Lancashire County Council

Cabinet

Thursday, 9th July, 2015 at 2.00 pm in Cabinet Room 'B' - The Diamond Jubilee Room, County Hall, Preston

Supplementary Agenda

We are now able to enclose, for consideration at the next meeting of the Cabinet to be held on Thursday, 9th July, 2015, the following report(s).

No. Item

9.	Proposed Approval of the Fylde Coast Highways and Transport Masterplan	(Pages 1 - 198)
10.	Business Growth Package for Lancashire 2015-18	(Pages 199 - 212)



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Cabinet Meeting to be held on 9th July 2015

Report of the Director Programmes and Project Management

Electoral Divisions affected: All in Fylde and Wyre

Proposed Approval of the Fylde Coast Highways and Transport Masterplan for Publication

(Appendices 'A', 'B', and 'C' refer)

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Executive Summary

In order to determine its future transport planning and investment priorities, and provide a sound and defensible basis for decisions affecting development across Lancashire, the County Council has embarked on an ambitious programme to put in place highways and transport masterplans to cover the county.

The Fylde Coast Highways and Transport Masterplan is presented here at Appendix A for approval. The masterplan has been developed jointly with Blackpool Council; who will consider for approval on 20th of July 2015.

A public consultation exercise for the draft Fylde Coast Highways and Transport Masterplan ran for six weeks, from 12th January until 20th February 2015. The response to the consultation exercise has largely endorsed the county council's vision for the Fylde Coast's highways and transport networks and for the work needed to take the masterplan forward.

However, our proposal to no longer pursue the M55 to Norcross scheme has not been well received and there is also a strong feeling that we have ignored a potentially vital link in the Fylde Coast network that the old Fleetwood to Poulton railway line could offer.

The current M55 to Norcross scheme, the line of which has been protected since April 2009, is the culmination of a very long standing proposal, which first saw the county council implement route protection of what was then the Fylde Coast Easterly Bypass in 1994. Whilst we still believe that the scheme is not deliverable in the foreseeable future and that we must urgently seek other solutions, the consultation has made it very clear that, almost without exception, respondents do not believe that any other long term solution to problems on the A585(T) corridor exist.



Many of those respondents produced compelling qualitative evidence of the geographical extent of problems caused by drivers seeking to avoid the A585. In many ways linked to the issue of the future of the M55 to Norcross Link road were the many respondents who complained that we had not taken proper notice of Fleetwood's lack of mainline rail connectivity.

Whilst we feel that neither a mainline rail connection nor a tram link will be achievable in the lifetime of this masterplan, we had originally intended to investigate what could be done to improve Fleetwood's connectivity as part of the Urban Public Transport Strategy.

We now propose to carry out a North Fylde Connectivity Study that will use all available evidence held by the county council and our partners and stakeholders to set out what is achievable across all modes of transport within the wider corridor that has the A585(T) at its heart. This study will now incorporate the North Fylde Line Station Viability Study as a key component.

Therefore at this stage the masterplan does not seek to remove any protection from the current alignment of the 'Blue Route', but will take a final decision about the scheme's future on completion of this study, details of which are set out in the masterplan.

The third major change to the masterplan has come about both through consultation responses and through changing circumstances. We now feel the time is right to pursue an Ultra Low Emissions Vehicles Strategy for the Fylde Coast given that funding opportunities are becoming more available to do so.

This is deemed to be a Key Decision and the provisions of Standing Order No 25 have been complied with.

Recommendation

The Cabinet is asked to approve the publication of the joint Fylde Coast Highways and Transport Master Plan, presented at Appendix 'A', and the delivery of the strategies that will allow the masterplan to be taken forward.

Background and Advice

As the local transport and highway authority for Lancashire, the County Council is responsible for the preparation of a local transport plan (LTP) that sets out a strategy and priorities for transport and travel in the area and a delivery programme for transport improvements, sustainable travel, road safety and maintenance.

In order to determine its future transport planning and investment priorities, and provide a sound and defensible basis for decisions affecting development across Lancashire, the County Council has embarked on an ambitious programme to put in place highways and transport masterplans to cover the county.

The Fylde Coast Highways and Transport Masterplan is presented here at Appendix A for approval. The masterplan has been developed jointly with Blackpool Council; who will consider the plan for approval on 20th of July 2015.

The master planning exercise looks to identify problems, gaps and opportunities on the highways and public transport systems serving Lancashire and, importantly, how they impact on the County's economy. These master plans will form the transport evidence base for a much more pro-active role for the County Council in forward planning activities, and the improvements they identify will be a key influence on future patterns of development, at a strategic and local level, set out in local plans and development briefs across Lancashire.

Each Masterplan, supported by its evidence base and public consultation, should form an integral part of the evidence base to development plans. At the detailed planning stage, the Masterplan will be a material planning consideration in determining planning applications in its area.

Masterplans will also form the basis for the County Council's dealings with other transport infrastructure and service providers such as Highways England, Network Rail, train and bus operating companies and neighbouring local authorities.

A key driver for the Fylde Coast's economic development is the Lancashire Enterprise Partnership (LEP), of which both Lancashire and Blackpool councils are members. The Partnership's Lancashire Growth Plan for 2013/14 has been approved and sets out how strong and sustainable economic growth can be achieved in the county.

A second driver comes from both Lancashire and Blackpool councils' responsibility for public health activity that was previously carried out by the NHS. The councils and the NHS will now work together to tackle some of the key issues that affect people's health and wellbeing, helping people to stay healthy and prevent illness.

The cost of delivering the package of measures identified in the masterplan, and those that will come out of the work proposed, cannot be borne entirely by public sector funding. It has been shown that, in areas where the county can come to rely on the development industry to contribute funding to new infrastructure, investor confidence increases together with the ability to attract other sources of funding, and in turn improve the prospects of delivery.

Moving forward, investment in major new infrastructure will, increasingly need to demonstrate an economic justification. In practice, this means a clear strategy towards bringing forward integrated development proposals for new development and economic growth alongside the infrastructure to support it. The County Council would expect transport infrastructure identified in each Masterplan to attract developer contributions and, where applicable, Community Infrastructure Levy (CIL) monies to be included in district Infrastructure Delivery Schedules ('Regulation 123 lists').

The Fylde Coast Highways and Transport Masterplan seeks to deliver good, reliable connections for people, goods and services whilst offering choice, facilitating travel on foot, by cycle, bus and rail as well as by car and goods vehicle.

By 2032, we want the Fylde Coast to have highways and transport networks that support:

Prosperity - because the success of the area's economy will determine the availability of good jobs that allow people to fulfil their aspirations and enjoy independent, productive lives; and because a strong, diverse commercial base will be central to sustaining investment in the area and in turn securing long term economic success.

Health - because it is central to everybody's happiness and ability to achieve what they want from life and

Wellbeing - because we aim to move from intervention to prevention as much as we can, giving people the opportunities that allow them to stay well and thrive on their own or as part of their family

Greater prosperity, health and wellbeing will make the Fylde Coast a good place to live, work or visit, a place where all people can live long, happy and healthy lives regardless of their background.

We believe there are 5 key requirements that our highways and transport networks must meet and we can use to set out our programme:

(i) We need our highway network to operate more efficiently, not just for cars, but also for buses, coaches and for freight.

What we will do:

To **enable growth**, we will work with our partners to ensure that demands placed on our highways and transport networks by new housing and development are accommodated as sustainably as possible. We will also make sure that our main business locations, such as the Enterprise Zone at Warton, Blackpool Airport and other strategic locations, are well served by both roads and other means of travel. We will also work to make the most of opportunities provided by other development schemes as they come forward where benefits to Lancashire's residents and businesses exist.

We want to ensure that the **A585(T)** operates as effectively as possible by carrying forward a programme of viable improvements. We therefore propose to build on the work that the HE are starting now and to work together to design and take forward the recently announced **A585(T)** Windy Harbour to Skippool Improvements and then any further scheme or schemes needed to remove any final pinch-points on the corridor.

We will therefore undertake a specific **North Fylde Connectivity Study**. The work will gather together the findings of our existing traffic modelling work and also the

work being done by Highways England. It will also quantify the extent of rat-running and road safety problems in the wider corridor of concern that is influenced by the A585(T).

Only when the study has been completed will a final decision on the 'Blue Route' be taken. However, the County Council's position remains that the route will be difficult to fund and that we must urgently seek more readily deliverable alternatives if possible.

We will also pursue an **Ultra Low Emission Vehicles Strategy** across the Fylde Coast area.

(ii) We need our rail network and services to make commuting convenient and to be an outstanding gateway to the Fylde Coast for businesses and visitors.

What we will do:

We will work with our partners to design and then consult on proposals for a **Blackpool North (Talbot Gateway) Interchange** that will facilitate interchange between rail and tram and provide the terminus to the tramway extension. Once we have a final scheme, we will work with the LEP to secure funding.

In order to establish just what potential our rail stations have, we will undertake a **North Fylde Line Station Viability Study**, which will complement the work being done elsewhere in the county and proposed for the Fylde Coast.

We are carrying out a **South Fylde Line Study** to look at the future role of the South Fylde Line, the best way to enhance the role of the line in providing a southern gateway to Blackpool and to establish what the most viable and cost effective way of linking the South Fylde line and the Blackpool Tramway would be and what benefits such a link would bring.

(iii) We need public transport to serve all our communities so that people can get to the jobs and services they need.

What we will do:

In Blackpool, we propose to continue to work with our partners to establish design and location options for **coach facilities** within the Leisure Quarter on New Bonny Street and for layover facilities at an appropriate location. Once a scheme for coach facilities has been finalised, we will work with the LEP to secure funding if needed.

To ensure that urban public transport is fully integrated with other sustainable modes, we will work with our partners in the bus industry to put together a **Fylde Coast Long Term Public Transport Strategy**.

In order to **maintain rural connections**, work is already proposed in the county to find the most cost effective methods of providing access to services in rural or remote areas. We will extend this work to the Fylde Coast.

To help ensure effective **visitor travel choices**, we will work with our partners to provide effective marketing to publicise these improvements and reduce the dependence on the car for leisure travel to and from the Fylde Coast. We will also put in place a monitoring programme to make sure that we know how travel patterns are changing.

(iv) We need cycling and walking to become the convenient travel choice for shorter distances and for it to be easy for people to change between modes:

What we will do:

The **Fylde Coast Cycle Network** will build on work already undertaken between Fleetwood and Starr Gate and in St Annes, as well as the Blackpool Explorer routes and initiatives that are underway such as Blackpool Green Corridors. Key to the network will be the completion of the **Fylde Coastal Way**, the towpaths of the **Lancaster Canal** and the creation of **Explorer Mini-wheels**, family friendly, multi user circular routes aimed at the leisure and tourist market and **Green Spokes** that will allow safe access by cycle to key employment destinations

(v) We need our streets and public spaces to feel safe and attractive

We will work to make **Local Links** play a vital role in improving prosperity, health and wellbeing for all age groups.

The masterplan provides an integrated package of measures that will enable the County Council to support delivery of both the Fylde and Wyre Local Plans and the economic development aspirations of the Lancashire Enterprise Partnership. It aims to provide residents, businesses and visitors with rail, car, bus, cycling and walking connectivity that will make more destinations easily available and make sustainable travel choices attractive.

Consultations

Consultation on the draft Fylde Coast Highways and Transport Masterplan started on 12 January and ran until 20 February 2015. Views were sought from a range of stakeholders which included district councils, councillors, district and parish councils and members of the public. There were 145 responses to the consultation (excluding comments made at the consultation event).

Media relations

The masterplan was approved for consultation by the Cabinet Member for Highways and Transport on 9 December 2014. Two news releases were issued with details of the consultation period (10 December 2014) and one with details about the events (21 January 2015). The two press releases generated seven articles printed in the local media.

For each story we create a total score depending how positive or negative the story is and how widely the story appears. This total score can range from -8 to +8 for

each story with any positive score representing a positive story. The average score for all Fylde Coast masterplan related articles is 4 (fairly positive).

Stakeholder engagement

A briefing for county councillors was held on 15 December 2014. All county councillors were invited to attend. For those councillors who were unable to attend, the event was webcast and documents were posted on the members' portal C-First. Emails were also sent to a wide range of stakeholders informing them of the consultation as well as promoting the events. A briefing was also given to Fylde and Wyre councillors on 17 December 2014.

Website

A dedicated area for the consultation was developed on the county council's website. Visits to the page to date (January – March 2015) are as follows:

Website stats for January – March	Page views	Unique visitors	Avg. time on page
2015	2073	85	5.5mins

The consultation was also posted on the <u>'Have your Say'</u> consultation pages of council's website.

Social media messages

A series of messages were posted on the county council's social media channels – Facebook and Twitter - throughout the consultation period.

- Our messages on Facebook reached over 7,000 people.
- Our messages on Twitter reached nearly 15,500 people.

Consultation documents

Consultation documents were made available at the following locations across the Fylde Coast from 12 January 2015.

Fleetwood Library	Garstang Library	Poulton Library
Kirkham Library	Lytham Library	Freckleton Library
Ansdell Library	St Annes Library	Thornton Library
Cleveleys Library	Fleetwood Flakefleet Primary School	Knott End Library
All public libraries in Blackpool	Fylde Borough Council Office	Wyre Borough Council Office

Consultation events

Consultation events were held at the following locations during the consultation period.

Location	No. of people who attended
Garstang Library, Windsor Road, Garstang	20
St John the Evangelist Church, Church Street, Blackpool	30
Poulton Library, Blackpool Old Road, Poulton-le-Fylde	50
Fleetwood Library, North Albert Street, Fleetwood	30
Kirkham Community Centre, Mill Street, Kirkham	50
St Annes United Reform Church, St Georges Road, Lytham	40

A full report on the consultation, including comments, is presented at Appendix B

Implications:

This item has the following implications, as indicated:

Risk management

Approval of the masterplan will promote certainty as to the County Council's highways and transport programme for the Fylde Coast over the years to 2032. That certainty will increase the county council's ability to secure investment and therefore to secure safe and efficient transport systems to serve the residents and businesses of the Fylde Coast, supporting public health and economic growth ambitions.

Financial

The programme of studies and potential works stemming from them as presented in the masterplan, covering development stages and construction works, will be funded from a number of sources, details of which are presented in Appendix A of the masterplan document. The county council's contributions will be contained within the approved capital programme and within approved revenue budgets. Future capital spend will be accommodated within the LTP Integrated Transport Block grant from Government, alongside any financial commitments arising from the other Masterplans, including those which have yet to be brought forward for approval, and from project specific external funding. No final commitment to the implementation of any project in this masterplan will be made until all required funding has been confirmed.

Legal

The recommendations contained within the masterplan are in compliance with relevant legislation; and will be procured in accordance with appropriate legislation and protocols, including, where relevant, European directives.

Environmental

A draft Environmental Report on the Fylde Coast Highways and Transport Masterplan is being produced. This report will set out the potential environmental and health impacts of the masterplan and provides background information as to where mitigation may be needed as schemes develop. No significant risks are identified. The report also contains a Habitat Regulations Assessment.

Equality

An Equality Impact Assessment, part of the Draft Environmental Report, is attached at Appendix 'C'

List of Background Papers

Paper	Date	Contact/Tel
Fylde Coast Highways and Transport Masterplan Consultation Draft	December 2014	Marcus Hudson, Environment, (01772) 530696
Lancashire Local Transport Plan Implementation Plan for 2012/13-2014/15	August 2012	Marcus Hudson, Environment, (01772) 530696
Lancashire Strategic Economic Plan: A Growth Deal for the Arc of Prosperity	March 2014	Kathryn Molloy, Office of the Chief Executive (01772) 538790

Reason for inclusion in Part II, if appropriate

N/A







Foreword

Blackpool Council is delighted to work in cooperation with our neighbouring local authorities to put forward a long term strategy of achievable transport schemes to benefit the Fylde Coast. Efficient transport networks are vital to our local economy's growth, enabling job creating investment that will replace deprivation with prosperity and improve the visitor experience.

Road and public transport investment in Blackpool will accommodate increasing travel demand as regeneration accelerates and improved connectivity to the national economy via the M55 and rail network will be crucial. Further investment in the Fylde Coast's rail access, following the North Fylde line's electrification, could allow new routes to be established including further direct services to London. Supporting a growing market for coach travel could ease congestion on inter-urban routes. New technology offers opportunities to further improve the resort's visitor routes, whilst minimising the impact on our local population.

Local people require access to job opportunities as these are created. The state-of-the-art tramway, successfully re-opened in April 2012, demonstrates the potential that investment in local mass transit systems has. A high-quality bus network needs to adapt as new employment sites, including those that are cross-border, are developed. Local walking and cycling routes can be developed further to facilitate these cost-effective and sustainable travel modes, accessing employment and services whilst reducing congestion.

The council is keen to grasp all funding opportunities to enhance local economic performance, create prosperity and combat deprivation, while preserving environmental quality on which the Fylde Coast depends. The Government's Growth Deal initiative is especially welcome and I will ensure Blackpool works effectively to secure the transport network improvements that are needed.

Lastly, I would like to thank all our residents and stakeholders who gave us their views and who have had helped us shape this highways and transport masterplan for the Fylde Coast



Councillor Gillian Campbell, Deputy Leader of Blackpool Council (Tourism, Economic Growth and Jobs) Blackpool Council "Blackpool" is one of the most recognisable place names in the country, with a long history as the nation's favourite resort. The number of visitors is staggering with the busiest weeks seeing a total footfall of almost half a million in Blackpool alone.

And it's not just Blackpool that draws the crowds. From the coast in the west, with destinations such as the 'classic' resort of St Annes, to the rural heartlands of the east and market towns such as Kirkham and Wesham and Garstang (the world's first Fairtrade town), the Fylde Coast area offers visitors an unrivalled breadth of opportunity. Add to that stunning scenery and internationally recognised wildlife havens and it is easy to see why so many people flock to the area.

But the Fylde Coast is about much more than tourism. What may surprise those outside Lancashire is that world class manufacturing is also at the core of the Fylde Coast's success.

BAE Systems at Warton help make Lancashire the UK's most significant centre for aerospace manufacturing, part of a wider world class regional cluster making a contribution of over £850 million to the economy. With the Lancashire Advanced Engineering and Manufacturing Enterprise Zone at the BAE Systems site, advanced chemical and polymer manufacturing in Wyre and a strong energy and environmental technology presence, including that of the nuclear industry at Westinghouse Springfields at Salwick, the Fylde Coast is actually an industrial powerhouse.

But such success hides the area's issues. Even more than in other areas of Lancashire, the population is ageing. Parts of the urban area, especially in Blackpool, have significant health and social challenges. Rural areas potentially face increasing social isolation as we move forward.

The future development of our highways and transport networks is therefore critical. We must support a growing visitor economy and a world class industrial base. We must ensure that all the Fylde Coast's residents can benefit from economic growth and reach the opportunities that they need to thrive. We must also take account of future residents too and ensure that new housing can be accommodated without overwhelming existing communities with the extra traffic.



My thanks go to all those who took the trouble to send in their views and to talk through the draft masterplan with my officers. Those responses have led to changes to the masterplan and I firmly believe we have a stronger plan to take forward to allow the Fylde coast to grow and prosper.

County Councillor John Fillis Cabinet Member for Highways and Transport Lancashire County Council



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Fylde Coast

Executive Summary

This document presents the Highways and Transport Masterplan for the Fylde Coast.

Both Lancashire County Council and Blackpool Council, as highways and transport authorities, have a Local Transport Plan (LTP3) that sets out their transport priorities. These strategies establish a commitment to support the economy and to tackle deep-seated inequalities in its people's life chances, revitalising communities and providing safe, high-quality neighbourhoods.

We are therefore producing five Highways and Transport Masterplans that reflect the county's economic areas:

- Central Lancashire, covering Preston, South Ribble and Chorley
- East Lancashire, produced in cooperation with Blackburn with Darwen Council and covering Blackburn with Darwen, Burnley, Hyndburn, Pendle, Rossendale and Ribble Valley
- West Lancashire
- Fylde Coast, produced in cooperation with Blackpool Council and covering Blackpool, Fylde and Wyre and
- Lancaster

The Fylde Coast Highways and Transport Masterplan has been produced jointly by the County Council and by Blackpool Council.

Once completed, the masterplans will set out a cohesive highways and transport strategy for the whole county, linking economic development, spatial planning and public health priorities to the wider policy objectives of the County Council, Blackburn with Darwen Council and Blackpool Council.

Three of these masterplans have been approved and are now being delivered. The Central Lancashire Highways and Transport Masterplan was approved in March 2013, the East Lancashire Highways and Transport Masterplan in February 2014 and the West Lancashire Highways and Transport Masterplan in October 2014.

The masterplan presented here sets out our vision for travel and transport in the Fylde Coast.

The Fylde Coast Now

The Fylde Coast is an area of significant contrasts and is made up of three authorities:

Fylde is one of the most affluent areas in Lancashire, containing towns and rural areas popular with commuters which do not have the levels of deprivation seen in some other areas. The advanced engineering and manufacturing sector provides high paid jobs that underpin local economies, centring on Warton, home to both BAE Systems and one of the two Lancashire Enterprise Zone sites. Fylde is also home to Blackpool Airport, which was given 'in principal' Enterprise Zone designation in March 2015.

Wyre is split by the river it takes its name from and has two distinct areas with different economic and social needs. The urban areas of Poulton-le-Fylde, Thornton Cleveleys and Fleetwood, to the west, contrast with the largely rural part of the district that centres on Garstang to the east.

Blackpool is England's largest and most popular seaside resort, attracting more than 13 million visitors a year. Shifts in tastes, combined with opportunities for Britons to travel overseas, affected Blackpool's status as a leading resort during the late 20th century, but there are now positive signs that the visitor economy is revitalising, with recent substantial investment that has supported this.

The Fylde Coast area is relatively self-contained in terms of housing, economy and travel but also has ties to both Central Lancashire and to Lancaster. However, with the visitor economy so important to the area, particularly to Blackpool and the resorts of Lytham and St Annes, it is no surprise that the study area for the masterplan looks to regional and national links as well.

Current highways and transport issues across the area include:

- The A585(T) presents a significant bottleneck at Singleton crossroads, with other local problems on it between the M55 and Fleetwood.
- Emerging development plans could put a significant strain on the local highways network.
- Rail connectivity is limited on the South Fylde line and there are opportunities to capitalise on rail improvements elsewhere, not least HS2.

- needs to be better.
- transport and cycling

Looking to the future

A key driver of the Fylde Coast's economic development is the Lancashire Enterprise Partnership (LEP), of which both Blackpool Council and Lancashire County Council are members. The Partnership's Strategic Economic Plan (SEP) sets out how strong and sustainable economic growth can be achieved in the county, with the Fylde Coast making a significant contribution. One specific strand is the regeneration of Blackpool.

There are other more local economic and development plans which form part of the spatial background to the development of our highways and public transport networks.

Also, in April 2013, both Blackpool Council and the County Council took responsibility for some work that was previously carried out by the NHS. The two authorities will now work with the NHS to tackle some of the key issues that affect people's health and wellbeing, helping people to stay healthy and prevent illness. The changes will make sure that public health experts have a greater input to many of the different council services that impact on people's health including education, housing, transport and the local environment.

Funding

The cost of delivering the package of measures identified in the masterplan, and those that will come out of the work we propose to do, cannot be borne entirely by public sector funding. We have shown that, in areas where we can come to rely on the development industry to contribute funding to new infrastructure, we can increase investor confidence and our ability to attract other sources

• Public transport provision for employment and in the rural area

• Cycle facilities don't necessarily work for all users.

• There is limited interchange/connectivity between public

• Neighbourhoods and the links between them need to be of a good enough standard to make travel easy for everyone.

• Travel choice still favours the private car and

• Road safety needs to be improved still further, particularly in Blackpool and for vulnerable road users



of funding, and in turn improve the prospects of delivery, and delivering to earlier timescales.

Moving forward, investment in major new infrastructure will, increasingly, need to demonstrate an economic justification. In practice, this means a clear strategy that brings forward integrated development proposals for new development and economic growth alongside the infrastructure to support it.

New procedures have been put in place for collecting and investing developer contributions. The Community Infrastructure Levy or other developer contributions through planning obligations will be key mechanism to delivering major new infrastructure to stimulate and support major house building and business development. The speed and certainty with which we will be able to implement new infrastructure will be directly linked to developer contributions.

Our Vision

Transport and travel allow our residents and businesses not only to go about their everyday lives and also to grow and prosper. Our vision for travel and transport in the Fylde Coast therefore reflects the aspirations that have already been put forward for Blackpool and Lancashire as a whole:

By 2032, we want the Fylde Coast to have highways and transport networks that support:

Prosperity - because the success of the area's economy will determine the availability of good jobs that allow people to fulfil their aspirations and enjoy independent, productive lives; and because a strong, diverse commercial base will be central to sustaining investment in the area and in turn securing long term economic success.

Health - because it is central to everybody's happiness and ability to achieve what they want from life and

Wellbeing - because we aim to move from intervention to prevention as much as we can, giving people the opportunities that allow them to stay well and thrive on their own or as part of their family

Greater prosperity, health and wellbeing will make the Fylde Coast a good place to live, work or visit, a place where all people can live long, happy and healthy lives regardless of their background.

Taking our vision forward - What we're already doing

Having set out what we need our networks to do in the future, we need to consider what is already being done or is programmed as we, and our partners, already have schemes and proposals in place to tackle many of the problems including:

- Yeadon Way refurbishment (completed)
- Poulton-le-Fylde Town Centre
- M6 Junction 32 Northbound Widening
- A585(T) Windy Harbour Junction Improvement
- A585(T) Bourne Way to West Drive Widening and Improvement (completed)
- Preston Blackpool rail electrification

And through the Growth Deal negotiated by the Lancashire Enterprise Partnership:

- Blackpool Integrated Traffic Management
- Blackpool Bridges Major Maintenance Scheme
- M55 to Heyhouses Link Road
- Blackpool Green Corridors
- Blackpool Tramway Extension

The City Deal for Preston, South Ribble and Lancashire also has schemes that directly affect the Fylde Coast:

- M55 Junction 2 and the Preston Western Distributor
- Broughton Bypass and
- Preston Railway Station improvements

Taking our Vision Further

Despite the work underway now or programmed, there will still be issues to be addressed in the Fylde Coast area if we are to reach our vision. We believe there are 5 key requirements that our highways and transport networks must meet and we can use to set out our programme:

We need our highway network to operate more efficiently, not just for cars, but also for buses, coaches and for freight.

What we will do:

To **enable growth**, we will work with our partners to ensure that demands placed on our highways and transport networks by new housing and development are accommodated as sustainably as possible. We will also make sure that our main business locations, such as the Enterprise Zone at Warton, Blackpool Airport, Hillhouse International and other strategic locations, are well served by both roads and other means of travel. We will also work to make the most of opportunities provided by other development schemes as they come forward where benefits to Lancashire's residents and businesses exist.

We want to ensure that the **A585(T)** operates as effectively as possible by carrying forward a programme of viable improvements. We therefore propose to build on the work that the HE are starting now and to work together to design and take forward the recently announced **A585(T) Windy Harbour to Skippool Improvements** and then any further scheme or schemes needed to remove any final pinch-points on the corridor.

Highways England is also currently working to resolve capacity issues at Windy Harbour and at Junction 3 on the M55 and have committed to monitoring the southern section of the A585(T) from Windy Harbour to M55 Junction 3, bringing forward improvements where appropriate and beneficial, for instance potential improvements at the Thistleton crossroads.

By dealing with the congestion at these significant junctions, the numbers of vehicles using inappropriate roads to avoid congestion should be greatly reduced.

However, in the light of further evidence received during the consultation, we do not propose to rescind protection on the alignment of the M55 to Norcross Link until the full impacts of changes to the highways network both along the A585(T) and around Preston have been reviewed.

We will therefore undertake a specific **North Fylde Coast Connectivity Study**. The work will gather together the findings of our existing traffic modelling work and also the work being done by Highways England . It will also quantify the extent of rat-running and road safety problems in the wider corridor of concern that is influenced by the A585(T)..

Only when the study has been completed will a final decision on the 'Blue Route' be taken. However, the County Council's position remains that the route will be difficult to fund and that we must urgently seek more readily deliverable alternatives if possible.

We will also pursue an **Ultra Low Emission Vehicles Strategy** across the Fylde Coast area.



We need our rail network and services to make commuting convenient and to be an outstanding gateway to the Fylde Coast for businesses and visitors.

What we will do:

We will work with our partners to design and then consult on proposals for a **Blackpool North (Talbot Gateway) Interchange** that will facilitate interchange between rail and tram and provide the terminus to the tramway extension. Once we have a final scheme, we will work with the LEP to secure funding.

In order to establish just what potential the of the North Fylde Line stations is, we will include them in the **North Fylde Coast Connectivity Study** which will also specifically consider whether a rail solution is the best answer to Fleetwood's longer term connectivity needs.

We are carrying out a **South Fylde Line Study** to look at the future role of the South Fylde Line, the best way to enhance the role of the line in providing a southern gateway to Blackpool and to establish what the most viable and cost effective way of linking the South Fylde line and the Blackpool Tramway would be and what benefits such a link would bring.

We need public transport to serve all our communities so that people can get to the jobs and services they need.

What we will do:

In Blackpool, we propose to continue to work with our partners to establish design and location options for **coach facilities** within the Leisure Quarter on New Bonny Street and for layover facilities at an appropriate location. Once a scheme for coach facilities has been finalised, we will work with the LEP to secure funding if needed.

To ensure that urban public transport is fully integrated with other sustainable modes, we will work with our partners in the bus industry to put together a Fylde Coast Long Term Public Transport Strategy.

In order to **maintain rural connections**, work is already proposed in the county to find the most cost effective methods of providing access to services in rural or remote areas. We will extend this work to the Fylde Coast.

To help ensure effective **visitor travel choices**, we will work with our partners to provide effective marketing to publicise these improvements and reduce the dependence on the car for leisure travel to and from the Fylde Coast. We will also put in place a monitoring programme to make sure that we know how travel patterns are changing.

We need cycling and walking to become the convenient travel choice for shorter distances and for it to be easy for people to change between modes:

What we will do next:

The **Fylde Coast Cycle Network** will build on work already undertaken between Fleetwood and Starr Gate and in St Annes, as well as the Blackpool Explorer routes and initiatives that are underway such as Blackpool Green Corridors. Key to the network will be the completion of the **Fylde Coastal Way**, the towpaths of the **Lancaster Canal** and the creation of **Explorer Mini-wheels**, family friendly, multi user circular routes aimed at the leisure and tourist market and **Green Spokes** that will allow safe access by cycle to key employment destinations

We need our streets and public spaces to feel safe and attractive

We will work to make **Local Links** play a vital role in improving prosperity, health and wellbeing for all age groups. A safe and attractive street makes people more likely to walk and cycle, however far or fast, and increasing levels of physical exercise will not only help tackle obesity, but will help to reduce heart disease, strokes and type 2 diabetes as well as improving mental wellbeing.

Next Steps

This masterplan represents the beginning of a programme of highways and transport infrastructure delivery to serve the Fylde Coast over the next 16 years and beyond.

There is much to do and it will need the commitment and efforts of a variety of service providers to see it through – County, Unitary and District Councils, Lancashire's Local Enterprise Partnership, Highways England, Network Rail - and the support of private business and house builders as well.

To stand the best chance of delivering these improvements, we must make sure they are 'ready to roll' as soon as we can, so that we can make use of all opportunities to get funding for schemes that are ready to be delivered. That will mean committing time and funding now to working out detailed plans for these ideas and preparing the economic case for them.



Introduction - Lancashire's **Highways and Transport Masterplans**

Both Lancashire County Council and Blackpool Council, as highways and transport authorities, have a Local Transport Plan (LTP3) that sets out their transport priorities. These strategies establish a commitment to support the economy and to tackle deep-seated inequalities in its people's life chances, revitalising communities and providing safe, high-quality neighbourhoods. The plans include commitments to:

- Improve access into areas of economic growth and regeneration
- Improve the efficiency and management of parking to support the local economy, especially for shoppers and visitors.
- Provide better access to healthcare, education and employment •
- Improve people's quality of life and wellbeing ٠
- Improve the safety of our streets •
- Manage congestion levels •
- Provide safe, reliable, convenient and affordable transport alternatives to the car
- Maintain our assets

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Reduce carbon emissions and their effects

To work towards these aims, Lancashire County Council is leading in the production of a set of Highways and Transport Masterplans that will cover the entire county.

Rather than produce a masterplan for each district, five masterplans are being created that reflect the travel areas identified in the County Council's Local Transport Plan:

- Central Lancashire, covering Preston, South Ribble and Chorley
- East Lancashire, covering Blackburn with Darwen, Burnley, • Hyndburn, Pendle, Rossendale and Ribble Valley
- West Lancashire
- Fylde Coast, covering Blackpool, Fylde and Wyre and •
- Lancaster •

The Fylde Coast Highways and Transport Masterplan is being produced jointly by the County Council and Blackpool Council. Once completed, these masterplans will set out a cohesive highways and transport strategy for the whole county, linking economic development, spatial planning and public health priorities to the wider policy objectives of the County Council, Blackburn with Darwen Council and Blackpool Council. Each masterplan will:

- Outline current issues affecting our highways and transport ٠ networks
- Look at the impact of plans and policies in future years, including the Lancashire Enterprise Partnership's Strategic Economic Plan and approved Local Plans
- Put forward the measures that we consider are needed to support future growth and development and improve our communities
- Outline funding mechanisms and delivery programmes and associated risks.

Future funding allocations from central government are being devolved to the Lancashire Enterprise Partnership (LEP), which covers the local authority areas of Lancashire, Blackburn with Darwen and Blackpool. It is therefore vital that there is a coherent highways and transport strategy for the whole county, rooted in approved and adopted strategies and plans.

Three of these masterplans have been approved and are now being delivered. The Central Lancashire Highways and Transport Masterplan was approved in March 2013, the East Lancashire Highways and Transport Masterplan in February 2014 and the West Lancashire Highways and Transport Masterplan in October 2014.

Figure 1 LTP Masterplan Areas





Introduction - The Fylde Coast Masterplan

This document introduces the Highways and Transport Masterplan for the Fylde Coast. Produced jointly by Lancashire County Council and Blackpool Council, it sets out the options for a future Highways and Transportation Strategy for the Fylde, Wyre and Blackpool area to 2032 and beyond, to inform the area's emerging Local Plans (the planning policies that set out how an area will develop).

The fundamental purpose of transport is to enable economic and social activity. It allows people to get to work, to access services and to see friends, family and visit places. It also allows businesses to move goods and allows suppliers and customers to come together. However, transport also has other impacts on people, on places, and on our environment: Traffic congestion brings delay and disrupts communities; road accidents cause injury and suffering; vehicle emissions affect local people's health and contribute to global environmental problems and so on.

Balancing the positive and negative impacts of transport is vital in providing sustainable highways and transportation networks for the future. We can only do this if we consider the consequences that changing these networks will have not just on the users, but on the people, environment and economy of Fylde, Wyre and Blackpool both now and in the future.

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All the masterplans require similar evidence, which must be up-todate and accurate. Local Plans set out the details of future land use and there must be a sound economic strategy in place. Existing travel and transport must be understood and there must be evidence as to the impact of future development on the highways and transport networks. The health and social needs of the population must also be known.

Economic and public health evidence is robust. The Lancashire Enterprise Partnership has agreed its Strategic Economic Plan and the individual authorities also have established development priorities. There is a wealth of information about health and well being in the area.

However, not all Local Plans are at the same stage of development across the area. The 3 authorities are at different stages of the plan making process but are cooperating to ensure that development is coordinated across the Fylde Coast area. Blackpool Council consulted on the Pre-Submission Core Strategy in summer 2014 with adoption expected in 2015. Fylde's new Local Plan is currently under preparation and is expected to be adopted in Spring 2017. Wyre Council's Local Plan next consultation stage will be held in 2015, and it is anticipated that the Local Plan will be adopted in 2017. The masterplan takes into account the emerging content of the three local plans to set out a strategy for highways and transport for the Fylde Coast to 2032.

This consultation masterplan therefore:

- Describes the Fylde Coast's people and places as they are now
- Outlines what we know of current transport patterns and identifies issues with the current highways and transport networks that support the Fylde Coast
- Sets out the plans and policies, both adopted and emerging, that will impact on the area in the future.
- Uses the evidence to establish what challenges our transport networks face
- States our vision for what our highways and transport networks should be able to do by 2032
- Shows what work is already underway to achieve that vision and
- Lastly, sets out how we intend to implement the masterplan.



How consultation shaped this Masterplan

The consultation on the draft Fylde Coast Highways and Transport Masterplan drew responses from a wide range of organisations and individuals. Our partners, both local and national, the business community and many private individuals took the opportunity to help us the shape the Fylde Coast's highways and transport networks.

This masterplan will ultimately affect us all, so having support from our stakeholders is very important to us. We are very grateful for all the comments that have been made on our proposals and now feel that we are better informed and have a stronger basis on which to develop the projects and strategies in this masterplan, as well as influence our partners.

Many comments have offered detailed concerns and suggestions. Whilst these may not appear in this 'high-level' plan, this feedback will inform more detailed work to come, and there will be many more opportunities to comment on and influence the studies as we go forward.

Therefore most of the changes made to the masterplan are in the detail of the proposals and add to the strength of the masterplan rather than altering it.

However, whilst across all groups of respondents, there was significant support for almost all the proposals in the masterplan, our proposal to no longer pursue the M55 to Norcross scheme was not well received and there was also a strong feeling that we had ignored a potentially vital link in the Fylde Coast network that the old Fleetwood to Poulton railway line could offer.

The M55 to Norcross scheme is a very long standing proposal. Whilst we still believe that the scheme is not deliverable in the foreseeable future and that we must urgently seek other solutions, the consultation has made it very clear that, almost without exception, respondents do not believe that any other long term solution to problems on the A585(T) corridor exist.

Many of those respondents produced compelling qualitative evidence of the geographical extent of problems caused by drivers seeking to avoid the A585. In many ways linked to the issue of the future of the M55 to Norcorss Link road were the many respondents who complained that we had not taken proper notice of Fleetwood's lack of mainline rail connectivity.

