

# Our Plan for Fylde

Fylde Council Elections: Thursday 4 May 2023

Election Special

**CONSERVATIVES: INVESTING IN THE FUTURE OF ST ANNES & FYLDE COAST**



Conservative-led Fylde Council delivers award-winning sea defences at Granny's Bay, Fairhaven Lake and Church Scar

## St Annes sea wall restoration

Work to begin soon on repairing the crumbling sea defences along the promenade

>>> Page 2

# A track record of investing in Fylde

### Over £80m supporting our communities and businesses

**Our focus is to invest and improve Fylde whilst maintaining essential council services to a high standard.**

During the pandemic the work on the £22m sea defence scheme around Fairhaven Lake and Granny's Bay was completed and this stunning coastal walk remains a popular destination. The project was nationally recognised, achieving the Institute of Civil Engineers' Sustainability Award in 2021.

A further £12m was secured for Kirkham High Street and £12m for the St Annes Sea Wall project and both of these

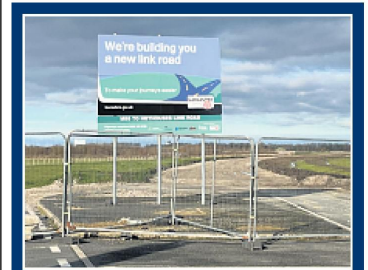
successful schemes by your Conservative-led borough council demonstrate our ambition to drive regeneration despite the challenging economic times.

During Covid £33m government grants were channelled through the council to 1,600+ recipients and were a lifeline to our small and medium businesses. Over £4m discretionary awards were made to 800+ local organisations, including grants to 28 new businesses to fill vacant premises in our town centres. Some 30 grants were also paid improving shop fronts on our high streets.

We worked closely with business groups and community organisations, a partnership that came together to support our bid for £2.6m shared prosperity funding which has been recently approved by the Government.

This has all been achieved by your debt-free council with no increase to Fylde Borough Council's council tax contribution this coming year.

**Only by voting Conservative can you ensure a continuing great programme of investment across the whole of Fylde.**



## M55 Heyhouses link road to open this year

>>> Page 3



## Windsport centre and beach cafe

**A welcome new addition to St Annes North Beach**

>>> Page 4



## Our Plan for Lytham, Ansdell and Fairhaven

Regeneration funds of £1.2m have been allocated to Lytham and part has already been used to install a new stretch of specially designed lighting columns along the front. The next stage is for improvements to Clifton Street.

At Lytham Hall, Fylde Council has funded a new driveway, and is refurbishing the Long Gallery for the display of

### Continuing to invest all along the coast

Lytham St Annes Art Collection. We will be funding works to tackle flooding on the site to provide an overflow car park benefitting visitors to the Hall and to the town.



Adventure Golf success at Fairhaven Lake

Lowther Pavilion receives an increased annual grant which helps subsidise amateur groups and grow local talent and council grounds staff help to maintain the gardens.

A discretionary grant to Ansdell Institute this last year has resulted in a refurbished cafe and kitchen area, making the Institute welcoming for Ansdell residents.

The heritage work nears completion at Fairhaven Lake, with the restoration of the Japanese Gardens, and we continue to invest in facilities such as the new Adventure Golf (which will pay back its investment within 4 years).

This funding will benefit all residents and visitors for many years to come.

# Our Plan to protect St Annes sea front for future generations

## More than £12m funds secured to replace crumbling sea defences.

Work to replace the existing 660 metre sea wall around the Island site at St Annes, which was originally constructed in 1935, is to start this autumn thanks to Fylde Council securing funding of £9.7m from the Environment Agency and adding £2.4m to the scheme.

The new wall will protect over 500 businesses and residents from flooding given the projected sea level rise, and will manage coastal risk to the natural dune and beach defences.

This major project will be staggered over two years to minimise disruption and is the catalyst for a greater vision at the Island site which came out of the work undertaken last year to create a Masterplan for St Annes. Extensive consultation with local businesses, hoteliers and residents has produced a blueprint for funding bids and private partnership opportunities.

From the railway station to the seafront, the seven proposals include:

- A new arrival plaza at the railway station with a visitor and active travel hub, and hotel or office space above.



The 88-year-old sea wall is in urgent need of replacement

## Work scheduled to start this Autumn

- A flexible events space for St Annes Square and improved pedestrian and cycling links from the station to the prom.
- Remodelling of the link between the Square and the Pier, to reduce traffic and increase public realm to encourage more visitors to the seafront to explore the town centre.
- A new public square at The Pier with new visitor-focused commercial opportunities.

