



2017

# Cleveleys Coastal Community Action Plan



Above top: Victoria Road West, Main shopping street

Above: Cleveleys beach and Mary's shell

# CONTENTS

<b>Contents</b>	<b>Page number</b>
Background	2
Location	3
Current Status	4
Cleveleys in Profile	10
Recent Investment	13
SWOT Analysis	15
Cleveleys Economic Profile	16
Strategic Local Support	19
Action Plan	21

# **BACKGROUND**

In 2016 the Department for Communities and Local Government (DCLG) announced that it wished to set up additional Coastal Community Teams (CCTs) which would each be given £10,000 revenue funding to help establish the team, support the development of its economic plan and/or progress initial priorities. Local authorities are to act as Accountable bodies.

In January 2017 DCLG awarded 10k to create a new Coastal Community Team for Cleveleys after Wyre Council successfully applied.

Regeneration in Cleveleys has occurred mainly along stretches of the seafront as part of a significant flood defence upgrade funded by Defra/Environment Agency and European Regional Development Fund. It is for this reason that the Team wishes to concentrate on other areas, predominantly the town centre.

The Team has consulted via a questionnaire to town centre businesses and stakeholders to find out what their issues and aspirations are. All Cleveleys town centre businesses received a questionnaire and have been encouraged to have their say. This Action Plan is based initially on those findings and on the original application.



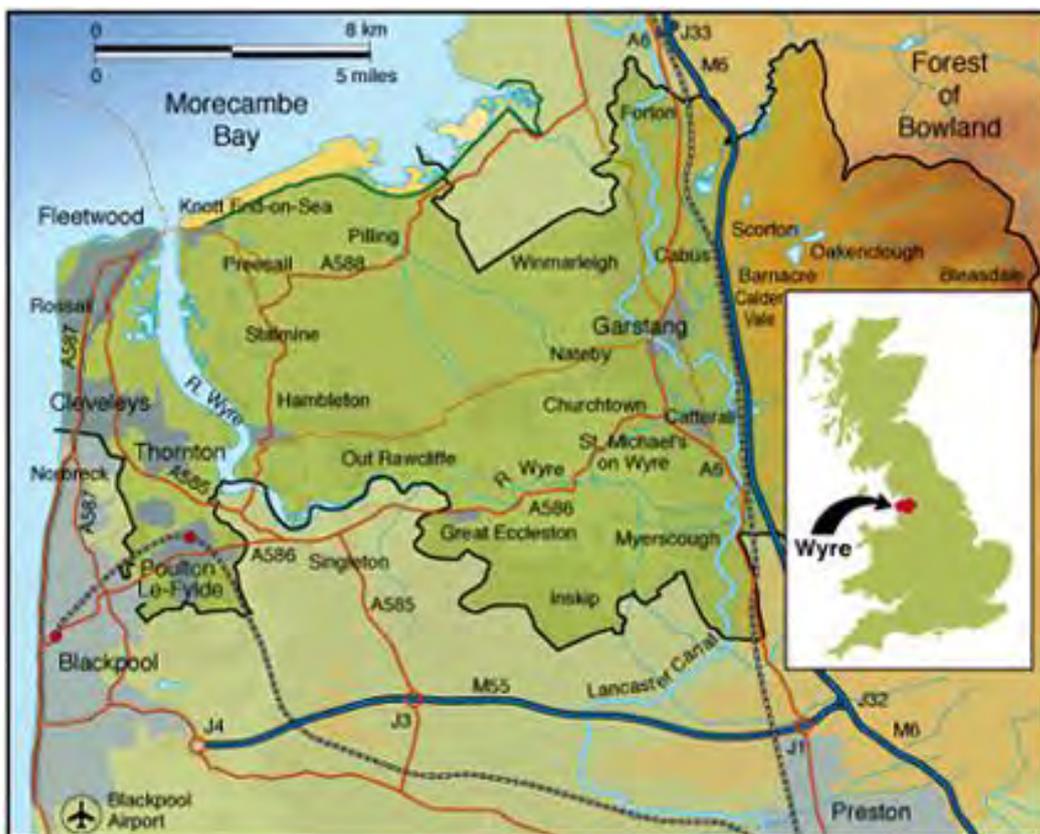
*Cleveleys main shopping street: Victoria Road West*

# LOCATION

Cleveleys is situated in the borough of Wyre on the Fylde Coast, Lancashire. Wyre's main towns include Cleveleys, Thornton, Fleetwood, Poulton and Garstang.

Cleveleys lies between Fleetwood to the North, Thornton to the East and Blackpool and is a traditional local coastal resort dating back to the 19<sup>th</sup> century. The settlement of Cleveleys covers 322 hectares (1.24 miles<sup>2</sup>) – the area has been calculated using the built Environment up to the Green Belt (North), A585 Amounderness Way (East), the borough boundary (South) and the promenade (West). (Source: 'Wyre Local Plan Evidence Base – Cleveleys Settlement Profile October 2016').