Whilst neither a mainline rail connection nor a tram link may be achievable in the lifetime of this masterplan, we had originally intended to investigate what could be done to improve Fleetwood's connectivity as part of the Urban Public Transport Strategy.

We will now, however, carry out a **North Fylde Coast Connectivity Study** that will use all available evidence held by ourselves and our partners and stakeholders to set out what is achievable across all modes of transport within the wider corridor that has the A585(T) at its heart.

Therefore at this stage we will not remove any protection from the current alignment of the 'Blue Route', but will take a final decision about the scheme's future on completion of this study as set out later in this masterplan.

The third major change to the masterplan has come about both through consultation responses and through changing circumstances. We now feel the time is right to pursue an Ultra Low Emissions Vehicles Strategy for the Fylde Coast given that funding is becoming more available to do so.

By taking on board many of the views and ideas we have received, this masterplan is now a stronger document and we are very grateful to all those who took the trouble to respond and to come out to our exhibitions and talk with officers.

As projects and strategies start to come to fruition, there will be much more public consultation in the coming years to debate and discuss each project and to make sure that the actions that result from the work presented here are as effective as we can collectively make them.



The Fylde Coast Now

The Fylde Coast is an area of significant contrasts and is made up of the three authorities of Blackpool, Fylde and Wyre. The area had a population of over 325,000 in 2013. This is expected to increase by over 15,500 people between now and 2037, with 90% of that growth predicted to be in Fylde and Wyre.

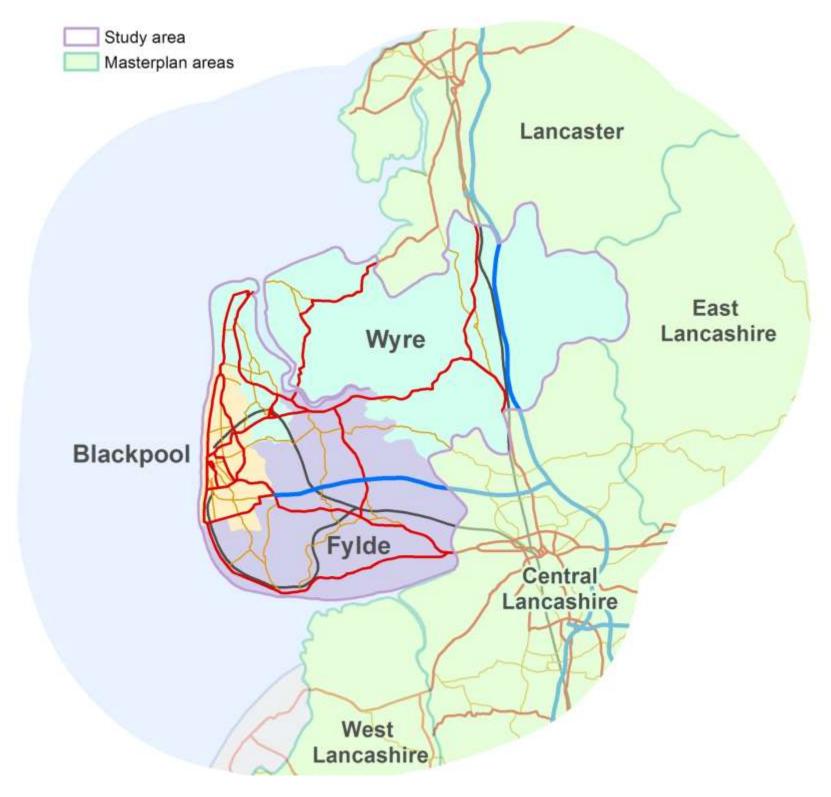
Fylde is one of the most affluent areas in Lancashire, containing towns and rural areas popular with commuters which do not have the levels of deprivation seen in some other areas. The advanced engineering and manufacturing sector provides high paid jobs that underpin local economies. This centres on Warton, where BAE Systems has a major centre and which is also home to one of the two existing Lancashire Enterprise Zone sites. Fylde also has a vibrant tourist economy based on the resorts of Lytham and St Annes.

Wyre is split by the river it takes its name from and has two distinct areas with different economic and social needs. The urban areas of Thornton Cleveleys, Fleetwood and Poulton-le-Fylde to the west contrast with the largely rural area to the east that centres on Garstang. Only in Fleetwood are there any urban areas that suffer from significant deprivation, although rural isolation is an issue in some areas to the east of the Wyre.

Blackpool is England's largest and most popular seaside resort, attracting more than 13 million visitors a year. Shifts in tastes, combined with opportunities for Britons to travel overseas, affected Blackpool's status as a leading resort during the late 20th century, but there are now positive signs that the visitor economy is revitalising, with recent substantial investment that has supported this. Blackpool is also the most densely populated borough in the North West. The combination of seasonal work, poor quality housing, low skills and high unemployment has led to significant economic decline which has resulted in a number of health and social challenges.

The Fylde Coast area is relatively self-contained in terms of housing, economy and travel but also has ties to both Central Lancashire and to Lancaster. However, with the visitor economy so important to the area, particularly to Blackpool and the resorts of Lytham and St Annes, it is no surprise that the study area for the masterplan looks to regional and national links as well.

Figure 2: The Fylde Coast





Blackpool

Blackpool Council, as a Unitary Authority, is the highways and transport authority for the borough.

Blackpool (population 142,000 in 2012) includes some of the most deprived areas in England which face numerous social and economic challenges.

The 'Golden Mile' is the central hub for Blackpool's tourism industry. Blackpool remains the most popular seaside resort in the UK, receiving over 13 million visitors per year to attractions such as the Tower, Pleasure Beach and Winter Gardens as it adapts to the changing visitor market and reinvents itself as a modern destination resort.

Blackpool has always had a lower than average proportion of jobs in the manufacturing sector, with a higher rate of employment in the service sector. The visitor economy and accommodation and food services significantly dominate the service sector in Blackpool. The manufacturing employment that does exist includes Burton's biscuits and Tangerine Confectionery.

Blackpool and the Fylde College has around 30,000 students and has been designated a National Beacon of Excellence by the government. The main campus is at Bispham but there is also a new multi millionpound University Centre close to Blackpool Town Centre.

Blackpool Victoria Hospital, which serves the Fylde Coast area, is only one of four hospitals in the North West providing specialist cardiac services.

Average house prices in Blackpool are below the county and national average. Economic problems have resulted in low property prices in some areas and the cheap, poor quality housing available has attracted a vulnerable population including economically inactive people seeking cheap accommodation, including migrant workers, ex-offenders and vulnerable families.

Fylde

Fylde (population 76,000 in 2012) includes Lytham and St Annes, Kirkham, Freckleton and Warton.

Lytham and St Annes are the principal towns and have grown together to form an attractive and popular seaside resort with a vibrant tourist economy. Indeed, Fylde's coastline attracts over 3m visitors each year. The area has a strong golfing tradition, with four championship courses located within a 5 miles radius. Situated south of Blackpool at the point where the coastline turns east to form the Ribble estuary, Lytham and St Annes is considered to be a wealthy area with residents' earnings among the highest in Lancashire. It is popular with engineers and scientists from BAE Systems in Warton.

Blackpool Airport is located in Fylde, on the coast between St Annes and Blackpool. In March 2015, the site was given an 'in principal' designation as Lancashire's second Enterprise Zone.

Kirkham and Wesham, which lies between Blackpool and Preston is a small market town which is at the heart of the surrounding rural area. The town attracts visitors from a wide area and has a notable built heritage. Freckleton, one of the Fylde's oldest villages, and Warton lie to the south of the district along the Ribble estuary and are dominated by the presence of BAE Systems and the Lancashire Advanced Engineering and Manufacturing Enterprise Zone.

Manufacturing jobs are heavily influenced by BAE Systems and Westinghouse Springfields at Salwick. In October 2011, the government announced the creation of a single Enterprise Zone that covers the two BAE Systems sites at Samlesbury and Warton. Enterprise Zones are areas where financial incentives and a simplified planning structure are designed to encourage business growth and investment and to create employment. The Enterprise Zone is a key strategic site for both the regional and national economy. Public administration also provides jobs in the wider Fylde area.

Unemployment is not an issue in the area and the basic skills of the working population in Fylde is estimated to be higher than the county and national averages. Not surprisingly, given the affluence of much of the district, Fylde has a high proportion of quality housing and has better health than the England average, although small pockets of moderate deprivation do exist.

Wyre

Wyre (population 107,900 in 2012) includes Poulton-le-Fylde, Thornton Cleveleys, Fleetwood and Garstang. Even during the economic downturn, the unemployment rate is well below the regional and national averages.

Poulton-le-Fylde is a market town and the administrative centre of the borough. Approximately 4 miles from Blackpool town centre, there are rail links to Blackpool and Preston and bus routes to the larger towns and villages of the Fylde.

Garstang has become known as the World's First Fairtrade Town and has a wide variety of independent retailers and a popular weekly market, whilst the seaside town of Cleveleys lies on the coast to the north of Blackpool, with Thornton just inland adjacent to it.

Many local employers have a heritage that is linked to the Fleetwood fishing industry and have adapted since the port closed. The Port of Fleetwood comprises two underutilised docks and a ferry terminal which has potential for future development.

Myerscough College is built on the site of the old Myerscough Hall, approximately six miles north of Preston in Bilsborrow, near Garstang. It attracts over 6,000 students and specialises in education for land-based and sports industries.

Wyre has strengths in a number of areas including advanced manufacturing / engineering with emerging opportunities in ICT and creative media sectors; the Hillhouse International site at Thornton is of particular significance being home to a cluster of international advanced chemicals and materials businesses. Other areas expected to enjoy continued growth within Wyre, include education, retail and other business activities. Jobs in the manufacturing sector have reduced whilst the service sector is a greater source of jobs.

Like Blackpool, the visitor economy is important and people visit the area both for leisure and shopping - attractions include Fleetwood Freeport, Wyreside Visitors Centre, Marsh Mill and Farmer Parrs animal world.



The Fylde Coast Now – People and Places

People

Like much of the county, the Fylde Coast area has an ageing population. In 2012, people aged 65 and over made up just over a quarter of the population in Fylde and Wyre and almost a fifth of the population in Blackpool.

Life expectancy is slightly below the England average in Fylde and Wyre and more significantly so for deprived areas of Wyre and for Blackpool. Blackpool has the lowest life expectancy age for males in England at 74 years and the second lowest age for females at 80.

The health of people in Fylde and Wyre is generally better than the average for Lancashire. However, some areas of Fleetwood have very poor health outcomes, which are linked to the relatively high levels of socio-economic deprivation in some communities. The health of people in Blackpool is generally worse than the England average. The rate of chronic liver disease in Blackpool is the highest in England and it also has one of the highest rates of lung cancer incidence. The number of people suffering from coronary heart disease is one of the highest rates in England when compared with areas experiencing similar levels of deprivation.

Obesity levels for adults and children are better than the England average (apart from the rate for adults in Wyre, which is slightly higher). However, projections for obesity in Blackpool's older population (65 and over) indicate that considerable increases are to be expected over the next ten to twenty years.

There are wide social inequalities within the Fylde Coast area. Fleetwood has already been mentioned, but there are significant issues in parts of Blackpool. These social inequalities stem from some of the most significant deprivation in the country. This deprivation is the result of a combination of factors including low income levels, unemployment, low education levels and poor housing, coupled with community factors such as a lack of community cohesion and higher crime levels. In the Fylde Coast area:

- The decline in overnight visitors to Blackpool has resulted in guest house owners seeking alternative income through converting and sub-dividing their properties to permanent residential use. This has resulted in oversupply of small, poor quality bedsits and flats or Houses in Multiple Occupation (HMO) and Blackpool has become a destination for low income and vulnerable households.
- Although the service sector in Blackpool has grown due to tourism, the seasonal nature of this work currently leads to high rates of unemployment in the winter months. Even during the tourism season, the unemployment rate in Blackpool is usually well above the county and national averages.
- In 2013, both Fylde and Wyre had more than the England average (70%) of people aged 16-64 with qualifications to at least NVQ2, whilst in Blackpool this rate was 65%. Fylde had a remarkable 40% qualified to level4 and above.
- In the academic year 2012/13, Blackpool saw just under 50% of pupils achieve five or more GCSEs (including English and Maths), compared to around 65% in Fylde and Wyre (England average 61%)
- At the end of 2013, the proportion of young people Not in Employment, Education or Training (NEETs) was 5.3% across Lancashire, with 5.2% in Fylde and 6.1% in Wyre. In Blackpool, however, the proportion is 6.8%.
- Average earnings in Blackpool are very low when measured by both place of residence and by place of work, as opposed to earnings in Fylde and Wyre. Not surprisingly, given its employment base, Fylde in particular has average earnings well above the national average.

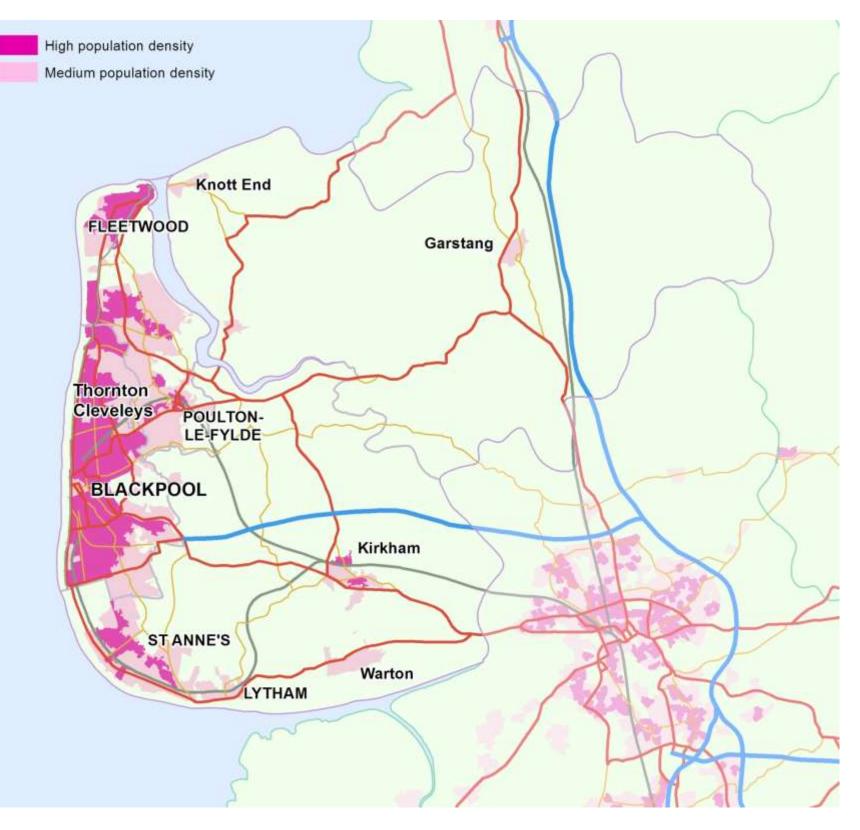


Where people live determines where many journeys start and end, so the more people in an area, the greater the demand on the network. This is particularly true of commuting, which currently places by far the biggest strain on our transport systems as many workers try to travel in a relatively short period of a few hours in the morning and early evening.

Figure 3 shows how the population of the Fylde Coast is spread across the area, as recorded in the 2011 Census. The largest settlements follow the line of the coast, from Fleetwood in the north of the peninsula, down through Blackpool and Poulton-le-Fylde, to St Annes and Lytham in the south. The very linear nature of this main urban area is clear from the map.

What are not shown on the map are the small settlements that are scattered across the rural areas. These communities have only a very limited impact on overall travel patterns because, individually, the numbers of journeys are small. However, their needs are still an essential consideration for this masterplan.

Figure 3: The Fylde Coast's People





Places

The next major influence on our transport systems is the places that people want to travel to.

Certain destinations attract a lot of people, whether through choice, such as for leisure and shopping or through necessity, such as for health or education. As well as acting as destinations for visitors, these locations often have large numbers of workers and therefore have a major impact on commuting. Major retail developments attract large numbers of shoppers and superstores also provide a focus for trips and are present across most of the major urban areas. These are obvious places that people travel to: however other places specific to local areas can also be identified.

Whilst town centres have traditionally been a focus for employment and shopping, out of town locations are now also major destinations for both people and goods.

The Visitor Economy is crucial in the demand placed on the Fylde Coast's highways and transport networks, particularly in and around Blackpool.

Blackpool is one of the UK's most visited tourist destinations, with its many attractions, most notably Blackpool Tower, now owned by Blackpool Council, the Illuminations and the Pleasure Beach. There has been an upturn in visitor numbers to 13.2million people in 2010/11, of which 2.6million were staying visitors.

Blackpool's seafront continues to attract many visitors every year and other major attractions and landmarks include Blackpool Zoo, the Winter Gardens, the new state of the art tramway which also runs a 'heritage' service from Pleasure Beach to Little Bispham on weekends and holidays. There is also a peak of visitors who travel to Blackpool to see the illuminations.

Blackpool Airport, although no longer offering international flights, is likely to remain a significant destination and focus of economic development.

Visitor numbers and spending in Wyre has risen, as have job numbers in the tourism sector.

The coastal towns of Cleveleys and Fleetwood are popular for high street shopping with offers from a range of independent retailers and markets. Thornton is home to the award winning Wyre Estuary Country Park and Marsh Mill is a restored Grade II* listed tower mill. It is the tallest in Europe, standing at over seventy feet and is set in Marsh Mill Village and shopping centre. Garstang, a fairtrade town, has a strong cultural calendar and traditional weekly market.

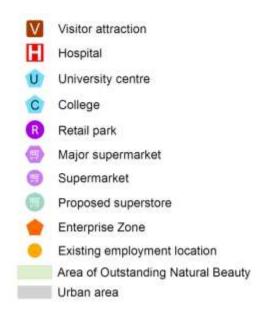
Fylde's coastline is popular with the older generation and the resort of St Annes on Sea is popular with families. Lytham has a mix of shops, bars and restaurants. The Royal Lytham Golf club course is one of the premier links courses in the world and was the venue for the 2012 Open.

Large numbers of journeys are also made to the hospitals in the Fylde Coast, particularly the cardiac specialist unit at Blackpool Victoria Hospital as well as to the education facilities provided by Blackpool and the Fylde College, which is spread across 4 main campus' including Fleetwood Nautical College.

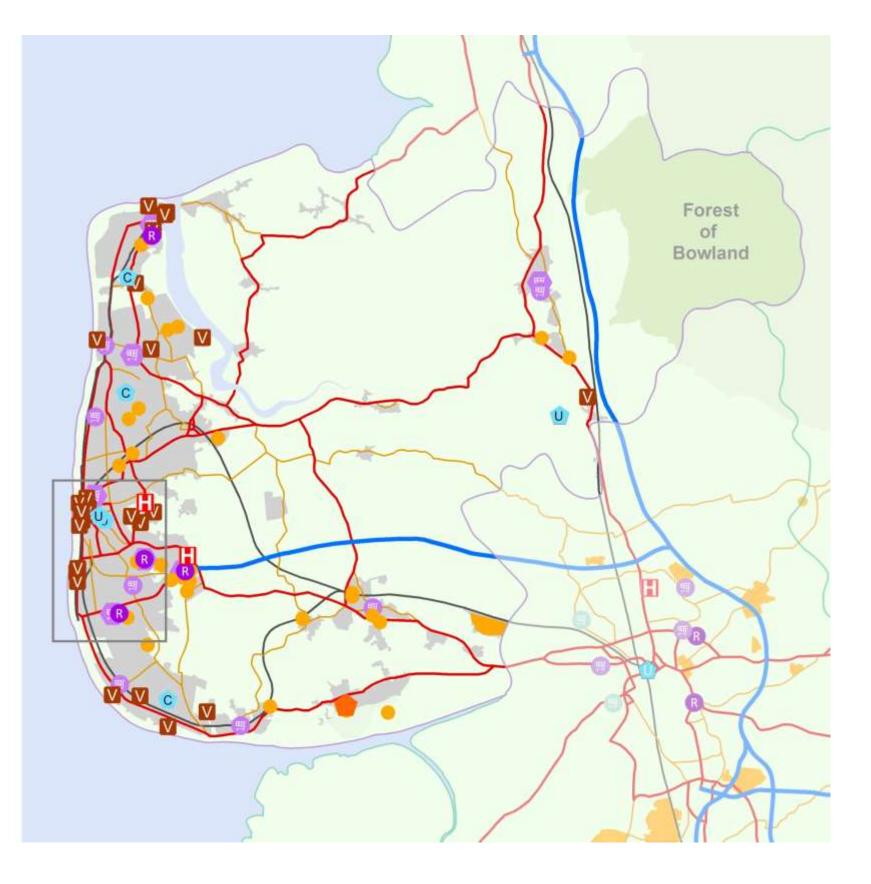
Figure 4 shows the places that are visited by large numbers of people. Together, people and places shape the demand for travel in, to and from the Fylde Coast.



Figure 4: The Fylde Coast's Places









Fylde Coast Now - Transport and Travel

Travel patterns - Longer distances

As a peninsular, transport connections to the Fylde Coast are dependant to a large extent on the quality of the highways and transport infrastructure in and around Central Lancashire. With a high demand for travel as a result of the Fylde Coast's visitor economy, these links are particularly important.

The M55 links Blackpool and the Fylde Coast to the M6 at Junction 32 north of Preston. It also provides access to Blackpool Airport via the A5230 Squires Gate Link Road from Junction 4 at Peel Hill.

The A585(T) stretches from the M55 to Fleetwood and is an important route linking the urban areas of the Fleetwood peninsula (Fleetwood, Cleveleys, Thornton and Poulton-le-Fylde), with the motorway network.

To the south of the area, the A583 and A584 connect the towns of Kirkham, Wesham and Lytham and St Annes to Preston and Blackpool. In the east of the area the A6 provides connectivity between Garstang and the rural areas with the M6 and Preston, with the A6 corridor connected to the A585(T) by the A586.

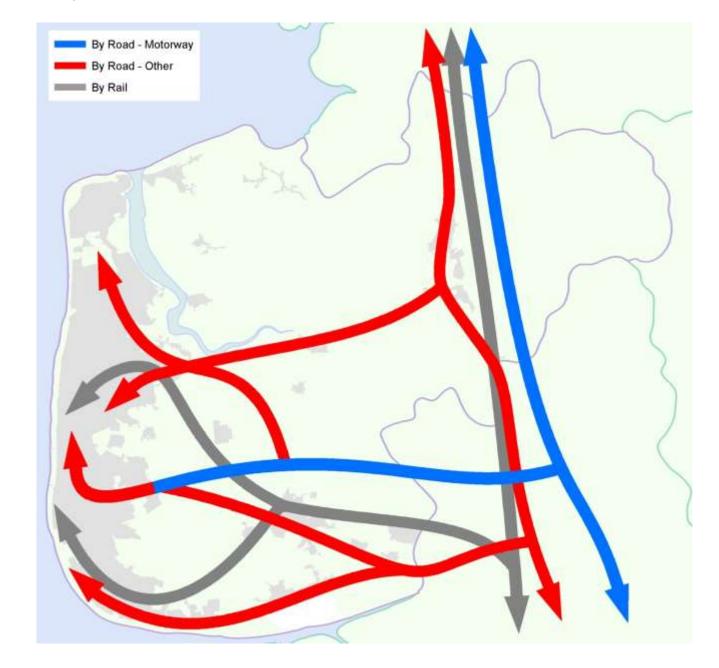
There are two terminus railway stations serving Blackpool, Blackpool North in the town centre and Blackpool South at the southern end of the resort core. Both lines connect Blackpool, Fylde and Wyre, with the national rail network via Preston, providing services to London, Birmingham and Scotland.

The Blackpool North line has direct rail services to London, York, Liverpool, Manchester and Manchester Airport, whilst the Blackpool South line has direct services to East Lancashire.

Blackpool Airport is located to the south of Blackpool in Fylde. Until October 2014, regular scheduled and charter flights throughout the UK and to a number of European destinations, were operated from the airport. In April 2015, daily flights to Belfast and to the Isle of Man resumed. The airport has easy access to the motorway network.

The Port of Fleetwood currently provides marine services for the offshore energy sector.

Figure 5: Longer distance journeys





Travel within the Fylde Coast

Information on where people live and need to travel to across the Fylde Coast, together with an understanding of the longer distance journeys in the area, provides a basis to understanding the main journey patterns in the area.

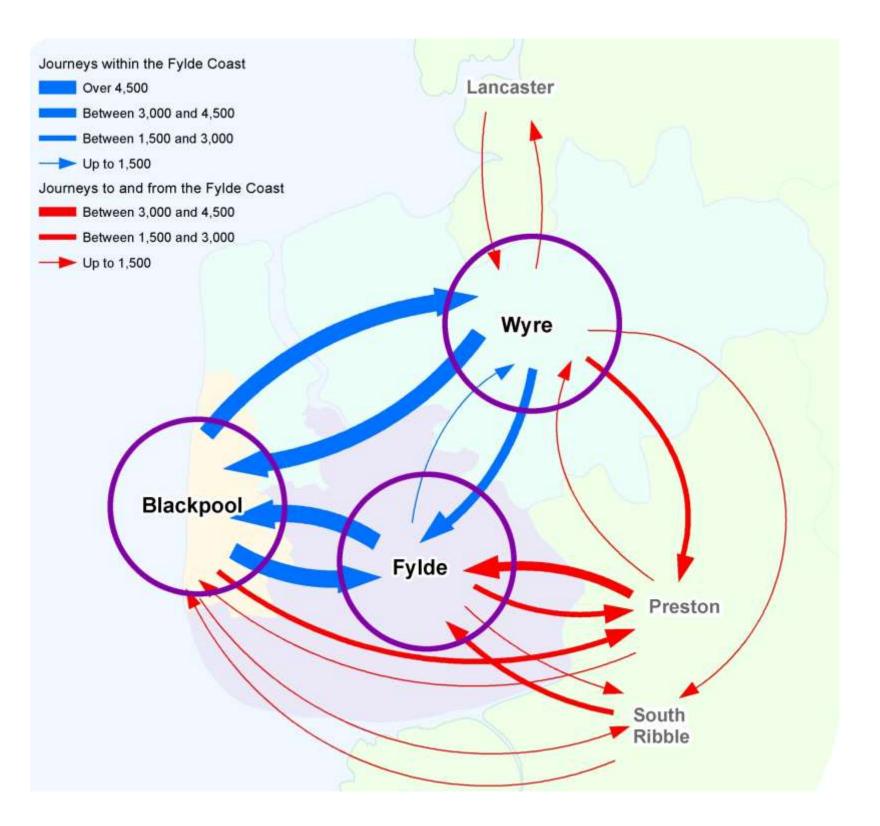
Journeys are made for many purposes, but the purpose that dominates the busiest times of the working week is the journey from home to work. This is also the journey type about which most information exists.

Questions about travel to work were asked in the 2011 National Census. The major journey to work movements into and out of the Fylde Coast are shown in figure 6.

The Fylde Coast has a remarkably high proportion of residents living and working in the area although there are large inflows from other parts of the county, particularly Preston, primarily due to the presence of BAE and Westinghouse Springfields.

These commuter movements take place in the context of a highway network that has reached or is reaching capacity in a number of places but where sustainable modes are becoming a viable option for some journeys.

However, in the Fylde Coast, overlain on this pattern are the movements of visitors. More than in any other part of the county, tourists change the pattern of congestion and also when the worst congestion occurs. Unlike most commuting, these visitor movements are weather dependent and therefore unpredictable. Figure 6: Typical Weekday Commuting in The Fylde Coast





The car is the dominant travel choice for most people for most journeys. There are many reasons for this, but the most obvious impact on our roads is the amount of traffic they carry, not just in the peak hours but through the whole day.

Figure 7a shows the number of motor vehicles that use our major roads during a typical day.

However, more than any other area of the county, the Fylde Coast, and Blackpool in particular, sees very high traffic volumes at certain times of the year, particularly in summer school holidays and during the Blackpool Illuminations. This seasonal variation in traffic is considerable, as Figure 7b below shows.

Showing data from 2013, the lines show how traffic on different modes of transport changes through the year relative to a neutral month, which would be represented by a value of 1.

Travel on the tram increases dramatically in the tourist season and, of course, during the Illuminations. Rail travel shows an earlier peak in the summer holiday period, with this peak being more pronounced on the North Fylde Line. Road travel shows a very long peak through both the summer holidays and the Illuminations, but far less seasonal variation overall. This reflects the dominance of the car as the travel choice for all types of journey at all times of the year.

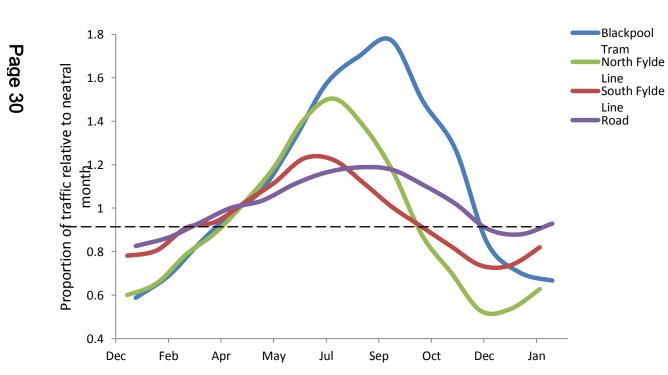


Figure 7a: Daily traffic today





Figure 7b: Seasonal variation in travel demand



The previous map shows the volume of traffic on our major roads. This traffic of course includes buses, which suffer the same delays as other road users unless there are dedicated bus lanes etc. Bicycles may not be counted in the traffic totals, but cyclists also have to share this road space unless they have dedicated cycle provision.

Figure 8 shows the main sustainable transport provision across the Fylde coast.

There are twelve railway stations, most of which are situated on the South Fylde Line, which has services operated by Northern Rail. As well as providing a connection into Blackpool South and the Pleasure Beach, the line serves the towns of Lytham and St Annes with an hourly service to Preston.

The North Fylde Line serves Poulton-le-Fylde and Blackpool and has frequent and fast services to Preston. This line has recently been electrified and it is possible that through services to London using Pendolino trains will be a reality by 2017.

Coach travel is important in the Fylde Coast, particularly in Blackpool, where up to 20% of visitors (over 2 million visitors) arrive by coach. Current estimates show that several hundred coaches arrive in the resort on a typical day and these numbers increase dramatically during the Illuminations.

Blackpool Tramway runs from Starr Gate in Blackpool to Fleetwood and is the only surviving first-generation tramway in the United Kingdom. It is owned by Blackpool Council and operated by Blackpool Transport. The tramway runs for 11 miles and carried 4,297,472 passengers in the last year ending October 2013.

The tramway has been refurbished with new vehicles, although at visitor peaks such as during the Illuminations, heritage vehicles are also used to enhance the tourist experience. The tramway provides an important service linking residents of Fleetwood, Cleveleys and Bispham into central Blackpool and to Blackpool North and South stations.

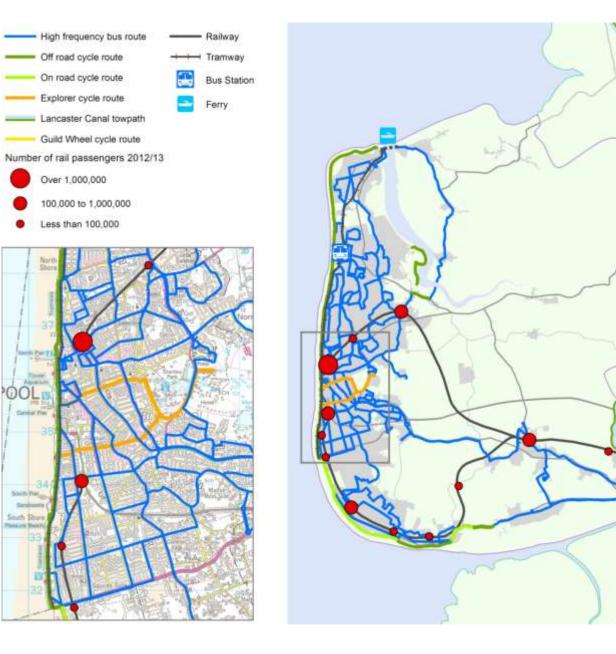
The Knott End to Fleetwood ferry provides a regular daily passenger service across the Wyre estuary connecting Knott End and Preesall with Fleetwood. It is operated by a private company and subsidised by Lancashire County Council and Wyre Council.

The main cycle route in the area is the promenade running continuously between Starr Gate and Fleetwood. At 12 miles long, this is the longest sea front promenade route in the country.

Although not traffic free, new Explorer routes run west to east across Blackpool to provide safe routes to the Stanley Park area. Other key routes are the Wyre Way and the Lancashire Coastal Way.

However, the reality is that the majority of commuters still choose to use cars. Across the Fylde, around 48% of commuter journeys are made by car, even in areas of low car ownership where car sharing is more common. For some, it is a choice, often due to perceptions and lack of knowledge of alternatives. For some though, particularly in rural areas, it is a matter of necessity as there are currently only limited viable alternatives.

Figure 8: Sustainable travel today







Travel problems today

So far we have looked at the demands on the network from where people live, where they want to travel to and how they choose to travel. We now want to look at the impact these journeys have on the economy and on us as we travel about in our daily lives.

Locally, one of the biggest issues is congestion. Some congestion is inevitable; better economic conditions tend to produce more traffic. However, too much congestion hampers business and makes travel difficult for everyone.

Usually, the worst congestion is at peak commuting times. In Blackpool, however, low car ownership means that peak hour congestion is far less of an issue than accommodating visitor traffic. It is estimated that in one year, roughly 9.1 million visitors arrive by car, 2.6 million by coach and 1.3 million by train. The large numbers already arriving by both road and rail make it all the more important that demand for all modes is treated equally.

Congestion here is a problem at weekends and during holiday periods, whilst events such as the Blackpool Illuminations draw in traffic at levels way above what the highways network would normally be expected to cope with. Tourist traffic can also be unpredictable, as other factors, particularly the weather, influence journeys. This can make it very difficult to manage congestion that can occur very quickly and with limited warning.

Although traffic flows on the M55 are within capacity, significant congestion can occur during the peak holiday season at Junction 4 (Peel Hill). Congestion is also apparent at Junction 1 (A6 Preston North) during the traditional peak periods and is occurring increasingly at Junction 3 (Kirkham).

The A585(T) (T) links Fleetwood, North Blackpool, Thornton-Cleveleys and Poulton-le-Fylde with the M55 at Junction3, north of Kirkham. There are significant traffic volumes travelling to and from the Fleetwood peninsula via the A585(T), which at times already struggles to cope with current traffic levels, with particular problems at Windy Harbour and Singleton crossroads.

The A6 corridor in Central Lancashire, especially in the Broughton area and at M55 Junction1, is also currently a bottleneck that has significant implications for travel into Preston and for access to the strategic road network.

Congestion is only part of the problem though. Increasing traffic has a wide range of unwelcome side effects.

Impacts on road safety and on local air quality are the most obvious.

Road safety is a particular issue in Blackpool, where recent analysis shows that the authority has a significantly higher rate of accidents than the national average and although casualties are reducing, more needs to be done. The same research shows that Lancashire, on the other hand, has an accident rate similar to the national average and that safety is improving, although road safety still remains a key issue in the county.

Parking is a significant issue, particularly in Blackpool, where visitors searching for parking spaces add to congestion. These problems spread along the Fylde coast however whenever there are major events and at other peak visitor times. Parking at rail stations is also limited and therefore both limits rail use and can cause problems for those living and working nearby.

Roads that are busy with motor traffic can also become barriers to local movement, a significant problem in many of the area's villages, particularly within the wider A585(T) corridor and along the A586. Busy roads can make people worry about safety or about how difficult walking and cycling will be. For instance:

- people are far less likely to want to cycle or walk any distance due to fears about safety and pollution
- communities suffer if the roads that run through them are busy and difficult to cross other than at limited places
- local centres cannot become sustainable if busy roads make the area unattractive and potential visitors therefore go elsewhere.

And as well as these local impacts, there are the wider environmental and social impacts that affect our ability to meet our commitments to:

- reduce carbon emissions
- improve personal health and wellbeing in Lancashire
- support economic development
- increase community cohesion and
- provide affordable travel options in the future

Unfortunately, the alternatives to the car are not without problems in the Fylde Coast area.

Blackpool is relatively well served by train and tram services, although interchange between the two is poor, making switching between them difficult. These interchange problems are also a problem for residents in the coastal areas of Wyre. Fleetwood in particular has no rail connection and those wishing to travel by train must either take the tram to Blackpool or travel to Poulton-le-Fylde. Rural areas of the district to the east of the Wyre estuary have even more limited access to the rail network, with Preston, Kirkham and Lancaster providing the main gateways. At Preston, interchange between services is made more difficult by poor platform access arrangements between the main platforms and those generally used by services to and from the Fylde Coast.

In the Fylde, the South Fylde line does not provide an effective commuter service and is underutilised when compared to rail lines serving similar populations. However, this is unsurprising when the service on the line is infrequent and the rolling stock poor.

Up to 20% of visitors to Blackpool arrive by coach. As well as somewhere to drop off and pick up passengers, many of these coaches also need somewhere to park during the day, or 'layover', with facilities for the drivers. Temporary coach facilities are currently available on the Central Station site, but this is being redeveloped, so a permanent solution is needed in the longer term.

Local bus services have limitations. As well as problems with access to out of town, remote and rural locations, which are shared with many other areas of Lancashire, bus journey times in the urban area can be relatively long eg. Lytham to Blackpool town centre takes over 45 minutes. This is due in large part to the linear urban form in the Fylde Coast area which results in longer routes and slower journey speeds. These issues are particularly significant for those who do not have access to a car.

The flat landscape of the Fylde Coast should make cycling attractive, enabling people of all fitness levels to cycle. However, cycle use is only around average for Lancashire. Blackpool was awarded cycling town status in 2008 and implemented new routes to benefit residents and tourists alike.

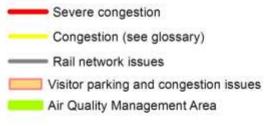
Add to this that neither rail nor bus connections are all that they could be, with interchange between these modes and with cycling limited, and it is clear that there are challenges to be overcome.



