming' especially on lower grade agricultural land, where this complements established farming enterprises
- Utilise the natural resources of the Fylde Coast in a manner which maximises the sustainable employment and encourages investment in key infrastructure

⁴³ Economic Impact of Shale Gas Exploration & Production in Lancashire and the UK. Reqeneris Consulting. September 2011

⁴⁴ Cuadrilla Resource Ltd written Submission 2012



Action Plan

The Fylde Borough Economic Development Strategy sets a clear vision of how the economy of the Fylde could and in some cases should develop. The 'Strategic Themes' set out clearly in each separate area how all partners can work together to achieve a common objective. All of the possible options set out in the strategy need to be refined into a more manageable plan of action to which the Council and all its partners can agree.

The Action Plan set out below attempts to order all of the activity outlined in the strategy into short, medium and long term actions; these are given time scales of ongoing, one and three years plus respectively. Whilst the strategy is more static in nature (changes or reviews envisaged only every three or five years) the Action Plan is dynamic and changed or reviewed on an annual basis. This enables the Action Plan to fully react to changing economic circumstance and to capitalise on new opportunities such as new investments or changes in government policy.



Action Plan Strategic Theme 1: Partnership Working

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
1.1 Improve working relationships with the Lancashire Enterprise Partnership (LEP)	Fylde Borough Council Blackpool Bay Area Company	Fylde Borough Council (Regeneration Service) to obtain updates on a quarterly basis working with Blackpool Bay Area Company		X	
1.2 Improve working relations with the private sector and representative bodies within the private sector	Fylde Borough Council Chamber of Commerce Federation of Small Business HALSA Kirkham & Wesham Business Group St Annes Chamber of Trade Lytham Business Partnership Blackpool Bay Area Company	Fylde Borough Council (Regeneration Service) to attend meetings and improve level and quality of contact, reciprocity needed to ensure action is achieved		X	
1.3 Continue to work closely with Fylde Coast Local Authorities on strategic economic development matters	Fylde Borough Council Blackpool Borough Council Wyre Borough Council Lancashire County Council Blackpool Bay Area Company	Continue to meet and share information at least on a quarterly basis	X		
		Seek out opportunities for joint funding bids	X		
		Ensure appropriate input into Fylde Coast footprint studies and strategies	X		
1.4 Continue to work closely with Lancashire County Council on strategic economic development matters	Fylde Borough Council Lancashire County Council Blackpool Bay Area Company	Continue to meet and share information on key projects	X		
		Lancashire County Council to improve information sharing on Rosebud loans etc.	X		

Action Plan Strategic Theme 2: Town Centres

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
2.1 Evaluate the merits of establishing town centre forums or town teams to represent the various stakeholders	Kirkham & Wesham Business Group Lytham Business Partnership St Annes Chamber of Trade Kirkham Town Council St Annes Town Council Fylde Borough Council	All partners to meet and discuss the merits and agree on next steps (if any)		X	
2.2 Continue to support and deliver capital schemes to enhance the public realm of town centres	Fylde Borough Council Lancashire County Council Private Sector developers	Fylde Borough Council (Economic Development Officer) to continue to request s106 payments for public realm on planning applications	X		
	Property/land owners St Annes on the Sea Town Council Kirkham & Wesham Business Group	Fylde Borough Council (Economic Development Officer) to develop Community Infrastructure Levy (CIL) to include provision for town centre public realm		X	
	St Annes Chamber of Trade Lytham Business Partnership	Prepare a masterplan for Ansdell District Centre, including public engagement, land assembly and implementation	X	X	
		Prepare a public realm plan for Kirkham to support the historic market town function		X	
		Prepare a public realm plan for St Annes to support its role as a Classic Resort			X
		Prepare a public realm plan for Lytham town centre to support its role as a key town centre			X
		Undertake public realm projects as supported by s106 payments and CIL within town, neighbourhood and district centres		X	

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
2.3 Create baseline data to measure the health of town centres	Fylde Borough Council	Fylde Borough Council (Regeneration Service) to explore options to procure data			X
2.4 Work with all partners to market town centres and encourage additional activity such as events	Fylde Borough Council St Annes Town Council Kirkham Town Council St Annes Chamber of Trade HALSA	Fylde Borough Council (Tourism Officer) to continue to develop events programme and marketing activity with partners	X		
	Kirkham & Wesham Business Group Lytham Business Partnership	St Annes Town Council to continue to develop events programme and marketing activity with partners	X		
		Kirkham Town Council to continue to develop events programme and marketing activity with partners	X		
2.5 Seek to control the proliferation of charity shops	Fylde Borough Council	Fylde Borough Council (Regeneration Service) to lobby when opportunity permits	X		
2.6 Pursue high quality design in town centres	Fylde Borough Council	Fylde Borough Council (Regeneration Service) to produce conservation area appraisals and management plans		X	
2.7 Ensure buildings are maintained and managed appropriately	Fylde Borough Council Building Owners	Fylde Borough Council (Regeneration Service) to form relationships with key building owners and work proactively to manage and maintain them		X	

Action Plan Strategic Theme 2: Town Centres

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
2.8 Explore options to help support the formation and survival of town centre businesses	Fylde Borough Council Kirkham & Wesham Business Group St Annes Chamber of Trade Lytham Business Partnership North & Western Lancashire Chamber of Commerce Federation of Small Business	Fylde Borough Council (Regeneration Service) to explore all options when opportunities permit	X		
2.9 Explore options for employing a town centre manager in either an individual town centre or across all three town centres; Kirkham, St Annes and Lytham	Fylde Borough Council Kirkham & Wesham Business Group St Annes Chamber of Trade Lytham Business Partnership St Annes on the Sea Town Council	All partners to develop options through consultation			X