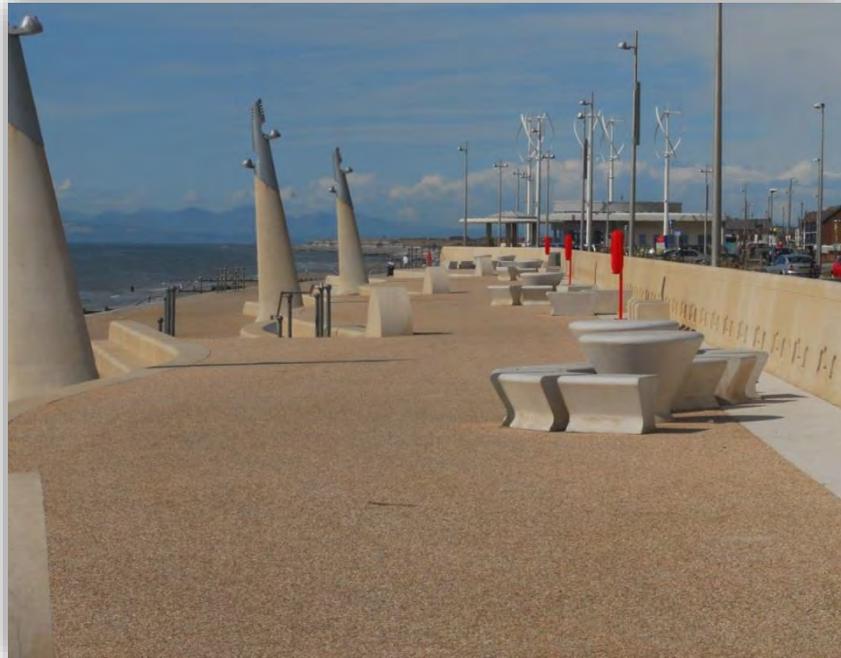
Historically, Cleveleys and its neighbouring town Thornton are locally referred to collaboratively as Thornton-Cleveleys. Cleveleys offering the coastal stretch and town centre shopping to residents and visitors, and Thornton offering a more sedate village atmosphere, with a local theatre. The more rural setting of Thornton offers up the Wyre Estuary Country Park as a destination for walkers and countryside enthusiasts. The two towns have the potential to collaborate more and widen the tourism offer creating a bigger local economic impact.



*Wyre Location*

## **CURRENT STATUS**

Cleveleys has some outstanding qualities, including a nationally acclaimed and newly regenerated Promenade.



*Cleveleys Promenade*

The current visitor economy is heavily reliant on the 'older' population who tend to visit for day trips. There are a large number of coaches which bring with them a healthy flow of visitors to the town on a weekly basis. Coach parking provision is currently under review and is being looked at as part of the overall parking strategy for Wyre.

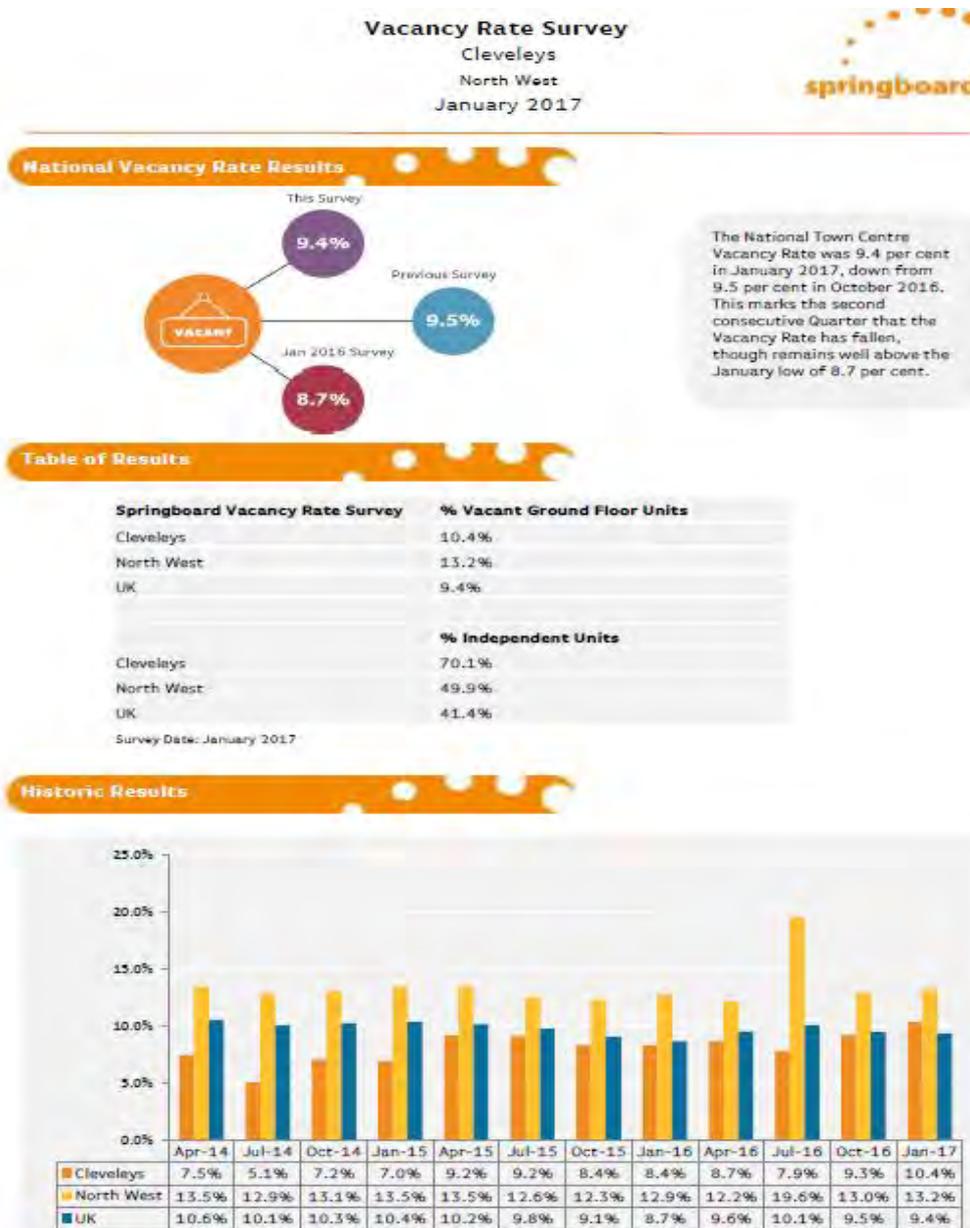
As the shopping culture in general is changing, shoppers' habits are adapting to a more 'virtual' approach to shopping online. Current customers will age, and individual businesses will have to adapt in order to survive these changes, which are occurring across the country.

