

Plan for Fylde - Plan for the Future

Fylde Council **Coastal Strategy**

2015 - 2032





The background of the slide features a wide-angle photograph of a coastal area. In the foreground, there are large, sandy sand dunes covered with tall, greenish-yellow grasses that are swaying in the wind. A narrow, light-colored path or track cuts through the dunes from the bottom left towards the center. Beyond the dunes, the ocean is visible under a clear, bright blue sky.

Our Vision

"To create a unique, high quality visitor destination for residents and visitors, which is based on the conservation and enhancement of the natural landscape and heritage assets of the coastal area of the Borough of Fylde".



EXECUTIVE SUMMARY

2015 - 2032

The purpose of the Fylde's Coastal Strategy and Action Plan is to present a 16 year vision for the regeneration of Fylde's 18 km coastline stretching from Starr Gate to Savick Brook establishing a network of green infrastructure (green and blue space) along the coast.

Doing this will involve the collation and coordination of current strategies and policy objectives for green infrastructure, coastal protection, water quality, nature and landscape conservation, habitat improvement, heritage assets, place making, culture, leisure, sport and recreation, the visitor economy, access and transportation, marketing, promotion and publicity and develop high level actions to address the major issues affecting the Fylde Coast.

The Strategy identifies and develops high-level key actions, addresses the major issues affecting the Fylde Coast and applies these Key Actions to specific zones.

- Zone 1 Starr Hills Dunes and Beaches
- Zone 2 St Anne's on the Sea
- Zone 3 Fairhaven Sand Dunes
- Zone 4 Fairhaven Lake, Gardens and Granny's Bay.
- Zone 5 Lytham Heritage Coast
- Zone 6 Warton, Freckleton, Clifton and Lancaster Canal

The Strategy aims to give a detailed overview of the many factors that should be taken into account to inform a plan of implementation aimed at the protection, restoration, regeneration, conservation, development and management of the natural and built environment appropriate to the particular area of coastline.

The Council recognises that whilst delivering and developing this strategy, there are a wide range of groups organisations and businesses that have specific roles, responsibilities and interests in the 'development' of this coastline. The eventual adoption of the Coastal Strategy will create a single document that will provide a platform for joint working and coordinated action. It will focus attention on maximising opportunities and draw together partners including the voluntary sector who play a major role in enhancing the character of the Borough. It will allow for the initiation of activities to deliver specific projects with the community taking a major role on how the coast develops. In addition, the protection and enhancement of this coastline presents major economic opportunities for the future.

TABLE OF CONTENTS

Coastal Strategy 2015 - 2032

Part I THE CONTEXT	1
1.0 Introduction	2
2.0 The Vision	9
Part II THEMES OF THE STRATEGY	11
3.0 Introduction	12
3.1 Theme 1: Green Infrastructure and Landscape	12
3.2 Theme 2: Coastal Protection	15
3.3 Theme 3: Water Quality	18
3.4 Theme 4: Nature Conservation and Habitat Improvement	21
3.5 Theme 5: The Visitor Economy	29
3.6 Theme 6: Culture, Leisure, Sport and Recreation	32
3.7 Theme 7: Heritage Assets	36
3.8 Theme 8: Place Making	40
3.9 Theme 9: Access and Transportation	43
3.10 Theme 10: Marketing, Promotion and Publicity	48
Part III IMPLEMENTATION OF THE STRATEGY	5
7.0 Introduction	56
7.1 Key Actions	57

TABLE OF CONTENTS

Coastal Strategy 2015 - 2032

7.1	Zone 1: Starr Hills Dunes and Beaches	62
7.2	Zone 2: St Anne's on the Sea	64
7.3	Zone 3: Fairhaven Sand Dunes	67
7.4	Zone 4: Fairhaven Lake, Gardens and Granny's Bay	69
7.5	Zone 5: Lytham Heritage Coast	72
7.6	Zone 6: Warton, Freckleton, Clifton and Lancaster Canal	75
	Part IV APPENDICES	79
	Appendix A Glossary	80
	Appendix B Bibliography	85
	Appendix C Acknowledgments	86
	Appendix D Abbreviations	87
	Appendix E Partners and Stakeholders	88
	Appendix F Coastal Master Plan	90
	Appendix G Area of Biodiversity Importance (2014)	92



Part I

THE CONTEXT

1.0 Introduction

2.0 The Vision

1.0 Introduction

1.1 Project Background

The Borough of Fylde is located in the County of Lancashire in the north west of England and fronts onto the Ribble Estuary and the Irish Sea. To the north is the Borough of Wyre, to the North West is the resort town of Blackpool and Preston adjoins to the East. It has an area of approximately 62 square miles (160 square kilometres) and a population of 75,750 (2011 estimate).

The Borough of Fylde is a coastal district, which has a rich and varied natural and built environment enjoyed by both residents and visitors alike. This provides a high quality of life for residents and an attractive location for business and commerce as well as promoting a vibrant and prosperous visitor economy.

Fylde Council is embarking upon the development of a Coastal Strategy to designate and develop the whole of its coastal fringe. Fylde's coastline begins at Starr Gate and includes St Anne's amenity beach and dunes, Promenade Gardens including St Anne's Pier and the Island site, Fairhaven Marine Lake and Gardens, Lytham Green and the rural areas of Warton, Freckleton and Clifton, leading to the Borough boundary at Savick Brook adjacent to the Preston Council area. The Coastal Strategy will also pick up the town centres of St Anne's, Ansdell, Lytham, the Enterprise Zone at Warton and many of the major cultural assets within the Borough. There are also implications for the rural settlements and inland visitor attractions, which are addressed.

The purpose of the Fylde Coastal Strategy initiative is to develop a 16 year vision for the collation and coordination of all current strategies and policy objectives for green infrastructure and landscape, coastal protection, water quality, nature conservation, habitat improvement, conservation of the built and natural heritage, culture, the visitor economy, access and transportation, and also develop high level actions to address the major issues affecting the Fylde coast.

The Strategy has been prepared with the aim of wider consultation with members, major stakeholders, organisations and the community at large, and with a view to the establishment of a project board to enable all major stakeholders to work together to implement the key actions of the Coastal Strategy.

The Strategy aims to give a detailed overview of the many factors that should be taken into account to inform a plan of implementation aimed at the protection, restoration, conservation, development and management of the natural and built environment appropriate to the particular area of coastline.

The Fylde coastline consists of a mixture of natural and built defences that are at risk from coastal erosion and flooding. At the northern end a wide stretch of sandy dune provides protection. The southern end is a mixture of both sand dunes supported by 3 strategic headlands, and flood banks which are in need of investment.

The Fylde coast is home to one of the country's most visited coastlines including the stunning beaches of Lytham St Anne's. However, on a number of occasions the beaches have failed to achieve the minimum European bathing water standards.

Fylde's coastline contains some of the most important landscape types and unique habitats within the Borough, including the internationally important Ribble Estuary. The Ribble Estuary is designated as a Special Protection Area (SPA) and a Ramsar Site under the Ramsar Convention. There are five Sites of Special Scientific Interest (SSSI) in the Borough the largest being the Ribble Estuary. The Ribble Marshes which half of the area of the Ribble Estuary are designated a National Nature Reserve. Starr Hills Nature Reserve is designated as the only Local Nature Reserve in the Borough. The network of public open space provides benefits for the public in terms of health and well-being and recreation together with providing a surface water storage function.

Fylde contains a wide array of heritage assets, including a number of listed buildings of which Lytham Hall is nationally significant and has a Grade I listing. There are a high quality conservation areas, and Lytham Hall Park, Ashton Gardens and Promenade Gardens have the status of English Heritage Grade II listing on English Heritage's register of parks and gardens.

Within the context of Fylde's Coastal Strategy the creative and cultural sectors have major influence. Cultural assets like Lytham Hall, Lowther Pavilion, Lytham Windmill Museum, the Island site, libraries, Ashton Pavilion, St Anne's Pier and the historic parks and gardens contribute significantly to the overall cultural offer. Leisure, culture and tourism make up an important industry in Fylde, accounting for 1 in 10 jobs. The hinterland of Fylde contains some rural visitor attractions and accommodation such as Ribby Hall village and a range of caravan and camping sites.

With a coordinated, approach involving funding partners, development management and planning policy, partnership working with the private sector and working with the community, future opportunities to restore and develop Fylde's coastline can be maximised. Initiatives like the replacement of the hard sea defences present an opportunity to improve the public realm behind them like the schemes that have been implemented on the coast at Blackpool and Wyre. Opportunities through the planning process to improve community facilities and infrastructure may arise through the Community Infrastructure Levy or through section 106 agreements from developments.



1.2 Coastal Overview

The Borough of Fylde is located in the County of Lancashire in the north west of England. The Borough fronts onto the Ribble Estuary and Irish Sea. To the north is the Borough of Wyre and to the North West is the resort town of Blackpool. The Borough adjoins the City of Preston to the East.

The main towns of the Borough are St. Anne's, Lytham and Kirkham. Lytham has developed from an ancient settlement but is primarily Victorian in character. St. Anne's on Sea was only established in 1875. It was laid out to a plan drawn up by businessmen from east Lancashire, who saw the economic benefits of establishing a coastal resort town. It was planned to a grid iron layout based around a series of spacious streets including the main street locally known as The Square. It subsequently developed as a holiday resort with a pier, hotels and an attractive promenade. The two coastal towns were amalgamated in 1922 to create the Borough of Lytham St. Anne's.

The 18km (12 mile) stretch of coastline, which falls within the jurisdiction of Fylde Council, comprises broad open beaches, the largest area of Lancashire's remnant sand dune system and extensive salt marshes on the northern bank of the mouth of the Ribble Estuary.

1.3 Rural Hinterland

The rural hinterland is predominantly agricultural and includes the market towns of Kirkham and a number of villages and hamlets including Warton, Freckleton, Wesham, Wrea Green, Newton, Clifton, Staining, Greenhalgh, Elswick, Weeton, Treales, Singleton and Little Eccleston.

1.4 Ribble Coast and Wetlands

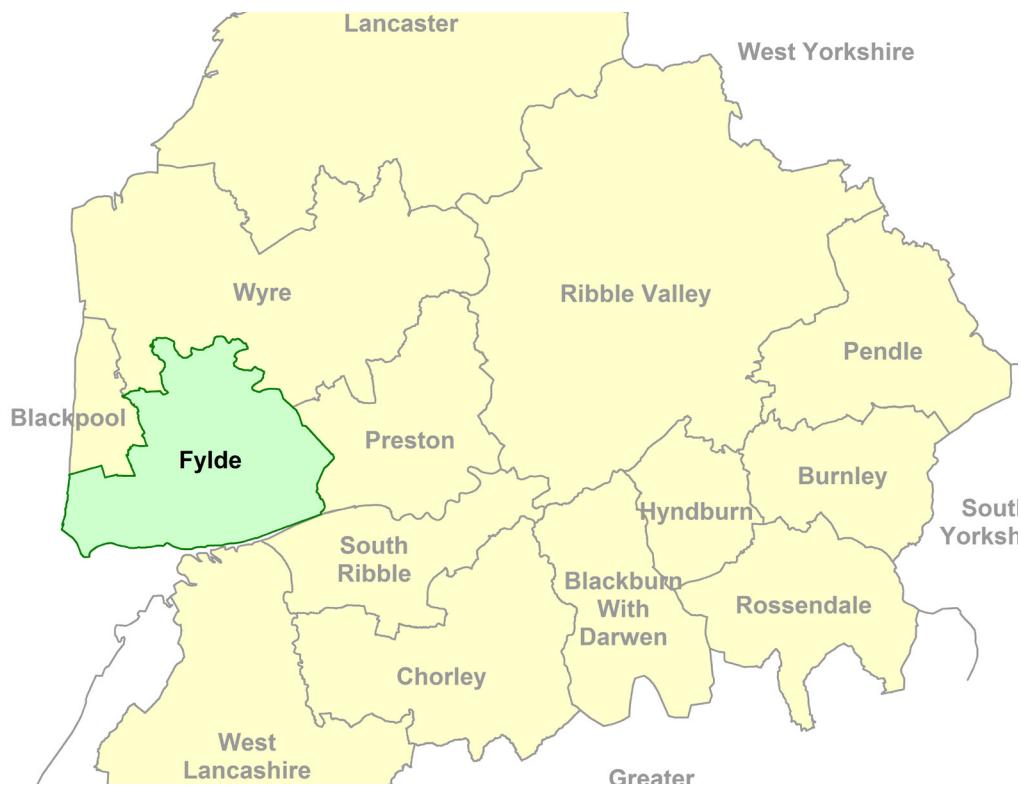


The Ribble coast and wetlands is one of the most important habitats in Europe for wildlife as it supports internationally significant populations of birds. It is one of the most important wetland site in Britain for migratory and breeding birds and is protected by local, national and international designations.

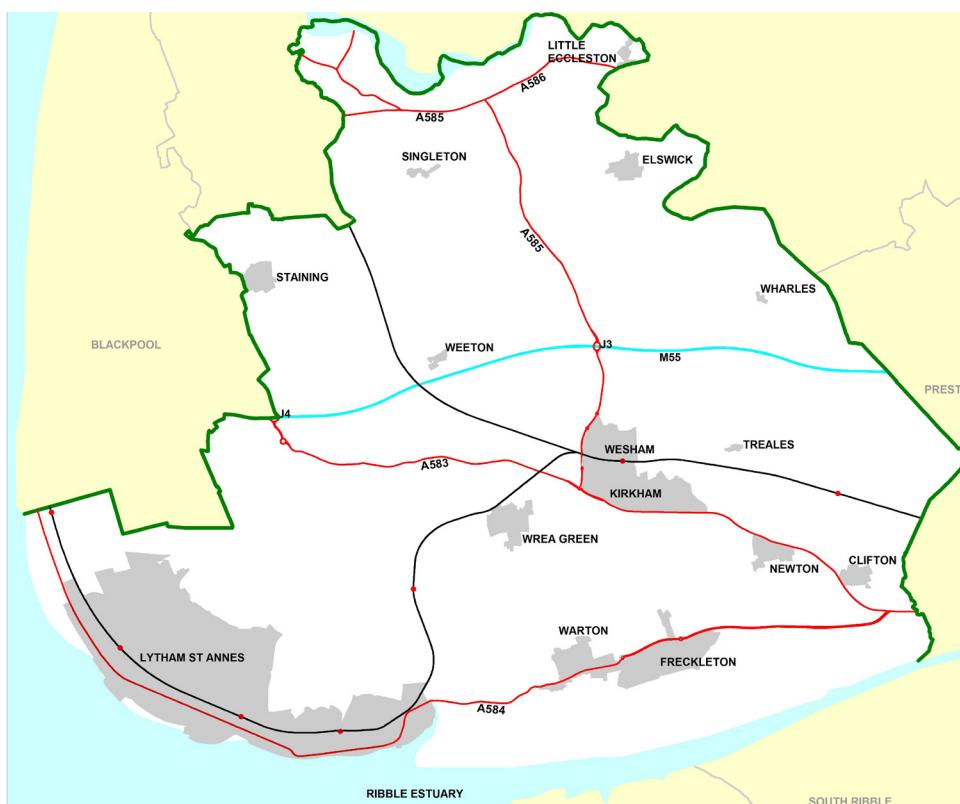
1.5 Project Jurisdiction

The project area covers an area of 62 square miles (160 square kilometres) of the Borough of Fylde, which is predominantly rural. The coastline is a dominant part of the Borough, and comprises broad open beaches, the largest area of Lancashire's remnant sand dune system, and extensive salt marshes on northern bank of the mouth of the Ribble Estuary. It stretches from Starr Gate to the north and Savick Brook to the east.

1.5.1 Regional Context



1.5.2 Local Context



1.6 Strategy Hierarchy

The Coastal Strategy is a high-level strategic document, which provides the overview for all the current strategy and policy objectives and council initiatives to protect Fylde's built heritage, natural assets and accommodate future development along the 18km (12mile) stretch of coastline from Starr Gate to Savick Brook. Other strategy and policy documents such as the sand dunes action plan sit under this.

Part 2 of the Coastal Strategy is a more detailed action plan, which has been developed taking account the zones identified above. The zones are described in more detail with the specific issues within each zone identified. Key actions have been developed to address the issues identified within each zone.

1.7 What this Strategy is about

Fylde Council is embarking on the development of a Strategy for the coastline of the Borough. This report forms the overall strategic vision for the Borough of Fylde.

This Strategy aims to give a strategic and a detailed overview of the main factors that should be taken into account to inform a plan of implementation aimed at the protection, restoration, conservation, development and management of the natural and built environment.

1.8 The Purpose of this Strategy

The purpose of the Coastal Strategy as outlined below is to develop a 16-year vision for the development and coordination of all current strategies and policy objectives. The Strategy shall identify and develop the following high-level key actions to address the major issues affecting the Fylde Coast and apply these key actions to specific zones within the Strategy.

- To develop a comprehensive series of plans and proposals for the future development, management and conservation of the coast and to recognise the involvement of all relevant stakeholders.
- To coordinate and draw together existing and proposed strategies and policies for the coastline and bring them together in an overall Coastal Strategy.
- To establish character zones and identify and coordinate activity within those zones within the overall themes of the Coastal Strategy.
- To identify and coordinate all major projects and ensure they contribute towards the overall vision for the coast.
- To establish an overarching forum to develop and deliver the Coastal Strategy initiative.
- To engage with and keep informed local communities regarding the development of the Coastal Strategy and associated action plan



1.9 Planning Context

The Coastal Strategy builds on other planning documents in a continued effort to shape the future development of the Fylde. Central to the planning efforts of Fylde Council is the Local Plan, which sets the vision of the Borough. The following Plans also underpin the Coastal Strategy. Using these plans as guides, the Coastal Strategy develops specific strategies.

INTERNATIONAL	Ramsar Site under the Ramsar Convention European
EUROPEAN	Bathing Water Directive (2006/7/EC) Special Protection Area 'Sintropher' (Sustainable Integrated Tram-Based Transport Options for Peripheral European Regions)
NATIONAL	Coastal Access - Natural England's Approved Scheme 2010 National Planning Policy Framework Natural Environmental and Rural Communities (NERC) Act 2006 National Nature Reserve Sites of Special Scientific Interest Sustrans The Conservation of Habitats and Species Regulations 2010
REGIONAL	Character Area 32: Lancashire and Amounderness Plain Joint Lancashire Minerals and Waste Local Plan Local Transport Plan (LTP3) North Wales Shoreline Management Plan 2 (2011) North West England and North Wales Shoreline Management Plan 2 (2011) River Basin Management Plan The Fylde Borough Council Open Space, Sport and Recreation Study: Strategy and Action Plan [OSSRS]
LOCAL	Biological Heritage Sites. Blackpool and Fylde Coast Protection Strategy (2011) Classic Resort Concept Fylde Local Plan (to 2030) Fylde Green Infrastructure Strategy (GI) June 2011 Fylde Council Authority Management Report 2014 (Draft) The Developing Infrastructure Delivery Plan for Fylde June 2013 (Draft) Fylde Councils Leisure, Culture and Tourism Proposals Fylde Coast Highways and Transport Master plan Fylde Coast Sub-regional Visitor Accommodation Study (2009) Fylde Sand Dunes Management Action Plan (2008) Local Nature Reserve Lytham St Annes 2020 Vision Marketing Lancashire St Annes Seafront Master Plan Shoreline Management Plan (SMP2) Strategy Appraisal Report (StARS)

1.10 Project Consultation

The Strategy has been prepared with the aim of wider consultation with members, major stakeholders, organisations and the community at large, and with a view to the establishment of a project board to enable all major stakeholders to work together to implement the aims and objectives of the Strategy.