Action Plan Strategic Theme 3: The Visitor Economy

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
3.1 Enhance the provision of visitor information	Fylde Borough Council HALSA St Annes Town Council Marketing Blackpool	Fylde Borough Council (Customer Services Manager) to explore all options to improve this service	X		
3.2 Market and promote the attractions of the Fylde nationally and internationally to increase the number of visitors and the level of spend	Fylde Borough Council HALSA Lancashire County Council Blackpool Borough Council Marketing Blackpool	Fylde Borough Council (Tourism Officer) to continue to develop events programme and marketing activity with partners	X		
3.3 Continue to develop the Ribble Coast & Wetlands Regional Park	Fylde Borough Council Lancashire County Council RSPB Lancashire Wildlife Trust Other constituent local authorities and partners	Fylde Borough Council (Regeneration Service) to continue to support and work with the Ribble Coast & Wetlands Regional Park steering group	X	X	X
		Lancashire County Council to co-ordinate Ribble Coast & Wetlands steering group	X		
		Fylde Borough Council (Regeneration Service) to seek to achieve environmental improvements through the planning system	X		
		All partners to continue to evaluate 'official' designation through the planning system			X
3.4 Seek to restore the historic heritage assets and attractions of Fairhaven Lake and St Annes Promenade Gardens	Fylde Borough Council Lytham St Annes Civic Society St Annes Town Council	Fylde Borough Council (Regeneration Service) to explore all options for development when opportunity permits	X		
		Fylde Borough Council (Cultural Service) to continue development of restoration management plans and funding bids	X		

Action Plan Strategic Theme 3: The Visitor Economy

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
3.5 Support the (re) development of Lytham Hall	Fylde Borough Council Lytham Town Trust Heritage Trust Northwest Lancashire County Council	Fylde Borough Council (Regeneration Service & Tourism Officer) to work proactively with partners to enable the redevelopment and growth of Lytham Hall as a tourist attraction	X	X	
3.6 Seek to develop (redevelop) key sites which have the potential to contribute to the visitor economy	Fylde Borough Council Private Land Owners	Fylde Borough Council (Regeneration Service) to build relationships with land owners and potential investors	X		
		Fylde Borough Council (Regeneration Service) to prepare development briefs and/or facilitate investment in key sites			X
3.7 Seek to develop and implement the Classic Resort concept	Fylde Borough Council	Fylde Borough Council (Regeneration Service) to continue to explore opportunities when possible			X
3.6 Seek to develop (redevelop) key sites which have the potential to contribute to the visitor economy	Fylde Borough Council Private Land Owners	Fylde Borough Council (Regeneration Service) to build relationships with land owners and potential investors	X		
		Fylde Borough Council (Regeneration Service) to prepare development briefs and/or facilitate investment in key sites			X
3.7 Seek to develop and implement the Classic Resort concept	Fylde Borough Council	Fylde Borough Council (Regeneration Service) to continue to explore opportunities when possible			X

Action Plan Strategic Theme 4: Investment Enquiry Handling and Relationships with Businesses

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
4.1 Seek to develop a supportive culture within the Council towards investment and development that can lead to economic growth	Fylde Borough Council Private Investors/Developers	Fylde Borough Council (Regeneration Service) to co-ordinate a 'corporate team' to respond expediently to investment and development opportunities, particularly in relation to the pre-application stage of planning applications	X		
4.2 Foster good and productive relations with investors and developers	Fylde Borough Council Lancashire County Council Private Investors/Developers Blackpool Bay Area Company	Fylde Borough Council (Regeneration Service) to improve working relations with land owners through face to face meetings	X		
		Fylde Borough Council (Regeneration Service) to provide appropriate information and guidance to potential investors/developers through website provision and in response to enquiries	X		
4.3 Develop a critical friend role within the planning system/department for major planning applications which have a clear benefit for economic growth and job creation	Fylde Borough Council	Fylde Borough Council (Regeneration Service) to agree protocols and working practices for critical friend role	X		
4.4 Ensure appropriate systems and protocols are in place between all public sector partners in dealing with investment enquiries	Fylde Borough Council Lancashire County Council Lancashire Enterprise Partnership Blackpool Borough Council Blackpool Bay Area Company	Fylde Borough Council (Regeneration Service) to develop protocols and working practices with partner organisations		X	

Action Plan Strategic Theme 4: Investment Enquiry Handling and Relationships with Businesses

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
4.5 Develop and maintain good and productive relations with land owners and commercial property agents	Fylde Borough Council Commercial Property Agents Land Owners Blackpool Bay Area Company	Fylde Borough Council (Regeneration Service) to develop and maintain good relations	X		
4.6 Develop and maintain good and productive relations with indigenous businesses	Fylde Borough Council Indigenous Businesses Blackpool Bay Area Company	Fylde Borough Council (Regeneration Service) to develop and maintain good relations with larger employers	X		
		Fylde Borough Council (Regeneration Service) to develop and maintain good relations with small and medium employers		X	
4.7 Blackpool Bay Area Company to work with all Fylde Coast authorities to attract inward investment, with efforts to be targeted at specific industry sectors	Blackpool Bay Area Company	Blackpool Bay Area Company to continue to develop and support investment across the Fylde Coast	X		

