

Plan for Fylde - Plan for the Future

Built Heritage Strategy for Fylde

2015 to 2032





EXECUTIVE SUMMARY

This is the first strategy of its type providing a comprehensive overview of the myriad of issues relating to the built heritage of the Borough. It has been prepared with the assistance of various organisations and amenity societies and a dedicated 'Task and Finish' Group comprising representatives of the Local Authority.

The Strategy aims to give a detailed overview of the many factors that should be taken into account in forming a plan of implementation aimed at protecting and conserving the built heritage of the Borough. The overall vision of the Strategy is;

'To ensure that the distinctive heritage of the Borough is fully appreciated and recognised and that this strategy and associated action plan will seek to protect, conserve and enhance its built heritage for the overall benefit of the community'

The Strategy essentially falls into two parts; The first part of the strategy considers the general importance of heritage, the concept of 'heritage assets', planning policy and practice and the key bodies and organisations that promote the conservation of the built environment. The Strategy then assesses the 'heritage assets' of the Borough in more detail.

The objective of this analysis is to form an understanding and identification of the key issues which are relevant and integral to the compilation of a series of proposals aimed at achieving the Vision.

The second part of the Strategy is the result of the analysis undertaken, and identifies 'four themes' and within them, a number of key actions are introduced as a way of delivering the particular theme. The four themes are:

- I. Conservation of the Built Heritage.** The series of projects and actions that are required to provide a comprehensive approach to conserving the built heritage.
- II. Community Participation.** The role the broader community can play in the delivery of the Strategy thereby promoting a wider understanding and appreciation of the built heritage.
- III. Heritage Advocacy.** Promoting and influencing policy and practice aimed at conserving the built heritage.
- IV. Heritage promotion and Publicity.** Raising the profile of the Strategy and a greater public awareness and appreciation of the built heritage.

Within each 'Theme' the 'Key Actions' as identified will be translated into the final Action Plan; a detailed table for implementation indicating how and by what method the particular 'actions' will be delivered.

The Strategy is a forward looking document that will be delivered over the next few years through a collaborative process shared between a number of key partners, to ensure its success and delivery.



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Part I

THE CONTEXT

1. Introduction
2. Aims and Objectives of the Strategy
3. The Importance of Heritage
4. Planning Policy and Practice
5. Heritage Assets of the Borough

1. Introduction

This Strategy is dedicated to the appreciation, protection, enhancement, and management of the Built Heritage of the Borough of Fylde. The Borough has a wealth of heritage assets including listed buildings, conservation areas, registered parks and gardens and archaeological sites. The Council plays an important role in the management of the historic environment as a local authority, responsible for its own buildings and open spaces, but also as the local planning authority. The built heritage of the Borough as it is seen is the result of the many generations who have created a unique pattern of development that gives variety and character to the different parts of the Borough.

In addition to the role of the Local Authority, the Built Heritage of the Borough has been shaped by the countless decisions, over time, of individuals, groups, investors and other public and private organisations. This heritage, as it is now seen, is the result of the layout of whole areas of towns, parks and gardens, the commissioning of individual buildings of great merit and the countless alterations and changes to particular sites and buildings over the generations.

In the process of preparing the Strategy and as a result of other initiatives undertaken by the Council, it has become clear that the Community of the Borough, including the significant number of visitors, values the quality of its built heritage. In addition to the Local Authority, there is an active interest in the protection and enhancement of the built heritage of the Borough from a number of specialist amenity bodies including the Government's advisor, Historic England. This is shared by local societies and trusts which have a specific interest in heritage from a general perspective or a direct interest in particular sites. The Strategy will discuss the relative roles of the various organisations and groups identifying how they can actively participate in its delivery and implementation through the associated Action Plan.

The format of the Strategy endeavours to be straightforward by firstly addressing its aims and objectives. The importance of heritage is considered and the concept of the 'heritage asset' introduced. A review of national planning policy is undertaken and a resume of the major national amenity bodies – and those of a more local nature – who have a direct interest in the conservation and management of the historic environment. The role of the Council, particularly in planning matters, is discussed. The Strategy then reviews the heritage assets of the Borough identifying particular issues relating to them.

Emerging from this broad review are the 'Key Themes' which identify the principal issues that the strategy will address and subsequently translate into specific actions for implementation.



2. Aims and Objectives of the Strategy

2.1 Overview and Vision

The introduction has outlined some of the generalised issues relating to the preparation of the Strategy, but more importantly it has a specific overall aim that can be expressed in the form of a single Vision Statement, namely:

'To ensure that the distinctive heritage of the Borough is fully appreciated and recognised and that this strategy and associated action plan will seek to protect, conserve and enhance its built heritage for the overall benefit of the community'.

The objectives of the Strategy are:

- I. To bring about an understanding as to why it is important to have a Heritage Strategy for the Borough from an economic, social and cultural perspective.
- II. To bring about a general awareness of the meaning of 'heritage asset' in the context of the Strategy and to affirm the Council's commitment to protecting existing and potential assets that together will comprise the built heritage of the Borough.
- III. To promote a general awareness of legislation, planning policy and the important responsibilities and roles of national bodies and organisations in built heritage matters.
- IV. To bring about an appreciation of the diverse heritage assets of the Borough and the steps needed to create a framework for the protection and conservation of these important assets.
- V. To promote community participation in heritage matters, including the role that community groups, amenity bodies and individuals might play in the promotion and appreciation of the built heritage of the Borough.
- VI. To draw together a series of key issues from the Strategy to form the basis of an implementation programme and action plan to bring about plans, policies and projects aimed at identifying, protecting, managing, conserving and enhancing the heritage assets of the Borough.
- VII. To ensure that the Strategy provides the framework for the full incorporation of built heritage matters into the policies developed within the Borough-wide Local Plan and as a consequence the two documents are fully aligned.

2.2 Why Have a Strategy for Fylde?

Many local authorities and their communities would claim to have a unique built heritage and in turn, many have developed strategies, policies and plans to protect and enhance this element of the environment. It is certainly true that the Borough of Fylde is no exception. The historic development of the Borough is the result of a blend of economic, social, cultural and environmental factors which have left a rich legacy as its built heritage. Within the Borough there is a significant variety of buildings, villages, a market town and Victorian sea side communities with vibrant town centres. It contains attractive planned residential suburbs evoking the spirit of Victorian, Edwardian and inter-war development. In addition, the Borough contains a significant number of designated conservation areas, listed buildings, registered parks and gardens, archaeological sites and other features with a heritage value.

Perhaps above all else, this Strategy is concerned with the people and communities of the Borough; the people, who live in the area, work within it or indeed are visitors who value the character of the places they visit. These visitors' help to support and sustain the very character of the places they visit through their valuable spend, in turn economically supporting the investment needed to maintain the quality and viability of the buildings and places. The quality of the heritage of the Borough is appreciated as being a significant contributory factor influencing the high quality of life available to its residents.

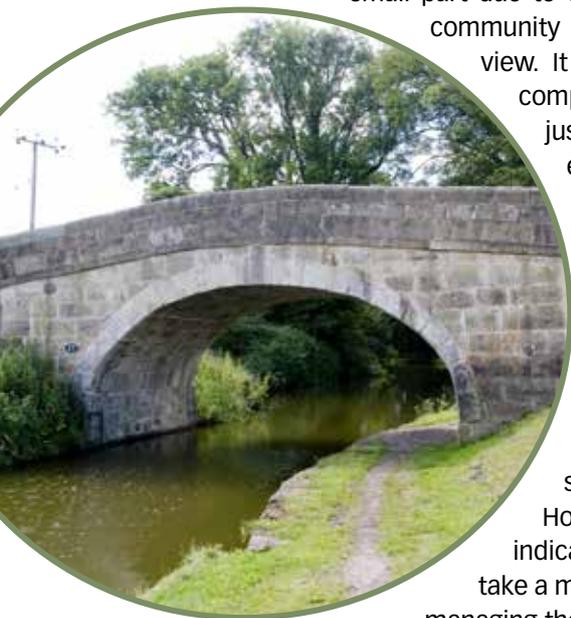
One of the principal reasons for the Strategy is one of drawing together, by way of an overview, a fuller and more comprehensive appreciation of the extent of the built heritage of the Borough. It is essential to understand that the built environment is never static and is always the subject of pressures for change. There is an in-built tension in respect of balancing the unequivocal protection of the built heritage with the demands and needs for development and change. As a result, the Strategy and the subsequent action planning process seek to find a way of reconciling these often conflicting objectives.

Taking these factors into account, the exceptional quality of the environment is in no small part due to the quality of the built heritage. This in turn is important to the community from a social, cultural, economic and environmental point of view. It is considered important, therefore, that the preparation of a comprehensive strategy and associated implementation plan is justified and an essential way of sustaining the quality of the historic environment of the Borough.

2.3 How the Strategy has been developed

The protection and enhancement of the built heritage of the Borough has always been seen as important to the work of the Council. Planning policies and individual projects, for example, specific regeneration projects, highlights this commitment. However, the development of this Strategy should be viewed as indicating a particular commitment and demonstrating the ambition to take a more comprehensive and coordinated view towards protecting and managing the built heritage of the Borough.

Lancaster Canal, Bridge no 27. Listed Grade II



The Borough Council's former Cabinet approved the preparation of the Heritage Strategy in 2013 and delegated its preparation to the Policy Development Scrutiny Committee. In turn, the Committee formed a dedicated Task and Finish Group comprising of a small number of Councillors who expressed a keen interest in developing the Strategy. The Group was supported by Senior Officers of the Council who are directly engaged in built heritage and conservation matters.

The Task and Finish Group developed a 'research phase' whereby it took the opportunity to invite a range of organisations and interest groups to discuss heritage issues, including Historic England. A number of Local Authorities were invited to allow the Group to gauge how heritage issues were managed in other areas. Amenity Groups operating at a regional level through to those with a much localised remit were also invited. The Council also contacted Town and Parish Councils in order to understand some of the perceived 'grass roots' issues of particular localities.

Following the approval of the a Strategy, in depth public consultation was undertaken and it was subsequently amended to take account of comments raised. The Strategy had now been formally adopted by the Council. The Strategy should be seen as a starting point for a series of future projects and actions which are set out in the accompanying Action Plan.



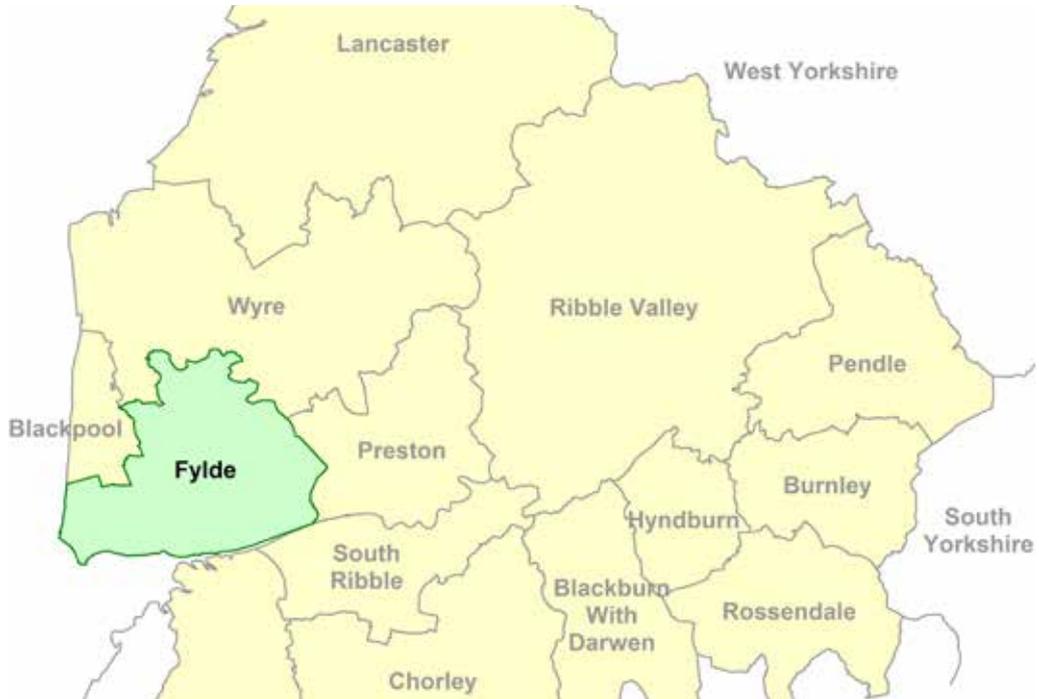
Congregational Chapel Elswick. Listed

2.4 A Strategy for the Borough

It may be assumed, given the nature of the Strategy, now it is adopted, it will become a 'Council' document to direct how the Council proposes to manage the heritage of the Borough. Undoubtedly, the Council will play a lead role. However, it will become clear that the intention of the Strategy is to create an Action Plan which will be implemented by a series of interest groups whether these be the Local Authorities, Town and Parish Council's, Community Groups, Amenity Bodies or National Advisory Organisations. The role of 'developers' will be a shaping force within the built environment and a key objective will be one of setting out clear mechanisms for ensuring that new development that will be inevitable – and often welcomed – takes proper account of the values placed on the heritage of the Borough. This will be achieved through proper engagement, appropriate advice, and the correct interpretation of policies, which should result high quality development

In essence, this document should therefore be seen as a Heritage Strategy for the Borough rather than a Borough Council strategy for heritage. The objectives of this strategy will be endorsed by a series of supporting partners.

2.4.1 Regional Context - Borough of Fylde



2.4.2 Local Context - Borough of Fylde



3 The Importance Of Heritage

3.1 The National Dimension

The following part of the Strategy outlines how the built heritage of the nation has been protected through legislation. The value of heritage is now considered to be a very significant element of the planning system in the United Kingdom.

The historic environment has now been recognised as having significant economic benefits, from the perspective of the visitor economy, but also as a catalyst for regeneration and attracting development. Positive planning policies and creative regeneration strategies, along with conservation minded, yet pro-active developers, have been pivotal in bringing about creative buildings and area based refurbishment schemes offering significant social, economic and cultural benefits.

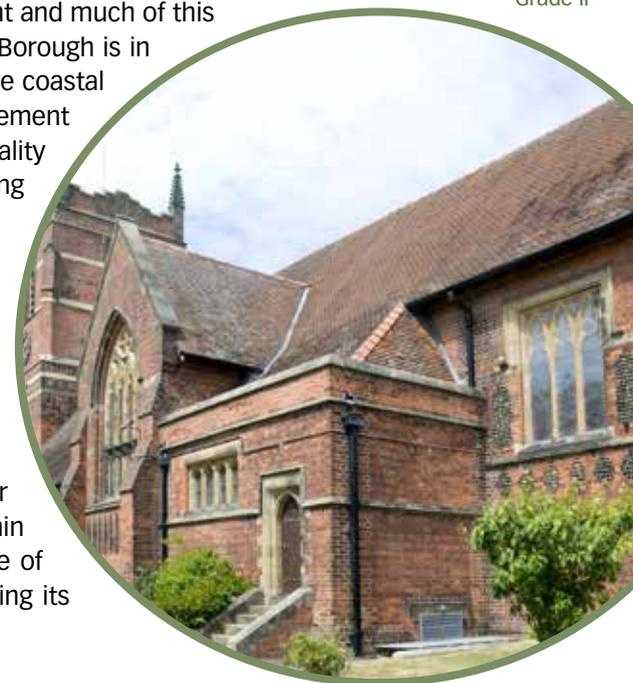
The historic environment is often said to promote 'civic pride', acting as a reminder of how a place has evolved historically and its reasons for being; its foundations, subsequent growth and development. It is often associated with adding to the quality of life for residents and promoting destinations for visitors. Undoubtedly, holistically the built heritage presents a huge resource which is of major benefit to the nation, thus its protection and conservation is of paramount importance.

3.2 The Local Dimension

The value of built heritage to the national economy is considerable. Visitors, from around the world, are drawn to the UK's historic cities and heritage tourist attractions. The Borough draws visitors due to an attractive built environment and much of this has heritage value. The value of the visitor economy to the Borough is in the order of 110 million pounds per annum and the attractive coastal towns and rural areas are considered to be an important element in contributing to this value. Protecting and enhancing the quality of the built heritage of the Borough is underpinned by a strong economic justification.

The promotion of the Borough's unique and special character, is inextricably linked to its heritage offering and this virtue can be used to market its unique character. Research undertaken as part of the development of the Council's Economic Development Strategy highlighted how some of the executives of key companies cite the quality of life and unique environment as a key attraction for their continued operations - and in some cases expansion - within the Borough. The historic environment and its built heritage of Fylde is undoubtedly a key factor in sustaining and enhancing its overall economic performance.

St Anne's C of E Church, Listed Grade II



3.3 Heritage in the Context of the Strategy

The definition of the term 'heritage' can be interpreted rather broadly. One dictionary definition states that the term generally refers to *"inherited cultural influence or traditions"*. In this instance heritage in its broadest sense could include art, culture, traditions relating to the development of a community, sport and language.

However, for the purposes of this strategy it refers to the built environment and the physical features that it contains namely buildings, open spaces and other features.

3.4 Heritage Assets

The built heritage of the Borough contains a rich and varied collection of areas, sites, buildings and other features. Individually and in many cases collectively, they are known as 'heritage assets'. The Government's planning policy identifies a heritage asset as:

"A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing)." Annex 2: Glossary, National Planning Policy Framework, Department for Communities and Local Government, 2012.

In the context of this Built Heritage Strategy there are specific assets that are now described.

3.4.1 Listed Buildings

Listed buildings are recognised as being of national significance. They are 'listed'; and are on the national list that is maintained by Historic England. Locations are periodically reviewed and buildings selected although they can also be 'spot listed' on an individual basis upon a specific request to Historic England, with priority being given to buildings at risk of significant deterioration or demolition.

'Listing' identifies and celebrates a building's special architectural and historic interest. In considering change or alteration to a listed building, consent is required from the local planning authority. It is a legal requirement to consider particular proposals to ensure that special attention is given to assessing how the development will affect the architectural and historic character of the building, including its setting. In some instances expert bodies or organisations are required to be consulted and the views offered taken into account in reaching a decision.

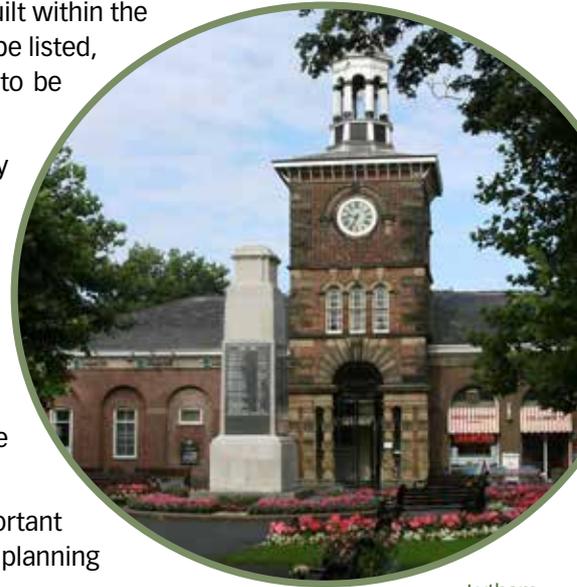
The criteria for 'listing' are identified.

- Age and rarity: most buildings built before 1700 which survive in anything like their original condition are listed, as are most of those built between 1700 and 1840.

St Michael's Church,
Kirkham, Listed
Grade II.



- The criteria has become tighter with time, thus buildings built within the last 30 years are required to be exceptionally important to be listed, and under threat. A building has to be over 10 years old to be eligible for listing.
- Architectural interest: buildings which are nationally important for the interest of their architectural design, decoration and craftsmanship; also important examples of particular building types and techniques.
- Historic interest: this includes buildings which illustrate important aspects of the nation's social, economic, cultural or military history.
- Close historical association with nationally important people or events.
- Group value, especially where buildings are part of an important architectural or historic group or are a fine example of town planning (for example, squares, terraces and model villages).



Lytham
Market Hall,
Listed Grade II

Buildings are 'listed' according to their relative importance.

- **Grade I** buildings are of exceptional interest, sometimes considered to be internationally important; only 2.5% of listed buildings are Grade I.
- **Grade II*** buildings are particularly important buildings of more than special interest; 5.5% of listed buildings are Grade II*.
- **Grade II** buildings are nationally important and of special interest; 92% of all listed buildings are in this class and it is the most likely grade of listing relevant for a home owner.

3.4.2 Conservation Areas

These are areas as opposed to individual buildings with the concept first being introduced in the 1967 Civic Amenities Act. Conservation Areas are defined in the planning acts as:

"Areas of special architectural interest, the character or appearance of which it is desirable to preserve or enhance".

There are currently over 9000 Areas designated nationally. Conservation area designations are determined locally and they vary in form and type and can include historic town centres, villages, suburban areas and country houses set in parkland. In these areas additional planning controls apply and local planning authorities are statutorily obliged to prepare proposals for their future management based on an appraisal of their character. The appraisal and management plan aspect of designation should include public engagement.

It is also a requirement of local authorities to review their areas from time to time to ascertain whether additional areas should be designated, considering that designation should be selective and meet the statutory requirement – that is constituting an area of special character.

3.4.3 Historic Parks and Gardens

Historic England's 'Register of Historic Parks and Gardens of special Historic Interest in England', established in 1983 currently identifies over 1,600 sites assessed to be of national importance. The sites are graded relative to their importance. Grade I sites are of exceptional interest. Grade II* sites are particularly important, of more than special interest and Grade II sites are of special interest, warranting every effort to preserve them. Their significance can also be the result of its rarity, age, layout features and associations with famous landscape architects involved with the design.

The majority of the sites identified on the Register are awarded a Grade II status. Around 27% of the 1,600 sites are awarded a Grade II* status and a further 9% are classified as Grade I.

Any proposals which affect the character of the park or garden should result in consultation with the Garden History Society and in the case of Grade I or Grade II*, Historic England. Local authorities are also encouraged to consider the potential for the local designation of parks and gardens and include them in a local list and incorporate policies in their Local Plan aimed at their protection and enhancement.

Many nationally designated historic parks and gardens have been the recipients of funding, including that provided by the Heritage Lottery Fund, aimed at restoring them to their former glory. Engaging the community in preparing plans and strategies for the long term sustainability of historic parks and gardens is an integral part of the process for potential recipients of grant aid.



Ashton Gardens, St Anne's. Listed Grade II.

3.4.4 Scheduled Monuments

The Government has kept since 1882, a schedule of monuments considered to be of national importance. The current legislation, the Ancient Monuments and Archaeological Areas Act 1979, supports a formal system of Scheduled Monument Consent for any work to a designated monument. Scheduled monuments are not always ancient, or visible above ground. There are over 200 'classes' of monuments on the schedule, and they range from prehistoric standing stones and burial mounds, through to the many types of medieval site - castles, monasteries, abandoned farmsteads and villages - to the more recent results of human activity, such as collieries.