With a coordinated approach involving funding partners and Fylde Council's partnership working with the private sector and the community, future opportunities to restore and develop Fylde's Coastline can be maximised. Initiatives like the replacement of the hard sea defences present an opportunity to improve the public realm similarly to improvement schemes that have been implemented on the coast at Blackpool and Wyre. Opportunities through the planning process to improve community facilities and infrastructure may also arise through the Community Infrastructure levy or through Section 106 agreements from developments.

1.11 Structure of the Strategy

The document is structured in two parts. Part 1 details the ten themes, these themes are;

- Green Infrastructure and Landscape
- Coastal Protection
- Water Quality
- Nature Conservation, Habitat Improvement and Landscape Enhancement
- The Visitor Economy
- Culture, Leisure, Sport and Recreation
- Heritage Assets
- Place Making
- Access and Transportation
- Marketing, Promotion and Publicity

Each Themed Section sets out;

- The Issues,
- Policy and Strategy
- Local Context
- Key Actions.

Part 2 of the Strategy is a more detailed action plan which applies the key actions to specific zones along the Fylde coastline character zones, these zones are described in more detail with the specific issues relating to these areas.

For the purposes of simplicity the coastline area has been divided into a series of 'zones', determined principally by their landscape character and usage. (See Appendix G, Coastal Master Plan).

The character of these zones varies from the Victorian resorts of Lytham and St Anne's with their retail and leisure offer, contrasting with the open estuary foreshore of Warton, Freckleton and Clifton. There are many cultural assets within these areas. The zone areas are as follows;

- Zone 1 Starr Hills Sand Dunes and Beaches
- Zone 2 St Anne's on the Sea
- Zone 3 Fairhaven Sand Dunes
- Zone 4 Fairhaven Lake, Gardens and Granny's Bay
- Zone 5 Lytham Heritage Coast
- Zone 6 Warton, Freckleton, Clifton and Lancaster Canal

2.0 The Vision

2.1 The Vision

The overall vision for the Coastal Strategy is;

"To create a unique, high quality destination for residents and visitors, which is based on the conservation and enhancement of the natural landscape and heritage assets of the coastal area of the Borough of Fylde".

2.2 Aims and Objective

The objectives are as follows;

- I. To create an interconnected corridor of green infrastructure along the Fylde coast.
- II. To safeguard the coast from flooding, coastal erosion and the effects of climate change.
- III. To improve the quality of our bathing waters and beaches.
- IV. To protect, enhance, regenerate and maintain the natural environment and the heritage assets of the Borough.
- V. To improve and maximise the benefits of tourism, leisure and the cultural offer.
- VI. To ensure the economic benefits accrued in the Borough over the next 16 years are maximised through the regeneration of the heritage assets and the natural environment.
- VII. To create sustainable transport infrastructure enabling greater conductivity along the coast.
- VIII. To develop a brand to market a 'sense of place' and promote the area as a high quality visitor destination through the development of the Classic Resort initiative.
- IX. To engage with local communities, stakeholders and partner organisations.



Part II

THEMES OF THE STRATEGY

- 3.1 Green Infrastructure and Landscape
- 3.2 Coastal Protection
- 3.3 Water Quality
- 3.4 Nature Conservation, Habitat Improvement and Landscape Enhancement
- 3.5 The Visitor Economy
- 3.6 Culture, Leisure, Sport and Recreation
- 3.7 Heritage Assets
- 3.8 Place Making
- 3.9 Access and Transportation
- 3.10 Marketing, Promotion and Publicity

3.0 Introduction

The information and analysis discussed in the previous sections identified the issues that the Coastal Strategy shall address. These are to be referred to as 'Themes'. The themes form an important link between the identification of relevant issues and the means of implementation through the Action Plan.

3.1 Theme 1: Green Infrastructure and Landscape

Green infrastructure has been defined by the UK Government as:

"Green infrastructure is a network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities. Green infrastructure includes parks, open spaces, playing fields, woodlands, street trees, allotments and private gardens". (Planning Practice Guidance 2014).

It is vital that the right infrastructure is in place to support future development and this includes green infrastructure. Green infrastructure is the network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities. Green infrastructure has a vital role in climate change, adaption and mitigation and flood alleviation and management. It provides important biodiversity resources and can boost the tourism and economy and provide opportunities for recreation. It is also strongly linked to quality of place and has proven to attract and retain businesses to an area.

Open space and green infrastructure should be taken to mean all open space of public value, including, but not limited to;

- Parks and gardens
- Natural and semi-natural green spaces – including trees and woodlands, urban forestry, scrub, grasslands, wetlands, open and running water, wastelands and derelict open land and rock areas
- Sustainable drainage systems (SuDS)
- Green corridors – including river and canal banks, cycle ways and public rights of way
- Outdoor sports facilities (with natural or artificial surfaces and either publicly or privately owned) – including tennis courts, bowling greens, sports pitches, golf courses, athletics tracks, school and other institutional playing fields and other outdoor sports areas

- Amenity green space – including informal recreation spaces, green spaces in and around housing, domestic gardens and village greens
- Provision for children and teenagers - including play areas, skateboard parks, outdoor basketball hoops and other more informal areas (such as 'hanging out' areas and teenage shelters)
- Allotments, community gardens
- Cemeteries and churchyards
- Accessible land outside settlement boundaries in urban fringe areas
- Civic spaces, including civic and market squares, promenades and other hard surfaced areas designed for pedestrians
- Blue spaces, including ponds, rivers, canals and other watercourses
- Beaches, including sand dunes

3.1.1 The Issues

- Protect, conserve and enhance the coastline and coastal path
- Safeguard existing landscape character of Fylde's open coastline
- Encourage walking/cycling along the coast
- Public footpath links with the coast
- Maintain the connectivity along the coastline including England's coastal path www.naturalengland.org.uk/ourwork/access/coastalaccess/default.aspx
- Facilitate sustainable access to the coast and links between areas of the Coast
- Have a positive effect of access to the coast on well-being and health

3.1.2 Policy and Strategy

The main guiding policies and initiatives which have informed the Coastal Strategy are

- National Planning Policy Framework
- Green Infrastructure study 2011
- Fylde Local Plan (to 2030)

3.1.3 Local Context

The green infrastructure strategy identifies a relatively strong network of recreational green spaces serving key urban centres and villages. The strategy also identifies Lytham Hall as a Green Infrastructure asset and identifies that the public footpath network in the rural areas has poor connectivity with the coastline.



Fylde Council open space, sport and recreation study reveals the predominance of natural and semi-natural urban green spaces (which includes woodlands, urban forestry, scrub, grasslands, wetlands, open and running water, wastelands and derelict open land) as a principal open space resource within the Borough.

The Fylde local plan recognises the undeveloped coast as one of Fylde's major environmental assets which will be protected from development.

Extending from Starr Gate to Savick Brook stretches the 18 km (12 mile) stretches an area of green infrastructure (green and blue space) which collectively makes up the coastline of Fylde and is a dominant feature of the Borough. The area consists of broad open beaches, the largest area of Lancashire's remnant sand dune system, the Island leisure assets, sports facilities, the historic Promenade Gardens, Fairhaven Lake and Gardens ,Grade 1 Listed Lytham Hall, Lytham Green and extensive salt marshes on the northern bank of the Ribble Estuary.

The landscape is dominated by water (blue space) with the Irish Sea to the west river Ribble to the south, a 10 hectare marine lake at Fairhaven, Lytham Creek Marina, Freckleton boatyard and the link to the Lancaster Canal from the Ribble estuary via Savick Brook.

A Landscape Strategy for Lancashire – A landscape character assessment

Lancashire County Council published A Landscape Strategy for Lancashire in December 2000, which is still relevant today. The land covered by the proposed Fylde's Coastal Strategy, is covered by 5 Landscape Character Types.

Landscape Character Types:

- Coastal Dunes
- Open Coastal Marsh
- Enclosed Coastal Marsh
- Coastal Plain
- Mosslands

Understanding the variety of landscape types within the coastal area of the Borough will enable the strategy and action plan to reflect the character and quality of these types.

3.1.4 Key Actions

KEY ACTIONS

- Protect and enhance existing Green Infrastructure assets.
- Protect and enhance the 80 hectares of remaining Dune Habitat on the Fylde Coast.
- Work with stakeholders such as Lancashire County Council to protect and enhance footpaths and cycle ways along the coastal.
- Facilitate sustainable access to and along the coast.
- Enhance and develop public art opportunities throughout the Green Infrastructure network.

3.2 Theme 2: Coastal Protection

3.2.1 The Issue

The Fylde coastline consists of a mix of natural and built defences that are at risk of coastal erosion and flooding. The northern section has a long wide stretch of sand dunes, which provides protection. However these sand dunes, while accreting in some places are eroding in others, and if not managed will form a flow route for coastal flooding.

The southern end is a mix of sand dunes supported by three strategic headlands; The Island, Fairhaven and Church Scar. The shoreline is in need of major investment; the three headlands generally maintain good beach levels, and provide erosion protection to nearby properties and the Ribble Estuary. However, a significant proportion of the Fylde coast is in Flood Zone 3, which has the highest risk of flooding.

3.2.2 Policy and Strategy

The main guiding policies and initiatives which have informed the Coastal Strategy, are;

- Shoreline Management Plan (SMP2)
- Strategy Appraisal Report (StAR)
- Fylde Local Plan (to 2030)
- National Planning Policy Framework

The aim of Shoreline Management Plan (SMP2) is to identify policies to manage risks. The SMP2 policy for most of the Fylde coast is to “hold the line”; this means strengthening, maintaining or rebuilding the existing defences to maintain the existing shoreline. The SMP2 is a large-scale assessment of the coastal processes and aims to reduce risks to people and the developed, historic and natural environments. The SMP2 also aims to identify the most sustainable approaches to managing the coastline in the short, medium and long terms.

The implementation of the SMP2 “hold the line” policy is developed within Strategy Appraisal Reports (StARs). The StARs also identify key areas of the coastline that require substantial work. Following the development of the StARs, project specific Project Appraisal Reports (PARs) explore and analyse the economic, sustainability and environmental issues, to determine the most appropriate course of action to implement the SMP policy.

Coastal Change

The National Planning Policy Framework states that when assessing applications, authorities should consider development in a Coastal Change Management Area only where it is demonstrated that:

- It will be safe over its planned lifetime and will not have an unacceptable impact on coastal change;

- The character of the coast including designations is not compromised;
- The development provides wider sustainability benefits; and
- The development does not hinder the creation and maintenance of a continuous signed and managed route around the coast.

Department for the Environment Food and Rural Affairs

Defra is the UK government department responsible for policy and regulations on environmental, food and rural issues. Their priorities are to grow the rural economy, improve the environment and safeguard animal and plant health

Environment Agency

EA is an executive non-departmental public body, sponsored by the Department for Environment, Food & Rural Affairs which works to create better places for people and wildlife, and support sustainable development.

Marine Management Organisation

The Marine Management Organisation was established following the Marine and Coastal Access Act 2009.

As the marine planning authority for England the MMO is responsible for preparing marine plans for English inshore and offshore waters. At its landward extent, a marine plan will apply up to the mean high water springs mark, which includes the tidal extent of any rivers.



The MMO is also responsible for issuing marine licences under the Marine and Coastal Access Act 2009. Amongst other things, a marine licence may be needed for activities involving the construction, alteration or improvement of any works, dredging, or a deposit or removal of a substance or object below the mean high water springs mark or in any tidal river to the extent of the tidal influence.

Alongside marine licences, the MMO also issue consents under the Electricity Act 1989 (as amended) for offshore generating stations between 1 and 100 megawatts. They are also the authority responsible for processing and determining harbour orders and for granting consent under various local Acts and orders regarding harbours.

3.2.3 Local Context

Strategy Appraisal Reports (StARs) for the Fylde Shoreline Strategy have recently been accepted by the Environment Agency. The key purpose for this Strategy is to provide a long term 100 year plan for the management of the Fylde shoreline. The shoreline is in need of major investment and the strategy has identified a number of key projects:-

KEY POINTS	TIME FRAME
Fairhaven Lake Sea Wall Replacement	3 years
Church Scar Sea Wall Replacement	4 years
Lytham Creek Embankment Reconstruction Phase 1	5 years
Lytham Creek Embankment Reconstruction Phase 2	21-23 years
The Island Sea Wall Replacement	20 years
Lytham Green Sea Wall Replacement	20 years

The whole life cost (excluding inflation) is £88 million pounds for the Fylde study area and the report recommends a series of schemes over the next 23 years, together with ongoing maintenance, to provide coastal erosion and flood protection. The Council has secured funding from the Environment Agency for further studies into the Fylde strategic headlands. These studies will enable the production of a project appraisal report which is required to justify further Environment Agency funding to implement the coastal defence scheme.

In the Fylde Local Plan (to 2030) development vulnerable to flooding has been directed away from higher risk areas in Flood Zones 2 and 3 towards Flood Zone 1 where possible, in accordance with the National Planning Policy Framework.

3.2.4 Key Actions

KEY ACTIONS
<ul style="list-style-type: none"> ▪ Prepare a study, analysing all the options to replace the land sea defence. ▪ Prepare a bid for funding through the Environment Agency medium term plans to replace the land sea defences. ▪ Develop a funding strategy for the sea defences. ▪ Secure funding to replace the land sea defences at Chruch Scar and Fairhaven Lake sea wall. ▪ Engage with key stakeholders, organisations and the community.

3.3 Theme 3: Water Quality

3.3.1 The Issue

The Fylde is home to one of the country's most visited coastlines comprising of beaches of Lytham St Anne's. However, at times the beaches have failed to achieve the minimum European bathing water standards. Two of the main reasons for unsatisfactory bathing water are that the existing sewer and drainage systems often struggle to cope with the volume of water and waste water after heavy rainfall, and diffuse pollution from rural sources.

Fylde Council operates two controlled bathing waters, one at St Anne's Pier and another at St Anne's north in the area of the Thursby Nursing Home.

The Council is responsible for:

- Public information about the bathing waters being displayed in an easily accessible place in their vicinity.
- The provision of public information to prevent exposure to pollution during short term incidents.
- Advising against bathing where the bathing water does not meet the required standard.

In 2013 Fylde suffered heavy rainfall on many occasions and wet weather is a key factor influencing bathing water quality. The more rain, the more pollution is washed from land into the River Ribble catchment and onto the designated bathing waters. This was the main cause of the bathing waters failing the mandatory standard of the current bathing water directive (cbwD).

The main sources of pollution causing the bathing waters to not meet the mandatory standards include:

- Rainwater which contains bacteria running off farmland.
- Storm discharges from waste water treatment due to increased flow from rainfall.
- Water draining from populated areas, which contains pollution from a variety of sources including bird and other animal faeces. This can affect bathing water as it often contains high levels of bacteria (much higher than human waste).
- Domestic sewage, wrongly connected drains and leaking septic tanks can pollute surface water systems.
- Pollution from all these sources rises with increasing rainfall.

The Council is working closely with other local authorities, the Environment Agency, United Utilities, National Union of Farmers and Keep Britain Tidy in order to ensure objectives for the Fylde coast relating to water quality are met. Through this partnership approach it is improving bathing water quality, taking a catchment-wide approach to tackling sources or diffuse pollution, and monitoring the impact of wet weather and storm events on pollution.

3.3.2 Policy and Strategy

The main guiding policies and initiatives which have informed the Coastal Strategy are;

- Revised Bathing Water Directive (2006/7/EC)
- EU Water Framework Directive
- Environment Agency River Basin Management Plan
- Fylde Local Plan (to 2030)

The revised Bathing Water Directive (2006/7/EC) came into force on 24th March 2006. The overall objective of the revised directive is the protection of public health whilst bathing. It also offers an opportunity to improve management practices for bathing waters and to standardise the information provided to bathers across Europe.

The directive introduces a new classification system with more stringent water quality standards and puts emphasis on providing information to the public. If the beaches at Lytham St Anne's fail to meet the requirements of this directive, warning notices will be required to be put up advising the public of the fact. This could have a negative effect on tourism and the wider economy, but it is vitally important that this directive is implemented.

The Water Framework Directive River Basin Management Plans should since 22nd December 2009 be available in all River Basin Districts across the EU. The Environment Agency has development River Basin Management plans for river estuaries in the North West.

The first report on water quality under the revised directive will be at the end of the 2015 bathing season. Other parts of the directive must be implemented earlier, and some are already in place. The Environment Agency is responsible for implementation of the bathing waters directives, monitoring and reporting on water quality and ensuring action is taken to meet the appropriate standards for the directives throughout the UK. It also regulates discharges to the aquatic environment. Bathing water operators and bathing water controllers are responsible for the management of beach facilities and the publication of information to the public.



Bathing water quality at St Anne's Pier and St Anne's north has never been better. We are seeing year on year improvements in water quality. United Utilities have had a large capital expenditure during 2010-2015 under Asset Management Programme 5 (AMP5). Under this programme a vast £160million project was completed in Preston City's sewer system in April 2014, which has significantly reduced pollution in the River Ribble and improved bathing waters at Fylde.

The Fylde Local Plan (to 2030) ensures new development will minimise surface water runoff to reduce the amount of water feeding into the main sewer, this will have the effect of reducing discharges from the combined sewer network to the Fylde Coast during times of heavy rainfall.

In addition any new utility infrastructure required as part of the strategic locations for development will be set out in the Infrastructure Delivery Plan document as part of the Local Plan.

Even assuming a continuation of these improvements, meeting the new standards will be a challenge; one which the Fylde Peninsular Water Management Group is looking to address in a 10 point Action Plan.

3.3.3 Key Actions

KEY ACTIONS

- Implement the new Bathing Water Directive.
- Support the implementation of the Fylde Peninsula Water Management Group 10 point Action Plan.
- Develop and implement the Beach Management Plan for the Fylde coastline.

3.4 Theme 4: Nature Conservation and Habitat Improvement

The Fylde coast is recognised by its gentle undulating landscape which contrasts dramatically with the high level fells of the Forest of Bowland and the Pennines to the east. The landscape provides a range of functions and services which are important to people and wildlife. However, the landscape is constantly evolving through natural and man-made interventions. It is important that such change is managed in a way that maintains and enhances the landscape's unique and special qualities.

3.4.1 The Issues

The 18k (12 mile) stretch of the Fylde coastline contains some of the most important landscape types and unique habitats in and around the Borough, incorporating beach, foreshore, sand dunes and the northern fringes of the Ribble Estuary which require protection and sensitive management.

Sand dunes are complex and dynamic systems which must be managed to ensure the health of the system. Dunes are vulnerable to increased disturbance and invasive plant species, as well as weather and sea conditions.