Action Plan Strategic Theme 5: Warton Enterprise Zone

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
5.1 Be responsive and supportive to enquiries from potential developers/ investors	Fylde Borough Council Lancashire Enterprise Partnership Lancashire County Council BAE Systems Blackpool Bay Area Company	All partners to work together to agree protocols for responding to enquiries	X		
5.2 Prepare and adopt appropriate Local Development Orders (LDOs)	Fylde Borough Council	All partners to work together to develop LDOs	X	X	
5.3 Develop a master plan for the 'build out' of all parts of the enterprise zone	Fylde Borough Council Lancashire Enterprise Partnership Lancashire County Council BAE Systems	All partners to work together to develop a master plan		X	

Action Plan Strategic Theme 6: Infrastructure

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
6.1 Be responsive and supportive of Blackpool International Airport including any appropriate enabling development required; having regard to broader planning issues	Fylde Borough Council Blackpool International Airport Blackpool Bay Area Company Blackpool Council	Fylde Borough Council (Regeneration Service) to provide 'critical friend' role outlined above		X	
		Blackpool Airport to produce Economic Impact Assessment		X	
		Blackpool Airport to produce Aviation Master Plan			X
6.2 Improve the coverage and speed of broadband throughout Fylde but particularly in rural areas	Lancashire County Council BT	Lancashire County Council to deliver the Lancashire Rural Broadband Project		X	
6.3 Seek improvement of railway stations and their immediate environment to become accessible gateways and economic hubs	Network Rail Train Operating Companies Lancashire County Council Fylde Borough Council South Fylde Rail Partnership	All parties to work together to ensure opportunities are not missed	X		
6.4 Work to ensure that the M55 link road is completed as expediently as possible	Private sector Lancashire County Council	All parties to work together to ensure this vital infrastructure is delivered			X

Action Plan Strategic Theme 7: Employment Sites & Premises

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
7.1 Ensure plans and policies for employment land are flexible to accommodate the needs of indigenous business growth and potential investment to the area	Fylde Borough Council	Fylde Borough Council (Regeneration Service) to ensure this is met in the emerging Local Plan	X		
7.2 Create and maintain good and productive relations with the business community to fully ensure that their needs (employment land and premises) are understood	Fylde Borough Council	See 4.6 above	X		
7.3 Develop a critical friend role within the planning system/department for major planning applications which have a clear benefit for economic growth and job creation	Fylde Borough Council	See 4.3 above	X		
7.4 Develop and maintain good and productive relations with land owners and commercial property agents	Fylde Borough Council	See 4.5 above	X		
7.5 Ensure appropriate systems and protocols are in place between all public sector partners in dealing with investment enquiries	Fylde Borough Council	See 4.4 above	X		
7.6 Mitigate the economic impact of public sector restructuring across the Fylde Coast	Blackpool Bay Area Company Wyre Borough Council Fylde Borough Council Lancashire County Council Blackpool Council	Blackpool Bay Area to continue to work with all Fylde Coast authorities and government departments as and when opportunity permits	X		

Action Plan Strategic **Theme 8:** Education, Skills & Training

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
8.1 Ensure the provision of education and training is focused on the needs of both employers and residents	Fylde Borough Council Blackpool & The Fylde College Lancashire County Council Blackpool Council	Fylde Borough Council (Regeneration Service) to continue to attend and support the Fylde Coast JESAG	X		
8.2 Fully understand the skills and training needs of employers throughout the Fylde economy	Fylde Borough Council Blackpool & The Fylde College Lancashire County Council LCDL Blackpool Bay Area Company	All partners to work together to achieve this outcome See also 8.4 below	X		
8.3 Encourage apprenticeships as a means of developing skills and employment	Lancashire County Council Fylde Borough Council Blackpool & the Fylde College Private Sector	All partners to work together to achieve this outcome	X		
8.4 Ensure that the needs of key large employers and potential new industries within the energy and manufacturing sector are understood	Blackpool Bay Area Company	Blackpool Bay Area Company to continue to support the Fylde Coast Manufacturers & Process Skills Group See also 8.2 above	X		

Action Plan Strategic **Theme 9:** Rural Economic Development

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
9.1 Support the diversification of the rural economy particularly redundant farming property	Fylde Borough Council Lancashire County Council RDPE North Lancashire LAG	RDPE North Lancashire LAG to continue to deliver EU funded grants and programmes in rural parts of Fylde	X		
		Fylde Borough Council (Regeneration Service) to continue to attend RDPE LAG meeting on a quarterly basis	X		
9.2 Improve the coverage and speed of broadband throughout Fylde but particularly in rural areas	Lancashire County Council BT	See 6.2 above		X	

Action Plan Strategic Theme 10: Quality of Life/Place

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
10.1 Ensure high quality design and integration with infrastructure of new employment sites	Fylde Borough Council	Fylde Borough Council (Regeneration Service) to produce planning briefs where appropriate and design advice to all applications	X	X	X
10.2 Ensure that new residential development is laid out to high standards offering a variety of housing types and tenures	Fylde Borough Council	Fylde Borough Council (Regeneration Service) to produce planning briefs where appropriate and design advice to all applications	X	X	X
10.3 Seek to protect and enhance the urban and rural aspects of the Borough	Fylde Borough Council	Fylde Borough Council (Regeneration Service & Development Management) to achieve through decision making in relation to planning applications	X		
10.4 Preserve and enhance the heritage assets of the Borough	Fylde Borough Council	Fylde Borough Council (Regeneration Service) to produce Conservation & Heritage Strategy		X	
		Fylde Borough Council (Regeneration Service) to produce Conservation & Heritage Strategy		X	
		Fylde Borough Council (Regeneration Service) to produce a 'local list'		X	