Scheduling is applied only to sites of national importance, and even then only if it is the best means of protection. Only deliberately created structures, features and remains can be scheduled. The schedule now has 19,717 entries (about 31,400 sites). There are 1 million or so archaeological sites or 'find spots' of all types currently recorded in England. Scheduling is reserved for carefully selected sites, which create a representative sample of sites from different epochs. Specific permission is required for any development that may intrude or affect the significance of an ancient monument.

3.4.5 Registered Battlefields

Historic England's Register of Historic Battlefields identifies 43 important English battlefields. Its purpose is to offer them protection and to promote a better understanding of their significance. Battlefields are significant in four ways:

- As turning points in English history, for example the Norman Conquest which followed the Battle of Hastings in 1066, or the turmoil of the Civil Wars in the seventeenth century.
- Tactics and skills of war still relevant to the defence of the country evolved on historic battlefields.
- Battlefields are the final resting place for thousands of unknown soldiers, nobles and commoners alike, whose lives were sacrificed in the making of the history of England
- Where they survive, battlefields may contain important topographical and archaeological evidence which can increase our understanding of the momentous events of history which took place on their soil.

In considering planning applications that may affect the site of a Registered Battlefield, planning authorities must take into account the effects of development on the significance of the particular site.

3.4.6 Protected Wreck Sites

The Protection of Wrecks Act (1973) allows the Government to designate a wreck to prevent uncontrolled interference. Designated sites are identified as being likely to contain the remains of a vessel, or its contents, which are of historical, artistic or archaeological importance. It is a criminal offence to undertake particular operations in a designated area without a license granted by the appropriate Secretary of State.

3.4.7 Local Lists of Buildings

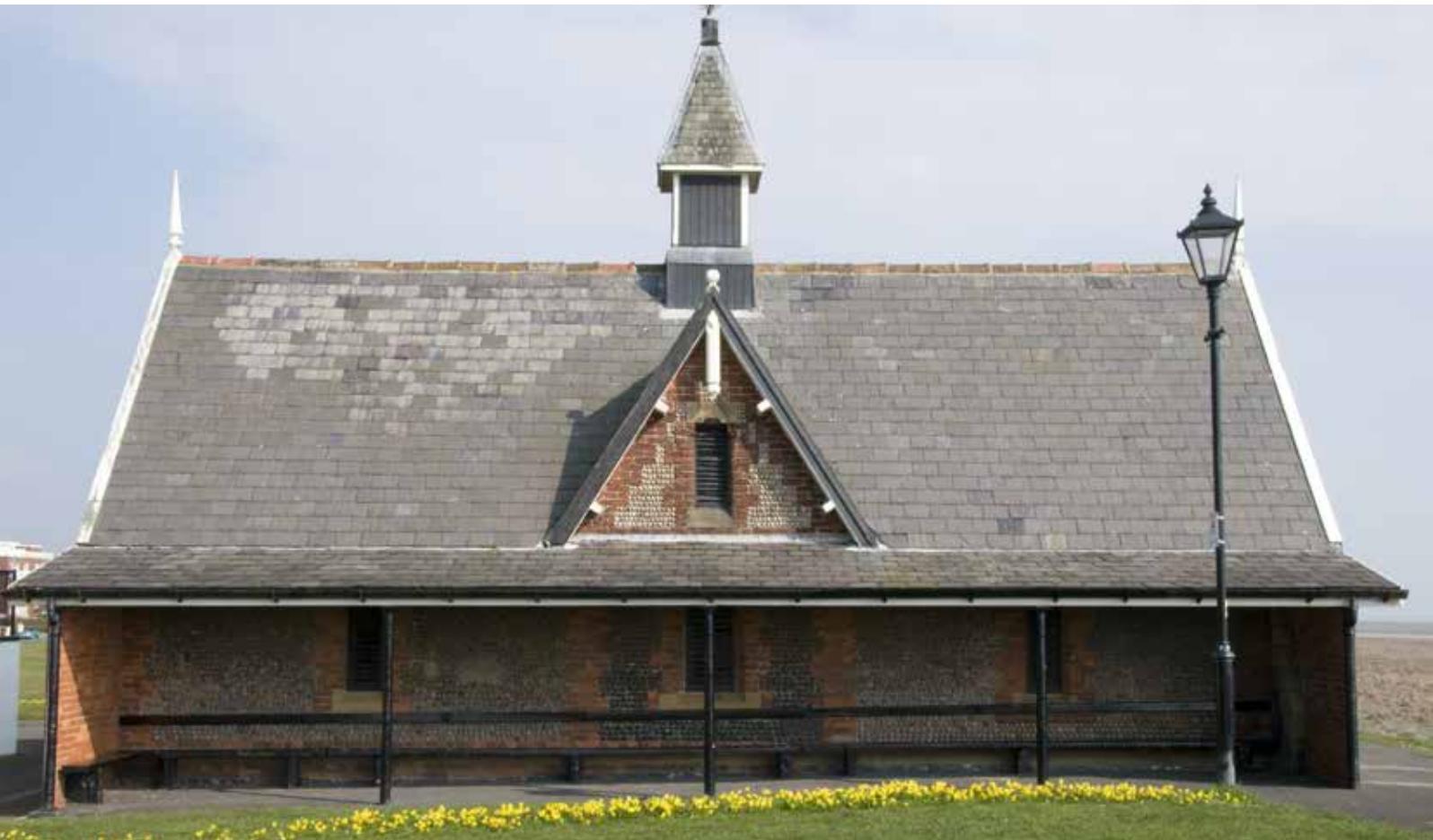
Historic England states the following about the principle of establishing a local list of buildings.

“Local lists play an essential role in building and reinforcing a sense of local character and distinctiveness in the historic environment. Local lists can be used to identify significant local heritage assets to support the development of Local Plans. Encouraging the use of local lists will strengthen the role of local heritage assets as a material consideration in the planning process.”

Many localities contain interesting buildings which might be considered to be historically important; examples of architecture that date from various periods or evoke the sense of place identified with its origins or growth in certain eras. In such cases, it is suggested that local planning authorities compile a 'local list' and has set out a guide to assist in the process. Many local authorities in Lancashire are actively engaged in compiling lists or, are considering doing so.

The publication of a 'local list' will seek to identify the particular significance of buildings and will be a factor in dealing with any subsequent proposals that may affect its architectural or historic character. It may also be appropriate to impose additional planning controls in appropriate circumstances with the objective of bringing certain forms of development within planning control such that the impact on the asset can be fully assessed.

Old Lifeboat House,
Lytham, Listed Grade II



4 Planning Policy and Practice

4.1 The Historical Dimension of Heritage Protection

The late nineteenth century saw an attitude emerge from some quarters that was critical of the damage and destruction occurring to many buildings of architectural and historic value. A particular critic was William Morris who founded the Society for the Protection of Ancient Buildings, in 1877. This was followed in 1882 by the Ancient Monuments Protection Act, a largely ineffective piece of legislation.

In the early part of the twentieth century, the idea of protecting buildings and groups of buildings was to be found in the Housing and Planning Acts of 1923 and 1932. The concept of formally listing buildings was introduced in 1944 and was enshrined in the major post war Planning Act of 1947.

The formation of the Civic Trust in 1957 and official government publications in the early 1960's culminated in Duncan Sandys MP drawing up the Civic Amenities Bill of 1966 which became an Act in 1967. This Act introduced the concept of area based conservation – i.e. Conservation Areas.

Since 1967, the various Governments have amended legislation, issued policy notes and circulars and the approach to conservation management has been modified by case law. However, the system of heritage protection and enhancement remains in place.



Ash Tree House, Kirkham
Listed Grade II

4.2 The Legal Dimension of Heritage Protection

Heritage within the built environment is governed by specific national legislation. At its heart, the Planning (Listed Buildings and Conservation Areas Act) 1990 (The Act) sets out the powers which are available to the Secretary of State and local planning authorities. As a consequence, there are specific responsibilities placed upon local council's in respect of protecting and enhancing the built heritage of its area as well as specific powers to assist with its protection.

The Act gives specific power to the Secretary of State to compile lists of buildings of architectural or historic interest (a power almost exclusively handed down to Historic England (see Para. 4.4 below). The Act also contains a number of powers including the following;

- Authorising the serving of Building Preservation Notices and Listed Building Enforcement Notices
- Compulsory acquisition of buildings
- Repairs and Urgent Works Notices
- The requirement for local planning authorities to have regard to the importance of the listed building in consideration of planning and listed building applications



St Anne's shop front improvements

- The duty to designate Conservation Areas and approve proposals for their preservation and enhancement.
- The power to award grants to enhance listed buildings and properties within conservation areas.

These examples, identify specific powers, within the Act, in addition to other regulations, which point to the importance placed on the managing, protection and enhancement of the built heritage, both nationally and locally and is a centrepiece of planning policy and practice. These general and specific responsibilities and powers should form the basis of planning policies contained within an approved local plan which sets out the local planning authority's approach to development within its area. In respect of built heritage matters government policy should likewise be reflected in local plans.

Successive Governments have, over the years, published a series of circulars and planning policy statements which advise on policy, practice and procedural issues, in addition to various regulations. When taken together they set out a comprehensive approach with respect to heritage matters.

4.3 National Planning Policy

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and outlines, in general terms, how they should be applied. It promotes the concept of sustainable development and identifies that the three component elements of it are:

- Promoting and assisting in economic growth.
- Promoting socially vibrant communities, through adequate housing provisions, and creating a high quality built environment.
- Enhancement of the existing built and natural environment - including the historic environment.

Specifically, the NPPF states that local authorities should set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment. It notes how heritage (assets) are irreplaceable and should be conserved appropriately. In drawing together policies, the local authority should consider the economic, social and environmental benefits of conservation and in particular any new development should make a positive contribution to local character.

The NPPF presents the Government's policy position with respect to dealing with development proposals affecting the historic environment and advises how the various issues may be balanced.

From the perspective of Government planning policy, the historic environment or built heritage is of vital importance and the legislative requirements of the planning acts and the policies contained within the NPPF, set out clear guidance for local authorities to follow.

It is important that in preparing this Strategy and the Council's Local Plan, that the management of the built heritage is recognised as a particularly important aspect of planning and that it should be reflected in future policy and practice. It follows that the Strategy (and Local Plan) should identify the extent and importance of the heritage assets of the Borough and in doing so the means of conserving them forms the basis of future planning policies and actions emerging from this Strategy.

4.4 Historic England (formerly English Heritage)

English Heritage (EH) was formed in 1984 and is the Government's statutory adviser on the historic environment. Officially known as the Historic Buildings and Monuments Commission for England, it is an executive Non-Departmental Public Body sponsored by the Department for Culture, Media and Sport. Its powers and responsibilities are set out in the National Heritage Act (1983). It is tasked with the preservation and enhancement of the Built Heritage of England for present and future generations.

It was announced on the 1st April 2015, that the Government had approved plans to separate EH into two organisations. A new charity, retaining the name English Heritage, now runs the National Collection of historic properties. The newly named public body – Historic England – is now dedicated to offering expert advice, guidance, championing the value and role of the historic environment and offering support to stakeholders operating in the heritage sector. Historic England is now wholly relevant to the compilation, scope and implementation of this Heritage Strategy.

Historic England is the public body that looks after England's historic environment.

It does this by:

- Championing historic places
- Identifying and protecting our heritage
- Supporting change
- Understanding historic places and
- Providing expertise at a local level

Corporate Plan 2015 - 2018

The Corporate Plan (supported by the accompanying Action Plan) sets out Historic England's aims and objectives for the next three years. Its principal objectives are set out as five aims summarised as:

Aim 1: Champion England's heritage

Historic England enjoys tremendous popular support. It is the role of HE to champion its value to those who make decisions about its future, including central and local government, private owners, developers and the wider public.

Historic England will:

- I. Make the case for the value of heritage and constructive conservation.
- II. Ensure that the value of heritage is reflected in relevant laws, government policies and planning practice.
- III. Use its own research, archive collections and education programme to engage and enthuse people about the history of places.
- IV. Stimulate greater participation to improve our understanding of what heritage is at risk and why.
- V. Support collaboration in the heritage sector through Heritage 2020: Strategic Priorities for England's Historic Environment 2015-20.

Aim 2: Identify and protect England's most important heritage

Identifying heritage assets and increasing people's understanding of their significance through designation is the foundation of constructive conservation. Designation celebrates the special interest of our most important heritage and provides protection. Accurate and accessible information about all heritage improves the quality of decisions when people want to make changes to it.

Historic England will:

- I. Provide expert advice to government on which assets should be protected through designation, based on strategic and risk-led programmes.
- II. Identify, record and define the significance of heritage that is poorly understood, under-represented or most at risk.
- III. Improve the National Heritage List for England (NHLE) to make it more useful and accessible and enable others to add content.
- IV. Encourage others to research and articulate the significance of heritage.
- V. Ensure that its archive collections inform identification, analysis and understanding across the heritage sector and preserve the results of survey and investigation for future use.
- VI. With its partners, improve access to information through local Historic Environment Records and explore ways of moving towards a single means of accessing historic environment information nationally.

Aim 3: Support change through constructive conservation

Historic England champions a constructive approach to conservation. It wants people to continue to use and enjoy historic places in ways that reveal and reinforce their significance and their setting within a wider landscape. Historic England also has a key role in ensuring that threats to our heritage are understood so that policies, effort and investment can be targeted effectively. HE helps to broker solutions that aim to prevent risk in the first place and tackle it where it appears.

Historic England will:

- I. Help national government, local authorities and local communities create planning policies that support constructive conservation as part of sustainable development.
- II. Promote constructive conservation with those who have broader objectives such as local authority members and senior officers and developers.
- III. Advise constructively and consistently on proposals for change at every stage of design and decision-making.
- IV. Target dedicated resources to support Heritage Action Zones in those places where growth offers the greatest opportunities and challenges for heritage.
- V. Invest its expertise and grant aid to unlock solutions for heritage at risk.
- VI. Act as the agent of last resort to save heritage of the utmost importance.

Aim 4: Support owners and local authorities to have the expertise to look after England's heritage

At the heart of constructive conservation is sound understanding and good judgment: understanding of why a place is significant and judgment as to how to sustain it physically and economically. Without this expertise, the planning system cannot work effectively.

Historic England will:

- I. Ensure that Historic England's expertise is accessible, relevant and of the highest standard.
- II. Work with others to provide time-limited support for local authorities to develop new ways of delivering their heritage advice and services.
- III. Work with others to assess and deliver the heritage skills required.

Aim 5: Achieve excellence, openness and efficiency in all that Historic England does

Historic England needs to use its resources and expertise cleverly and efficiently to allow it to do more for England's heritage. It needs to listen to those who use our services in order to improve them and so that it can work together more effectively. Historic England will continue to provide our statutory advice free of charge to everyone but it will offer customers who want more the opportunity to buy enhanced services. Historic England wants people to understand what it does and why.

Historic England will:

- I. Be transparent in its decision-making processes and run an efficient, self-critical organisation that has a constructive approach to risk.
- II. Encourage and support volunteering with Historic England.
- III. Increase its resilience by developing non-Government sources of income.
- IV. Look for ways to use its resources as a catalyst for greater inward investment, e.g. through partnerships.
- V. Care for its archive collections in an exemplary way.
- VI. Support Historic England in its care of the National Heritage Collection.

More specifically, the remit of Historic England includes:-

- Advising the Government on the listing of buildings
- Maintaining a register 'The National Heritage List for England' e.g. listed buildings and conservation areas. Recording buildings and conservation areas 'at risk'.
- Offering and giving grants to support the conservation of historic buildings and conservation areas.
- Giving appropriate advice to local authorities in respect of particular listed buildings and historic places/conservation areas.
- Providing advice to Government on heritage matters.
- Providing expertise, advice, training on a range of conservation matters.
- Providing guidance and good practice advice on procedures and decision taking in the historic environment through suggested procedures and techniques. Advice is also proffered through case studies on exemplary approaches to positive conservation.

Historic England co-ordinates the National Heritage Protection Plan (NHPP) - the latest draft version was published in September 2014 for the period 2015–18. The NHPP identifies, through its framework, six principle 'aims' or themes. These includes : the 'Championing the built heritage of England; Identifying and protecting England's most important heritage; Supporting Constructive Conservation; Supporting owners and local authorities to have the expertise to look after England's Heritage and Achieving excellence, openness and efficiency in the work that it undertakes. The NHPP sets out how these aims will be achieved in detail.

4.4.1 Conservation Principles : Policies and Guidance

Historic England produced its publication 'Conservation Principles : Policies and Guidance' in 2008. This document sets out an approach to making decisions and providing guidance about all aspects of England's historic environment. The six Conservation Principles set out a comprehensive framework for management including; how the public should participate in sustaining the historic environment; how the significance of places can be understood; how decisions can be reasonably made and, how the documentation and learning from decisions is essential.

Conservation is described as the process of managing change of places in ways that sustain and enhance their value for the future. These values can be analysed through an evidential, historical, aesthetic and communal analysis. The document sets out a process for assessing the heritage significance of a place and how this understanding can assist in subsequently making decisions, which propose changes to the place. Historic England Conservation Policy and Guidance is included including those issues relating to the importance of routine maintenance and management, periodic renewal, repair, restoration, new works and alteration, proposed changes within a place and principles surrounding 'enabling development'.

Thistleton
Conservation Area



The 'Conservation Principles' of Historic England are fully acknowledged in this Strategy and through the implementation of the Action Plan, in policy formulation, management and enhancement initiatives in historic areas and in determining particular planning proposals.

4.4.2 The Setting of Heritage Assets

This guidance from Historic England was published in June 2012. It derives from Government advice in the form of the National Planning Policy Framework and is a suggested way as to how to appreciate and understand the issue of the 'setting of Heritage Assets'. The guidance explains in detail how the guidance is used by Historic England when assessing the impact of development on the setting of heritage assets. It follows that this guidance can be used by others involved with considering development that may affect the setting of a heritage asset. The principal aim of the document is to assist in effective decision-making being taken through a proper consideration of all the relevant factors that should be taken into account. The document also provides advice on the definition of the term 'setting' and offers further advice on drawing together planning policies through which the issue of 'setting' may best be considered. The Council will apply the principles of this document (and any subsequent revisions) in the context of determining planning applications and drawing up policies through which decisions are taken (See Section 4.7).



Tamborine Cottages, Ansdell, Listed Grade II.

4.4.3 The Historic Environment Good Practice Advice in Planning

In respect of the planning system, Historic England Planning Advice comes in two forms: Good Practice Advice and General Advice, based around a variety of topics.

Good Practice Advice (GPA)

This provides supporting information on good practice, particularly looking at the principles of how national policy and guidance can be put into practice. It follows the main themes of the planning system - plan-making and decision-taking - and other issues significant for good decision-making affecting heritage assets. GPA are the result of collaborative working with the heritage and property sectors in the Historic Environment Forum and have been prepared following public consultation. In essence Historic England offers the advice as a way of interpreting national government policy and practice as advocated in the NPPF and associated Planning Practice Guidance.

Advice Notes - include detailed, practical advice on how to implement national planning policy and guidance. There are Advice Notes covering topics covered in the GPA's, and other topics.

In respect of the GPA series, three notes are currently available, which are:

GPA 1 The Historic Environment in Local Plans.

This sets out suggested criteria for the development of local plan policy noting the requirements of the NPPF, gathering and sourcing evidence, applying the evidence as an aid to formulating policies in the plan. The advice note highlights the need for a positive strategy for conservation and the need for well-informed development management policies for guiding planning decision making. The note advises how a positive conservation strategy can assist in the selection of sites for development – or not, the use of Section 106 agreements and the Community Infrastructure Levy to facilitate conservation objectives and the role of neighbourhood plans, developed by local communities.

GPA 2 Managing Significance in Decision-Taking

This note advises that in formulating proposals for development on sites – and making decisions – it is essential that the significance of heritage assets that may be affected are fully appreciated and understood, so that a development that might be proposed is fully informed. The note advises that ‘assets’ may be designated or non-designated. A ‘staged’ process is suggested as to how the significance may be appreciated its importance, including its setting. The means of assessing significance is considered by making reference to one method contained within the publication ‘Conservation Principles (HE 2003). The use of expertise in conservation management and decision making and various topics, including archaeology, enforcement, redundancy and viability and design considerations it also addressed.

GPA 3 The Setting of Heritage Assets

This note addresses the issue of the important principal of understanding the importance of the ‘setting’ of assets – and how it can be identified and its extent, depending on the nature of the particular asset. The concepts of ‘curtilage’, ‘character’ and ‘context’ are considered, being important concepts. The importance of protecting ‘views’ may be important in local plan making and within individual planning decisions. The issue of ‘setting’ is discussed. A staged approach to decision taking in respect of the setting of heritage assets is presented in considerable detail.

General Advice

HE provides a considerable body of advice in addition to the GPA series, as outlined. The role of HE and the advice it offers is fully supported by the Borough Council. The advice given in practice notes and other documents will be used as appropriate to local circumstances in the development of the Borough-Wide Local Plan, in other aspects of policy formulation as contained within this Strategy and in taking decisions through the process of Development Management.

Appendix G outlines some of the advice notes that will be used in respect of heritage policy and practice within the Borough.

Rhododendron
Cottage, Treales.
Listed Grade II



The Heritage Gateway is managed by Historic England and this website provides access to local and national records on the historic environment including available local and national records, the National Lists of Listed Buildings, Registered Parks and Gardens and photographs of England through the 'Viewfinder' web resource.

4.4.4 Historic Environment Local Management

Historic Environment Local Management, (HELM) provides accessible information, training and guidance to decision makers in local authorities, regional agencies and national organisations whose actions affect the historic environment. The HELM programme was set up by Historic England in 2004 with the aim of working with key partners to provide the tools to manage change in the historic environment with increased skill and confidence.

HELM provides detailed guidance for the historic environment under five themes, these are;

- Regeneration; the understanding and recording of the historic environment;
- The character of places (liveability);
- Managing, protecting and funding.

Within each topic area there are published guidelines, practice notes, design advice, procedural notes and potential funding sources. The published material offers invaluable advice to practitioners as well as the lay person in understanding more about the issues relating to the historic environment.

Historic England has over the years, taken an active interest in issues relating to conservation of the built heritage in the Borough. They were an active funding partner in the regeneration programme for St. Anne's, notably in respect of the historic building restoration programme, offering advice on specific applications affecting conservation areas, listed buildings and supporting the proposals for the restoration of important landscapes. Historic England has also offered advice on the preparation of the Local Plan. Whilst the remit of Historic England is necessarily strategic in nature the Council will nonetheless view it as a partner working constructively on important conservation issues.