The main issues affecting the beach, foreshore, sand dunes and Ribble Estuary include;

- Recognising the designation of the Ribble Estuary as a Special Protection Area, Special Area of Conservation and a Ramsar Site.
- Loss of dune habitat.
- 24 hectares of dune habitat in an unfavourable but improving condition.
- Rising sea levels, erosion and flood risk.
- Salt marsh accretion.
- Dredging the channel has ceased.

3.4.2 Policy and Strategy

The main guiding policies and initiatives which have informed the Coastal Strategy are;

- Shoreline Management Plan 2 (2011)
- The Fylde Shoreline Strategy (2014)
- Fylde Sand Dunes Management Action Plan (2008)
- Local Plan (2030)

- The Fylde Borough Council Open Space, Sport and Recreation Study: Strategy and Action Plan [OSSRS]
- Fylde Council Authority Monitoring Report 2014
- National Planning Policy Framework
- The Conservation of Habitats and Species Regulations 2010
- Natural Environmental and Rural Communities (NERC) Act 2006
- Character Area 32: Lancashire and Amounderness Plain

The National Planning Policy Framework stresses the importance of moving from a net loss of biodiversity to achieving net gains for nature as part of achieving sustainable development. Planning Policy Guidance 2014 confirms that a core principle for planning is that it should contribute to conserving and enhancing the natural environment and reducing pollution. This is supported by a range of legislation including the Natural Environmental and Rural Communities (NERC) Act 2006 and The Conservation of Habitats and Species Regulations 2010 (as amended).

The NPPF states that pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to);

- I. Making it easier for jobs to be created in cities, towns and villages
- II. Moving from a net loss of biodiversity to achieving net gains for nature
- III. Replacing poor design with better design
- IV. Improving the conditions in which people live, work, travel and take leisure
- V. Widening the choice of high quality homes

The Fylde Local Plan (to 2030) recognises the importance of Heritage Assets and their positive contribution to the Borough, it seeks to safeguard key assets including their settings from inappropriate development and support opportunities to enhance them.



The Council will continue to work in partnership with heritage organisations such as English Heritage along with the community and voluntary sectors to ensure that the heritage assets of the borough are recognised, protected and enhanced.

Natural England

Natural England is an executive non-departmental public body responsible to the Secretary of State for Environment, Food and Rural Affairs. Its purpose is to protect and improve England's natural environment and encourage people to enjoy and get involved in their surroundings. Their aim is to create a better natural environment that covers all of our urban, country and coastal landscapes, along with all of the animals, plants and other organisms that live with us.

Natural England focuses its activities and resources on four strategic outcomes:

- A healthy natural environment
- Enjoyment of the natural environment
- Sustainable use of the natural environment
- A secure environmental future

As a non-departmental public body (NDPB), Natural England is independent of government. However, the Secretary of State for Environment, Food & Rural Affairs has the legal power to issue guidance to Natural England on various matters.

Its powers include defining Ancient Woodlands, awarding grants, designating Areas of Outstanding Natural Beauty and Sites of Special Scientific Interest, managing certain National Nature Reserves, overseeing access to open country and other recreation rights, and enforcing the associated regulations. It is also responsible for the administration of numerous grant schemes and frameworks that finance the development and conservation of the natural environment. For example, it oversees Environmental Stewardship, Countryside Stewardship, Environmentally Sensitive Areas, and Access to Nature. As part of Natural England's



responsibilities as set out in the Natural Environment White Paper¹, Biodiversity 2020² and the European Landscape Convention³, it is revising profiles for Natural England's 159 National Character Areas (NCAs).

Local Context

Key characteristics relating to the Fylde

- Coastal habitats and large areas of open water are of international importance for their migratory and wintering wildfowl and wading bird populations.
- The Fylde coast, which extends from Fleetwood in the north to the mouth of the Ribble Estuary, includes significant urban areas along the coastal strip (such as Blackpool and Fleetwood).
- Tourism is an important contributor to the local economy, with many opportunities for informal recreation – particularly along the Fylde coast.
- Several long-distance paths cross the NCA, including the Lancashire Coastal Way, the Ribble Way and the Wyre Way, as well as canal towpaths.

The Coastal Strategy and future proposals will take account of 159 National Character Areas (NCAs) and guidelines associated with geo-diversity areas. Of these, the Lytham Coastal Changes SSSI relates to geo-diversity and there is one local geo-diversity site in Fylde, comprising the stretch of sand dunes from Starr Gate to the coastguard station (north of St Anne's, opposite the airport), which includes the Starr Hills Local Nature Reserve as referenced in the Local Plan (Draft)

Beaches

The wide sandy beaches of the Lytham St Anne's coast absorb much of the wave energy before it reaches the dunes or sea walls. The beaches are part of a dynamic coastal system that extends out to the sub-tidal zone, and inland to the dunes and salt marshes.



The beaches are a marine habitat rich in the invertebrate food which supports bird populations in internationally important numbers. They are important in the context of shoreline management planning. These beaches provide a major asset to local tourism and enjoy a busy summer season, helping to support local businesses and seasonal employment. These beaches are also a place of solitude away from areas of population. People enjoy walking on the beaches all year round.

The beach and foreshore need to satisfy many requirements ranging from numerous leisure activities to local industries such as fishing and shellfish harvesting. In general terms, estuaries and coasts with their unique features provide great diversity of opportunities for recreation and tourism. Commercial organisations, recreational groups and individuals all use the coast for enjoyment through a wide variety of activities. Activities can range from traditional recreational pastimes such as enjoying the views, sightseeing and beach games, to more active ones such as kite surfing and wind buggying. A Beach

Management Plan is currently being developed to manage the activities. The needs of the various beach users require balancing with the sensitive management of the natural environment.

Historically sand has been extracted from Salters Bank on St Anne's beach. This operation is currently subject to a planning review which requires a comprehensive impact assessment.

Foreshore

Areas of the foreshore are designated by Natural England as Sites of Special Scientific Interest (SSSI). This brings considerable responsibility to manage the beach and foreshore in an ecologically sound and sustainable manner.

The Sand Dunes

The sand dunes, provide an important habitat for a variety of specialist plants and animals. They also form part of the flood defence system and provide a tourism and recreational resource.

An important part of the network of sand dunes on the Fylde coast is the Starr Hills Local Nature Reserve (LNR) at St Anne's. This is the only LNR in the Borough and forms part of the Lytham St Anne's Dunes Site of Special Scientific Interest (SSSI). The site is situated off Clifton Drive and contains a nature reserve building which is used by volunteers and the sand dunes officer.

The North West England and North Wales Shoreline Management Plan 2 (2011) provides a large-scale assessment of the risks associated with erosion and flooding at the coast. It also presents policies to help manage these risks. The Plan gives a short term (0-20 years) policy of managed realignment of the dune system with a policy of 'hold the line' in the medium (20-50 years) and long term (50-100 years). Managed realignment of the dune system in the short term was chosen to allow for the management of the dunes as a natural defence system and important habitat. Through management, the dune system is expected to accrete and improve the dune habitat.



The Fylde Shoreline Strategy (2014) gives a primary approach to management of the upper foreshore and dune management to maintain the defence and amenity value of the area.

Alongside the Fylde Shoreline Strategy, a detailed Fylde Sand Dunes Management Action Plan (2008) has been adopted and continues to be delivered.

The main aims of the Fylde Sand Dunes Management Action Plan are to:

- Enhance the nature conservation interest of the coastal habitats and surrounding habitats of the Ribble Estuary
- Improve the efficiency of the dunes and salt marsh as soft sea-defences
- Enhance public appreciation and enjoyment of the dunes

The dunes are home to a wide variety of specialist plants and animals which are perfectly adapted to life in sand. Marram grass is known for its long roots and dune stabilisation properties, and there are rare plants such as the Isle of Man Cabbage and Dune Helleborine as well as a variety of scarce orchids. In the summer, butterflies, moths and bees collect nectar from the wild flowers that flourish on the dunes. These priority species are species of principal importance for the conservation of biodiversity in England. Fylde Council has a duty to conserve diversity as part of its functions.



The sand dunes are nature's defence from the sea, providing protection from high tides and storm surges which are predicted to increase with climate change. They also provide an important recreational/education resource for the local community for activities such as picnics, dog walking and horse riding. It is important that development does not breach the existing building line along the existing built up frontage within the built up areas of the coast so as not to adversely affect these natural sea defences.

Ribble Estuary

The Ribble Coast and Wetlands is one of the most important habitats in Europe for wildlife, as it supports internationally significant populations of birds. It is one of the most important wetland site in Britain for migratory and breeding birds and is protected by local, national and international designations. Much of the estuary is a National Nature Reserve and is a designated site under the Ramsar convention, an inter-governmental treaty that provides for the conservation and 'wise use' of wetlands and their resources through sustainable activities and development. A partnership of government agencies, local authorities, environmental

agencies. Wildlife groups and volunteers have embarked upon the creation of 'The Ribble Coast and Wetlands Regional Park'. Through a steering group, an integrated approach to providing a 'blend of environmental social and economic benefits that is significant and sustainable' is being promoted. The vision is that "by 2020 the Ribble Coast and Wetlands will achieve an internationally recognised designation based on its environmental significance".

Ribble Coast and Wetlands Regional Park

It is intended that this regional park will be a new visitor destination for the North West of England. It will offer the prospect of low season 'green' tourism and greater all-year-round tourism as facilities are improved. It is considered that enhanced infrastructure and an interconnecting network of footpaths, cycle routes and bridle paths will create better and barrier-free access for all. New visitor attractions inspired by nature will lead to a more substantial tourism offer, create employment education and recreation opportunities, and engender a greater sense of place. The RSPB Ribble Discovery Centre at Fairhaven Lake and Gardens has the potential to become the visitor focus of the Lytham Gateway to the Ribble Coast and Wetlands Regional Park.

The Ribble Estuary is designated as both a Ramsar Site and Special Protection Areas (SPA). The Ribble Marshes are also designated as a National Nature Reserve covering 4,520 ha. of intertidal and salt marsh habitats at the mouth of the river Ribble. The Ribble Estuary is of considerable value to bird life. It is an important part of the network of wetland sites in Western Europe and one of the most important wildfowl sites in the UK.

Local Nature Reserves (LNRs) are places with wildlife or geological features of special interest and provide the opportunity for access to nature or to learn more about the natural environment. Local Nature Reserves are designated by local authorities with the support of Natural England and many are often Sites of Special Scientific Interest.

The Starr Hills Local Nature Reserve is the only LNR in the Borough of Fylde. Therefore, when measured against Natural England's recommend standard of 1 hectare of LNR per 1,000 population, the Borough has a shortage of approximately 56 ha of LNR. The Starr Hills LNR forms part of the Lytham St Anne's Dunes SSSI (see section 7.10).

There are five Sites of Special Scientific Interest in the Borough and these are listed below:

- Ribble Estuary - 9,120 ha.
- Newton Marsh - 66 ha.
- Lytham St Anne's Dunes - 25 ha.
- Wyre Estuary - 1,493 ha.
- Lytham Coastal Changes - 24 ha.

In addition to the statutorily protected sites outlined above, the Borough also contains 33 County Designated Biological Heritage Sites, (see Appendix D) and a Geological Heritage site. These sites of nature conservation interest make a significant contribution to the biodiversity of Lancashire, and such sites should be conserved and protected.

The Lancashire Local Nature Partnership has worked with partner organisations to identify a functional ecological network for Lancashire (including Blackpool and Blackburn with Darwen). The network is based on the tiers of designated wildlife sites and the habitats that lie within and around them. It seeks to identify how these could be utilised by species on a functional basis, to move between sites. It also provides a foundation for how Lancashire fits into other networks regionally, nationally and internationally and sets the context for any other local networks, which may be identified. The work will provide the necessary information and outputs to enable the Council to meet the requirements of the NPPF in this respect. If appropriate, the findings of this work will be incorporated into a future Supplementary Planning Document to help inform planning decisions. The Local Plan will support this work through the development of a local ecological network in accordance with the NPPF. The Council will take forward the Lancashire Ecological Framework and use it as a basis to form the local ecological framework for the Borough, in line with paragraph 117 of the NPPF, which will provide part of the background evidence for the Local Plan.

Due to the high level environmental designations and sensitive habitats of the areas covered by this Strategy, all actions need to be arrived at in close cooperation with the relevant conservation authorities which will include Natural England, the Environment Agency, Lancashire County Council and the Marine Management Organisation.

The Fylde Local Plan (to 2030) supports the retention and enhancement of landscape and biodiversity areas by protecting them against inappropriate development which negatively affects their biodiversity or landscape character.

3.4.3 Key Actions

KEY ACTIONS

- Integrate the nature reserve, SSSI and biological heritage sites to create a regionally significant nature reserve.
- Develop and Implement the Sand Dunes Management Action Plan.
- Review the impact of sand extraction/winning.
- Develop and implement Beach Management Plan.
- Establish strategic urban nature trails.

3.5 Theme 5: The Visitor Economy

The role tourism plays in the County of Lancashire is significant; attracting 60 million visitors to the County who in 2013 contributed £3.25 billion pounds to the local economy and helping support 55,227 jobs. The Fylde peninsula comprising Blackpool, Fylde and Wyre is one of the most visited coastlines in the Country.

3.5.1 The Issues

- Protecting and promoting the quality product (a Lancashire Coastal Gem)
- Maintaining a vibrant independent retail sector for the visitor economy
- Developing a future green tourism offer.
- Providing a range of holiday accommodation
- Weak brand identity
- Poor transport links with no strategic overview
- Limited evening economy and offer to tourists
- Many of the visitors staying in the Borough choose to visit the larger attractions located in Blackpool

3.5.2 Policy and Strategy

The main guiding policies and initiatives which have informed the Coastal Strategy are;

- I. Marketing Lancashire Visitor Economy Strategy
- II. Lytham and St Anne's 2020 Vision and Action Plan
- III. St Anne's Seafront Master plan
- IV. Classic Resort Concept
- V. Fylde Coast Sub-regional Visitor Accommodation Study (2009)
- VI. Fylde Local Plan (to 2030)

3.5.3 Local Context

Leisure, culture and tourism make up an important industry in Fylde, accounting for 1 in 10 jobs. The Borough attracts over 3 million visitors each year, generating nearly £220 million spending in the local economy through a total of 4.25 million tourist days. More than three-quarters of these visitors are day-trippers to the traditional seaside resorts of St Anne's and Lytham, the attractive market town of Kirkham and the picturesque villages. However, the 670,000 staying visitors generate more than 1.9 million visitor nights (an average of 2.9 nights per trip).

Fylde has a number of regionally important tourism attractions. The location of Lytham St. Anne's attracts staying visitors to the Borough of Fylde, who may choose to visit the larger attractions located in Blackpool. Particular emphasis is being placed on broadening the range of attractions and improving the quality of the existing visitor accommodation.

Visitors to these attractions sustain tourism related employment, which will continue to evolve and create new business opportunities. The Local Plan is designed to enable appropriate development and flexibility for leisure, culture and tourism operators so that they can invest in or respond to changes in visitor and leisure preferences, whilst protecting the primary holiday areas and seafront locations in order to maintain the character and appearance of this predominantly tourist area.

Fylde offers a more traditional, low key tourist offer than its neighbouring resort of Blackpool but is similar to Wyre's tourism offer. Whilst its offer is different, there are obvious mutual benefits for the wider Fylde coast through the greater range of destination types and experiences on offer.

Lytham is a traditional coastal town which is steeped in heritage and was recently voted by the Royal Horticultural Society 'One of the greenest, cleanest and most beautiful places to live' and awarded a RHS Gold medal in 2013.

St Anne's is a traditional seaside town for young families and discerning visitors who want a more serene break than offered by its neighbour, Blackpool. Fylde has a relatively weak rural tourism economy compared to its traditional coastal market despite rural visitor accommodation such as Ribby Hall Village and a range of caravan and camping sites. There is great potential to build upon the rural tourism economy and develop greater links with other areas. Fylde's Coastal strategy will develop new opportunities for local people, visitors and businesses to benefit from the area.

The Lytham and St Anne's 2020 Vision and St Anne's Seafront Master Plan set out the Council's leisure, culture and tourism proposals for Lytham and St Anne's, including the Classic Resort concept.

The Fylde Coast Sub-regional Visitor Accommodation Study (2009), jointly commissioned by Fylde, Wyre and Blackpool Councils, explores the quantity, quality and location of visitor accommodation and provides an appraisal of future need. The Council will follow the general recommendations of this study with regard to tourism accommodation.



The study shows that serviced holiday accommodation (hotels) in Fylde is dominated by the resort of St Anne's, with a smaller number of businesses in Lytham. Holiday park pitch provision is predominantly located close to the boundary with Blackpool, although there are major holiday centres within the rest of the Borough, including Ribby Hall Village.

The study recommends that the primary holiday area be restricted to serviced accommodation only, in order to prevent hotels being redeveloped for holiday apartments as a first step towards residential development.

The Fylde Local Plan (to 2030) supports this objective and seeks to enhance the primary holiday area as a centre for accommodation and tourism.

Classic Resort

The 'Classic Resort' in relation to tourism is an accolade to demonstrate quality of place in terms of a shopping, hotel and food and beverage offer.

St. Anne's and Lytham were considered to be of such quality. The 'Classic Resort' concept is based around the idea that a hallmark award could be awarded to resorts able to demonstrate high standards, providing the visitor with an exemplary experience. By establishing a reputation for quality as a 'Classic Resort', would be assured of maximising the towns attractiveness to the discerning visitor.

3.5.4 Key Actions

KEY ACTIONS

- To maintain a vibrant, diverse daytime and evening visitor economy.
- To work in partnership with tourism agencies.
- To work in partnership with the private sector to maintain a quality offer.
- Through the planning process to support the primary holiday area as a centre for holiday accommodation and tourism whilst preventing inappropriate uses.
- To create visitor attractions through the diversification of the agricultural economy.
- To encourage a range of fine dining experiences across the coast.
- To support cultural and sporting events; that raise the profile of the area and support the visitor economy.
- To build upon the rural tourism offer and develop greater links with other areas in Fylde.

3.6 Theme 6: Culture, Leisure, Sport and Recreation

The role and function that culture, leisure, sport and recreation plays and can contribute to the future development of Fylde's Coastal Strategy is fundamental to its success. It consists of the provision of facilities together with programmed activities and events aimed at health and well-being, education and creating an active, healthy and vibrant community.

3.6.1 Issues

- Identifying future opportunities in the creative and cultural sectors – to grow the sector as an employer and increase its value-adding role for tourism, place, and well-being.
- Under-connected cultural and creative sector, with low levels of capacity and issues of limited growth, productivity and talent attraction.
- Maximise the future potential of the sports facilities.
- Maximise the future potential of local national and international events.
- Maximise the potential of the Cultural assets

3.6.2 Policy and Strategy

- Fylde Local Plan (to 2030)
- The Fylde Borough Council Open Space, Sport and Recreation Study: Strategy and Action Plan [OSSRS]
- Lytham Hall Proposals - Heritage Trust for the North West
- Fylde Green Infrastructure Strategy (GI) June 2011
- 2020 Vision Lytham and St Anne's

Culture

Before understanding the short, medium and long-term impact that culture may have on the development of Fylde's Coastal Strategy it is important to understand culture.