Action Plan Strategic Theme 11: Energy and Climate Change

Actions to take place	By Whom? Partner Organisation	How will this be delivered?	By When?		
			Ongoing	1 yr	3 yrs +
11.1 Maximise the potential economic benefits to the Fylde Coast from the energy and renewables sectors	Blackpool Bay Area Company Westinghouse/ Springfields Cuadrilla Resources Blackpool & The Fylde College	Blackpool Bay Area Company to understand the potential and subsequently harness the potential economic benefit by working across the Fylde Coast and building relationships with key firms	X		



Appendix

1. List of Background Documents

Annual Monitoring Report December 2011, Fylde Borough Council (2011)

Employment Land and Premises Study, Fylde Borough Council (2012)

The Fylde Local Plan – to 2030 (Draft), Fylde Borough Council (2012)

Fylde Sustainable Community Strategy (SCS) 2008-2018, Fylde Vision (2008)

Fylde Borough Council STEAM Report (2010), Global Tourism Solutions (UK) Ltd (2010)

Economic Development Strategy and Action Plan Findings of Public Consultation, Fylde Borough Council (2012)

The Visitor Economy Pilot Project: Placemaking in St Annes, NWDA (2009)

Lytham St Annes 2020 Vision, Fylde Borough Council (2009)

The Lancashire Advanced Engineering and Manufacturing Enterprise Zone (Warton) Local Development Order No. 1 (2012)

Lancashire County Economic Assessment 2011, Lancashire County Council (2011)

Lancashire County Council's Economic Development Framework 2010, Lancashire County Council (2010)

The Lancashire Sustainable Energy Study, Lancashire County Council (2011)

The Lancashire Sustainable Energy Study Update, Lancashire County Council (2012)

Economic Impact of Shale Gas Exploration & Production in Lancashire and the UK, Regeneris Consulting & Cuadrilla Resources (2011)

Lancashire Local Transport Plan 3 2011-2021, Lancashire County Council (2011)

Average Earnings and Hours of Work 2011, Lancashire County Council (2011)

Employment Structure 2010, Lancashire County Council (2010)

Business Demography: births, deaths, survival of active enterprises 2010, Lancashire County Council (2011)

The Fylde Coast Employment and Skills Strategy – Strategic Framework, SQW Consulting/Blackpool Fylde & Wyre EDC (2010)

The Plan for Growth, HM Treasury & Department for Business Innovation & Skills, (2011)

The National Planning Policy Framework, Department for Communities and Local Government (2012)

The Portas Review: An independent review into the future of our high streets, Department for Communities and Local Government (2011)

High streets at the heart of our communities: The Government's response to the Mary Portas Review, Department for Communities and Local Government (2012)

The UK Renewable Energy Strategy, Department for Energy and Climate Change (2009)

World Class Apprenticeships: Unlocking Talent, Building Skills for All, Department for Business Innovation & Skills (2008)

2. List of Companies and Organisations Participating in the Consultation

13th September 2011

Kirkham & Wesham Business Group
Lytham Business Partnership
St Annes Chamber of Trade

8th November 2011

Lancashire County Council (LCDL)
Blackpool, Fylde and Wyre Economic Development Company
Lancashire & Blackpool Tourist Board

10th November 2011

Blackpool & the Fylde College
ORVIA (formerly Business Venture Group)
North & Western Lancashire Chamber of Commerce

14th November 2011

Smith Group UK Ltd
Blackpool International Airport
BAE Systems

12th December 2011

RDPE LAG (Lancashire County Council)
Fylde Vision (LSP)
Tangerine Holdings Ltd

9th January 2012

Toshiba Westinghouse (Springfields Fuels Ltd)
Local Farming Representative

16th January 2012

Universal Products Ltd

Additional Stakeholder Consultations

14th June 2012

Blackpool & the Fylde College

2nd July 2012

North & Western Lancashire Chamber of Commerce

4th July 2012

Social Enterprise Solutions Ltd

12th & 25th July 2012

Fylde Vision
Toshiba Westinghouse (Springfield Fuels Ltd)

1st August 2012

Wyre Borough Council

2nd August 2012

Smith Group UK Ltd

3rd August 2012

Lancashire County Council

8th August 2012

Blackpool International Airport

10th August 2012

Tangerine Holdings Ltd

13th August 2012

Cuadrilla Resource Ltd
Blackpool Bay Area Company

Appendix

3. Business Survey – Detailed Findings

Extract taken from Employment Land and Premises Study 2012 (Fylde Borough Council)

8.0 Company Survey

Introduction

8.1 A business survey has been carried out to establish evidence of demand for land and property, and substantiate findings in other sections of this study. It also widens the consultation process and provides direct empirical data on the demand for property and land. It is another strand of evidence that will be used to inform the study's conclusions and recommendations.

Methodology

8.2 A questionnaire (included at Appendix 6), with explanatory covering letter and pre-paid envelope, was sent out to 230 companies. The company databases were sourced from EGI, a specialist commercial property database. In 2010 there were approximately 2,296 relevant businesses operating out of B1, B2 or B8 premises or sites in the study area (according to the Office of National Statistics), and therefore this is a ten percent sample.

8.3 In so far as was possible the sample of companies targeted reflected the geographic sub-areas that make up the study area, i.e. St Annes, Lytham, Kirkham, Wesham, Warton and a range of smaller villages and parishes. For the purposes of this analysis Whitehills Park and Blackpool and Fylde Industrial Estate are considered to be part of St Annes, although in practice they are separated from the town by an area of Green Belt. Table 40 below, shows the geographic distribution of the companies responding, relative to the original sample used.

Response

8.4 The postal response achieved was 16.1 percent. Building on this, follow-up telephone calls were made to elicit better co-operation from businesses.

8.5 These actions significantly enhanced the numbers of responses, as well as establishing those companies who have either ceased trading or are no longer in the study area.