A marketing and promotion campaign geared towards families and elderly visitors (Cleveleys also has the largest number of over 60 year olds in Wyre) would focus on encouraging longer/overnight stays. This could be achieved by working with current accommodation providers to showcase Cleveleys as an alternative quieter offer to the neighbouring town of Blackpool.

## Shop Occupancy

Shop occupancy rates are generally good, however some shops are poor in appearance/state of repair and are not aesthetically pleasing for first time visitors. The retail offer is diverse, with a mix of independent traders, national chains and charity shops, which unlike some towns could be a positive to be accentuated.

Shop vacancy rate surveys are undertaken twice a year so that vacant units and independent units can be monitored in our town centres. The table below shows the latest results which were collected in January 2017. In January 2017 Cleveleys had a vacancy rate of 10.4% which is below the North West average of 13.2%. The independent retail unit rate for Cleveleys 70.1% is above the North West average of 49.9% and the UK average 41.4%, demonstrating that the town has a strong selection of local Independent retailers.



Source – Springboard - Cleveleys shop count survey January 2017

The pie chart below shows the breakdown of retail units in Cleveleys using the planning use classes. The main occupancy in the Cleveleys town centre is 'shops' with a 51% majority.

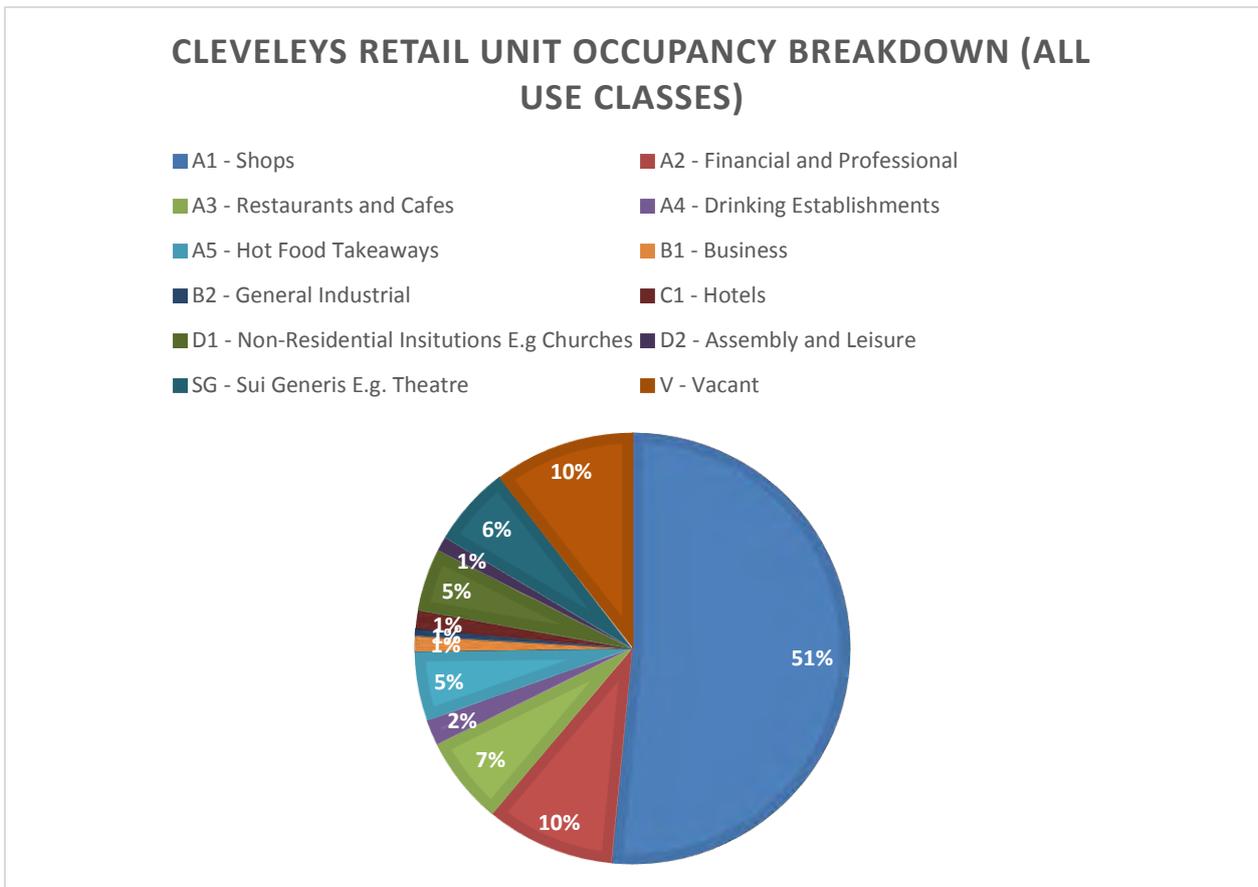


Fig 1- Breakdown of retail units in Cleveleys Shopping Area (Correct as of Jan 2017)