4.5 Heritage Lottery Fund (HLF)

The Heritage Lottery Fund (HLF) was established in the United Kingdom under the National Lottery etc. Act of 1993. The Fund opened for applications in 1994. The HLF is aimed at restoring important elements of the built heritage including buildings, groups or areas of buildings, parks and open spaces. Funding is available to projects that can demonstrate that the particular project would promote an understanding of heritage and its significance, preserve the heritage for the enjoyment of present and future generations and appeal to a wide range of community interests including social and educational benefits that would arise.



HELM Guidance Notes

Ashton Gardens,
St Anne's, Grade II



Grants under the Lottery programmes usually have to be 'match funded' and have strong community support. Bids for funding are competitive within an overall national budget. Lottery grants have been awarded to significant heritage projects within the Borough with the two notable examples being the restoration of Ashton Gardens in St. Anne's and that recently awarded for the restoration of Lytham Hall. Community Groups within the Borough have also been the recipients of smaller, but very worthwhile grants.

4.6 National Amenity Societies

These are independent organisations, often charities, with responsibility for the promotion and protection of various aspects of the historic environment. There is a legal obligation to consult some or all of these on particular planning applications, particularly in the case of demolition or partial demolition of a listed building. The national amenity societies are also consulted on policy proposals relating to the historic environment in respect of the formulation of the Local Plan. The National Amenity Societies include;

4.6.1 The Council for British Archaeology

Founded in 1944, The Council for British Archaeology is an educational charity working throughout the UK to involve people in archaeology and to promote the appreciation and care of the historic environment for the benefit of present and future generations. The care of ancient and historic buildings, monuments, and antiquities' and to improve public education about archaeology is a key objective.

4.6.2 Ancient Monuments Society

The Ancient Monuments Society was founded in 1924 "for the study and conservation of ancient monuments, historic buildings and fine old craftsmanship". It is committed not only to campaigning for historic and beautiful buildings, but to furthering the study of them. The Society is unique amongst the Amenity Societies in that buildings of all ages fall within its remit. 'Ancient Monument' is a notoriously ambiguous term, but it is taken to mean any man-made structure of architectural or historical interest including houses, churches, almshouses and traditional barns. It produces an annual register of listed buildings threatened with demolition.

4.6.3 The Georgian Group

The Georgian Group was founded in 1937 and is the national charity dedicated to preserving Georgian buildings and gardens generally dating from the era, 1700 to 1837. It is consulted on over 6,000 planning applications involving demolition or alterations. Its consultee status gives it an opportunity to comment constructively on proposals and to help owners, architects and planning authorities towards better solutions. Essentially the Group seeks to protect the impressive planning and architectural legacy from the Georgian era. It issues awards for recognising good practice involving schemes affecting Georgian architecture.

Hillside, Kirkham.
(Georgian Frontage.
Listed Grade II.



4.6.4 Society for the Protection of Ancient Buildings

The Society for the Protection of Ancient Buildings was founded in 1877 by William Morris and is involved in all aspects of the survival of buildings which are 'old and interesting'. Its principal concern is the nature of their "restoration" or "repair", because misguided work can be extremely destructive. Essentially, the Society is concerned with ensuring that the design, form and craftsmanship of buildings is understood and protected and that the authenticity of buildings is maintained through careful repair, maintaining the important fabric. Many of the best buildings date from the era before mass production, which are often invaluable and irreplaceable.

4.6.5 The Victorian Society

The Society is the champion for the protection of Victorian and Edwardian buildings which it considers are irreplaceable, cherished, diverse, beautiful, familiar and part of everyday life. These buildings are considered to contribute overwhelmingly to the character of places people love and places where people live. They belong to everyone. The Society considers that present owners are really only custodians for future generations.

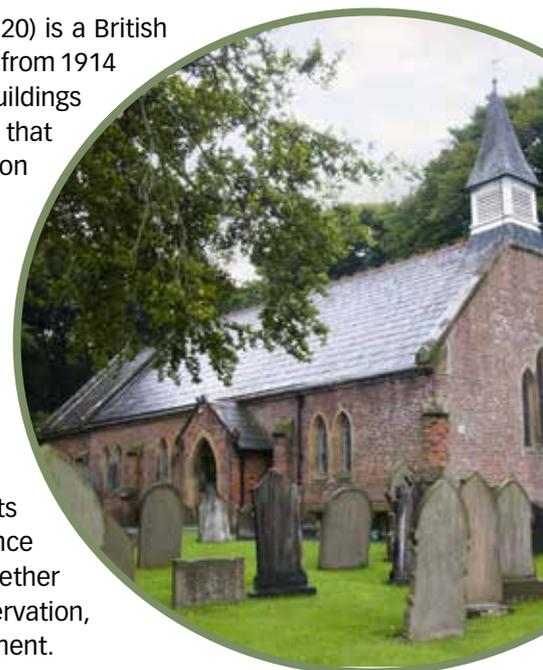
The Society's aims are to 'conserve', through the saving of Victorian and Edwardian buildings or groups of buildings of special architectural merit, from needless destruction or disfigurement. It seeks to 'involve' through the awakening of public interest in, and appreciation of, the best of Victorian and Edwardian arts, architecture, crafts and design. It also seeks to educate by encouraging the study of these and of related social history and to provide advice to owners and public authorities with regard to the preservation and repair of Victorian and Edwardian buildings and the uses to which they can, if necessary, be adapted

4.6.6 The Twentieth Century Society

The Twentieth Century Society (sometimes abbreviated simply as C20) is a British charity which campaigns for the preservation of architectural heritage from 1914 onwards. It was founded in 1979. The society's interests extend to buildings or artefacts, whether important or humble, rare or commonplace, that characterise twentieth-century Britain. It campaigns for the recognition and protection of important twentieth century buildings.

Other important Groups include The Garden History Society, which is dedicated to the conservation and study of historic designed gardens and landscapes. Through its interventions, advice and casework it has helped save or conserve scores of important gardens. It comments on planning proposals and advises on Heritage Lottery projects relating to the restoration and enhancement of historic parks and gardens. It was actively involved in the restoration project for Ashton Gardens in St. Anne's. Civic Voice is an organisation that supports the networks and actions of Civic Societies and the Heritage Alliance which represents the independent heritage sector drawing together heritage charities established for the purposes of protection, preservation, improvement, enhancement or revitalisation of the historic environment.

St Michael's Church,
Weeton Grade II



These national amenity societies demonstrate the depth and breadth of interest and involvement in relation to built heritage and the historic environment in general. The Council engages with these bodies in the course of preparing the Local Plan and in the consideration of individual development proposals. They can offer expertise in relation to particular aspects of built heritage and inform the preparation of policy and guidance which will emerge through the Strategy and subsequently the Action Plan.

4.6.7 Save Britain's Heritage (SAVE)

SAVE is a campaigning organisation, founded in 1975, that seeks to protect particular buildings or places that may be endangered through neglect or potential development proposals. The organisation has also campaigned, through widespread publicity for the protection and appreciation of particular aspects of the built environment. This has included campaign to draw attention to the loss of traditional shop fronts which resulted in the adoption of design guidelines, since adopted by many planning authorities.

SAVE has campaigned for, and was successful in influencing the introduction of the '30 Year Rule', which now provides the potential for outstanding post war buildings to be listed.

SAVE has established charitable trusts to assist in the restoration of some key buildings and publishes advice for campaigners to set up groups to promote the appreciation and protection of particular buildings.

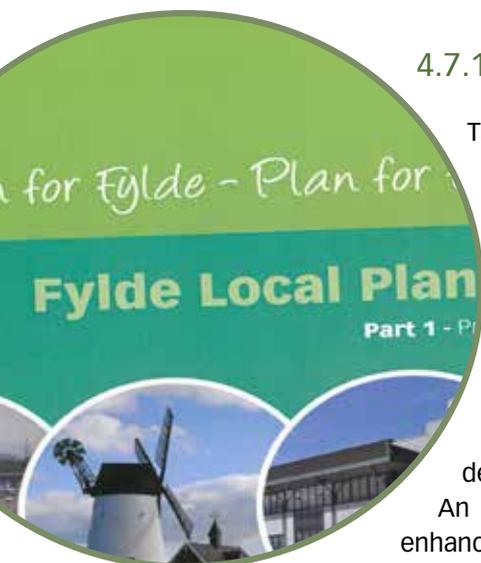
4.7 The Local Authority

Fylde Council's Corporate Plan sets the agenda for the work of the Council in the short to medium term including the setting of its priorities and a series of goals, objectives and actions to achieve the desired outputs. The Plan describes how its priorities will be delivered and the milestones and targets associated with its delivery. Protecting and enhancing the environment is a key objective and this includes the protection and enhancement of the built heritage of the Borough.

4.7.1 The Local Plan

The (emerging) Local Plan for the Borough seeks to promote sustainable development balancing the needs for development, economic growth and the protection and enhancement of the urban and rural environment. The present Local Plan dates from 2005 and sets out planning policies which have influenced the location and form of development since that date. However, Government requires local authorities to keep their plans up to date and fit within its current national policies, which are set out in the National Planning Policy Framework.

The Council is in the process of preparing a new local plan which will guide development up and until 2032. The plan subject to widespread consultation. An important element of the Plan, as envisaged, relates to preserving and enhancing the built environment and the heritage assets it contains. This Heritage



Strategy should be seen as a companion component to be read alongside the Local Plan. Ultimately, the Local Plan will contain policies which will guide the Council in making planning decisions, including those concerned with built heritage.

4.7.2 Supplementary Planning Guidance

The Strategy has set out some of the key strategic partners who are involved in heritage issues as it relates to the built environment. Often, the guidance presented by these bodies is used to inform planning practice and procedure. The HELM resource is a good example. However, in addition the Council has produced planning guidance to assist developers, the public and its own council members in promoting sympathetic development and assisting in determining planning proposals which affect the built heritage and its component assets.

The Council presently has approved guidance relating to shop fronts in historic areas, guidance on windows and architectural joinery and some coverage within conservation areas in the form of appraisals, although these require updating. The Council has also produced design briefs for particular sites and offers design guidance for developers who are contemplating proposals within historic areas and also in the case of specific listed buildings. Despite some existing, valuable documentation there is a need for updated policy and guidance.

4.7.3 Regeneration and Design

The Council has had a good track record in developing an approach to the regeneration of heritage assets within the built environment. This has taken place for many years and has been carried out often with the support of local groups, town and parish councils and private enterprise. Enhancement schemes have been carried in villages e.g. Freckleton and in Lytham where the Council, in partnership with the Lytham St. Anne's Civic Society, undertook an improvement scheme to Clifton Street, which included the reinstatement of verandas, forecourt paving, tree planting, new street lighting and other street furniture. Latterly, the town centre of St. Anne's has been the subject of a major programme of regeneration including its commercial core and the town park, Ashton Gardens. Significant funding was awarded by various agencies including the former Northwest Regional Development Agency, English Heritage, The Heritage Lottery Fund, Lancashire County Council, Fylde Borough Council and the former Local Strategic Partnership. The Council has in place its 'Regeneration Framework' which identifies locations that are the subject of initiatives for the upgrading of buildings and public realm improvements.

The regeneration programme has and continues to involve private businesses and enterprise working in partnership with the Council. This has resulted in the refurbishment of significant numbers of buildings and public spaces and new investment to create new and refurbished spaces within buildings. This programme

St Anne's Town Centre.
Regeneration



will continue in to the future. The Council has also supported regeneration proposals and initiatives in Kirkham, Ansdell and Lytham and these schemes are having a positive benefit on enhancing the heritage of the towns and supporting the local economy.

The Council strongly supports the principles of good urban design and architecture and has included its own design principles within some of its core strategies including the approved Lytham St. Anne's 2020 document. It also endorses the principles established by the Design Council/CABE and supporting publications including 'By Design', the 'Urban Design Compendium' and 'Designing in Context' prepared by HELM. Although this has been withdrawn the design principles remain sound.

In setting out its policies, practices and expectations in respect of design in the built environment including historic areas, the Council will set out its policies in the Local Plan with supplementary material, to promote good practice. The Council has had a pro-active approach to the regeneration of its town centres for the last fifteen years. This has involved working in partnership with the business community and attracting significant funding to carry out public space enhancements and building refurbishments.

The Councils 'Good Place Guide' sets out the adopted approach to the consideration of design proposals and in developing new projects and is included, for reference, at Appendix H.

St Anne's: The creation of a Master Plan for the town centre to build on local distinctiveness through the use of specific architectural features, paving, landscaping, street furniture and public art

Building Refurbishment: Restoration of important buildings in the town centre conservation area, through grant aided incentives.

St Anne's Town Centre.
Regeneration Project,
Orchard Road.



St Anne's Town Centre

Before



After



Kirkham Town Centre

Before



After



Lytham Town Centre

Clifton Square



Clifton Street



4.7.4 Development Management

The Borough Council, in undertaking its role as local planning authority, plays a major role in the management of the historic environment. It is through the planning process (Development Management) that much of the public engagement takes place and decisions made by, or on behalf of the Planning Committee of the Council, take account of public opinion, heritage bodies and amenity organisations. These decisions also take significant account of local planning policies and supplementary guidance.

The Council takes a proactive role in offering advice to developers and their agents with respect to potential proposals that may affect heritage assets including schemes in conservation areas, potential works involving listed buildings and archaeological sites. Some of the successful schemes in historic areas have resulted from a positive, partnership approach in establishing the appropriate design criteria for development. The Council appreciates that developers have – and will have – a major impact on the present and future landscape of the Borough and that they take financially difficult decisions and associated risk. Where the principle of development is appropriate, the Council, through the development management process, will seek to work in a collaborative way with prospective developers. This is on the basis that development is acceptable in principle and that the agreed objective is to produce development that responds positively to the historic setting and context of the site. The Council takes into account advice from its consultees such as Historic England and also uses the extensive library of advice notes on offer about the appropriate methods to be employed when considering particular approaches to development in historic areas. It would be appropriate, through the development of the Strategy, to create a resource or protocol for developers, as well as the general public, about how the Council would wish to engage with potential developers. It should set out its approach to pre-application discussions, its procedures and requirements, such as how to prepare a meaningful 'Heritage Statement', which is often required to explain the rationale behind a particular development proposal.



Aldi store; Working in collaboration, to develop a design brief with the Council

4.8 Local Groups and Organisations

There are a range of amenity societies that are present within the locality who have an active interest in the preservation and enhancement of the built heritage of the Borough. In the research phase of the preparation of the Heritage Strategy, some of these were invited for discussion and given the opportunity to explain their particular interests. These were;

- I. Heritage Trust for the Northwest
- II. Lancashire Gardens Trust
- III. Lytham Heritage Group
- IV. Lytham St. Anne's Civic Society
- V. Lytham Town Trust

The **Heritage Trust for the Northwest** is a registered charity and its principal aim is one of restoring important historic buildings and establishing new sustainable uses for them, which will secure their future. Funding for particular projects is established through partnerships and companies and often the Heritage Lottery has been and is a source of funding. The Trust has created a construction services company. Once building restoration projects are completed, the Trust can lease them to charitable organisations or rent out space within them. The Heritage Trust for the North West is active in the Borough, working alongside Lytham Town Trust, in the current project to restore Lytham Hall, in a £5.5m initiative, which includes a substantial Heritage Lottery grant. An impressive element of the work of the Trust is the engagement and involvement of volunteers who actively support and assist in the delivery of projects notably in the case of Lytham Hall.

The **Lancashire Gardens Trust**, was founded in 2007 and has an active interest in the recognition, protection and enhancement of different types of 'historic parks and gardens', in the County promoting the recognition, awareness and enjoyment of them. Importantly, the Trust offers guidance on planning proposals relating to important landscapes and complements - and often works alongside - the Garden History Society. The Trust is keen to educate the public as to the value of historic landscapes and also seeks to influence government policies in respect of this element of the historic environment. The Trust is keen to work with the Council and other partners in the recognition and development of policies for the preservation, protection and enhancement of historic landscapes. The Trust has been a significant partner in carrying out historic research in the development of proposals for the restoration of Fairhaven Lake and its Gardens.

The **Lytham St. Anne's Civic Society** was formed in 1960. Over the years it has become a key independent organisation for the area in monitoring and commenting on planning issues. It is respected as an informed pressure group which conscientiously endeavours to protect and promote the conservation of the built environment of the towns of Lytham and St. Anne's. A Technical Committee meets monthly to consider new building developments within the towns and monitors all new planning applications. It aims to make positive, informative and helpful comments, supporting good design in housing and shop fronts in particular. The Conservation of the historic features of Lytham and St Anne's is considered to be a high priority.

The Civic Society is keen to promote policies to protect local conservation areas and establish scope for further additions as well as assist with the preparation of appraisals. It is also keen to develop a local list of buildings and has offered support in developing a protocol for this work, alongside the Council. The Society welcomes the development of the Heritage Strategy and associated Action Plan and is willing to offer its expertise and resources, as appropriate, to help with its implementation.

Lytham Town Trust is a registered charity and was formed in 1990. It is concerned with the preservation and protection of all buildings of architectural and historic interest in Lytham. Its present concern is the restoration of Lytham Hall and is working in partnership to fund and support its restoration and future activities to ensure its long term sustainability.

Lytham Heritage Group was established in 1987 to preserve and promote the history and heritage of the 'Ancient Parish of Lytham', which includes Lytham, Saltcotes, Ansdell, Fairhaven and St Anne's. Its principal objectives include;

- I. Stimulating interest in the history of this area through education
- II. Forming a collection of photographs, documents, films and other artefacts of a cultural nature.
- III. To achieve its objectives by means of meetings, exhibitions, lectures, fund-raising for specific purposes.
- IV. To preserve, protect, develop and improve buildings of historic or architectural interest for the public benefit.

The Group manages the iconic windmill and associated lifeboat house on Lytham Green as a heritage facility and operates the impressive Heritage Centre. The Group has indicated that it strongly supports the Council's efforts to support the protection and enhancement of the built heritage of the Borough and has stated that it would welcome further involvement in assisting with the implementation of the Strategy, resources permitting.

The Borough is fortunate that there are a number of volunteer organisations such as 'friends' groups, societies and 'in bloom' groups that have a keen interest in environmental issues and actively support initiatives to manage open spaces adding to the attractiveness of the towns and villages. This voluntary effort is highly commended and the efforts made significantly add to the character and quality of the Borough. The Council will continue to actively support these groups where resources allow.

4.9 Local Authority Partners

4.9.1 Lancashire County Council

The County Council provides a specialist advice service - The Archaeological Unit - to support planning authorities across the County. Archaeology is related to the study of human activity in the past, primarily through the recovery and analysis of material and environmental data that has been left behind, which includes artefacts, architecture, bio facts and cultural landscapes (the archaeological record). The discipline involves surveying, excavation and eventually analysis of data collected to learn more about the past. In terms of heritage and the historic development of the Borough, recording archaeological finds or even exposing them is a significant aspect of the work of the County Council Unit. The Council will continue to work with the specialist unit and will incorporate policies in the Local Plan and appropriate projects within the Action plan of this Strategy. It will continue to take account of any recommendations made in respect of particular developments proposed that have archaeological significance.

The County Council maintains the Lancashire Historic Environment Record which presently contains some 25,000 entries ranging from ruins to listed buildings. Potential development sites can be checked to ascertain whether there are likely to be any issues of archaeological significance in respect of a proposed development. If this proves to be the case, archaeological issues can then often become a relevant consideration in the context of a planning application for the development.

The County Council produced the Lancashire Historic Town Survey Programme between 2000-6. This was part of a national programme of work, coordinated by English Heritage for selected towns which, in the case of Fylde, included St. Anne's, Lytham and Kirkham.

This provides a rigorous assessment of the history and development of the towns and identifies how social, cultural and economic factors have influenced their present character. The physical layout of the towns, their buildings and architectural styles are also highlighted. This background research will be invaluable in providing the evidence for conservation area designations, reviews, appraisals and management plans.

The County Council has produced the publication 'Heritage Conservation in Lancashire' which seeks to promote a greater awareness, understanding and evaluation of the heritage of the County, supporting local initiatives to advance knowledge. An action plan proposes a series of projects to be delivered to fulfil the aims of the strategy.

At a practical level the County Council supports the Borough in conservation issues including public realm improvement schemes in the context of regeneration, both from a funding perspective and through an agreement for subsequent construction.

4.9.2 Neighbouring Local Authorities

In preparing the Strategy, selected local authorities were consulted from around the North West, to assess how other local authorities approach the management of the built heritage of their areas. The overall conclusion was that there is a very proactive approach being taken from the participating local authorities and a wide variety of initiatives being undertaken. These include programmes and projects involving the preparation of detailed Conservation Area Character Appraisals and Management Plans, Conservation Review Panels for providing design advice, research, publications and general advice to developers and the public.

The preparation of 'Local Lists' of buildings is being undertaken in some areas in partnership with community organisations, and initiatives to introduce the issue of heritage into the school curriculum. Some local authorities undertake regeneration based initiatives such as building restoration and repair schemes, often in collaboration with funding agencies and the private sector.

At the Fylde Coast level there are probably significant benefits in assessing where inter authority working could be beneficial; exchanging ideas and approaches to different aspect of heritage and sharing scarce resources. One example is in the case of Blackpool Council where an impressive approach is being developed to create a local list of heritage buildings. There may also be merit in producing joint publications and advise notes on generic issues. Blackpool is also developing an 'outreach' project which engages community groups and schools in promoting the value of heritage and conservation. Joint working and knowledge sharing could be very beneficial in the eventual implementation of the Heritage Strategy and associated Action Plan.

4.9.3 Town and Parish Council and Forums

The Borough contains a number of Town and Parish Councils, many of which have a keen interest in the heritage of their particular areas. Some of these have Parish Plans or Village Design Statements and some of these areas have conservation areas, listed buildings and historic park's or

Trustee Savings Bank,
Kirkham, Listed Grade II





open spaces. Some parish councils are keen to engage with the Borough in undertaking conservation area appraisals and management plans or in developing other design policies and proposals for particular localities. The Borough Council will actively engage with the elected Council's and other forums and organisations which have an interest in heritage within their area of interest and include them in developing particular proposals.

A number of Neighbourhood plans are in various stages of preparation. Some of these will have policies directed at preserving and/or enhancing heritage assets. Neighbourhood Plans will generally conform to the Borough councils Local Plan. The Neighbourhood Plans should support and endorse this Strategy, seeking the same overall objectives - that of conserving and enhancing the historic environment.