8.6 Overall 126 questionnaires have been completed, 55 percent of the total originally targeted (230). This is a good representative sample as it equates to 5.5 percent of the study area's relevant business population.

8.7 Table 40 shows that the geographic distribution of the companies responding to the survey is reasonably representative of the original sample used, although the response from Lytham was slightly higher than expected, while the responses from Blackpool and Fylde Industrial Estate/Whitehills Park and Kirkham, slightly lower. The proportions responding in each settlement are also somewhat skewed by the very good response rates achieved in the villages of Clifton and Wrea Green. In both, around half of the companies surveyed responded.

Table 40

Geographic Distribution of Respondents		
Area	Proportion of Business	
	Original Sample, percent	Companies Responding, percent
Blackpool and Fylde Industrial Estate/Whitehills Park	2.4	0.9
Clifton	2.6	4.0
Elswick	1.1	0.0
Freckleton	6.2	5.6
Kirkham	11.8	8.7
Little Eccleston	0.8	0.0
Lytham	29.2	32.5
Moss Side	0.5	0.0
Singleton	0.8	2.4
St Annes	34.6	34.0
Treales	0.5	0.0
Warton	3.9	4.8
Weeton	1.1	1.5
Wesham	2.4	2.4
Westby	0.2	0.0
Wrea Green	1.9	3.2
Total	100	100

Source: BE Group 2012

8.8 No responses were obtained from the settlements of Elswick, Little Eccleston, Moss Side, Treales and Westby. This is unsurprising as only 1-4 businesses were surveyed in these small communities.

Company Size

8.9 The 126 companies taking part in this survey employ 1,616 people. Of these, 18.1 percent are part-time employees, as shown in Table 41.

Table 41

Number of Employees		
Area	Full-Time	Part-Time
Blackpool and Fylde Industrial Estate/Whitehills Park	17	0
Clifton	38	5
Freckleton	37	18
Kirkham	165	27
Lytham	833	117
Singleton	21	0
St Annes	170	108
Warton	21	5
Weeton	8	1
Wesham	4	1
Wrea Green	10	10
Total	1324	292

Source: BE Group 2012

8.10 The high level of full-time employment in Lytham is due to four particularly large local companies that took part in the survey:

- Fylde Community Link (160 employees, 40 part time)**
- Helical Technology (185 employees, 15 part time)**
- Statestrong (100 employees)**
- Tangerine Holdings (125 employees, 5 part time).**

8.11 These account for 35 percent of the identified employment from the survey.

8.12 Elsewhere, as Table 42 shows, responses generally follow the national profile of small company employment. Almost three quarters employ ten or less (micro businesses), while the proportion of small firms (employing 11-50) is also quite large (21.4 percent). There are only five companies with over 50 employees, the four large firms of Lytham and builders J Wareing and Son of Kirkham

Table 42

Company Size								
Area	Company Size, employees							Total
	0-2	3-5	6-10	11-20	21-50	51-100	101+	
Blackpool & Fylde Industrial Estate/Whitehills Park	0	1	1	0	0	0	0	2
Clifton	1	1	1	2	0	0	0	5
Freckleton	3	2	0	1	1	0	0	7
Kirkham	2	2	2	4	1	1	0	12
Lytham	11	12	9	3	3	0	4	42
Singleton	1	0	1	1	0	0	0	3
St Annes	14	10	9	4	4	0	0	41
Warton	2	1	1	1	1	0	0	6
Weeton	1	0	1	0	0	0	0	2
Wesham	1	1	0	0	0	0	0	2
Wrea Green	3	0	0	1	0	0	0	4
Total	39	30	25	17	10	1	4	126
Proportion of Companies Responding, percent	31.0	23.8	19.8	13.5	7.9	0.8	3.2	100.0

Source: BE Group 2012

Current Premises

8.13 Companies were asked to state the type of property they occupy e.g. offices, industrial, warehouse, etc. Table 43 shows a relatively even split between industrial and office accommodation. 34.9 percent of the companies replying occupy industrial/warehouse accommodation, while 32.5 percent are in offices. Almost half of the office based businesses are in St Annes, mostly in town centre/edge of centre suites.

8.14 Table 43 also illustrates the strength of homeworking in Fylde, not just in rural settlements but in Lytham and St Annes as well. Just over a quarter of the respondents from both towns work from home. Across the Borough, 23.0 percent of the companies replying are home based

Table 43

Responses by Premises Type Occupied									
Area	Accommodation Type								Total
	Office	Serviced Office	Industrial	Warehouse	High - tech/Lab	Barn Conversion/ Farm Location	Home	Site	
Blackpool & Fylde Industrial Estate/ Whitehills Park	2	0	0	0	0	0	0	0	2
Clifton	2	0	3	0	0	0	0	0	5
Freckleton	1	0	4	0	0	0	2	0	7
Kirkham	2	0	6	3	0	0	1	0	12
Lytham	15	0	15	0	0	0	11	1	42
Singleton	0	0	0	0	0	2	1	0	3
St Annes	19	0	11	0	0	0	11	0	41
Warton	2	0	2	0	0	0	1	1	6
Weeton	0	0	0	0	0	1	1	0	2
Wesham	0	0	0	0	0	1	1	0	2
Wrea Green	1	0	0	1	0	2	0	0	4
Total	44	0	41	4	0	6	29	2	126
Proportion of Companies Responding, percent	34.9	0.0	32.5	3.2	0.0	4.8	23.0	1.6	100.0

Source: BE Group 2012

8.15 Companies were asked to indicate whether they own or rent their property. Table 44 shows that overall there are far more companies that rent their premises than own them. Although 23.0 percent work from home – most of which will be owned freehold.