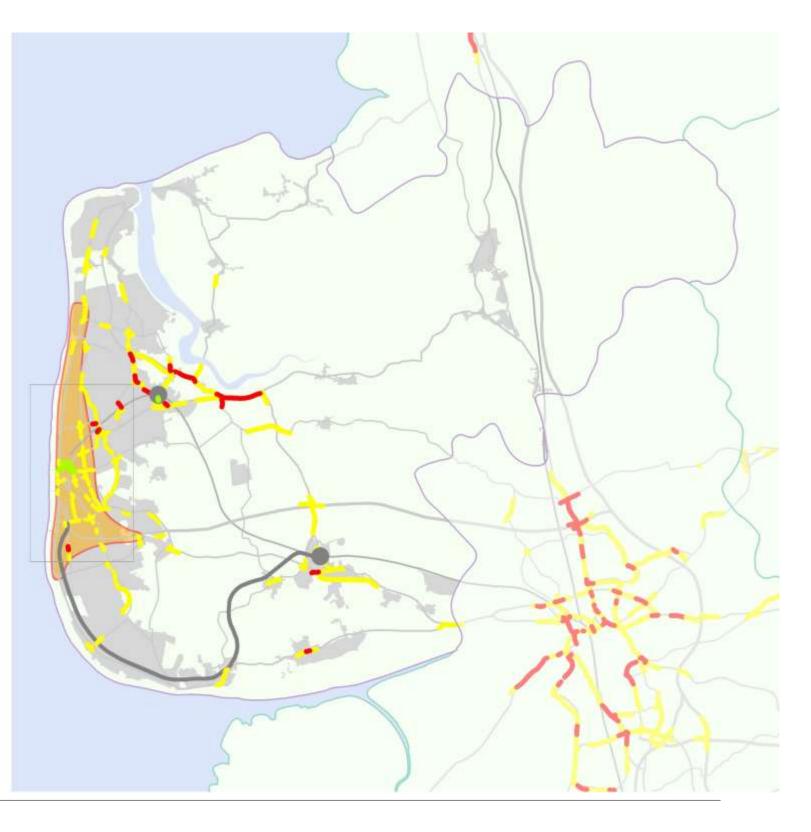
Until more people have more sustainable choices that they are confident will meet their needs, the number of cars will continue to grow, at least as long as people can afford to run them. The cost of motoring is already a significant burden to many lower income households and this burden becomes even greater as the distance needed to be travelled increases, as happens from more rural areas.

Figure 9 shows where the most significant issues on the Fylde Coast's highways and transport networks are today.

Figure 9: Travel problems today









Looking to the Future - Our priorities

We have looked at what we know of our current transport problems and at the wider issues that impact on transport. We now need to look at the Fylde Coast area in the longer term as both the people and the places of the area change over the next 15 to 20 years.

The future development of the Fylde Coast is being shaped by policies and strategies being put in place now. These plans allow us to understand how economic development will be promoted and how public health will be improved. Whilst there are also changes that are harder to predict, such as how our weather and climate will alter and how technology will advance, we know that we need to do all we can to make sure that what we do now is sustainable for future generations.

Economic Growth

A key driver of the Fylde Coast's economic development is the Lancashire Enterprise Partnership (LEP), of which both Lancashire County Council and Blackpool Council are members.

The LEP's Strategic Economic Plan (SEP) sets out the county's growth ambitions for the next 10 years, with a clear focus on realising the potential of the whole of Lancashire by improving the capability and capacity of our local economy, seizing new market opportunities and overcoming the barriers that constrain growth to help re-establish Lancashire as a national economic leader.

The LEP's ambitions for the Fylde Coast are significant.

The Partnership is the driving force behind the Lancashire Advanced Engineering and Manufacturing Enterprise Zone (EZ) that covers the two BAE Systems sites at Samlesbury and Warton. The Zone has the potential to create between 4,000 and 6,000 high value jobs in the long term. The Enterprise Zone is of strategic significance at a national as well as local level. The EZ builds on the existing expertise in the advanced engineering and manufacturing sector provided by BAE Systems. The Warton site covers approximately 75 hectares and support is given, through the LEP, to new and growing businesses.

Blackpool's renewal is a key priority of the SEP. The LEP believe that this requires growing Blackpool's visitor economy and establishing

the development of key new sectors, in Blackpool's case the Energy sector. Key programmes and projects include:

- A major visitor attraction;
- A major casino licence
- The Leisure Quarter Site
- Skills infrastructure and provision, including the Energy Skills HQ and
- Housing Renewal

In 2010 the public sector invested significant resources to secure the town's iconic leisure assets including Blackpool Tower and the Winter Gardens. Building on this investment, the SEP proposes a £21m Heritage Based Visitor Attraction (HBVA) for the Winter Gardens. Analysis done for the scheme suggests that this could create 80 jobs, an additional 400,000+ visitors and £14.9m annual benefit to the local economy.

The **Leisure Quarter** lies on Blackpool's former Central Station site and is a prime 7.15ha area of land in the middle of Blackpool town centre. The site is largely in public ownership and has for many years represented the ultimate development opportunity for the resort; it is also a BIS "Growth Demonstrator". Support is needed to release the site for major leisure/retail activity. Typical leisure development could incorporate a mix of a major visitor attraction, hotels and retail.

Research in 2013 by UCLan highlighted the future skills requirements for the Advanced Manufacturing and Energy Sectors on the Fylde Coast. To deliver this Blackpool & Fylde College's intention is to create an Energy Skills HQ, strategically located to deliver these essential training requirements. The Skills HQ will provide training and qualifications from areas such as specialist groundwork and maintenance through to Advanced Engineering including up-skilling in areas such as blade preparation and maintenance for wind farms. The courses and gualifications offered can be from entry level through to full honours degree level.

Working alongside the LEP, the Blackpool, Fylde and Wyre Economic Development Company is a partnership of Local Authorities and the Private Sector and has the specific aim of driving growth in Blackpool, Fylde and Wyre. The company is developing a Local

Growth Accelerator Strategy which is expected to be ready in Autumn 2015 and will potentially shape the work recommended in

this masterplan.

Blackpool's Talbot Gateway Central Business District is a £175 million project being delivered by Blackpool Borough Council in partnership with Muse Developments, which is regenerating the area around Blackpool North railway station and Talbot Road.

The first phase of the development has seen new offices for Blackpool Council, a new flagship Sainsbury's store and the refurbishment of a 650 space multi-storey car park, with 20,000 sq ft of retail space on the ground floor of the car park and a further 10,000 sq ft on the ground floor of the Council office building.

A comprehensive set of highway works - including new roundabouts, signalised junctions and a public square - was also delivered, prior to the opening of the first phase, providing serviced plots and open public space around which the various phases of development are fitted.

The second phase of development will deliver a new town centre hotel on the site of the former St John's Market.

Commercial passenger flights stopped using **Blackpool Airport** in 2014, due to the impact of a range of regional, national and global conditions affecting the industry.

In March 2015, the Government announced, subject to further business case development, an 'in principal' designation as an Enterprise Zone for part of the Blackpool Airport site. If this designation is confirmed the Blackpool Enterprise Zone will be Lancashire's second Enterprise Zone governed by the Lancashire Enterprise Partnership.

The local partners, Fylde Borough Council, Blackpool Council, Lancashire County Council, and private land owners are continuing to work together to maximise the potential of the site in a way which creates employment and sustainable economic development opportunities for Blackpool, the Fylde Coast and Lancashire.



The two Highway Authorities will continue to play their part in this development of proposals for Blackpool Airport. This will include the preparation of a Masterplan for the site.

However, it would be premature to be specific about what highways and transport measures may be needed to support the development of the Blackpool Airport site. As more definitive economic growth and regeneration plans for Blackpool Airport evolve it will become possible to consider how accessibility via a range of transport modes can be assured, building on the proposals in this masterplan.

Hillhouse International is a large, fully secure and serviced strategic industrial and employment site situated on the Wyre estuary, close to Fleetwood. It is already occupied by Victrex PLC, Vinnolit and AGC CE (Asahi Glass Corporation, Chemicals Europe), successful multi-national chemical and polymer companies. However, there are also substantial opportunities for growth around the secure site, including residential, commercial and industrial uses, with almost 500 homes currently planned in the area.

The Whitehills business area located at Junction 4 of the M55 spans the boundaries of Blackpool and Fylde and represents key strategic employment locations for both local authorities. Whitehills is already home to some 100 companies, including major facilities for the Department for Work and Pensions; National Savings & Investments; NST Travel Group - the UK's largest educational travel company and modular buildings and street furniture manufacturer, Glasdon. Whitehills has a significant amount of land available for further development for business or housing.

How land is used is a vital factor in how an area's economy and people develop. New housing and development locations must create and support economic growth but must also ensure that public health considerations are taken into account and that future plans are sustainable. How this is to be achieved in an area is set out in its Local Plan.

The three authorities are at different stages of the plan making process but are in continuous dialogue to ensure that they complement each other and development is coordinated across the Fylde Coast area.

Perhaps the biggest impact of the local plans on our highways and transport networks comes from the location of planned **housing**, particularly where larger developments are planned.

For instance, the **Queensway** site, on the north side of St Annes, for over 1,000 houses, has already been granted planning permission. The associated Heyhouses link road will provide a new primary route between the M55 and St Annes. 1,500 dwellings are also proposed at Whyndyke Farm on the boundary with Blackpool.

In Blackpool, there is expected to be some limited housing growth at South Blackpool but the majority of sites will be located within the existing urban area.

Housing plans in Fylde and Wyre are still emerging however, with a number of scenarios that present possible solutions to the conundrum of providing sufficient housing stock to meet future development need without overwhelming existing communities or damaging the areas attractive coasts and rural areas.

Lastly, shale gas extraction could also impact on the Fylde Coast area if such extraction were to go ahead. As well as economic and social impacts, the sites would generate traffic, much of it in the initial drilling phase. Whilst this would present traffic management issues wherever it occurred, there could also be damage by the heavy vehicles required in the drilling and operation of the site. The road maintenance implications of this are something that the County Council will bear in mind if shale gas extraction develops in the county.

Health and Wellbeing

In April 2013, Lancashire County Council and Blackpool Council took responsibility for some work that was previously carried out by the NHS.

The two authorities will now work with the NHS to tackle some of the key issues that affect people's health and wellbeing, helping people to stay healthy and prevent illness. The changes will make sure that public health experts have a greater input to many of the different council services that impact on people's health including education, housing, transport and the local environment.

We already know there are health and social issues of real significance in the Fylde Coast that our transport networks could help to address. Among the work that the two councils will take responsibility for are a number of strands that have a bearing on the masterplan:

- tackling obesity
- increasing levels of physical activity;

- public mental health;
- cancer and long-term conditions prevention through behavioural and lifestyle campaigns;
- accidental injury prevention;
- response(public health aspects);
- aspects);

Public Health Profiles for 2013, produced by Public Health England, show that there is significant work to do in some areas. Indicators that have a bearing on how we shape future transport strategy include a number that are categorised as 'significantly worse than the national average' in different areas of the Fylde Coast:

- Life expectancy male (Blackpool)

Based on these issues, both councils have public health strategies which set out immediate priorities.

masterplan:

- Healthy Lifestyles
- Physical Activity 0
- Health and Social Care

 - Environment
 - Transport 0

The Lancashire Health and Wellbeing Strategy sets out:

- 3 goals

- start to achieve our outcomes

- community safety promotion, violence prevention and
- tackling social exclusion through local initiatives (public health

• public health services for children and young people aged 5-19.

• Physically active adults (Blackpool, Fylde, Wyre)

- Life expectancy female (Blackpool, Wyre)
- Road injuries and deaths (Blackpool, Fylde, Wyre)

The Blackpool Joint Health and Wellbeing Strategy 2013 – 2014 sets out a number of priorities which are of direct relevance to this

• Obesity and Healthy Weight

 Disease Prevention and Early Detection • Long Term Conditions and Disabilities

 Wider Determinants of Health • Economy, Employment and Workforce • Education and Aspirations

• 6 changes to the way public health works and • 3 programmes of interventions to be delivered by April 2016 to



Of these, a number are of potential relevance to this masterplan:

- Goals:
 - Better health we will improve healthy life expectancy, and narrow the health gap and
 - Better value we will reduce the cost of health and social 0 care
- Changes:
 - Shift resources towards interventions that prevent ill health and reduce demand for hospital and residential services
 - Promote and support greater individual self-care and 0 responsibility for health; making better use of information technology and advice
 - Commit to delivering accessible services within 0 communities; improving the experience of moving between primary, hospital and social care
 - Work to narrow the gap in health & wellbeing and its 0 determinants
- Programmes

Starting well	To reduce childhood obesity
Living Well	To promote healthy settings, healthy workforce and economic development To promote mental wellbeing and healthy lifestyles To reduce avoidable deaths
Ageing Well	To promote independence To reduce social isolation To manage long term conditions and dementia

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These priorities have clear links to travel and transport. Reducing road injuries and deaths and improving access to transport are clear and specific transport issues. Active travel is key to tackling obesity and encouraging healthy choices for all ages. But our streets and public spaces are also deeply influenced by transport. A lower life expectancy is closely related to deprivation; addressing deprivation requires addressing the social determinants of deprivation and that includes access to employment and to education among other factors.

The LEP also have a key role to play in the health and wellbeing of the Fylde Coast. The renewal of Blackpool's economy should help to significantly reduce the levels of deprivation found in some parts of the Fylde Coast, reducing health inequalities as it does so.

The borough councils have also identified health needs that they can impact on:

- Wyre Borough Council has identified key projects in its health plan that will help to provide quality and accessible leisure and cultural services, encourage physical activity for all residents and maintain and manage high quality green spaces including parks, open spaces and coastline.
- Fylde Borough Council's current Corporate Plan details its priorities in specific areas in the short medium and long term. One of the four priorities is 'To encourage cohesive communities' and one of the long term outcomes it wishes to achieve is to improve public health and reduce health inequalities in the Borough.

Sustainability

From the National Planning Policy Framework to the Local Sustainable Transport Fund, sustainability has become a key factor in all plans and policies. For a highways and transport masterplan, it presents several key challenges that must be considered.

• Lancashire and Blackpool's transport infrastructure assets are the most valuable publicly owned assets managed by the two councils, with a combined estimated gross replacement cost of about £10 billion.

Without this infrastructure. Blackpool and Lancashire would not be able to function as places to live, work or visit. Given the importance that this transport infrastructure plays in our everyday lives and in our economic future, it is vital that we maintain and manage our asset as sustainably as possible, maximising benefits and opportunities and reducing negative impacts as far as possible, to provide best value for the people of Lancashire.

Lancashire County Council has therefore produced a Transport Asset Management Plans (TAMP) that identifies key strategic priorities during the period 2015/16 to 2029/30 and sets out how we intend to change the way we manage our transport assets in future. This new strategy is based on managing our assets on a holistic basis recognising the relative importance that each asset group contributes towards our goal of delivering an effective transport system, which is crucial if we are to help the businesses of Lancashire and achieve our broader economic, social and environmental goals. The TAMP links closely with the area Highways and Transport Masterplans.

The extensive network of moss roads presents a particular maintenance challenge in the Fylde Coast area.

partnership with Blackpool Council.

The predominant flood risks are very different across the area:

- cause problems.

As LLFAs, we are therefore working with our RMA partners to develop options for water management in rural areas, with a view to balancing the needs of agricultural productivity, flood risk management and sustainable drainage practices. We will

• As Highways Authorities, both Blackpool Council and the County Council have had a duty to manage roads to ensure that flooding does not represent a nuisance to road users. However, under The Flood and Water Management Act 2010 (FWMA) both authorities have now also been designated as a Lead Local Flood Authority (LLFA). The FWMA places a range of new powers, duties and responsibilities on the LLFA and its partner Flood Risk Management Authorities (RMAs). Each LLFA has to produce a Local Flood Risk Management Strategy (a 'Local Strategy'), and Lancashire County Council has produced a joint Local Strategy in

• Blackpool and parts of Wyre are protected from coastal erosion and flooding by concrete coastal defences. Most of the watercourses that drain the area run into the public sewer network, however, meaning that the main cause of flooding is lack of capacity or failure of sewer systems. Some low lying land to the south east relies on pumped drainage which can be overwhelmed or fail, leading to flooding.

In Wyre, key areas of the district are at high risk of tidal or fluvial flooding, when high water levels in the sea or rivers slows the discharge of smaller watercourses and drainage systems and causes them to overflow. Flash flooding, which can be a problem in the eastern parts of Wyre, occurs suddenly with little or no warning and tends to happen when heavy rainfall runs off land and guickly swells rivers and streams. It can also occur where drainage systems are overwhelmed by intense rainfall.

• The primary sources of flooding in the lowland agricultural areas of Fylde are the rivers and surface water runoff after high rainfall. The coastal area has only a low risk of tidal flooding, but shallow gradients in the drainage system can



therefore make sure that proposals put forward under this masterplan fit with our local strategies and that issues of flooding and drainage that could affect a proposal are taken into account in the development of schemes and business cases.

- There is now little argument that we need lifestyles that generate a smaller carbon footprint. 'Low carbon' transport has the potential to allow individuals to make a genuine difference to the world around them. However, the evidence of travel choices made at the moment shows that what is on offer now is not what people are prepared to switch to. This suggests that we need to do more to provide low carbon options that more people want to use.
- There are some areas of the Fylde Coast that are remote from employment and services. Many of these are in the rural areas but it would be wrong to assume that all our towns and villages have good connections. These areas have come to rely on the car, making it very difficult for those without their own transport. However, increasing car use is unlikely to be sustainable in the future. Providing alternatives both for residents and for visitors will therefore be vital for economic development.
- The roll out of superfast broadband across the area will have a fundamental impact on how many of us do business on a day to day basis. It will allow many people to reduce the amount they have to travel we can shop from home, download films and games and, of course, work from home. For businesses, it will offer far greater access to customers and digital media, also with less need to travel.

We need to maximise the benefits of reduced car traffic for our highways and transport networks while also taking account of the negative impacts, such as greater delivery traffic. We also need to ensure that those who cannot or do not adopt superfast broadband are not forgotten.

• The landscape of Fylde and Wyre is particularly diverse, ranging from sand dunes and reclaimed mossland, through the river valleys of the Wyre and Calder and rising up to the western boundary of the Forest of Bowland AONB. As well as having an important agricultural sector, the landscape provides an important recreational resource supporting the visitor economy which already exists across the Fylde Coast. Providing good transport links that do not damage that environment will therefore be crucial to the masterplan.

• 'Green' tourism could be a vital component of the Fylde Coast's future visitor offer. By actively seeking ways to reduce the negative impact of business operations on the environment, green tourism aims to ensure that economic development as a result of tourism is a positive experience for everyone; local community, tourism businesses and visitors. Businesses benefit by conserving resources, reducing waste, reducing costs through efficiencies and staff awareness, attracting new customers and improve their public image. The wider benefits are the positive impact on the local community, support for the local economy and reduction of congestion and pollution.

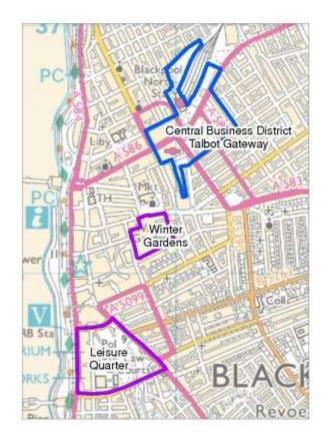
As well as future development, Figure 10 also shows how the environment of the Fylde Coast impacts on development:

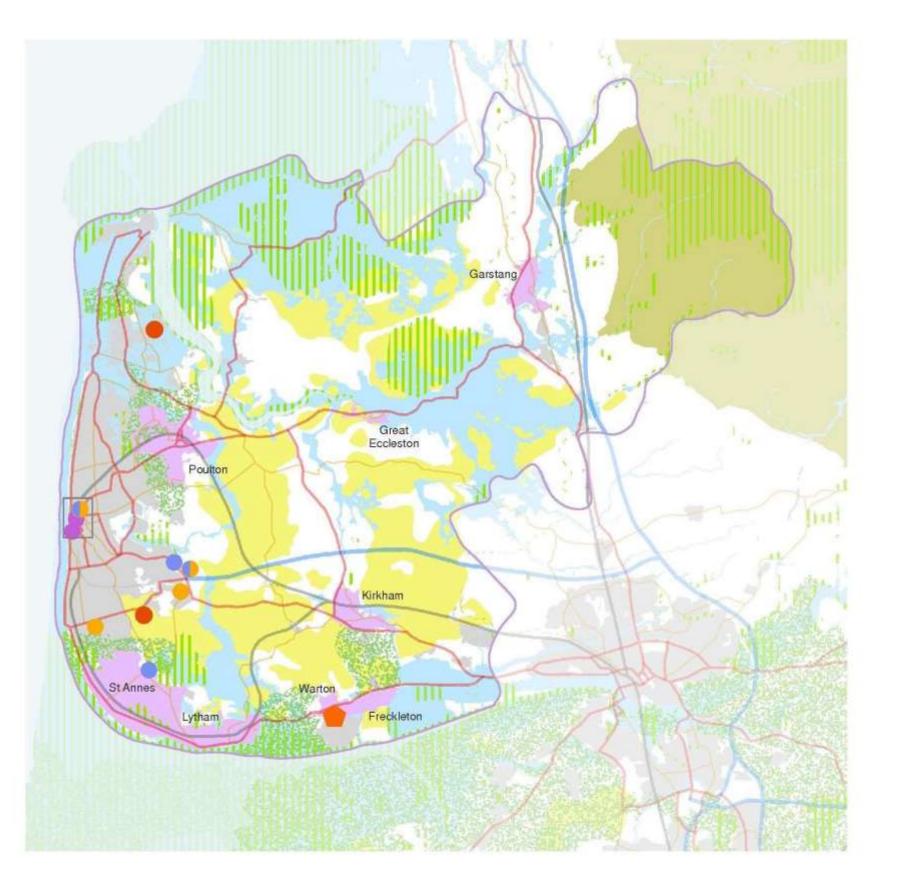
- the areas of outstanding natural beauty.
- the green belt, put in place to prevent the merging of neighbouring towns and to direct investment to the older parts of the urban areas.
- the high quality agricultural land.
- the areas at risk of flooding .
 - the areas of nature conservation value and
 - Ramsar sites

Figure 10: Development and constraints

Fylde Coast









Looking to the Future - Funding

Funding for transport infrastructure is changing. These changes are already happening, as the Preston, South Ribble and Lancashire City Deal shows. The City Deal's £334m Infrastructure Delivery Programme includes four major highway schemes and local community infrastructure, such as schools and health facilities. The Delivery Programme is funded through pooling local and national resources, including funds from the DfT (including the Local Major Scheme Programme), from local government and from private sector investment through the Community Infrastructure Levy (CIL).

We now need to be ready to take advantage of these changes, set out below, for the benefit of the rest of Lancashire.

Government funding

The changes to the way transport infrastructure is funded will come into effect from 2015/16. From that time, the Lancashire Enterprise Partnership (LEP) will be responsible for a multi-million pound budget devolved from the Department for Transport. This creates for the first time the opportunity to integrate key economic and transport priorities and plans. The LEP will be responsible for the review and approval of individual major scheme business cases and ensuring effective delivery of the programme.

Transport for Lancashire (TfL) is a committee of the LEP. As such, TfL is able to give robust advice to the LEP on issues that transcend complex local economic relationships, transport patterns and local government administrative boundaries.

Through the Preston, South Ribble and Lancashire City Deal, TfL has secured a ten year local major transport scheme allocation from the Department for Transport, something only achieved by four other local transport bodies nationally (Greater Manchester, West Yorkshire and York, the Sheffield City region and South Yorkshire and the West of England).

In June 2013, the Chief Secretary to the Treasury confirmed the establishment of the single Local Growth Fund (LGF). The LGF amounts to over £2bn in 2015/16 and includes a significant amount of local transport funding. In addition to funding for local major transport schemes, from 2015/16 the LGF includes over 40% of the Integrated Transport Block (IT Block) funding currently received directly from the Department for Transport by local transport authorities. The Government has committed to maintain

the LGF at a total of at least £2bn each year in the next Parliament. The LGF is a single pot with no internal ring fencing.

IT Block funding is capital funding used by local transport authorities for small transport improvement schemes costing less than £5 million. Schemes include – small road projects, road safety schemes, bus priority schemes, walking and cycling schemes and transport information schemes. The reduction in the amount of IT Block from 2015/16 will mean that the County Council and Blackpool Council will have less direct guaranteed funding for local transport schemes going forward.

Access to the LGF is through a 'Growth Deal'.

The Lancashire Growth Deal, as agreed in July 2014, aims to realise the growth potential of the whole of Lancashire, building on key local economic assets including the universities and colleges, the Lancashire Advanced Engineering & Manufacturing Enterprise Zone, the Preston, South Ribble and Lancashire City Deal, and the high value business clusters in Central and East Lancashire.

Improving transport connectivity to release economic activity and housing potential particularly in the Fylde Coast area is a key component of the Deal. There is a strong focus on Blackpool, with a combination of transport and housing interventions designed to support and sustain the visitor economy and address local housing market challenges. The specific schemes are discussed later.

This first Growth Deal includes over £85million of investment from both the private and public sector to support economic growth in the Fylde Coast area. Future growth deals will likewise need funding to be both local and national, with support from across local and central government.

Strategic partners

Our strategic partners are also seeing changes that will impact on what we can achieve through this masterplan.

The rail industry is complex, with operation of the infrastructure separate to the operation of passenger and freight train services. Network Rail is the private sector monopoly owner and operator of the national rail network, including track, signalling, bridges and tunnels. It operates in 5 year 'Control Periods' (CP), for which

delivery plans are produced. CP5 will start in April 2014, with CP6 starting in April 2019.

However, the Government's High Level Output Specification (HLOS) and Statement of Funds Available (SoFA) determine what is delivered in these control periods. These set out what the Government wants achieved by the rail industry during that control period and the amount of money available.

The HLOS and SoFA for CP5 have been published. In order to achieve infrastructure improvements in Lancashire in the next CP, we therefore need to be in a position to influence the development of the HLOS that will determine activity in CP6.

Many rail services in the country carry people making relatively short journeys and are a key part of an area's local public transport network. They have seen substantial growth in demand in recent years, a trend that is expected to continue.

At the moment the franchise contracts underlying these services are specified, funded and managed centrally by the DfT. 'Rail Devolution' would see decisions relating to local rail services made closer to the communities they serve.

Rail North, a consortium of 30 local authorities across the north of England, is now working in partnership with the DfT to take forward the re-franchising of the Northern and TransPennine services, with the Secretary of State responsible for final decisions and letting the contracts and the subsequent development and implementation of a formal integrated partnership structure to manage the new franchises, on which decisions will be made jointly.

Away from the rail industry, Highways England (HE) is an Executive Agency of the DfT and is responsible for operating, maintaining and improving the strategic road network in England, which includes major trunk roads and most motorways.

Route based strategies are currently being taken forward by the HE, including one covering Lancashire. The strategy initially will identify performance issues on routes and also future challenges, taking account of local growth challenges and priorities. The HE, working with the DfT, will use this evidence to identify and prioritise possible solutions to inform investment plans for the next full government spending review in 2015 and beyond.



Throughout the process, we will work with the HE both to understand the issues on Lancashire's strategic roads now and in the future and to ensure that the resultant investment plan meets our needs.

Developer contributions

When a development is proposed, Section 106 agreements can be put in place to make it possible to approve a planning proposal that might not otherwise be acceptable in planning terms. For example, a section 106 agreement might require a developer to fund improving the access road to a site, to ensure that access will be safe once the development is completed. They are specific to the site that is proposed for development.

Since April 2010, local authorities have been able to charge a 'Community Infrastructure Levy' (CIL) on any new development above a certain size. Where introduced, CIL is a general levy on qualifying development, designed to raise funds for infrastructure needed to support the development proposals. We are now in a transitional period where both CIL and section 106 agreements can apply. As yet, none of the Fylde Coast authorities has a CIL in place, but that may change as their Local Plans develop.

In introducing CIL, local planning authorities need to prepare a 'charging schedule'. The schedule sets out what, if anything, the charge will be per dwelling for residential development, or per square metre for all other development. In setting the charges, planning authorities need to balance the level of charge with the potential impact on the economic viability of development.

Across Lancashire, this need for balance between developer contributions and development viability is a key issue. Securing developer contributions through planning obligations as private sector investment will be crucial to taking all Lancashire's masterplans forward.



Looking to the Future- What are the challenges?

We have already looked at current problems on the highways and transport networks. We now need to look at what extra effect the plans and priorities we have outlined will have.

Ensuring that the Fylde Coast has the connections to the rest of Lancashire and to other economic opportunities further afield will be essential; as well as providing markets for business and job opportunities for residents, access to the Fylde Coast for visitors is vital.

Travel options within the Fylde Coast will also be necessary, both for residents and for visitors.

In Fylde, development plans will see significant housing at Queensway and potentially around existing settlements such as Lytham and St Annes, Kirkham and Wesham and Warton, as well as around Junction 4 of the M55. In Wyre existing settlements could see many more new residents. In Blackpool, new development will largely be accommodated within the existing urban area.

Accommodating all this development will require changes to the highway network to make sure that it can cope, but convenient alternatives to the car must also be available to help meet future demand for travel. Increasingly, this will not only be for those who don't own a car, but for those who want to travel more cheaply and/or sustainably.

Rail, public transport and cycling all have the potential to offer alternatives to the car, particularly if it is made easier to interchange between these modes and the car. Improving how our streets and public spaces feel and look will also make it easier for people to travel without a car, whether as a resident of an area or as a visitor.

The rural parts of the Fylde Coast face their own challenges, particularly at a time when the costs of car ownership are rising and the availability of conventional public transport is reducing. Supporting access to jobs, education and services for our rural residents is vital and again, what is good for residents and local businesses will be good for the visitors.

Finally, the local links that support all travel need to be better in many parts of the area. The best road, rail, bus and cycle networks are no use if people do not feel able, or do not know, how to use them. High quality local links are vital for those who need to get to work as cheaply as possible and for whom car ownership is not an option. These links also provide the opportunity to add to our 'green tourism' offer, giving visitors real alternatives to the car. And such links are also crucial for neighbourhood businesses and for individual health.

Whilst these are distinct challenges for the future, the Fylde Coast has many advantages working in its favour.

These positive and negative influences are summarised here to show the strengths and opportunities in the area and also the potential weaknesses and threats. Appreciating these provides us with the understanding of what will influence and shape our highways and transport network in the future.

STRENGTHS

- million to the economy.

- Springfields at Salwick.

- vocational education
 - in Fleetwood

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- A strong LEP working in partnership with the private sector, Lancashire County Council and Blackpool Council. Established tourist economy with leading tourist

destinations, especially Blackpool, the UK's most visited resort and the classic resort at St Annes.

Lancashire is the most significant centre in the UK for civil and military aerospace manufacturing, part of a wider world class regional cluster making a contribution of over £850

Lancashire Advanced Engineering and Manufacturing Enterprise Zone (BAE Systems Warton and Samlesbury sites) Advanced chemical and polymer presence including Asahi Glass, Victrex, Vinnolit and Glasdon UK

Strong energy and environmental technology centre, including nuclear industry presence of Westinghouse

Strategic site at Hillhouse International, Thornton.

Well established food production companies including

Burtons Foods, Fox's Biscuits and Tangerine Confectionery.

Outstanding leisure and recreational opportunities

Strong built heritage

Outstanding natural landscapes

Rising educational standards in higher, tertiary and

Further education at the 4 four campuses at Blackpool and the Fylde College, including the specialist nautical campus

Centre of excellence for land-based courses such as

agriculture and horticulture at Myerscough College

Good transport links to wider area

Committed programmes for new transport investment



OPPORTUNITIES

- Emerging Local Plans
- Comprehensive development plans include strategic sites as a focus for investment
- Scope for further development of an Advanced Engineering and Manufacturing Technology Exploitation Centre (AEMTEC), a key feature of the Lancashire Enterprise Zone.
- Energy economy/energy sector growth deal boost
- 'In principal' designation of Blackpool Airport Enterprise -Zone
- Proximity to Central Lancashire and Lancaster -
- Further growth of already established visitor economy
- Substantial committed public transport investment
- Superfast broadband -
- Universities enabling access to quality education -
- Development of the Skills Sector -

WEAKNESSES

- Low confidence and aspiration in some communities
- Poor educational attainment and lack of higher level skills in parts of the community - particularly Blackpool
- High levels of worklessness in Blackpool -
- Poor life expectancy and ill health in some areas -
- Long public transport journeys between some coastal communities.
- Lack of rural access to services in places -
- Ageing population -
- Rail trips to the north and south of the UK require interchange at Preston
- Infrequent rail service on the South Fylde Line
- Lack of sustainable transport integration
- Poor motorway connectivity in some parts of the area. -
- Blackpool's road safety currently worse than the national average

THREATS

- particular

- Review

- visitor experience

Growing car ownership and use, with limited alternatives. Decline of public transport affecting non car owners in

Bottlenecks on the highway network could adversely impact economic development

Poor quality rail services limit connectivity on some lines Financial threats and uncertainty - Comprehensive Spending

Uncertainty amongst private investors

Reluctance to change travel behaviour

Poor air quality in some places

Congestion from tourist traffic adversely affecting the

Visitor numbers can make parking difficult in some areas.

Unpredictable congestion has an adverse effect on reliability and punctuality of public transport



Our Vision

Transport and travel allow our residents and businesses not only to go about their everyday lives but also to grow and prosper. Our vision for travel and transport in the Fylde Coast therefore reflects the aspirations that have already been put forward for Blackpool and Lancashire as a whole:

By 2031, we want the Fylde Coast to have highways and transport networks that support:

Prosperity - because the success of the area's economy will determine the availability of good jobs that allow people to fulfil their aspirations and enjoy independent, productive lives; and because a strong, diverse commercial base will be central to sustaining investment in the area and in turn securing long term economic success.

Health - because it is central to everybody's happiness and ability to achieve what they want from life and

Wellbeing - because we aim to move from intervention to prevention as much as we can, giving people the opportunities that allow them to stay well and thrive on their own or as part of their family

Greater prosperity, health and wellbeing will make the Fylde Coast a good place to live, work or visit, a place where all people can live long, happy and healthy lives regardless of their background. To achieve this vision across the Fylde Coast we need our highways and transport networks to do more than they do now. The evidence shows that there are 5 key requirements for the future:

- We need our highway network to operate more efficiently, not just for cars, but also for buses, coaches and for freight. Over the life of this masterplan, there will always be a need for roads; not all car journeys can be made by other modes, buses and coaches need roads to travel on and the majority of freight movements will still be by HGV. We need to make sure that congestion doesn't limit the Fylde Coast's opportunities.
- We need our rail network and services to make commuting convenient and easy and to be an outstanding gateway to the Fylde Coast for businesses and visitors. Making the most of the opportunities that the network offers, particularly of the South Fylde Line, could take a significant pressure off our roads and make the area more attractive for residents, visitors and investors.
- We need public transport to serve all our communities so that people can get to the jobs and services they need. People who don't have access to a car need to be assured they will not become isolated from society; people who do have a car, resident or visitor, need to be able to leave it behind if congestion isn't to make road travel impossible.
- We need cycling and walking to become the convenient travel choice for shorter distances and for it to be easy for people to change between modes, so that cycling and walking can become part of longer journeys too. We need to make sure that both residents and visitors can have these choices.
- We need our streets and public spaces to feel safe and attractive so that local communities and their economies can develop and so that everyone can enjoy being out and about and being active, with all the health benefits that brings.

The remainder of this masterplan sets out how we propose to work towards this vision.



Taking Our Vision Forward - What we're already doing

Having set out what we need our networks to do in the future, we need to consider what is already being done or is programmed.

The area's Local Transport Plans have already been mentioned. They set out a broad strategy for how transport and the way we travel in Lancashire will change moving forward to 2021 (2016 in the case of Blackpool). The Local Transport Plans' objectives for both authorities are set out in the introduction to this masterplan.

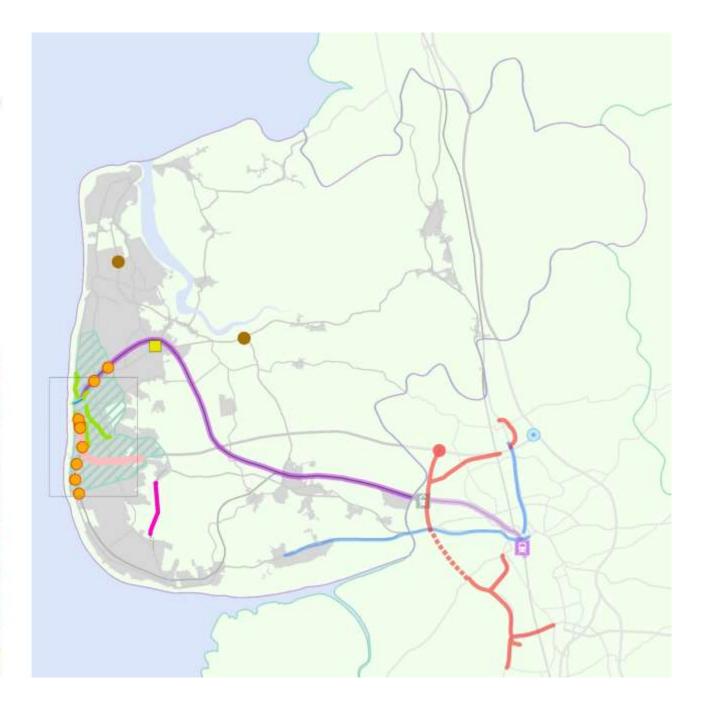
Through the Growth Deal, the LEP has secured £233.9m from the LGF to support economic growth in the area – with, across Lancashire, £39.4m of new funding confirmed for 2015/16 and £48.6m for 2016/17 to 2021. In the Fylde Coast, three schemes are currently profiled in 2015/16 subject to demonstrating that they represent high value for money. A further two schemes are being further developed for funding in 2016/17 and 2017/18, again subject to demonstrating that they represent high value for money.