Culture is wide and far reaching and includes the arts, (performing and visual arts, craft fashion and design) audio visual media such as film, radio and television, children's play, heritage, museums, libraries and archives, natural environment, sports and tourism. Heritage assets, museums tourism and the natural environment are covered in other sections of this document.

Culture encompasses both the physical infrastructure (theatres, art galleries, museums, public realm) and the organisations and people that produce and consume the cultural activity. Culture and creativity are central elements to the identity of places. Through organised and staged cultural activity, in cultural and community spaces, people re-connect, re-imagine and re-invest with the place in which they live, work or are visiting. Culture and creativity are

means of building people's confidence in an area and contribute to multiple agendas such as in health, regeneration and education.

Arts Council England

Arts Council England (ACE) is the lead body in England for arts development and accesses national funding streams and support to the arts is delivered. This is often supplemented to a greater or lesser extent by other funding sources, such as local authorities or the private and philanthropic sector.

"Achieving Great Art and Culture for Everyone" is the ACE ten year strategic framework. It has been widely welcomed across the sector for its clarity and openness. Future direction and funding decisions will be determined according to this plan. Its key artistic goals are:

- Talent and artistic excellence are thriving and celebrated
- More people experience and are inspired by the arts
- The arts are sustainable, resilient and innovative
- The arts leadership and workforce are diverse and highly skilled
- Every child and young person has the opportunity to experience the richness of the arts

There are many different funding streams now administered by ACE which impact on both local authorities and independent arts organisations.

Sub-Regional Cultural Partnership

The authorities of Blackpool, Wyre, Fylde and Lancashire have been working together on the production and implementation of a cultural partnership as a means of jointly planning how culture and leisure assets and activities should be developed and provided for future generations.

The agreed partnership framework sets out the vision and priorities underpinning the commitment to ensuring the role that culture can play across the sub-region is maximised. Our cultural heritage is based on an ambition to provide fun, frolics and fresh air for the masses, whether in the sedate beauty of Lytham, the tranquil greenery of our rural hinterland, or the jaw-dropping energy of Blackpool. Key aspirations to be embedded in the Coastal Strategy are;

- Blackpool, Fylde and Wyre to be recognised as a leading location for creativity, participation and excellence in cultural activities.
- Our cultural life makes the Fylde coast a great place to work and visit; a place that retains and attracts talent; a place that people are proud to call home.
- A developing reputation for executing big ideas such as the Comedy Carpet, national sporting events and the redevelopment of the Tower and the Winter Gardens.



The public sector is facing huge challenges and it has to provide more for less. Budgets across public and private sectors are significantly constrained. Available funding is under pressure and where culture is not a core activity of the funder, the long term vision, outlook and investment which the sector requires needs more advocacy.

Leisure, Sport and Recreation

Sport England

Sport England is committed to helping people and communities across the country create sporting habits for life. This means investing in organisations and projects that will get more people playing sport and creating opportunities for people to excel at their chosen sport.

Sport England will invest over £1 billion of National Lottery and exchequer funding between 2012 and 2017 in organisations and projects that will:

- Help more people have a sporting habit for life
- Create more opportunities for young people to play sport
- Nurture and develop talent
- Provide the right facilities in the right places

Lancashire Sport

Lancashire Sport Partnership is one of 49 sub-regional sport partnerships operating across England. As a County Sport Partnership (CSP) they are funded by Sport England, by agencies to deliver specific projects on their behalf, by local government and by private sponsorship. County Sports Partnerships are an integral part of the Government's drive to develop a 'single sports delivery system' across England, and are the key bridge between local and regional networks.

3.6.3 Local Context

Fylde Council has a strategic role in the long term development of sports facilities across the Borough. This, combined with facility provision and club and community support, establishes Fylde with a leading sporting role. Fylde works in partnership with Sport England and Lancashire Sport through service objectives to develop and sustain the facilities and programs across the Borough. Fylde Council has commissioned a review of the Sport Recreation and Open Space Study and Playing Pitch Strategy which will involve an audit of existing facilities to assess quality, quantity and accessibility of these facilities.

The Fylde Coast YMCA is a major leisure provider with indoor sports facilities at St Albans Road, Mythop Road and swimming pools in Kirkham and St Anne's. Fylde has a fantastic legacy of sports clubs and organisations including four championship golf courses, Fylde Rugby Club, AFC Fylde, Lytham Cricket Club, Lightening Club at BAE Warton and numerous smaller sports clubs and organisations.

The Open Golf Championship returned to Royal Lytham & St Anne's in 2012 and attracted 181,400 visitors, generating over £27.62 million pounds for the Lancashire economy (The Open Impact Report 2012). Royal Lytham regularly hosts golfing tournaments of international importance.

Through the Fylde Local Plan (to 2030) the Council will protect and support existing culture leisure, sport and recreation facilities to help them adapt to new challenges.

Creative and Cultural Sector in Fylde

Within the context of Fylde's Coastal Strategy the creative and cultural sectors have major influence. Cultural assets like Lytham Hall, Lowther Pavilion, The Island Site, Libraries, Ashton Pavilion, St Anne's Pier and the Historic Parks and Gardens contribute significantly to the overall cultural offer.

The culture and leisure sectors are constantly evolving and the challenge is to protect important assets (such as the man made sea defences at The Island, Fairhaven Lake and Church Scar) whilst enabling them to adapt to new challenges. As cultural and leisure facilities benefit from being part of a 'critical mass', it makes sense to locate new facilities near to established ones. The Coastal Strategy will deliver improvements to Fylde's coastal leisure assets. Fylde has a diverse voluntary and community cultural sector. Amateur arts, music and theatrical clubs and societies, friends of parks and In Bloom groups, and dance schools all bring residents and communities together in shared activity.

There is also a nascent creative business sector. More than a third of Fylde Coast creative businesses are based in the district of Fylde. These are predominantly IT and software development businesses. There is a strong advertising sector and advanced engineering and manufacturing at the Lancashire Enterprise Zone at BAE systems Warton.

Fylde benefits from major cultural events such as Lytham Proms, the 1940s Festival, St George's Festival, Lytham Club Day, St. Anne's Carnival, St Anne's Triathlon, and St Anne's Kite Festival. The Borough has a rich legacy of festivals, carnivals and club days with annual events being staged in many of the towns and rural villages across Fylde.

3.6.4 Key Actions

KEY ACTIONS

- To work with the Cultural Partnership to develop a strategic framework to maximise arts opportunities across the Fylde Coast and identify opportunities for investment.
- To ensure that the LEP growth plan recognises culture, creative industries and the visitor economy as key economic drivers.
- To work in partnership with Sport England to develop a sport plan.
- To work in partnership with the major leisure providers and clubs and organisations to ensure sustainable facilities and varied and diverse sports activities.
- Through the planning process to support existing and develop additional culture leisure, sport and recreation facilities.
- To work jointly on attracting investment for partnership projects.
- To maximise the potential of the sports facilities in the Coastal Strategy.

3.7 Theme 7: Heritage Assets

The Fylde has a rich and varied built environment including listed buildings, extensive conservation areas of a high quality and historic parks and gardens. Heritage assets make a valuable contribution to economic and social well-being, as well as providing a focus for heritage led regeneration and tourism development.

At the present time the Council is in the process of developing a heritage strategy for the conservation and protection of the built heritage of the Borough. These heritage assets form an important part of the overall environmental character symbolising the rich history and development of the Borough. The strategy recognises that the built heritage is particularly important, adding to the high quality of life and attracting and retaining investment and visitor spend. The conservation of the built heritage of the Borough is, therefore, a major priority of the Council and is supported in this Strategy.

3.7.1 The Issues

- Heritage Assets in need of restoration.
- Economic sustainability of heritage assets (for example Grade 1 listed building Lytham Hall is on English Heritage's Buildings at Risk Register).
- To protect, maintain and enhance the historic character of the conservation areas within St Anne's which contributes to its quality as a Classic Resort.
- To protect non designated local assets by developing a local list of historic assets.

3.7.2 Policy and Strategy

The main guiding policies and initiatives which have informed the Coastal Strategy are;

- I. Heritage Strategy
- II. The Local Plan
- III. The National Planning Policy Framework
- IV. English Heritage policy and practice guidance notes

Conservation Areas

The Coastal Strategy contains a number of designated Conservation Areas.

There are two conservation areas in Lytham:

Lytham (Town Centre) is the largest and is centred on its commercial centre with its historic street pattern. It 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, are included.

Lytham Avenues is an impressive late nineteenth century suburban development laid out

under the Town Improvement Acts comprising 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.

There are three conservation areas in St Anne's:

- St Anne's (Town Centre); which comprises of the whole of the original planned Victorian resort town based around a grid iron street plan. This area contains a fine collection of commercial buildings.
- Ashton Gardens / Porritt Houses; includes the stone frontage villas located around the Victorian Ashton Gardens.
- St. Anne's Road East; is based around the principle of a 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 are a major characteristic of the area.

In addition there are further locations that could be considered for designation, for example the proposed conservation area of the Fairhaven Estate, and which will be identified as part of the Heritage Strategy. Within these areas the essential character requires preservation and enhancement.

The Council proposes to undertake character appraisals and plans for the future management of these special areas. The management plans will describe how these areas are to be managed, how development proposals will be considered, and how the public realm will be enhanced in the future. Conservation areas appraisals and management plans will be prepared in consultation with the local communities.

Listed Buildings

Listed buildings are recognised as being of national significance and are designated by English Heritage on behalf of the government. Listing marks and celebrates the buildings' special architectural and historic interest and special planning controls are in force to ensure their protection. They are graded to signify their relative importance, namely Grade I, II* and II. At the present time there are 193 listed buildings within the Borough and many of these are located within the coastal area. These include; Lytham Hall - Grade I, the Windmill at Lytham Green, and a range of commercial and residential properties.



It is essential that these historic assets are protected and enhanced where possible. Lytham Hall is to undergo a £5m refurbishment programme and this project is fully supported by the Borough Council and local community. The potential to further enhance the visitor offer at Lytham Hall offers significant economic opportunities to the town and the Borough as a whole.

Strengthening the links between the Hall and the town of Lytham offers particular opportunities and this is discussed in the section below relating to Historic Parks and Gardens.

The strategy needs to emphasise the linkage between St Anne's sea front (including St Anne's Pier, the primary holiday area and its visitor attractions) and the primary retail area including St Anne's Square and Wood Street through various environmental initiatives.

In addition to 'listed buildings' national planning policy acknowledges the importance of buildings and other heritage assets that are of local significance. It is suggested that these assets can be important to local communities and they can often contribute to the character and quality of place. This is certainly the case in Fylde and the Heritage Strategy proposes, as one of its key actions, the compilation of a local list of historic buildings.

Historic Parks and Gardens

The English Heritage '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 rarity, age, layout, features and associations with famous landscape architects involved with the design.

The Borough presently contains three historic parks and gardens designated as such on the National Register. These are Ashton Gardens, Promenade Gardens and Lytham Hall, all Grade II.

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 the 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 in St Anne's occupy a pivotal position on the seafront and are an impressive landscape laid out in the late nineteenth century. They contain 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 management plan was prepared and approved in principle by the Council. The gardens are 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 78 acre wooded park. The designated park also includes the adjoining Home Farm and Fairhaven Golf Course. The current restoration plan for the Grade I Hall is accompanied by a restoration programme for parts of the historic landscape

immediately surrounding it. The parkland attached to the Hall contains many landscape features including extensive tree plantations which are the subject of tree preservation orders. The grounds of the Hall are open to the public as a country park and a proposal to provide a more attractive link between the Hall and the Town Centre is presently under consideration.

In addition to the nationally registered parks, Lowther Gardens and Fairhaven Lake and Gardens are worthy of local listing. There are a number of other assets including Lytham Green, Lowther Gardens and Fairhaven Lake, and other important recreational areas such as Park View, Witch Wood and smaller recreational spaces. The foreshore and coastal pathways offer the potential for enhanced recreational opportunity. With the wealth of historically important open spaces there is potential to develop a 'Royal Parks' type initiative to management, in particular linking these together in the form of a green trail exploiting their heritage value. The concept of linking Lytham Hall and Lytham Green, as outlined in the strategy would form part of this broader initiative.

Ashton Gardens in St. Anne's has been the subject of a major restoration project funded primarily through the Heritage Lottery Fund. The opportunity to similarly refurbish the historic parks and gardens will be an important part of the strategy, and in the case of Fairhaven will interface with proposed coastal defence works.

Other assets

The Borough contains a number of historic buildings and archaeological sites that are important elements of the built heritage of Fylde, which characterise parts of the local coastal communities. These will be identified and protected and enhanced where appropriate.

The Fylde Local Plan (to 2030) recognises the importance of Heritage Assets and their positive contribution to the Borough, it seeks to safeguard key assets including their settings from inappropriate development and support opportunities to enhance them.

The Council will continue to work in partnership with heritage organisations such as English Heritage along with the community and voluntary sectors to ensure that the heritage assets of the Borough are recognised, protected and enhanced.

3.7.3 Key Actions

KEY ACTIONS

- Protect, enhance and manage Historic Assets.
- To prepare of a local list of historic Buildings and Structures.
- Develop a Classic Resort Charter that ensures the long term maintenance and management of the public realm and its potential for enhancement, in consultation with all relevant agencies and partners.
- Work closely with stakeholders and the community to develop and implement proposals for the enhancement of the Heritage Assets.
- Prepare and adopt Conservation Area Appraisals and Management Plans.

3.8 Theme 8: Place Making

The reputation of the Borough as a high quality resort is a major factor in attracting investment and increased visitor numbers. Many resorts are now marketing themselves as high quality visitor destinations which has led to increased competition for visitors and their associated spend. Attracting visitors and investment is highly competitive, and it is therefore essential that the Borough has a clear mandate with regard to protecting, and importantly enhancing, its physical character as a means of maintaining and increasing its market share of the visitor market and attracting economic development.

The Borough enjoys a reputation for its high quality environment which is a major factor in adding to the quality of life for its residents and continues to provide a major attraction, whilst creating the potential to increase visitor numbers.

3.8.1 The Issues

The coastal resort towns of the Borough are under increasing pressure to attract more visitors and the associated spend, from a range of destinations. Therefore it is necessary that its offering should be of the highest quality. The Borough as a whole has some excellent visitor attractions spread across rural areas, villages and towns, including first rate accommodation. It is important that its reputation as a visitor destination should be maintained and enhanced. The physical quality of the Borough, including its important heritage and natural environment should be protected and enhanced as this is a major factor in the attractiveness of the location as a place to visit.

To summarise, the aims are:

- Maintaining a quality built and natural environment.
- Creating a new high quality environment within all 6 character zones which make up the Coastal Strategy.
- Specifying good design of all new development within the Coastal Strategy.

3.8.2 Policy and Strategy

The main guiding policies and initiatives which have informed the Coastal Strategy are;

- I. Fylde Local Plan (to 2030)
- II. Fylde Green Infrastructure Strategy (GI) June 2011
- III. The Developing Infrastructure Delivery Plan for Fylde June 2013 (Draft)
- IV. Lytham St Anne's 2020 Vision
- V. St Anne's Seafront Master Plan



Urban Design

The physical quality of the Borough is an important determining factor in establishing its reputation as a place of environmental excellence. In this respect it is important that the inherent character of the Borough is protected and enhanced. The strategy considers the importance of heritage protection. Equally, the broader environment should be conserved and new development should make a contribution, adding to the quality of place and enhancing some sites and locations where appropriate. The Council will seek the highest architectural standards within the Borough and this coastal zone. It will also work with partners to enhance the quality of the public realm including key routes, nodes, major sites, areas for public gathering and town centres. A particular opportunity will present itself as proposals are developed for the sea defences to provide high quality associated public realm works.

Public Realm

Design of the public realm around any new developments should be a major consideration. Public art can be integrated throughout the public realm and can be iconic pieces such as the Shrimper at Lowther Gardens, but can also contribute to the overall design such as through street furniture and landscaping.

Ansdell undertakes the role of a district centre and its station (Ansdell and Fairhaven) forms an important gateway to the centre as well as to Fairhaven Lake. Ansdell has recently benefited from a public realm enhancement scheme and it is proposed to extend the scheme as resources permit to create an attractive link between Ansdell station and Fairhaven Lake.

St. Anne's on the Sea is the principal resort town of the Borough. During the 1990's the centre suffered severe economic and consequent physical decline. A comprehensive strategy to improve the environment of the resort centre has been on-going for some 15 years. This has included working with a variety of public agencies and the private sector to secure physical renewal. Building refurbishment programmes and upgrading the public spaces of the centre, including Ashton Gardens and the commercial streets, has been the focus of investment. The programme has some way to go, but funding is being secured to bring about a gradual completion of this ambitious programme of regeneration.

Lytham is an attractive coastal town with a pattern of streets, spaces and buildings. It has been the beneficiary of investment in improving the character and environment of the town centre. This has included tree planting, paving and enhanced street furniture. Plans are being prepared for a number of additional street and open space improvements.

In Freckleton, following construction of a by-pass, the opportunity was taken to undertake considerable public realm improvements to the district centre which has produced a pleasant ambience and a natural point for access to the coastal environment of the Ribble Estuary and Freckleton boathouse.

Warton as a village located close to the coast, with BAE Systems as a major employer. It is also now the location for part of the Lancashire Enterprise Zone. The opportunity to enhance the main road corridor and in particular the area around the cross-roads has been identified through the neighbourhood plan process as well as within the Council's Regeneration Framework. A detailed scheme is under preparation. The opportunities for enhancing links to the coastline and improving the Ribble Way should be considered.

Maintenance, Management and Enhancement of Public Space

In addition to ensuring that new development is of a high standard and the public realm is enhanced, where appropriate, it is essential to maintain to a very high standard the quality of place. This would include some of the following:

- Develop the Classic Resort approach, to resort destination quality by implementing a strategy for maintaining high quality environmental design and management.
- Achieve and maintain high standards of public realm maintenance including street cleansing, beach cleaning, maintenance of street furniture, repair and renovation of features of interest. Working with the private sector to ensure that buildings and important private spaces are maintained to a high standard.
- In order to achieve and maintain Green Flag status for the parks and gardens within the Borough, all sites are required to have a management and maintenance plan.
- Working closely with In Bloom groups and other voluntary organisations in drawing together and implementing projects to enhance the quality of place.
- Identifying the scope for the installation of public art in key locations.

3.8.3 Key Actions

KEY ACTIONS

- Develop integrated Public Realm proposals for the Coastal Defence Schemes.
- Develop the concept of the Classic Resort accreditation scheme with appropriate partners for implementation thereafter.
- Achieve and maintain of Green Flag status for the parks and gardens within the Borough and the coastal areas.
- Achieve and maintain high standards of public realm maintenance including street cleansing, beach cleaning, maintenance of street furniture, repair and renovation of features of interest as part of the Classic Resort Charter. Work with the private sector to ensure that buildings and important private spaces are maintained to a high standard.
- Prepare and adopt conservation area appraisals and management plans.
- Work closely with In Bloom groups and other voluntary organisations in drawing together and implementing projects to enhance the quality of place.
- Identify the scope for the installation of public art in key locations.
- Develop a Classic Resort Charter that ensures the long term maintenance and management of the public realm and its potential for enhancing, including all the relevant agencies and partners.
- Work closely with voluntary organisations to develop and implement proposals for the enhancement of the public realm.