Table 44

Tenure of Premises Occupied					
Area	Tenure of Accommodation				Total
	Leasehold	Freehold	N/A (work from home)	Not Stated	
Blackpool & Fylde Industrial Estate/ Whitehills Park	0	2	0	0	2
Clifton	3	2	0	0	5
Freckleton	4	1	2	0	7
Kirkham	7	1	1	3	12
Lytham	15	10	11	6	42
Singleton	0	1	1	1	3
St Annes	21	8	11	1	41
Warton	4	1	1	0	6
Weeton	1	0	1	0	2
Wesham	1	0	1	0	2
Wrea Green	2	2	0	0	4
Total	58	28	29	11	126
Proportion of Companies Responding, percent	46.1	22.2	23.0	8.7	100.0

Source: BE Group 2012

8.16 Table 45 indicates the sizes of premises occupied by companies. Overall, emphasis is on premises of 500 sqm or less (58.4 percent), however the greatest proportion (23.2 percent) is based in premises of 101-200 sqm. Only one company, based in Kirkham, occupies a property of more than 5,000 sqm.

8.17 Respondents were asked to comment on whether they were satisfied with their present accommodation, and if not to explain why. Table 46 shows that 88.1 percent are content. Satisfaction was lowest in Lytham while no unsatisfied companies were identified in many of the smaller settlements of the Borough.

8.18 Of the 15 companies that are unsatisfied with their property or site, nine gave reasons why, with some giving more than one reason.

Table 45

Size of Premises Occupied										
Area	Size, sqm,							N/A (Work from Home)	N/A (Occupy Site Only)	Total
	0-100	101- 200	201- 500	501- 1000	1001- 2000	2001 5000	5001+			
Blackpool & Fylde Industrial Estate/ Whitehills Park	0	2	0	0	0	0	0	0	0	2
Clifton	1	3	0	1	0	0	0	0	0	5
Freckleton	0	1	2	1	0	1	0	2	0	7
Kirkham	4	4	0	0	1	0	1	1	1	12
Lytham	12	4	5	5	0	4	0	11	1	42
Singleton	0	0	1	1	0	0	0	1	0	3
St Annes	7	12	7	2	1	1	0	11	0	41
Warton	0	2	2	0	1	0	0	1	0	6
Weeton	1	0	0	0	0	0	0	1	0	2
Wesham	0	1	0	0	0	0	0	1	0	2
Wrea Green	2	0	1	0	0	0	0	0	1	4
Total	27	29	18	10	3	6	1	29	3	126
Proportion of Companies Responding, percent	21.4	23.0	14.3	7.9	2.4	4.8	0.8	23.0	2.4	100.0

Source: BE Group 2012

8.19 Five companies, in Kirkham, Lytham and St Annes, are in premises they feel are too small. One St Annes based business feels that its property is "run down" and needs improvements. Two businesses (in Lytham and St Annes) indicate that their rent is too high and are generally dissatisfied by the behaviour of their landlord. One Lytham based business wishes to move after it failed to get planning permission to expand on an existing site. Poor access is also regularly stated as a reason for dissatisfaction.

Table 46

Satisfaction with Current Premises					
Area	Tenure of Accomodation				Total
	Very Satisfied	Satisfied	Unsatisfied	Very Unsatisfied	
Blackpool & Fylde Industrial Estate/ Whitehills Park	0	2	0	0	2
Clifton	1	4	0	0	5
Freckleton	3	4	0	0	7
Kirkham	3	7	2	0	12
Lytham	21	14	7	0	42
Singleton	3	0	0	0	3
St Annes	18	18	4	1	41
Warton	1	4	0	1	6
Weeton	1	1	0	0	2
Wesham	0	2	0	0	2
Wrea Green	3	1	0	0	4
Total	54	57	13	2	126
Proportion of Companies Responding, percent	42.9	45.2	10.3	1.6	100.0

Source: BE Group 2012

Future Accommodation Requirements

8.20 Companies were asked to indicate whether they are considering moving premises in the next twelve months, or two to three years. 20 companies indicated that they are intending to relocate; with 10 of them proposing that this will happen in the next year.

8.21 The forecasted future space needs by size, tenure, quality and location type are shown in Tables 47 and 48. These are then summarised in Tables 49-52 (offices) and 53-56 (industrial).

Table 47 Property Requirements by Location and Type – Offices

Location Type	Current Size, sqm	Required Size, sqm	Tenure and Quality	Area Preferred
Lytham				
Business Park	2001-5000	1001-2000	No Preference/ Prestigious/New	Lytham
Town Centre	101-200	201-500	No Preference/ Moderate	St Annes
Town Centre	0-100	101-200	No Preference/ Moderate	Lytham
Business Park/ Town Centre	Home	0-100	No Preference/ No Preference	Lytham, St Annes
St Annes				
Business Park	Home	0-100	Leasehold/ No Preference	Lytham, St Annes
Town Centre	0-100	0-100	Leasehold/ Moderate	St Annes
Town Centre	0-100	0-100	Freehold/ No Preference	St Annes
Total	2102-5500	1303-3100		

Source: BE Group 2012

8.22 Only one company is looking for a site for industrial use. As this is not a property requirement it is excluded from Tables 47 and 48. Based in Lytham, the company is looking for 0.3 ha of land on an industrial estate in Kirkham.

8.23 Tables 47 and 48 show the greater industrial demand compared to the office sector, both in terms of total floorspace required and number of requirements (almost 2:1). There are 12 industrial requirements compared to seven offices.