4.10 Public interest in Heritage

Research undertaken as an integral part of producing this Strategy and as part of the development of the Local Plan, has indicated an overwhelming public interest in the protection of the built heritage of the Borough. It also indicates recognition for additional protection including the development of a local list of historic buildings. Planning applications which propose development within sensitive areas and to important buildings often provoke significant public interest. It is generally acknowledged that the built heritage of the Borough is important from a social, cultural and economic point of view.

Particular projects, including the restoration of Lytham Hall, demonstrate the willingness of the public to become actively engaged in heritage projects. Local societies with their high levels of membership also indicate strong support and a proactive interest in the built heritage of the Borough.

Many of the regeneration projects that have proved successful have been so because private businesses have recognised the potential economic benefits of restoring historic buildings and the enhancement of the public realm.

Many of the organisations and local societies seek to 'educate and enlighten' the Public about the importance of heritage. The Borough Council seeks to offer guidance, principally in relation to planning issues, in respect of achieving good design in historic areas. However, in many respects, the appreciation of the importance and significance of the built heritage is not always appreciated and whilst many changes to buildings are done in good faith, they are not always appropriate from a historical or architectural perspective. Therefore, through this Strategy and the associated Action Plan, it will be essential to instigate a prolonged 'campaign' to broaden the understanding as to the significance of heritage assets and broaden public appreciation and support.

The research phase also strongly suggested that there is a need to bring about a fuller appreciation of the value of heritage to the younger generations as they will become its future guardians.

In the development of policies for the future management of conservation areas it will be essential to engage the public by taking account of local opinions and ideas as to how the area should be preserved or enhanced. Achieving 'buy in' will ultimately be an important aspect of protecting and enhancing the historic environment.

St Anne's
Neighbourhood Plan
2015

Fairhaven Lake and
Gardens Open Day



5 Heritage Assets of the Borough

Section 3.4 of the Strategy identified the scope of Heritage 'Assets'. This section outlines the present built heritage assets of the Borough including a brief review of the issues relating to them.

5.1 Listed Buildings

As outlined in 3.4 the Strategy, listed buildings are selected because of their special architectural and historic qualities. In determining applications for consent to alter listed buildings special attention has to be paid to preserving their character.

At present there are 205 listed buildings within the Borough (See Appendices C), the majority of these are Grade II. Lytham Hall is Grade I and a small number have a Grade II* status. The buildings are varied in type and include town houses, churches, vernacular rural cottages and structures, such as boundary walls and monuments. Over the years, many of the buildings have been altered and adapted, the majority of which have been the subject of listed building consent approvals. In the case of listed buildings, the interior is often as important as the exterior and so it is essential that owners and occupiers of these buildings are aware of their statutory obligations in respect of any planned changes.

In view of the importance of these buildings it is essential that the Council has an up to date inventory of all its listed buildings. One of the principal reasons for having this record is so that any previous changes, which have occurred, can form a baseline from which future changes can be then considered. Another reason for compiling an inventory is so that the 'significance' of the building – its historical value, setting, external appearance and internal qualities can be assessed and recorded. This will assist significantly in the future assessment of development proposals that may impact on its character.

It would also seem appropriate to offer further guidance for potential developers who propose alterations to listed buildings. In this regard, a web based resource could be developed which outlines the nature and significance of listed buildings, legislative requirements, guidance on assessing the impact on the significance of a building and the process of managing listed building consent applications.

The Borough is fortunate that it does not contain a large number of buildings that are considered 'to be at risk' due to their poor condition. However, the Grade I Lytham Hall does fall into the category and is included on a list compiled by English Heritage – although a restoration plan is to be implemented shortly. In respect to listed buildings in general, the Council should compile a list of those buildings considered to be at risk and identify the appropriate steps that might be taken to address any particular issues facing the building.

Clifton Hall, Clifton.
Listed Grade II



5.2 Conservation Areas – Designations, Appraisals and Management Plans

Conservation Areas are defined in national legislation as ‘Areas of Special Architectural and Historic Interest, the character and appearance of which is desirable to preserve or enhance’. Councils designate Conservation Areas and have a duty to reassess, from time to time, the scope for further designations.

There are currently ten designated Conservation Areas in the Borough and these are varied in character;

- | | |
|---------------------------|-----------------------------------|
| I. Lytham (Town Centre) | VI. Porritt Houses/Ashton Gardens |
| II. Lytham Avenues | VII. St. Anne’s Road East |
| III. Larbreck | VIII. Singleton |
| IV. Kirkham | IX. Thistleton |
| V. St. Anne’s Town Centre | X. Wrea Green |

Lytham Town Centre Conservation Area



5.2.1 Lytham (Town Centre)

Lytham's commercial centre retains its historic street pattern and contains impressive groups of mid to late 19th Century villa scale development, artisan housing and imposing public buildings, Lowther Gardens and the extensive frontage Green, fronted by Victorian villa development.



5.2.2 Lytham Avenues

The Avenues is an impressive late nineteenth century suburban development laid out under the Town Improvement Acts containing tree lined avenues with attractive Victorian properties fronting onto them. It also incorporates a series of large mansions and associated development fronting onto the Ribble Estuary.



5.2.3 Kirkham

The Centre is based around its historic core and medieval street pattern centred on the Market Square, linked by Church Street to St. Michaels Church, which acts as a centrepiece for the area. It also contains attractive groups of town houses along Preston Street.



5.2.4 St. Anne's Town Centre (St. Anne's on Sea)

The St Anne's retains the original planned Victorian resort town based around a grid iron street plan. These areas contain fine collections of gothic and classical commercial buildings arranged in terraces faced in brick and some stone.



5.2.5 St. Anne's Road East

This area is based around this principal tree lined avenue linking the town centre with the outer suburbs and contains a significant number of Victorian and Edwardian villas set within large plots. Extensive areas of tree cover frontage gardens and boundary walls is a major characteristic of the area.





5.2.6 Larbreck

The ancient hill top hamlet of on the southern bank of the River Wyre and traditional vernacular cottages clustered around a meandering country lane.



5.2.7 Ashton Gardens/Porrirt Houses

The area covers the large stone fronted Victorian villa's located around Ashton Gardens. The houses were built by WJ Porritt. Lord Ashton purchased the Gardens and gave them to St Anne's to "contribute the prosperity and for the enjoyment of its residents and visitors". The essential character of the Porritt houses is their harmony and unity, the materials of construction, architectural features, including bay windows, gables, elegant doorways, chimneys and boundary walls.



5.2.8 Singleton

Singleton is a self contained 'model' village, originally built for workers of the nearby Singleton Estate. It contains a series of attractive picturesque cottages set within front gardens. A focal point is the parish church of St Anne, designed by E.G. Paley and is Listed Grade II.



5.2.9 Thistleton

In common with Singleton, the hamlet of Thistleton is a model village grouped around a main street and includes attractive brick fronted cottages with frontage gardens along with farms with associated buildings. The mature tree plantations, hedgerows and open spaces gives Thistleton an alternative verdant quality.



5.2.10 Wrea Green

Wrea Green is a traditional village once comprising of individual farms surrounding a village green complete with pond. It now contains a mixture of Victorian, Edwardian and more contemporary development forming an attractive peripheral enclosure. The impressive parish church, the open green and backdrop of trees contribute to the rural character of the Conservation Area.

Legislation requires local authorities to prepare character appraisals and subsequent management plans for conservation areas. These are aimed at evaluating their essential characteristics and to subsequently identify future proposals for preserving and enhancing the area. They become important planning documents. The Council prepared some relatively straightforward appraisals many years ago, particularly for the smaller rural conservation areas. Although still relevant, they are in need of urgent updating. In the case of the larger urban Conservation Areas, appraisals and management plans are largely absent and consequently, there is an identified need to prepare these documents as soon as this can realistically be achieved.

The Council has received requests for its consideration of designating additional conservation areas in specific locations and also amendments to existing boundaries. A review of existing conservation area boundaries would best be undertaken when the particular appraisal is undertaken. With regard to new designations this would be undertaken by way of a 'Characterisation Study' whereby specific areas of the Borough can be mapped to identify locations with specific historic character. In this regard, Lancashire County Councils Urban Extensive Survey would be of specific assistance. Any potential areas for designation would need to be agreed by the Council in principle and public engagement undertaken.

Some of the present Conservation Areas are the subject of Article 4 Directions that bring within control certain forms of development, which otherwise would not require planning permission. The 'directions' presently in force are, in some cases, 'patchy' and somewhat out of date, relative to the present legislation - although still enforceable. However, future appraisals and management plans would assess the appropriateness for new or revised Article 4 Directions, tree preservation orders and the potential for other controls including those that further limit advertisements on commercial buildings.

Advice to property owners, in the form of leaflets, or on Council's web site, has proved useful, although this is somewhat underdeveloped at present. There is specific value in providing guidance and information in relation to conservation issues and the Strategy and Action Plan promotes this type of initiative.

The three town centre conservation areas have been the recipients of 'regeneration' initiatives, each having the objective of preserving and enhancing its particular character and appearance. These initiatives have included building refurbishment, soft and hard landscaping, new street furniture and works of public art. Future regeneration initiatives would form an integral part of the conservation area appraisals and subsequent management plans.

Historic England and HELM offers practical advice on the process of appraisals and management plans including guidance which is suitable for volunteers who may wish to be engaged in the process.

5.3 Historic Parks and Gardens

The Borough presently contains three historic parks and gardens which are all Grade II on the National Register. These are;

- I. Ashton Gardens,
- II. Promenade Gardens and
- III. Lytham Hall,

Ashton Gardens has been the subject to extensive refurbishment and was the recipient of a significant Lottery Grant in addition to funding support from the Council. It is also supported by a community group, The Supporters of Ashton Gardens. The completed scheme is an important and integral element of the broader regeneration programme for St. Anne's on Sea.

The Promenade Gardens, St Anne's, occupies a pivotal position on the seafront and is an impressive landscape laid out in the late nineteenth century. It contains open landscape, a rockery, grotto and waterfall, formal areas of lawn with bedding and a number of artefacts including decorative shelters, many of which are listed buildings in their own right. In 2008, a restoration and management plan was prepared and approved in principle by the Borough Council. The gardens are very well maintained but the general infrastructure requires restoration and repair. It is intended to fully restore the gardens in line with available resources. The cost of full refurbishment is considerable and could be undertaken on a phased basis.

Lytham Hall is the centrepiece of the adjoining parkland. The designated park, includes the adjoining Home Farm and Fairhaven Golf Course. The current restoration plans for the Grade I Hall is accompanied by a restoration programme for parts of the immediate historic landscape surrounds. The Hall parkland extends to some 80 acres and contains many landscape features including extensive protected tree plantations. The grounds of the Hall are now open to the public as a country park and the idea to provide a more attractive link between the Hall and the Town Centre is presently under consideration.

In addition to the parks and gardens included within the national list, there are a number of historic open landscapes that are of local interest. These include;

- I. Fairhaven Lake,
- II. Clifton Hall,
- III. Singleton Hall,
- IV. Memorial Park in Kirkham,
- V. Lowther Gardens and
- VI. Lytham Green.

It would seem appropriate to undertake research to establish the historic importance of these landscapes (and any other potential candidates) and consider the potential for a 'local list'. The Lancashire Gardens Trust has indicated that it would be supportive of such an initiative and would proffer assistance in undertaking the research needed.



Promenade Gardens,
Listed Grade II.

It will be wholly appropriate to protect, restore and enhance historic parks, both of national and local significance. Opportunities for funding support will be pursued with Fairhaven Lake being the subject of a historic appraisal and feasibility study for potential Heritage Lottery Funding support. Potential proposals for Fairhaven will take account at the coastal defence works that are planned and ensure that the works will be complementary to the heritage value of the site. The design of Fairhaven Lake is associated with the highly renowned designer Thomas Mawson and Sons. It is of local interest and is also has potential candidate to national listing, with an application

It should also be recognised that the maintenance, management and improvement of open landscapes is an on-going issue. Particular recognition should be paid to 'Friends Groups' and other community organisations who have undertaken invaluable works in the management and improvement of parks and this on-going involvement is crucial.

Development proposals that could affect the character and setting of a historic park or garden will be the subject of particular scrutiny if development is proposed which may have an impact on its significance.

5.4 Local Lists of Buildings

As identified, the Borough contains a significant number of nationally recognised 'listed buildings'. However, in an area that developed in an era that is now recognised as producing high quality architecture, it is highly probable that there are many unlisted buildings of particular significance and quality that have little by way of formal recognition or protection.

The National Planning Policy Framework advises local authorities that local heritage can be significant and go well beyond nationally designated assets. This is probably the case in Fylde as much as anywhere else. Reference has been made to the potential for locally registered parks and gardens and the same principle can be related to many buildings. The more recent appeal decision at the Victoria Public House in St. Anne's to reject its redevelopment for apartments turned largely on the local historical significance of the present building. There was strong community support for the retention of this building, which was seen as an important historical legacy of the town and is extremely well valued. There are probably numerous examples of buildings of local significance across the Borough.

Historic England strongly supports the compilation of local lists and has produced guidance for local authorities in preparing them. In formulating a list it would be necessary to carefully draw together a clear methodology of how buildings might initially be selected and how they might be ultimately chosen. The public would have a role to play in making suggestions and a draft list would then be considered against the criteria to be applied. The criteria used would be established using available guidance and practice established elsewhere. There are examples where local listing has been undertaken by using a small but specially commissioned panel with a mix of skills that would probably include a community representative. The draft list of buildings would be judged against the set criteria, perhaps similar to that used for the compilation of national lists but recognising the fact that the buildings ultimately chosen would not have the same significance as those on the national list.



Once locally listed, the building would have special status and any development proposals that might affect its character or setting would be subject to detailed scrutiny. It is envisaged that the Local Plan would contain policies in respect of locally listed buildings. In view of the importance of some buildings it may be appropriate to introduce Article 4 directions with the objective of preventing potentially damaging 'permitted development'. However, it will be equally important to persuade building owners and the public in general as to the significance of particular buildings and the importance they have.

The Borough contains a wealth of potential local listed buildings and so it will probably be advisable to undertake a series of reviews perhaps 'trialing' the concept in one area for future roll out over the Borough.

5.5 Scheduled Monuments

At the present time there are no designated scheduled monuments in the Borough and so there will be no specific reference to them in the Action Plan. If a site were to be scheduled in the future then the requirement of the relevant acts would be followed with the necessary consultation carried out including the involvement of Historic England.

Plane Tree Cottage,
Thistleton, Listed Grade II

5.6 Archaeology

The Old vicarage, Wrea
Green, Listed Grade II

There are a known number of sites within the Borough with archaeological significance as well as potentially undiscovered sites. The Council will continue to liaise with Lancashire County Council on these issues. In the case of particularly important sites, the Council will request that the County Council prepares a specific brief setting out the requirements of the developer in respect of archaeological information that will be required to accompany a planning or listed building application.



5.8 Other Artefacts

Potentially, there are other artefacts or structures that may have historic or architectural interest. These could include monuments, sculptures, artworks or surfaces including pavements. These features would probably be identified during the local listing process considered within paragraph 5.4 of the Strategy.





Part II

THEMES OF THE STRATEGY

- 6 Introduction
- 6.1. Theme 1 - Conservation of the Built Environment
- 6.2. Theme 2 - Community Participation
- 6.3. Theme 3 - Heritage Advocacy
- 6.4. Theme 4 - Heritage Promotion and Publicity

6 Introduction

The information and analysis discussed in the preceding sections identified the issues that the Built Heritage Strategy for the Borough should address. These are to be referred to as 'Themes', four of which have been identified. The themes form an important link between the identification of relevant issues and the means of implementation through the Action Plan.

Each theme includes specific aspects within its broad scope. 'Key Actions' are identified which will form the basis of the Action Plan.

This theme is essentially concerned with the protection, management and enhancement of heritage assets – the physical 'hardware' of heritage.

<p>Theme 1 Conserving the Built Environment</p>	<p>Listed Buildings Local List of Buildings Conservation Areas Regeneration Schemes Historic Parks & Gardens Archaeological Sites</p>
<p>Theme 2 Community Participation</p>	<p>The Heritage Forum Learning Built Heritage Projects The Planning System</p>
<p>Theme 3 Heritage Advocacy</p>	<p>Planning Policy Development Management Regeneration Schemes Public Realm Working with the Community and other Partners Skills Development</p>
<p>Theme 4 Heritage Promotion and Publicity</p>	<p>Web Based Resource Guidance Notes and Information Publications and Exhibitions General Publicity Heritage Open Days Media Coverage Heritage Interpretation Awards</p>

6.1 THEME 1 Conserving the Built Heritage

6.1.1 Listed Buildings

As outlined, the Borough has a wealth of listed buildings. The number of alterations approved through listed building consents can be traced but there is no comprehensive inventory as to their present condition, nor is it often known what alterations and changes have taken place since they were first listed. Moreover, few of the buildings have been the subject of an up to date review to record their significance. If such a study were undertaken, it would form the basis to evaluate future proposals as to how they may affect the special architectural and historic interest of the building. The protection of listed buildings through the planning process is of paramount importance. In considering proposals for works to a listed building or its setting, the Council will scrutinise proposals stringently taking account of any comments made by expert bodies and the general public.

KEY ACTIONS

- Prepare an inventory to include the 'listed buildings' of the Borough itemising their details and planning history to include an up to date photographic record, and to use archive material where possible.
- Undertake a study of 'building significance' to outline the importance of the particular building, its character, status, condition, specific features and the importance of its relative elements including its setting. In this regard the Council will seek to work with English Heritage and Lancashire County Council in defining 'significance'.
- In undertaking these studies, identify any buildings considered to be 'at risk' that would justify specific action in order to remove any immediate and longer terms threats. Having compiled the list the Council will develop a 'Heritage at Risk Strategy' for resolving issues in this regard including potential enforcement action.
- Ensure that policies are included within the Borough wide Local Plan that seeks to protect the character of listed buildings.
- In consideration of an application to a listed building, the Council will have special regard to the desirability of preserving the building or its setting or any special architectural or historic interest it possesses.

6.1.2 Local List of Buildings

In addition to statutorily listed buildings the Strategy has outlined how, due to the historical development of the Borough, there are potentially a significant number of buildings and other artefacts that would justify their inclusion within a 'local list of buildings'. There is extensive guidance on methods of formulating a local list, including guidance by Historic England/HELM, and partner local authorities. Some voluntary groups are able to offer guidance in respect of their experience of assisting with the preparation of local lists.

The preparation of a local list for the Borough would be wholly appropriate, the methodology developed would ensure that it is delivered on a phased basis. It would be appropriate to include community participation in this Study through the use of a selection panel.

KEY ACTIONS

- Prepare a methodology and process for compiling a 'local list of buildings'. This will include identifying the criteria for qualification for status, the process for selection and means of engagement. This will involve the community and building owners and the formation of a 'Local List Panel'.
- Prepare local lists.
- Identify the appropriate means of undertaking the study including the phasing of it on a locality by locality basis.
- Compile local lists for the Borough.
- Identify the need for additional planning controls as appropriate to protect the architectural and historic interest of locally listed buildings including their setting.
- Update the list as appropriate.
- Ensure that policies are included within the Borough wide Local Plan that seeks to protect the character of locally listed buildings.
- Undertake the necessary publicity in connection with the compilation of the list.

6.1.3 Conservation Areas

The Borough contains ten conservation areas at the present time, which are varied in character and size. As described within the Strategy, none of them have up to date appraisals and management plans. Completing these studies is not only a statutory requirement but essential to the future planning and management of the conservation area. These studies assists in;

- Analysing what the special character of the area is and extremely beneficial in setting out the Council's and communities, expectations as to how the area might be protected and enhanced in the future.

- Appraisals identify how new development, if appropriate, should respond to the character of the area.

The appraisal process can be assisted by guidance offered by Historic England/ HELM and tailored to local circumstances. It would be beneficial to devise a local template for appraisals and management plans into which the particular area can be assessed. The process would review and identify the need for additional planning controls including Article 4 directions.

In addition to the appraisals and management plans for existing areas, there have been suggestions of the potential of designation of new conservation areas or extensions to existing areas. However, the scope for any new designations would be better carried out within a comprehensive 'Characterisation Study' of the Borough. This would enable the character of particular localities to be analysed and criteria applied to rigorously determine if particular areas are of special historic or architectural interest, which would warrant designation. In this regard, the Historical Extensive Urban Survey Characterisation studies prepared by Lancashire County Council would be a major source of background material for this study.

Historic England compiles a national list of conservation areas that are to be considered to be 'at risk' either due to their absence of appraisals and management plans or threats from development, neglect or decay. The former criteria would indicate that the designated conservation areas in the Borough are at some element of risk which signifies the need for the process to be undertaken as soon as practicable.



Lytham
Conservation
Area

KEY ACTIONS

- Set out a methodology and a phased programme for the preparation of Conservation Area Appraisals and Management Plans. Areas considered to be at risk to be prioritised.
- Prepare a 'local template' to steer the development of appraisals and management plans to include reference to the advice of English Heritage.
- Undertake an immediate 'at risk' assessment of the current conservation areas, which should be used to inform the first key action, above.
- Undertake a 'Characterisation Study' of the Borough on a phased basis to assess the potential for new conservation area designations, extensions to existing areas or other amendments to boundaries.
- Ensure that policies are included within the Borough wide Local Plan that seeks to protect the character of conservation areas.

6.1.4 Regeneration Schemes

The Strategy has outlined that over the last decade or so, The Council and its partners, both in the public and private sector, have delivered a number of key regeneration schemes aimed at revitalising the town centres of the Borough. A number of 'enhancement schemes' have also been undertaken in some of the smaller settlements.

In town centres, these also contain designated Conservation Areas and so implicitly, the improvements undertaken have assisted in the objective of 'preservation and enhancement'. In the design and implementation of regeneration schemes there has, therefore, been an element of appraisal and management. In the case of regeneration schemes within designated conservation areas, the appraisals and management plans should include specific proposals for enhancing the economics of the town centre including the enhancement of the public realm. In this regard potential sources for the funding of public realm schemes – including Section 106 contributions or through the provisions of the Community Infrastructure Levy - should be identified in the Local Plan or in the consideration of specific, relevant planning applications.



Kirkham
Town Centre,
Environmental
Improvements
2014

KEY ACTIONS

- Town Centre Management Plans shall specifically include proposals aimed at enhancing the economy, vibrancy and vitality of the centre and include proposals for upgrading and managing the public realm.
- The potential for the funding of public realm improvements in town centre conservation areas should be contained within the adopted Local Plan (CIL) and consideration also be given to potential funding from relevant development proposals through Section 106 contributions.
- In conservation areas the funding for improvements and enhancement should be considered when framing management proposals, assessing the scope for attracting funding from the public and private sector, including relevant developments.