Our partners are also improving their networks, with both Highways England and Network Rail investing in the Fylde Coast.

There are also private sector proposals currently being progressed that are of relevance to this masterplan.

Figure 11: What we're already doing







Yeadon Way refurbishment programme (completed 2015)

Yeadon Way connects the M55 motorway with the extensive car parking areas in Blackpool town centre and is of critical importance to the resort's economy and to redevelopment of the Central Station site within the Leisure Quarter.

Constructed on a former railway embankment, the road had significant maintenance issues including embankment slippage, bridge failure and drainage dereliction. Whilst the existing maintenance regime had prevented the road's failure, this one-off refurbishment, funded through the government's Local Pinch Point programme has given the road another 25 years of life before major work is likely to be required again and simplified ongoing maintenance.

Poulton-le-Fylde Town Centre

Poulton-le-Fylde town centre suffers from significant congestion problems and as a result Chapel Street has been declared an Air Quality Management Area.

The redevelopment of the Teanlowe Centre has provided an opportunity to address some of these congestion issues and therefore improve the environment of the town centre.

Lancashire County Council is working closely with Wyre Borough Council and the developer to deliver the Hardhorn Link Road. This is a short length of road which will run from Blackpool Old Road to Hardhorn Road through what is currently the Hardhorn Road car park. The scheme also includes other supporting changes on town centre approach roads. The full scheme will provide an alternative route to Chapel Street and facilitate movement to and around the town, including to the redeveloped Teanlowe Centre.

Growth Deal schemes

The Lancashire Growth Deal, secured by the LEP, prioritises a range of transport schemes across the Fylde Coast to be implemented by 2021. As with all Growth Deal schemes, the final funding of the projects is subject to the LEP's approval, following independent scrutiny of the project business case.

Blackpool Integrated Traffic Management - 2015/16

Whilst the Promenade is very much a focus for visitors, it is by no means the iconic public space it could be as pedestrians still face conflicts with traffic.

Away from the sea front, parking can be an issue for many visitors. Whilst the car parks are the natural arrival point for cars coming from the M55, many drivers still end up searching for parking in the town centre and on the Promenade. These extra vehicles cause congestion and add to the pedestrian/traffic conflicts that lessen the attractiveness of the new Promenade.

Enhancements to the resort's existing Urban Traffic Management Control (UTMC) system, will provide an Intelligent Transport System (ITS) that will reduce pedestrian / vehicle conflict on the Promenade by offering alternative routes and improving public transport performance, whilst supporting the Illuminations and other event management. Variable Message Signage will minimise parking search trips which will increase visitor dwell time. Since the new system will offer an enhanced real time response to what can be unpredictable traffic conditions, congestion will be reduced, which in its turn will improve public transport performance and support event management, particularly for the Illuminations.

It has been estimated that improved traffic control could lead to a total increase in the number of day visits of 2% over a three year period. Whilst this may not sound much, it represents an additional 1.24m visits over a period of 10 years.

Blackpool Bridges and Structures Major Maintenance Scheme - 2015/16

Detailed survey work has identified 10 defective structures requiring urgent remedial attention across the resort area. These are:

• Priority 1: Plymouth Road, Squires Gate Lane, Devonshire Road (Railway), Harrowside and Waterloo Road

Priority 2: Princess Street, Watson Road, Chapel Street and Rigby Road and Gas Works Subway.

Of these, four carry road over rail, one carries rail over road, four carry a main visitor route into the resort core and one is a gateway to the town which accommodates access to Blackpool South Station.

These structures are vital to the Blackpool economy and their loss would inflict considerable damage, disrupting the road and rail networks considerably.

The remedial work on these structures will ensure that the road network will remain operable on a sustainable basis and will enable Blackpool as a whole, and site-based employment generation opportunities in particular, to be promoted – particularly Leisure Quarter (Central Station Site), Central Business District (Talbot Gateway) and South Blackpool Employment Growth.

In addition to supporting a sustainable maintenance programme, preventing transport network breakdown and under-pinning inward investment, the scheme also offers the opportunity to improving the structures' visual appearance, particularly important on main visitor routes to the resort.

The M55 to Heyhouses Link Road - 2015/16

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 and has been closed on safety grounds since 2013. Moss roads also tend to require more maintenance than other roads as there is often ground movement beneath them.

The new link, funded with LGF support, will provide a direct route fit for all users between the M55 at junction 4 and 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 International Airport, to new housing at Heyhouses and for tourism, including future hosting 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 transport link by pedestrians, cyclist and equestrians.

Blackpool's Green Corridors - proposed start 2016/17

'Green Corridors' is a town centre focused green infrastructure programme that will benefit local residents, visitors and inward investors. The scheme builds on Blackpool's sustainable transport successes such as Better Bus Area Fund (BBAF) scheme and its cycling towns programme which has already provided a number of cycling routes, including those improving town centre access.

The Green Corridors will supplement this. As options to provide further off-road cycle routes are limited, the 'cycle proofing' roads concept will be explored to make what are also key vehicle routes into cycle and pedestrian friendly spaces.

The green routes will be 20 mph zones. As well as the obvious benefits to cyclist and pedestrians, buses will also benefit from 20mph speed control, providing easier pull in and out together with reduced congestion thanks to smoother flowing traffic.

The proposed routes pass through some of Blackpool's most deprived communities and their recovery through infrastructure improvements and community development initiatives is essential to Blackpool's future as a viable resort.

Primary routes have currently been identified as:

- Dickson Road
- Central Drive
- Talbot Road and
- Church Street

A number of the proposed routes have existing road safety issues which have made them substantial barriers to travel. The Green Corridors will allow this situation to be rectified.

Indicative funding has been allocated to this scheme within the Growth Deal which will allow work to commence in 2016/17 subject to value for money being demonstrated to to Transport for Lancashire.

Blackpool Tramway Extension - proposed start 2017/18

The current lack of direct interchange between the tramway and the railway has already been mentioned as one of the more significant problems on the Fylde Coast.

The extension of the upgraded tramway from the Promenade at North Pier to Blackpool North railway station will improve access to the UK rail network from Blackpool, Fleetwood and Cleveleys.

The extension will see trams leave the promenade at North Pier, using the points which were installed a few years ago as part of the tramway upgrade, and run along Talbot Road to interchange with Blackpool North railway station.

Indicative funding has been allocated to this scheme within the Growth Deal which will allow work to commence in 2017/18 subject to value for money being demonstrated to Transport for Lancashire.

The City Deal and the Fylde Coast

Being able to quickly and easily access the rest of the country is always important for any area, both for its residents and its businesses. For the Fylde Coast, however, tourism adds another dimension to this as it is vital that the visitor experience isn't marred by a difficult journey to or from the area.

The Fylde Coast relies on both road and rail for this strategic connectivity. Rail connectivity is by way of the North and South Fylde lines. Road connectivity is provided by the M55 corridor, which links both Blackpool and A585(T) to the M6, the A584/A583 corridor in Fylde and the A6 corridor in Wyre.

What all these corridors have in common is that they cross Central Lancashire, making proposals in the Central Lancashire Highways and Transport Masterplan vital for the Fylde Coast as well. A number of schemes and proposals are discussed in the masterplan, brought forward both by the County Council and by our partners:

M55 Junction 2 and the Preston Western Distributor (The A584/A583 corridor)

A new junction on the M55 near Preston will be built, funded through the Local Pinch Point programme (Tranche 4) to support the Preston, South Ribble and Lancashire City Deal.

Estimated to cost between £25 to 30 million, the junction will be the northern end of the new Preston Western Distributor, which is being brought forward under the city deal and which will provide a direct dual carriageway connection from the motorway to the A583/A584 at Clifton.

The new connection will provide relief for the M55 J1 at Broughton and improve access to the Warton Enterprise Zone, as well as helping to unlock delivery of the North West Preston strategic location for housing, which will see more than 4,000 homes built in the area.

Its importance to the Fylde Coast lies in the way it will improve access to the Strategic Road Network from the Fylde, and in particular, the Enterprise Zone site at Warton.



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Broughton Bypass and M55 junction 1 (The A6 corridor)

The A6 is part of the main route between much of Wyre and Central Lancashire. It also provides key connectivity to the M6 at J33 (Forton) and at Junction 1 M55.

Major improvements to the Broughton roundabout, (Junction 1 of the M55) were completed in December 2013. The £2.6m scheme saw the junction with the A6 reconfigured, with additional signals and feeder lanes to improve traffic flow. The roundabout is now also safer to use for pedestrians and cyclists thanks to new crossing points and shared-use paths.

The work was carried out by Lancashire County Council but was part-funded by Highways England through the 'pinch-point' programme.

Work is now underway on a bypass to relieve congestion in Broughton. The bypass will greatly reduce traffic in the centre of Broughton and improve journey times for motorists by creating a new route from the Broughton roundabout at Junction 1 of the M55 to the A6 north of the village.

The bypass would be approximately 2km long. The northern section from the A6 Garstang Road to the B5269 Whittingham Lane would have one lane in each direction. The southern section, from the B5269 Whittingham Lane to Broughton roundabout (M55 junction 1), would have two lanes either way. Reduced traffic on Garstang Road through the centre of Broughton is predicted to lead to improvements in safety and the creation of a better environment for residents, shoppers, pedestrians and cyclists.

For those areas of Wyre that rely on the A6 for southbound travel, reducing congestion at these two major bottlenecks will make travel times shorter and more reliable. This will be a real benefit for public transport, offering much more reliable timetabling especially in the peak hours.

New Ribble Crossing

The Central Lancashire Highways and Transport Masterplan included a longer term (post 2026) proposal to construct a new crossing of the River Ribble to link together the Preston Western Distributor and the South Ribble Western Distributor via a completed Penwortham Bypass to provide a continuous dual carriageway route between Cuerden and the M55 to the west of Preston. Delivery of these schemes has been accelerated through the Preston, South Ribble and Lancashire City Deal; therefore, the County Council and partners have begun to investigate whether a new crossing could progress more guickly and how such a project might be funded.

A new crossing of the Ribble would provide a quick and reliable link to and from the Fylde Coast, particularly for Fylde.

Preston Railway Station Improvements

Although there are a number of through services, many travellers to the Fylde Coast change trains at Preston, making the railway station as much a key gateway to the Fylde as it is to Preston.

The development of Preston railway station as a fit-for-purpose strategic gateway to Lancashire, as well as for Preston itself, is therefore vital. The redevelopment will allow the issue of poor connections between platforms and the general poor ambience of the station to be addressed. By improving the station and taking full advantage of the electrification of the Blackpool North to Manchester line, we will be maximising the opportunities for rail commuting as well as longer distance travel.

The station's future development is all the more important to the Fylde Coast once phase 2 of HS2 is in operation. The journey time from Preston to London will be cut to 84 minutes, with trains from a new fleet capable of running on both 'classic' and high speed lines (so called 'classic compatible') running to and from Preston. Preston will therefore be the Fylde Coast's main gateway to HS2.

Cottam Parkway

The final proposal that could have a significant impact on travel to and from the Fylde Coast is Cottam Parkway.

The new Parkway rail station, which will be accessed off the Preston Western Distributor, is planned to be complete in 2022/23. Its primary function will be to serve the North West Preston strategic housing locations, providing rail based park and ride facilities for travel to both Preston/Manchester/Liverpool and Blackpool.

However, its proximity to the motorway also offers the potential for the station to capture longer distance journeys and offer a parkway service for the Fylde Coast, particularly at those times when Blackpool is particularly congested. The potential for through services via the South Fylde Line could make the parkway even more attractive to visitors.

Highways England schemes

Several schemes will be funded through the Highways Authority Pinch Point programme. The Pinch Point Programme forms part of the UK Government's growth initiative, outlined during the Chancellor's Autumn Statement in November 2011.

M6 Junction 32 Northbound Widening (completed 2015)

The northbound M6 suffered from safety problems and congestion related to vehicles changing lanes to either continue along the M6 (in two lanes) or turn onto the M55 to head towards the Fylde Coast. This junction is of critical importance and will become even more important with the advent of M55 Junction 2 and the Preston Western Distributor Road.

The M6 has been widened to provide three lanes northbound through the junction. The existing two lane exit to the M55 has been retained in a realigned layout and the northbound entry slip from the M55 onto the M6 has been amended north of the junction.

A585(T) Windy Harbour Junction Improvement

The junction suffers from congestion and has a poor safety record. The works will involve realignment and widening of the existing crossroads to create extra lanes through the junction. Included in the works are improvements to pedestrian routes, the addition of cycle facilities and upgrading of the traffic signal controllers.

(completed 2015)

The scheme has improved access from the trunk road network to the Hillhouses International strategic site, easing traffic flows on residential roads whilst improving safety and providing additional capacity on the A585(T).

The West Drive crossroads has been remodelled with improved traffic islands and pedestrian crossing facilities and traffic signal control introduced at the Bourne Way T-junction. In addition the A585(T) link between the junctions has been widened to provide two lanes in both directions.

A585(T) Bourne Way to West Drive Widening and Improvement



Network Rail programmes

Preston - Blackpool rail electrification

Electrification of the railway lines between Blackpool North and-Preston and between Preston and Manchester / Liverpool, together with an associated increase in rolling stock capacity and quality, will allow electric multiple units to operate all services between Manchester (Piccadilly and Victoria), Liverpool, Preston and Blackpool North, including the Manchester Airport to Scotland services. These trains will have more seats and deliver journey time savings and improved reliability due to their superior performance. This is a rail industry committed scheme due for completion by May 2017.

The investment will complement the Northern Hub project (a programme of targeted upgrades to the railway in the North of England, scheduled to complete in 2019, which will allow up to 700 more trains to run each day and provide space for 44 million more passengers a year) and electrification of the main Trans-Pennine route between Manchester and Leeds / York which the Government committed funding to in July 2012. Together, these projects will deliver a significant improvement in connectivity between the Fylde Coast and major growth centres across the North of England, in particular, to Manchester city centre.

Private sector proposals

Whilst previous masterplans have not included private sector proposals for infrastructure or service development as none were sufficiently advanced, there are a number of such proposals which could impact on travel and transport around the Fylde Coast and as such they are included here, although they are neither funded nor promoted by either Blackpool Council or Lancashire County Council.

A potential Wyre Barrage

A barrage across the Wyre, usually to link Fleetwood and Knott End, has been suggested on many occasions over the years. Harnessing tidal power has also been proposed and two companies are currently proposing schemes.

Natural Energy Wyre Ltd is currently proposing a **Tidal Energy Barrage**, between Fleetwood and Knott End, with provision for boats to transit through the Barrage. Energy output, based on both ebb and flow generation, is anticipated to be in excess of 100MW. This means that the Project would qualify as a Nationally Significant Infrastructure Project.

As well as generating power, the barrage could offer wider economic benefits both during and after construction and could increase connectivity across the river.

Fleetwood Barrage Ltd is also looking at a similar project.

A potential North West Coastal Hovercraft Service

The Blackpool, Fylde and Wyre Economic Development Company are currently looking at the possibility of a regular hovercraft service that would run between Southport and Barrow, with intermediate stops at both Blackpool and Morecambe and the service operating from Fleetwood.

The service would be primarily intended to provide faster access between sites for organisations with sites spread along the coast, such as BAE Systems and the NHS. These commercial contracts would underpin the service, but there would be additional capacity for leisure trips during the holiday season.

At time of writing, two operators have expressed an interest in operating the service.



Taking Our Vision Further

Despite the work underway now or programmed, there will still be a number of issues to be addressed in the Fylde Coast area if we are to reach our vision. In terms of the 5 key requirements set out earlier these issues are:

We need our highway network to operate more efficiently, not just for cars, but also for buses, coaches and for freight.

- The A585(T) will still present a significant bottleneck at Singleton crossroads.
- Emerging development plans could put a significant strain on the local highways network.

We need our rail network and services to make commuting convenient and to be an outstanding gateway to the Fylde Coast for businesses and visitors.

• Rail connectivity will still be limited on the South Fylde Line and there are opportunities to capitalise on rail improvements elsewhere, not least HS2.

We need public transport to serve all our communities so that people can get to the jobs and services they need.

• Public transport provision for employment and in the rural area needs to be better.

We need cycling and walking to become the convenient travel choice for shorter distances and for it to be easy for people to change between modes:

- Cycle networks won't necessarily work for all users.
- There will still be limited interchange between public transport and cycling.

We need our streets and public spaces to feel safe and attractive.

- Neighbourhoods and the links between them will still need to be good enough standard to make travel easy for everyone.
- Travel choice may still favour the private car and
- Road safety needs to be improved still further, particularly in Blackpool and for vulnerable road users.

These requirements are not independent of each other. Easy local travel, by walking and cycling, needs to feed into the bus and rail networks for longer journeys. The bus and rail networks themselves need to interlink properly both for journeys in the Fylde Coast and to the wider area. And no matter how far from the area people and goods are going, the connections to strategic road and rail networks must work to facilitate national and international travel.

Part of this is making sure that we look after the highways and transport assets we have already – the roads and footways, the lights and signs and all the other things that help our networks function. We also need to do all we can to make sure that we make our roads as safe as we can for all users.

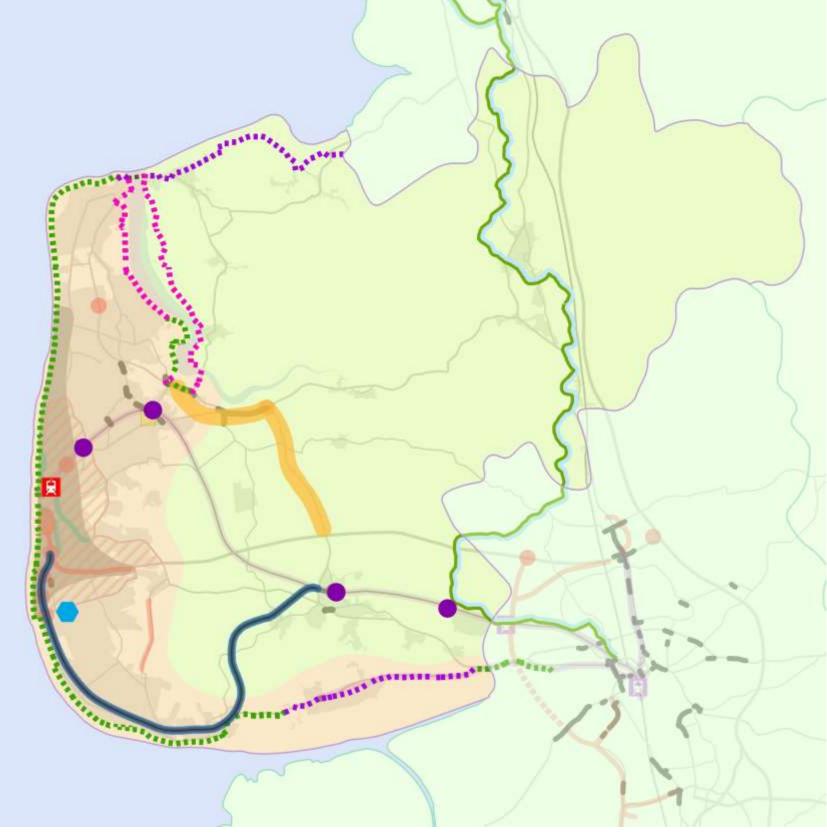
However the best road, rail, bus and cycle networks serve no purpose if people can't, don't want to or don't know how to access them. We need to make it easy for people to understand their travel opportunities and have the ability to change between modes of travel, so that whether travelling short or long distances, we can reduce reliance on the private car as much as possible for everyone.

The interventions and further work proposed by this masterplan are shown in Figure 12 below.



Figure 12: The Fylde Coast Highways and Transport Masterplan







Efficient highways

To fully realise our vision for the Fylde Coast's highways network, we need to understand, and therefore be able to plan for, all aspects of future economic development, particularly housing and major employment sites.

Some of these locations we know about. The Enterprise Zone is becoming established, Blackpool Airport is designated 'in princiapl' as a second Enterprise Zone, there are further strategic sites at Hillhouse International and at Whitehills as well as long standing plans for significant development in Blackpool's Central Leisure Quarter and in the Talbot Gateway Central Business District. Significant housing is planned for Queensway and at Whyndyke Farm in Fylde.

In the next few year the emerging Local Plans in both Fylde and Wyre will set out more details of where much needed new housing will be developed and where land will be allocated for employment.

A number of scenarios are possible, ranging from dispersing the new homes needed across a district, to allowing some development around most existing settlements or, at the other extreme, ensuring that most of the development is accommodated only around the major towns and villages.

Clearly, exactly where housing and employment are developed has major implications for our networks, particularly for our highways. If only travel issues are considered, then it is obviously better if new development can use existing or programmed infrastructure and service improvements. New housing that allows residents to commute other than by car places less strain on our highways network than developments that are remote from public transport. No highways authority wants to see development that will make existing highway issues worse.

However, locating new development is in reality a very complex decision in which transport is only one consideration, although a major one.

This masterplan therefore provides a basis from which we can work with all our partners to ensure that each borough's housing and employment needs can be accommodated wherever and however that growth occurs and that the emerging Local Plans are synergistic with this masterplan. The larger the growth in any one area, the more likely it is that impacts will be felt further away, an important consideration when assessing what work will be needed to accommodate development.

We will also work to make the most of opportunities provided by other development schemes as they come forward, such as the proposed Tidal Energy Barrage, which could offer significant regeneration benefits to Fleetwood and enable better access across the Wyre.

Enabling housing growth whilst keeping our highways operating efficiently will be a challenge. Whilst some new road capacity may be needed, road building projects can be contentious and so we will do all we can to ensure that developments have sustainable travel options readily available, which will mean that we need to make the most of alternatives to the car including rail, public transport, cycling and walking and make sure that where possible, new development occurs where all these options are available to new residents and businesses.

We won't, though, rule out major infrastructure improvements if these are required and the funding can be found, although such funding could require a substantial contribution from developers.

Like most areas, the Fylde Coast highways network is made up of a number of main corridors linked by other 'A' and 'B' roads. Again like other areas, particularly rural ones, these corridors and links are supplemented by the routes that local drivers know and use to save time.

Whilst problems specific to the main corridors are dealt with in subsequent sections, there are a number of issues affect the entire network:

Many of the routes that drivers currently use take them away from the main roads, either because a local route is shorter or because it allows the driver to avoid congestion. However, this 'rat running' means that traffic is on inappropriate roads running through the Fylde Coast's villages, leading to serious traffic problems in many communities, particularly to the west of the area.

To resolve these problems we need to make sure that the main corridors work effectively, that, where possible, convenient alternatives to the car are available and that we work with the communities to discourage rat-running. Anecdotally, one of the major causes of rat running is commuting, particularly at the moment to the Enterprise Zone at Warton, a problem which could become far worse as the Zone develops.

We therefore need to engage with developers working across the Fylde Coast to ensure that their proposals acknowledge rat running issues and provide for sustainable travel options. We also need to work with existing large employers to make sure that we work with them to reduce car dependency for commuting.

However, promoting sustainable travel can have unintended impacts on the highway network, especially when cars are used for only part of a journey. Limited parking at rail stations causes problems for nearby residents and can cause further congestion, so improving the efficiency of the highways network will also require improving aspects of rail connectivity and potentially providing dedicated 'park and share' spaces for onward travel by road.

Our highways are also critical to the movement of freight. Whilst rail freight may become viable in the future, with potential for operational freight sidings both at Salwick and close to Kirkham, for now businesses logistics need reliable road journey times and the ability to load and unload efficiently. This latter need can be difficult to meet in shopping areas where loading and delivery restrictions are intended to benefit pedestrians but can have unintended consequences for business, a key consideration for future interventions on our urban network.

And of course the Fylde Coast's highways networks do not operate in isolation, so major changes elsewhere will impact on the area.

To the north, the potential relocation of M6 Junction 33 has been raised. Whilst the impact on northbound trips would be limited, if it is not possible to keep the current south facing slip roads open, there could be more traffic wanting to travel south via Broughton.

Changes are already underway in Central Lancashire. The City Deal schemes have been touched upon already. Traffic modelling work is currently being carried out to support the development of the business case for the Preston Western Distributor and the associated new M55 Junction 2. Early indications from this work are that there will be substantial changes to traffic flows that will affect a wide are of the Fylde Coast.



The new M55 Junction2 will give reliable access to the Enterprise Zone from the motorway and therefore traffic is expected to reroute to use it. This could mean substantial reductions in rat running both in the A585(T) corridor and south of the M55.

The A6 Corridor

The A6 is the vital artery serving the east of the Fylde Coast area, running through Wyre as it heads north from Preston towards Lancaster. However, there is no direct access to the M6 from the A6 within the Fylde Coast area so strategic access to and from the area is dependent on what happens to the north and south of the area which currently constrains growth in the corridor.

New infrastructure in Central Lancashire through the Preston, South Ribble and Lancashire City Deal will make fundamental changes to traffic patterns in Preston and although work is at an early stage, indications are that current capacity problems at Broughton and at M55 Junction 1 will be to at least some extent resolved, even with the development likely under the City Deal.

To the north, potential changes to M6 Junction 33 (in Lancaster) could increase pressure on Broughton.

The emerging Wyre Local Plan could see aspirations for further development in the A6 corridor, not least because there is a real need for employment in the east of the borough. Making that employment sustainable is likely to require housing on the corridor as well.

However, connectivity that doesn't impact on the highway network to north and south is difficult. Whilst there is potential for better public transport (see later), there is no possibility of providing enhanced rail connectivity due to the capacity limitations of the West Coast main Line.

The only other way to provide another travel option would be a further junction on the M6, a long held aspiration of many in the area. Such a junction would, in engineering terms, be just about feasible, but the presence of the railway limits where and how such a junction could be implemented. The junction and its links to the A6 would also be very expensive and would require a significant local contribution to funding.

However, the biggest difficulty would be that Highways England may not support the creation of new motorway junctions unless associated with nationally significant proposals such as housing developments of over 5,000 houses. Whilst development of this scale would undoubtedly fund a new junction, the acceptability of such schemes is debatable.

We will therefore work with Wyre Borough Council to bring forward the emerging Wyre Local Plan as sustainably as possible, accepting that options in the A6 corridor may be limited and that it does not lend itself to a fully multi-modal solution.

The A583/4 Corridor

The A583 and A584 provide east west connectivity to the south of the M55. The corridor is not only a vital link to the Enterprise Zone but is also a key link for visitor traffic to and from Blackpool and the Fylde.

The changes in the corridor brought about by new infrastructure in Central Lancashire have been mentioned and as traffic work continues to support these schemes, so extent of changes, both positive and negative, will be confirmed. Where problems do become evident, then mitigation will be needed, but there could also be significant benefits, particularly to the villages of the south Fylde.

The development of the Enterprise Zone and Fylde Borough Council's emerging local plan will have a critical influence on the corridor. However, unlike the A6 corridor, there are alternatives to the highway in the corridor, with the potential for heavy rail and light rail to play a more important part in local and longer distance journeys, with a greater role for Park and Ride in the future.

We will therefore work with Fylde Borough Council to bring forward a sustainable Fylde Local Plan that takes full advantage of sustainable travel options. Were new highways infrastructure to be required in the corridor, we would expect it to be developer funded to facilitate specific projects rather than to be a Lancashire County Council led scheme.

The A585 corridor

The A585(T) between Fleetwood and the M55 is currently part of the national Strategic Road Network and therefore managed and maintained by the Highways England. Its strategic role as part of an inter-regional route between Great Britain and Northern Ireland stopped with the withdrawal of the Ro-Ro ferry service from the Port of Fleetwood to Larne in December 2010. It is, however, still a key route within the Fylde Coast network and is vital to the regeneration of Fleetwood and the success of Hillhouse International.

The A585(T) is single carriageway and although it bypasses all of the main towns along its route, it still passes through a number of smaller settlements. Most of the junctions with other main roads are roundabouts or have traffic signals, but there are still a significant number of priority junctions with side roads and other minor accesses, particularly on the unimproved section between the M55 and Skippool. Beyond Skippool, the A585(T) is a modern standard single carriageway. The Dock Street Link in Fleetwood, completed in January 1993, provided improved access to the ferry terminal.

Traffic flows are consistently above 20,000 vehicles per day along the southerly length of the route, peaking at 28,000 on Mains Lane east of Skippool.

Use of the route by HGVs has changed over the last 10 years, however. The decline and subsequent closure of the port has seen HGV numbers to the south of Fleetwood drop to typically around 550 per day in 2013, from a peak of 1,000 per day 10 years before. Further south around Skippool, numbers have stayed fairly consistent, at just around 1,000 HGVs on a typical day. However, between the Singleton and Windy Harbour junctions, the number rises to almost 1,600 HGVs per day, with 1,300 HGVs to the north of the M55.

Congestion remains an issue on the route between the M55 and Thornton-Cleveleys, mainly due to insufficient junction capacity and the high traffic flows, with low average speeds between the Norcross and Windy Harbour junctions during both morning and evening peak hours. However, congestion is now an increasing problem during off-peak periods and at weekends. This makes journey times unreliable for local residents, businesses and visitors. The high volume of traffic combined with the numerous and varied access points between the M55 and Skippool results in road safety issues and problems for users. For example, a lack of right-turning



facilities through the settlements of Greenhalgh and Esprick causes congestion. Traffic diverting onto less suitable local roads to avoid congestion at junctions remains an issue, with local communities away from the route suffering in terms of poorer road safety, noise, air quality and severance.

De-trunking

De-trunking is the legal process whereby responsibility for a particular length of road transfers from the Secretary of State for Transport to the local highway authority, in this case Lancashire County Council.

Closure of the Ro-Ro ferry operation at Fleetwood has focused attention on the future of the route as part of the Strategic Road Network. The Department for Transport's position is that unless there is a clear need to keep a road as part of the Strategic Road Network, it would prefer the road to be under local control. However, the DfT currently has no plans to start a further round of de-trunking, although it is prepared to look at the case for detrunking specific roads individually.

The County Council does not believe there is currently any material advantage in seeking de-trunking. Other things being equal, the additional costs arising from de-trunking will outweigh any benefits or likely increased funding, and would increase its liabilities and exposure to risk, for example, in relation to winter service provision.

As part of its Pinch Point programme, Highways England are undertaking improvements to the A585(T)/A586 'Windy Harbour' junction near Singleton. Together with the recently completed improvements to the A585(T) junctions at Bourne Way and West Drive between Thornton and Cleveleys, this represents an investment of over £3m in the route. The Roads Investment Strategy, announced by central government in March 2015, includes a commitment to A585(T) Windy Harbour to Skippool Improvements, will see a further substantial investment in the route.

The M55 to Norcross Link

There is a long-standing proposal to build a dual carriageway road to connect a new junction on the M55 east of Peel Hill to the Victoria Road roundabout on the A585(T) between Thornton and Cleveleys. This scheme is known as the M55 to Norcross Link, although it is often referred to as 'the Blue route'. The then Department of Transport withdrew its support for a similar scheme in 1994, but the County Council has continued to protect a route since then, a decision last reviewed in 2006.

The scheme was originally identified to ease congestion on the A585(T) caused in part by the operation of the Port of Fleetwood. The ferry operation from the port also meant that there were high volumes of HGVs on the road. With the withdrawal of the ferry service, that rationale no longer exists, although Fleetwood is still officially classified as a port and still has commercial sailings linked to the offshore energy sector.

The 'Blue route' effectively breaks down into 3 sections:

 The northern section – B5412 Victoria Road to A588 Breck Road.

This section of the scheme proposed to widen the existing A585(T) to dual carriageway.

Whilst the A585(T) is still busy, congestion in this section is principally related to the capacity of the three roundabouts along the route. The County Council do not therefore believe that constructing a dual carriageway would deliver sufficient benefits to offset the likely cost and that local improvements such as those already being undertaken by Highways England provide better value for money.

• The Poulton-le-Fylde section - A588 Breck Road to A586 Garstang Road East

The section of the route around Poulton-le-Fylde would see Mains Lane widened to dual carriageway for approximately 450 metres from its junction with Breck Road. At that point, a new roundabout would take the A585(T) on a new section of dual carriageway down to join the A586 approximately 850 metres to the west of the Five Lane Ends junction at Little Singleton.

The existing A585(T) Mains Lane passes through Little Singleton and is very busy. The Five Lane Ends junction is arguably the

between Junctions 3 and 4

Comprising a new junction on the M55 to the east of Junction 4 at Peel Hill and a new 7.5km dual carriageway link to the A586 Garstang Road East to the west of Little Singleton, this is by far the most significant section in terms of new road construction, with an indicative cost of around £125m. It would pass through open countryside, much of which is Grade 2 (very good quality) agricultural land, and would have a significant environmental impact.

In line with current funding regimes, it would also require a significant direct contribution to the cost of the scheme from Fylde Borough Council.

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worst 'pinch point' on the A585(T) and it would be very difficult to make a significant improvement to the junction as it stands.

• The southern section - A586 Garstang Road East to M55



At the moment, there are a number of significant issues on the existing A585(T) which have been outlined:

- Queuing at Five Lane Ends junction, Singleton
- Queuing at Windy Harbour junction
- Queuing at M55 Junction 3
- Traffic turning at priority junctions
- Traffic on minor roads avoiding the A585(T)

All of these issues relate to this southern section of the route and all would be solved by the 'Blue' route. However, the County Council believe that it would be difficult to put forward a strong enough case for change based on the traffic impacts of the scheme alone given the environmental impacts of the scheme and current public policy objectives with regard to economic growth and job creation.

The County Council therefore do not believe that the scheme is deliverable in the foreseeable future, so we and our partners need to look for alternative solutions to what are very real day to day problems in the corridor and its nearby roads.

What we will do:

We will work with Highways England to carry forward a programme of cost effective, viable improvements to remove the last remaining pinch-points on the route.

A major step towards this aim is the Roads Investment Strategy announced by central government in March 2015, which includes a commitment to A585(T) Windy Harbour to Skippool **Improvements.** This Highways England scheme proposes a new offline bypass of the village of Little Singleton. This scheme would remove the current bottleneck at Five Lane Ends and give the opportunity to improve the A585(T) Mains Lane/A588 Shard Road junction. It could also remove rat-running traffic from Singleton.

Highways England is also currently working to resolve capacity issues at Windy Harbour and at Junction 3 on the M55 and have committed to monitoring the southern section of the A585(T) from Windy Harbour to M55 Junction 3, bringing forward improvements where appropriate and beneficial, for instance potential improvements at the Thistleton crossroads.

By dealing with the congestion at these significant junctions, the numbers of vehicles using inappropriate roads to avoid congestion should be greatly reduced.

However, in the light of further evidence received during the consultation, we do not propose to rescind protection on the alignment of the M55 to Norcross Link until the full impacts of changes to the highways network both along the A585(T) and around Preston have been reviewed.

We will therefore build on the traffic modelling work for the Preston Western Distributor and the associated new M55 Junction 2 described earlier to undertake a specific North Fylde Coast Connectivity Study. The work will gather together the findings of our existing traffic modelling work and also the work being done by Highways England to support the A585(T) Windy Harbour to Skippool Improvements. It will also quantify the extent of ratrunning and road safety problems in the wider corridor of concern that is influenced by the A585(T), providing Highways England with an evidence base to assist their monitoring of the trunk road and the issues that are caused by congestion along it.

However, the study will also look at wider issues that are intrinsically linked to the operation of the A585(T) including:

- How Fleetwood's wider connectivity needs can best be served, which will also require further analysis of alternatives to the highway such as heavy rail (see next section) and
- To what extent traffic seeking to travel between the north and south of Blackpool impacts on the wider A858(T) corridor.

Only when the study has been completed will a final decision on the 'Blue Route' be taken. However, the County Council's position remains that the route will be difficult to fund and that we must urgently seek more readily deliverable alternatives if possible.

 Access to the Enterprise Zone from across the area and associated rat-running south of the M55



Ultra Low Emission Vehicles (ULEV)

There are now few people who would argue that our society's current dependence on the car is sustainable. However, there will always be people who need to use a car and for who it would be difficult if not impossible to provide other transport that was as cost effective and functional, particularly those with mobility issues and those who live in very rural areas.

The car is therefore a crucial part of any sustainable highways and transport network, whether for private or business use. Likewise, vans and HGVs will be irreplaceable forms of transport for the foreseeable future and we are encouraging bus use.

All these vehicles have the same issues though; they cause congestion, they are resource hungry in their construction and they cause significant pollution. We therefore need to view all motor vehicles, regardless of how they are powered, in the same way we regard other undesirable but inescapable aspects of society and establish a hierarchy of use minimisation.

The hierarchy that has driven transport strategy in Lancashire for many years is:

- 1) Minimise use walk or cycle where possible
- 2) Use public transport where possible
- 3) Use motor vehicles only when there is no choice.

However, at least as far as local pollution is concerned, not all vehicles are created equal. ULEVs may be no better than their more traditional cousins in most regards, but they do at least have few or no tail pipe emissions.

The other major benefit of ULEVs are that, although they are currently more expensive to buy, they are much, much cheaper to run; pure electric vehicles in particular cost a fraction of what it costs to keep a conventional car on the road and fuelled. In the longer term electric vehicles could keep car ownership affordable for those who need them if the relatively expensive purchase cost reduces and oil prices increase again.

The existing hierarchy therefore needs to be modified:

- 1) Don't use a motor vehicle unless you need to
- 2) Use ULEV public transport (buses then taxis) if you can
- 3) Use any other public transport (buses then taxis)
- 4) Use a ULEV
- 5) Use conventional vehicles only if there is no choice.

ULEVs are a new technology and as with anything new and a bit different, it takes time and patience to make adopting the new a routine choice. Getting to the point at which ULEVs are normal on our roads will not happen quickly without help.

However, by making ULEV vehicles a) more common and b) giving them preferential treatment, we want to dramatically increase their uptake.