3.9 Theme 9: Access and Transportation

The Fylde Coast is served by a transportation system consisting of public transport, road, rail and air. The Highways Agency is responsible for two main routes through the Borough; the M55 motorway and the A585 (T), together known as the strategic road network. Lancashire County Council is responsible for the local highway network and the production of the Local Transport Plan (LTP3) and its implementation plan. In addition a Fylde Coast Highways and Transport Master Plan detailing specific transport projects for the Borough.

The Blackpool North railway line to Preston, the network of quality bus services focused on the urban area, and Blackpool Airport mean that Fylde is relatively well connected.

Blackpool Airport plays an important role in providing air links from Lancashire. Whilst these services are currently geared to tourist traffic from the UK to holiday destinations, the airport also has a role in catering for inward traffic as the visitor economy develops in Blackpool and Fylde.

3.9.1 The Issues

- There are deficiencies in the transport network as the strategic road network is affected by traffic congestion at peak periods and there is poor public transport provision in some rural areas.
- Maximise Blackpool Airport's contribution. The Airport is expected to play an important role in supporting Lancashire's economy through both the direct and indirect jobs it supports, and by assisting the visitor economy and business connectivity.
- The Preston to Blackpool North rail line is scheduled to be electrified by 2016 and will include track and signal enhancements, leading to greater capacity and service reliability. The rationalisation of existing lines is currently being investigated by Network Rail as part of providing a 'Pendolino' service between Blackpool North and Preston.
- There is potential to provide a Park and Ride scheme at Kirkham station in the area north of the existing tracks. The proposal is supported by the Council. Network Rail is also investigating doubling the track and creating a layover at the end of the South Fylde line, near Kirkham. This would improve journey times between Preston and Kirkham. Trains on the South Fylde line use the main Blackpool North line as far as Kirkham station.



- To improve the car parking capacity along the coast from North Beach to the north of St Anne's to Lowther Gardens, Lytham Green and the Ribble Estuary National Nature Reserve.
- Develop high quality, safe, cycle ways, footpaths and bridleways across the coastline.

3.8.2 Policy and Strategy

The main guiding policies and initiatives which have informed the Coastal Strategy are;

- I. National Planning Policy Framework
- II. Fylde Local Plan (to 2030)
- III. The Developing Infrastructure Delivery Plan for Fylde June 2013 (Draft)
- IV. Sustrans
- V. Fylde Green Infrastructure Report May 2011
- VI. Coastal Access - Natural England's Approved Scheme 2010

'Sintropher' (Sustainable Integrated Tram-Based Transport Options for Peripheral European Regions)

The Fylde Coastal Strategy presents an opportunity to change perceptions of travel options by developing high quality, safe, cycle ways, footpaths and bridleways. The Coastal Strategy stretches from Starr Gate to the Borough boundary with Preston and provides a linear link to a large area of the Borough. This could be linked to the Guild Wheel initiative in Preston which is a 21 mile long cycle route around Preston connecting to five national cycle network routes to Lancaster, Blackburn, Wigan, Blackpool and Southport. This supports the aims of Sustrans to enable people to travel by foot, bike or public transport for more of the journeys we make every day.



Roads

There is currently no direct high standard link between the M55 motorway and St Annes. Access by way of the Squires Gate Link road is circuitous, as is the main alternative route via Queensway, School Road and Whitehill Road. The more direct route via Wild Lane/ North Houses Lane is a narrow moss road with limited passing places which makes it a poor environment for more vulnerable road users in particular. Moss roads also tend to require more maintenance than other roads as there is often ground movement beneath them.

A proposed Heyhouses link road will provide a direct route fit for all users between the M55 at junction 4 and the A583 Preston New Road to the B5261 Blackpool Road in St Annes, using

an initial section of link road that was completed a number of years ago. It will give better access to development sites, including Whitehills and Blackpool Airport, to new housing at Heyhouses and for tourism, including the future hostings of the R & A Open Golf Championships.

The scheme will also provide some congestion relief and allow Wild Lane to be used as a sustainable link by pedestrians, cyclist and equestrians.

The Preston Western Distributor Road is a proposed series of road improvements linking the Fylde with the M55 near Bartle, through the construction of a new junction (junction 2). The construction of the Preston Western Distributor road will improve road access to the Enterprise Zone at BAE Systems, Warton, the wider Fylde Coast and serve new housing on land in north-west Preston.

National Rail / Tram-based Transportation

'Sintropher' (Sustainable Integrated Tram-Based Transport Options for Peripheral European Regions) is a European five-year project focused on promoting new or improved tram services linked to national rail systems or regional airports, as a way into and out of disadvantaged EU regions. It is funded through the EU's Inter-regional Cooperation Programme INTERREG. The Fylde coast is one of five regions where the project is evaluating available options, such as connecting the existing tramway to the railway at Blackpool North, as well as the South Fylde line. A light rail link to Blackpool North Station is the preferred scheme. The project could cost £15-16m, and would be funded through major scheme funding. There would also need to be 25% funding from local contributions. At present there is no date for the scheme to become operational.

Public Rights of Way / Access

Natural England's approved scheme, Coastal Access, was approved by the Secretary of State on 23rd March 2010 under section 298(2) of the Marine and Coastal Access Act 2009. Part 9 of the Marine and Coastal Access Act 2009 ("the 2009 Act") aims to improve public access to, and enjoyment of, the English coastline by creating clear and consistent public rights along the English coast for most types of open-air recreation on foot. It allows existing coastal access to be secured and improved and new access to be created in coastal places where it did not already exist.

The scheme's twin objectives are for coastal access, one relating to a long-distance walking route (or routes) around the English coast ("the English coastal route"), the other to an accessible margin of land in association with the route where people will be able to spread out and explore, rest or picnic in appropriate places as well as walking along the coast ("the coastal margin").

The National Planning Policy Framework stresses that when assessing applications, authorities should consider development in a Coastal Change Management Area appropriate only where it is demonstrated that:



- It will be safe over its planned lifetime and will not have an unacceptable impact on coastal change;
- The character of the coast including designations is not compromised;
- The development provides wider sustainability benefits;
- The development does not hinder the creation and maintenance of a continuous signed and managed route around the coast

Therefore, future plans and proposals must make provision of the national policy objective for promoting coastal access.

Lancashire County Council is responsible for a network of 3,716 miles of public rights of way in Lancashire, including 240 miles of bridleways. There is scope to expand footpath provision in the Fylde. The Green Infrastructure (GI) Report identified the limited public rights of way network and cycleway provision.

The report proposes;

- To make cycle routes more attractive by providing green cover to shelter cyclists from prevailing winds and simultaneously establish new wildlife corridors.
- That any investment to improve north-south road linkages must incorporate GI thinking in route selection and implementation so as to minimise its impact on existing GI assets (e.g. habitat) and provide multifunctional spaces with planting and landscaping which can act as enhanced replacement habitat and provide sustainable drainage.
- To investigate increasing recreational trails and accessible green space so as to encourage people to live healthier, more active lifestyles and provide space for outdoor natural play for children and families.
- To create green routes and key tourist destinations alongside urban gateways to visually enhance their aesthetic appearance, add vitality and create a lasting impression, as has been successfully implemented in the Lytham St Anne's public realm works.
- Cycle Network: to ensure GI is sewn throughout expansions (e.g. NCN Route 62) and improvements to the existing cycling network so as to provide shelter and improve the amenity of routes/paths so as to improve the cycling offer in Fylde for both residents and holiday makers.
- To promote, improve and expand the footpath network along the coastline and between Fylde and Lytham St Anne's. The former is particularly important as the Borough's coastline is an important open space asset for both the local community and holiday makers.
- To create greener gateways and corridors - utilise public realm enhancements and planting to improve the environmental quality and character of the main road and rail gateways and corridors to Fylde Borough's main service centres so as to provide a distinctive character and positive image for the Borough. High quality transport corridors will create environmental benefits for local neighbourhoods, major employment sites, recreational destinations and the town centre. There is opportunity to establish an exemplar 'green gateway'. A prime candidate for this is the corridor

emanating outwards along the A5230 and A584 from their intersection to create distinctive gateway spaces into Lytham St Anne's.

- To establish a strategic urban nature trail linking key neighbourhoods and destinations as a resource for residents, schoolchildren and tourists. Introduce simple interpretation panels at key points explaining landscape features or local wildlife.

Car Parks / Vehicular Management

Some car parks provide parking for specific users including:

- Disabled persons.
- Motor homes - all car parks along the coastal strip provide parking during the day for motor homes so long as parking tickets are obtained for the number of bays the vehicle occupies.
- Beach access for horses: to enable horse riders to access the beach safely.
- Coaches (vehicles over 16 seats).

Fylde Council is working in partnership with relevant organisations such as neighbouring authorities, Lancashire County Council, the Highways Agency and Network Rail to achieve the key transport objectives and schemes for the Borough.

These objectives will be set out in the Fylde local plan (in the form of the Infrastructure Delivery Plan) and the Fylde Coast Highways and Transport Master plan.

3.8.3 Key Actions

KEY ACTIONS

- Ensure that the Fylde Local plan (to 2030) and Fylde Coast Highways and Transport Master plan are aligned and address the transport requirements of the Borough.
- Develop through the Coastal Strategy initiative a network of pedestrian and cycle links to and around the Coast, in accordance with Natural England's Coastal Path initiative.
- Better link, improve and green the existing on and off road cycling network.
- Integrate GI into master planning of new road infrastructure.
- Expand footpath networks to create links into managed routes into environmental sensitive areas.
- Undertake ongoing management of paths, particularly on coastal areas.
- Improve links and signage between coast/promenade and inland recreational facilities.
- Work with Lancashire County Council to ensure a comprehensive transport network in the Fylde Coastal Strategy.
- Create new and enhance existing public footpaths, bridleways and cycle ways throughout the coastal corridor.

3.10 Theme 10: Marketing, Promotion and Publicity

Marketing Lancashire

Marketing Lancashire, formerly Lancashire and Blackpool Tourist Board, was established in April 2012. Their activities in marketing and communications, commercial membership, 'Welcome to Excellence' training and place marketing are all designed to grow the visitor economy and develop the destination as a great place to visit, work and invest.

Sub Regional Context

Fylde Council has a tourism officer whose role and responsibilities includes the marketing and promotion of the tourism offer. Working sub-regionally with Blackpool and Wyre, the facilities and events are marketed on the Visit Fylde, Visit Blackpool and Visit Wyre web sites.

The Coastal Brand

At the present time there are various destinations and attractions which are rightly promoted on an individual basis but under the umbrella of the Borough as a corporate identity. The opportunity should be taken to establish the scope for building a brand for the coast as a whole as a single destination, yet containing its diverse localities and attractions. An obvious opportunity would be one of linking the attractions together by physical means. This initiative could be branded as Lytham St Anne's Coast, for example.

Web-based Resource

The Internet is a significant medium for the sharing of information. The Council's aspiration would be to host a dedicated web resource for the project as part of its general web site. The site would develop over time and include the strategy, action plan and details of the projects and specific actions as they progress.

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 Coastal Strategy, for example, the Fairhaven Lake project etc. The website would provide direct links to other web sites and other groups and organisations, be they national, regional or local. The overall objective of developing a web based resource would be to provide a central source on matters related to Fylde Coast.

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 shall create a central source for all coastal, environmental, ecological, heritage advice and information.

Publications and Exhibitions

Discussions with local groups and societies during the preparation of the Coastal Strategy highlighted just how popular events are which are based around the promotion and understanding of the environment, ecology, history and heritage of the Borough.

The Borough and various organisations have been the subject of publications relating to its environment, ecology, 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 'Fylde Coastal Resource' would be a highly desirable objective. The RSPB Visitor Centre and the sand dunes provide an valuable resource for environmental education and interpretation, producing guidance leaflets to cover relevant topics and information for the public benefit.



KEY ACTIONS

- To develop the Coastal Strategy, its role, function and assets to maximise promotion and publicity and attract visitors to the area.
- To work in partnership with stakeholders and the community to maximise publicity to promote the Coastal Strategy.
- To work with commercial business partners to promote and develop activities across the Coastal Strategy.
- To actively promote and host events of national, regional and sub-regional importance.
- To work in partnership with Marketing Lancashire, Visit Blackpool, and all other relevant attractions to develop a co-ordinated approach to marketing promotion and branding.

Media Coverage

There are opportunities for coastal issues in the media as a way of raising the profile of the Fylde Coast, related to events and items of specific interest. The launch of the strategy and its action plan will raise interest and the profile of the Coastal Defence Project. 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 Coastal Strategy and the Sea Defence Project.

Environmental Interpretation

Direct promotion and information can be an alternative and powerful way of promoting a fuller appreciation of elements of the Fylde Coastline. Within the Borough, a number of environmental initiatives have been devised

Along the coast, the introduction of interpretation boards is less well developed. The restoration of the 'tram shelter' at Fairhaven – a project carried out in partnership by Lytham St Anne's Civic Society and the Council, includes interpretation boards. It is appropriate to consider the introduction of environmental, ecological and historical 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; Ribble Estuary, sand dunes, salt marshes etc.

KEY ACTIONS

- Develop a signage strategy along the Fylde Coast.
- Support the development of ecological, environmental and associated trails along the Fylde Coast.
- Develop the idea of interpretation boards for the development of key sites with heritage significance and within regeneration schemes.

Quality Awards/Accreditation

Classic Resort

A review of the coastal resorts of the North West of England, first undertaken in 2003 identified a small number of them that were potentially 'regional gems' that with some enhancement had the potential to become major assets of the visitor offer of the region. These resort towns were considered to be worthy of the accolade of the 'Classic Resort'

A 'Classic Resort' would be awarded the accolade if it could be demonstrated to meet particular standards. The 'brands' by which a classic resort would be measured include the key ingredients of a resort offering high quality, which were recognised as:-

- An exemplary respect for heritage
- A pristine natural and built environment
- A quality shopping offer
- Quality hotels
- Quality food and beverage
- An extensive cultural offer

The Lytham St. Anne's 2020 Vision document outlines a methodology as to how the concept could be taken forward, as a unique way of devising a quality accreditation scheme for a resort.

This idea is considered to be worthy of developing along with the local business community to result in a 'Classic Charter' which sets out how this quality offer would be developed and implemented. It is considered that there could be marketing potential attracted by this idea and ultimately significant economic benefits.

The Classic Resort would reflect a high physical quality but the level of service and customer 'care' would equally be important.

KEY ACTIONS

- To trial the Classic Resort prototype in St Anne's.

Seaside Award

Keep Britain Tidy's Seaside Award celebrates the quality and diversity of England's coastline. Formerly called the Quality Coast Award, the scheme is the nationwide standard for the best beaches across the UK. While Seaside Award beaches can be vastly different, it is a symbol of quality which ensures visitors are guaranteed to find a clean, safe, attractive and well-managed coastal stretch.

KEY ACTIONS

- Apply for a seaside award for St Anne's amenity beach.

Green Flag Award

The Green Flag Award is the benchmark national standard for parks and green spaces in the United Kingdom. The scheme was set up in 1996 to recognise and reward green spaces in England and Wales that met the high standards. It is also seen as a way of encouraging others to achieve the same high environmental standards, creating a benchmark of excellence in recreational green areas. Any free to enter public park or green space is eligible to apply for an Award

Sites for a Green Flag Award are judged against eight key criteria:

- A welcoming place
- Healthy, safe and secure
- Clean and well maintained
- Sustainable
- Conservation and heritage



- Community involvement
- Marketing
- Management

Ashton Gardens, Promenade Gardens, Fairhaven Lake and Gardens, Lytham Memorial Gardens, and Lowther Gardens all have a Green Flag Award.

KEY ACTIONS

- Continue to support Green Flag awards

In Bloom

In Bloom is a competition administered by the Royal Horticultural Society, entered by communities of towns, villages and cities. Different categories exist for various sizes of settlements. Groups are assessed for their achievements in three core pillars: horticultural excellence, environmental friendliness and community involvement. Over 1,000 communities around the UK enter each year, participating in their local region's "In Bloom" campaign. From these regional competitions, roughly 70 communities are selected to enter the national finals of RHS Britain in Bloom. The aims of the North West in Bloom are to encourage North West communities to improve and care for their local environment through imaginative planting of trees, shrubs, flowers and landscaping.

North West in Bloom has the following awards Gold = Outstanding, Silver Gilt = Very Good, Silver = Good, Bronze = Average and No Award = Fair

Fylde has had unprecedented success with the In Bloom initiative at all levels of the competition with Lytham being described by Britain in Bloom judges as the cleanest, greenest most beautiful location in Britain and being awarded the accolade of Champion of Champions as the best place to visit in the entire nation.

KEY ACTIONS

- Continue to support the Royal Horticultural Societies In Bloom initiative.





Part III

IMPLEMENTATION OF THE STRATEGY

- 4.0 Introduction
- 4.1 Zone 1 Starr Hills Sand Dunes and Beaches
- 4.2 Zone 2 St Anne's on the Sea
- 4.3 Zone 3 Fairhaven Sand Dunes
- 4.4 Zone 4 Fairhaven Lake, Gardens and Granny's Bay
- 4.5 Zone 5 Lytham Heritage Coast
- 4.6 Zone 6 Warton, Freckleton, Clifton and Lancaster Canal

7.0 Introduction

As outlined at the outset of the Coastal Strategy, the overriding purpose of the document is to draw together the whole range of existing policies, projects, activities and proposals that relate to the coastal area of the Borough. At the present time, there are a number of initiatives being undertaken or discussed, although these are not necessarily drawn together in a comprehensive way.

The background of issues set out in Sections 3.1 to 3.10 has resulted in an identification of the ten themes that are relevant to the delivery of actions that will help to address the main issues and identify the potential opportunities for the future. The themes have been divided into constituent elements with a review of the issue followed by a series of key actions. The Action Plan applies these themes and the Key Actions to the Character Zones identified in Part III.

The Council recognises that within the scope of developing specific projects, there are a wide range of groups, organisations and businesses that have specific roles, responsibilities and interests in the 'development' of the coast, including the enhancement of its natural beauty. The eventual adoption of the Coastal Strategy will create a single document that will provide a platform for joint working and coordinated action. It will focus attention on maximising opportunities and draw together partners, including the voluntary sector, who play a major role in enhancing the character of the Borough. It will allow for the directing of activity to deliver specific projects with the community taking a major role on how the coast develops. The protection and enhancement of the coast can present major economic opportunities.