6.1.5 Historic Parks and Gardens

The Borough contains three parks and gardens Grade II, that are included within the National Register of Historic Parks and Gardens, indicating their historical significance in the national context.

The town park of St. Anne's, Ashton Gardens, has been the recipient of a significant restoration programme supported by the community and was the recipient of a major lottery grant. Ashton Gardens forms part of the Ashton Gardens Conservation Area, which has been significantly enhanced as a result of the restoration.

The Promenade Gardens has been the subject of an historic appraisal but has not yet been the subject of specific proposals for restoration. Lytham Hall Park is extensive and surrounds the Hall itself and is now open to the public. The woodland of the Park is actively managed and the project to refurbish the Hall also contains a restoration programme to the gardens surrounding it, reinstating its historic character.

In addition to the Registered Parks and Gardens, there are other assets that are of historic interest. Fairhaven Lake has the potential to attract Lottery support due to its emerging interest. Other parks and gardens have also been identified to have significant interest, Memorial Park in Kirkham and Singleton Hall Park.

A number of 'friends groups' are also engaged in the improvement of local parks, many of which probably have an element of historic significance.



Fairhaven Lake

KEY ACTIONS

- In the case of Registered Parks and Gardens, an inventory should be prepared to highlight the significance of the particular park or garden and to prepare an appraisal as to the significance of the asset and prepare plans for the longer term restoration and management. This should include an analysis as to the long term use and potential of the asset.
- Where management plans are prepared for the designated asset the scope for partnership arrangements should be identified to form a management team for identifying restoration proposals, future management and funding strategies.
- Funding opportunities should be sought for the improvement, restoration and management of historic parks and gardens through public bodies or in the context of private or community contributions.
- Continue to support 'Friends' groups including 'in bloom' which can significantly support the enhancement and management of parks and gardens and open spaces.
- Undertake an analysis of parks and gardens and define a 'local list' –based on specific criteria utilising the support of the Lancashire Gardens Trust to identify significance and importance and prepare policy statements aimed at protecting their character.
- Ensure that policies are included within the Borough wide Local Plan that seeks to protect the character of all historic parks and gardens.

6.1.6 Archaeological Sites

Within the Local Plan, policies will be included in relation to archaeological sites and the criteria that the Council will apply when considering development proposals that may have an impact on the particular significance of the site or its setting. The Council will also work closely with the County Council in respect of the processing of planning applications and other consents, setting out guidance notes in respect of the requirements that need to be met in order that the impact of the development can be fully understood.

KEY ACTIONS

- Include appropriate policies within the Local Plan that relate to archaeological issues.
- Work closely with the Archaeological Unit of Lancashire County Council in respect of development Management issues.
- Produce guidance notes, in collaboration with Lancashire County Council, to assist developers in providing appropriate information in respect of archaeological matters to enable a full assessment of any impacts to be made.

6.2 THEME 2 Community Participation

This theme is essentially concerned with the role that the community - taken in its broadest sense - can play in pursuing the objectives of this Strategy.

6.2.1 The Heritage Forum

The Strategy has highlighted that there is significant interest in the protection and enhancement of the built heritage of the Borough. There are number of organisations dedicated to the issue as well as community groups and individuals who have much to offer. It is also considered that when adopted, the Strategy should be considered as more than a council document but have 'buy in' from as wide an audience as possible. Importantly, the Action Plan will require the support of potential partners as the Councils ability to deliver the Strategy on its own is somewhat limited due to its own available resources.

The Heritage Forum would comprise of a selected number of organisations/groups and individuals that would collectively assist in delivering the Action Plan, utilising particular skills as appropriate. It would not be the role of the Forum to comment on individual planning proposals or act as a lobby group. It is anticipated that the Forum would consist of about 10 members and be chaired by the local authority.

KEY ACTIONS

- Draw together terms of reference for the formation of a heritage forum and invite appropriate organisations/groups to become constituted members with a view to assisting with the delivery of the Heritage Strategy and Action Plan.

6.2.2 Learning

Based on the research carried out in developing the Strategy some local authorities identified the need to 'educate' the public with regards to the value and importance of heritage – socially, economically and culturally. There is an opportunity to attract young people into understanding and appreciating the built heritage, being its future guardians.

Promoting an understanding of heritage could be introduced into curricular activity. Discussions with schools and colleges as to how this could be done could be a specific project action for the Heritage Forum. In addition, this type of involvement and education could equally apply to other community groups and the voluntary sector. Blackpool Council has developed this type of initiative and has offered to support this Council - and a forum - if it were to take this form of initiative forward.

KEY ACTIONS

- Work with appropriate bodies including external partners to maximise the opportunities for the issue of the built heritage is embodied within the school curriculum or otherwise taught in local schools.
- Work with community groups and the voluntary sector to maximise an understanding of the value and importance of the built heritage of the Borough.
- Work alongside local societies, supporting their objectives to maximise the impact in respect of promoting heritage protection and appreciation.
- Maximise the opportunity for all sections of the community to actively participate in the development of heritage awareness and inclusion within the development of particular projects.

6.2.3 Built Heritage Projects

Theme 1 of the Strategy identifies the need and opportunity to undertake various studies including a local list of buildings and conservation area appraisals and management plans. In undertaking these studies it will be essential to engage the community to understand the values and issues that relate to the particular topic under consideration. In addition to the requirements of statute, it is also appropriate to engage participation with appropriate groups, Town and Parish Councils and individuals in undertaking these particular projects/studies etc. For proposals with external funding, i.e. Heritage Lottery Fund applications, community participation is a critical element of the process.

In addition to community inclusion with projects such as character appraisals, some specific projects have made valuable use of volunteer programmes in various ways including academic research but also through physical labour. For example, the works which are currently being carried out at Lytham Hall. The Strategy wholeheartedly supports the efforts of the voluntary sector in the delivery of particular projects.

KEY ACTIONS

- In the undertaking of specific projects outlined in Theme 1, the community will, as appropriate and relevant, be asked to actively participate in their development. This would also include the potential assistance of specific groups or organisations with a specific interest in the subject matter.
- The Council will support where possible volunteer effort in the delivery of specific projects identified in the Action Plan.

6.2.4 The Planning System

The planning system is one of the key ways in which the public can actively engage and participate in the area of built heritage. Reference has been made to preparing conservation area appraisals and management plans and in the development of specific proposals, including potential Heritage Lottery bids. However, the preparation of the Local Plan for the Borough, which sets out the development strategy for many years ahead, will contain a number of policies upon which future development proposals will be considered. There is the opportunity for the public to influence the outcome of the Local Plan and the policies it includes with respect to the protection and conservation of the built heritage of the Borough,

Development Management is the process by which development proposals are made to and determined by the Local Authority. The Borough Council has an extensive and established method of engaging the general public. In addition, there are many specialist interests there may be in respect of a planning proposal which may have an impact on the built heritage. In the context of the Strategy, the Council will produce a 'Heritage Charter', which will set out the way in which the public are engaged in the development management process, what consultation and participation there might be and how officer recommendations and committee decisions are made within the process that supports it.

KEY ACTIONS

- The Council will promote the protection and conservation of the heritage assets of the Borough through specific policies and supporting justification in the development of the Local Plan. The Council will engage the input of specialist bodies with a remit in the development of conservation and built heritage policy, in addition to seeking views from the local community on this issue and will take such views into account in the formulation of policy.
- The Council will prepare a Development Management Heritage Charter specifying the process of dealing with and determining planning applications/listed building or other consents which will have an impact on the heritage assets of the Borough.

6.3 THEME 3 Heritage Advocacy

The long term protection and management of the built heritage of the Borough will rely on a shared community vision which demonstrates how it is valued and the policies that are ultimately in place to ensure that this aim is achieved. The built heritage assets of the Borough will be subject to pressures for change and so, as a result, the Council and the community will play a pivotal role in setting out its approach to managing change in an appropriate way. The aim of the advocacy approach is therefore concerned primarily with influencing opinions, adopting policies and practices to ensure that the vision and objectives of the Strategy are achieved.

6.3.1 Corporate Issues

The Corporate Plan of the Council sets out its main objectives for the benefit of the Community and the associated actions and targets it hopes to achieve to deliver the Plan. As a result of the preparation of this Strategy so far, it is known that ;

The quality of life for residents of the Borough is enhanced by the quality of the environment and particularly the historic environment.

It is essential that the protection and enhancement of the built heritage of the Borough should feature prominently within the Corporate Plan. The protection and management of the built environment cascade through the policies and practices of the Council ranging from planning to maintaining parks, gardens and street cleansing – all factors that assist in place management and the resulting quality of place.

This is particularly important in the context of important historic areas including the town centres of the Borough.

The quality of the environment of the Borough is essential to the future well-being of the community including the promotion of economic investment and particularly, in the case of Fylde, the visitor economy.

Issues affecting the built heritage of the Borough are dealt with across the Council at officer level and through the direct involvement, policy direction and decisions of its elected members. The adoption of the Strategy will require its delivery and a proactive approach to ensure it succeeds. For this reason, English Heritage positively support the principle of appointing a 'Heritage Champion'. English Heritage offer support for Heritage Champions and have set up a network which aims to offer guidance, help and support to help fulfil this important role.

KEY ACTIONS

- Ensure that protecting, managing and enhancing the built heritage of the Borough features prominently within the Council's Corporate Plan, Projects, Actions and measures are included to demonstrate how this will be achieved and demonstrated.
- The Council will prepare an agreed 'Heritage Protocol' that will seek to ensure that cross departmental activity, in the context of the services the Council provides or in the case of particular projects, will have regard to the objectives of the Heritage Strategy, where relevant to the particular service area.
- The Council will consider the appointment of a 'Heritage Champion' who will assist in the delivery of the Strategy and associated Action Plan, being a member of the proposed Heritage Forum.

6.3.2 Planning Policy

As outlined throughout the Strategy, the Local Plan has a major role to play in identifying the importance the Council, in representing the community, places on built heritage issues. For this reason there is a need to include policies that clearly set out how the Council advocates its approach to the protection of the built heritage of the Borough. Extensive reference should be made to built heritage issues throughout the plan. In addition to Local Plan policies, the Council has also adopted specific supplementary guidance documents in the context of important buildings and conservation areas, which sets out the Council's approach to particular types of development. These include;

- I. Shop Fronts within Historic Areas
- II. Windows and Architectural Joinery

Periodically the Council has also prepared 'Design Briefs' for particularly important sites whereby it specifies design criteria that a Developer should follow. Examples, in the context of the historic environment include the former St Anne's College and Queen Mary/King Edward VII schools, both Grade II listed buildings. Supplementary planning documents, guidance notes and design briefs will be the subject of public consultation.

In the context of general guidance proffered by organisations including Historic England and the Design Council/CABE, and taking account of various schemes which have taken place over the Borough over many years, the Council will prepare a document 'Good Design in Conservation Areas'. This will outline key principles and concepts that should be referenced and used by developers, thereby being reflected in heritage statements that accompany applications.



KEY ACTIONS

- The Local Plan will contain a chapter dedicated to heritage protection and enhancement setting out policies in this regard. In formulating its approach to policy it will have regard to comments made by strategic bodies including Historic England and other national amenity societies. It will also have regard to comments made by local groups and the community in general.
- The Council will have due regard to the advice provided by key organisations in producing its local plan, other policy guidance and refer to good practice advice in associated publications including Historic England and HELM.
- Supplementary planning documents or other guidance will be prepared with the objective of setting out the Council's planning objectives and approach to the design and implementation of such development. Guidance will be prepared in response to particular issues that arise and existing guidance will be updated as appropriate.
- Design Briefs will be prepared in the case of important sites which may have an impact on heritage assets, including conservation areas, listed buildings and historic parks and gardens.
- The Council will take the lead role in preparing a 'Good Design in Conservation Areas' advisory document.

6.3.3 Development Management

Development Management plays a crucial role in implementing the policies of the Local Plan, the objectives of this Strategy and operates within a complex raft of legislation relating to the historic environment. It is required to have regard to National Government Planning Policy and is often bound by specific regulations and procedures. Having taken all these matters into account the outcome of planning applications and other consents made by developers is hopefully consistent with achieving the very best outcome for the protection, conservation and enhancement of the built heritage of the Borough.

In addition, Development Management is the essential method of inviting public comment on planning proposals as well as those made by 'expert bodies'. In practice, developers often wish to liaise with the planning authority prior to making applications and the advice they receive will often be a reflection of the ethos of the Council, as regards built heritage matters including policy and existing guidance. It is essential that planning applications are thorough in the way they are submitted so that they can be given proper consideration and that the public, which may have an interest in a particular development, is able to fully appreciate and understand what is proposed. To this end it is essential that the requirements of the Council with regard to submitting applications are appropriate and meaningful.



Regulations require developers to prepare 'Heritage Statements' (Design and Access Statements) to fully explain the rationale of the design of the proposed development on the significance of the heritage asset. At the present time, these statements vary enormously in content and quality and it would be beneficial if guidance were published that sets out the Council's requirements – and expectations – with regards to appropriate content and scope of these statements.

The process for making recommendations on specific proposals rests with planning officers making objective judgements and recommendations to the Council's Planning Committee. It is essential that these recommendations are made following a rigorous appraisal of the development proposed. The Council will always have regard to comments made on planning applications by the public, organisations and expert bodies.

An important aspect of the development management process is the issue of enforcement – often where development has taken place which is unauthorised or not developed in a way that complies with approved plans or planning conditions. Complaints in this regard often arise from the general public. The Strategy has outlined some of the 'powers' that are available to planning authorities in addition to the procedures of the Council itself. A potential protocol, to deal with enforcement issue in relation to heritage issues should be considered. It should be clear that the Council will seek to use the powers available to it to remedy any breaches of planning or listed building infringements and set out how this policy will be applied. This could form part of the Heritage Charter as suggested.

Example of; Working with developers and their architects to enhance to achieve high quality enhancements to existing buildings in a Conservation Area setting.

Before : Travellodge, St Anne's



After : Travelodge, St Anne's



KEY ACTIONS

- The preparation and publishing of Heritage Guidance Notes in respect of applications/consents where they have an impact on a heritage asset including validation criteria, fees, processes, consultation and the criteria for determination.
- The Council will support the hosting of pre application dialogue with proposals that will have an impact on heritage assets. In appropriate cases the Council will include appropriate bodies which may offer advice and assistance as regards potential forms of development and the approach the developer should take.
- A protocol will be prepared setting out its expectations and requirements for the submission of Heritage Statements, to be included within the Heritage Charter.
- The Council will ensure that in reaching its decisions on applications affecting heritage assets that as appropriate it will enlist the appropriate expertise in assisting Planning Officers to make recommendations and Committee making its decisions. Where matters are referred to for determination, in some instances a Design Review Panel will assist in considering the particular development.
- The Council will have due regard to the advice provided by key organisations in producing its considering development proposals including the Historic England's 'The Setting of Heritage Assets', 'Historic Environment Good Practice Advice In Planning' as may be subsequently amended and 'Conservation Principles : Policies and Guidance'.
- The Council will promote high quality contextual design which is sympathetic to the historic character of the area, reflecting and interpreting the particular qualities of the surroundings which responds to and reinforces locally distinctive patterns of development including form, scale, proportion, materials and landscaping. This approach would not necessarily prevent architectural innovation provided that the essential character and spirit of the area is respected.
- The Council will seek through appropriate conditions to ensure a high quality of development including hard and soft landscaping. In addition to addressing archaeological matters in relation to particular sites will impose appropriate planning conditions to ensure that these matters are fully safeguarded.
- The Council will seek through the means available to it funding opportunities for public realm improvements where relevant and proportionate to the development permitted to further the objectives of enhancing the historic environment.
- The Council will produce an 'Enforcement Protocol' in respect of the historic environment and other matters appertaining to the built heritage. This could form part of the 'Heritage Charter referred to.

6.3.3 Regeneration Schemes

As outlined in the Strategy many of the regeneration schemes that have been undertaken in the Borough have been within Conservation Areas. These have included remodelling of town centre spaces, new street furniture and improvements to buildings. The private sector input to regeneration has been significant and has included both large and small scale developments. The general approach to design is one of having regard to the character and quality of the historic environment.

In St Anne's, a more contemporary approach has been introduced to reflect the historic character of the town including its garden town/seaside history. However, traditional materials have been used to reflect the conservation area status of the town centre. As a general rule, any further regeneration schemes will reflect the history and character of the particular place – including some of the village conservation areas.

In the case of Historic Park and Garden restoration, the emphasis has been and will remain of a generally faithful restoration and reinstatement of the landscape through an understanding of its historical development – landscape character, materials, planting and uses as they have impacted on its character. This has been the case in Ashton Gardens, Memorial Park (Kirkham in relation to the historical elements of its layout) and in the proposals for Lytham Hall and Promenade Gardens.



The new plaza at Station Tavern, Lytham.

KEY ACTIONS

- Potential and future regeneration proposals/schemes will have due regard to the character and history of the particular place with respect to alterations to buildings, new development and in the use of landscaping and materials. Particular attention to existing Conservation Area appraisals and the potential impact on listed buildings.
- For historic parks and gardens the emphasis for regeneration will be the restoration of the historic character through an appreciation of the development of the landscape, its particular character and its specific features.

6.3.4 Public Realm

The public realm generally includes the spaces and the buildings surrounding them but in this context is generally taken to be the publicly accessible parts of the environment, physically and/or visually. In the case of conservation areas the design, management and maintenance of the public realm is an important element of its character and a particularly important indicator of the quality of place.

In designing the public realm, the most appropriate materials and street furniture will be used consistent with available resources. It will then appropriate to put in place a 'public

realm' code. Essentially, this will provide a manual that will identify a specification for the various elements of the public realm including street furniture, landscaping, and materials as an inventory with agreed maintenance schedules put in place. This practice would represent a good means of auditing the quality of the public realm and agreed actions from the various partners involved would highlight what is required to maintain it to an appropriate standard. This initiative will involve working alongside the highway authority, Lancashire County Council.

KEY ACTIONS

- Ensure that the public realm in the context of historic assets, i.e. conservation areas, historic parks and gardens and in the vicinity of listed buildings is designed appropriately, to reflect in the special quality of the area including landscaping, street furniture, materials and that the areas are appropriately managed and maintained such as they add to the character, quality and distinctiveness of the particular area.
- That as appropriate a design code be applied to historic areas (potentially as part of conservation appraisals where appropriate) and a subsequent maintenance strategy is agreed to include all the appropriate partners required for its implementation.
- Explore opportunities to work with other partner organisations, including Lancashire County Council to develop an approach to the design of and the future management of the public realm in historic areas.

6.3.5 Working with the Community and other partners

Many of the key actions suggested to advocate a policy and practice that supports the protection and enhancement of the built heritage of the Borough offers the opportunity involve various organisations which share the view. This inevitably includes English Heritage. It would also include working closely with Lancashire County Council, and as has been suggested, also sharing experience with other local authorities. At the more grass roots level, the town and parish councils, heritage organisations, the potential for neighbourhood plans and individuals can all play an important role in promoting the heritage advocacy approach. In the development and implementation of the Action Plan, potentially through the Heritage Forum, the assistance of the various bodies may provide an invaluable way of helping achieve the vision of the Strategy and its implementation through the Action Plan.

KEY ACTIONS

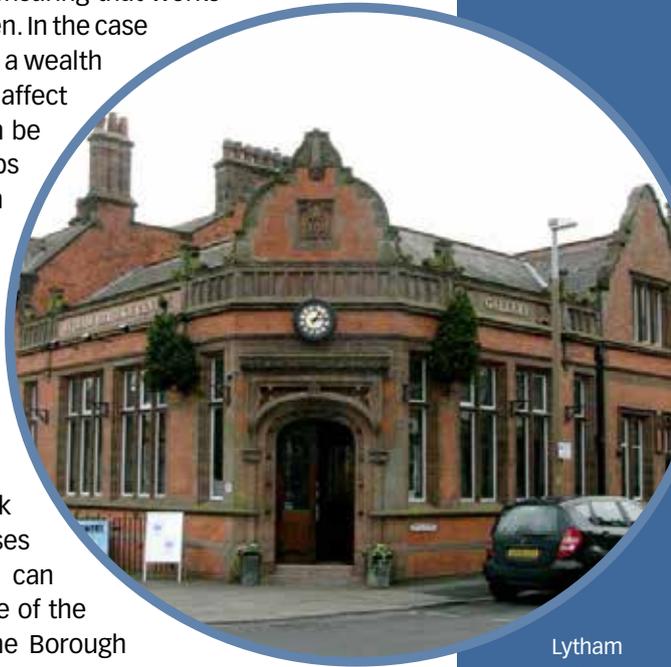
- In the development of this theme of Heritage Advocacy, the Council will as appropriate work with outside organisations and bodies that can assist in the delivery of the Strategy and Action Plan.

6.3.6 Skills Development

This topic is potentially wide reaching and relates to skills in the broadest sense ranging from the processing of planning applications through to ensuring that works to listed buildings are carried out by well qualified craftsmen. In the case of developing planning skills, the planning department has a wealth of experience and expertise in dealing with proposals that affect heritage assets. In addition, other 'expert' assistance can be called upon and there are often organisations and groups that are able to present views on planning proposals with the aid of well qualified individuals. There are training events available at little charge that staff and members of the Council can attend. The Council is a member of the Lancashire Conservation Officers Group which is a forum for practitioners who share knowledge and expertise on a range of heritage matters.

There is arguably a shortfall of skills available from qualified crafts people to engage in conservation work to a high standard. However, there are specific courses offered by training organisations and colleges that can provide appropriate training in these types of skills. Some of the regeneration schemes that have been undertaken in the Borough highlight that these traditional skills are still available.

Developing skills in built heritage matters is essential in achieving high quality outcomes. English Heritage and more locally, the Heritage Trust for the Northwest have run programmes for the development and understanding of historic building techniques. Local colleges have expressed a willingness to consider this matter further with the potential for skills development courses being a possible option.



Lytham
Heritage
Centre

KEY ACTIONS

- Identify the potential for skills development training for heritage matters where resources allow and include existing staff and elected councillors.
- Offer the opportunity for 'learning hours' to be made available to elected members to assist in the understanding of and development of the Strategy and heritage issues in general.
- Discuss the potential for the development of craft skills within the heritage sector – probably with other local authority partners - with local colleges.
- Prepare a list of 'qualified' craftspeople that are known to have skills in the field of traditional building construction.

6.4 THEME 4 Heritage Promotion and Publicity

This theme is essentially concerned with raising the profile of the Strategy and the objectives within it. It seeks to generally raise awareness of the importance of heritage to the communities of the Borough. The national organisations referred to within the strategy publicise their roles and responsibilities with extensive web based information available to those with an interest in the subject. This may be the practitioner or a general member of the public seeking advice or simply with a genuine interest in the subject matter. Equally, local groups, societies and organisations also seek to promote the value of heritage and disseminate ideas about practice and the virtues of protecting built heritage, often through their respective memberships. Examples include the Lytham St. Anne's Civic Society, Lytham Heritage Group, Heritage Trust for the North West – notably with its work at Lytham Hall – and the Lancashire Gardens Trust.