- A significant upgrade to the leisure attractions at the Island site, with a new seafront development including an improved cinema, restaurants and bars with hotel suites above, and the expansion of the swimming pool.
- A careful upgrade of the Listed Promenade Gardens to incorporate more family-focused activities, spaces for relaxation and pop-up stalls while respecting its current offering and heritage.
- A new development opportunity at the South Promenade Car Park to provide a seafront visitor centre and cafe.

## Our Plan for a greener Fylde

More tree planting, wilding corridors, electric charging points, carbon reduction schemes and flood prevention measures.

A five-year extension and £1m funding was granted to the Fylde Sand Dunes Project in 2022 to improve our natural sea defences and preserve wildlife habitat.

Over Autumn our Fylde Ranger service, together with the help of councillors and community volunteers, planted 600 trees across the borough to improve the air we breathe and support wildlife. To boost this initiative further and include wilding corridors, we have added £25,000 to this budget.

Flash flooding is an increasing problem across Fylde. Whilst not the direct responsibility of Fylde Council, we are contributing to schemes which reduce surface water flooding, such as at Blackpool Rd North playing fields, and have boosted staff resources to tackle this issue locally. We are also working in partnership with the Environment Agency, Lancashire County Council and United Utilities to ensure their responsibilities are fulfilled.

Our Climate Change Action Plan builds on the great work

already started to recycle Christmas trees on the dunes, install hydration points to re-fill water bottles, a bucket and spade exchange on the beach, new electric fleet instead of diesel and extra electric vehicle charge points. Looking ahead, we have commissioned a carbon footprint study to benchmark future schemes against.



Conservative councillors planting trees at Hope Street Park





Delivering new road infrastructure across the Moss will greatly alleviate traffic congestion along Queensway

# Our Plan for a better connected Fylde

**Better rail, roads and ultra-fast internet on the horizon.**

The long-awaited M55 Heyhouses link road is due to complete this year with a brand new road built and the original moss road repaired to accommodate pedestrians, cyclists and equestrians.

Fylde Council contributed £2m to this £27m scheme which will alleviate congestion on Queensway and provide a direct link to the motorway. The A585 upgrade and the new Junction 2 from the M55 are further welcome improvements to our highways infrastructure.

In terms of rail, a strategic outline business case commissioned by Fylde Council has been submitted to the

Government in support of a passing loop on the South Fylde line in order to increase train frequency from hourly to half hourly. In addition, compulsory purchase of land at Squires Gate railway station is underway to allow a level access to the platform for disabled travellers.

A new transatlantic cable into Blackpool Airport Enterprise Zone brings opportunity for data centres and greater internet speeds to support future technologies. The potential is on our doorstep to create a thriving digital economy and high-value jobs.

## What local people are saying...



Chairman of St Annes Enterprise Partnership (STEP), Veli Kirk, said: "We wanted to bring something really special to St Annes and, with the support of Fylde Council, it was a huge success."

### St Annes Christmas Markets

December 2021 & 2022

Fylde Council Leader, Karen Buckley, says: "This landmark is loved by residents of Lytham but also right across the borough. It was an absolute priority for us to have the sails rebuilt and reinstated."



### Lytham windmill sails restored

April 2022



Mark Menzies, Member of Parliament for Fylde, says: "Only a strong Conservative team is able to deliver these improvements. Vote for your local Conservative candidates at the forthcoming elections."

### Vote for the Fylde Conservative Team

Delivering for the residents of Fylde

# Our Plan for active family days out

Your Conservative-led Council is supporting tourism by providing practical support, funding and promotion for an extended season of events.

From the hugely successful Global Beach Sports in March to the Sand Masters Motorcycle event in October, our focus is on safe, family fun for residents and visitors to enjoy and boost the local economy.

A new £300,000 Wind Sports Centre provides a fantastic facility for the kite surfing and land yacht club, and a welcome stop at the Council-owned Beachcomber Café.

The £4m total investment at Fairhaven Lake has seen a new adventure golf course, new RSPB

## Our focus is on safe, family fun for all

Visitor Centre and restoration of the Japanese Garden area and further along the coast we help support the 1940s Weekend and the hugely successful Lytham Festival.

The paddling pool by the bandstand has had a new non-slip rubber surface (similar to the one at Splash) and a ramp for accessibility and safety. Additional works for water chlorination will be completed soon.

A rolling programme of works has seen a major transformation of our

parcs with an investment of over £500,000 contributing to children's enjoyment of playing outdoors in a safe environment.

New play equipment/surfacing has been installed at the following parks: Ashton Gardens, Promenade Gardens, Hope Street, Hove Road, Waddington Road, South Park, Lansdowne Road and Blackpool Road North. This next year will see further upgrades at Lowther Gardens, Waddington Road, Raleigh Close and Hove Road.