There are a number of potential strands to this:

- Taxis ULEV taxis supporting access to the centre of Blackpool, with local policies favouring them
- Vans and fleet vehicles ULEVs working in the area centre for maximum visibility.
- Car clubs in rural centres, to make commuting as sustainable as possible.
- Infrastructure Charging points are key to establishing the market and are needed at car parks, rail stations and key visitor and business locations, but also at key locations in the rural areas.
- Infrastructure the district's residents and businesses don't just travel in the district; key areas of influence including Central Lancashire and Lancaster (for tourism and the domestic market) will need to have infrastructure in place as well.
- Infrastructure households need to be able to charge vehicles at home
- Education we can't rely on just making ULEVs more common, we need to actively make the case for change and make it easy for people to switch, via dedicated media and events

Like all public sector initiatives, implementation of much of the strategy will be dependent on what funding we can source, but of all the proposals in the masterplan, this strategy probably has the widest range of partners who can bring resource to the projects. We want to work with our partners in local government, in health and with central government. We also want to work with private sector partners in the automotive industry, in public transport and with taxi operators and fleet managers.

The County Council has until now watched the developing ULEV market in order to ensure that our limited resources were not spent on infrastructure that was underutilised and, potentially, out of date when the ULEV did finally take off. However, that tipping point has now been reached, with record sales of electric cars now being recorded quarter by quarter. We therefore feel that the time and place are right to develop a strategy that will eventually help to guide the take up of ULEVs across the county and our own take up of electric fleet vehicles.



Improved rail connectivity

Rail connectivity in the Fylde Coast is provided by both 'heavy' (train) and 'light' (tram) operations and significant investment in both has either happened recently or is ongoing.

The Blackpool-Fleetwood Tramway, which is owned by Blackpool Council, runs from Starr Gate along the coast into Wyre, serving Cleveleys and Fleetwood. The line is a critical transport asset to the Fylde Coast, carrying millions of passengers every year and forming a key local tourist attraction.

To ensure the line's future, it has recently under gone a four year $\pounds 100m$ upgrade ~ $\pounds 68.3m$ from the Department for Transport; $\pounds 17.7m$ from Blackpool Council; $\pounds 15.2m$ from Lancashire County Council and $\pounds 0.4m$ from INTERREG North West Europe Programme.

This upgrade, which opened in April 2012, has turned the network into a state of the art light rapid transport system fit for the 21st Century and beyond. The new fleet of 16 low floor easy access trams has been supplemented by a purpose built maintenance depot at Starr Gate, along with the replacement of 11km of track and redundant and outdated infrastructure along the route. Integrated public transport links have also been strengthened by the creation of the Broadwater and Bold Street interchanges, the latter providing the unusual opportunity of integrating bus, tram and ferry facilities.

With such significant improvements to the tram system and Network Rail's ongoing electrification of the line from Blackpool to Preston and work wider afield, excellent connections between train and tram have become vital. These connections will be provided in part by the extension of the tramway to Blackpool North Rail Station.

This will mean that all areas served by the tram service will have convenient access to the rail network. This will be of particular significance to Fleetwood, which currently has no rail station and should benefit greatly from faster journey times direct to Blackpool North.

Cottam Parkway will also offer opportunities for the Fylde Coast. For some, it will provide a convenient way to access the rail network for onward commuting, but it also offers the potential to be an attractive visitor park and ride facility if connectivity into the Fylde Coast is improved.

We also need to make sure that all stations on the Blackpool North to Preston line benefit as much as possible from the service improvements that electrification will bring, including Kirkham, where the North and South Fylde Lines meet.

The South Fylde Line, on the other hand, is not currently scheduled to see any major improvements to either its infrastructure or services.

At present trains only run hourly Monday to Saturday between Blackpool South and Colne, with hourly services on some Sundays. This low frequency is a particularly issue given that the journey between the Fylde Coast and Preston is a short one. The trains are slow and the rolling stock is of poor quality. The branch between Kirkham and Blackpool South is a single line and this, combined with the single line branch from Gannow Junction at Rose Grove to Colne, reduces timetable reliability and flexibility for the Blackpool South to Colne service. The performance of the service continues to be an issue.

Not surprisingly the South Fylde Line is currently under used, particular given the population in its catchment area, who would be expected to make more use of the line for commuting, and the popularity of Blackpool, Lytham and St Annes for visitors.

Commuting, whether for work or education, currently only makes up around 35% of traffic on the line, which contrasts to other lines in the county where the percentage is around 65%. This low commuting usage makes journey numbers on the line more vulnerable to weather and seasonal fluctuations.

The South Fylde Line Community Rail Partnership covers the route from Blackpool South to Preston. The line has been formally designated by the DfT as a community rail line and service.

Designation covers lines, services and stations and is a formal process which results in an agreed 'Route Prospectus' for the line which is ultimately signed off at Ministerial level. Parliament considers designation to be a permanent arrangement although it recognises that changing circumstances may require a review of the route prospectus. Designation allows CRPs and the railway industry greater freedom to implement innovative solutions that stand outside normal industry processes.

Given the development likely in the Fylde area, and the parking/traffic management issues experienced, particularly in Blackpool, more needs to be made of the South Fylde Line.

There has also been a long held aspiration for the Poulton and Wyre Railway Society (a railway heritage society currently working towards operating trains along part of the former Fleetwood to Poulton line) to run into the station, but changes at the station due to electrification could make this impossible. However, the railway society is exploring options for a station in Poulton-le-Fylde. This site, close to the existing station, would allow easy transfer between the two. In the longer term, there are aspirations to open more of the line and ultimately run commuter services from Fleetwood.

Three future strand masterplan:

Blackpool North (Talbot Gateway) Interchange

The first impressions made by any place are crucial, whatever the method of arrival. If the journey goes smoothly and you then arrive somewhere that is welcoming and easy to navigate, you are more likely to enjoy your stay and return. Particularly for any large tourist resort, the place where the visitor arrives, the 'gateway'', is key to success. Nowhere in the Fylde Coast is this more the case than Blackpool.

A number of stations serve Blackpool, but the key gateway for longer distance travellers is Blackpool North. The station lies to the north east of the town centre, in the Talbot Gateway Central Business District, a key development location and a catalyst for improvements to support economic growth in the town centre.

Talbot Gateway has improved car parking and most bus services stop on Talbot Road, a few minutes walk away. Only one service, from Poulton, currently stops at the station itself however. A successful 'Better Bus Areas Fund' bid has led to the creation of a

Three future strands of work therefore emerge under this



bus interchange area in the town centre, close to the Promenade. However, this is a significant distance to walk for many people, including those with young children and /or luggage.

For what should be such a major arrival point, the actual experience offered to the traveller is not good. Some older buildings are not as attractive as they could be and the existing transport infrastructure is poorly integrated.

The station is now due to be become an interchange with the tramway. Current proposals provide for this connectivity, with a new length of track from the Promenade, along Talbot Road to High Street next to the station. However, the station could become a far more significant focus for travel; ambitions for a re-modelled station already form part of the Blackpool Local Plan.

There is a clear need for the Fylde Coast to have a central interchange that presents an outstanding welcome to travellers and facilitates onward travel through the Fylde Coast as a whole. A direct interchange between tram and rail would also have significant benefits for residents and businesses to the north of Blackpool by providing effective access via the tramway to mainline rail.

Such a gateway would have a vibrant modern rail station at its core with an integral tram interchange and bus and coach stops immediately outside. The station would need dedicated facilities for cyclists as well as the usual pick up/drop off parking and taxi facilities that any big station needs.

The interchange would allow total flexibility to change between different modes of travel. It would sit in an area of first class public spaces and will have clear, high quality pedestrian and cycle links to the town centre and the sea front.

The North Fylde Line

Electrification of the Blackpool North line will see changes to a number of stations, not least to Blackpool North where there are plans to lengthen two platforms to allow Pendolino trains to terminate at the station.

The layouts of both Poulton-le-Fylde and Kirkham stations may also change. Whilst the alterations are primarily to allow through trains to be able to travel faster past the stations, these changes to the station layout are important as both stations have the potential to serve greater markets than they do at the moment and both could potentially be developed to allow for Park and Ride, which would help to resolve the significant issues that on street parking causes near the stations at the moment.

At Kirkham, an Access for All scheme could provide compliant disabled access at the station, if an option for a new platform is progressed as part of the electrification scheme. There is also the potential to increase car parking capacity at the station, giving it a far greater potential to attract users among residents and businesses in the surrounding area. At Poulton-le-Fylde, there is also the potential to offer more parking near the station in conjunction with other changes underway in the town centre.

The smaller stations on the Fylde Coast also have the potential to serve greater markets than they do.

There is also the long-standing question of whether reconnecting Fleetwood to the national rail network via the North Fylde Line is achievable in the longer term.

The South Fylde Line

The most immediate need for the South Fylde Line is to improve the frequency and reliability of the service on the line, which would make it much more attractive, particularly to commuters, although all users would benefit.

The need to improve the service on the line is not only down to the likely demand, given the demographics of the current population, for rail-based commuting, but also to the developments proposed in the Fylde, both for housing and for employment (including the Enterprise Zone at Warton). Commuter movements into and out of the area are likely to increase and a viable rail service could do much to reduce car traffic.

Blackpool Airport has received an 'in principal' designation as Lancashire's second Enterprise Zone and a plan for its regeneration is currently being produced which will set out how the airport can best be developed now that it is no longer operating as an international airport. However the site develops, effective sustainable transport links will be a key consideration, as travel to the site other than by car is currently difficult. In particular, access from rail or tram is very limited. However, the South Fylde Line has the potential to make access very much easier.

The South Fylde Line has far greater potential if its possible connections to the Blackpool-Fleetwood Tramway are considered. The two lines lie only 300m apart in places, but if they were to be connected, then the Fylde Coast would have a through rail service from end to end, making rail travel easy for both commuters and tourists.

Providing a through service requires more than a simple length of track however, as the tramway is electrified whilst the South Fylde line currently runs diesel units. There are therefore a number of possibilities for line integration, most of which would need an interchange between tram and train at some point on the line, probably in the Lytham area.

Initial work to explore the feasibility of a genuinely through service was undertaken over the last 5 years through the SINTROPHER project, in which the Fylde Coast was the UK study area.

SINTROPHER was a five-year European cooperation project with the aim of enhancing local and regional transport provision to, from and within five peripheral regions in North-West Europe, areas that



are beyond the 'economic core' and suffer from a lack of accessibility. Even within a zone of economic prosperity, those areas located a short distance away from the attractive rail and air interchange hubs become relatively harder to reach. The central challenge for the project, therefore, is to address this increasing marginalisation.

The project has a particular focus on tram-train systems which allow local trams to run on to national rail networks. Such a system could be far more beneficial to the Fylde Coast than a more traditional approach that required an interchange between systems.

What we will do:

We will work with our partners to design and then consult on proposals for a **Blackpool North (Talbot Gateway) Interchange** that meets as many of our aspirations as possible. Once we have a final scheme, we will work with the LEP to secure funding.

In order to establish just what potential the of the North Fylde Line stations is, we will include them in the **North Fylde Coast Connectivity Study** (see previous section), which will complement the work being done elsewhere in the county and proposed for the Fylde Coast.

The study will look both at potential users and also how we can work with our partners to improve the attractiveness of the stations, particularly as part of an integrated, door-to-door sustainable travel network. The study will also specifically consider whether a rail solution is the best answer to Fleetwood's longer term connectivity needs.

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Through an extension to the original SINTROPHER project, we have been able to secure further funding to carry out a specific **South Fylde Line Study** to look both at the future role of the South Fylde Line, the best way to enhance the role of the line in providing a southern gateway to Blackpool and to establish what the most viable and cost effective way of linking the South Fylde Line and the Blackpool Tramway would be and what benefits such a link would bring.

Once the study has reported, we will work through the LEP and through other partners to bring about improvement to the South Fylde Line as quickly as possible. This may require a phased approach to the project that would see initial improvements to the existing heavy rail offer (including a passing loop to allow increased service frequency), with subsequent measures to integrate the tram with the improved rail service. Outside the Fylde Coast area, the development of **Preston railway station** as a fit-for-purpose strategic gateway to Lancashire and a public transport hub for Central Lancashire is vital. Not only does the City need the station to be a state-of-the-art gateway, Lancashire as a whole will also benefit in having a modern, attractive facility as its key hub.

Key to this for the Fylde Coast will be ensuring that interchange at the station is easy, with good signing around the station, attractive waiting areas and facilities and with movement between platforms straightforward for all users.

By improving the station and taking full advantage of the electrification of the Blackpool North to Manchester line, we will be maximising the opportunities for rail commuting as well as longer distance travel

Integrated public transport

Facilitating coach travel

Fylde Coast

An estimated two million visitors arrive in Blackpool by coach each year. Of these, roughly 1.5 million are on day trips, whilst over 500,000 come to stay in the resort. Coach passengers are therefore very important to Blackpool's economy and also to the resorts of Lytham and St Annes.

With the ever improving visitor experience that Blackpool now offers, visitor numbers are increasing again after years of decline. Making coach travel an attractive option for visiting the resort therefore has the potential to not only reduce congestion on the main routes in and out of the area but reduces the space needed for car parking, another important consideration.

However, without facilities, coaches can cause significant short term traffic problems, as can happen in St Annes where coaches currently have to stop in inappropriate on street locations to embark and disembark their passengers.

Buses and coaches are often thought of in similar terms, but the facilities the services need are very different. Both need depots, but coaches also need layover facilities where the coach can be parked to await its passengers, for instance, between dropping off visitors in the morning and picking them up at night or between dropping one set of passengers off and picking up another group for the next journey. Coaches may also need more space to board and alight passengers, as luggage holds are accessed from both sides and the rear of vehicles.

At the moment, temporary coach facilities in Blackpool are provided on part of Central car park. However, the facilities are basic and, whilst the location is an appropriate drop off or pick up for many day visitors, it is not as effective for those who wish to interchange with other modes of travel.

The Central Station site, together with the adjacent promenade area, forms the Leisure Quarter, one of Blackpool's most strategically important development sites. With a direct connection to the M55, the development will include parking and will have modern facilities for coach passengers. However, the issues of interchange and of layover will remain.

For coach passengers, the gateway also includes the Central Corridor (including Seasiders Way and Yeadon Way) which provides direct access from the M55 motorway. The Corridor is flanked by the main visitor car and coach parks, Blackpool South Railway Station, Blackpool Football Club and the Festival Leisure Park (accessed from Rigby Road).

Major projects between Blackpool Football Club and Waterloo Road bridge (completed in phases between 2006 and 2009) have greatly improved the arrival experience. However, the remaining sections of the Corridor provide a visually poor and bland environment and similar treatment north of Sands Way roundabout and South of Waterloo Road bridge would create the guality of 'arrival experience' needed to confirm Blackpool's growing status as a high quality resort.

What we will do:

Work to improve facilities for coach travel is already underway. In the short term, Blackpool Council are looking to make improvements to the basic facilities on the Central Station site, including better shelters An approach is also being made to Blackpool Transport to see if coach drivers can use their facilities.

However, this is only a short term solution. High quality passenger facilities are required, both in the central location that the Leisure Quarter will provide and potentially at the Blackpool North interchange. A permanent layover facility, that has adequate space for coaches and good facilities for drivers, is also required.

Facilities at Blackpool North will be pursued as part of the work on that Gateway. We therefore propose to continue to work with our partners to establish design and location options for coach facilities within the Leisure Quarter on New Bonny Street and for layover facilities at an appropriate location. Once a scheme for coach facilities has been finalised, we will work with the LEP to secure funding.

We will also work to provide dedicated on-street parking elsewhere on the Fylde Coast, such as in St Annes, where coaches currently cause traffic problems.

Integrating Urban Public Transport

As the maps in this masterplan show, the Fylde Coast has two distinct characters, one urban, one rural.

The principal urban area runs down the coast from Fleetwood in the north, through Blackpool and on to Lytham, with Warton and Freckleton linked to it by sporadic ribbon development along the A584. This often densely populated urban strip contains a wide variety of needs and uses:

- not be an option.

The tramway serves the needs of residents all year round and, particularly since its upgrade, provides superb links along the western side of the area. Blackpool's successful bid to the 'Better Bus Area Fund' has resulted in a new contra flow bus lane, improved town centre interchange and innovative bus priority.

However, travelling around the area away from the coast is more of a problem, with public transport journey times often extended, particularly when travelling along the length of the urban area. This is a particular concern for those wishing to access the employment opportunities to the south of the area, such as are becoming available in the Lancashire Enterprise Zone. These journey times are made longer by tourist traffic through a large part of the year, with unreliability caused by congestion a real issue during events and high summer.

Another significant issue is that, in common with other parts of the county, public transport does not tend to run to out of town employment locations. This is a particular issue for people who don't own a car; this group often includes those on low wages in low skill jobs and those seeking work, of which Blackpool has a high number.

Improving urban public transport is not straight forward however. Much of the bus industry is private sector and so is currently not subject to direct local authority control. Whilst getting more car

• There are areas of very low car ownership but also areas of affluence where car ownership is the norm.

• In many areas employment is in a highly seasonal service sector. • An older and ageing population for whom car ownership may



owners to use the bus would clearly help reduce congestion and improve journey time reliability, journeys need to be reliable and convenient before drivers will even think about switching. And out of town locations are difficult to serve with a commercially viable service.

A solution that is sustainable in the long term without local government funding support is therefore more likely to be found if buses are fully integrated with rail travel, walking and cycling.

What we will do:

At a time when, across the country, public funds to support bus services are reducing, it is vital that public, private and third sector organisations work together to make the most of what funding is available and to increase passenger numbers to make more services commercially viable where possible.

To do this, we will need to establish what the longer term needs of the Fylde Coast's urban areas are in the wider context of development and transport changes and then establish a financially sustainable way of ensuring that public transport can address those needs.

Among the possible solutions could be:

- Quality Bus services (provided by the private sector)
- Quality Bus infrastructure
- Better Bus/Tram/Train coordination both in the urban area and for travel beyond it.
- Better signing to and from stations to facilitate interchange.
- Better interchange between rail and bus services.
- Cross Fylde ticketing
- Better cycling facilities in key places to make it easy to change to bus and train
- Facilities for cycles to be carried on buses/trams **BULLET POINT DELETED**

We will therefore work with our partners in the bus industry to put together a Fylde Coast Long Term Public Transport Strategy that will address the issues highlighted in this masterplan.

Maintaining rural connections

Away from the urban coastal strip, much of Fylde and Wyre is rural in nature and served by traditional market towns.

The challenges presented here are very different to those of the urban area, but again both residents and visitors must be accommodated.

By their nature, the rural areas of the Fylde Coast tend to be very dependent on the car, which can not only lead to local problems on the highways network, but makes life very difficult for those who, for whatever reason, do not have their own transport:

- Rural isolation and an ageing population both present health and wellbeing issues for the health sector, so there is a real opportunity to work together to maximise the benefits of reducing social isolation for organisations as well as individuals.
- Car dependence is unlikely to be sustainable in the longer term, both on cost grounds and through the need for carbon reduction. Car ownership in rural areas is likely to become increasingly unsustainable, so alternatives need to be in place sooner rather than later.
- Visitors to the area also need to be able to travel without needing a car and there is a definite need to support a sustainable visitor economy to ensure that the natural environment is protected while its economic benefit is maximised.

However, funding for conventional subsidised bus services is difficult in the current economic climate. so we need to find innovative ways to reduce rural isolation for non car owners, particularly with an ageing population. We need to investigate our options now to find the most cost effective solutions to ensure access to services.

What we will do:

Work is already proposed in the county to find the most cost effective methods of providing access to services in rural and remote areas. We will extend this work to include a Fylde Coast Accessibility Study.

In line with likely future funding requirements, the study will focus on where the greatest benefits can be achieved by using public money to maintain access to services.

Particular questions to be answered by the study include:

- areas?

- that distances are longer?

Decisions about the priority that different journeys and needs are given will be difficult and so one of the aims of the study will be to provide methods of comparing competing demands and the costs and benefits of responding to them.

Changing travel choices

Whilst managing car traffic is vital, particularly in Blackpool, there is no doubt that, in the longer term, if we do nothing to reduce car use, we will reach the point at which traffic can no longer be effectively managed, even by the latest traffic management systems.

With low car ownership in many parts of Blackpool, visitors make up a significant proportion of car traffic for much of the year; the more visitors that can be encouraged to arrive on the Fylde Coast by other means, therefore, the better.

However, the decision to leave the car behind will only be taken if visitors to the Fylde Coast are confident that they can get to

• How can public transport and cycling integrate to best connect towns and villages in rural areas?

Are there alternatives to traditional public transport for rural

 How can Community Transport best evolve to meet the diverse transport needs of the Fylde Coast?

• What is the best way for public transport to support the rural economy and the residents of and visitors to our rural areas?

• How can cycling be made more attractive in rural areas, given

• How can we best support and develop rural transport hubs in places such as Garstang, Kirkham and Poulton-le-Fylde?

 Are there opportunities to create direct 'trunk' services between key centres with easy interchange with more local provision?



everywhere they want to, when they want and that there are real alternatives to the car readily available.

Improvements planned to the rail network in the area have been outlined which will make rail travel more attractive:

- Electrification of the North Fylde Line
- Enhancing Preston station
- Creating a modern interchange at Blackpool North
- A new Cottam Parkway
- The potential development of the South Fylde Line (including its possible connection to the new tramway) and
- HS2 phase 2

All these schemes have the potential to make a real difference to travel to Blackpool and the surrounding area if properly marketed as they near completion.

In Blackpool, a high quality arrival experience for coach passengers will also make it more attractive to leave the car behind and again these changes must be marketed if they are to be fully effective.

However, if visitors arrive without a car, we must make sure that they can still enjoy their holiday and are not restricted to one small area of the Fylde Coast. Public transport and cycling provision are therefore as important to visitors as they are to local travellers. **What we will do:**

We will work with our partners to provide effective marketing to publicise transport improvements and show that the car isn't needed to travel on the Fylde Coast. We will also monitor travel so that we know what marketing tools are working and where we need to try harder.

One potential marketing solution that has been proposed is the use of multi-skilled transport-focused ambassadors at key arrival locations across the Fylde Coast. Acting as 'welcomers' who would promote the sustainable transport message, they would be able to suggest transport options and provide information about them, as well as being able to answer other questions tourists may have.

During off-peak periods these same staff would champion sustainable travel, including new facilities such as the Green Corridors to residents living along the corridors, with a particular focus on assisting job seekers with their travel-to-work needs.

The ambassadors would also present a friendly face to potential inward investors.



Better cycling

Local travel and short journeys are a vital component of any transport network, as the DfT acknowledged in March 2013 when 'Door to Door - A strategy for improving sustainable transport integration' was published.

Cycling in particular has the potential to offer options not just for short journeys but also for longer journeys to work and education and for leisure, particularly when combined with bus and rail travel.

Short journeys in the local community, to school, to the shops or just to enjoy being out and about, are key to local economies and to health and wellbeing.

For longer journeys, ensuring cycle facilities at train and bus stations are easily accessible and secure will encourage more people to use a mixture of bike, bus and train to complete their journeys. However, this will not happen unless cycle storage is secure, buses and trains connect well and cyclists and their cycles are catered for on trains and buses.

Cycling is cheap and convenient. In general, cycling is a good option for journey times of less than 30 minutes and in relatively flat areas such as the Fylde Coast, should be an obvious choice

However, for cycling to really become established, we need to make sure that there is a good cycle network across the Fylde Coast area. Just what a 'good' cycle network is, though, depends on who the user is. Different cyclists have very different needs - confident commuters want the most direct route, whilst families out for a leisure ride want a scenic and, above all, safe route away from traffic.

This wide range of users means that, initially at least, we will focus on two types of user, the commuter and the leisure rider. These are the groups that can make the most significant contribution to economic development in the area.

What we will do next:

The **Fylde Coast Cycle Network** will build on work already undertaken between Fleetwood and Starr Gate and in St Annes, as well as the Blackpool Explorer routes and initiatives that are underway such as Blackpool Green Corridor initiatives. We will also learn from our work on the East Lancashire Strategic Cycle Network to help set out what standards and maintenance the Fylde Coast network will need where we need to create new off road routes.

Key to the network will be the completion of the Fylde Coastal Way, which will ultimately be part of a high standard multiuser route linking the Guild Wheel to the Bay Cycle Way. Whilst much of this route is already off road, we will work towards ensuring that the whole length of the Way is a family-friendly, long distance off road route, suitable for all users.

Because of its position near the coast, the Coastal Way will also give high guality access to the Enterprise Zone, providing a very large number of commuters from both east and west of the site with a safe and convenient alternative to the car.

We will also work to improve the towpaths of the Lancaster Canal to provide a long distance circular route that links Lancaster, Preston and the Fylde Coast.

The Coastal Way will form the spine of the wider network. Links in this network will provide one of two types of cycle route:

Potential new multi-user provision

********* Lancashire Coastal Way

Existing provision

Ferry

River Wyre Explorer Loop

Off road cycle route

On road cycle route

Explorer cycle route

The Guild Whee

- **Explorer Mini-wheels**, as the name suggests, will build on our experiences in delivering the Guild Wheel and the Explorer routes; the routes will be family friendly, multi user circular routes aimed at the leisure and tourist market. They will be designed to bring the maximum economic return to the area and will generally link to the Coastal Way or to the Lancaster Canal.
- Green Spokes will build on the Green Corridors; we will seek to ensure that key employment and housing destinations, such as the Lancashire Enterprise Zone and housing developments such as Heyhouses, are accessible by cycle on safe routes that cyclists feel comfortable using throughout the year. These routes will generally be

Wheels.

There is a lot of local knowledge that can inform the development of these routes and there has already been substantial investment from a number of sources. Taking forward our ambition to have a coherent Fylde Coast Cycle Network that can be used by all will therefore involve working with partners from both the public and private sectors.

The network will also provide some of the enhanced links to public transport that will be needed in the future. The Fylde Coast Accessibility Study has already been mentioned. Interchange between cycling and public transport will form part of that study and so the output will inform the future development of the cycle network.



• linked to the Coastal Way, but may also radiate off Explorer



Easy local travel

Our vision for the Fylde Coast focuses on the key priorities of shared prosperity, health and wellbeing. Greater prosperity, health and wellbeing will make the Fylde Coast a good place to live, work or visit, a place where all people can live long, happy and healthy lives regardless of their background.

Short journeys in the local community, to school, to the shops or just to enjoy being out and about, are key to local economies and active travel and will be absolutely fundamental to achieving this vision. But beyond that, any journey involving public transport will involve local travel, even if that local travel is simply walking to the bus stop.

Easy local travel is also vital for the visitor economy to flourish. Tourists need to feel that the area they are staying in or visiting is safe and welcoming. It also needs to be easy to navigate without local knowledge, particularly in the urban areas where there are more visitors.

This need to create a unique, high quality destination is recognised by Fylde Borough Council's Coastal Strategy, which sets out a similar vision of improved local links with a specific aim of enhancing and protecting both the heritage and environmental assets of the district.

Since public transport is likely to become ever more important in the future, linking to it will be a key consideration in both urban and rural areas. Local travel will increasingly include getting to public transport hubs and that will mean providing facilities for cyclists to store a bike or take it with them for later in the journey.

Active travel, including cycling can bring a wealth of health benefits and there is evidence to demonstrate that an inactive lifestyle has a significant negative effect on health. Even small increases in physical activity can have a significant impact on reducing early deaths, controlling long term conditions and promoting health improvement and quality of life.

Physical activity levels amongst the adult population across the Fylde Coast are currently low and significantly worse than the England average. Just less than 50% of the population are active in Blackpool and Wyre, with only just over 50% active in Fylde. Some of this, particularly in Fylde may be due to the age profile of the population. However, since most interventions to boost local travel involve improvements to the appearance and functionality of our streets and public spaces for people on foot, local travel can also have a big impact on road safety and on how a town's gateways appear.



Local economies – greater prosperity

Not surprisingly, the local economy of an area is very dependent on the number of people who have money to spend and who are out and about.

We therefore need to make local centres attractive so that local business can flourish. The evidence shows that footfall increases in local shopping centres when people use sustainable modes and that these modes become more popular as the public realm improves.

Making it more viable to do business in the local area can also support job creation. SMEs are more likely to start and flourish in areas that are improving.

Improving our streets and public spaces to make it more attractive to walk and cycle is therefore key to reinvigorating local economies as well as to ensuring that there are good, safe links in and out of communities that will mean that anyone can commute without the need to own a car.

Better health and wellbeing

Mental and physical health is worse is parts of Blackpool than almost anywhere else in the country. There are a number of causes of this, but many are linked to deprivation and isolation.

The Fylde Coast also has an ageing population for whom health and wellbeing are key to independence in later life.

Road accidents are an issue in some parts of Blackpool, as is air guality. Where crime or fear of crime is higher, the streets will be perceived as an unsafe place to be, particularly for the old and young. With an ageing population, this presents an ever more important issue.

If the public realm was a safer, nicer place to be, with less car traffic and more people out and about, then active travel modes (walking and cycling) would become more popular, giving more people the opportunity to enjoy their living environment.

There are more direct health benefits too. Getting people more to walk and cycle benefits to the local economy and increasing levels of physical exercise will not only help tackle obesity, but will help to reduce heart disease, strokes and type 2 diabetes.

Exercise is also good for mental wellbeing, as is green space. Access to the natural environment is a problem for some parts of Blackpool.

Making it sustainable

All plans, policies and schemes need to balance economic growth with the needs of the Fylde Coast's people and the needs of its environment.

Perhaps the biggest challenge for the sustainability of travel and transport is to reduce our reliance on the car. This is not just an environmental issue though. For some, owning a car puts an enormous strain on the household budgets and not having a car can be a very real problem in rural areas and for those who need to travel longer distances from some urban areas. And as the population ages, there will be more people who will not be able to drive even if they can afford to.

Creating sustainable travel and transport will also bring economic benefits. By making the Fylde Coast a place where it is easy to get around without a car, the visitor economy will benefit. Good local links are needed that are easy to navigate by residents and visitors alike. Not only is 'green tourism' becoming more popular, local attractions that are easy to reach will be used more by local people. And having fewer cars makes town and country more pleasant.



What we will do next:

We will work with our partners and our communities to establish a programme to identify and where necessary, improve our **Local Links**.

Although we know in general terms what we need to do, much of the work of identifying where we need to enhance local links will fall out of other work streams in this masterplan and from the day to day contacts we have with our partners and our communities.

Some problems we can identify; we know where road safety and air quality are local issues. In other areas, we can only identify where problems may be occurring. For example, the accessibility study will highlight where communities may not have adequate access to the wider public transport networks.

Other research can show where residents may be 'transport poor'. However, only the communities themselves can really know where new infrastructure or our doing things differently will provide the most benefit.

Work is already going on that will provide the starting point for providing high quality local links. Blackpool's Green Corridors will provide significant enhancement of local links and will set a template that can be used elsewhere in the county. The Fylde Coastal Strategy will also provide a base from which to work. We and our partners are already working to:

- Maintain our roads and footways
- Improve safety for all road users
- Improve air quality
- Improve public transport

The Local Links programme will look to build on partner working, involving the public and private sector, charities and communities in improving our county's neighbourhoods



Next Steps

This consultation masterplan represents the beginning of a programme of highways and transport infrastructure delivery to serve the Fylde Coast over the next 17 years and beyond.

There is much to do and it will need the commitment and efforts of a variety of providers to see it through – County, Unitary and District Councils, Lancashire's Local Enterprise Partnership, Highways England, Network Rail - and the support of private business and house builders as well.

We now have widespread agreement for the highway and transport improvements that are taken forward and delivered. Tto stand the best chance of delivery, we must now get these improvements 'ready to roll' as soon as we can, so that we can take all opportunities to get funding for schemes that are ready to deliver.

Over the next 2 years we will need to:

- Progress with the studies and other evidence gathering, working with our partners to ensure that we can make the business case for the programme.
- Once we have that evidence, consult on and then programme the resulting actions.
- For currently funded schemes, finalise designs, begin to assemble land, and start works.
- For schemes less far advanced, carry out the detailed study work needed to progress to public consultation.
- Consult and work with communities, stakeholders and infrastructure providers to reach agreement on scheme specifics and secure funding for those proposals.
- Begin the preparation of major scheme business cases where appropriate.

These improvements will affect us all. They will support and safeguard the area's economic ambitions, relieve the worst congestion, offer real choice in the way we travel, improve our health and enrich our experience in our town centres. That makes it all the more important that we listen to your ideas, incorporate the best, and achieve a broad consensus to deliver this masterplan.

Delivery and funding of the masterplan will rely on a number of infrastructure providers and a variety of funding sources, and we will be working closely with these partners to make sure there is the guarantee of their support and assistance, with funding to follow. Crucial to all this will be the support of residents and businesses. Too often attempts to deliver growth and new development have failed without the buy in and full support of the communities affected. We have the opportunity to make significant and longterm improvements, backed by substantial investment, to the Fylde Coast's highways and transport system.

Securing Developer Contributions

The cost of delivering the package of measures identified in this masterplan, and those that will come out of the work we propose to do, cannot be borne entirely by public sector funding. We have shown that, in areas where we can come to rely on the development industry to contribute funding to new infrastructure, we can increase investor confidence and our ability to attract other sources of funding, and in turn improve the prospects of delivery, and delivering to earlier timescales.

Moving forward, investment in major new infrastructure will, increasingly, need to demonstrate an economic justification. In practice, this means a clear strategy towards bringing forward integrated development proposals for new development and economic growth alongside the infrastructure to support it. In order to deliver on our proposals, it is vital that local authorities take every opportunity to coordinate their development planning strategies with future infrastructure investment, and pursue and pool together contributions from the development industry.

The speed and certainty with which we will be able to implement new infrastructure will be directly linked to developer contributions.