The theme therefore identifies potential opportunities that would assist with the raising of the profile as to the importance of built heritage. The Heritage Forum, as proposed, would have strategic role to play in the delivery of the Action Plan and in particular in raising the profile of the built heritage of the Borough.

6.4.1 Web Based Resource

This proposal assumes that the Internet is now a significant medium for the sharing of information. It is suggested that the Council could host a dedicated web resource as part of its general web site. The site would develop over time and include the Strategy, Action Plan and also details of the projects and specific actions as they progress. The web site would offer specific reference to the work of the Heritage Forum.

The web site would offer advice of a procedural nature, providing technical information in respect of planning issues and general information about specific aspects of the built heritage, for example, listed buildings. The proposal for a Heritage Charter would be included. In addition, the web site could provide direct links to other web sites – for example English Heritage and HELM and other groups and organisations, be they national, regional or local. The overall objective of developing a web based resource would be one of providing a 'one stop shop' for 'all matters heritage'. The availability of the web resource and its development would be a specific action that could be brought about quickly, being developed as ideas and opportunities arise.

KEY ACTIONS

- Develop a web based resource to support the development of the Strategy and Action Plan and implement as soon as practicable. The resource should effectively create a 'one stop shop' for heritage advice and information.

6.4.2 Guidance Notes and information

A simple and effective means of circulating information on particular issues via Guidance Notes, which contain relevant content, direct to the desired recipient. In the past this type of notification has been undertaken in Conservation Areas to inform property owners of the implications of being within a designated area. In many situations, owners of buildings who carry out unauthorised works without the necessary planning permissions simply claim that 'they were not aware'.

These types of Guidance Notes have not been produced for some time and it is considered that if carried out, on a phased basis;

- I. It would represent a very cost effective way of notifying the community, where appropriate, of the specific obligations in respect of heritage matters.
- II. The leaflets would identify links available from the web site to provide further information.
- III. Properties within Conservation Areas are potentially vulnerable to undesirable change and the production of Guidance Notes would be a very effective method of disseminating important information.

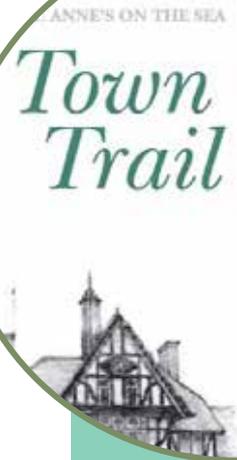
In the past the Council has been offered help from voluntary groups with collating and distributing information of this type.

KEY ACTIONS

- The Action Plan identifies the provision for information leaflets for distribution within particular areas on a priority basis to cover relevant topics aimed at disseminating knowledge and information for public benefit. Leaflet campaigns would be viewed on an on-going basis of publicity as and when appropriate.

6.4.3 Publications and Exhibitions

Discussions with local groups and societies during the preparation of the Heritage Strategy highlighted just how popular events are, which are based around the promotion of and understanding the history and heritage of the Borough. Some of the organisations, including the Heritage Trust for the North West, have specific events to promote a greater understanding of history and heritage – Lytham Hall in this particular case. The Lytham Heritage Group facility in the town and host exhibitions. Guest speakers attend events to present matters of interest, often with a heritage theme. The Borough and its constituent parts has been the subject of various publications relating to its history and heritage and there is extensive archive material relating to the development of the area, some held by Lancashire County Council. The collation of this material into a single 'Built Heritage Resource' would be a highly desirable objective.



St Anne's Town Trail leaflet



Fairhaven Lake exhibition

KEY ACTIONS

- The Heritage Forum to compile an annual programme of events with a built heritage theme to be contained within a single publication. The Forum would consider the scope and potential for themed exhibitions and associated events.
- The Heritage Forum to identify the scope for and delivery of a single library based resource to include publications and other material in the context of the built heritage of the Borough.
- The Heritage Forum produce as appropriate specific publications of general interest to promote the built heritage of the Borough and wider area as appropriate.

6.4.4 Heritage Open Days

This type of initiative has been in operation in many areas for some time and recently to a limited extent in the Borough. It involves 'opening up' significant buildings that otherwise might have limited public access. Thus, allowing the public to visit and importantly to learn and appreciate the qualities and virtues of particular buildings. The public are usually offered a guided tour of the building where items of significance are highlighted. Some open day initiatives have catered for schools so that the younger generation have direct access to particular buildings and their significance can be explained.

KEY ACTIONS

- The principles of Heritage Open Days be supported and the concept extended where possible into an annual event.

6.4.5 Media Coverage

There are opportunities for heritage issues in the media as a considerable way of raising the profile of heritage issues, related to articles and items of specific interest. The launch of the Strategy and its Action Plan is will raise interest and the profile of the Built Heritage. It would be desirable to introduce regular features to support the initiatives contained within the Strategy thereby raising its profile.

KEY ACTIONS

- Identify opportunities for attracting media interest in the promotion of built heritage matters.

6.4.6 General Publicity

The promotion of Heritage within the area features strongly in many of publications produced by a number of organisations within the Borough, including the Council. The visitor offering is bound up with the environmental quality of the Borough and invariably the built heritage is a major aspect of this offer. Therefore, there is opportunity to fully exploit the virtues of the Borough and the importance of its heritage. The development of Lytham Hall is an example where the restoration of this magnificent building and its location close to town offer a particularly good opportunity to promote the locality and capitalise of the economic benefits that will arise from this development. It is important, therefore, to positively promote the Borough and the importance of its heritage, where appropriate, and this should not merely be confined to the Council although it has an important part to play in this respect.

KEY ACTIONS

- The Borough Council and other partner organisations seek to maximise publicity for the area in respect of its environmental quality and the contribution that its built heritage makes.

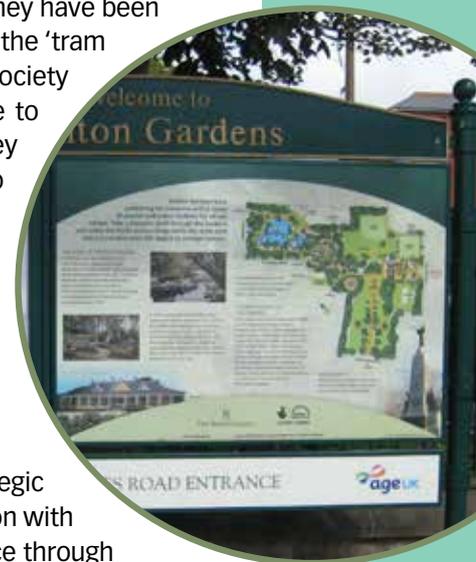
6.4.7 Heritage Interpretation

Direct promotion and information can be an alternative and a powerful way of promoting a fuller appreciation of elements of heritage. Within the Borough, a number of 'Heritage Trails' have been devised which allow an individual or group to follow a route which identifies particular features or buildings along the aforesaid route. Within the Borough, the introduction of interpretation boards is less well developed although they have been included within the Ashton Gardens restoration project. The restoration of the 'tram shelter' at Fairhaven – a project carried out in partnership by the Civic Society and the Borough Council includes interpretation boards. It is appropriate to consider the introduction of heritage interpretation material within key locations and in the context of specific projects. It may be appropriate to link features together in the form of a trail, for example historic parks and open spaces.

The Blue Plaque concept has been introduced in Lytham St. Anne's to depict sites or buildings associated with famous people or events. The Civic Society has promoted the concept and has introduced plaques. This concept could be extended.

The Borough contains many fine buildings, many of them having strategic public significance. Over more recent times, the Council – and in cooperation with developers and building owners have sought to announce their significance through up-lighting schemes. The most obvious example is the Windmill at Lytham but there are other examples including St. Michaels Church at Kirkham, the White Church at Fairhaven, St. Anne's Pier Pavilion and buildings around and within Ashton Gardens. The potential for up lighting will be considered within appraisals of the building or area but as a general rule the Council will support the principle of this type of heritage interpretation.

Ashton Gardens
Welcome Sign



In some circumstances the development of key sites within conservation areas has been accompanied by 'artist's impressions' as to how the new development will look. This type of information allows the public to make their interpretations as to the suitability of the development and has proved to be popular. This idea could be further developed by adding text to explain the rationale behind the development and how it seeks to respond to the heritage character and qualities of the locality. This could become a detailed matter for negotiation with the developers of particular sites

KEY ACTIONS

- Support the development of Heritage Trails within the Borough
- Support the development of the Blue Plaque scheme
- Continue to support the concept of up lighting key buildings in appropriate circumstances
- Develop the idea of interpretation boards for the development of key sites with heritage significance and within regeneration schemes.

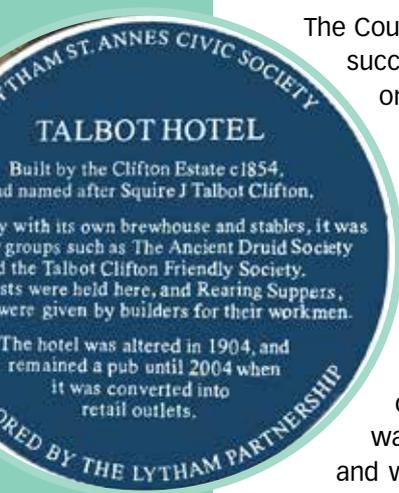
6.4.8 Awards

The Council itself has been the recipient of awards for its approach to heritage and this success is attributable to a number of key partners who have participated, in one way or another, in particular initiatives, including those relating to Regeneration.

The Council and three supporting partners have sponsored civic design awards for many years. A category within the awards related to conservation area development and listed buildings and was aimed at rewarding the efforts of developers, often individuals, who produced exemplary design solutions. Whether the same form of awards system could be reintroduced would be a matter for detailed consideration sometime in the future. However, it would seem wholly appropriate to introduce an awards review whereby a 'certificate of excellence' or 'commendation' could be awarded to developers where this was warranted. This could be a relatively simple and inexpensive initiative to introduce and would be viewed as supporting good design, offering well deserved publicity to sensitive developers. It would also promote the virtues of high quality, sensitive design in the context of the built heritage of the Borough. A small selection panel would be required and it could be a bi- annual event or awards given as and when it is deemed appropriate.

KEY ACTIONS

- Support in principle the development of an awards scheme to celebrate high standards of design and sensitivity within the historic environment or to specific listed buildings.







Part III

IMPLEMENTATION - THE ACTION PLAN

- 7 Implementation
- 7.1 Introduction
- 7.2 Key Actions
- 7.3 Action Plan Delivery

7 Implementation

7.1 Introduction

The Strategy has outlined in some detail the many factors that have influenced the approach to be taken to the protection and management of the heritage of the built environment of the Borough.

The background of issues set out in Sections 1 to 5 has resulted in an identification of the four themes that are relevant to the delivery of actions that will help to conserve the built heritage of the Borough into the future. The themes are, in turn, divided into constituent elements with a review of the issue followed by a series of key actions.

7.2 Key Actions

The Strategy has now been approved and is formally adopted by the Council. The associated Action Plan which is the means by which the Strategy will be implemented.

An initial impression supports that, the total number of actions proposed is considerable and represents an overly ambitious task. However, it should be noted that the Strategy is considered to be a 'Borough Wide' document and whilst the Council will have a key role to play in its implementation, the opportunity will be taken to include a number of other organisations and bodies in its development of course, the Strategy runs through 2032.

The Strategy has highlighted that there a number of organisations, including local authorities, national bodies and local societies that have are engaged in the planning of the historic environment. The Lytham St Anne's Civic Society has proffered assistance in the development of particular initiatives including the potential for some financial assistance. The development of the Strategy should be seen, therefore, as a partnership strategy and the idea of the Heritage Forum will be a particularly important method of delivery, through collaboration working.

7.3 Action Plan Delivery

The Strategy should be seen as a strategic longer term initiative that offers a comprehensive approach to the management of the built heritage of the Borough. It shall be closely related to the Local Plan. The Key Actions of the Four Themes are set out in a tabular form which indicate;

- I. The nature of the action/project, this relates directly with the Key Actions set out with in Section 6.
- II. The expected time-scale for its delivery.
- III. The lead partner and associated supporting organisations.
- IV. Any funding required for the delivery of the Action.

The Action Plan contains a wide variety of initiatives and through the consultation process and following its review it will be necessary to establish the delivery of the actions on a priority basis. Whilst inevitably some of the actions will require considerable resources over a period of time, some of them will be relatively easy to deliver. Some of the actions will require a specific methodology to be developed, for example, conservation area appraisals and management plans and the development of a 'local list'.

The Strategy would probably be reviewed every three years but would be assessed on an on-going basis. The Action Plan would contain an annual work plan for the purposes of managing progress on a year to year basis. The Heritage Forum would be responsible for the delivery of the Strategy but its progress would also be referred to the appropriate Scrutiny Committee of the Council.

St Anne's Church
Singleton



7.4 Summary of Key Actions by Theme

Theme 1: Conserving the Built Heritage						
Sub Theme	Key Action	By whom	Ongoing	Time-scales		
				1+yrs	3+yrs	
Listed Buildings (6.1.1)	Produce an inventory of Listed Buildings of the Borough.	FC	X	X	X	
	Produce a 'Building Significance' study.	HF	X			
	The identification of buildings considered 'at risk'.	FC	X			
	The integration of Policies relating to listed building into the Location Plan.	FC		X		
	Special attention to be paid to Applications related to preserving listed buildings or their setting, when considering applications	Public	X			
Local list of Buildings (6.1.2)	The preparation of a methodology and process for compiling the 'Local List'.	HF		X		
	The preparation of a 'Phasing Plan' for preparing lists.	HF		X	X	
	Prepare Guidance Notes for the Identification of additional planning controls.	HF		X		
	Maintain/update the Local List, as appropriate.	FC	X			
	Prepare local lists of buildings.	FC		X		
Conservation Areas (6.1.3)	Integrate relevant policies into the Local Plan relating to the protection of locally listed buildings.	FC	X			
	Propose a methodology for Appraisals and Management Plans.	FC	X	X		
	Prepare a phased programme of Conservation Area Appraisals, Management Plans and those undertaken.	FC	X	X	X	
	Local template to steer the preparation of Appraisals and Management Plans.	FC		X		
	Undertake an immediate 'At Risk' assessment of the existing Conservation Areas.	FC		X		
	Prepare a 'Characterisation Study' of the Borough to assist in the identification of potential new Conservation Areas.	FC/HF		X	X	
	Ensure the integration of policies for protection into Local Plan	FC	X			

Sub Theme	Key Action	By whom	Ongoing	Time-scales	
				1+yrs	3+yrs
Regeneration Schemes (6.1.4)	Town Centre Management Plans' shall include the upgrading policies for the enhancement and management of the Public Realm.	FC		X	
	Incorporate the funding of Public Realm Projects via CIL in the adopted Local Plan.	FC	X		
	Bring in funding policies from public sources, private sector contributions improvements within Conservation Areas shall be fully encompassed within the CAM's.	FC	X		
Historic Parks and Gardens (6.1.5)	The Preparation of a 'Local List' for Historic Parks and Gardens.	FC/HF		X	
	The setting up of a partnership/management teams for the designated assets.	FC		X	
	Identification of potential funding sources/strategies for the Restoration and Management Plans.	FC/HF	X		
	Continued support for 'Friends' groups to improve and enhance the Parks and Gardens.	FC	X		
Archaeological Sites	Preparation of a Borough wide inventory, of Parks and Gardens including long term restoration and protection through Management Plans.	FC		X	X
	Ensure the integration of policies for protection into Local Plan	FC	X		
	Produce Guidance Notes to assist Developers to ensure a full assessment of impact related to archaeological matters.	FC		X	
	To work closely with LCC Archaeological Unit in respect of Development Management.	FC	X		
	Ensure the integration of policies for protection of historic parks and gardens into Local Plan.	FC	X		
Theme 2: Community Partnership					
Heritage Forum (6.2.1)	The formation of the 'Heritage Forum'.	FC		X	
	Invite appropriate organisation to become constituted members to assist in the delivery of the Heritage Strategy and Action Plan.	FC		X	

Sub Theme	Key Action	By whom	Ongoing	Time-scales	
				1+yrs	3+yrs
Learning (6.2.2)	Promoting within Local schools the value and importance of the Built Heritage.	FC/HF		X	X
	Working in partnership with community groups and the voluntary sector.	FC/HF		X	X
	Work with local societies, supporting their objectives to maximise respect and promoting, protecting and appreciating the Built Heritage.	FC/HF		X	X
	Maximise opportunities for all sections of community to actively participate in heritage awareness and heritage projects.	FC/HF	X		
Built Heritage Projects (6.2.3)	Encourage community participation in Town and Parish Councils and individuals in their projects/initiatives/developments.	FC/HF	X		
	Council to support where possible volunteer initiatives identified in the Action Plan.	FC/HF	X		
The Planning System (6.2.4)	Ensure the integration of Policies for protection into Local Plan Policies and supporting justification.	FC	X		
	Engage the input of specialist bodies, with a remit in the development of conservation and Built Heritage Policy and consult with the local community to assist in the formulation of policies.	FC	X		
	Prepare DM Charter for dealing with and determining planning applications/listed buildings were heritage assets are impacted.	FC		X	
Theme 3: Heritage Advocacy					
Corporate Issues (6.3.1)	Ensure that the protection, management, enhancement of the Built Heritage features prominently in Council's Corporate Plan.	FC	X		
	Establish a Heritage Protocol to maximise cross-departmental cooperation	FC		X	
	Consider appointment of Heritage Champion.	FC/HWG		X	
Planning Policy (6.3.2)	Prepare a section within the Local Plan dedicated to Built Heritage.	FC	X		
	Prepare Supplementary Planning Documents and other guidance for development.	FC		X	X
	Prepare Design Briefs for important sites to assist Developers.	FC		X	X
	The Preparation of 'Good Design in Conservation Areas' advisory document.	FC		X	

Sub Theme	Key Action	By whom	Ongoing	Time-scales	
				1+yrs	3+yrs
Development Management (6.3.3)	Preparation of Heritage Guidance Notes for applicants.	FC		X	
	Initiating pre-application discussion with developers for significant heritage sites, which will include associated advisory bodies/specialist as appropriate.	FC	X		
	Preparation of Heritage Statements Notes to assist applicants in submitting a comprehensive applications which fulfil the requirements and expectations.	FC		X	
	Enlist appropriate expertise for dealing with applications, including Design Review Panel where appropriate.	FC	X		
Regeneration Projects (6.3.4)	The Council will promote of high quality contextual design relating to the Built Heritage.	FC	X		
	Work with planning staff to produce an enforcement protocol, which may be incorporated into DM Charter.	FC	X		
	Produce Design Guidance Notes for regeneration schemes to ensure that the Built Heritage is promoted and enhanced, in the context of Conservation Area Appraisals.	FC	X		
	Work with Planning Officers to appreciate historic character of historic parks and gardens.	FC		X	
Public Realm (6.3.5)	Promoting and maximising opportunities within FC and LCC to ensure that the restoration projects achieve design excellence, in respect of the materials, character and appearance.	FC	X		
	The preparation of 'Design Code's' for all public realm projects, which shall fully demonstrate the heritage requirements in the treatment of the public realm.	FC	X		
Working with the Community (6.5.6)	Maximise opportunities to work in partnership with organisations that can assist in the delivery of the Strategy.	FC/HF	X		
Skills Development (6.3.7)	Identify the potential for skills development training for FC Officers and Councillors.	FC	X	X	X
	Arrange 'learning hours' for Councillors to promote a greater understanding.	FC		X	X
	Identify the potential for craft skills training within the heritage sector.	FC		X	X
	Publish list of local qualified craftspeople for developer reference and public to use.	FC		X	

Theme 4: Heritage Promotion and Publicity					
Sub Theme	Key Action	By whom	Ongoing	Time-scales	
				1+yrs	3+yrs
Web Based Resource (6.4.1)	Develop the FC website to include information related to the Built Heritage to support the development of the Strategy and Action Plan.	FC		X	
Guidance Notes and Information (6.4.2)	Leaflet preparation and distribution within the Borough on heritage issues, in selected areas.	FC		X	X
Publications and Exhibitions (6.4.3)	Heritage Forum to compile regular programme of events, this may include themed exhibitions and associated events.	FC	X	X	X
	Compile library based resource which shall include relevant publications and guidance notes relating to the Built Heritage.	FC	X		
	Produce publications to heritage interest of the Borough.	FC	X		
Heritage Open Days (6.4.4)	Work with organisers to support existing Open Days and support new opportunities.	FC	X		
Media Coverage (6.4.5)	Maximise/foster relationships with local media to promote heritage initiatives and opportunities.	FC/HF	X		
General Publicity (6.5.6)	Maximise opportunities to promote the Boroughs successes and initiatives in respect of the Built Heritage and its contribution to its environmental quality.	FC/HF	X		
Heritage Interpretation (6.5.7)	Support the development of Heritage Trails, Blue Plaque scheme, interpretation boards that will encourage greater interaction with the Built Heritage.	HF	X	X	X
	Encourage, promote and support the 'lighting' of key buildings.	FC	X	X	X
Awards (6.5.8)	Support the development of an awards scheme to celebrate high standards of design and sensitivity within the Built Heritage.	HF		X	X





Part IV

APPENDICES

Appendix A - Glossary

Appendix B - Abbreviations

Appendix C - Listed Buildings
Schedule

Appendix D - Conservation Areas

Appendix E - References

Appendix F - Acknowledgments

Appendix G - Historic England

Appendix H - Good Place Guide

Appendix A

Glossary

Term	Definition
Alteration Work	Alteration Work which is carried out to change or alter the appearance of a building or place.
Authenticity	Those parts of a building (or characteristics) which reflect the age, style or heritage value of the building.
Buildings at Risk	A Building at Risk (BaR) is a building that has been identified as a listed building at risk through neglect and decay. Buildings at Risk are identified throughout each of the Administrations in the UK but the management and scope of the registers varies. Buildings at Risk range from those that are virtually on the point of collapse to those that are abandoned or those that are in need of urgent repair to preserve a specific part of the structure of special interest.
Built Heritage:	The stock of historic buildings, street furniture, bridges, industrial structures, monuments and other man made features not only within the Borough of Fylde but throughout the country.
Characterisation Study	The process and product of defining the overall character of a place or landscape in terms of its present-day archaeological and architectural identity so that the principles of sustainable development can be applied.
Character Appraisal Character	Appraisals of conservation areas help provide a clear assessment of an area's special interest and the action needed to preserve them. They also help to generate awareness and encourage local property owners to take the right sort of action for them selves. Appraisals also identify areas where enhancement through development may be desirable.
Conservation	The term "conservation" includes all the processes of looking after a place to retain its significance. Conservation of heritage places is an essential part of the development of environmental, economic and social sustainability. The natural and cultural values of each place determine its requirements for conservation.
Context	This relates to the character of the area. The setting of a site or an area. It includes factors such as the nature and style of the buildings, their built form, the landscape setting, land uses, activities and the road pattern.