Fig 2 demonstrates that the 'Independent' retail unit rate for Cleveleys is high at 63%, compared to 'Chains' taking up 23% of the town centre units.

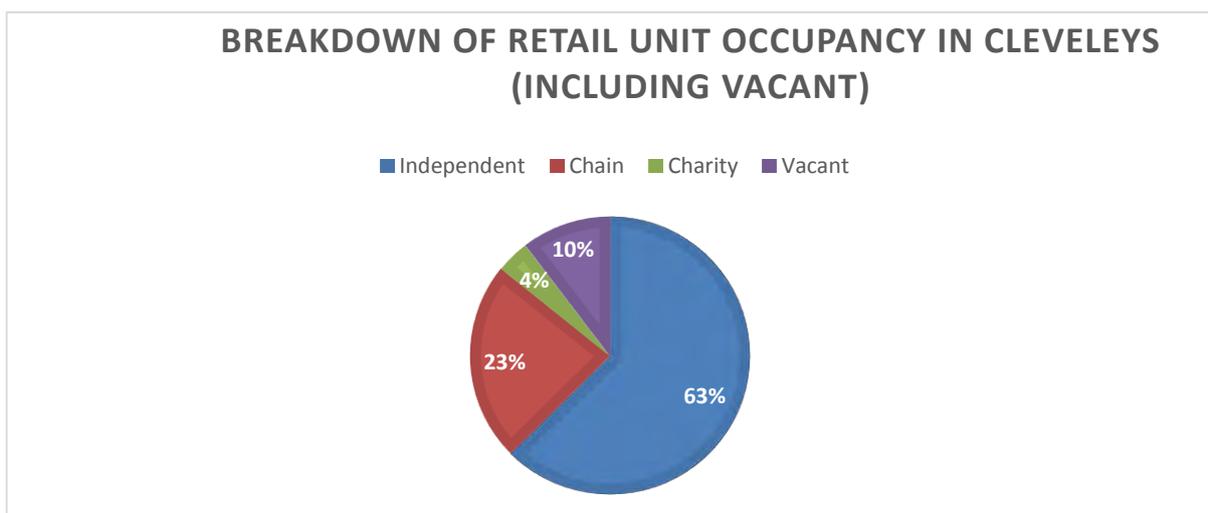


Fig 2 – Breakdown of shop units in Cleveleys (Correct as of Jan 2017)

## Transport Links

The Blackpool to Fleetwood Tramway provides the town with a valuable transport link between the two resorts, particularly benefitting Cleveleys from the large influx of day visitors from Blackpool.



*Blackpool to Fleetwood Tramway*

Other public transport links are good but connections from interchanges between the town centre and promenade don't maximise visitor flow. Improved signage would go some way to improving this.

There is a very frequent bus service and the Blackpool to Fleetwood Tramway makes Cleveleys easily accessible to many people visiting the wider Fylde Coast and especially Blackpool and provides a convenient alternative transport link to Fleetwood.

As with all of the settlements on the peninsula, there is limited strategic road network connectivity, with the key routes being the A587 to Fleetwood, and the A585 which provides direct access to the M55.

Overall, there is a strong degree of linkage with Blackpool which is a significant sub-regional source of employment. The nearest railway station is Poulton-le-Fylde, some 5km away. However, there are plans to link the tramway to Blackpool North train station which will provide a greater degree of connectivity with the national rail network.

## Cultural Calendar

Wyre has the fourth highest visitor numbers in Lancashire at 7%. (Blackpool 26%, Lancaster 11% and Preston 10% being higher) = equating to over 4.6million tourism visits to Wyre. Visitor numbers increased by 1.2% between 2014-2015 and more than 7 million visitor days and nights were generated by visitors to Wyre in 2015.

The annual Cleveleys car show is one of the most successful events in Cleveleys attracting tens of thousands in its own right and the award winning promenade. Cleveleys is an increasingly popular destination attracting people from all parts of the country.



*Cleveleys Car Rally*

Other towns in Wyre benefit from a regular weekly outdoor market, with the most recent market established in Poulton. Initial findings for the first year suggest that footfall to the town on market day has increased making it the busiest day of the week. The inclusion of a regular outdoor market to the events calendar, which could be sited on a seafront location is something that could be investigated further.

There is a vision for an annual Sea Festival to celebrate the existing Sea Swallow book and Mythic Coast art trail which was funded by ERDF as part of the transformation of the Cleveleys Promenade. Events will encourage increased visitor numbers and we also explore opportunities to digitalise the artworks / interpretation and reading literature to make it more accessible.



