



Let Fylde prosper

Corporate Plan 2016-2020



PRIORITIES	<p>Spending your money in the most efficient way to achieve excellent services we will:</p> <ul style="list-style-type: none"> • Increase income through new and existing means • Deliver the accommodation project • Continuously review services and assets to improve efficiency and effectiveness • Manage and invest effectively in the council's finances • Maximise marketing opportunities • Create a digital council • Champion the quality and reputation of Fylde 	<p>Delivering the services that customers expect of an excellent council we will:</p> <ul style="list-style-type: none"> • Continue to deliver high standards of cleanliness • Mitigate the impact of the loss of the LCC waste subsidy • Actively enforce waste and cleansing legislation • Deliver high quality parks and open spaces • Ensure beaches and bathing waters are clean and safe • Build on the achievements of the In Bloom initiative • Ensure the security of the coastal defences 	<p>Working with all partners we will:</p> <ul style="list-style-type: none"> • Improve the transport infrastructure and traffic flow • Support Enterprise Zones • Improve car parking • Enhance and improve our town and village centres • Attract new businesses and develop existing ones 	<p>Ensure Fylde continues to be one of the most desirable places to live we will:</p> <ul style="list-style-type: none"> • Achieve adoption of the Local Plan • Deliver high standard housing that meets the need in all communities • Implement enforcement action on unauthorised development • Support and promote volunteers' efforts to improve their local community • Deliver activities for all age groups • Recognise the significance of our heritage assets • Work with partners to improve health and wellbeing of all residents 	<p>Promoting Fylde as a great destination to visit, we will:</p> <ul style="list-style-type: none"> • Deliver and support quality events throughout the Fylde • Maximise the natural assets of our coast and countryside by improving their facilities • Offer an arts collection that is available to everyone • Provide a positive first impression of Fylde • Use technology effectively to make Fylde more accessible • Encourage visitor feedback to improve our tourism offer
	<p>ACTIONS</p> <ul style="list-style-type: none"> • Produce and implement an investment strategy • Explore and initiate new income streams • Complete the accommodation project works • Review the potential / function of all property assets in response to the need to be financially self-sustaining by 2020 • Improve online services to increase efficiency, reduce transaction costs and generate income • Produce a new Council Website with streamline content and integrate digital by preference to enable 24/7 services 	<ul style="list-style-type: none"> • Focus resources on the reduction of seasonal litter • Strive to achieve Blue Flag status for the beaches • Produce landscape masterplan for Lytham Park Cemetery 	<ul style="list-style-type: none"> • Engage effectively with the Local Enterprise Partnership • Progress the re-opening of the M55/ Moss Road link • Investigate the potential of developing the digital high street • Facilitate and support Town Centre Partnerships • Channel business rates funding opportunities to economic development 	<ul style="list-style-type: none"> • Implement the timetable for the Local Plan delivery • Develop and implement a policy to protect our heritage • Tackle social isolation and health inequalities with Public Health • Support community groups throughout the borough to maximise success in the regional and national 'In Bloom' initiative 	<ul style="list-style-type: none"> • Improve entrance signage and welcome points • Improve information in and about tourist areas • Develop and promote rural tourism • Decide the most effective way to market Fylde as a holiday destination • Maximise the natural assets of our coast and countryside by improving their facilities • Work up the stage 1 development of the Fairhaven Lake Project Plan and submit stage 2 bid to Heritage Lottery Fund