Term	Definition
Community infrastructure levy	The Community Infrastructure Levy is a planning charge, introduced by the Planning Act 2008 as a tool for local authorities in England and Wales to help deliver infrastructure to support the development of their area. It came into force on 6 April 2010 through the Community Infrastructure Levy Regulations 2010. Development may be liable for a charge under the Community Infrastructure Levy (CIL), if your local planning authority has chosen to set a charge in its area.
Conservation Areas	Areas of Special Architectural or historic interest designated by local authorities under the Planning (Listed Buildings and Conservation Areas) Act 1990. Are areas chosen because they are deemed to be areas as having special architectural or historic interest which it is desirable to protect or enhance. Conservation areas vary greatly in their nature and character. They can range from historic towns to country houses set in parkland or rural villages.
Development Plan	The system of Structure and Local Plans produced by local authorities as a framework for development and land use decisions in their area.
Distinctiveness	Local distinctiveness relates to the positive features of a place, which contribute to its special character and sense of place.
English Heritage	From the 1st April 2015; there will be changes to English Heritage. From this date English Heritage shall be responsible for is the Government's lead body for the historic environment in England responsible for running the National Heritage Collection of historic properties.
Enhance	To improve upon the character and or appearance of a building, place or area by taking some form of positive action.
Heritage	<p><i>"A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing)."</i></p> <p>Annex 2: Glossary, National Planning Policy Framework, Department for Communities and Local Government, 2012.</p>
Heritage Asset	This is a generic 'heritage' term for buildings, sites or areas which are recognized as having heritage value and can include non statutory designations.

Term	Definition
Heritage Champion	An elected councillor who has a particular interest in built heritage matters and who will assist in the delivery and progress of implementing the Strategy.
Historic Environment	All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscape and planted or managed flora.
HLF (Heritage Lottery Fund)	The Heritage Lottery Fund uses monies from the National Lottery to give grants and support a wide range of projects involving the local, regional and national heritage of the U.K.
Heritage Open Days (HODS)	England's 'unofficial' festival of culture and architecture. Hundreds of the country's finest and most fascinating buildings open their doors to the public for free. The majority of these buildings are not normally open to the public
Historic England	From the 1st April 2015, Historic England, a newly-named non-departmental public body, Historic England, will be dedicated to offering expert advice, championing the wider historic environment and providing support for stakeholders in the heritage sector.
Historic Parks	The register of parks and gardens of special historic interest is maintained and managed by English Heritage. Protection, afforded by legislation, is similar to listed buildings.
Listed Buildings	Buildings of Special Architectural or Historic Interest designated by the Department of Culture, Media and Sport under the Planning (Listed Buildings and Conservation Areas) Act 1990. Listed buildings fall in to three Grades which recognise the level of their importance. Grade I buildings are of exceptional interest, sometimes considered to be internationally important. Grade II* buildings are particularly important buildings of more than special interest. Grade II buildings are nationally important and of special interest.
Local Listed	A project to identify those local buildings and structures which do not meet the criteria for inclusion on the Statutory List of Buildings of Architectural and Historic Importance, but which contribute to local character and identity.
Maintenance Routine	Work which is undertaken on a regular basis to ensure the fabric of a building is kept in a good state of repair.
Preserve	To keep a building or place safe from harm.
Protection	The care of a place by maintenance and by managing impacts to ensure that its heritage significance is retained.

Term	Definition
Setting (of heritage asset)	The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surrounding evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral
Significance (in relation to heritage)	The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.
Sustainable	As in sustainable development, is defined in PPS 1 as 'development which meets present needs without compromising the ability of future generations to achieve their own needs and aspirations'.
Supplementary Planning Guidance	Supplementary Planning Documents (SPDs) cover a wide range of issues and can be used to expand policies contained within policy documents. They must be consistent with national and regional planning policies, must undergo rigorous consultation and must be in conformity with policies contained within Development Plan Documents.
Value	The attributes or qualities of a heritage place.
Vernacular	Building types which respond to the local context and make use of local styles, techniques and materials.

Appendix B

Abbreviations

CABE - Commission for Architecture and the Built Environment

CIL - Community Infrastructure Levy

FC - Fylde Council

EH - English Heritage

HELM - Historic Environment Local Management

HE - Historic England

HF - Heritage Forum

HWG - Heritage Working Group

HLF - Heritage Lottery Fund

LCC - Lancashire County Council

NPPF - National Planning Policy Framework

Appendix C

Listed Buildings Schedule

Address of Building	Street Name	Village/ Parish
Ansdell Baptist Church (East Side)	Ansdell Rd North	Ansdell
War Memorial	Ashton Gardens	St. Anne's
Lytham Police Station And Attached Magistrates Court	Bannister St	Lytham
Lytham United Reformed Church, With Attached Garden Wall And Gate Piers	Bannister St	Lytham
Nos. 1 And 3	Bath St	Lytham
Nos. 2 - 10 Even	Bath St	Lytham
No. 9	Bath St	Lytham
Former Methodist Chapel (Now Coupe Bradbury Solicitors)	Bath St	Lytham
No. 1	Beach St	Lytham
Nos 2,3 And 4	Beach St	Lytham
Estate Boundary Wall To S And W Of Lytham Hall, With Gateway At Heyhouses (Formerly Listed As Lytham Estate Boundary Wall To South And West Of Lytham Hall)	Blackpool Rd	Lytham
Nos 8 & 9 (Formerly Listed As East Beach Nos 8 & 9)	Central Beach	Lytham
No. 10 (Formerly Listed As East Beach, Lytham - North Side Nos. 10 And 11 The Coppice)	Central Beach	Lytham
No 11 The Coppice (Formerly Listed As East Beach, Lytham (North Side) Nos. 10-11 The Coppice)	Central Beach	Lytham
Nos 12 And 12A Pinewood (12) And Fountain House (12A) Formerly Listed As East Beach, Lytham North Side Nos 12 And 12A Pinewood And Fountain House)	Central Beach	Lytham
Nos. 13, 13A And 14 (Formerly Listed As: East Beach, Lytham North Side Nos. 13 And 14)	Central Beach	Lytham
No. 14A (Formerly Listed As: East Beach, Lytham North Side No.14A)	Central Beach	Lytham
Nos. 15, 15A, 16 And 16A (Formerly Listed As: East Beach, Lytham North Side Nos. 15 And 16)	Central Beach	Lytham
Nos 17 And 18 The Lees (Flats) (Formerly Listed As: East Beach, Lytham (North Side) Nos. 17 And 18)	Central Beach	Lytham

Address of Building	Street Name	Village/ Parish
Garden Wall In Front Of And Between Nos. 15 And 16 (Formerly Listed As: East Beach, Lytham (North Side) Garden Wall In Front Of Nos 15 And 16)	Central Beach	Lytham
Garden Wall In Front Of Nos. 17 & 18 (Formerly Listed As East Beach, Lytham - North Side Garden Wall In Front Of Nos 17 And 18	Central Beach	Lytham
No 19 Convent Of The Holy Cross And Passion And St Pauls Nursing Home (Formerly Listed As: East Beach, Lytham - North Side No 19 Convent Of The Holy Cross And Passion)	Central Beach	Lytham
Queens Hotel	Central Beach	Lytham
Church Lodge To Lytham Hall	Church Road	Lytham
Gate Piers And Quadrant Walls Adjoining To Church Lodge (Formerly Listed As: Lytham Gateway Adjoining To Church Lodge)	Church Road	Lytham
Church Of St Cuthbert	Church Road	Lytham
Laura Janet' Monument Approx 30 Metres North Of Church Of St Cuthbert	Church Road	Lytham
Sundial Approx. 3 Metres South East Of Porch Of Church Of St Cuthbert	Church Road	Lytham
Vicarage	Church Road	Lytham
Boundary Wall To Vicarage Garden	Church Road	Lytham
Queen Mary School	Clifton Drive	Lytham
Fairhaven United Reformed Church	Clifton Drive South	Fairhaven
Gate Piers And Boundary Wall To Grounds Of Fairhaven United Reformed Church	Clifton Drive South	Fairhaven
Former St Anne's College Of Further Education	Clifton Drive South	Fairhaven
No 254 District Central Library	Clifton Drive South	St Anne's
Nos 4-19 (Even)	Clifton Street	Lytham
No 27 Public Library, Lytham Institute And Hewitt Lecture Room	Clifton Street	Lytham
Pair And Single K6 Telephone Kiosks Outside Pizza Express	Clifton Street	Lytham
No 23 Church Farm And Garden Wall	Commonside	Ansdell
No 2 Lytham Heritage Centre	Dicconson Terrace	Lytham
Nos. 5 And 7 (Formerly Listed As: Dicconson Terrace, Lytham (East Side) No. 7	Dicconson Terrace	Lytham

Address of Building	Street Name	Village/ Parish
Nos 62-74 (Even) Tambourine Cottages, With Front Garden Walls (Formerly Listed As: Commonsides Nos. 60-74 (Even))	Commonside	Ansdell
No. 4	Dicconson Terrace	Lytham
Nos. 25 And 26	East Beach	Lytham
Nos. 29 And 30	East Beach	Lytham
Church Of St John	East Beach	Lytham
Lych Gate And Southern Boundary Wall To Church Of St John	East Beach	Lytham
Old Lifeboat House	Old Lifeboat House	Lytham
Windmill	East Beach	Lytham
S Boundary Wall To Fairlawn (Not Included) And Its W Contin. To Fosrooke House	Fairlawn Road	Lytham
Summerhouse In S Boundary Wall Of Garden Of Fairlawn (Not Included) (Formerly Listed As: Clifton Drive, Lytham Summerhouse In Garden Of Fairlawn)	Fairlawn Road	Lytham
Nos 1-16 (Consecutive) Hastings Place	Hastings Place	Lytham
Former Estate Office, With Attached Screen Walls	Hastings Place	Lytham
No. 2 Lytham Heritage Centre	Henry Street	Lytham
Nos 13 And 15	Henry Street	Lytham
No. 14 (Formerly Listed As: Henry Street, Lytham (South Side) Nos. 14-18 (Even))	Henry Street	Lytham
Nos 16 And 18 (Formerly Listed As: Henry Street, Lytham (South Side) Nos. 14-18 (Even))	Henry Street	Lytham
Nos 17-25 (Odd)	Henry Street	Lytham
No 20 Ivy Cottage With Railing To Front	Henry Street	Lytham
Lytham Hall	Lytham Park	Lytham
Dovecote To NW Of Lytham Hall (In Woods Behind Stables)	Lytham Park	Lytham
Main Lodges And Entrance Gate To Lytham Hall, And Attached Boundary Wall To North East	Lytham Park	Lytham
Nos 292-294 (Public Offices)	Clifton Drive	St Anne's
Railings And Gateway Across Drive Approx. 250M E Of Lytham Hall	Lytham Park	Lytham
Statue Of Diana The Huntress In Car Park To South Of Lytham Hall	Lytham Park	Lytham
Screen Wall Attached To SW Of Rear Wing Of Lytham Hall And Attached Cottage & Privy (Formerly Listed As: Lytham Screen Wall At Lytham Hall)	Lytham Park	Lytham

Address of Building	Street Name	Village/ Parish
Stable Block Approx. 40M NW Of Lytham Hall	Lytham Park	Lytham
Nos 8 And 9	Market Square	Lytham
Nos 1-7 (Consecutive) Market Hall And Lloyds Bank	Market Square	Lytham
War Memorial	Market Square	Lytham
Lytham Methodist Church	Park St	Lytham
Lecture Hall Attached To Lytham Methodist Church	Park St	Lytham
No 3	Queen St	Lytham
No 4	Queen St	Lytham
Nos. 5 And 6	Queen St	Lytham
Nos 1 And 2	Regent Ave	Ansdell
No 23	Seafeld Rd	Lytham
Former Stable To Rear Of Talbot Hotel, Clifton Street	South Clifton St	Lytham
Bandstand Approx. 70M Se Of St Anne's Pier	South Promenade	St. Anne's
Boundary Wall To Grounds Of Grand Hotel	South Promenade	St. Anne's
Grand Hotel, With Front Garden Wall	South Promenade	St. Anne's
Lifeboat Monument Approx. 100M Se Of St Anne's Pier	South Promenade	St. Anne's
Octagonal Pavilion Approx. 130M Se Of St Anne's Pier	South Promenade	St. Anne's
Promenade Shelter Opposite W End Of Boating Pool	South Promenade	St. Anne's
Promenade Shelter Opposite W End Of Open Air Baths	South Promenade	St. Anne's
St Anne's Pier	South Promenade	St. Anne's
Church Of St Anne	St Anne's Rd East	St. Anne's
Lychgate And Boundary Wall To Churchyard Of Church Of St Anne	St Anne's Rd East	St. Anne's
Midland Bank	St Anne's Rd West	St. Anne's
Church Of St Thomas	St Thomas Rd	St. Anne's
No 2	Station Rd	Lytham
Nos 47, 49 & 51	Warton St	Lytham
Nos 1 & 2 Sydhall Cottage (1)	West Beach	Lytham
Nos 14-22 (Even) And Attached Walls	Station Rd	Lytham

Address of Building	Street Name	Village/ Parish
Clifton Memorial Fountain Between Station Square And Ballam Road (Formerly Listed As: Ballam Road, Lytham (West Side) Memorial In Coppice To West Of Railway Bridge, Sparrow Park)	Station Square	Lytham
No. 7 Ivy House	West Beach	Lytham
No 11 (See Under No.1 Beach Street, Lytham)	West Beach	Lytham
Nos 13 And 14 Corby House (13)	West Beach	Lytham
No.15	West Beach	Lytham
Nos 16 And 16A	West Beach	Lytham
Clifton Arms Hotel	West Beach	Lytham
Promenade Shelter Opposite Lowther Pavilion	West Beach	Lytham
Nos 51-61 (Odd)	Westby St	Lytham
Roman Catholic Church Of St Joseph	Woodlands Road	Ansdell
No. 204	Lytham Rd	Warton
Warton Post Mill Lane	Mill Lane	Warton
Barn On Corner Of Copp Lane To Rear Of Chapel Farm-house	Back Lane	Elswick
Forest Farmhouse	High Street	Elswick
Old Congregational Chapel (Formerly Listed As Elswick Congregational Church)	Lodge Lane	Elswick
Gravestone Of Robert Moss C.5 Metres North Of Old Congregational Chapel	Lodge Lane	Elswick
Elswick Manor	Watery Gate Lane	Elswick
Stable House C.150 Metres West Of Elswick Manor	Watery Gate Lane	Elswick
Lodge To Elswick Manor	Watery Gate Lane	Elswick
Elswick Lodge Farmhouse	Watery Gate Lane	Elswick
Hall Cross Farmhouse	Kirkham Road	Freckleton
No. 76	Preston Old Rd	Freckleton
Church Of The Holy Trinity	Lytham Rd	Freckleton
By-The-Way	Fleetwood Rd	Greenhalgh
Barn C.15 Metres East Of Guild Farmhouse	Fleetwood Rd	Greenhalgh
Plane Tree Farmhouse	Thistleton	Thistleton
Malt Kiln Farmhouse	Thistleton	Thistleton

Address of Building	Street Name	Village/ Parish
Ivy House	Thistleton	Thistleton
No. 2	Church St	Kirkham
No. 4	Church St	Kirkham
Church Of St. Michael	Church St	Kirkham
Sundial In Churchyard C.20M South Of The South Porch Of The Church Of St. Michael	Church St	Kirkham
Tomb Of Edward And Elizabeth Birley In Churchyard C.50M Se Of The Porch Of The Church Of St. Michael	Church St	Kirkham
Tomb Of William Birley And Others In Churchyard C.50M Se Of The Porch Of The Church Of St. Michael	Church St	Kirkham
Tomb Of Edward Dorothy King In Churchyard C.50M Se Of The Porch Of The Church Of St. Michael	Church St	Kirkham
Nos. 4 & 6	Freckleton Rd	Kirkham
Fishstones And Lamp (Formerly Listed As The Fishstones)	Market Square	Kirkham
No. 32	Poulton St	Kirkham
Trustee Savings Bank	Poulton St	Kirkham
No. 14	Preston St	Kirkham
No. 48 Hillside And Attached Wings (Formerly Listed As No. 48 (Hillside))	Preston St	Kirkham
Church Of St. John The Evangelist	Ribby Rd	Kirkham
Churchyard Wall And Gateway South Of The Church Of St. John The Evangelist	Ribby Rd	Kirkham
Grammar School (Front Range Only)	Ribby Rd	Kirkham
Railway Hotel	Station Rd	Kirkham
Little Eccleston Hall	Meagles Lane	Little Eccleston With Larbreck
Little Eccleston Hall Farmyard Buildings	Meagles Lane	Little Eccleston With Larbreck
Wall Farmhouse (Formerly Listed As Wall Farm)	Wall Lane	Little Eccleston With Larbreck
Barn On East Side Of Lane C.70 Metres North Of Wall Farmhouse	Wall Lane	Little Eccleston With Larbreck
Barn On South Side Of Lane C.150 Metres East Of Little Eccleston, Eccleston Hall	Meagles Lane	Little Eccleston With Larbreck

Address of Building	Street Name	Village/ Parish
Christ Church	Fleetwood Rd	Wesham
War Memorial With Surrounding Railings	Garstang Rd/ Weeton Rd	Wesham
Bradkirk Hall Farmhouse	Weeton Road	Wesham
No. 22	Canal Bridge	Newton With Clifton
No. 23	Ward's House Bridge	Newton With Clifton
No. 24	Salwick Hall Bridge	Newton With Clifton
No. 25	Wilson's Bridge	Newton With Clifton
No. 26	Salwick Bridge	Newton With Clifton
No. 27	Six Mile Bridge	Newton With Clifton
Milestone C.20 Metres South Of Six Mile Bridge	New Bridge	Newton With Clifton
No.29	Kellet's Bridge	Newton With Clifton
Clifton Windmill	Clifton Lane	Clifton
Newton Hall Farmhouse	Grange Lane	Newton
Nos. 8 (Formerly Listed As 8 & 9 Hill House, Newton With Attached Outbuildings)	Grange Lane	Newton With Clifton
Dickson's Farmhouse	Grange Lane	Newton
Dagger Cottage	Grange Lane	Newton
Clifton Hall	Lodge Lane	Wrea Green
Ribby Hall	Ribby Rd	Wrea Green
Church Of St. Nicholas	Wrea Green	Wrea Green
No. 2 (Church Grove House)	Ribby Rd	Wrea Green
No. 27 (Hawthorn House)	Ribby Rd	Wrea Green
Church Of St. Anne	Church Rd	Singleton
Lychgate To Church Of St. Anne	Church Rd	Singleton
Main Hall (Formerly Listed As Mains Hall (Including Moat, Well, Barn And Dovecote)	Mains Lane (Off)	Singleton
Dovecote In Field, C.150 Metres North Of Mains Hall (Formerly Listed As Mains Hall (Including Moat, Well, Barn And Dovecote)	Mains Lane (Off)	Singleton
Fire Engine House At Corner Of Church Road	Miller Rd	Singleton

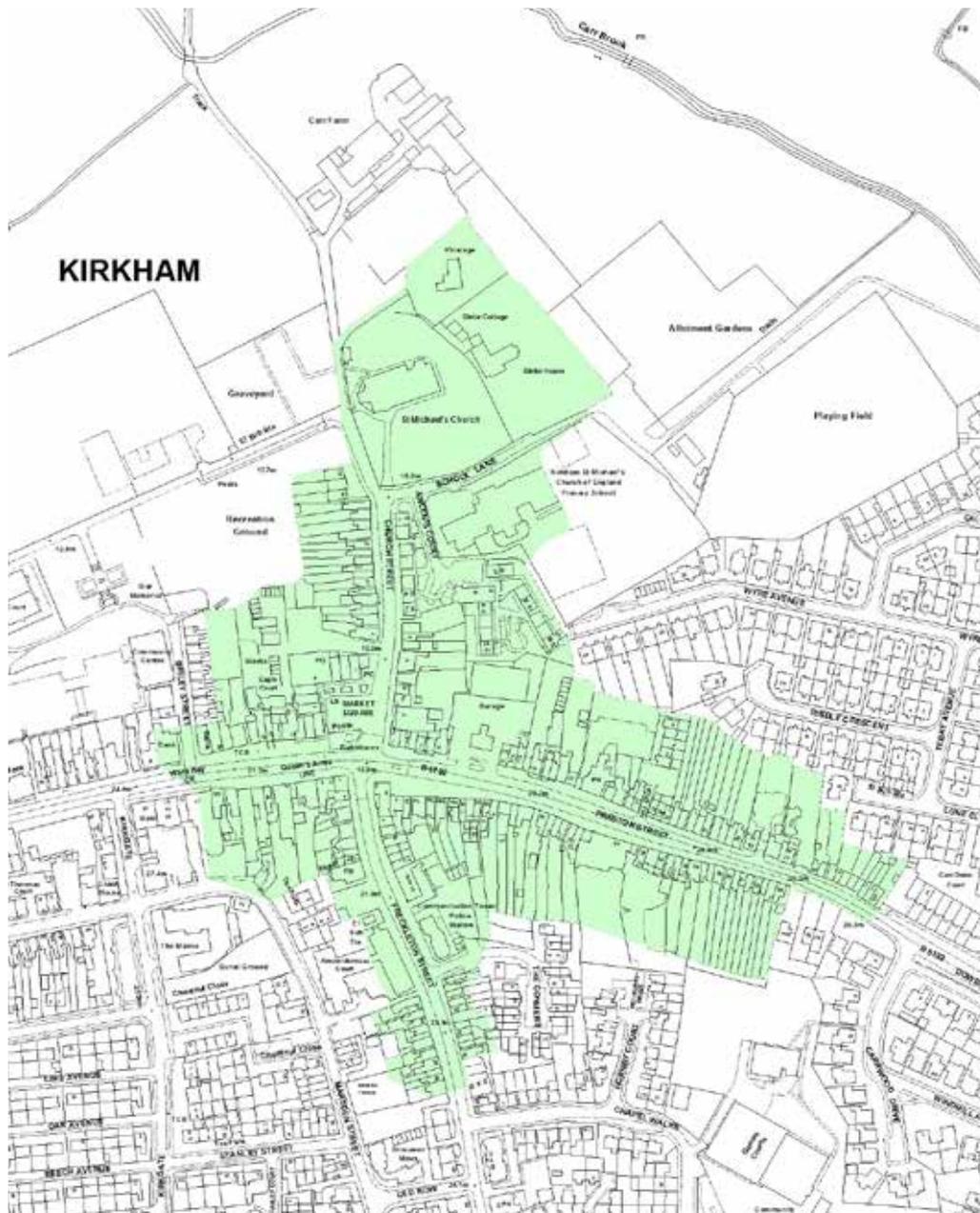
Address of Building	Street Name	Village/ Parish
Staining Windmill (Formerly Listed Under The Civil Parish Of Hardhorn And Newton)	Mill Lane	Staining
Stanley Cottage (Formerly Listed Under The Civil Parish Of Hardhorn With Newton)	Staining Rd	Staining
Treales CE Primary School	Church Rd	Treales
Derby Arms Inn	Church Rd	Treales
Rhododendron Cottage	Croos Lane Moorside	Treales
Pointer House	Higham Rd	Wharles
Moorside Farm Farmhouse And Integral Barn	Moorside Lane	Treales
Smithy Farmhouse (Formerly Listed As Smithy Farm)	Kirkham Rd	Treales
Treales Windmill	Treales	Treales
Church Of St. Michael	Church Rd	Weeton
Knowsley Farmhouse (Formerly Listed As Knowsley Farm)	Kirkham Rd	Weeton
Barn C.50 Metres East Of Church Road End Farmhouse	Mythop Rd	Weeton
Willow Cottage	Ballam Rd	Westby
Garage C.20 Metres West Of Westby House	Ballam Rd	Westby
White House	Ballam Rd	Westby
Fox Land Ends Cross	Station Rd (Wrea Green)	Westby
Roman Catholic Church Of St. Anne	Weeton Rd	Westby With Plumpton