*The Sea Swallow book*



*Mary's Shell*



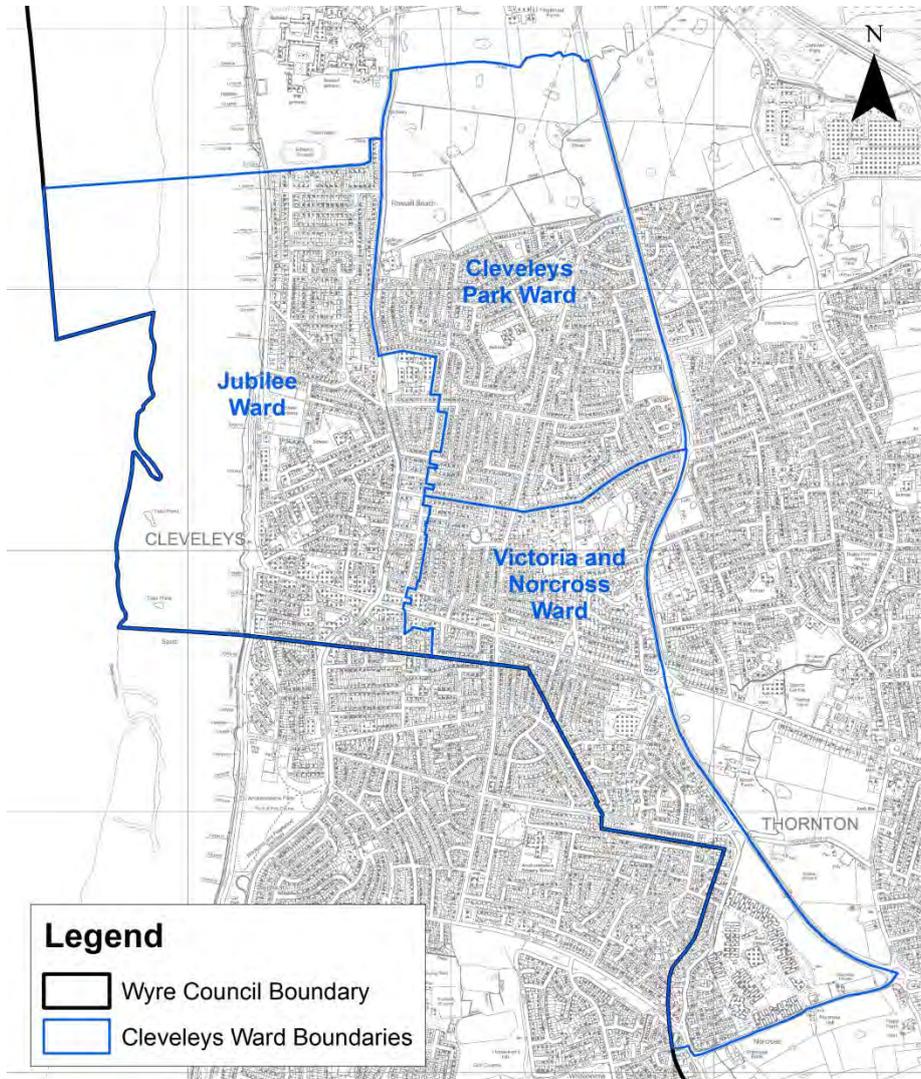
*The Ogre*

# Cleveleys in Profile

## Ward Overview

Cleveleys has an enviable geographical location which, coupled with its proximity to the sea, makes it a 'coastal', town attractive to visitors. Cleveleys contains a large shopping and entertainment area close to an award-winning promenade reinforcing the town's reputation as a destination for 'Shopping by the Sea'.

The town is made up of three main wards – Cleveleys Park, Jubilee, and Victoria and Norcross highlighted in blue below. Jubilee ward is the only deprived ward in Cleveleys ranked within the top 20% most deprived areas, with Cleveleys Park falling in the 4<sup>th</sup> decile and Victoria and Norcross in the 8<sup>th</sup> decile (30% least deprived ward).



*Cleveleys wards. Source - Local Government Boundary Commission*

## Natural Environment

**Coastal** - Cleveleys promenade acts as a significant civic space whilst Jubilee Gardens - conceived in 1935 and opened in 1937, as a celebration of George V's Silver Jubilee – is a locally important historic recreational resource that includes a children's play area, grassland areas, a multi-use games area and skate park. The town has significant opportunities for social interaction including numerous pubs, churches and community halls.

**Rural** – Thornton-Cleveleys is also home to the Wyre Estuary Country Park (WECP). The Wyre Estuary extends from Shard Bridge to where the River Wyre flows into Morecambe Bay. Natural areas and nature reserves along the Wyre Estuary are linked by footpaths and bridle paths, forming Wyre Estuary Country Park.



*Location of Wyre Estuary Country Park*

The main gateway and core area of Wyre Estuary Country Park is the site at Stanah, Thornton. It also provides a sheltered location on the route of the popular 41 mile Wyre Way trail. Notable sites along the Wyre Way include:

- Cleveleys Promenade
- Rossall Sea Defence
- Rossall Point Observation Tower
- Mount Garden
- Euston Park

There is an opportunity to complete the offer of gateway improvements along the Wyre Way (Cleveleys Promenade, Rossall Sea Defence & Larkholme Grasslands, Rossall Point Observation Tower, Mount Garden, and Euston Park).