Also in the budget for 22/23 is funding for a new beach hub near the pier providing a base for seasonal activities, a lost child point, first aid, rangers and beach wheelchair access.



St Annes International Kite Festival - a great family event



# Our Plan for Kirkham and ongoing support for Rural Fylde

**Conservatives locally and nationally are funding significant improvements to Kirkham's heritage and high street with a £12m spend now underway.**

This project is a result of a strong partnership between Conservatives at Fylde Borough Council and Lancashire County Council, working closely with our Conservative MP. There are three main capital spend elements to the project:

1. The Grade II listed buildings at Hillside on Preston Street and the former Girls Charity School (TSB Bank) on Poulton Street have been purchased to be restored and re-marketed;
2. A shopfront improvement scheme will deliver newly

designed frontages to a number of businesses on the high street with the first applicants already approved. 3. A public realm scheme to transform Market Square and Poulton Street (Phase 1) followed by Kirkgate to Town End (Phase 2).

Recent years in rural areas has seen the following

**This major project is due to complete by April 2024**

schemes awarded match-funding from Fylde council: Wesham Community Centre refurbishment; a new village green in Elswick; extra CCTV cameras for

Kirkham and Newton-with-Clifton; a drainage scheme to protect areas of Staining from flooding; and play equipment and sensory garden for Newton Community Park. This is a combined investment of £268,000.

Extra funds are also provided every year from the New Homes Bonus where parishes have taken residential development, and all our In Bloom groups across the borough are supported financially by Fylde Council.

This, together with extra Covid grants in 2021/22 from the discretionary allocation, adds up to a further £117,500 supporting our rural communities.



Work to regenerate Kirkham's Market Square started earlier this year

## Our Plan to protect Fylde

**We are proud of where we live and most people take great care of their neighbourhood.**

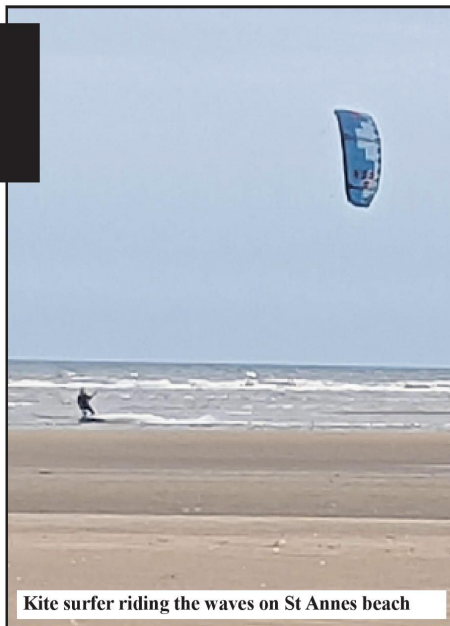
Our enforcement teams tackle those that don't and our community volunteers provide a hugely valuable resource, for which we are grateful.

Drinking to excess in public, uncontrolled dogs, littering, and begging are all environmental offences. Warnings, fines and court action can be taken as a last resort.

Bathing water quality

is a priority and we call upon the Environment Agency and United Utilities to identify and reduce pollution and the Government to further tighten regulations for sewage discharge. The quality of our water is vitally important and must be improved going forwards.

We also have plans to dredge Fairhaven Lake to restore the depth and clarity of the water to benefit and extend activities on the Lake.



Kite surfer riding the waves on St Annes beach

## Brand new facility at North Beach

**Fylde Council took back the Windsports Centre from the previous tenant and refurbished it into a club house for the Kite Surfers and Land Yachters and the Beachcomber cafe business which opened last year.**

This new facility at North Beach has proved a huge success amongst locals as a pitstop whilst walking the beach, and the views from the decking are stunning.

The windsports clubs are delighted to have a base from which to operate and to attract new members and is already set to host the Land Yacht Euros competition in Autumn 2023.

Amongst the new amenities intended to appeal to local community clubs are a designated 'common room,' hot showers, toilet facilities and a workshop/garage area for storage and repairs of equipment.

A Changing Places Toilet facility has also been installed and made available for public use as part of our ongoing commitment to provide accessibility for everyone.



New cafe & Windsports Centre at North Beach

**CONTACT YOUR LOCAL FYLDE CONSERVATIVES**

 [www.fyldeconservatives.org](http://www.fyldeconservatives.org)

 [office@fyldeconservatives.org](mailto:office@fyldeconservatives.org)

 Fylde Conservative Association,  
3 Richmond Road, St Annes FY8 1PE

 **Conservatives**