Appendix D

Conservation Areas

- I. Kirkham Town Centre
- II. Larbreck
- III. Lytham Avenues
- IV. Lytham (Town Centre)
- V. Porritt Houses/Ashton Gardens
- VI. St. Anne's Town Centre
- VII. St. Anne's Road East
- VIII. Singleton
- IX. Thistleton
- X. Wrea Green

I Kirkham Town Centre Conservation Area



III Lytham Avenues Conservation Area



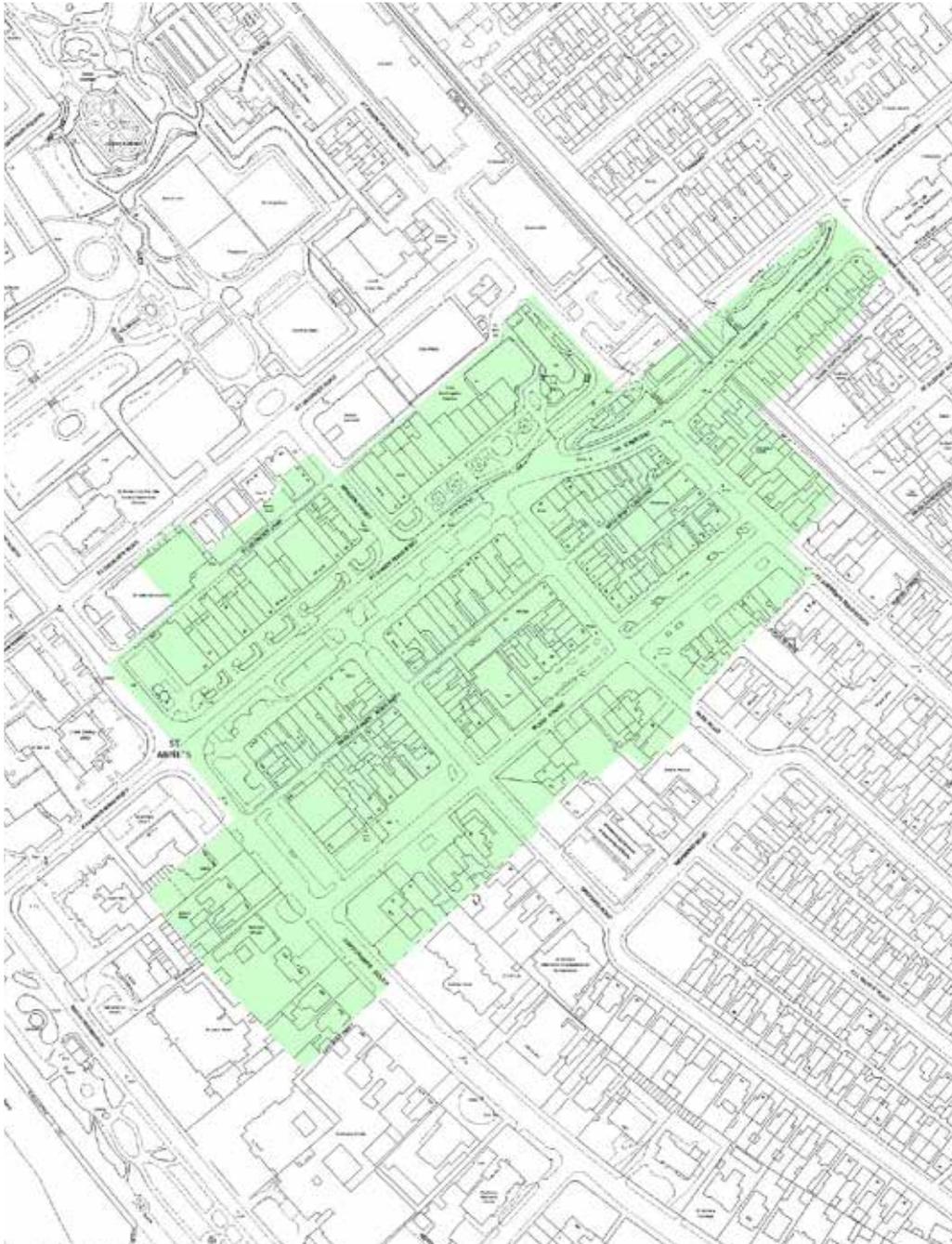
IV Lytham (Town Centre) Conservation Area



V Porrit Houses / Ashton Gardens Conservation Area



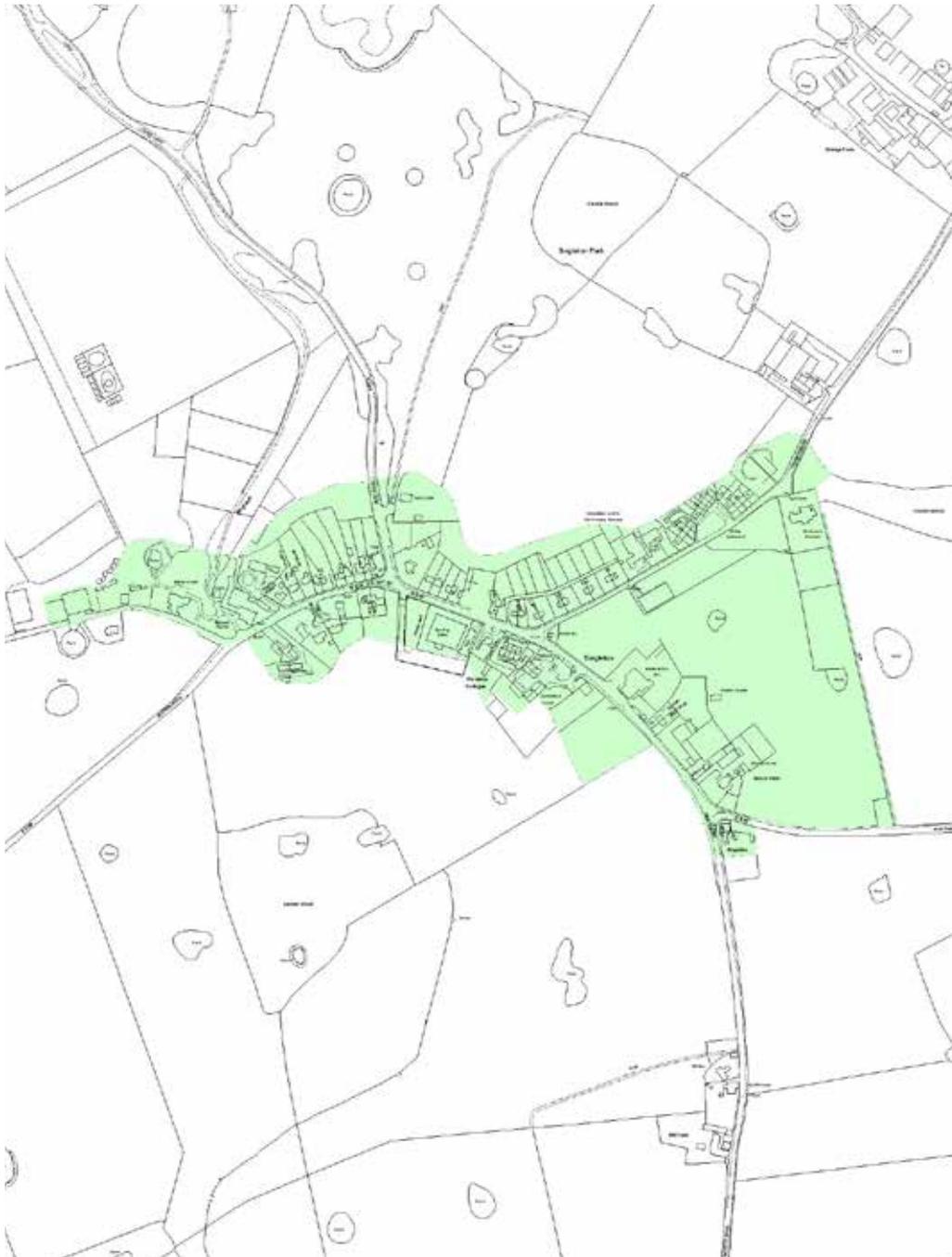
VI St Anne's Town Centre



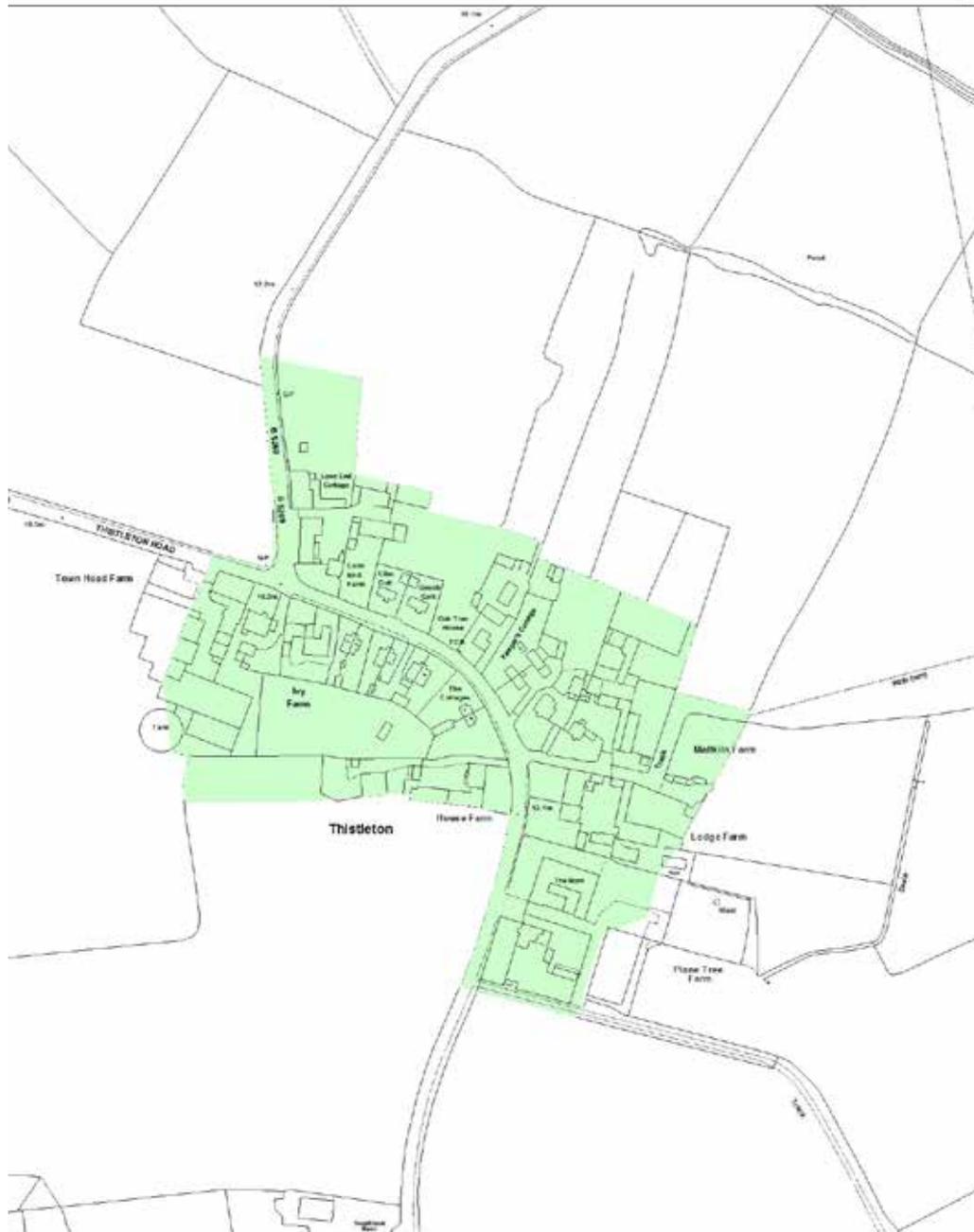
VII St Anne's Road East



VIII Singleton



IX Thistleton



X Wrea Green



Appendix F

Acknowledgements

Special thanks go to the following individuals, organisations and groups who made presentations to the Councils specially appointed Task and Finish Group.

English Heritage - Karl Creaser

Blackpool Council - Carl Carrington and Jan Cresswell

Rossendale Borough Council - Rachel Fletcher

Preston City Council - Diane Vaughton

Lancashire County Council - Peter Isles

Stockport Metropolitan Borough Council - Paul Hartley

The Lancashire Gardens Trust - Elaine Taylor

Heritage Trust for the North West - John Miller

Lytham St Anne's Civic Society - Marion Coupe and Judith Talbot

Lytham Heritage Group - Michael Bell

Marple Civic Society - Gillian Posthill

Appendix G

Historic England

He publicises information, assistance and guidance on a range of subjects. Fylde Council endorses this guidance and will use it in undertaking its planning responsibilities in the broadest sense, including its engagement with the preparation of its local plan, through development management, other policy formulation and environmental management. These include:

Publication	Date	Content
Conservation Principles, Policies and Guidance	April 2008	Providing techniques to support the quality of decision taking within the historic environment
New Work in Historic Places of Worship	Sept. 2013	Setting out the principles that EH and LA's should apply when considering proposals for altering such places.
Building in Context	Jan. 2001	Aimed at promoting a method for understanding and assessing the heritage significance of places and promoting high standards of appropriate design within.
Seeing the History in View	May 2011	Presenting a method for understanding and assessing heritage significance within important views in the historic environment.
Understanding Place: Historic Area Assessments	June 2010	Assistance for the assessment of the character and significance of historic areas.
The Heritage of Historic Suburbs	Mar. 2007	Detaining the history, evolution and significance of the English Suburb.
Understanding Place: Conservation Area Designation. Appraisal and Management	Mar. 2011	Advice on conservation area planning
Good Practice Guide for Local Listing	May 2012	Advice on conservation area planning
Retail Development in Historic Areas	July 2013	A review of retail developments in historic areas
General Practice Advice	March 2015	Guidance on aspects of the planning system referred to specifically in the Strategy.

This is not an exclusive list and others will be added, removed or superseded from time to time.

Appendix H

The Good Place Guide

The refurbishment of public spaces and design of buildings as outlined in the proposals will be commensurate with contemporary urban design theory, policy and practice, taking into account the principles of sustainable design and building on the distinctive character and quality of the resort. The 'Good Place Guide' will instruct the approach to the design of the public realm.

The Guide is based around six key design objectives or principles. These are clarified by outlining the objective of each of them and how they will influence the approach to design of buildings and spaces. The matrix is a summary.

The guide will be used to inform or consider design concepts and proposals. It can be used to inform master plans for particular areas or locations or in the preparation of design proposals for individual public realm schemes. The matrix also takes account of the NWDA Place Shaping Sustainable Buildings Policy (2009)

DESIGN PRINCIPLE	OBJECTIVE	DESIGN IMPLICATIONS
<p>Character: History and Heritage</p>	<p>To build on and enhance the architectural, historical and significance of the resort area.</p>	<p>Protect and enhance:</p> <ul style="list-style-type: none"> ▪ The historic street plan and morphology. ▪ Views and vistas ▪ Topography, panorama's and skylines. ▪ Historic uses and development ▪ Important open spaces ▪ Height, scale and enclosure of streets / spaces ▪ Develop conservation area appraisals and management plans
<p>Buildings</p>	<p>To protect and enhance buildings for their individual or townscape value, including their architectural qualities and group value</p> <p>New Build, in exceptional circumstances</p>	<p>Through policy and a management plan, identify key building/townscape quality issues to:</p> <ul style="list-style-type: none"> ▪ Protect the setting of key buildings within the hierarchy of the townscape. ▪ Recognise the importance of building materials, modelling, ornament and decoration, rhythm and grain, skyline, roofscape and unity. ▪ Utilise approved guidance to protect and achieve authentic shop fronts and fenestration within appropriate buildings. ▪ Illuminate key buildings. ▪ Ensure the display of advertisements are appropriate ▪ If new build is appropriate, particular attention should be paid to its setting and design statements should demonstrate that the building: <ul style="list-style-type: none"> ▪ Is of an appropriate scale and massing ▪ Addresses viewing distances and angles ▪ Reflects the unity, grain and rhythm of the historic townscape. ▪ Is well articulated ▪ Is of an appropriate proportion, including its constituent elements ▪ Continues an eaves and roofline that complements its surroundings is faced in appropriate materials and has an appropriate degree of ornamentation.

DESIGN PRINCIPLE	OBJECTIVE	DESIGN IMPLICATIONS
<p>Open Spaces</p>	<p>To ensure that spaces are appropriately designed and developed as attractive and successful outdoor areas.</p>	<p>This will be achieved by:</p> <ul style="list-style-type: none"> ▪ Categorising the quality and nature of spaces be they active, passive, for rest, relaxation and contemplation etc. and design appropriately to reinforce the sense of place. ▪ Understanding the historic quality of spaces and designing/enhancing them accordingly. ▪ Creating spaces that will encourage social interaction. ▪ Identifying areas for specific activities and uses. ▪ Providing appropriate planting and landscape. ▪ Providing features, enclosure, and street furniture that are appropriate to the open space context. ▪ Minimising the impact of traffic. ▪ Taking account of micro climate issues. ▪ Using high quality materials and colour palette to support local distinctiveness. ▪ Ensuring appropriate lighting levels. ▪ Ensuring spaces are safe and secure.
<p>Diversity: Mixed Uses</p>	<p>To provide the resort with variety, choice, opportunity and experiences to maximise its attractiveness. To create the appropriate level of vitality and ambience in appropriate circumstances.</p>	<p>This will be achieved by:</p> <ul style="list-style-type: none"> ▪ Creating a design mosaic (character area and specialist zones) for vitality, animation or of a quieter ambient nature. Active and static spaces. ▪ Creating areas for events and festivals. ▪ Grouping uses into clusters and branding them. ▪ Providing facilities to support particular uses. ▪ Use of upper floors for mixed use/tenure including residential. ▪ Protecting key retail areas from non-retail uses. ▪ Urban design supporting uses and type of location, with its particular theme. ▪ Richness of experience

DESIGN PRINCIPLE	OBJECTIVE	DESIGN IMPLICATIONS
<p>Legibility</p>	<p>To create a place where its users find it unique, recognisable and memorable and, easy to understand and navigate.</p>	<p>Legibility will be achieved by:</p> <ul style="list-style-type: none"> ▪ Enhancing the sense of arrival ▪ Strengthening the character of individual streets and spaces within the overall design plan for the resort. ▪ Maintaining the setting of important landmarks and including features on new buildings or within the streets that act as landmarks. ▪ Enhancing nodes and junctions, possibly with the use of gateways or demarcations to strengthen the character of particular streets or spaces. ▪ Using paving, street furniture and planting to individualise particular locations. ▪ Creating and implementing a signage and way marking strategy
<p>Connectivity</p>	<p>The way in which the place is easy to get to and move around including addressing issues of convenience, safety and comfort</p>	<p>Maintaining accessibility by providing for a variety of means of reaching the resort centre, including on foot, cycle, public transport and car. Maintaining attractive public transport ‘stops’ and cycle parking.</p> <p>Enhancing pedestrian movement around streets and spaces by ensuring:</p> <ul style="list-style-type: none"> ▪ Attractive paved areas within a pedestrian dominated environment are created with strategically positioned crossing points. ▪ Traffic speeds are minimised. ▪ High quality lighting is provided ▪ The perception of a safe environment is created. ▪ A clear structure of paths and routes is created. ▪ A strong link between key areas such as the retail core and the promenade frontage is created.

DESIGN PRINCIPLE	OBJECTIVE	DESIGN IMPLICATIONS
<p>Inclusive Design</p>	<p>To include within all design projects, the needs and requirements of all users of the public realm irrespective of age, gender, mobility or disability. To build on the principles of social capital, to encourage a variety of users to benefit from an accessible public realm.</p>	<p>To create an inclusive public realm to include:</p> <ul style="list-style-type: none"> ▪ Maintaining an attractive mix of uses and facilities that are attractive to large sections of the public. ▪ Accessibility to buildings and spaces, including ramps, tactile paving and kerbs. ▪ Creating a safe and secure environment. ▪ Producing information, taking account of potential disability e.g. sight. ▪ Designing street furniture to take account of mobility considerations. ▪ Easy access to shops and public buildings ▪ Adequate and easy parking for disabled motorists. ▪ Shop mobility
<p>Sustainability</p>	<p>To maintain the attractiveness of the resort in the long term.</p>	<p>To be achieved by:</p> <ul style="list-style-type: none"> ▪ The use of high quality durable materials ▪ Maintenance and management agreements ▪ The use of the various public bodies and the third sector to take ownership of public spaces, buildings and their ongoing management ▪ Agreeing quality standards with stakeholders ▪ Using distinctive planting appropriate to the maritime climate of the coast. ▪ Aspiring to and achieving quality standards and hallmark awards to maintain high environmental standards.