Milestones

Project	Delivery Agency	Current Status	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Poulton-le-Fylde Town Centre	LCC	Committed		Start of Works	Scheme complete					
Blackpool Integrated Traffic Management	Blackpool Council	Committed		Start of works	Project completed					
Blackpool Bridges and Structures Major Maintenance Scheme	Blackpool Council	Committed		Start of works			Project completed			
M55 to Heyhouses Link	LCC	Committed			Start of works		Project completed			
Blackpool Town Centre Green Corridors	Blackpool Council	Programmed			Start of works			Project completed		
Blackpool Tramway Extension North Pier to North Station	Blackpool Council	Programmed	Scheme business statutory process		ent and	Start of works	Project completed			
Preston to Blackpool North Electrification	Network Rail	Under construction			Project completed					
A585(T) Windy Harbour Junction Improvement	Highways England	Committed	Start of works	Project completed						
A585(T) Windy Harbour to Skippool Improvements	Highways England /LCC	Programmed	Start of study	Study completed				Project Completed		
North Fylde Connectivity Coast Study	LCC	Pre-programme			Study Completed					
South Fylde Line Study: SINTROPHER Project	LCC	Committed	Start of study	Study completed						
Blackpool North (Talbot Gateway) Interchange	Blackpool Council /Network Rail	Pre-programme					Start of works Project completed			
Fylde Coast Long Term Public Transport Strategy	LCC/ Blackpool Council	Pre-programme			Study completed					
Fylde Coast Accessibility Study	LCC	Pre-programme		Study completed						
Fylde Coast Cycle Network	LCC/ Blackpool Council	Pre-programme		Scheme Identification Study	Start of works			Ongoing		



Preston, South Ribble and Lancashire City Deal Projects	Delivery Agency	Current Status	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Preston Western Distributor and M55 Junction 2	LCC	Programmed	Scheme business statutory process	•	nt and	Start of works		Project completed		
Broughton Bypass	LCC	Programmed	Complete scheme business case and statutory processes	Start of works	Project completed					
Preston Railway Station/HS2 Interchange	Network Rail	Pre-programme								
Cottam Parkway Station	Network Rail/LCC	Programmed						Start of works		Project completed
M6 Junction 32 Northbound Widening	Highways England	Under construction	Project completed							



Funding

All figures £m and indicative

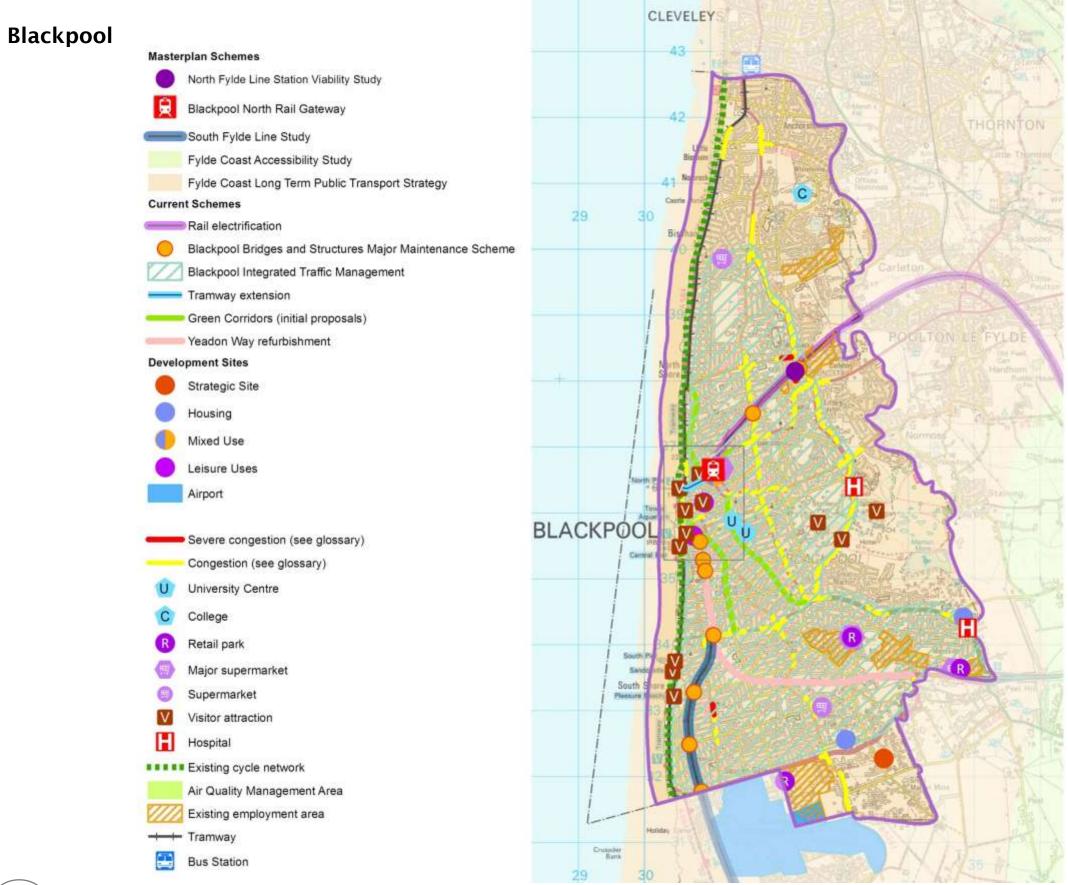
Project	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	Total	Comments
Poulton-le-Fylde Town Centre		0.300										0.300	LCC Commitment, full cost TBC
Blackpool Integrated Traffic Management		2.100	0.300									2.400	
Blackpool Bridges and Structures Major Maintenance Scheme		2.614	4.240	3.011	1.500							11.365	
M55 to Heyhouses Link												15.000	Specific details of funding to be confirmed
Blackpool Town Centre Green Corridors			2.200	2.200	1.500	1.400						7.300	
Blackpool Tramway Extension North Pier to North Station				12.100	6.100							18.200	
A585(T) Windy Harbour Junction Improvement	1.300											1.300	
A585(T) Windy Harbour to Skippool Improvements	Revenue Commit ment (HE)	Ro	oad Investm	ent Strategy	Commitme	nt						0	
North Fylde Coast Connectivity Study			0.100									0.100	Revenue Commitment (LCC)
South Fylde Line Study: SINTROPHER Project	0.170											0.170	
Blackpool North (Talbot Gateway) Interchange					8.000							8.000	
Fylde Coast Long Term Public Transport Strategy			0.100									0.100	Revenue Commitment(LCC)
Fylde Coast Accessibility Study		0.050										0.050	Revenue Commitment(LCC)
Fylde Coast Cycle Network							0.500	0.500	0.500	0.500	0.500	2.500	LCC contribution for match funding
Total	1.470	5.064	20.540	18.711	17.100	1.400	0.500	0.500	0.500	0.500	0.500	66.785	

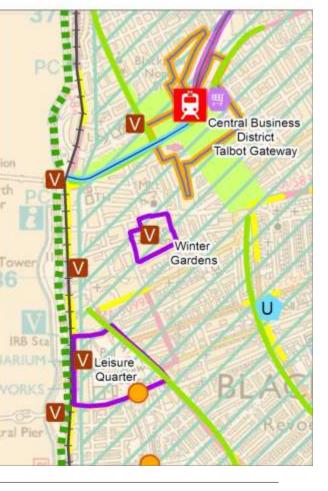


	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	Total	Comments
Highways England	1.300											1.300	
Single Local Growth Fund			5.400	15.100	8.300	1.300						30.100	
Local Highways Maintenance Challenge Fund		2.114	2.855	0.596								5.565	
Blackpool Council		0.600	1.085	3.015	0.800	0.100						5.600	
European	0.085											0.085	
Borough Council		tbc										tbc	Exact funding commitment to
Developer			tbc		8.000							8.000 + tbc	be confirmed.
Lancashire County Council	0.085	0.350	0.200				0.500	0.500	0.500	0.500	0.500	3.135	
Total	1.470	5.064	20.540	18.711	17.100	1.400	0.500	0.500	0.500	0.500	0.500	66.785	
Preston, South Ribble and Lancashire City Deal Projects													
Preston Western Distributor and M55 Junction 2				21.300	47.200	22.700	0.800					92.000	
Broughton Bypass	1.200	4.000	19.100									24.300	
Preston Railway Station/HS2 Interchange													твс
Cottam Parkway Station						1.500	8.000	5.500				15.000	
M6 Junction 32 Northbound Widening	6.600											6.600	

Fylde Coast Highways and Transport Masterplan

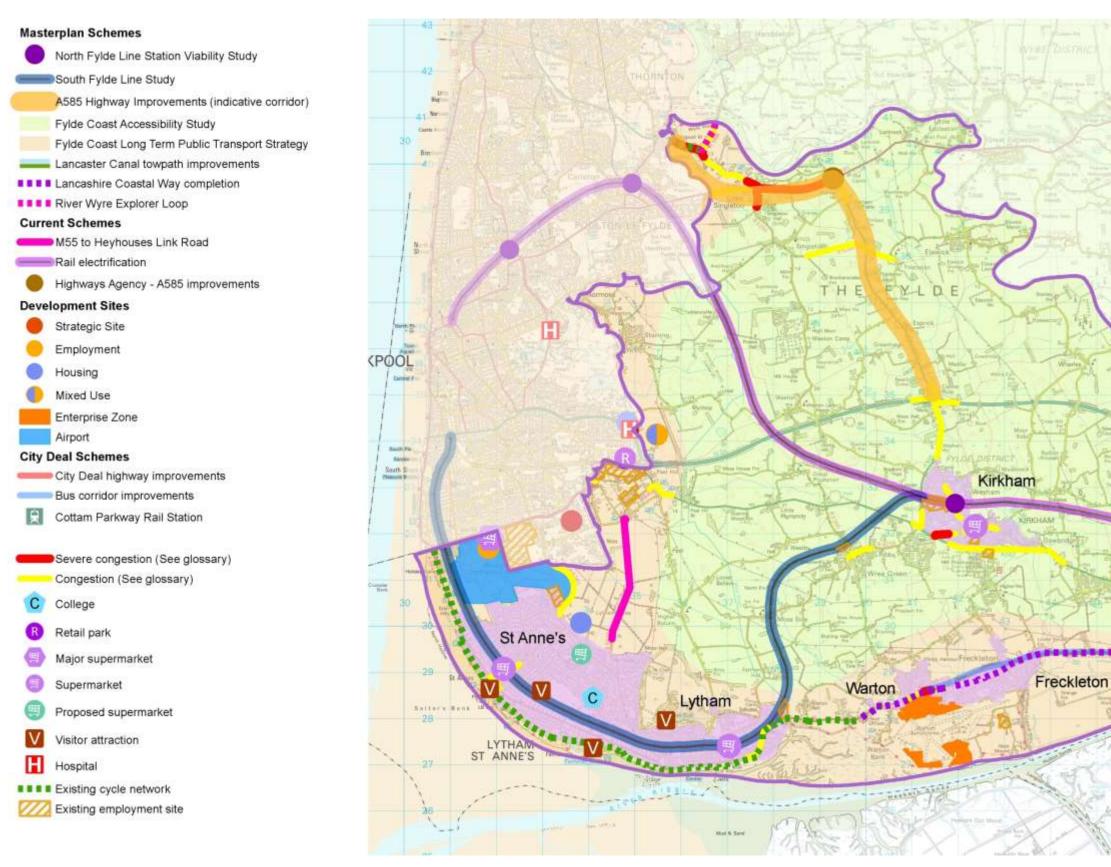
Appendix 1: District Maps







Fylde



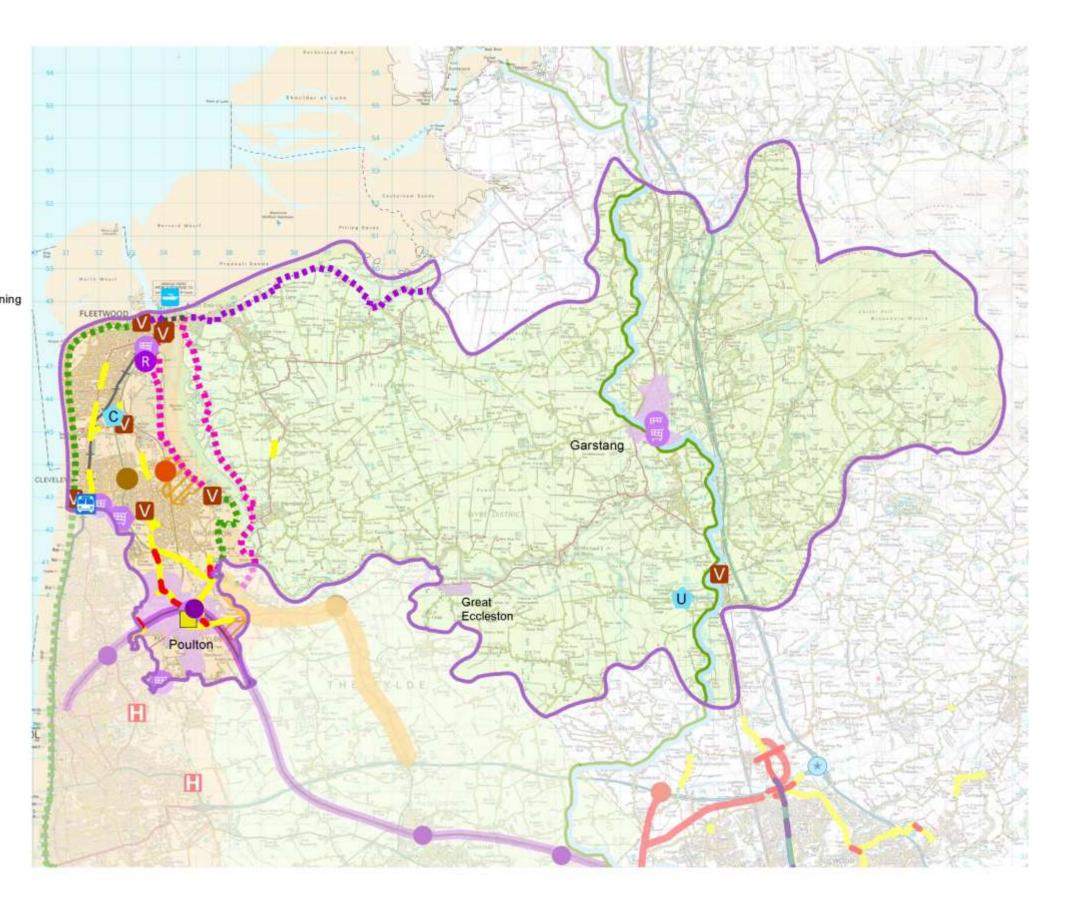
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Fylde Coast Highways and Transport Masterplan

Wyre







Appendix 2: Glossary

Air Quality ~ the condition of the air around us. Pollution is often a cause of poor air quality. Carbon Emissions ~ carbon dioxide (CO2) and carbon monoxide (CO) produced by vehicles and industrial processes.

Central Business District (CBD) ~ the commercial centre of a city or large town, with the main concentration of offices and shops.

CIL/S106 Developer Funding ~ when new developments are planned, the developer may be required to make a payment towards facilities including transport schemes, flood defences, schools, health and social care facilities, green spaces and leisure centres. This was formerly through 'Section 106' agreements but is now through the Community Infrastructure Levy (CIL).

Core Strategy ~ the key compulsory local development document specified in United Kingdom planning law. It sets out the vision, objectives, strategy and policies that will manage development and use of land in an area. Every other local development document is built on the principles set out in the core strategy, regarding the development and use of land in a local planning authority's area.

Compulsory Purchase Orders (CPO) ~ compulsory purchase orders allow certain bodies to buy land or property even where a land owner does not want to sell it. A CPO is a last resort and only used where taking the land is necessary and it is in the public interest.

Congestion

Road type/Speed limit	Severe congestion	Congestion
Urban 30mph & 40 mph	< 10mph	10 - 20 mph
50mph & 60 mph	< 20 mph	20 - 30 mph
Dual carriageway and motorway 70 mph	< 40 mph	40-50 mph

Economic Development ~ long term actions to improve the standard of living and economic health of an area. Actions can involve many

areas including education, infrastructure, competitiveness, environmental sustainability, social inclusion and health. **Green Belt** ~ an area of open countryside or farmland between urban areas, where development is restricted to limit urban growth and prevent separate urban areas joining together over time.

High Speed Rail ~ High Speed 2 (HS2) will be the UK's new high speed rail network, built initially between London and Birmingham. Phase 2 of HS2 will extend the route to Manchester and Leeds.

Highway Authority ~ an organisation legally responsible for looking after the highway network (roads, footways and cycle ways) in an area and which has certain legal powers as a result.

Infrastructure ~ the basic facilities needed for society to function, such as roads, railways, communications systems, electricity, gas and water supplies, and public buildings including schools.

Integrated Transport (IT) Block ~ Government capital funding provided to County and Unitary Councils for support for small-scale transport improvement schemes.

Lancashire Advanced Engineering and Manufacturing Enterprise Zone ~ the Enterprise Zone is made up of the two BAE Systems sites at Samlesbury and Warton. The Lancashire Enterprise Partnership (LEP) worked with BAE Systems to launch the Zone in April 2012, and it is intended to become a world class location for advanced engineering and manufacturing.

Lancashire Enterprise Partnership (LEP) ~ a public/private sector partnership which provides leadership for the county's economy and therefore has an important role in directing local economic development activity for job creation and growth.

Local Plan \sim a set of documents setting out the policies and plans which will shape how an area develops and which make up the local plan for a local planning authority's area.

Local Sustainable Travel Fund ~ a government fund to support measures to encourage economic growth and reduce carbon emissions by supporting walking, cycling and public transport.

Local Transport Plan ~ a statutory document that sets out how a highway authority will provide sustainable and accessible transport

capable of supporting th few years and beyond.

Sustainable ~ in this masterplan, sustainable means something that "meets the needs of the present without compromising the ability of future generations to meet their own needs". Making plans, policies and schemes sustainable means balancing environmental, social and economic issues.

Nature Conservation Value ~ areas of the natural environment with valuable habitats or plant or animal species to be protected and enhanced that need to be considered by a planning authority when they are preparing their local plan and making decisions on planning applications.

Park and Ride ~ a system for reducing urban traffic congestion in which drivers leave their cars in parking areas on the outskirts of a town or city and travel to the city centre on public transport. Most park and ride is bus based; rail based sites are usually called 'Parkways'.

Pinch Point Programme Funding ~ part of the Government's growth initiative providing funding to tackle specific places on the national main road network where traffic congestion is at its worst.

Rolling Stock ~ the carriages and wagons that make up a train. The quality and capacity (the number of people or quantity of goods that can be carried) of rolling stock affects the level of service on a route.

Spatial Planning ~ how the public sector influences the distribution of people and activities in an area. It includes land use planning, urban planning, transport planning and environmental planning. Other related areas are also important, including economic development and community development. Spatial planning takes place on local, regional, national and international levels.

Strategic Location \sim a general location in a spatial plan where land has been allocated for major development, such as for housing or employment, but where there is as yet no detail of that development.

VPD ~ vehicles per day

capable of supporting the county's economic growth over the next



Fylde Coast Highways and Transport Masterplan Consultation Report -Draft Masterplan

June 2015

Lancashire County Council

www.lancashire.gov.uk

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1. Introduction

1.1 This report provides details of the consultation and engagement of the draft Fylde Coast Highways and Transport Masterplan. The draft Fylde Coast Highways and Transport Masterplan sets out the County Council's ideas for a future highways and transport strategy for the Fylde Coast.

2. Main Points Arising from the Consultation

2.1 Across all consultation groups support was given to the Fylde Coast Highways and Transport Masterplan

2.2 Concern was expressed at the proposals not to progress the M55 to Norcross link ('Blue' route).

2.3 There were various suggestions made for new infrastructure, corrections and additional references to be included

2.4 There were various suggestions made for rail improvements including, the reopening of lines, increased services and additional stations

2.5 There was support for increased services and general improvements on the South Fylde line

2.6 The proposals to extend the tram line to Blackpool North station were welcomed

2.7 Support was given for Fylde Coastal Cycle network, but various route amendments were suggested as were additional routes.

2.8 Concern expressed at ongoing works at Windy Harbour and proposed bypass around little Singleton

2.9 There were calls for increased connectivity between different modes of transport and concerns were expressed in terms of cross border ticketing

2.10 A full list of all comments received as part of the consultation are included as appendix 1

3. Consultation and Engagement

3.1 Consultation on the draft Fylde Coast Highways and Transport Masterplan was carried from 12th January until 20th February. Views were sought from District Councils, Members, Stakeholders, District and Parish Councils and members of the public.

3.2 Consultation and engagement was sought with a wide variety of stakeholders. Consultation events, with staff on hand to answer any queries

relating to the draft Fylde Coast Highways and Transport Masterplan were held at various locations throughout the Fylde Coast; these included: Garstang, Blackpool, Fleetwood, Poulton-le-Fylde, Kirkham and Lytham St Annes.

3.3 To publicise the masterplan a news release was issued and a series of briefings were held with the media. Two news releases were issued with details of the consultation period (10 December 2014) and one with details about the events (21 January 2015). The two press releases generated seven articles printed in the local media (see appendix 2). For each story we create a total score depending how positive or negative the story is and how widely the story appears. This total score can range from -8 to +8 for each story with any positive score representing a positive story. The average score for all Fylde Coast masterplan related articles is 4 (fairly positive).

3.4 Media relations activity has resulted in extensive media coverage. For more details see appendix 2.

4. Questionnaires

4.1 A key consultation exercise was a questionnaire relating to the proposals outlined in the draft Fylde Coast Highways and Transport Masterplan. This identified key aspects and sought views on whether the masterplan captures the issues and challenges facing the Fylde Coast.

4.2 In total 113 responses were received. The key findings are as follows

- Nearly three-quarters of respondents (73%) agree with the proposal to work with the Highways Agency to improve the A585 corridor.
- Half of respondents (50%) disagree with the proposal not to pursue an M55 to Norcross link road.
- Over two-thirds of respondents (70%) agree that there should be a Blackpool North (Talbot Gateway) Interchange to improve links to onward travel such as buses and cycling.
- Over nine-tenths of respondents (91%) agree that the stations on the North Fylde railway line should be improved.
- Around four-fifths of respondents (81%) agree that the South Fylde railway line should be improved.
- Around two-thirds of respondents (64%) agree that the coach facilities in Blackpool should be improved.
- Nearly nine-tenths of respondents (90%) agree that buses in the Fylde Coast's urban areas should be more closely linked with rail travel, walking and cycling.
- Around four-fifths of respondents (85%) agree with the proposal to look at how the county council can support access to services in rural areas.

- Over four-fifths of respondents (83%) agree that the county council should promote local public transport, walking and cycling to try to encourage people to use these forms of transport more often.
- Around a quarter of respondents (75%) agree with the proposals for the Fylde Coastal Cycle Network.
- 4.3 Further detail and analysis from the questionnaires are included as appendix 3

5. MP's, Councillors and Political Parties

- 5.1 A briefing for County Councillors was held on the draft Fylde Coast Transport and Highways Masterplan on 15th December 2014. For those councillors who were unable to attend, the event was webcast and documents were posted on the members' portal. A briefing was also given to Fylde Borough councillors on 17th December 2014. 2 Councillors made formal representations. Issues to emerge include:
- Concern at traffic levels in Poulton
- Concern at lack of measures within the Fleetwood area
- Opposed to the decision to drop protected status of Blue route
- A request for more detail regarding extra parking at railway stations
- Call to include the return of rail traffic to Fleetwood
- 5.2 Briefings were also offered on an individual basis to MPs representing the Fylde Coast area. 3 briefings were given and 1 formal representation was received. Issues to emerge included
- Concern at decision to drop protection of the Blue Route
- Concern that the masterplan failed to address the needs of the residents of Fleetwood
- Issue raised of cross ticketing problems
- A request to engage company with proposals to offer hovercraft service between the Fylde Coast, Southport and Liverpool

5.3 In addition to this, comments were received from one political party

6. District Councils

6.1 Responses were received from 3 District Councils; Wyre Borough Council, Fylde Borough Council and Ribble Valley Borough Council. A response was also received the 3 tier forum. Issues raised included:

- Wyre Council request that the entire length of the Blue Route should remain safeguarded until the scale and distribution of development in Wyre and Fylde is established through the respective emerging Local Plans,
- Fylde Council strongly disagrees with "the proposal not to pursue an M55 to Norcross link road". Removal of route protection, as suggested, for the northern and southern sections of the Blue Route is not supported.
- Support given to the proposed Windy Harbour to Skippool improvements, but not convinced that these incremental improvements will ensure the efficient movement of vehicles, including at peak times, along the A585.
- Both Fylde and Wyre Council's request that the Blue Route is safeguarded until such time as the A585(T) Route Study is finalised and a full range of route options have been explored.
- Various public transport, walking and cycling measures proposed
- 3 tier forum request that the Blue Route continues to be preserved as it is considered a most important route and that Improvements are made to the Thistleton Junction/A585

7. Town and Parish Councils

7.1 Town and Parish councils within and adjacent to the Fylde Coast were consulted. 6 Town and Parish councils responded to the consultation. Issues raised included

- Concern at the decision to drop the Blue route
- Disappointed expressed that the area of congestion on the A585 from Ribby Roundabout to M55 has not been considered for improvement.
- Request that work on the Moss Link Road work starts on this straight away. Additional housing plans once completed will create considerable additional car journeys especially since the developments (Queensway in particular) are on the edge of the town.
- Request to see an emphasis in accommodating electric cars through the provision of charging points in key car park locations (i.e. at station car parks) to encourage the use of sustainable transport links and facilities.
- Request to see LCC making a far stronger case for short and long-term improvements to the South Fylde line; to include low cost improvements to the line, a passing loop, additional rolling stock. Better timetabling and additional stations
- Support expressed for moves that encourage better interchange opportunities between public transport, car users and cyclists.
- Concern expressed at ongoing works at Windy Harbour and proposed bypass around little Singleton
- Calls to utilise the Northern Sovereign Wealth Fund if fracking goes ahead to fund elements of the Blue Route
- Calls for current levels of public transport provision in rural areas to be protected

8. National Stakeholders and Local Stakeholders

8.1 Emails were sent to a wide range of stakeholders informing them of the consultation. Guidance from the Local Transport Plan 3 was used in terms of identifying recommended statutory and no statutory stakeholders.

8.2 Responses from stakeholders were received by letter, email, and online questionnaire. Responses were received from both national bodies and local stakeholders. The responses varied depending on the type of organisation represented and often related to the interest the group represented; issues raided included:

- Requests made from specific stakeholder groups for their interests to be more widely represented within the masterplan
- Specific requests and recommendations relating to the road haulage sector, taxi operators
- Consideration to be given to the reinstatement of the Fleetwood to Poulton railway line
- Calls for support for a heritage railway operating between Poulton signal box and Jameson Rd Bridge (Fleetwood) with new platforms constructed at Poulton and Fleetwood south.
- Calls for cycle lanes along the A6, A583, A584, A585 and A586
- Requests for a new station at Garstang
- Calls for consideration to be given to the development of Blackpool Airport
- Calls to maintain current subsidised bus routes
- Reference to be made to the two potential Wyre barrage/tidal schemes
- Calls for consideration to be given to potential hovercraft services between Fylde, Southport and Liverpool
- Requests for better cross border ticketing arrangements

9. General Responses and Media Commentary

9.1 A small number of general comments were received relating to the masterplan as well as one media commentary.

10 Members of the Public

10.1 4 letters/emails were received and 88 comments came via printed and online questionnaires. Issues raised included:

- Specific requests for amendments and corrections
- Concern expressed for pupils travelling to school and requests for a pedestrian footbridge over the A585 near Anchorsholme Lane

- Specific requests relating to public transport
- Calls to open the railway line between Fleetwood and Poulton-le-Fylde
- Specific recommendations to solve congestion on the A585
- Requests for a bus station in Blackpool
- Requests for a park and ride to serve Blackpool
- Calls for improvements to the South Fylde line
- Calls for improved rail connectivity
- Calls for improved cycling infrastructure
- Calls to continue the protect the status of the Blue route

11. Conclusions

11.1 Consultation has been undertaken to gain a wider understanding of the important travel and transport issues and challenges in the Fylde Coast. Consultation has taken place with a wide range of interested parties, including district councils, town and parish councils, stakeholders, and the general public.

11.2 Due to the wide geographic spread and strategic nature of the proposals outlined in the draft Fylde Coast Transport and Highways master plan many of the responses received are very detailed and not all points can be covered in this overarching report. Many of these comments provide important and valuable suggestions and local intelligence and will be considered and taken forward as the master plan progresses.

11.3 Appendix 1 to this report sets out in summary tables the main issues raised in the consultation by members, district councils, town and parish councils, stakeholders and members of the public.

11.4 Further consultation in relation to individual schemes will take place as the master plan process progresses and respondents to this consultation process will be informed.

Appendix 1: List of comments received

MPs and Councillors	
Eric Ollerenshaw MP	I am pleased to offer the following comments as my response to the consultation. May I firstly say how grateful I am for the time officers took when we met to discuss this issue, and to address the issues I raised. Hopefully you will also be able to take the following additional points into consideration.
	A general comment I would make is that there appears very little in the whole of the plan that will begin to deal effectively with the issues affecting Fleetwood specifically, sitting as it does at the end of the Fylde Peninsular. Although there will be knock-on effects, I do feel there needs to be a more direct acknowledgement of the particular transport problems affecting Fleetwood due its geographical position. Added to this there seems to be no account made of the impact of the new investment coming into Fleetwood that could add to the pressure on transport into and out of the Town.
	Specific issues
	 Page 16 mentions the Blackpool Tram and its service link for residents of Fleetwood. No mention is made of the damage being done by the withdrawal of the NOW card for Fleetwood residents. As a result, no possible solution is suggested. There is also no consideration of a possible future extension of the Tram line around the Wyre side of
	Fleetwood and Thornton-Cleveleys, proposal which would give us a future circle line around the Fylde. It would bring into play the use of the old railway line land and might even involve consideration of a direct run through to the Preston line, once that is electrified. This option might also tie in with future work
	mentioned on page 40 looking at the original Sintropher tram train project. I realise this would be a major new scheme, but it has to start somewhere. If we are not engaging in some 'blue sky' thinking now, as part of this masterplan, then what chance do we have of finding long term solutions for Fleetwood and the whole future of Fylde?
	3. I welcome the fact there is a mention of the issue of the A585 on page 18, but I have some concern with the County's apparent withdrawal of support from the idea of a 'blue' route or a new dual carriageway from the M55 to the A585. One of the reasons given is the loss of the ferry route from Fleetwood, but no account is made for future expansion in fish processing and redevelopment of the docks that could again add to the need for a new route. The new work by the

	 Highways Agency on widening parts of the A585 might perhaps give us a better picture of future need once we can measure its impact and I would suggest that no final decision be taken yet on whether to maintain the possibility of a new 'blue' route until we can assess these new developments. 4. I mentioned at our meeting that I have been approached by a group looking at possible hovercraft services to connect the Fylde not only southwards to Southport and Liverpool, but also north to Heysham and Barrow. This is something I think is worth exploring, to establish an additional specialised transport service around the whole of the Fylde. I would be grateful if this group could at least meet with officers to allow consideration of the feasibility of their proposals.
	Thank you again for the original meeting and hopefully when the consultation is complete we will have a further opportunity to discuss the plan
County Cllr Alf Clempson	I am writing in my capacity as the County Councillor for Poulton-le Fylde, in response to the Fylde Coast Highways and Transport Masterplan draft dated Dec 2014.
	I aim to consider points which I believe are relevant to Poulton-le-Fylde and are of concern to residents of the Division.
	I believe that at present the A585 has problems at the Singleton crossroads. I welcome the present works which will ease this situation but, I am convinced that if other problem areas are not identified and dealt with, the benefits of the works at Singleton could be lost. I know that money has been identified for a Relief Road from Windy Harbour to the Wyre roundabout and this is mentioned in the Masterplan. I welcome this but feel that this will dramatically increase traffic in the area and will result in Poulton continuing to suffer from being used as a ratrun and shortcut. As I have said many times before, the road structure in Poulton was never meant for the volume of traffic which it now takes and a better network surrounding the Town is needed, especially if the current rate of retail and housing development continues.
	Again, as I have said before, I believe that the area of Poulton and Thornton have unique challenges in relation to traffic. The A585 and A586 are already extremely busy through roads which serve the Fylde coast. The amount of traffic generated by business, day trippers, long term holiday makers and workers in the tourism industry, in addition to the normal high volume of traffic generated by residents on a daily basis, concerns me. I am surprised that these issues

and the fact that commuters use Poulton as a shortcut from the M55/Fairfield Road has not been mentioned in the Masterplan.

I was disappointed to read that it is not proposed to maintain route protection of the Southern section of the M55 to Norcross link road. Although some of the advantages are listed, it is not thought to be cost effective. I must oppose this decision in the strongest terms, this is short sighted and brings up many questions in relation to where LCC's priorities lie. I request that I am contacted and given more detail on this decision and that I am given the opportunity to discuss this issue further with Officers.

I was pleased to read the commitment to the redevelopment of the Teanlowe Centre and the opportunity it has provided to address congestion issues and therefore improve the local environment. I look forward to seeing this develop and learning more detail. No one knows the impact that the new Booths store will have on the Town. I am particularly concerned about the additional traffic which will be generated by the new store and the fact that there will be two hours of free parking. I would like these issues to be monitored with a view to reacting promptly to any problems as they arise.

A point which I believe has been overlooked in the Masterplan is the impact the railway station has on the already congested roads of the Town. I was surprised to read that more parking near the station can be found. Despite several letters to the railway authorities and indeed LCC, I have not had these assurances. Please could I have more detail on this encouraging claim. As I have stated on many occasions in the past, residents parking schemes are essential for Poulton and must be implemented as soon as possible. I am also concerned about the frequency and standard of trains which serve Poulton-le-Fylde.

Another point I would like to make is the fact that Poulton has a very high percentage of older people compared to other Towns and the added need for road safety measures in relation to this. This fact is not mentioned in the Masterplan surprises me considering the number of issues I have personally raised in relation to this.

It is stated that this part of Wyre has high employment and the preferred means of transport is the motor vehicle. When these two facts are put together, one of the major issues which affects the town is highlighted. This is of course the fact that the working population of Poulton is mobile and in many cases travel great distances to employment. This must be taken into consideration when considering all future development in the area.

	In summary, while I welcome the Fylde Coast Masterplan and what it is working towards, I am extremely disappointed that many of the issues which I have consistently highlighted to Officers and the political leadership are either not mentioned or are not mentioned in sufficient detail. I believe this document overlooks many of the challenges which face the Fylde Coast and in particular the Town of Poulton-le- Fylde. I believe that the reference to the LEP has very little impact on Wyre and in fact only effects Warton in Fylde. I am extremely disappointed that the challenges which face Poulton have just not been referred to and I question who had input into this document, because, in my opinion, who ever did has very little up to date knowledge about the area. I have many more concerns about the future of Transport in and around the Town and would welcome the opportunity to give my input at later stages of this Plan.
Cllr Jack D. Harrison.	I'd like to state my agreement with much of your Transport Master Plan. But I feel you have left out an important element.
	As a Founding Member and Secretary to Rail Link-84, the original Campaign Committee to return rail traffic to Fleetwood, I would like to press strongly for a return of Fleetwood's Rail Link as a matter of County Priority.
	From formation during March-1984, we identified traffic potential for both Passenger and Freight traffic; and the then British Railways were sympathetic to our cause. We were successful in other key objectives also:-
	1. Wyre Borough Council agreed to protect the rail corridor from Poulton-le-Fylde to Fleetwood.
	2. The Amounderness Way extension route was amended eight metres to the West, to further protect the corridor.
	3. Former Sea Ferry operators B & I and Pandoro who originally said they had no use for a rail link were persuaded that with modern processes, they could indeed have used and benefited from using the Railway. As both companies have left Fleetwood, I am convinced that new opportunities for traffic could be found for rail traffic.
	Lancashire County Council had been very supportive of the return of Fleetwood's rail link as part of the national network. It is a pity the current County Authority no longer have the vision and political will, to see the benefits of reconnecting Fleetwood.
	From 1984 to at least 1988, we had maintained regular high- level contacts with County by meetings, mail and telephone, always up-dating each other.
	As Secretary, I symbolically handed the campaign

	to the Poulton-based amateur preservation Group, in the belief that they would be involved in completing the return of rail traffic to Fleetwood. Sadly they have not done so.
	I call upon Lancs County Council to include the Return of rail traffic to Fleetwood as one of it Master Plan objectives.
Political Parties	
Wyre Labour Party	1.1 Wyre Labour is made up of three Branches, Fleetwood, Poulton, and Thornton Cleveleys. Wyre Labour recognises that the production of a draft Fylde Coast Highways and Transport Masterplan is an important step in obtaining an integrated transport approach across the whole of the Fylde Coast. As this is intended to be a long term plan for the next 15 to 20 years it is crucial that the priorities are fully considered and that the transport infrastructure that is put in place is effective for residents, tourists, and business, and that it has a positive impact on the current problems. Given the major cuts in funding to Local Authorities it is also vital that the revised transport network is cost efficient.
	1.2 Wyre Labour applaud the fact that consideration is being given to produce a joined up approach across the Fylde Coast, rather than separate approaches being taken across the three neighbouring Boroughs of Wyre, Blackpool, and Fylde. Transport problems across the three Boroughs are inevitably connected, so it is essential that problems are resolved collectively in order that we make the most efficient use of combined resources and importantly that residents are treated fairly and consistently.
	1.3 From a Wyre perspective the revitalised tram network between Blackpool, Cleveleys and Fleetwood, is having a positive effect on the lives of residents, and one would anticipate that the electrification of the main rail network to Blackpool North will have a similar effect.
	1.4 The Fleetwood to Knott End Ferry provides an excellent link between the rural Wyre and the Wyre's West Coast. The ferry is seen as essential for The Lancashire Way and cycling routes.
	1.5 The Port of Fleetwood is a vital asset to our local economy. As such we reiterate our commitment to it

retaining port status.

1.6	In line with the comments of Councillor Fillis, we see this
	as the start of "a conversation" and as such, we would
	like the opportunity to further review the post consultation
	version of the masterplan when the comments of others
	will have been incorporated.

2. <u>Current problems from a Wyre Labour perspective</u>

From a Wyre perspective there are a number of current problems which the draft masterplan does not seem to accurately reflect. These problems need resolving not only for transport reasons but also in terms of the knock on effect to jobs and tourism. It is hoped the post consultation version of the masterplan will more accurately reflect these problems and importantly, include solutions to deal with them:-

a. Increasing road congestion across the Fylde, and especially the A585

The Fylde Coast Strategic Housing Market Assessment recognises that Wyre is an exporter of labour, with a surplus of workers over jobs. Only 54% of Wyre residents work within the authority, although around 83% of residents work within the Fylde Coast. So a huge 46% of Wyre workers are commuting out of the area on a daily basis and adding to the congestion issues.

Improving the access routes to and from North Fylde would relieve the pressure on roads and encourage job creation within Wyre at the same time. This commute issue is particularly serious given that an A585 bypass is not expected until 2020 and in the meantime new housing is seemingly given the go ahead with little regard to increasing traffic congestion.

The most influential and detrimental impact on our transport network is congestion on the A585 and this is limiting the economic and social development of our Borough.

b. No rail / tram link between Fleetwood, Thornton and Poulton

Poor access to the North Fylde is seen as a major

reason for the lack of jobs within Wyre (46% of workers have to commute out). Reinstating the link would improve the employment situation in Wyre and help to reduce this very high commute figure of 46%. Not only that, the option to travel by train / tram would then help to reduce road congestion.
 c. The loss of Blackpool Airport in terms of international flights
The draft plan seems to underplay the importance of Blackpool Airport. It should be recognised that the airport is an important asset for the whole of the Fylde Coast and surrounding areas and its loss is another reason for the increasing road congestion.
d. The continued threat to currently subsidised bus services linking rural areas of the Fylde Coast with the main towns of Fleetwood, Thornton Cleveleys, Poulton, Blackpool, St Anne's, and Lytham.
The removal of bus services due to the Coalition Government's austerity cuts would leave many residents cut off during large parts of the day. Buses are a vital lifeline for those in rural areas and so we need to avoid isolating these people.
3. <u>Wyre Labour Aims</u>
Wyre Labour see this as an opportunity for the creation of a Fylde Coast wide integrated transport plan that results in :-
 a Fylde transport system that is fit for the 21st Century an effectively managed transport system run with full co-operation between the 3 Councils a more efficient transport system that makes more effective use of taxpayer's money improved transport links to all areas of the Fylde a guarantee that the Fleetwood to Poulton rail route and the required land to link it with the tramway will be protected from any development that would otherwise prevent its reinstatement. improved cycle routes and greater participation a Fylde Coast that can make more of its history and heritage with increasing numbers at visitor

	 attractions increased employment across the Fylde Coast reduced congestion on Fylde Coast roads reduced use of cars thereby helping to reduce carbon emissions reduced travel times thereby helping to reduce carbon emissions
4.	Wyre Labour Proposals
	Wyre Labour would specifically like to see the following incorporated into the masterplan:-
4.1	Blackpool Airport
	a. We would like to see the airport treated as a serious and viable alternative to Manchester Airport for short haul flights
	b. We would like to see the airport treated as an airport that is an asset not just for Blackpool or even the Fylde coast, but for the whole of West Lancashire and South Cumbria.
	 c. We would like the airport to make full use of the history as Squires Gate airport (eg. it being the location of the UK's first official public Flying Meeting). d. We would like to ensure land at Squires Cate is
	d. We would like to ensure land at Squires Gate is protected for use and expansion by the airport, including a specific tram / train station that allows integration with the rail / tram system as soon as is practically possible. The loss of Pontins should be seen as an opportunity to re-shape and re-plan Blackpool Airport.
	Restoration of the rail link between Fleetwood, Thornton and Poulton
	The report rightly recognises the aspirations of the Poulton and Wyre Railway Society to restore this link. However, the report fails to mention the study undertaken by Halcrow Group Limited in 2006 which concluded that there is a case for reopening the line.
	Wyre Labour appreciate that funding will be tight in the short term, and that as such, the inclination will be to concentrate on the development of the A585 bypass.