There is also major opportunities to provide better facilities along the trail, better cycle/walking routes and clearer signage for users. It is envisaged that an opportunity to develop the visitor experience and improve the visitor offer will safeguard and deliver tourism and local economic growth across Wyre.

It is also an opportunity to develop alternative visitor experiences for visitors to Cleveleys giving them an all year round offer, both coastal and estuarine. The Wyre Way Trail is highlighted in yellow on the map below.



*The Wyre Way Trail*

## Recent Investment

Major regeneration schemes have been completed at Cleveleys.



*Cleveleys Award Winning Promenade*

Environment Agency and European Regional Development funding totalling just under £30m has provided new attractions for residents and visitors, transforming the promenade (and allowing new development including a cinema and other leisure facilities to be built in the area.).

Further work on the sea defences is nearing completion, at Anchorsholme the £27 million scheme is part of a partnership between Wyre and Blackpool. The new scheme is a continuation from the completed Cleveleys sea defence project and links with significant investment by United Utilities in the area to help retain the good standard of bathing water. The coastal defence project to the north of Cleveleys at Rossall provides a new flood defence scheme totalling £63 million. The contractors, Balfour Beatty, have undertaken a study on the benefits to the local economy and they estimate a return of £2 for every £1 spent.



*Artist impression of the completed Rossall scheme*

The combined Rossall and Anchorsholme schemes is currently the largest coastal protection scheme in the UK protecting thousands of houses, businesses, schools, infrastructure and other assets.

## Hillhouse Enterprise Zone (EZ)

Hillhouse in Thornton is recognised as a site of strategic importance at a regional level and is a site not only contributing to the Lancashire offer but complementing the UK offer as a whole, with high-value chemicals and polymer production and highly-export-focussed companies on site. It is a 138 hectare security fenced COMAH (*Control of Major Accident Hazards*) top tier status site. It is located between the River Wyre and the A585 trunk road, which connects the site to Junction 3 of the M55 motorway, and is less than 10 minutes from junction 32 of the M6.

Its designation as an EZ seeks to build upon its hi-tech chemical and polymer heritage, whilst building on the potential of the wider energy and advanced manufacturing sectors to complement Lancashire's overarching Enterprise Zone Strategy.

Its growth and job potential will provide a massive boost to the local regional economy.



*Aerial shot of Hillhouse Enterprise Zone*

# SWOT Analysis

We have undertaken a SWOT analysis of our town and will use this as a benchmark to measure future changes. It offers a summary of the evidence collated so far and paves the way for more practical solutions on what can be achieved within a realistic timeframe.

Victoria Road (West and East) is the town’s main shopping street. It is anchored by the Promenade at the western end and the A585 and Morrison’s superstore to the east heading towards its rural hinterland of Thornton which boasts the 16<sup>th</sup> century Marsh Mill and the Wyre Estuary. The main shopping area is Victoria Road West and a section of Victoria Road East closest to the junction where the tramway intersects the town.

The links between the two are limited as both of these anchors are to some extent self-contained with their own separate and very different communities. Development space within the town centre is limited and the number of privately owned shop premises is a challenge to any strategically planned development proposals. Although there have been some new businesses established in the town centre it still remains the town with one of the lowest shop vacancy rates in Wyre.

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Benefits directly from upgraded Blackpool to Fleetwood tram system and good transport links, including a town centre bus station</li> <li>• Strong diversity of independent shops and chains</li> <li>• Strong visitor / tourism economy and high footfall</li> <li>• Coastal location on the Fylde Coast</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• No established action plan or strategy for the town centre or neighbouring villages</li> <li>• Little/poor promotion of the Mythic Coastal Trail</li> <li>• No town centre market</li> <li>• Lack of directional signage between town centre and promenade</li> <li>• Offer is predominantly focused towards the lower end of the retail market</li> <li>• Some shop frontages identified as inadequate in terms of appearance</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Benefitted from a £multi-million sea defence scheme which led to a nationally acclaimed promenade and Mythic Coast</li> <li>• Leisure development south of Jubilee Gardens is now also home to a large indoor play area, cinema complex, skate park, pub and restaurant, which would benefit further from improved linkages with the town centre and also health partners such as YMCA</li> <li>• Build upon the unique offer of shopping by the sea</li> <li>• Establish a weekly market</li> <li>• Maximise new promenade and introduce health related activities / events such as cycling/walking/10k</li> <li>• Raise the online profile / social media</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Highest rateable value in Wyre could discourage further investment</li> <li>• Lack of graded, serviced accommodation in the town centre</li> <li>• Continued poor economic climate could hinder uplift to vitality/viability of the centre</li> <li>• Lack of available grant funding to deliver projects</li> </ul>

# **CLEVELEYS ECONOMIC PROFILE**

This section provides an overview of the economic profile of Cleveleys.

## **Housing**

Cleveleys contains 14.5% of the borough's housing stock, dominated by two and three bedroomed properties (75%), and a high number of flats at 15%, compared to most settlements, and a remaining low level of four and five+ bed properties.