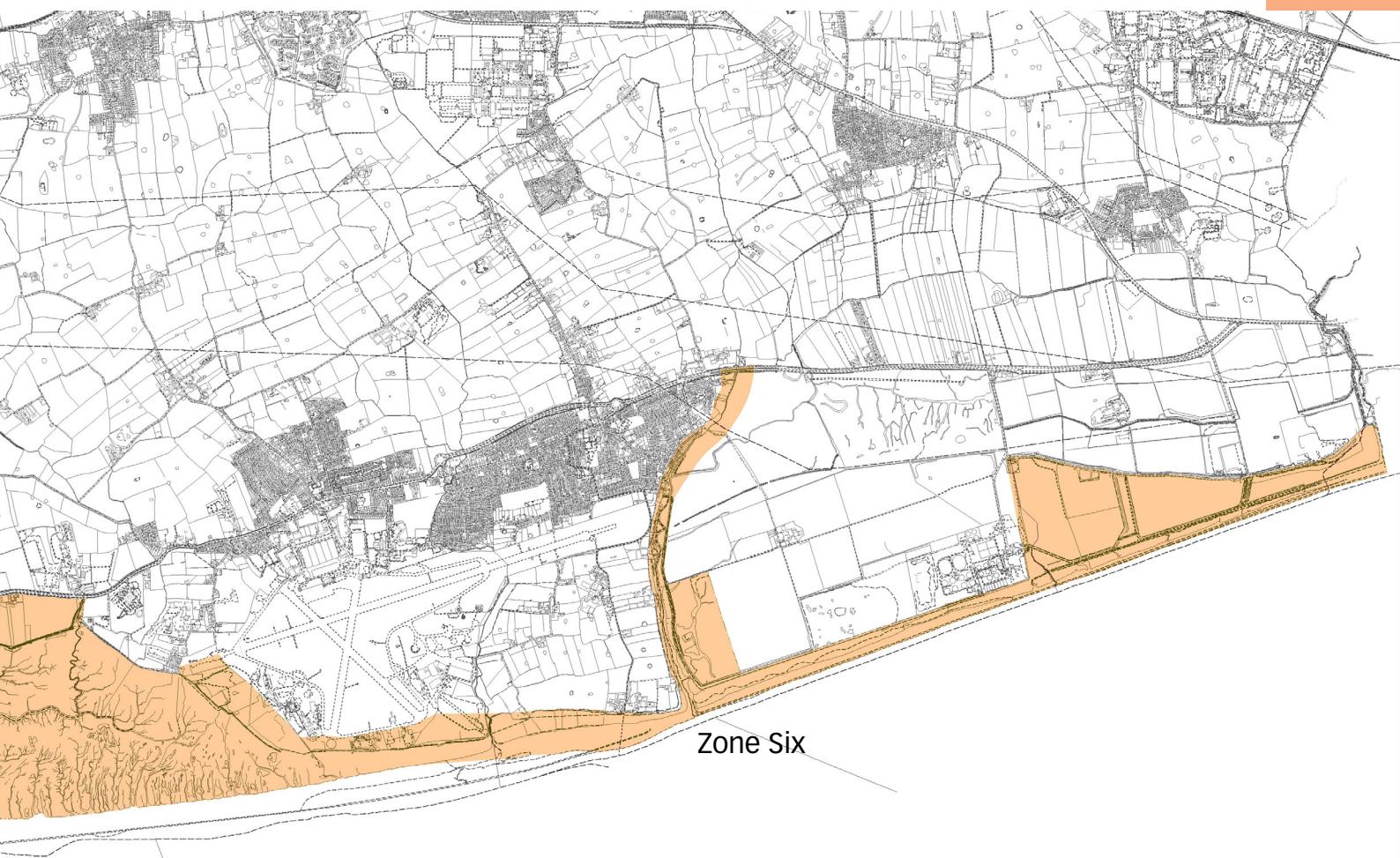
7.1 Key Actions

The Strategy is to be approved for public consultation and discussion. Following this exercise it will be modified as appropriate and the key actions as they emerge will then be translated into the associated Action Plan which will be the means by which the Strategy will be implemented. The Strategy will be considered by the Council's Policy Development Scrutiny Committee and following its approval will be presented to the Council's Cabinet for final adoption.

Project Themes

As previously discussed in the previous section, the Strategy Themes are;

- Green Infrastructure and Landscape
- Water Quality
- Coastal Protection
- Nature Conservation and Habitat Improvement
- The Visitor Economy
- Culture, Leisure, Sport and Recreation
- Heritage Assets
- Place Making
- Access and Transportation
- Marketing, Promotion and Publicity



Character Zones

- Zone 1 Starr Hills Sand Dunes and Beaches
- Zone 2 St Annes on the Sea
- Zone 3 Fairhaven Sand Dunes
- Zone 4 Fairhaven Lake, Gardens and Granny's Bay
- Zone 5 Lytham Heritage Coast
- Zone 6 Warton, Freckleton, Clifton and Lancaster Canal

Action Plan Delivery

The Strategy should be seen as a strategic longer term initiative that offers a comprehensive approach to the delivery of Coastal Master Plan. It shall be closely related to the Local Plan. The Key Actions of the Ten Themes and the Character Zones 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.
- 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.

Many of the Key Actions identified in the ten themes are consistent throughout the zones. Therefore; the over arching Key Actions common to all zones are identified collectively. The Key Actions specific to the zone are identified separately.



Overall Arching Themes inclusive of all Zones

THEMES	KEY ACTION FOR ALL ZONES
THEME ONE Green Infrastructure and Landscape (3.1)	<p>Protect and enhance green infrastructure assets.</p> <p>Protect and enhance the 80 hectares of remaining Dune Habitat on the Fylde Coast.</p> <p>Work with stakeholders such as Lancashire County Council to protect and enhance footpaths and cycle ways along the Coastal Strategy.</p> <p>Facilitate sustainable access to and along the Coast.</p> <p>Enhance and develop public art opportunities throughout the Green Infrastructure network.</p>
THEME TWO Coastal Protection (3.2)	<p>Prepare of a study, analysing all the options to replace the land sea defence.</p> <p>Prepare a bid for funding through the Environment Agency medium term plans to replace the land sea defences.</p> <p>Engage with key stakeholders, organisations and the community.</p>
THEME THREE Water Quality (3.3)	<p>Work with the Fylde Coast Peninsular Water Management Group to ensure bathing water quality is maintained.</p> <p>Implement the new Bathing Water Directive.</p> <p>Develop and implement the Beach Management Plan for the Fylde coastline.</p>
THEME FOUR Nature and Landscape Conservation and Enhancement (3.4)	<p>Prepare of a funding strategy to submit to the Environment Agency to secure funding to continue the sand dune project beyond 2017.</p> <p>Integrate the nature reserve, SSSI and biological heritage sites to create a regionally significant nature reserve.</p> <p>Ensure the Local Plan (Part 1) includes policies and text ensuring sensitive development of the Pontin's site adjacent to the nature reserve.</p> <p>Improve and manage controlled access routes for pedestrians through the dunes system including information boards.</p> <p>Implement a co-ordinated approach to managing the beach and form a foreshore development beach user group.</p> <p>Enhance semi-natural and natural dune habitat.</p> <p>Review the sand winning operation.</p> <p>Widen and re-profile dunes as a natural coastal defence.</p> <p>Establish strategic urban nature trails.</p>
THEME FIVE The Visitor Economy (3.5)	<p>Work in partnership with tourism agencies.</p> <p>Promote the area as a primary hub for tourism.</p> <p>Engage with local businesses and local groups such as Marketing Lancashire and Visit Blackpool.</p> <p>Work in partnership with the private sector to maintain a quality offer.</p>

THEMES	KEY ACTION FOR ALL ZONES
THEME FIVE The Visitor Economy (3.5)	<p>Assist in the diversification of the Rural Economy.</p> <p>Build upon the rural tourism offer and develop greater links with other areas in Fylde.</p> <p>Support cultural and sporting events.</p>
THEME SIX Culture, Leisure, Sport and Recreation (3.6)	<p>Develop a Beach Management Plan introducing sports and recreation activities back onto the beach under licence.</p> <p>Work with the Cultural Partnership to develop a strategic framework to maximise arts opportunities across the Fylde Coast and identify opportunities for investment.</p> <p>Work in partnership with Sport England to develop a sport plan.</p> <p>Work in partnership with the major leisure providers and clubs and organisations to ensure sustainable facilities and varied and diverse sports activities.</p> <p>Through the planning process support existing and develop additional culture leisure, sport and recreation facilities.</p> <p>Promote the use of the estuary and coastline for recreational, commercial and tourism uses.</p> <p>Work jointly on attracting investment for partnership projects.</p> <p>Maximise the potential of the sports facilities in the Coastal Strategy.</p>
THEME SEVEN Heritage Assets (3.7)	<p>Protect, enhance and manage Historic Assets.</p> <p>Prepare of a local list of historic Buildings and Structures.</p> <p>Work closely with stakeholders and the community to develop and implement proposals for the enhancement of the Heritage Assets.</p> <p>Prepare and adopt Conservation Area Appraisals and Management Plans.</p>
THEME EIGHT Place Making (3.8)	<p>Develop a Classic Resort Charter that ensures the long term maintenance and management of the public realm and its potential for enhancing, including all the relevant agencies and partners.</p> <p>Implement a Resort Master Plan.</p> <p>Maintain high standards of public realm maintenance.</p> <p>Work closely with In Bloom groups and other voluntary organisations in drawing together and implementing projects to enhance the quality of place.</p> <p>Identify the scope for the installation of public art in key locations.</p> <p>Work closely with voluntary organisations to develop and implement proposals for the enhancement of the public realm.</p> <p>Prepare and adopt Conservation Area appraisals and management plans.</p> <p>Complete of the Town Centre Public Realm Regeneration Programme.</p>

THEMES	KEY ACTION FOR ALL ZONES
THEME EIGHT Place Making (3.8)	<p>Achieve and maintain of Green Flag status for the parks and gardens within the Borough and the coastal areas.</p> <p>Develop the concept of the Classic Resort accreditation scheme with appropriate partners for implementation thereafter.</p> <p>Develop integrated Public Realm proposals for the Coastal Defence Schemes.</p> <p>Improve pedestrian link between town centre and the prime tourism area.</p>
THEME NINE Access and Transportation (3.9)	<p>Highlight and waymark the route of the Lancashire Coastal Way.</p> <p>Create a cycling and Walking network (including surfacing and signage) work to maintain and manage the footpath links Fylde's Coastal Strategy.</p> <p>Prepare and implement a coastal footpath improvement plan which links into Preston.</p> <p>Work with Lancashire County Council to ensure a comprehensive transport network in the Fylde Coastal Strategy.</p> <p>Create of new and enhance of existing public footpaths, bridleways and cycle ways throughout the coastal.</p>
THEME TEN Marketing, Promotion and Publicity (3.10)	<p>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 central source for all coastal, environmental, ecological, heritage advice and information.</p> <p>Identify opportunities for attracting media interest in the promotion of the Coastal Strategy and sea defence project.</p> <p>Support the development of ecological, environmental and associated trails along the Fylde Coast.</p> <p>Develop interpretation boards for the development of key sites with heritage and environmental significance and within regeneration schemes.</p> <p>Develop a signage strategy across the Coastal Strategy.</p> <p>Develop a classic resort prototype to be trialled in St Anne's.</p> <p>Apply for a seaside award for St Anne's amenity beach.</p> <p>Continue to support the Green Flag Award.</p> <p>Continue to support the Royal Horticultural Society's 'In Bloom' initiative.</p>

7.1 Zone 1: Starr Hills Dunes and Beaches

The zone starts at Starr Gate and runs to North Promenade car park, which also includes St Annes Old Links Golf Course. This zone is predominantly naturalistic and contains a wide sandy beach and part of the Starr Hills Dunes System. Clifton Drive separates Starr Hills Local Nature Reserve from the rest of the dune system. Starr Hills Nature Reserve is the only Local Nature Reserve in the Borough.

The zone also contains;

- A European Nature Conservation site
- A Biological Heritage Site
- Site of Special Scientific Interest

Zone One is part of the Ribble Estuary which is designated as a Special Protection Area and a Ramsar site. The northern beach is a major asset to tourism and needs to satisfy many requirements ranging from numerous leisure activities to fishing.

The objectives are to;

- Integrate Starr Hills Local Nature Reserve, Starr Hills SSSI and Biological Heritage Site to create a regionally significant Local Nature Reserve developed and maintained in accordance with Fylde Councils Sand Dune Management Action Plan.
- Deliver the aims of the Sand Dunes Management Action Plan to build the dunes as a soft sea defence to prevent flooding and coastal erosion, Improve the dune habitat and to increase public appreciation of the dunes.
- Define and waymark permitted access routes through the dune system to the coast and promote an environmentally sensitive approach to managing the use of the adjacent beaches for low impact beach water sports compatible with the unspoilt natural character of this section of coastline.
- Develop attractions and leisure activities on the beach including events, ensuring public safety, and protection of the amenity whilst preventing environmental damage.



KEY ACTION	BY WHOM	TIMESCALES		
		ON-GO-ING	1 YR	3YR +
Theme One - Green Infrastructure and Landscape				
Enhance and develop public art opportunities.	FC	X		
Protect and enhance the 80 hectares of remaining Dune Habitat on the Fylde Coast.	FC/DSG	X		
Create of new and enhancement of existing public footpaths, bridleways and cycle ways.	FC/LCC/Sus-trains	X		
Work with Stakeholders to protect and enhance footpaths and cycle ways.	FC/DSG	X		
Theme Three - Water Quality				
Work with the Fylde Coast Peninsular Water Management Group to ensure bathing water quality is maintained.				
Theme Four - Nature Conservation, Habitat Improvement and Landscape Enhancement				
Prepare of a funding strategy for the Environment Agency to secure funding for sand dunes project beyond 2017.	FC		X	
Deliver the Sand Dunes Action Plan.	FC			X
Integrate the Nature Reserve, SSI and Biological Heritage Sites to create a regionally significant nature reserve.	FC		X	
Ensure the Local Plan (Part1) includes policies which protect sensitive sites adjacent to potential development.	FC		X	
Improve, manage and create controlled access routes for pedestrians through the dune system.	FC		X	
Coordinate an approach to managing the beach and foreshore develop of beach user group.	FC/Private Sector		X	
Enhance semi natural and natural dune habitats.	FC	X		
Review the sand winning operation.	FC			X
Theme Six - Culture, Leisure, Sport and Recreation				
Develop a Beach Management Plan introducing sports and recreation activities back onto the beach under licence.	FC			X
Encourage suitable beach events.	FC/Sport England/Lancs Sport/Private-Sector			X
Continue to develop the beach hut offer.	FC/Private Sector	X		
Theme Nine - Access and Transportation				
Provide signage and waymarking along the Lancashire Coastal Way.	FC	X		
Theme Ten - Marketing Promotion and Publicity				
Promote and publicise the delivery of the Sand Dunes Action Plan.	FC/DSG	X		

7.2 Zone 2: St Anne's on the Sea

This zone is predominantly St Annes on the Sea Town Centre, the prime tourism area and the historic Promenade Gardens and visitor attractions. The zone starts at North Promenade car park and runs to Fairhaven Road car park incorporating the town centre and links to the South Fylde rail network. It includes the principal commercial area of St Annes, a large retail area, supporting office and other uses such as food and beverage outlets.

Zone two also includes Ashton Gardens and the historic Porritt houses development with the majority of the town centre being a designated Conservation Area.

The town centre of St Annes on the Sea has been the subject of a significant regeneration programme over the last 15 years and this will continue until completion. The zone includes the principal holiday accommodation allocation based around the Promenade and Clifton Drive.

The objectives are;

- Replace the hard sea defences at the Island site.
- Restore Promenade Gardens and improve links to Ashton Gardens and the other green spaces.
- Restore and rejuvenate St Anne's Pier.
- Promote traditional activities and attractions on St Anne's beaches and beachfront.
- Upgrade St Anne's pool and redevelop the Island site to provide 'Visitor Village' attractions.
- Promote the Golf Coast and redevelop the existing miniature golf to provide a more authentic introduction to a links course.
- Promote Salters Wharf and the Island as family friendly visitor attractions with outdoor and indoor facilities and activities for children from tots to teens.
- Complete the public realm regeneration programme for the town centre of St Anne's on Sea through the preparation and implementation of a resort Master Plan.
- Develop the Classic Resort concept for the resort area and implement the programme through the formation of partnership.
- Re-evaluate the development brief for the Island site and consider proposals for the further development of the site with appropriate form of development.
- Develop the culture, leisure, sport and recreational facilities.
- Continue to deliver the management and maintenance plan for Ashton Gardens and Promenade Gardens.

KEY ACTION	BY WHOM	TIMESCALES		
		ONGOING	1 YR	3YR +
Theme One - Green Infrastructure and Landscape				
Protect and enhance Green Infrastructure assets	FC/LCC	X		
Protect and enhance the 80 hectares of remaining Dune Habitat on the Fylde Coast.	FC/DSG	X		
Work with stakeholders such as Lancashire County Council to protect and enhance footpaths and cycle ways.	FC/LCC	X		
Facilitate sustainable access to and along the coast.	FC	X		
Enhance and develop public art opportunities throughout the green infrastructure network.	FC/Arts Council/Arts Groups	X		
Create of new and enhance existing public footpaths, bridleways and cycle ways.	FC/LCC/Sustrains/St Anne's Town Council	X		
Theme Two - Coastal Protection				
Replace the sea defences at the Island Site.	Fylde Coast Program Board/ FC/EA/DEFRA			X
Theme Four - Nature Conservation, Habitat Improvement and Landscape Enhancement				
Improve and manage controlled access routes for pedestrians through the dune system including information boards	FC		X	
Enhance semi natural and natural dune habitats.	FC	X		
Theme Five - The Visitor Economy				
Continue to develop the beach hut offer.	FC/Private Sector	X		
Promote the area as the primary hub for tourism.	FC/Marketing Lancashire/Visit Blackpool	X		
Engage with local business, and relevant groups such as Marketing Lancashire and Visit Blackpool.	FC/Marketing Lancashire/Visit Blackpool	X		
Theme Six - Culture, Leisure, Sport and Recreation				
Seek to develop the Island site to maximise its potential including developing a Gateway project fronting St Anne's swimming pool.	FC/Private Sector	X		
Sustain and further develop the sports facilities at St Anne's swimming pool, Ashton Gardens and Promenade Gardens.	FC/Fylde Coast YMCA/Sport England/Lancs Sport	X		

Theme Six - Culture, Leisure, Sport and Recreation (Contd)					
Develop the Amphitheatre Paddling Pool on St Anne's Promenade into an interactive water feature.	FC				X
Develop a Beach Management Plan introducing sports and recreation activities back onto the beach.	FC				X
Theme Seven - Heritage Assets					
Work in partnership for the ongoing preservation and sustainability of St Anne's Pier.	FC/HLF				X
Deliver the Management and Maintenance Plan for Ashton Gardens.	FC/St Anne's Town Council	X			
Deliver a Conservation Area management plan (linked to Heritage Strategy).	FC/Fylde Heritage Forum		X		
Secure funding to restore Grade II Listed Promenade Gardens.	FC/HLF	X			
Theme Eight - Place Making					
Develop of the Classic Resort Concept.	FC/Marketing Lancs	X			
The prepare and implement a Resort Master Plan.	FC/Private Sector		X	X	
Completion of the Town Centres Public Realm Regeneration Programmes.	FC	X	X	X	
Review the potential future uses of the public facilities on North Promenade car park.	FC				X
Improve pedestrian link between Town Centre and the prime tourism area.	FC/LCC/Private Sector	X			
Theme Nine - Access and Transportation					
Highlight and waymark the route of the Lancashire Coastal Way	FC	X			
Create a cycling and walking network (including surfacing and signage)work to maintain and manage the footpath links along Fylde's Coastline.	FC/LCC/Sustrans/ St Anne's Town Council	X			
Theme Ten - Marketing, Promotion and Publicity					
Develop interpretation and signage for St Anne's pier, Promenade Gardens and the Island Site.	FC				X
Develop a classic resort prototype to be trialed in St Anne's.	FC/Lancashire-Tourism		X		
Apply for a seaside award for St Annes Amenity Beach.	FC	X			
Retain the Green Flag Award for Ashton and Promenade Gardens.	FC	X			
Continue to support the Royal Horticultural Society's 'In Bloom' initiative.	FC/St Anne's in Bloom	X			

7.3 Zone 3: Fairhaven Sand Dunes

This zone is predominantly sand dune habitat and has a more naturalistic look. The area runs from Beach Terrace Café to St Pauls Avenue and incorporates the sites at AKS School, Clifton Hospital and Royal Lytham & St Annes Golf Course.