 However, even if we don't progress with the reintroduction of the rail line for another 10 years, what we must do is ensure its presence is considered when assessing A585 bypass plans as well as any development plans along the rail route that might otherwise jeopardise the re-instatement of the rail line or it's linking up with the tramline in Fleetwood. We note that consideration is being given to connect the South Fylde Line to the new tramway, so similarly we would like to ensure that we maintain the ability to link the old Fleetwood to Poulton rail line with the Fleetwood tramline. We also note that the masterplan suggests that the electrification of the main railway line through Poulton may make Poulton Station unusable for the reconnection with Thornton and Fleetwood. However, Network Rail's summary of evidence to WBC's Transport Infrastructure Task Group Final Report suggests that "The new signalling and track designs will allow for up to 100mph running and will be designed to allow reinstatement of the branch connection should it be required and receive funding". It's clear that for the people of Thornton and Fleetwood, the convenient place to join the main line is at Poulton site scential. As such the masterplan needs to confirm that the Fleetwood to Poulton line can be re-connected to the main line 4.3 A585 Bypass The focus must be on finding and implementing a strategic and effective approach, rather than the current piecemeal proposals, which will instead address this and deliver a road fit for the 21st century and beyond.
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strategic and effective approach, rather than the current piecemeal proposals, which will instead address this and
Although we accept that due to funding issues it might not be possible to develop the A585 bypass and re- instate the rail line in the same timescales, we recognise the need to assess the various bypass routes with an assumption that there is a rail link in place, and also with an assumption that there isn't a rail link in place. By undertaking this analysis we can determine the best route in both the short and long term. The two methods of transport need to be considered together, even if they aren't developed at the same time.
4.4 Combined Resources and Funding

	The masterplan rightly recognises the need to produce a plan that involves the whole of the Fylde Coast, and in keeping with that, Wyre Labour would like to see a joined up approach to resources and funding in order that we create a more effective and efficient transport system. To that end, it is suggested that investigations are undertaken to determine whether or not Blackpool Transport could be reorganised into a Fylde Coast Transport that serves all three authorities. This would ensure the best possible deal for ALL residents in the Fylde, in terms of value for money and being treated fairly and consistently, eg. a consistent approach could be made to providing free or subsidised transport for those of pensionable age. Wyre Labour are aware of the vital importance of bus travel for rural areas – particularly for older residents, the unemployed, people on low incomes and those with mobility problems. It is hoped if a Fylde Coast Transport could be created, it would more effectively handle the currently subsidised bus services linking rural areas of the Fylde with the main towns of Fleetwood, Thornton Cleveleys, Poulton, Blackpool, St Anne's, and Lytham. If this is not possible we would like to see a review set up to see how not-for-profit operators could be encouraged to improve services in Wyre.
District Councils	
Wyre Borough Council	Further to the meeting of 10th February between ourselves, Steve Browne and Michael Ryan I attach an Economy Portfolio Holders Report which forms Wyre Council's response to the draft Fylde Coast Highways and Transport Masterplan consultation, the key matters of which I summarise below. We recognised the importance of the Transport Masterplan at our meeting and we agreed to better integrate the production of it with the emerging Wyre Local Plan through the formation of an officer working group comprising, but not exclusive to, two officers from the respective authorities; Dave Colbert and Emma Prideaux from the County and David Thow (Head of Planning Services) and Rea Psillidou (Planning Policy and Economic Development Manager) from Wyre Council. We await contact from Lancashire County Council with a view to an initial meeting of this group as soon as possible in order to identify the scope of work to be taken forward and timescales. With regards to the draft Masterplan, it acknowledges that additional work will need to be undertaken over the next two

years in the form of new studies, identifying proposals in more detail and ultimately finalising the document. The officer group provides the appropriate mechanism to achieve this and to ensure that Wyre is able to achieve its potential growth through the emerging local plan. The local plan is at an early stage of formulation so the precise scale and exact location of future development in the borough is yet to be finalised.

It is important that, as a vehicle to bid for future government funding, the Masterplan does not exclude schemes that are needed but cannot be financed entirely through private development. It is vital that it better appreciates the link between economic growth and housing need as at present there is limited evidence to indicate how the Masterplan's Vision to enable growth will be realised in Wyre. It is likely that a number of specific projects will be required to enable economic and housing growth in Wyre including in relation to the strategically important A6 and A585(T) road corridors. Increased network capacity will be needed on the A6 so that future growth is not restricted in the east of Wyre Borough and so that the recommendations of the Wyre Employment Land and Commercial Leisure Study, which has been endorsed by Wyre's Cabinet, are able to be delivered. Presently, Wyre Council has concerns that planned highway improvements Preston's administrative in area will accommodate existing planned growth in Preston only, particularly at North West Preston, but would not accommodate any future additional planned growth on the A6 corridor in Wyre that would generate southbound trips.

The A585(T) is a vital highway corridor for Wyre and the wider Fylde Coast and for many years this road has experienced congestion at peak travel times. In order to ease congestion on the A585(T) in the future the "Blue Route" was safeguarded as the preferred route of a new dual carriageway road between a new junction on the M55 and the A585(T) at Norcross, with most of this safeguarding being within Fylde Borough. The Transport Masterplan proposes the removal of this route protection over the majority of the length to which Wyre Council strongly disagrees as this would be premature. The entire length of the Blue Route should remain safeguarded whilst the scale and distribution of development in Wyre and Fylde is established through the respective emerging Local Plans, the A585(T) M55-Skippool Route Study is completed, the nature of the Windy Harbour to Skippool Road Investment Strategy improvements are clarified and options to replace the Blue Route have been set out. Joint working between officers from Wyre, Fylde and Lancashire County Council, the Highways Agency and

	elected members will be essential in order to establish suitable options for further consultation.
	Finally, Wyre Council currently have concerns that each Transport Masterplan appears to have been prepared as if the highway network ends at the boundary of the study area to which the particular Masterplan relates with little cross boundary consideration. The Central Lancashire Transport Masterplan considered the A6 corridor up to M55 junction 1 without recognising potential growth further north and impact on junction 1. These are matters that a revised document needs to address in order for the Fylde Coast Masterplan's Vision to be delivered.
Supplementary Comments from Wyre Borough Council to be read in conjunction with representation above	In relation to the "Looking to the Future" section of the document we are of the opinion that additional text should be included under the Health and Wellbeing heading by referring to the Healthy Cities Network. Additionally, the concluding SWOT analysis in the "Looking to the Future" section needs to include more explicit reference to transport matters of direct relevance to the Masterplan particularly those relating to the highways network such as the A6 corridor.
	The Masterplan does not appear to consider access for residents from the Fylde Coast, particularly Wyre, to major employment opportunities such as the Warton Enterprise Zone. These are matters that the document needs to address in order for the Masterplan's Vision to be delivered.
	In relation to improved rail connectivity, the proposed extension of the Blackpool tramway to Blackpool North railway station is supported as it would improve accessibility to the rail network for Wyre residents in Cleveleys and Fleetwood. Proposals to undertake a North Fylde Line Station Viability Study and a South Fylde Line Study are welcomed, however, the Masterplan does not presently possess timetabling for completion of the former and this requires correction. Further versions of the Masterplan will need to incorporate the findings of these studies by proposing physical improvements and works as appropriate.
	In relation to integrated public transport, proposals to undertake a Fylde Coast Accessibility Study and a Fylde Coast Long Term Public Transport Strategy are also welcomed. However, again the Masterplan does not presently contain timetabling for completion of these and this should also be corrected. The document also contains

	reference to a failure to reduce car usage resulting in a future point at which traffic can no longer be managed; however, Wyre officers are of the opinion that this is neither evidenced nor a realistic aspiration in rural areas where travel choice favours the private car.
	In relation to better cycling, proposals to further develop a Fylde Coast Way multi-user route linking Morecambe Bay with Preston and improvements to towpaths on the Lancaster Canal to create a Fylde Coast cycle network are supported as it is considered that more dedicated and safe cycling routes are essential.
	In relation to easy local travel, we consider that there is an opportunity to use future public consultation to understand people's motivations in relation to walking, cycling and public transport usage in order to develop incentives for genuinely increasing these modes. The Local Links programme is an appropriate mechanism for improving safety for all road users in Wyre.
	The Masterplan contains two minor factual/ typographical errors in relation to Wyre. Page 6 indicates that the next consultation stage on the Wyre Local Plan will be 2014/15; this should now read 2015. Additionally, paragraph 3 on page 7 refers to urban areas of Thornton Cleveleys, Fleetwood and Poulton-le-Fylde which is inconsistent with page 1 Executive Summary which refers to urban areas of Thornton Cleveleys and Fleetwood. The document should refer to Thornton, Cleveleys, Fleetwood and Poulton-le-Fylde at these points.
	Finally, if not already done so, we consider that it would be appropriate for the Transport Masterplan to be subject to Health Impact Assessment.
Fylde Borough Council	The opportunity to comment upon the Consultation Draft Fylde Coast Highways and Transport Masterplan is welcomed. Thank you to Dave Colbert and Hazel Walton who came to Fylde Council to explain the proposals to Council Members and Officers on Wednesday 17th December 2014.
	The importance of the masterplan is recognised, particularly in terms of how it informs and influences our emerging local plan. Whilst acknowledging that the projects identified in the masterplan need to be realistic and deliverable, is it is also considered that there should be aspirational projects too.

Please note, the page numbering referred to below relates to the pdf version of the masterplan available on your website. The printed hard copy document which you have made available in the public libraries and council offices and pdf copies have different formatting and page numbering.
GENERAL COMMENTS
• There needs to be consistency throughout the document when referring to the "Lancashire Advanced Engineering and Manufacturing (AEM) Enterprise Zone' and to "Blackpool International Airport".
• It is helpful having an executive summary at the start of the document as it ensures that the "Vision" and "Taking the Vision Forward" are set out on page 2 as well as being repeated on pages 27 and 28.
• In the 7th paragraph on page 6 there is a reference to Fylde Council's new Local Plan. It would assist the reader if the following wording was added to the sentence on Fylde Local Plan to 2032: " it is expected to be adopted in Spring 2017".
• Reference is made on page 8 of the masterplan to visitor attractions in the three respective district councils, but the attractions in Fylde borough appear to be missing. There is no reference to Lytham Hall, Fairhaven Lake or Ashton Pavilion. It is suggested the following is included: Fylde's coastline is popular with tourists attracting 3.15 million visitors each year. 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. Fylde borough has a number of important tourist attractions include Grade 1 Listed Lytham Hall, Lowther Gardens, Lytham Green, Fairhaven Lake and Gardens, St Anne's Beach and dunes and Ribby Hall Holiday Village.
• In "Our Vision" section on page 27 there are five bullet points, which set out the five key requirements for the future. It is considered that these five key requirements constitute the essence of the whole masterplan. The five key requirements should be given greater prominence in the

	masterplan and not just be mentioned on page 27 of a 56 page document.
1	• As drafted the vision of the masterplan appears to be focussed on economic growth and health. There does not appear to be anything about the environment or promoting sustainable modes of transport.
	• Under "Taking Our Vision Forward – What we're already doing" – on page 28 and following, a clear distinction needs to be made between projects that are currently being implemented on the ground, those that are committed but not yet started, and those initiatives that are still in the formulative / planning stage(s).
	 A map of the route of the M55 to Heyhouses Link Road would be helpful to accompany the narrative on page 29.
	 A definition, or a brief explanation of the 'Northern Hub' is required under "Network Rail programmes" on page 31.
	• It would help if the section on "Easy Local Travel", on pages 44 to 46 inclusive were moved up to and merged with "Our Vision", on page 27. The "Easy Local Travel" section refers to the vision for the Fylde Coast and then goes on to look in detail at the linkages between 'prosperity', 'health and wellbeing' and 'sustainability'; followed by "what we will do next".
	• There are some clear messages in the masterplan which need to be made more explicit, i.e. this is the current situation and these are the options for dealing with the current situation (i.e. invest in public transport; invest in public transport and road building; invest solely in road building), taking into account all of the planned growth, and this is how much it is going to cost and who is going to deliver it.
	 The Highways and Transport Master Plan needs to recognise Fylde Council's Coastal Strategy. Fylde's Coastal Strategy Vision is -
	"To create a unique, high quality visitor destination for residents and visitors, which is based on the conservation

	d enhancement of the natural landscape and heritage sets of the coastal area of the Borough of Fylde"
Fyl Ma	cess and transportation is seen as a key theme within de's Coastal strategy and the Highways and Transport sterplan sets out the transport authorities transport prities.
	e key actions within the Coastal strategy in terms of cess and transportation are as follows:
	 Ensure that the Fylde Local Plan (to 2032), 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 environmentally sensitive areas.
	 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.
	 Creation of new and enhancement of existing public footpaths, bridleways and cycleways throughout the coast.

• The masterplan needs to take account of major events which attract large numbers of visitors to the area. The influx in visitor numbers brings with it increased pressure on the transport and highway network which are not presently mentioned or planned for.
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.
Fylde borough 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.
Presumably Wyre and Blackpool Council's will also have a view on major events, including the illuminations.
SPECIFIC COMMENTS
Efficient Highways:
On page 30 it is stated that "The Fylde Coast relies on both road and rail for this strategic connectivity". This statement is absolutely true, meaning that an efficient highway network is key to traffic movement throughout the Fylde Coast and beyond. Fylde borough is poorly served with transport infrastructure in terms of links to the motorway and a sustainable North-South transport system. The masterplan is key to ensuring that the road network is effective in being able to accommodate the free flow of vehicles whilst ensuring that future planned development does not bring about any possible negative impacts upon it.
The comments which follow relate to individual highways projects which are considered to be of strategic importance to Fylde borough.
Blackpool Airport

• It is noted that a section on 'Blackpool Airport' is included at page 34. It is considered that this is possibly not the most appropriate part of the masterplan for this to be referred to. Whilst the airport clearly has highways related implications, it needs to be referred to as a means of transport in its own right along with the other associated wider land based implications. Dependent upon whether or not scheduled services are anticipated to/from the airport, a Surface Access Strategy for the Airport, if produced by the Air Transport Forum, would address this. If appropriate, this needs to be given some elevated status in the masterplan.

Please note the Blackpool Airport masterplan, should be referred to as the 'Blackpool Airport and Adjacent Land Masterplan'.

Whilst it is noted that the Airport is referred to elsewhere, inpassing, throughout the document, it is however suggested that there should be a section of the masterplan devoted specifically to Blackpool International Airport. It is appreciated that at the time of drafting the masterplan the status of the airport was unknown, however the role of the masterplan is to introduce some certainty into all aspect of highways and transport planning. With particular regard to the airport the masterplan should major upon the possibility of retaining a regional airport facility.

The A585 Corridor

• This Council is aware that for many years the road links between the M55 (Junction 3) and Norcross have been subject to severe congestion at peak times. In 2007 the Blue Route was confirmed as its preferred option. What is now proposed via the masterplan is removal of the Blue Route's route protection, other than for the 'Poulton-le-Fylde section; and possibly a new offline bypass of the village of Singleton.

• It is recognised that incremental improvements have taken, or are currently taking, place at key junctions on the A585(T). Although these improvements are welcomed, they do appear to be a far removed alternative to the optimum solution, the Blue Route.

• This Council supports the proposed Windy Harbour to Skipool improvements, but remains to be convinced that these incremental improvements will ensure the efficient movement of vehicles, including at peak times, along this trunk road. The potential consequences of not providing the right solution between the M55 (Junction 3) and Norcross for residents, commuters and visitors could have significant implications for the economy of the Fylde Coast.

• Fylde Council supports the proposal to work with the Highways Agency to improve the A585(T) corridor. It is suggested that a working group is established comprising officers and elected members from Fylde, Wyre and Lancashire County Councils; and officers from the Highways Agency, to agree a range of route options for public consultation.

• Fylde Council strongly disagrees with "the proposal not to pursue an M55 to Norcross link road". Removal of route protection, as suggested, for the northern and southern sections of the Blue Route is not supported. Both Fylde and Wyre Councils are working on the production of their respective development plans. The scale and distribution of development in each borough will directly influence the need to continue to safeguard, or remove safeguarding of, the M55 to Norcross link road (the Blue Route). Fylde Council therefore recommends that the Blue Route is safeguarded until such time as the A585(T) Route Study is finalised and a full range of route options have been explored. It is the view of Fylde Council that removal of sections of the route's protection will preclude future reinstatement or development of that route.

Notwithstanding the above, the following specific comments are made in response to the masterplan as drafted:-

• Given that the A585 is a trunk road it is suggested that for accuracy it should be referred to as the A585(T).

• Page 35 quotes the number of vehicles per day, and in detail the typical number of HGVs along particular sections of the A585. It is noted that the number of HGVs has declined to the south of Fleetwood, as a result of the closure of the port; whilst around Skipool numbers have stayed fairly consistent. The decline south of Fleetwood appears to be somewhat overplayed and in actual fact that decline in numbers probably only relates to that section of the A585(T) Fleetwood – Bourne Road in Thornton. Indeed numbers of HGVs Skipool – Bourne Road have probably remained

consistent following the opening of the waste transfer and recycling centre at Jameson Road. It is therefore suggested that the masterplan more accurately reflects the current demands experienced, and future anticipated demands, on the A585(T). Skipool – Fleetwood, whilst in Wyre Borough, is a significant length of highway, for which the number of HGVs is not stated. Usage along this section clearly has implications for the wider highway network.

• No explanation is given for the process of removing route protection. For the purposes of clarification it is suggested that the mechanism, or potential timescale, for removal of route protection is explained.

• Page 36, relevant to the southern section, refers to "...a direct contribution to the cost of the scheme from Fylde Borough Council". This may not now be an issue if the County Council are proposing to remove route protection from this section. If however the route protection is not removed, then more information is certainly needed regarding this potential funding source. In any event it is not clear why this type of funding contribution does not get a mention in respect of the other two sections of the A585 Corridor? Does it not apply, or is it an omission? Clarity is therefore sought as it will be assumed that Fylde Council will not be expected to make a financial contribution in respect of the 'Poulton-le-Fylde section' which is predominantly in Fylde Borough. At this time, Fylde Council cannot commit to financial contributions to this or other highway schemes. Presumably Wyre Borough Council would also seek that clarity in respect of the northern section.

• Page 36, under 'What we will do', relevant to the southern section, states "the Highways Agency is currently working to resolve capacity issues at Windy Harbour and at Junction 3 on the M55". The Council is aware of the Windy Harbour junction improvement works which are presently being undertaken as part of the Pinch Point Programme. Clarity is however sought in respect of what is being referred to with regard to Junction 3 on the M55. No further details are given in this part of the masterplan and the 'Key Milestones' and 'Proposed Funding' do not include any relevant information.

• Under 'What we will do' on page 36 there is a commitment to 'A585 Windy Harbour to Skipool Improvements' and on page 37 there is a plan entitled 'A585 Highway Improvement (Indicative Corridor)'. Neither project is included on 'Key Milestones' or 'Proposed Funding'. • Notwithstanding the previous bullet point, pages 49 and 51 identify the 'A585(T) M55/Skipool Route Study' as a specific project. This Route Study is not however mentioned on pages 36 and 37. It is suggested that the masterplan appears to be referring to two discrete, but related projects, namely the 'A585(T) M55/Skipool Route Study'; and the 'A585(T) Windy Harbour to Skipool Highway Improvements'. Ideally the masterplan should separately refer to the Route Study along the Indicative Corridor and any subsequent physical works.

• It is suggested that more information is included about the Roads Investment Strategy and the specific scheme which is proposed as part of the 'A585(T) Windy Harbour to Skipool Highway Improvements'.

• It is considered that a plan which shows both the proposed route protection for the M55 to Norcross link road and the new offline bypass of the village of Singleton would better indicate the 'What we will do'. This should also be replicated on the District Map at Appendix 1.

Preston Western Distributor

• The M55 Junction 2 and the Preston Western Distributor are briefly described at page 30 under 'The City Deal and the Fylde Coast'. Although the route of the dual carriageway lies outside of Fylde Borough it is clearly of strategic importance to Fylde Borough. The proposed transport network and the economic benefit associated with the Enterprise Zone are of strategic importance. It is therefore suggested that the masterplan should include more comprehensive information about the Preston Western Distributor. You will be aware that in its response to the Preston Western Distributor consultation, in July 2014, Fylde Council raised concerns about possible traffic congestion at the junction of the A583/A584. A copy of that response is included for your information. Any proposals which overcome existing congestion on the strategic road network, improve access, connectivity and linkages to the Lancashire Enterprise Zone at Warton and improve access to the Fylde Coast, are welcomed. It is understood that the Preston Western Distributor is set to be operational by 2019. Any traffic modelling associated with the A583/A584 at Clifton should therefore be based upon the Preston Western Distributor

	poing operational
	peing operational.
	The District Map at Appendix 1 shows the 'City Deal highways improvement'. Please note the legend does not however include a symbol which interprets the dashed length of highway which lies to the south of the River Ribble.
г	The M55 to Heyhouses Link Road
p p is	It is noted that 'The M55 to Heyhouses Link Road' is referred to under the 'What we're already doing' section on page 29. It is suggested that this extremely important project is also referred to under "Efficient Highways" as a discrete project.
h	mproved Rail Connectivity:
s ti ir s	As referred to above under 'Efficient Highways', page 30 states that "The Fylde Coast relies on both road and rail for his strategic connectivity". This statement is absolutely true n terms of rail connectivity too. Fylde borough is poorly served with transport infrastructure in terms of links to the motorway and a sustainable North-South transport system.
r V S ti t t c h	It is noted that the masterplan includes numerous rail related studies, including the North Fylde Line Station Viability Study and the South Fylde Line Study: SINTROPHER Project. Whilst these studies are positive in their intent it is considered that they are not very ambitious in terms of implementing any physical works. Even if the extent of these physical works is not presently known, it is not clear now completion of the two studies will on their own make rail services appear more attractive or increase patronage.
2 r r h s b	You will be aware that Fylde Council's Fylde Local Plan to 2030: Part 1 Preferred Options (June 2014) includes reference to improving and upgrading the South Fylde railway line. Whilst it does not itself include any details as to now this might be achieved – a passing facility or tram-train systems it is expected that the necessary infrastructure would be delivered in the lifetime of Fylde's development plan, not ust a study exploring possible options.
	The masterplan describes very generally how Preston

station will be improved. At present Preston Station does provide a very poor experience both in terms of access to platforms for the service to the Fylde Coast; waiting room and also the timing of the service particularly for the South Fylde railway line. It would be helpful if the masterplan made a more specific statement about addressing these issues. This would also maximise the potential for improving the service at the proposed station at Cottam. Integrated Public Transport: • Perhaps unsurprisingly travel choice favours the private car. In an attempt to partially address that, you will be aware that the Fylde Local Plan to 2030: Part 1 Preferred Options (June 2014) includes reference to provision of a Park and Ride scheme at Kirkham and Wesham station. The draft masterplan appears to be silent on this scheme or a Kirkham and Wesham Parkway. It is suggested that the most up to date and deliverable position possible needs to be reported in the masterplan. • There is limited interchange between public transport and cycling across the Fylde Coast. As drafted it is not felt that the masterplan maximises future opportunities for this. Better Cycling: • The ambition to complete the Fylde Coastal Way is welcome however, linkage with Fylde Council's Coastal Strategy is essential. Zone 6 of the Coastal Strategy, which extends from Dock Bridge to Savick Brook largely comprises of open estuary but includes the settlements of Freckleton, Warton and Clifton. The zone includes the BAE Systems Site and the Warton Enterprise Zone. 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, diversify, and improve habitats for wildlife as well as identifying opportunities to increase public access. The key actions from the Coastal Strategy for this area are: Work with Stakeholders to protect and enhance footpaths and cycle ways along the Coastal Strategy. Facilitate sustainable access to and along the Coast. Creation of new and enhancement of existing public footpaths, bridleways and cycle ways along the Coast.

	 Prepare and implement a coastal footpaths improvement plan between Lytham Green and the Ribble Estuary, taking in the Lancashire Coastal Way, which shall improve connectivity from adjacent areas. Develop and implement a maintenance plan for the Coastal Footpath. Promote the use of the estuary and coastline for recreational, commercial and tourism uses.
E	asy Local Travel:
g B C Y Tri F a a a	The masterplan needs to recognise the Fylde coast as one geographical area. The Fylde peninsula comprises Blackpool, Fylde and Wyre, which is one of the most visited coastlines in the Country attracting 17 million visitors per ear. In terms of the Visitor Economy it is important to ecognise that there are obvious mutual benefits for the wider Fylde Coast through the greater range of destination types and experiences on offer. Therefore, it is important to provide a safe, sustainable and joined up transport system for esidents and visitors alike.
ĸ	Key Milestones:
5 T	Both the Milestones (page 49-50) and Funding (Pages 51- i2) include schemes which are already being implemented. The main purpose of the masterplan should be to look to the uture, not record what is happening presently.
p tł	Alternatively a clear distinction needs to be made between projects that are currently being implemented on the ground, hose that are committed but not yet started, and those hitiatives that are still in the formulative / planning stage(s).
F	Proposed Funding:
£ p ti	The 8th row of the table on page 52 includes an entry of 22m under 2015/16. It is not clear from the study which project this funding is intended to contribute towards. At this me Fylde Council cannot commit to financial contributions to his or other highway schemes.
	The 8th row of the table on page 49 includes an entry for

	'Preston to Blackpool North Electrification' project. It appears to be omitted from the following 'Funding' table on page 51.
	Emerging development plans could put a significant strain on the local highways and transport networks. Officers are presently working on a revised Preferred Option Local Plan - the precise level of development and the exact location of it is yet to be finalised. Fylde Council looks forward to working with you on in developing its Local Plan and the Highways and Transport Masterplan. It is hoped that these comments are of assistance to you.
Fylde Borough Council's response to the Consultation on the Preston Western	Thank you for inviting comments on the above and your colleague Phil Wilson who came to Fylde to explain the proposals to Council Members and Officers on Monday 23rd June.
Distributor Road consultation in July 2014. (sent in to this consultation as felt to be relevant)	The Council supports in principle the Preston Western Distributor Road, the East West Link Road and the Cottam Link Road. However, in order to deliver an effective transport network, this Council would wish the following matters to be taken into consideration in progressing the proposals. These matters were previously raised as part of the Council's response to the Central Lancashire Highways and Transport Masterplan consultation in February 2013.
	"Fylde Borough Council supports the concept of a relief road around the western edge of Preston, the main purpose of the road being to relieve the congestion at Broughton. In order to ensure the free flow of traffic, the road should have minimal junctions and the detailed design should ensure that traffic is able to flow smoothly and efficiently without interruption. This Council would not wish to see the provision of a road that acts as a distributor road to serve additional development which would only serve to introduce more traffic and congestion and negate the improvements that are being sought through this project.
	The provision of the Preston West Distributor will potentially result in people who live at the east end of Lytham heading east out of Lytham through Warton and Freckleton to access the M55 via the proposed distributor road via the new Junction 2. Residents of Warton will also tend to head east towards the Preston West Distributor rather than through Wrea Green as they do at present. The potential wider impacts on the strategic highway network, including those highways outside the defined masterplan area, need to be

investigated as a matter of urgency. If wider highway improvements are required as a result of the extra traffic they should be included as part of the Masterplan."
are now being consulted upon do not include a bridge across the Ribble Estuary. Although the Council supports in principle the Preston West Distributor Road it is important that the scheme is completed by the provision of a bridge across the Ribble Estuary allowing access around the south west of Preston. Fylde Borough Council encourages the County Council to ensure the bridge's delivery. It is considered that, if the bridge is not provided, the Preston West Distributor will result in congestion problems at its junction with the A583/A584 and on into Preston.
The proposed transport network serving Preston and the wider area has primarily been drawn up to cope with development pressure in Central Lancashire. This needs to be considered in the round in terms of Fylde's emerging Local Plan which will also provide for significant numbers of new homes and allocations of employment land. Officers are presently working on a revised Preferred Option Local Plan - the precise level of development and the exact location of it is yet to be finalised. Notwithstanding this any proposals which overcome existing congestion on the strategic road network, improve access, connectivity and linkages to the Lancashire Enterprise Zone at Warton and improve access to the Fylde Coast, are welcomed. The proposed transport network and the economic benefit associated with the Enterprise Zone are of strategic importance. The previously stated concerns regarding congestion at the junction of the A583/A584 are also therefore of strategic importance.
Please also find enclosed a copy of correspondence, provided by Borough Councillor Peter Collins, who raised these points at the event on 23rd June.
ar for the Highways and Transport Masterplan but the link I nd have does not appear to be working. Fylde Council's formal er. response should have been submitted by my colleagues in

	Towards the end of the document there is a section which talks about the importance of coach travel. In this it briefly mentions that coaches are important to St Annes and Lytham but then no further information or ideas are put forward for these areas with the planning solely dwelling on Blackpool. Though not on the scale of Blackpool, Lytham St Annes has a strong tourism economy. During the summer months many day and weekend trips, either tourist or school groups, are organised by coach firms. Currently there are a couple of under-used bus stops on Central Beach/West Beach in Lytham which can be used by coaches but in St Annes, particularly on North/South Promenade and in St Annes Square where many coaches would like to drop off visitors, there are no formal areas where coaches can stop. This leads to coaches stopping on stretches of road which are too narrow so cause traffic problems. Often many coaches try to use the same stretch of road at the same time which exacerbates the problem.
	Please can the provision of on-street coach stops in St Annes be looked at as part of this masterplan. A small amount of free off-street parking is already provided on Fairhaven Road car park, but this is a distance from the main area where coaches want to drop off. One potential area for on-street coach bays is on North Promenade next to the main car park/opposite the Majestic Apartments. Between the road and car park there is a stretch of grassed area where the footpath could in diverted with a coach-stop area created where the current footpath is. This location is near to the key tourist attractions and a short walk from the town centre. There would be some cost involved in the engineering of this solution and moving the position of the footpath/street lights but considering the capital costs of all the other proposed works this would be a relatively small investment and would provide a permanent solution. This would provide a safe location for alighting/boarding which is important with the number of school groups that come to this area.
	I hope this is something that can be integrated into your plans.
Ribble Valley Borough Council	Having considered the Fylde Coast Masterplan the Council has no comment to make. Thank you for consulting us on this matter and we look forward to continued liaison over transport related and other planning matters.

Fylde Three Tier Forum	"On behalf of all the members of the Three Tier Forum, we wish to make the following representations:
	 That the "Blue Route" continues to be preserved as it is considered a most important route.
	 Improvements are made to the Thistleton Junction/A585"
Town and Parish Councils	
Little Eccleston with Larbreck Parish Council	The rural villages of Elswick, Singleton and Thistleton who are local to this Parish suffer with their roads being used as a way to avoid the constant congestion along the A585 and A586. There is a need to protect any plans to alleviate the general congestion around these areas. We therefore request that the Blue route be included in your Highways and Transport Masterplan
Medlar-with- Wesham Town Council	Comments made on behalf of Medlar-with-Wesham Town Council. Disappointed that an area of congestion A585 from Ribby Roundabout to M55 has not been considered for improvement. The A585 corridor work will only create more congestion at Esprick and Greenhalgh. All trains to both Blackpool North and South could stop at Kirkham & Wesham Station. Poor advertising of consultation events
Saint Anne's on The Sea Town Council	The Town Council welcomes the idea of a Masterplan for the Fylde Coast and the opportunity to offer views on what is proposed. However the opportunity to consult with the Town Council prior to the publication of the document has been missed.
	The Council only intends to comment on the parts of the Masterplan relevant to the town, though three responses – Moss Road replacement, Preston Station and extension to the South Fylde Line do extend beyond the town's boundary.
	Travel problems today
	SATC agree with the comments about travel problems today in the town, in particular the pinch points of Clifton Drive and Queensway which provide the only two routes in and out of the town in the direction of Blackpool and the motorway. The case for the Moss Link Road has already been made and it is important that work starts on this straight away. Additional housing plans once completed will create considerable additional car journeys especially since the developments (Queensway in particular) are on the edge of the town.

	Should the airport 'close', consideration should be given to re-establishing the Leach Lane/Squires Gate Lane alignment which would offer a fairly cheap additional route into the retail and business park
	SATC would also like to see an emphasis in accommodating electric cars through the provision of charging points in key car park locations (i.e. at station car parks) to encourage the use of sustainable transport links and facilities. This could also extend to charging points for mobility scooters to cater for the town's higher concentration of older people potentially with mobility issues.
	Improvements to highways/junctions to provide filtering in an attempt to reduce queuing and emissions have created bottlenecks of traffic and hazards for motorists and pedestrians, stopped the free movement of traffic and blocked cycle lanes.
	Improved Rail Connectivity:
	SATC strongly support moves to address the connectivity issues and improve the town's rail services for its residents, visitors and workforce. We strongly agree that <i>'more needs to be made of the South Fylde Line"</i> (p38) www.stanneonthesea-tc.gov.uk
1	The South Fylde Line currently offers a minimal service to the town and beyond, suffering from a severe lack of investment over time. The Council would like to see LCC making a far stronger case for short-term improvements to the line.
	Whilst acknowledging current studies which are being undertaken looking at tram/train options and several variations thereof, the SATC would like to see the Masterplan be stronger and more aspirational in its 'near future' expectations for this route. Large infrastructure schemes are expensive and take a long time to deliver results but low cost improvements to the line, a passing loop for example, and some additional rolling stock, could double the service frequency at a stroke and overcome the well documented connectivity issues so frequently cited. Alternate trains on the South Fylde Line could 'turn round' at Preston station thus improving frequency and reliability and yet would require little in terms of additional infrastructure investment.
	Opportunities exist for additional stations on the line

(Saltcotes? Wrea Green?) and these would enable the railway to offer additional travel options and increase passenger numbers to sustain and increase growth. Tram/train interchanges in Lytham or St. Anne's would discourage passengers as it would involve a modal shift. In other words, passengers dislike changing from train to trams during a journey.
The SATC are of the opinion that extending the line further into Blackpool would improve accessibility for users and link in with investment proposals for the gateway corridor so opening up options for parts of Blackpool where car ownership is at a low level.
Preston Station, the main gateway and interchange serving the Fylde Coast offers a poor experience to the traveller. Improvements to the accessibility of platforms, waiting room provision and capacity and inconvenient timings impact on both the North and South Fylde routes.
SATC would welcome the inclusion of a more specific statement of intent as to who will do what in attempting to address these shortcomings at this major interchange.
The Council would also like to see more emphasis placed on Park & Ride facilities at stations along the route to encourage car owners to use more sustainable transport options.
Integrated Public Transport:
SATC supports moves that encourage better interchange opportunities between public transport, car users and cyclists.
SATC would like to see
□ a greater emphasis on improved signage at other stations and Customer Information Systems and better connections with buses (i.e. there are no bus connections at St Anne's station, nor are any signposted)
□ Improved co-operation with bus operators so that times between buses are better spread – i.e. a 15 minute service rather than two buses each from different operators arriving at the same time.

T	
	□ Multi-modal ticketing - more emphasis on bus operators working together on routes with increased frequencies, increasing the number of bus shelters passenger information/display screens.
	Better Cycling:
	It also felt that future opportunities should be identified to link cycling and public transport options. There is space alongside the existing South Fylde Line which could be developed as a walking/cycle route connecting Blackpool, South Shore and Squires Gate with St Anne's (and even Lytham). Such an option would take cyclists off the busy Clifton Drive artery and assist in delivering the wider environmental and social impacts as identified on page 17. www.stanneonthesea-tc.gov.uk
	Expanding the extent of cycle routes would in the case of the new housing developments help to foster community cohesion by joining up the outlying developments to the main shopping and recreational centres.
	In some instances the improvements have narrowed roads to such an extent, that there is insufficient room for a cycle path to be used if a motorist is using the adjacent road, creating a safety issue. There are also examples of where cycle paths stop along a highway, then are reinstated further along the same road, with no warning signage.
	Within St. Anne's Emerging Neighbourhood Plan (out for consultation May/June 2015) policies support the extension of cycle routes across the town, linking routes to both Blackpool and Lytham, including linking public rights of way. In addition, the Neighbourhood Plan wishes to actively promote the development of cycle routes across the town, giving cycle access to the beach from Heyhouses ward were there will be substantial new housing development.
	Easy Local Travel:
	SATC would like the Masterplan to
	□ recognise more forcibly the importance of the Visitor

Economy and the need to develop integrated options for ticketing and linked travel

□ support the installation of charging points for electric vehicles making the area user-friendly in respect of future technologies. The town has a high proportion of older people who travel shorter distances by car – encouraging them to travel locally (public transport may not be an option) then making this available at cost might provide a welcome incentive.

Airport

The Town Council would have liked to have seen Blackpool International Airport, which is located in St. Anne's as being identified as a discrete element within the Masterplan. It is a transport type in its own right although its future is currently uncertain (though at the time of compilation of this response passenger flights from the Airport are being proposed from April). SATC would like to see a stronger focus on retaining this airport as an important regional transport facility and to see better connections with the airport and other transport modes.

Summary

The Master Plan identifies "the environmental and social impacts" that affect sustainability of local centres and community cohesion. The St. Anne's Emerging Neighbourhood Plan (LCC have been consulted thoroughly during the pre-consultation stages) clearly identifies how by investing in alternative methods of transport, emissions are reduced, health is improved, economic development is supported, community cohesion is strengthened, to the benefit of the whole community. It is anticipated that Lancashire County Council will support and fund outcomes from Policies within our Neighbourhood Plan, including improved rail connectivity cycle routes, green initiatives (such as electric vehicle charging points) and an integrated planned public transport network.

St. Anne's Neighbourhood Plan also aims to make the Town a 'green town' by reducing emissions and protecting Local Green Spaces. The overall vision for our plan is "St. Anne's is a garden town by the sea", so it is important to promote and develop alternatives to cars being the main mode of transport. It is also important that LCC supports and invests substantially in highways and transport to ensure that St.

	Anne's is a vibrant, sustainable and cohesive community, supporting the town for the benefit of future generations
Greenhalgh with Thistleton Parish Council	We are getting increasingly concerned over the continuing attempts to improve the traffic flow from north Fylde/Wyre to Junction 3 of the M55 at Greenhalgh.
	The latest attempt is to improve the Windy Harbour junction (A586/A585), with the ongoing works costing ~£3m creating daily misery for thousands of drivers and significant inconvenience to the residents of the local villages where the traffic has multiplied many times while drivers try to avoid the works, and yet the results will do little to improve the significant traffic problems along the A585 through Esprick and Greenhalgh.
	Now the draft master plan proposes a new bypass around Little Singleton with a route that would go from east of the Skippool roundabout across to Garstang Road and thence parallel with the A586 crossing Lodge Lane south of the traffic lights and back to the Windy Harbour junction.
	While this route would reduce the problems along Mains Lane and remove the rat-run through Singleton any increase in the traffic flow along the A585 can only be very limited due to the restrictions to the flow through Esprick and Greenhalgh. The fact that the current Windy Harbour work will have only little success it will demonstrate that the new bypass would similarly be of little success and hence an unjustifiable waste of tax-payers money.
	For a relatively short period part time traffic lights were operating on the roundabout at Junction 3 of the M55 causing significant queuing and based on the flow when they were working any improvements at Windy Harbour or a new bypass will likely be negated should the traffic lights be put back into operation.
	Given the heavy traffic flow along the A585 it is often very difficult to join or cross this road at the Thistleton Road/Mile Road junctions and any improvements north of there will only make life even harder and more dangerous. While I appreciate the Highways Agency/LCC are only bothered about traffic flow to/from the motorway, consideration for the residents of Thistleton and Singleton who join/cross the main road must be made. Following the Windy Harbour work consideration should be made to improving this junction and it is highly recommended that a roundabout is introduced at this location. Should the new bypass be created then this roundabout <u>must</u> be included to aleviate the dangers when trying to join/cross the main road.