Table 48 Property Requirements by Location and Type – Industrial

Location Type	Current Size, sqm	Required Size, sqm	Tenure and Quality	Area Preferred
Freckleton				
Rural (Barn Conversion/ Farm Location)	Home	0-100	No Preference/ Moderate	Freckleton
Lytham				
Industrial Estate	Additional	501-1000	Freehold/ Prestigious/New	Lytham
Industrial Estate	201-500	501-1000	No Preference/ No Preference	Anywhere in Borough
Industrial Estate	Home	201-500	No Preference/ Moderate	Lytham, St Annes, Blackpool (close to M55)
Industrial Estate	Additional	101-200	Freehold/ No Preference	Lytham, St Annes, Warton
Industrial Estate/ Business Park	Home	0-100	Freehold/ Moderate	Lytham, St Annes
St Annes				
Town Centre	101-200	501-1000	No Preference/ No Preference	St Annes, Blackpool
Industrial Estate	101-200	101-200	Leasehold/Basic/ Budget	Lytham
Industrial Estate	101-200	101-200	Leasehold/ Moderate	Lytham, St Annes
Town Centre	Home	0-100	Leasehold/No Preference	Lytham, St Annes, Blackpool
Warton				
Industrial Estate	201-500	201-500	Leasehold/ Prestigious/New	Warton
Wesham				
Industrial Estate/ Business Park	101-200	101-200	Freehold/Basic/ Budget	Kirkham
Total	806-1800	2309-5100		

Source: BE Group 2012

Table 49 Summary of Office Requirements – Sizes

Size, sqm	Number of Companies Responding	Proportion of Companies Responding, percent
0-100	4	57.1
101-200	1	14.3
201-500	1	14.3
501-1000	0	0.0
1001-2000	1	14.3
2000+	0	0.0
Total	7	100.0

Source: BE Group 2012

Table 50 Summary of Office Requirements – Tenure

Tenure	Number of Companies Responding	Proportion of Companies Responding, percent
Leasehold	2	28.6
Freehold	1	14.3
No Preference	4	57.1
Total	7	100.0

Source: BE Group 2012

Table 51 Summary of Office Requirements – Quality

Quality	Number of Companies Responding	Proportion of Companies Responding, percent
Budget	0	0.0
Moderate	3	42.9
New	1	14.3
No Preference	3	42.9
Total	7	100.0

Source: BE Group 2012

Table 52 Summary of Office Requirements – Location Type

Location Type	Number of Companies Responding	Proportion of Companies Responding, percent
Business Park	2	28.6
Business Park/Town Centre	1	14.3
Rural	0	0.0
Town Centre	4	57.1
No Preference	0	0.0
Total	7	100.0

Source: BE Group 2012

8.24 In terms of floorspace, the demand for industrial accommodation is between 65 and 77 percent more than the office figures. However, office floorspace demand is reduced by the fact that the largest of the seven firms with a requirement is looking to downsize from a 2001-5000 sqm unit to one of 1001-2000 sqm.

8.25 Generally, firms looking for space do not want to move from the settlement from which they presently trade. Thus the majority of businesses based in Lytham or St Annes wish to stay within the Lytham St Annes urban area (although three industrial businesses would also consider premises in Blackpool). Only one respondent indicated that they would look anywhere in the Borough for a new property.

8.26 There are seven requirements for office premises with all except one being for units up to 500 sqm. All the businesses are Lytham or St Annes based and want alternative properties in the Lytham St Annes urban area (three want premises in St Annes, two want premises in Lytham, while two would consider accommodation in either settlement). There is a slight preference for leasehold tenure and moderate quality premises. Town centre or business park units are preferred. However many companies gave no preference for the specification of office required.

Table 53 Summary of Industrial Requirements – Size

Size, sqm	Number of Companies Responding	Proportion of Companies Responding, percent
0-100	3	23.1
101-200	4	30.7
201-500	2	15.4
501-1000	3	23.1
1001-2000	0	0
Over 2001	0	0
Site	1	7.7
Total	13	100.0

Source: BE Group 2012

Table 54 Summary of Industrial Requirements – Tenure

Tenure	Number of Companies Responding	Proportion of Companies Responding, percent
Freehold	4	30.7
Leasehold	5	38.5
No Preference	4	30.7
Total	13	100.0

Source: BE Group 2012

Table 55 Summary of Industrial Requirements – Quality

Quality	Number of Companies Responding	Proportion of Companies Responding, percent
Budget	3	23.1
Moderate	4	30.7
New	2	15.4
No Preference	4	30.7
Total	13	100.0

Source: BE Group 2012

Table 56 Summary of Industrial Requirements – Location Type

Location Type	Number of Companies Responding	Proportion of Companies Responding, percent
Industrial Estate	8	61.5
Industrial Estate/ Business Park	2	15.4
Town Centre	2	15.4
Rural (Barn Conversion/ Farm Location)	1	7.7
Total	13	100.0

Source: BE Group 2012

8.27 There are 12 industrial requirements (and one site requirement). Demand is for units of 1000 sqm or less, with the most popular size band being 101-200 sqm. There are seven requirements for Lytham and/or St Annes (three would also consider Blackpool and one would also consider Warton) and one requirement each for Freckleton, Kirkham, Warton and Wesham.

8.28 There is a greater preference for leasehold premises, but four businesses want to buy (30.7 percent). Demand is generally for budget or moderate premises, although there are also two requirements for new/high quality units. Industrial estates are the most preferred location. Again many of the companies expressed no preference with regards to these characteristics.

Property Factors

8.29 A number of companies expecting to move in the next three years identified the most important factor(s) when looking for alternative accommodation. These are shown in Table 57. Several companies gave more than one reason.

8.30 The most important factors are: cost, location, size and the specification of premises (for example the need to have appropriate storage space, lorry loading access or product demonstration facilities). The accessibility and parking are also important.