The area contains;

- A European Nature Conservation Site
- A Site of Special Scientific Interest
- Numerous Biological Heritage Sites

The objectives are;

- Widen and re-profile dunes as part of natural coastal defences.
- Highlight and waymark route of Lancashire Coastal Way above mean high water line.
- Improve and manage controlled access routes for pedestrians through dune system.
- Enhance semi natural and natural dune habitats.
- Improve links to Salters Wharf, the Island and Fairhaven Lake and Gardens and provide an information point/ visitor attraction to promote and raise awareness of the significance and attractiveness of dune systems to the general visitor.



KEY ACTION	BY WHOM	TIMESCALES		
		ON-GOING	1 YR	3YR +
Theme One - Green Infrastructure and Landscape				
Protect and enhance Green Infrastructure assets.	FC/LCC	X		
Protect and enhance the 80 hectares of remaining dune habitat on the Fylde coast.	FC/DSG	X		
Work with stakeholders to protect and enhance footpaths and cycle ways.	FC/LCC	X		
Facilitate sustainable access to and along the coast.	FC	X		
Enhance and develop public art opportunities throughout the green infrastructure network.	FC/Arts Council/Arts Groups	X		
Create new and enhance of existing public footpaths, bridleways and cycle ways.	FC/LCC/Sus-trans	X		
Theme Four - Nature Conservation, Habitat Improvement and Landscape Enhancement				
Widen and re-profile dunes as a natural coastal defence.	DSG	X		
Improve and manage controlled access routes for pedestrians through the dune system including information boards.	FC		X	
Enhance semi natural and natural dune habitats.	FC	X		
Prepare and implement footpath improvements to enhance the links to Salters Wharf, the Island and Fairhaven Lake and Gardens. Provide information points to signify the importance of the dunes and including associated flora and fauna.	FC/LCC		X	
Theme Nine- Access and Transportation				
Highlight and waymark the route of the Lancashire Coastal Way	FC	X		
Create a cycling and walking network (including surfacing and signage)work to maintain and manage the footpath links along Fylde's coast.	FC/LCC/Sus-trans	X		
Theme Ten - Marketing Promotion and Publicity				
Market, promote and publicise the delivery of the Sand Dunes Action Plan.	FC/DSG	X		
Develop environmental interpretation and signage as part of delivering the Dunes Action Plan.	FC/DSG	X		

7.4 Zone 4: Fairhaven Lake, Gardens and Granny's Bay

This zone comprises St Pauls car park to Church Scar. The character of this Zone is amenity parkland with Fairhaven Lake and the adjacent Ribble Estuary dominating the landscape. This area incorporates Fairhaven Lake and Gardens, Granny's Bay, Ribble Estuary and Ansdell, the retail area of which has benefited from a regeneration programme.

Fairhaven Lake and Granny's Bay forms a pivotal point for the appreciation of the internationally important wildlife habitat of the Ribble Estuary.

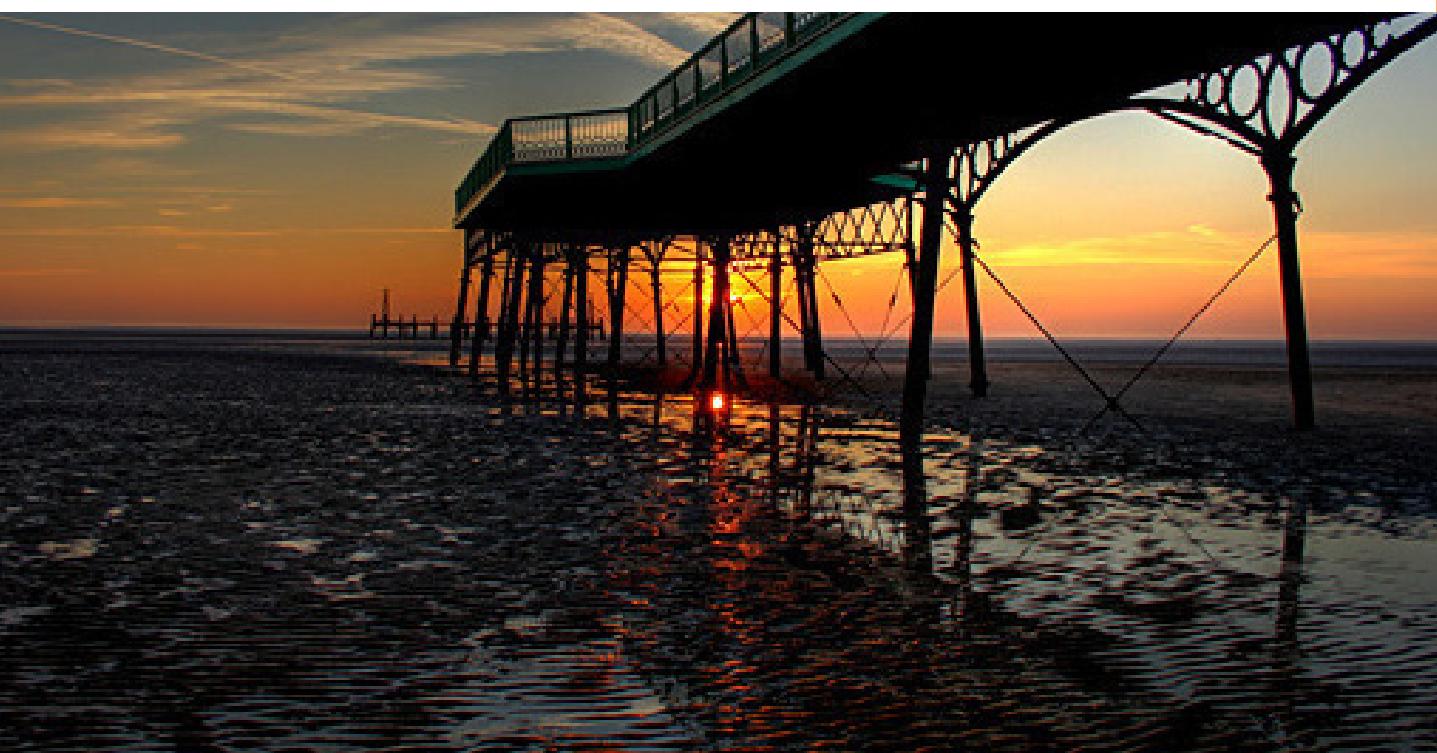
The objectives for the area include;

- Repair/rebuild the Outer Promenade coastal defences, repair and refurbish Fairhaven Lake and repair the inlet/outlet mechanism.
- Restore the historic designed landscape and manage and maintain the formal gardens and semi natural habitats and distinctive and contrasting landscapes as originally envisaged.
- Reintroduce sailing, rejuvenate boating and upgrade existing facilities for tennis and bowls in association with the restoration of the formal gardens.
- Promote the RSPB Discovery Centre as the northern gateway to the Ribble Coast and Wetlands Regional Park and enhance the educational and 'green tourism' opportunities associated with the Ribble estuary habitats and birdlife.
- Provide enhanced opportunities for cycling and re-route National Cycle Route 62 and the Lancashire Coastal Way along the reconstructed outer promenade.
- Improve picnic and recreation facilities at Granny's Bay.
- Improve link between Ansdell, Fairhaven Station and Fairhaven Lake.



KEY ACTION	BY WHOM	TIMESCALES		
		ON-GOING	1 YR	3YR +
Theme One - Green Infrastructure and Landscape				
Protect and enhance Green Infrastructure assets.	FC/LCC	X		
Protect and enhance the 80 hectares of remaining dune habitat on the Fylde coast.	FC/DSG	X		
Work with stakeholders to protect and enhance footpaths and cycle ways.	FC/LCC	X		
Facilitate sustainable access to and along the Coast.	FC	X		
Enhance and develop public art opportunities throughout the green infrastructure network	FC/Arts Council/Arts Groups	X		
Create new and enhance of existing public footpaths, bridleways and cycle ways.	FC/LCC	X		
Theme Two - Coastal Protection				
To replace the hard sea defences at Fairhaven Lake and Church Scar.	FC/DEFRA/EA/Fylde Coast Program	X		
Theme Four - Nature Conservation, Habitat Improvement and Landscape Enhancement				
Improve and manage controlled access routes for pedestrians through the dune system including information boards.	FC		X	
Enhance semi natural and natural dune habitats.	FC	X		
Work in partnership with the RSPB to sustain and develop the Discovery Centre.	FC/RSPB	X		
Theme Six - Culture, Leisure, Sports and Recreation				
Develop of an Activity Plan to improve the community offer at Fairhaven Lake and Gardens through volunteering, programmes and events.	FC		X	
Investigate the potential for integrating and identifying new uses for community/commercial uses in Fairhaven Lake and Gardens.	FC	X		
Prepare a strategy to explore and develop the sailing, water sports and outdoor sports activities potential at Fairhaven Lake.	FC/Ribble Cruising Club/Sport England/Lancashire Sport	X		
Improve pedestrian linkages between Fairhaven Lake, the Promenade Gardens and Ansdell	FC		X	
Promote the use of the estuary and coastline for recreational, commercial and tourism uses.	FC/DEFRA/EA/Fylde Coast Program Board	X		

Theme Seven - Heritage Assets					
Restore Fairhaven Lake's historic buildings, landscapes and structures.	FC/LCC/HLF	X			
Develop the heritage offer at Fairhaven Lake including heritage trial, interpretation and revisiting the listing status for the Lake and Gardens on English Heritage's Historic Parks and Gardens Register.	FC/CS/EH/Lancashire Gardens/History Society	X			
Prepare a management and maintenance plan for the long term sustainability of Fairhaven.	FBC/LCC/HLF	X			
Theme Nine – Access and Transportation					
Highlight and waymark the route of the Lancashire Coastal Way.	FC				X
Create a cycling and walking network (including surfacing and signage) maintain and manage the footpath links along Fylde's coast.	FC/LCC/Sustrans	X			
Theme Ten – Marketing Promotion and Publicity					
Develop interpretation and signage for Fairhaven Lake and Gardens and the Granny's Bay.	FC				X
Retain the Green Flag Award for Fairhaven Lake and Gardens.	DC	X			
Continue to support the Royal Horticultural Societies In Bloom initiative in Ansdell.	FC/Ansdell In Bloom	X			



7.5 Zone 5: Lytham Heritage Coast

The area runs from Church Scar to Dock Bridge including Lytham Green, Lowther Gardens and Grade 1 listed Lytham Hall and its associated historic park. The character of this zone reflects its history with the iconic Lytham Green, the Windmill, a quality independent retail offer in the town centre and its historic buildings and structures.

The objectives are;

- Conserve and enhance the historic Lytham Green and provide local improvements to infrastructure and facilities appropriate to the distinctive character and heritage of Lytham's coastal frontage.
- Promote Lytham's history and heritage and improve links to the town centre, Lowther Gardens and Lytham Hall.
- Improve the coastal path links between Lytham Green, Lytham and the Ribble Estuary, particularly the Lancashire Coastal Way.
- Restore Grade I Listed Lytham Hall.
- Promote and sustain existing events.
- Sustain and enhance the vitality of Lytham Town Centre.



KEY ACTION	BY WHOM	TIMESCALES		
		ON-GO-ING	1 YR	3YR +
Theme One - Green Infrastructure and Landscape				
Protect and enhance Green Infrastructure assets.	FC/LCC	X		
Protect and enhance dune habitat on the Fylde coast.	FC/DSG	X		
Work with stakeholders to protect and enhance foot-paths and cycle ways.	FC/LCC	X		
Facilitate sustainable access to and along the coast.	FC	X		
Enhance and develop public art opportunities throughout the green infrastructure network.	FC/Arts Council/Arts Groups	X		
Create new and enhance existing public footpaths, bridleways and cycle ways.	FC/LCC/Sustrans	X		
Theme Two - Coastal Protection				
Lytham Creek embankment reconstruction.	FC/EA/DEFRA/Fylde Coast Program	X		
Lytham sea wall replacement.	FC/EA/DEFRA/Fylde Coast Program	X		
De-silt Lytham Creek thus ensuring that the creek is cleared so water can leave the main river system.	FC/EA/DEFRA/Fylde Coast Program	X		
Theme Four - Nature Conservation and Habitat Improvement				
Improve and manage controlled access routes for pedestrians through the dune system including information boards.	FC		X	
Enhance semi natural and natural dune habitats.	FC	X		
Theme Six - Leisure, Sports and Recreation				
Prepare and implement a coastal footpaths improvement plan between Lytham Green and the Ribble Estuary taking in the Lancashire Coastal Way.	FC/LCC	X		
Work in partnership with Lowther Gardens Trust to sustain and improve Lowther Pavilion and Gardens.	FC	X		
Promote the use of the estuary and coastline for recreational, commercial and tourism uses.	FC/Private Sector/Relevant Groups	X		

Theme Seven - Heritage Assets					
Restoration of Lytham Hall.	FC/Heritage Trust for the North West/ Lytham Town Trust/Blackpool, Fylde and Wyre EDC				X
Engage with all the relevant stakeholders to support the restoration of Lytham Hall, the gardens and woodlands.	FC/Relevant Groups	X			
Theme Nine - Access and Transportation					
To prepare and implement Infrastructure improvement plans at Lytham Hall; i.e. roads, drainage, signage etc.	FC/LCC/Heritage Trust for the North West/ Friends of Lytham Hall			X	
Highlight and waymark the route of the Lancashire Coastal Way.	FC	X			
Create a cycling and walking network (including surfacing and signage)work to maintain and manage the footpath links along Fylde's coast.	FC/LCC/Sustrans	X			
Theme Ten - Marketing Promotion and Publicity					
Develop interpretation and signage for Lytham Green, Scruples site, Lowther Gardens and Lytham Hall.	FC/CS/Lytham Town Trust				X
To retain the Green Flag Award for Lowther Gardens and Lytham Memorial Gardens.	FC/Lowther Gardens Trust	X			
To continue to support the Royal Horticultural Society's In Bloom initiative in Lytham.	FC/Lytham In Bloom	X			

7.6 Zone 6: Warton, Freckleton, Clifton and Lancaster Canal

Extending from Dock Bridge to the Borough boundary at Savick Brook. This zone largely comprises of open estuary but includes the settlements of Freckleton, Warton and Clifton. The area includes the BAE Systems site including the enterprise zone. The BAE site at Warton comprises approximately 243 hectares including advanced manufacturing facilities, aerodrome and three runways. It is located close to the Ribble Estuary and strategic location between Freckleton and Lytham along the gateway route to the coast from the east.

Due to the sheer scale of the site, and its location on the boundary of the Ribble Estuary, it is seen as an ideal opportunity to increase the provision of green space and diversify and improve habitats for wildlife, as well as identifying possible opportunities to increase public access to nature sites.

The area offers challenges, due to the limited access. While this may benefit wildlife, it does not allow the general public to enjoy these spaces, and therefore some social benefits work would be lost. Any improvement may be difficult to enhance and extend certain habitat types due to the fact that the site is an operational aerodrome, and there are issues of safety and security.

There may be some potential for enhanced access in the vicinity of the existing coastal path, allowing the public to enjoy more green space, but opportunities for wholesale site access maybe limited.

The objectives for the area include:

- Improve the route, alignment and condition of the Lancashire Coastal Way and increase access to it from the surrounding area.
- Provide links to the Ribble Estuary Footpath network and promote a continuous open space/footpath network between the Coastal Strategy area and Preston Dock.
- Promote and support the objectives of the Ribble Coast and Wetlands Regional Park Strategy and integrate the Coastal Strategy with the Regional Park.
- Enhance recreational opportunities, including sailing and boating incorporating improved access along the estuary frontage for walking, cycling, horse riding and bird watching. Such schemes should complement the objective to support the BAE Systems enterprise zone at Warton.
- Undertake environmental improvements to the estuary frontage and local environment including any areas of unused, or underused land.
- Enhance the local centres through public realm improvements to the village centres of Freckleton and Warton.