## **Population characteristics**

The 2011 Census shows that Cleveleys had a population of 15,916, making up nearly 15.5% of Wyre's total. The figure has declined slightly by 0.7% between the two censuses, and only saw a slight increase in households of 1.4% between 2001 and 2011. The age profile of the population is broadly older than that for the borough as a whole, notably in the 75+ age group. The economically active population aged 16-74 is relatively low compared to the borough as a whole, and includes only 57% in active employment, whilst those that are economically inactive include retirees (24%) and a relatively high proportion of people classed as long term sick (5.17% of those aged 16-74). (NOTE The Census includes children age 0-16 whereas NOMIS does not. NOMIS figures display the labour working population age 16-64).

## **Unemployment**

*Note: the following statistics are based on NOMIS figures from 2011. These are the most recent figures at ward level due to boundary changes in 2016.*

NOMIS provide UK labour market statistics for the Office of National Statistics (ONS). By comparing the 3 main wards for Cleveleys – (Cleveleys Park, Jubilee, and Victoria), we can compare the statistics to the rest of Wyre and to national levels.

Victoria ward has the highest figure of economically active population at 79.6%, above the Wyre average of 77.6% and the national average of 76.8%. Jubilee and Cleveleys Park wards are slightly under the Wyre and national average.

The Ward with highest unemployment population is Cleveleys Park at 5.9%, only 0.1% over the Wyre level 5.8%.

The table below displays the three ward population figures for employment and unemployment, with a Wyre and national comparison in 2011.

*Note: 2016 unemployment figures stand at Wyre 4.4%, NW 5.2%, and GB 4.8%. Ward figures are currently unavailable for 2016.*

All People	Ward Numbers	Ward %	Wyre %	England and Wales %
<b>Cleveleys Park</b>				
<b>Economically Active</b>	2,461	74.8	77.6	76.8
<b>Unemployed</b>	145	5.9	5.8	7.6
<b>Jubilee</b>				
<b>Economically Active</b>	1,548	71.9	77.6	76.8
<b>Unemployed</b>	141	9.1	5.8	7.6
<b>Victoria and Norcross</b>				
<b>Economically Active</b>	2,821	79.6	77.6	76.8
<b>Unemployed</b>	133	4.7	5.8	7.6

*Source: NOMIS, Labour Market Statistics aged 16-64 2011*

### Out-of-Work Benefits

Jubilee ward displays the highest percentage of population on out-of-work benefits at 3.3%, almost double the Wyre average of 1.7% and the national average of 1.9%. However, the other two wards Cleveleys Park 1.1% and Victoria 1% are under the averages, showing that the economy and workforce is relatively strong.

### Out-Of-Work Benefits

#### Claimant count by sex (February 2017)

	E36004007 : Jubilee (Numbers)	E36004007 : Jubilee (%)	Wyre (%)	Great Britain (%)
All People	70	3.3	1.7	1.9
Males	55	4.8	2.3	2.4
Females	20	1.7	1.2	1.4

Source: ONS Claimant count by sex and age

Note: The percentage figures show the number of claimants as a proportion of resident population aged 16-64.

*Source: NOMIS, Labour Market Statistics, Jubilee Ward*

## **Employment sectors and skills base**

Cleveleys provides a varied employment offer concentrated on the entertainment/leisure, retail, service and educational sectors. The table below displays the breakdown of occupation for the Cleveleys Park Ward. The 3 main sectors of employment are Administration and Secretarial (Government, finance, and general office supervisors), Professional (Research, engineering and technology, and health/teaching professionals), and the Skilled Trade sector (Agriculture, electrical/construction, and hospitality).

<b>Employment by occupation (2011)</b>				
	<b>E36004001 : Cleveleys Park (Numbers)</b>	<b>E36004001 : Cleveleys Park (%)</b>	<b>Wyre (%)</b>	<b>England And Wales (%)</b>
1 Managers And Senior Officials	252	10.4	10.8	10.8
2 Professional	327	13.5	15.2	17.4
3 Associate Professional & Technical	252	10.4	10.5	12.7
4 Administrative & Secretarial	361	15.0	14.0	11.4
5 Skilled Trades	319	13.2	13.8	11.5
6 Personal Services	244	10.1	10.6	9.4
7 Sales And Customer Services	242	10.0	8.0	8.4
8 Process Plant And Machine Operatives	176	7.3	7.1	7.2
9 Elementary Occupations	241	10.0	9.9	11.2

Source: 2011 Census (Table DC6112EW - Occupation by sex by age)  
Note: Figures are for persons aged 16 and over by Soc 2010 major groups. Percentages are based on all persons in employment.

*Source NOMIS, labour market statistics, Cleveleys Park area profile 2011*

Key employers include Morrison Supermarket Ltd. There are two small industrial estates - Dorset Avenue and St George's Lane - that are typically occupied by local service and construction related businesses. More extensive employment offer is available at Fleetwood, Thornton (Hillhouse Enterprise Zone) and Blackpool which is easily accessed owing to both close proximity and very good transport connectivity.

## **Skills**

Within the three wards of Cleveleys, almost 20% of the population hold a level 2 qualification (GCSE A\* A B C level 2 diploma) which is above the national average of 17.2%.

## **Crime**

As at September 2016, 11 of the Lancashire-12 districts saw increases in the 'all crime' category. Jubilee ward in Cleveleys (along with 3 in Fleetwood) have showed the largest increases (over 300) in numbers of crimes compared to the previous year.