Table 57
Most Important Factor(s) When Seeking Alternative Accommodation

Quality	Number of Companies Responding
Cost	7
Location	5
Size	5
Specification of property (e.g. have appropriate storage space, lorry loading access, product demonstration facilities, etc.)	5
Accessibility	2
Parking	2
Local Environment	1
Security	1
Total	13

Source: BE Group 2012

Job Creation

8.31 The 20 firms with property requirements presently employ 207 people (26 part-time). 60 percent of these (125) are employed by one large firm (see Table 58).

Table 58 **Potential Job Creation**

Present Location	Area Preferred	Present Employees (Part-Time)	Potential Additional Jobs to be Created
Industrial			
Additional	Lytham	125 (5)	55-75
Additional	Lytham, St Annes, Warton	2 (0)	0
Freckleton	Freckleton	1 (1)	0
Lytham	Anywhere in Borough	15 (0)	4
Lytham	Lytham, St Annes, Blackpool (close to M55)	1 (0)	0
Lytham	Lytham, St Annes	2 (0)	0
St Annes	St Annes, Blackpool	3 (1)	0
St Annes	Lytham	2 (0)	0
St Annes	Lytham, St Annes	4 (0)	0
St Annes	Lytham, St Annes, Blackpool	2 (0)	0
Warton	Warton	8 (0)	0
Wesham	Kirkham	2 (0)	1
Sub-Total		167 (7)	60-80
Site			
Lytham	Kirkham	4 (1)	0
Sub-Total		4 (1)	0
Office			
Lytham	Lytham	8 (4)	4
Lytham	St Annes	9 (3)	2-3
Lytham	Lytham	4 (0)	2
Lytham	Lytham, St Annes	10(10)	0
St Annes	Lytham, St Annes	3(0)	0
St Annes	St Annes	1(0)	0
St Annes	St Annes	1(1)	0
Sub-Total		36 (18)	8-9
Total		207 (26)	68-89

Source: BE Group 2012

8.32 Companies were asked if their proposed move or expansion would result in any additional jobs being created. Six businesses said that they would hire an additional 68-89 new staff (60-80 in the industrial business, 8-9 in the offices businesses). The jobs would be generated primarily in Lytham and St Annes.

8.33 Most of the new jobs (81 to 85 percent) would be generated by the expansion of a single large firm within Lytham.

Perceptions/Comments

8.34 Respondents also made additional comments relating to the wider business environment, with some making several comments (Table 59). The most common statements are about the perceived lack of business support, grants and funding and the lack of cheap, accessible parking in the main settlements. Several companies also felt there is a lack of available office accommodation in Lytham, St Annes and (to a lesser degree) Kirkham. The lack of high speed broadband in the Borough, and particularly in the smaller settlements, was noted by five firms.

Table 59 Other Issues

Comments	Number of Times Commented On
Poor business support/funding/grants (lack of/need more)	7
Parking issues (lack of parking space/expensive)	7
More office premises required in Lytham, Kirkham and St Annes	5
Limited Broadband accessibility	5
High business rates	4
Public transport is important	2
Constrained road access (e.g. access road has pot holes)	2
Traffic issues	1

Source: BE Group 2012

Summary

8.35 Most companies requiring office space want premises up to 500 sqm. There is a slight preference for leasehold tenure and moderate quality premises (although many companies gave no preference as to the specification of office required) on business parks or in the Borough's town centres.

8.36 Despite the general economic shift from industrial to service sector activity, the survey has found demand for industrial premises to be significantly higher than that for offices. This applies both in terms of the number of requirements and the total floorspace requirement.

8.37 In terms of industrial need, the greatest demand is for units of 101-200 sqm, but there is reasonable demand up to 1000 sqm. There is demand for both leasehold and freehold premises. Industrial estates are the most popular location.

8.38 If all the relocations and expansions went ahead, then they could generate 68-89 new jobs in the Borough, primarily in Lytham and St Annes.

8.39 The findings in Section 5.0 – Property Market Analysis assessed supply of available premises. In Table 60 the available properties are aligned to the identified company requirements as one test of the supply and demand position. It illustrates that overall Fylde has a reasonable range of premises. However, based against the company requirements from a relatively small sample (approximately five percent), there is a potential shortage of larger (1001+ sqm) office units (although availability at Heyhouses could meet these needs) and 501-1000 sqm industrial units. There appear to be sufficient freehold and good quality/new premises to meet requirements.

Table 60

Overall Fylde Premises Supply and Demand Analysis				
Requirement Property Size, sqm	Industrial		Office	
	Available Units	Number of Requirements Identified by Company Survey	Available Units	Number of Requirements Identified by Company Survey
0-100	9	3	11	4
101-200	29	4	20	1
201-500	16	2	18	1
501-1000	3	3	0	0
1001+	1	0	0	1
Freehold (or Either)	10	4	16	2
Good Quality/ New	16	2	20	1

Source: BE Group 2012

8.40 The survey confirms the strength of micro and small businesses in the study area and the need for both business park/industrial estate property solutions as well as town centre office accommodation. It also emphasises the importance of cost, location, and property size/specification to businesses.

8.41 It should be remembered that the company survey is just one strand of evidence. It illustrates pent-up demand. It is not the sole answer; obviously not all the company requirements will come to fruition as shown by the survey returns. Equally there will be other companies who were surveyed that stated that they do not intend to relocate at the moment, but which may well do so over the next five years. It should be noted that the company survey was undertaken during the credit crunch recession. This is likely to impact on future plans and the timing of these plans. It was certainly commented upon by businesses and is affecting them, whether that be directly or indirectly.