KEY ACTION	BY WHOM	TIMESCALES		
		ON-GOING	1 YR	3YR +
Theme One - Green Infrastructure and Landscape				
Work with stakeholders to protect and enhance footpaths and cycle ways along the Coastal Strategy.	FC/LCC	X		
Facilitate sustainable access to and along the coast.	FC	X		
Create new and enhancement of existing public footpaths, bridleways and cycle ways along the coast.	FC/Arts Council/Arts Groups	X		
Enhance and develop public art opportunities throughout the green infrastructure network.	FC/Arts Council/Arts Groups	X		
Theme Five - The Visitor Economy				
Work with Lancashire Enterprise Zone at BAE-Systems Warton to promote events and identify a brand in the Fylde Coastal Strategy.	LEP			X
To assist in the diversification of the rural economy.	FC/Private Sector			X
Theme Six - Leisure, Sports and Recreation				
Prepare and implement a coastal footpaths improvement plan between Lytham Green and Ribble Estuary taking in the Lancashire Coastal Way, which shall improve connectivity from adjacent area's.	FC/LCC/Freckleton Town Council	X		
Develop and implement maintenance plan for the coastal footpath.	FC/LCC/Freckleton Town Counci	X		
Promote the use of the estuary and coastline for recreational, commercial and tourism uses.	FC/Private Sector/Relevant Groups	X		
Theme Eight – Place Making				
Support the creation of jobs and growth of businesses within the Warton Enterprise Zone.	LEP	X		

Theme Nine - Access and Transportation				
Prepare and implement a Coastal Footpath Improvement Plan which links into Preston.	FC/LCC/PCC			X
Promote access to existing facilities and usage of the Lancaster Canal at the Ribble Link onto the river Ribble.	FBC/British Waterways			X
Provide signage and waymarking along the Lancashire Coastal Way.	FC	X		
Create a cycling and walking network work to maintain and manage footpath links along Fylde's coast.	FC/LCC/Sustrans	X		
Theme Ten - Marketing Promotion and Publicity				
Develop interpretation and signage for Warton Enterprise Zone.	FC/LCC		X	
Continue to support the Royal Horticultural Society's 'In Bloom' initiative in Warton, Freckleton and Clifton.	FC/Warton, Freckleton and Clifton In Bloom	X		





Part IV

APPENDICES

[Appendix A - Glossary](#)

[Appendix B - Bibliography](#)

[Appendix C - Acknowledgements](#)

[Appendix D - Abbreviations](#)

[Appendix E - Partners and Stakeholders](#)

[Appendix F - Coastal Master Plan](#)

[Appendix G - Area of Biodiversity
Importance](#)

APPENDIX A

Glossary

Term	Definition
Accretion	Accumulation of sediment due to the natural action of waves, currents and wind.
Arts Council England	Arts Council England was formed in 1994 when the Arts Council of Great Britain was divided into three separate bodies for England, Scotland and Wales. It is a non-departmental public body of the Department of Culture, Media and Sport.
Blackpool and Fylde Economic Development Company	The Company is owned by the four Fylde Coast local authorities (Blackpool, Fylde, Wyre and Lancashire County Council. It Promotes economic opportunity, new investment and supports new development.
Blue Flag	The Blue Flag Programme is owned and run by the non-government, non-profit organisation the Foundation for Environmental Education (FEE). The Blue Flag works towards sustainable development of beaches and marinas through strict criteria dealing with Water Quality, Environmental Education and Information, Environmental Management, and Safety and Other Services.
Lytham St Anne's Civic Society	The Lytham St Annes Civic Society, formed in 1960, has a membership of well over 400 and is one of the largest Civic Societies in the UK.
Coastal Erosion	A natural process that occurs as a result of waves, tides or currents – in other words, the sea – striking the shore. Sediment or rocks are washed away (but can be a sediment source for elsewhere), and our coastline changes shape as a result. This may include cliff instability, where coastal processes result in landslides or rock falls.
Lancashire Coastal Way	The Coastal Way is a 137 mile footpath following the coastline between Merseyside and Cumbria.
Biodiversity	Biological diversity or biodiversity is the living component of the natural world and embraces all plant and animal species and communities associated with terrestrial and aquatic habitats. It also includes the genetic variation within species. Wildlife conservation generally aims to maintain and enhance natural biodiversity.
Biological Heritage Sites	Biological Heritage Sites (BHSS) is the name given to the most important non-statutory wildlife sites in Lancashire. There are 33 BHS's in Fylde.
Blackpool and Fylde coast Protection Strategy (2011)	The Blackpool and Fylde Coast Protection Strategy covers the 30km coastal frontage within the jurisdiction of Blackpool and Fylde Borough Councils, from Kingsway to Naze Point, including inland areas at risk from coastal flooding and / or erosion.

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	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.
Conservation Areas	Conservation areas are designated for their special architectural and historic interest. There are 10 conservation areas in the Borough.
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.
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.
EH (English Heritage)	English Heritage is the Government’s lead body for the historic environment in England responsible for protecting the best of this country’s unique legacy of historic buildings, historic landscape and archaeological sites for the benefit of this and future generations.
Environment Agency	The Environment Agency (EA) is a non-departmental public body, established in 1996 and sponsored by the United Kingdom government’s Department for Environment, Food and Rural Affairs (DEFRA), with responsibilities relating to the protection and enhancement of the environment in England.
Estuary	<p>An estuary is a partly enclosed coastal body of brackish water with one or more rivers or streams flowing into it, and with a free connection to the open sea.</p> <p>Estuaries form a transition zone between river environments and maritime environments and are subject to both marine influences, such as tides, waves, and the influx of saline water; and riverine influences, such as flows of fresh water and sediment. The inflows of both sea water and fresh water provide high levels of nutrients in both the water column and sediment, making estuaries among the most productive natural habitats in the world.</p>
Fylde Coast Sub-regional Visitor Accommodation Study (2009)	A comprehensive study into the quality, quantity and location of visitor accommodation on the Fylde coast.
Fylde Heritage Forum	Is an independent society run by a committee of volunteers, concerned with collections, historic sites, museums, galleries, churches, gardens and visitor services, within the Fylde area.

Term	Definition
Fylde Peninsula Water Management Group	Established in April 2011, and chaired by Blackpool Council, the Fylde Peninsula Water Management Group is a partnership comprising the Environment Agency, United Utilities, Blackpool Council, Wyre and Fylde Borough Councils, Lancashire County Council and Keep Britain Tidy. The partnership aims to improve coastal protection, improve the quality of our bathing waters and beaches and reduce the risk of surface water flooding.
Fylde Sand Dunes Management Action Plan (2008)	The Sand Dune Management Action Plan has been created to establish best practice to protect and enhance the dunes on the Fylde Coast.
Green Flag	The Green Flag Award Scheme recognises and rewards the best green spaces in the country.
Headland	Hard feature (natural or artificial) forming local limit of longshore extent of a beach.
Heritage	<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)." Annex 2: Glossary, National Planning Policy Framework, Department for Communities and Local Government, 2012.</i>
Heritage Trust for the North West	Heritage Trust for the North West (Charity Number: 508300) is a building preservation trust registered with the Architectural Heritage Fund. Its aims are to restore and find appropriate new uses for buildings at risk in the north west.
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.
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.
Inter regional Cooperation Programme	Interreg is an initiative that aims to stimulate cooperation between regions in the European Union. It started in 1989, and is financed under the European Regional Development Fund (ERDF).
Joint Lancashire Minerals and Waste Local Plan	This identifies sites and policies for minerals and waste development in Lancashire, and is prepared by Lancashire County Council.
Lancashire Enterprise Partnership	The Lancashire Enterprise Partnership (LEP) formed in 2011 is a creative collaboration of leaders from business, universities and local councils, who direct economic growth and drive job creation
Local Nature Reserves	Local Nature Reserves (LNRs) include wildlife or geological features of special interest that provide the opportunity for access to nature or to learn about the natural environment. Starr Hills Nature Reserve in St Annes is the only LNR in the Borough.

Term	Definition
Lancashire Sport	Lancashire Sport Partnership is one of 49 sub-regional sport partnerships operating across England. As a County Sport Partnership (CSP) are funded by Sport England, by agencies to deliver specific projects on their behalf, by local government and by private sponsorship. County Sports Partnerships are an integral part of the Government's drive to develop a 'single sports delivery system' across England, and are the key bridge between local and regional networks.
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 Interest, but which contribute to local character and identity.
Local Plan	The Fylde Borough Local Plan (As Altered: October 2005) – Prepared by Fylde Council, this contains local plans and policies used by the Council to guide and control development in the Borough. This document will be replaced by the Fylde Local Plan to 2030.
Local Geodiversity Sites	Geodiversity is the variety of rocks, minerals, fossils, soils, landforms and natural processes, play a major role in defining landscapes. It is the diversity of England's geology and natural processes that has produced the wide range of landforms and soil types. There is one local geodiversity site in the Borough, and this is the stretch of sand dunes from Starr Gate to the coastguard station, and includes the Starr Hills Local Nature Reserve.
Marine and Coastal Access Act 2009	The Marine and Coastal Access Act ensures clean healthy, safe, productive and biologically diverse oceans and seas, by putting in place better systems for delivering sustainable development of marine and coastal environment.
Marine Management Organisation	The Marine Management Organisation (MMO) has been established to make a significant contribution to sustainable development in the marine area and to promote the UK government's vision for clean, healthy, safe, productive and biologically diverse oceans and seas. The MMO is an executive non-departmental public body (NDPB) established and given powers under the Marine and Coastal Access Act 2009. This brings together, for the first time, key marine decision-making powers and delivery mechanisms.
National Nature Reserves	Whilst the Ribble Estuary is designated as both a Ramsar Site and SPA, the Ribble Marshes are also designated as a National Nature Reserve. This area occupies almost half of the total area of the Ribble Estuary.
National Planning Policy Framework	The National Planning Policy Framework (NPPF) sets out the government's planning policies for England.

Term	Definition
North West England and North Wales shore-line Management Plan 2 (2011)	The Plan provides a large-scale assessment of the risks associated with erosion and flooding at the coast. It also presents policies to help manage these risks to people and to the developed, historic and natural environment in a sustainable manner.
Project Appraisal Reports	Project appraisal is a generic term that refers to the process of assessing, in a structured way, the case for proceeding with a project or proposal.
Protection	The care of a place by maintenance and by managing impacts to ensure that its heritage, ecological and environmental significance is retained.
Public Realm	Public realm is defined as any publicly owned streets, pathways, right of ways, parks, publicly accessible open spaces and any public and civic building and facilities.
Ramsar Sites	Ramsar Sites are wetlands of international importance, designated under the Ramsar convention. These sites are protected as European sites. The Ribble Estuary is designated as both a Ramsar site and a Special Protection Area (SPA).
Registered Parks and Gardens	The English Heritage 'Register of Historic Parks and Gardens' identifies parks and gardens assessed to be of national importance. Three of these sites within Fylde are included on the register. These are Lytham Hall Park, Ashton Gardens and St Anne's Promenade Gardens.
Shoreline Management Plan	A Shoreline Management Plan (SMP) provides a large-scale assessment of the risks associated with coastal evolution and presents a policy framework to address these risks to people and the developed, historic and natural environment in a sustainable manner.
Sites of Special Scientific Interest	A Site of Special Scientific Interest (SSSI) is one of the country's very best wildlife and/or geological sites. There are five SSSI's in the Borough, the largest being the Ribble Estuary.
Special Protection Areas	Are strictly protected sites classified in accordance with Article 4 of the EC Birds Directive, which came into force in April 1979. They are classified for rare and vulnerable birds, and for regularly occurring migratory species
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'.
Sustrans	Sustrans is a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day.
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.

APPENDIX B

Bibliography

This section includes a list of relevant strategies applicable to the coastal areas, all these documents are taken account of in the production of this document.

- Bathing Water Directive (2006/7/EC)
- Blackpool and Fylde Coast Protection Strategy (2011)
- Character Area 32: Lancashire and Amounderness Plain
- Coastal Defence Proposals
- Coastal Access - Natural England's Approved Scheme 2010
- Dunes Management Plan
- The Fylde Borough Council Open Space, Sport and Recreation Study: Strategy and Action Plan [OSSRS]
- Fylde Councils Leisure, Culture and Tourism Proposals
- Fylde Council Authority Management Report 2014 (Draft)
- Fylde Coast Highways and Transport Master Plan
- Fylde Coast Sub-regional Visitor Accommodation Study (2009)
- The Conservation of Habitats and Species Regulations 2010
- Fylde Green Infrastructure Strategy (GI) June 2011
- Fylde Local Plan (to 2030)
- Fylde Shoreline Strategy
- Joint Lancashire Minerals and Waste Local Plan
- Improving Our Waters – An action plan to improve bathing waters across the Fylde Peninsular
- Local Transport Plan (LTP3)
- Lytham Hall Proposals - Heritage Trust for the North West
- National Planning Policy Framework
- Natural Environmental and Rural Communities (NERC) Act 2006
- North Wales Shoreline Management Plan 2 (2011)
- North West England and North Wales shoreline Management Plan 2 (2011)
- Promenade Gardens and Fairhaven Lake Restoration Plan
- Ribble Coast and Wetlands Regional Park
- River Basin Management Plan
- Shoreline Management Plan 2
- 'Sintropher' (Sustainable Integrated Tram-Based Transport Options for Peripheral European Regions)
- St Annes Seafront Master Plan
- The Developing Infrastructure Delivery Plan for Fylde June 2013 (Draft)
- 2020 Vision Lytham and St Annes

APPENDIX C

Acknowledgments

Blackpool Council - Project Manager Coastal and Environmental Partnership Investments
Defend Lytham
English Heritage
Environment Agency
Freckleton Parish Council
Friends of Estuary Coastal Care Group
Fylde Ramblers
Highways Agency
Keep Britain Tidy
Lancashire Wildlife Trust
Land and District Wildfowlers
Marine Management Organisation
Marketing Lancashire
Natural England
National Trust
National Farmers Union
St Annes on the Sea Town Council
The Theatres Trust

Photographs

Mark Liebenberg



APPENDIX D

Abbreviations

ACE	Arts Council England
CIL	Community Infrastructure Levy
CSP	County Sport Partnership
DEFRA	Department of Environment, Farming and Rural Affairs
DSG	Dunes Steering Group
EA	Environment Agency
EDC	Economic Development Company
EH	English Heritage
FC	Fylde Council
FCPB	Fylde Coastal Programmes Board
FPWMG	Fylde Pennisular Water Management Group
HELM	Historic Environment Local Management
HLF	Heritage Lottery Fund
HWG	Heritage Working Group
LCC	Lancashire County Council
LEP	Lancashire Enterprise Partnership
LNR	Local Nature Reserve
MMO	Marine Management Organisation
NE	National England
NPPF	National Planning Policy Framework
RHS	Royal Horticultural Society
PARs	Project Appraisal Reports
RSPB	Royal Society for the Protection of Birds
SSSI	Sites of Specific Scientific Interest
STLB Co	St Annes Land and Buildings Company
StAR	Strategic Appraisal Report
SPA's	Special Protection Areas



APPENDIX E

Partners and Stakeholders

Organisation	Responsibilities	Website
Blackpool Bay Area Co.	A private company set up by Blackpool, Lancashire County, Fylde and Wyre Councils. It aims to promote economic strategy and drive inward investment, as well as deliver for the local authorities on specific economic issues in the area.	http://www.blackpoolbayarea.com/
Defend Lytham	Defend Lytham St Annes is a non-political campaigning organisation set up by local residents of Lytham and St Anne's to preserve the special character of our towns and local environment	http://www.defendlytham.com/
Environment Agency	The Environment Agency (EA) is a non-departmental public body, established in 1996 and sponsored by the United Kingdom government's Department for Environment, Food and Rural Affairs (DEFRA), with responsibilities relating to the protection and enhancement of the environment in England.	https://www.gov.uk/government/organisations/environment-agency
Freckleton Parish Council	The parish of Freckleton has an extensive frontage to the Ribble Estuary and the Parish Council has a keen interest in its conservation as well as in works required to reduce flood risk.	http://www.freckleton-parishcouncil.org.uk/
Friends of the Estuary	Friends of the Estuary is a group of local volunteers who have the common aim of improving the condition and appearance of the Ribble Estuary.	http://www.friends-of-the-estuary.co.uk/
Friends of Lytham Hall	The Friends of Lytham Hall is a registered charity whose objectives are to preserve for the benefit of the local community and of the nation at large, Lytham Hall together with its works of art, furniture and contents.	http://www.lythamhall.org/
Defend Lytham	Defend Lytham St Annes is a non-political campaigning organisation set up by local residents of Lytham and St Anne's to preserve the special character of our towns and local environment	http://www.defendlytham.com/
Fylde Peninsula Water Management Group	Established in April 2011, and chaired by Blackpool Council, the Fylde Peninsula Water Management Group is a partnership comprising of the Environment Agency, United Utilities, Blackpool Council, Wyre and Fylde Borough Councils, Lancashire County Council and Keep Britain Tidy. The partnership aims to improve coastal protection, and improve the quality of our bathing waters and beaches.	https://www.blackpool.gov.uk/Your-Council/Creating-a-better-Blackpool/Regeneration/Coastal-and-water-improvements/Fylde-peninsula-water-management.aspx
Heritage Trust for the North West	Heritage Trust for the North West (Charity Number: 508300) is a Building Preservation Trust registered with the Architectural Heritage Fund. Its aims are to restore and find appropriate new uses for Buildings at Risk in the North West.	http://htnw.co.uk/

Organisation	Responsibilities	Website
Lytham & District Wildfowlers	The Association day to day activities are managed by an Executive Committee of some 20 members with a well-established constitution and infrastructure. Meetings for both Committee and General membership take place on a regular basis to keep members up to date with the latest news and developments.	http://www.lythamwildfowlers.co.uk/
Lytham St Annes Civic Society,	The Lytham St Annes Civic Society, formed in 1960. It is an independent organisation responsible for monitoring and commenting on planning issues. It is respected as an informed pressure group which conscientiously endeavours to protect and promote the built environment.	http://www.lsacivic.org/
Marine Management Organisation	The Marine Management Organisation (MMO) has been established to make a significant contribution to sustainable development in the marine area and to promote the UK government's vision for clean, healthy, safe, productive and biologically diverse oceans and seas. The MMO is an executive non-departmental public body (NDPB) established and given powers under the Marine and Coastal Access Act 2009.	https://www.gov.uk/government/organisations/marine-management-organisation
Natural England	Among its other responsibilities Natural England has a duty to secure the England Coast Path - a long distance walking trail around the English coast for the purposes of open-air recreation (including walking, climbing and picnicking), together with appropriate spreading room en route where people will be able to explore, rest or picnic.	https://www.gov.uk/government/collections/england-coast-path-improving-public-access-to-the-coast
North West Coastal Forum	A vision for sustainable development of a North West Coast Trail. A continuous, multi-use trail running along the coast from Chester to Carlisle encouraging people to explore, appreciate and enjoy some of the North West's greatest assets: its coastal landscapes, heritage and settlements.	http://www.nwcoastalforum.org.uk/
RSPB	The RSPB speaks out for birds and wildlife, tackling the problems that threaten our environment.	http://www.rspb.org.uk/
Sport England	Sport England is focused on helping people and communities across the country create a sporting habit for life.	https://www.sportengland.org/
St Anne's Town Council	The parish of St. Anne's on the Sea includes the main beaches and dunes within the Borough of Fylde, and the Town Council has a keen interest in their conservation as well as in their economic benefits through tourism. .	http://www.stanneonthesea-tc.gov.uk/
Sustrans	National Cycle Network sustrans provides creative, innovative and practical solutions to the transport challenges affecting us all. By working with communities, local authorities and many other organisations, create change by putting people at the heart of activities, enabling many more people to travel in ways that benefit their health and the environment.	http://www.sustrans.org.uk/

APPENDIX F

Coastal Master Plan





Zone Six

APPENDIX G

Area of Biodiversity Importance (2014)

Ramsar Site
Ribble & alt Estuary (Ramsar)
National Nature Reserve
Ribble Estuary NNR
Local Nature Reserve
Lytham St Annes LNR
Sites of Special Scientific Interest
Lytham St Annes Dunes (SSSI)
Ribble Estuary (SSSI)
Lytham Coastal changes (SSSI)
Newton Marsh (SSSI)
Special Protection Areas
Ribble & Alt Estuary (SPA)
Biological Heritage Sites*
Lytham Foreshore Dunes and Saltmarsh
Clifton Hospital Site, Lytham St Annes
Royal Lytham St Annes Golf Course
Lytham Hall Woods, Lytham St Annes
St Annes Old Links Golf Course and Blackpool South Railway Line, Lytham St Annes
Warton Brows, Bryning with Warton
Freckleton Naze, Freckleton
Savick Bridge
Freshfield Farm Pond South, Freckleton
Freshfield Farm Pond North, Freckleton
King Edward VII and Queen Mary School Playing Field Margins, Lytham St Annes

* Of the 33 BHS there are 11 which are considered to be in the jurisdiction of the Coastal Strategy