## **Services and facilities**

Cleveleys has a wide range of services and facilities as befitting a large town, including a significant supermarket and convenience shopping offer. There is a range of medical services including doctor's surgeries, dentists and pharmacies. There are two primary schools. Cleveleys is particularly well served by banks and building societies (11) compared to the adjacent Thornton (0).

# **Strategic Local Support**

## **Fylde Coast Retail Study - 2011**

Cleveleys has risen in the national rankings since 2001, and is a vital and viable centre that demonstrates strong levels of footfall. Cleveleys has a strong convenience sector with representation from a wide range of retailers. The service sector is also well represented, particularly in relation to the provision of cafés and food outlets that cater for the tourist population. In contrast, the comparison offer in the centre is weaker, and the offer is focused towards the lower end of the retail spectrum, with little choice in terms of representation from better quality retailers.

It is considered that there is considerable scope for the improvement of the comparison goods offer in Cleveleys. The centre is lacking in middle quality retailers, so that the offer is predominantly focused towards the lower end of the retail market. Moreover, there is particularly poor representation from retailers operating in the important clothing and footwear sub-sectors.

The refurbishment of vacant units in the core of the town centre, providing modern and efficient units that are attractive to national multiples, represents the most viable option for the improvement of retailer representation and the diversification of uses in Cleveleys.

A more consolidated town centre would enhance the performance of existing retailers, improving the overall vitality and viability of the centre, and creating a more efficient retail circuit.

*Source Fylde Coast Retail Study Report 2011– Roger Tym & Partners*

## **Fylde Coast Retail Study – 2013 Update**

The study found there was scope to improve the comparison goods offer of Cleveleys Town Centre which was focused on the value end of the market and was under-represented in terms of clothing and footwear retailers. The study also advised that the Council should promote the consolidation of the centre which takes a long, linear form. This would help to concentrate footfall

The updated assessment of floorspace capacity indicates that between 1,500 and 2,000 square metres of additional comparison good floorspace should be made available within Cleveleys Town Centre in the period up to 2030. Such new development should be sufficient to support the creation of a number of modern retail units that might help to diversify the comparison goods offer of the town centre and attract more national multiples.

A summary of comparison good shopping patterns shows that Cleveleys Town Centre has 6.1% proportion of total expenditure available, compared to Blackpool which has 35.5%.

*Source Fylde Coast Retail Study 2013 Update – Peter Brett Associates*

### **Key Aims of the Fylde Coast Retail Strategy (Cleveleys Health check 2012)**

- Allocation of sufficient land to enable the provision of additional comparison goods floorspace by 2021.
- Maintain and enhance a vibrant town centre with a mix of uses including evening and night time activities/facilities.
- Support the development of any strategies or proposals which aim to improve parking facilities, transport interchanges and pedestrian, cycle and vehicular linkages and circulation within and adjacent to the town centre.
- Improve links between the town centre and the promenade.

*Source Cleveleys Health check 2012 – Fylde Coast Retail strategy 2011– Roger Tym & Partners*

### **Business Plan 2015-2019 – Wyre Council**

Wyre council supports the development of this action plan via their Business Plan. The Business Plan covers three overarching themes 'Enterprising Wyre', 'Healthier Wyre' and 'Engaging Wyre', priorities include:

- Promote economic, housing and employment growth
- Attract new investment and support businesses
- Improve the health and well- being of our communities
- Deliver a programme of work to promote healthy choices and healthier lifestyles to keep people well through better use of our leisure centres, recreational facilities and parks and open spaces.
- Develop an economic development strategy working with partners and local businesses to improve the local economy

### **Together We Make a Difference – Wyre Council**

Wyre have also established the newly formed 'Together We Make a Difference Network' It is a growing network of organisations across Wyre, brought together to work with and empower local people to make a difference in their communities. We want to help and support people to tackle those big ticket issues that are important to them, and this will dovetail the work completed via the Team.

# **Action Plan**

## **Action Plan Context**

This Action Plan has the support of Wyre Council. Wyre Council's 2017-2020 Business Plan states "Our vision is to be a Collaborative Council that works together with local communities and partners to make a difference and improve the lives of those who live in, work in or visit the Borough".

A key project within the Plan is to "Develop a Local Economic Development Strategy which includes working with partners and local businesses to improve the local economy".

In Wyre's Local Plan (Issues and Options 2015) it states "Cleveleys and Thornton will continue to be vibrant towns with a distinctive character and where local heritage and environmental assets have been protected."

Wider partnership support comes from the Rossall Beach Residents' & Community Group (who recently won the Queen's Award for Voluntary Service which is the equivalent of an MBE for a group), LeftCoast, visitor attraction operators, churches, schools and various community groups including Cleveleys in Bloom Team, faith groups, Rotary, Chamber of Trade, individual companies including independent retailers, traders, national chains, DONG (Danish Oil & Natural Gas) and community activists.

The Team's vision is to showcase and promote the specific qualities of Cleveleys, highlighting the proximity of its town centre to the seafront's unique selling points and its diversity of offer.

It will also showcase its rural hinterland of Thornton and its estuarine assets. In short - make Cleveleys and Thornton distinctive characterful destinations with all year round appeal.

The Action Plan must be viewed in a wider context which includes initial ambitions for its rural hinterland and estuarine area, and for medium and longer term objectives, still to be developed and subject to feasibility studies where appropriate.

A wider Action Plan will be developed throughout 2017 and will be subject to ongoing engagement with stakeholders and the community.