	The above demonstrates that whatever work is done north of Esprick the traffic will never be able to flow at the rate required due to the restrictions through Esprick and Greenhalgh and that section cannot be improved without major demolition of buildings. The obvious answer to the traffic flow to/from the motorway at Junction 3 is to build the Blue Route which has been discussed for as many years as anyone can remember. This route starts at the same location as the proposed new bypass but then heads south alongside the railway finally joining the motorway at a new junction east of Junction 4. With this route in place there would be no restrictions to the traffic flow to/from the motorway and give much needed relief for the residents of Singleton, Thistleton, Esprick and Greenhalgh who have had to put up for many years with the ever increasing traffic to/from towns outside their area.
	This Parish Council would strongly object to the proposal for the new bypass as rather than being an improvement it would just worsen the situation for the residents of our parish. Had we been consulted we would have also objected to the current Windy Harbour work as this is just wasting tax-payers money when the obvious answer to the problems of the A585 is the Blue Route. We appreciate that LCC accepts that the Blue Route is 'the answer' but it can't afford it and yet had it not wasted significant amounts of money nibbling at the problem for years that money could have gone into the Blue Route. As this is 'the answer' then there must be no consideration of removing the protection of the land that would be used to create the Blue Route. With the ever increasing new housing developments in north Fylde/Wyre the problem of the A585 can only get worse and sooner or later the Blue Route will have to be built before we have A585 gridlock on a daily basis.
Elswick Parish Council	Further to the email of 12th January 2015 regarding the Fylde Coast Highways and Transport Masterplan, I am writing on behalf of Elswick Parish Council with our comments. There is no mention in the plan of any measures to combat traffic passing through the villages to avoid congestion on main roads during peak periods. This traffic is created by the lack of a Blackpool Easterly Bypass and the plan recommends the withdrawal of the protection for the Blue Route which would greatly alleviate the problem in many villages.

	The reasoning behind the withdrawal of the Blue Route is that finance is not likely to be available during the life of the plan. Members of Elswick Parish Council feel that there is however an option for the northern section of the Blue Route to be completed as part of the A585 bypass. This and the prospect of a Northern Sovereign Wealth Fund, if fracking goes ahead, could make the Blue Route a reality.
	There are traffic issues in many of the surrounding villages Staining, Weeton, Plumpton, Westby, Singleton, Thistleton and Greenhalgh some of which have an impact on the village of Elswick. The northern Thistleton junction which is already a deathtrap but which will be an even greater problem with the 'improvements' at Windy Harbour and the future Mains Lane bypass. This junction is one of the routes taken by residents of Elswick to access the main road. At peak times it is almost impossible to cross this junction due to the volume of fast flowing traffic.
Nether Wyresdale Parish Council	Following last night's Nether Wyresdale Parish Council meeting, they wish to express the following comments regarding the masterplan.
	In view of recent plans to cut several bus services, Nether Wyresdale Parish Council want all services that operate along the A6 near Garstang, namely the 40, 41 and 42 to be retained to keep the village connected to the surrounding areas, particularly Lancaster. This is considered to be extremely important especially in light of Wyre Council's intention to increase development in rural areas which means that public transport provides a vital lifeline for these areas.
Bryning with Warton Neighbourhood Plan Steering Group	1. The Steering group could not support a dual carriageway through the village for safety reasons as this will only increase the speed and reduce the likelihood of pedestrians accessing the village centre safely. The NPSG are in the process of putting plans /proposals together for the village centre regeneration with Paul Drinnan at Fylde Borough Council, any changes to the highways would impact on our plans therefore the steering group wish to be involved in any decisions on highways in the parish. 2. The NPSG would like to register its concerns regarding the negative impact the Preston Western Distributor and Junction 2 will have on the A584, due to fact we believe it may draw day tripper traffic wishing to take the coastal route home from Blackpool/Lytham and St Annes, they will travel through our

	village to access the new roads infrastructure. 3. The Preston Western Distributor and Junction 2 infrastructure have been used by developers to make claims that roads other than A584 in the Parish for example Church Road and Harbour Lane will see a major decrease in traffic especially at peak times (BAE traffic) due to traffic using the new infrastructure to access the BAE site from the new EZ/site entrance but it seems to have been forgotten that a large amount of traffic comes from the North and North West which will continue to use Church Road and Harbour Lane to access their employment 4. From reading the Fylde Coast and Central Lancashire Masterplan it is very clear that economic growth surrounding the Lancashire Enterprise Zone is a major driver for the proposed projects, due to the fact the LEP continue to state job predictions of 4-6,000 in the long term and 1,200 in the short/medium term. Wartons EZ has been in operation for 3 years with no new job creations
National Stakeholders	
Environment Agency	We have considered the proposed Masterplan in so far as it relates to our remit and we wish to make the following comments:- We have no objection in principle to any of the projects identified, although further assessment would be required to identify the environmental impacts of some of the schemes identified.
	We are pleased to see that it is the intention to ensure that any proposals put forward through the Masterplan will fit with Lancashire County Council's Local Flood Risk Management Strategy and take account of any issues of flooding and drainage. From our strategic flood risk management perspective, we would encourage proposals that include schemes or measures which can further contribute to reducing the risk of flooding to those communities that are affected.
	In relation to surface water run-off, a particular issue in the Fylde Coast area that should be considered is Bathing Water Quality. Proposals put forward through the Masterplan should take account that increases in surface water run-off to the combined sewer network could detrimentally impact upon Bathing Water Quality.

	Please do not hesitate to contact me with any further questions that you feel we could help with or that may arise following the close of the consultation period.
English Heritage	Thank you for consulting English Heritage on the above document, English Heritage welcomes the production of this strategic masterplan for the Fylde Coast.
	The area covered by your masterplan includes a number of heritage assets. The Plan could be further enhanced through recognition of the historic environment and the contribution it can make to all aspects of the Plan area including economy, tourism, green infrastructure, leisure and recreation – the social, economic and environmental principles that the Plan puts forward. For example, it recognises the Winter Gardens and the current proposals and the contribution it makes to the area's tourism and economic wellbeing. This is an important heritage asset and is currently on the national Heritage at Risk Register.
	In line with national planning policy, it is important that where the masterplan details highways and transport proposals, that it considers the impacts on the historic environment and puts forward a positive strategy that will safeguard and enhance these assets so that they can be enjoyed by future generations of the area.
	If you would like to discuss anything further or would like assistance on any matters relating to the historic environment, please do not hesitate to contact me.
Cyclists Touring Club – the national cycling charity	One the first impression of this Masterplan its comprehensive and cover all aspects such as missing links in the tram network, coach and rail travel and not forgetting the role of the private car. Alas cycling is regulated to short journeys and for leisure use, this is highlighted in "Taking Our Vision Further" – Our highway network must operate more efficiently, not just for car, but for buses, coaches and freight – really the highways as we know them was improved by cyclists that's why the motoring saga was kick-started.
	The Masterplan mentions that Health and Wellbeing is now the reasonability of the Blackpool and Lancashire County Council and that the prime aims are to change people's lifestyles as the levels of obesity is soon become the normal look, the lack of physical exercise, prevention of disease and mental health issues. There was no mention of solutions, but for many people the reason for not taking exercise-they don't

	have the time!
	Cycling would tick all the boxes, saves money, good for the environment, no pollutants such as CO2 and the more nasty particulate emissions, which is good for people Health and Wellbeing.
	Let's take an example, cycling from Preston to BAE Systems at Warton which is a major employer of over six thousand people, during the Winter period there are at least one hundred cyclists(That's one hundred cars less on the road) and from Spring to Autumn the number easily doubles. The distance is only eight miles the first four miles from Preston Railway Station is off-road and the rest of the journey is using a sub-standard cycle lane on the A584 which is actually a refuge lane for debris according to the Highways Agency, but someone has designated it a cycle lane? When the BAE Bicycle Users Group conducted a survey this was the prime reason people sited for not cycling!
	So why has there not been a stepped cycle lane been incorporated into these road improvements. There has been no mention of the A6, A583, A584, A585 and A586 any cycling improvements and unless a step cycling lane is built along the road, there will be no-modal change in people's behaviour and all this schemes for improving people health and wellbeing is a waste of time.
	Most people are only interested in their health if their Doctor tells them of some bad news, if there was an pleasant safe alternative such a stepped cycle lane along the A6, A583, A584, A585 and A586 many people would cycle on dryer days as its saves them money!
Cyclists Touring Club – the national cycling charity (response for additional member)	Detailed response utilising the comments section of the PDF. Due to the way the comments were submitted it is not possible to list them with in this consultation report. However the comments have been logged and kept on file
Road Haulage Association	The Road Haulage Association (RHA) is the trade and employers organisation for the hire-and-reward sector of the road haulage industry. The RHA represents some 6,000 companies throughout the UK, with around 100,000 HGVs and with fleet size and driver numbers varying from one through to thousands.
	Generally, RHA members are entrepreneurs, including many family-owned businesses as well as some plcs, with more than 80 of the Motor Transport top 100 companies being

RHA members. Without the activities of RHA members the UK would come to a halt both socially and economically.
The RHA welcomes the Fylde Coast Highways and Transport Masterplan as it tries to set a vision for the highways in the area running up to 2031. We also look forward to working with Lancashire County Council, Blackpool Council and the Lancashire Enterprise Partnership on implementing the Masterplan.
I have not responded using the online questionnaire because I would like to make a number of detailed points here.
We welcome the recognition in the first paragraph of the forward to the Plan that "efficient transport networks are vital to [the] local economy's growth, enabling job creating investment". The RHA agrees that a well maintained and integrated transport network is essential if the area is to thrive economically and socially as regeneration progresses, and we suggest that a key trigger for growth is an efficient roads network.
In the view of the RHA, the goal of supporting "a growing visitor economy and a world class industrial base" in the region, as well as the stated aim of accommodating residents in new housing developments, can only be achieved if roads connectivity is excellent.
I would suggest that good road transport links encourage business inward investment and help residents to access employment opportunities, and so ensuring that the local transport infrastructure is able to support both existing and future development should be a high priority.
I would like to emphasise the major contribution the haulage industry makes currently to life in the Fylde area given the importance of road freight in servicing the aerospace industry, Blackpool Airport, tourism enterprises, construction and housing projects as well as the wider business community. The logistics and warehousing sector is also a significant employer in Lancashire and road haulage is an integral part of this industry. Consequently, any development plans should take into account the needs of road haulage because trucks serve the community by delivering to commercial enterprises, the public, and to public sector

bodies such as schools, as well as to rural and farming communities. We suggest that the local economy is best served if development plans seek to accommodate commercial vehicles and to allow trucks to operate efficiently and in a safe and responsible manner.
Specific Masterplan road transport proposals
We very much welcome plans to deal with the A585 bottleneck at Singleton Crossroads, to widen junction 32 on the M6 northbound, to improve the Windy Harbour junction (we wrote in support of the improvement in late 2013), and also the A 585 Bourne Way to West Drive widening and improvement scheme. We also welcome plans to lift the 7.5 tonne weight limit when the Yeadon Way refurbishment programme is complete.
In our view any traffic using the M55 Norcross link road is better served by using the existing A585 route to or from junction 3. The route is currently undergoing improvement anyway and very few motorists would be disadvantaged by connecting to or from the M55 at a more easterly point. We are not surprised to note that plans for the suggested alternative route were dropped.
Below I have set out a number of concerns specific to the road haulage industry, which I hope you will take into account in developing the Masterplan for Fylde.
Parking and loading
We note that in the "Travel Problems today" section parking in Blackpool and along the Fylde coast is mentioned as being of concern. We would like to highlight the problems faced by truck drivers undertaking loading or unloading during collection or delivery to business and other premises. We would ask that better provision is made to accommodate haulage operators providing an important service to businesses and the public because over-restrictive parking and loading rules make it extremely difficult for hauliers to operate efficiently.
We would also like to see planners take more seriously the need for provision of secure lorry parking sites, particularly

near interchanges and major industrial sites. Lack of provision creates problems in terms of security of load and driver, and road safety.
We urge you to insist that such parking areas have bathroom facilities incorporated which visiting truck drivers are allowed to use. Unfortunately it is the case that even after long journeys some customers refuse to allow HGV drivers to use staff toilets. Such an attitude leads to discomfort and inconvenience for drivers who may then use lay-bys or other inappropriate sites to relieve themselves.
We would also like to emphasise that as well as parking facilities, trucks need loading and unloading provision at high street shopping centres for example, and any lack of adequate provision can also cause difficulties for other traffic, pedestrians and for the shop owners being served by hauliers.
Quiet deliveries
We hope that work continues towards reviewing delivery time bans that force truck operators to use the roads at the most congested times. We appreciates that the buy-in of local authorities is essential if delivery windows are to be changed and quiet delivery initiatives to be implemented. I attach a link to a document published by Transport for London which deals with quiet delivery issues. https://www.tfl.gov.uk/cdn/static/cms/documents/getting-the- timing-right.pdf
The Department for Transport has produced quiet deliveries good practice guidance for local authorities, as well as hauliers, which you can find by going to the link below.
https://www.gov.uk/government/publications/quiet-deliveries- demonstration-scheme
Multi-modal goods transport
We would ask any new transport authority to bear in mind that regardless of which transport mode is used, road will

remain an essential component of any future transport strategy, since trucks usually undertake "last mile" deliveries once goods are unloaded from rail, air or water freight terminuses.
Congestion, Air Quality and Emissions
We would suggest that in developing the Masterplan, the cost of congestion to the local economy in general and the haulage industry in particular, is studied. We would hope that efforts are made to identify congestion hot-spots as well as the rat-run routes that are used by trucks when main roads are too busy, so that any new infrastructure development can act to relieve existing problems, given that dealing with and minimising congestion can help reduce carbon emissions and air pollution.
Road Safety
The RHA gives in principle support to initiatives aimed at improving road safety. However we would always ask that the impacts of any proposals on the business community are fully considered prior to the implementation of any plans.
We would stress that, in our view it is essential that funds are allocated to the proper maintenance of the whole road network, since poorly maintained roads are also unsafe.
Segregated cycling infrastructure
We acknowledge that the existing UK roads infrastructure has not been designed to accommodate cycling as an integral and significant part of the transport system. We would welcome moves to make standard the consideration of the needs of cyclists as a part of the roads design process. Intelligent Transport Systems and Urban Traffic Management Control
Hauliers have embraced the use of intelligent transport technologies which help in the efficient running of their businesses, and so we look forward to these systems being more widely adopted in the Fylde Coast area.

We accept that that inappropriate routing of traffic, including HGVs, through some areas is a problem. We suggest that technology now offers many ways in which all traffic can be successfully managed.
We would also like to say that the positioning of road signs is important. Good signage helps drivers to find correct places to park and load, but also to avoid the risk of trucks, for example, hitting low bridges because signs are in the wrong place or because the bridge sign gives insufficient notice for the driver to divert before approaching the bridge. Bridge strikes can result in massive disruption whilst the driver tries to turn the vehicle round or gets stuck.
Fylde Coast Masterplan consultation questions
How strongly do you agree or disagree with our proposal to work with the Highways Agency to improve the A585 corridor?
Tend to agree
How strongly do you agree or disagree with our proposal not to pursue an M55 to Norcross link road?
As we have said above, in our view any traffic using the M55 Norcross link road is better served by using the existing A585 route to or from junction 3. The route is currently undergoing improvement anyway and very few motorists would be disadvantaged by connecting to or from the M55 at a more easterly point. We are not surprised to note that the suggested alternative route was dropped.
How strongly do you agree or disagree that there should be a Blackpool North (Talbot Gateway) Interchange to improve links to onward travel such as buses and cycling?
Tend to agree
How strongly do you agree or disagree that the stations on the North Fylde railway line should be improved?

	
	Tend to agree
	How strongly do you agree or disagree that the South Fylde railway line should be improved?
	Tend to agree
	How strongly do you agree or disagree that the coach facilities in Blackpool should be improved?
	Tend to agree
	How strongly do you agree or disagree that buses in the Fylde Coast's urban areas should be more closely linked with rail travel, walking and cycling?
	Tend to agree
	How strongly do you agree or disagree with our proposal to look at how we can support access to services in rural areas?
	Tend to agree
	How strongly do you agree or disagree that we should promote local public transport, walking and cycling to try to encourage people to use these forms of transport more often?
	Tend to agree
	How strongly do you agree or disagree with our proposals for the Fylde Coastal Cycle Network?
	Tend to agree
	Have you read the Fylde Coast Masterplan document?

	Yes Are you responding to this consultation on behalf of an
	organisation? Yes. Road Haulage Association
	I hope that you will take the points made in this letter on board and I look forward to working with you as the development of the Masterplan evolves.
Natural England	Thank you for your consultation on the above dated 08 January 2015 which was received by Natural England on the same date.
	Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.
	The Master Plan is proposing new infrastructure and Natural England would like to take this opportunity to highlight the need to address and minimise the environmental impacts of this at the appropriate stage.
	Early consideration of environmental impacts during the scheme business planning and sifting phase is recommended in addition to meeting the requirements of the Environmental Impact Assessment (EIA) regulations at the later stages of scheme development.
	Environmental (as well as economic and social) impacts can be identified for each option using the Government's webtag appraisal process.
	Natural England understands the schemes identified within the Master plan are at identification stage only and therefore it would be difficult to undertake a meaningful assessment at this stage, however as work progresses to options stage we would expect a full assessment with respect to the Habitats Regulations to ensure potential impacts can be considered when identifying the most sustainable option for schemes emerging from the Master plan. In order to give further

	certainty it may be beneficial to caveat the report so that it
	clearly states that once further environmental assessment has taken place proposals which result in adverse impacts on European sites will not be supported by the Master plan.
	It is recommended that Lancashire County Council consider the iteration between the master plans and the LTP, updating the LTP's SEA if necessary, and also considering whether the master plans themselves require SEA or HRA by screening them against the criteria in the relevant legislation (The Environmental Assessment of Plans and Programmes Regulations 2004 (Statutory Instrument 2004 No.1633, and the Conservation of Habitats and Species Regulations 2010).
	Both HRA and SEA are iterative processes and should be undertaken in good time to influence the plan. We would like to take this opportunity to remind you the DfT's guidance on SEA of LTPs says; 2.2.2 The SEA Directive defines 'environmental assessment' as a procedure comprising:
	1. preparing an Environmental Report on the likely significant effects of the draft plan on the environment;
	2. carrying out consultation on the draft plan and the accompanying Environmental Report;
	taking into account the Environmental Report and the results of consultation in decision-making; and
:	3. providing information when the plan is adopted and showing how the results of the SEA have been taken into account.
	Criteria to aid the LTP'S project prioritisation process
	Environmental Criteria
	Criteria based on:
	Justification and Further information
	Biodiversity and Conservation
	Protection and enhancement of national and international designated nature conservation sites in accordance with domestic and EU legislation.
	Includes:
	Sites of Special Scientific Interest (SSSIs);
	Special Protection Areas (SPAs) and potential SPAs;
	Special Areas Conservation (SACs) and possible SACs;

	Ramsar sites and listed or proposed Ramsars;
	Sites identified or required for compensatory provision.
	Many of these sites are protected for their national and nternational bird populations.
b ti d	SACs and SPAs are protected as European Sites in England by the Habitats Regulations 2010 (as amended) which ranspose the relevant parts of the Habitats Directive into lomestic law. Ramsar sites are subject to the same procedures as a matter of UK Government Policy.
C F	SSSI's are legally protected under the Wildlife and Countryside Act 1981, as amended by the Countryside and Rights of Way (CROW) Act 2000 and the Natural Environment and Rural Communities (NERC) Act 2006.
fo	The NPPF confirms equivalent protection to European sites or potential SPA, possible SAC, listed and proposed Ramsar and sites identified or required for compensatory provision.
	nformation on international and national designations is available from Defra and Natural England
	Protection and enhancement of European Protected Species and other species protected under domestic legislation.
A li	European Protected Species are species protected under Annex IV(a) to the Habitats Directive (and which are also are sted in Schedule 2 of the Habitats Regulations by reason of he transposition of the Habitats Directive).
	Other species are protected under the Wildlife and Countryside Act 1981, as amended.
р р	Avoiding or minimising the impacts on wider Under the 2006 Natural Environment and Rural Communities (NERC) all public biodiversity, for example ancient woodland, other BAP nabitats, Local Wildlife Sites, geodiversity (including soils).
	nformation on local sites is available from Defra and Natural England.
	Supporting the conservation and enhancement of Nature

	Improvement Areas Nature Improvement Areas were put forward by the Lawton Review 'Making Space for Nature'. NIAs are places where there are high opportunities for the management, restoration and enhancement of ecological networks. 12 NIAs were established in April 2012.
	Information on Nature Improvement Areas is available from Defra and Natural England.
	Landscape
	Protection of nationally protected landscapes - National Parks and Areas of Outstanding Natural Beauty (AONBs), as well as areas defined as Heritage Coasts.
	England's National Parks and AONBs are designated under the provisions of The National Parks and Access to the Countryside Act, 1949. Heritage Coasts are 'defined' rather than designated.
	The NPPF states that 'Major developments should not take place in designated areas, except in exceptional circumstances'.
	Information on protected landscapes is available from Natural England
	We would be happy to comment further should the need arise but if in the meantime you have any queries please do not hesitate to contact us.
Highways Agency	Thank you for consulting the Highways Agency (Agency) with regard to the above document. As you are aware, the Agency has previously advised upon and agreed the comments within the document relating to the A585 (T) and the M55 to Norcross Link. I also personally attended two of the recent public consultation events. I can confirm that the Highways Agency is content with the proposals, as set out within the draft document, in so far as they relate to the A585 trunk road.
	I can also confirm that the Agency is taking forward a major improvement scheme to remove congestion at both the Singleton Cross Roads and Shard Road junctions. This will include improvements at the Skippool roundabout junction and will also be complemented by the current improvements taking place at Windy Harbour. The proposed scheme will be subject to public consultation in due course and should assist

	 in encouraging through traffic to remain on the trunk road, thus relieving the impacts on local roads caused by traffic diverting from the trunk road. I am, though, aware of concerns raised at the public consultation events by elected members and members of the public about the southern section of the A585 trunk road, between M55 J3 and Windy Harbour, which will remain as single carriageway. The main issues raised were access across the A585 at the staggered Thistleton junction and the congestion / delays caused by right turning traffic blocking through traffic movements. As suggested within the master plan document, the Agency will continue to monitor the route, particularly this southern section, and will seek to bring forward improvements where appropriate and beneficial. I trust that the above is of assistance.
Local Stakeholders	
Blackpool & Fylde Rail Users Association	1. General: All suggestions in the document acknowledging the need for improvements to stations and services are applauded. 2. North Fylde Line: It should be noted that current proposals to remove the junction at Poulton (as part of the electrification programme) will effectively isolate the Fleetwood branch from the national rail network for any foreseeable future. 3.South Fylde Line: Whatever the outcome of the current "Sintropher" study, an interim improvement to the current provisions is a dire necessity which cannot await the commissioning of a "Sintropher" scheme if such a solution is approved This Association believes that the installation of a passing loop near the mid- point of the branch is a necessity to relieve current pressure on the service, and that such a provision would provide an adequate longer term solution in the event that "Sintropher" or some variant of it is not approved. It is noted that the Plan assumes the eventual construction of a tram to train interchange "probably at Lytham". To make such a judgement prior to the publication of the final Plan is unjustified, and the published outcome should be awaited
Poulton and Wyre Railway Society	The railway line from Poulton Le Fylde to Burn Naze was last used in 1999 by freight trains serving the former ICI plant at Thornton. Since then the line has been placed permanently out of use and two attempts have been made to remove it. The route is a protected transport corridor however, its potential as a functioning part of the national railway network or conversion to a tramway is regarded as a long term desire rather than a short term goal. The line from Burn Naze to the

	an opportunity to convert the line into a heritage and community railway. Since 2007 a section of the line between Thornton Station and Burn Naze Station (both still extant) has been looked after by the Poulton & Wyre Railway Society (PWRS). This was made possible by the issuing of a Network Rail community clearance licence and much work has been done to enhance the general look of the railway through Thornton in particular. The Society took over a very overgrown and dangerous environment. At the time an antisocial behavior disorder notice had been issued around Thornton Station by Lancashire Police and the Society have worked tirelessly to improve the site. The Society delivered a business plan to Wyre Borough Council (WBC), Lancashire County Council (LCC) and Network Rail (NR) in 2014. This has been well received and all parties agreed that a heritage railway with a peak hour community service would be the best option going forward. The ten year business plan envisaged a railway between Poulton signal box and Jameson Rd Bridge (Fleetwood) with
	new platforms constructed at Poulton and Fleetwood south. Beyond the scope of the current plan is a possible extension to the dock regeneration area which would see the line extended to a more central position in the town. PWRS and WBC are taking the lead and it is hoped that heritage services between Thornton and Burn Naze will commence in summer 2016.
Lytham St Annes Cycle Group	Provide new cycle path (A584 Lea – Freckleton). The proposed Preston West Distributor road will increase vehicular traffic along the A584. For this reason, we suggest that it will be necessary to provide a segregated cycle path

alongside the A584 between Lea and Freckleton in order to offer a protected environment which will protect cyclists from this (additional) traffic.
Provide new shared path (pedestrians and cyclists) between Lytham Road A584 and east end of Lytham Green. This path would provide a more user friendly route for cyclists and pedestrians (including those walking the Lancashire Coastal Way) than the A584. This path should be sited around the seaward side of Lytham Quays.
Provide shared path (pedestrians and cyclists) alongside Inner Promenade between Fairhaven Lake (St Pauls Avenue car park) and St Annes Beach café. This will provide a continuous shared path from Lytham Green to St Annes.
FBC has already incorporated an extension of the Grannys Bay shared path (as far as St Pauls Avenue car park) into its plans for the re-building of the sea defences around Fairhaven Lake. It will be necessary to redevelop the existing footway as a shared path.
Redesignate pedestrian route from St Annes Beach café to St Annes pier as shared path. This will extend the shared path further still and bring it close to St Annes town centre. The suggested route should follow the outer perimeter of the miniature golf course along the coastline.
Provide new cycle route between Squires Gate, Blackpool and St Annes. This new route would avoid the necessity to cycle along (or immediately alongside) the A584 Clifton Drive North.
This could be achieved in 3 separate phases:
 Designated cycle route from Squires Gate railway station through the current redevelopment of the former Pontins site New shared path following public right of way through nature reserve alongside railway fence Shared path to emerge via new entrance into Kilgrimol Gardens, St Annes
Extend Queensway cycle path to connect with Blackpool cycle network. This cyclepath currently stops abruptly at the borough border between St Annes and Blackpool. One possible route might be possible through the Squires Gate industrial estate.
Encourage those who wish to combine cycling with public transport:
 Provide secure CCTV monitored cycle parking at South Fylde rail stations

	 Ensure the South Fylde rail franchise obliges the franchisee to incorporate storage space for cycles on their trains Provide cycle racks on buses This should encourage the integration of sustainable modes of transport Cycle storage <i>lockers</i> should be provided at manned stations Identify actual and potential bridleways in and around Lytham St Annes moss. This is intended to encourage recreational and commuter cycling. A bridleway should be incorporated into the extension of West Moss Lane, Ballam. Identify a suitable cycle route from the proposed Queensway
	housing development into St Annes town centre and the local cycle network. This is intended to promote cycle use for short journeys within St Annes.A route could be incorporated into the revelopment of the
	former Bonds & Stock site on Blackpool Rd.
Waltons Coach Hire Limited	THE PROPOSED HOVERCRAFT PROJECT FOR THE NORTH WEST COASTAL REGION WITH A SAVING OF JOURNEY TIMES OF UP TO 70%
	Introduction
	1. The comments will address the following
	□ the best methodologies to advance the Project
	□ the physical and economic geographies of the North-West
	□ the need and opportunities for the Project
	□ the constraints on the Project
	□ the aims and objectives of HMG and relevant agencies; the formal and stated strategies (as to how generally to achieve them), and the policies (being the tools to identify means to encourage and control relevant development)
	The best methodologies
	2. Most projects start with "a good idea", a solution, or a prospect of adding value. Most fail, because the methodologies then adopted are random, and not based on logic. Those that succeed do so, because the project is shown to be a logical and valuable component in addressing a real or perceived problem, or a "gap" in the solutions proposed by others
	3. On 8 January 2015, HMG published "The long-term

Economic Plan for the North-West" www.gov.uk ("EPNW"). Its six main aims and objectives include
□ a major increase in economic activity, by major increase in the growth rate
□ a major increase in employment
 delivery of the largest-ever investment in sustainable transport infrastructure
4. Having recognised the existing lack of "connectivity" between many relevant settlements in the North-West, and also the connectivity issues with adjoining regions and with London, almost all the transport and infrastructure aims and objectives
□ are headed as "Connecting up the North" (no mention of connectivity within the North-West, and/or relating to its coastal settlements, and/or relating to the lack of connectivity between existing and proposed centres of employment on the one hand, and where the skilled workers live, on the other)
□ are addressed to major infrastructure projects (HS2, the east-west Pennines Link, and work on the M6), which all can be described as "external connectivity" of the North-West as a whole, to outside places
5. Indeed, the EPNW announces that Colin Matthews, the Chairman of the Highways Agency, has been specifically appointed to deal with the delivery of an east-west Trans- Pennines link, in accordance to a strategy to "connect up the North" into a "powerhouse". With HMG backing HS2, with the Highway Agency appointed (which favours roads), and with almost all specifics relating to external connectivity, there are
□ clear "gaps" in the EPNW, as defined above
□ opportunities for the private sector to fill those gaps (at least, in part), and to make a substantial and valuable contribution to achieving the stated aims and objectives, and to achieve the stated strategy, especially in the area of "internal connectivity"
6. The whole emphasis at this stage therefore should be ON THE QUESTIONS, NOT ON THE ANSWERS. The questions should perhaps include
□ why, if the EPNW relates to the North-West, is almost the whole strategy and proposals, geared to connecting the North-West to the rest of Britain? What about "internal connectivity" within the North-West?
□ specifically, what about connecting better the existing settlements within the North-West, between coastal settlements, and between places of employment, and the

[]	
	necessary skilled labour force?
	□ what weight was given to these factors, in the preparation of the EPNW? Were BAE and other leading Employers consulted? Where can we see such evidence of the EPNW preparation, and of such consultations?
	□ do they accept that the extensive (and welcome) list of proposals cannot alone achieve the aims and objectives, and deliver on the strategy? Is there a role for the private sector, to fill the gaps, and make a meaningful contribution to achieving these?
	□ specifically, was the use of coastal and marine transport services considered? What evidence was sought and received on this potential, and from whom?
	□ was the MCA (Marine and Coastguard Agency) consulted? Were other environmental agencies consulted? What were their responses?
	$\hfill\square$ in other words, was the inclusion of some projects intended to exclude others, and were the gaps intentional, and if so, why?
	7. The third comment on methodologies is that the support of obvious Third Parties is critical.
	□ Employers, especially BAE,BNFL, NHS, NATIONAL GRID, and their work-forces
	$\hfill\square$ the existing ferry companies (links to Ireland, Ulster, the Isle of Man, and coastal)
	□ the Highways Agency (with massive problems relating to the M6 alone, and many others)
	□ the relevant Local Authorities, labour providers, Trade Unions, Academies, Chambers of Commerce, operators of airports, ferries, service providers
	\Box the environmental groups
	8. All the above parties could benefit from the Project. How? The congestion on the M6, and the lack of "internal connectivity" deprives mobility to work-forces, creates pollution, and has stopped, is stopping, and will continue to stop, the North-West being the "powerhouse", which it is now HMG policy for it to become
	The relevant economic and physical geography
	9. The North-West is blessed with many advantages, but is also held back by many recognised disadvantages, both natural and man-made. It is no co-incidence that the EPNW leads

<u>г</u>	unitly approximation of the much land of the total tot
	□ with recognition of the problems of inadequate infrastructure, (but then does properly or fully address them)
	□ with recognition of the need to bring the North-West up to parity with the national average, in terms of long-term growth rates, employment rates, and infrastructure provision, (but leaves many gaps, and thus opportunities, as set out above)
	10. To get from one coastal settlement to another, with a highly constrained and limited coastal road, and with no real transport alternatives, one is forced east to the (already-congested) M6, forced then to go north or south, and then back west along another road with similar limitations to one's destination
	11. The A590 (M6 to Barrow-in-Furness) is exceptionally constrained, and inadequate to serve the BAE operational and employment needs at Barrow, let alone serve its future increased roles. Access to the ferry ports (Fleetwood to Larne; Heysham to Douglas; Liverpool and Birkenhead to Dublin and others) is constrained, as is access to regional and local airports, major industrial and service facilities (at Warton, Preston, Barnoldswick, and many others). Many skilled workers struggle twice daily to get to and from work, and often add to the M6 congestion
	12. The questions on this may include
	□ in that these problems are recognised, and long-standing, how does the EPNW address or solve them, or at least seek to reduce the existing and future problems, on a sustainable basis?
	□ would an acceptable additional marine service assist?
	□ is it accepted that intensification of use of the highly constrained coastal road system (based on the A8863, A588, and A584) is not reasonably feasible?
	□ is the cost to, and inconvenience of, the major Employers (especially BAE), and its existing and potential workforce, and visitors, a real and harmful constraint on
	- employment
	- the "powerhouse" strategy
	- the prospects for achieving the six EPNW aims and objectives, (which all are now committed to support, as a matter of most-recent Her Majesty Government policy)?
	would a coastal land-based solution not create worse environmental and transport problems, than a marine-based solution?
	□ would a marine coastal service (such as this Project) not also provide potential for easier access to the ferries,

	airports, centres of entertainment, the Lake District, the major
	and coastal conurbations and settlements, the tourism and hospitality industries, etc? If these are important destinations, people should be able to get to and from them, in comfort, safety, as quickly as practicable, without adding to the congestion points generally, and the M6, in particular. Is that agreed, and if so, what's wrong with the Project? Does it not make a valuable contribution, in filling many of the recognised gaps
	Conclusions
	□ the choice of hovercraft for the Project (as compared with other ferries)
	□ the willingness of BAE (and others) to pre-commit to take a percentage (or all) capacity on certain routes, and for services to be designed around the timing and other requirements for their workforce, and visitors
	□ the possibility of sharing ferry facilities with others (so that the costs of a facility go to up-grade an existing facility, rather than building a free-standing new one)
	□ the possibility of park-and-rides, based near the M6 and rail connections, to give access to the Project
	□ the use of the Project as a integrated component in a larger marine service, linking Ireland, the Isle of Man, southern Scotland, and the Greater Liverpool and Manchester conurbations, and their populations, infrastructures and industries. The "area of search" should be looked at carefully
	□ the use of the Project as a template for other areas of similar congestion and inefficiency
	to resolve environmental issues that restrict access along the North West Coast Peninsula
Fleetwood Barrage Ltd	We have been working for nearly 5 years to build a Tidal Barrage across the Wyre at Fleetwood to provide Flood Control, Economic Regeneration and Renewable Electricity for 60,000 people.
	We were, until recently, Wyre Tidal Energy Ltd (see <u>www.wyretidalenergy.com</u>) but changed our name recently to Fleetwood Barrage Ltd to remove confusion with a new Company that set up called Wyre Energy Ltd that has recently changed its name to Natural Energy Wyre Ltd.
	We have met with the CEO and Leader of Wyre on 2

		 occasions and hold a letter of support from the Council for our objectives. We also got the scheme recognized by the EDC and listed on their policy objectives. We have engaged with the Lancashire LEP. Your A585 Consultation document specifically names Natural Energy Wyre Ltd but make no mention of Wyre Tidal Energy Ltd / Fleetwood Barrage Ltd. Please would you add us into your document so that both similar, but different, projects are named and represented.
Blackpool Licensed Operators Association	Taxi	The Blackpool Licensed Taxi Operators Association are grateful for the opportunity to comment on this Masterplan. We are happy for our views to be published with other comments.
		It is clear that a great deal of work has gone into this plan and it is good to see that Blackpool is working closely with LCC to achieve progress.
		We note with some regret that taxis appear to have been almost completely omitted from the plan. The only mention made is in connection with North Station.
		"Such a gateway would have a vibrant modern rail station at its core with an integral tram interchange and bus and coach stops immediately outside. The station would need dedicated facilities for cyclists as well as the usual pick up/drop off parking and taxi facilities that any big station needs."
		Our view is that a Transport Masterplan should include taxis. When you consider that taxis are the only form of public transport available after midnight it is baffling that we appear to have been overlooked.
		Our view is that the case for extending the tramway system along Talbot Road is yet to be made. Blackpool suffers chronic traffic congestion at times. And we note that congestion is mentioned on page 17. The Illuminations continue to be successful in attracting visitors to the resort. We would like to see greater effort made to discourage Illuminations traffic coming into the town centre and joining mid-way. In the past traffic entered at the south and departed at the north. We are convinced that Illumination signage could be improved to ensure that town centre congestion is reduced. The aim should be to encourage Illumination visitors to enter at either the north or the south, but not in the centre. We have views on how this could be achieved.
		Nowhere is congestion worse in Blackpool than westbound on Talbot Road during the Illumination period. Here we have

standing traffic that can take up to an hour to cover a few hundred yards. The effect of this is that public transport (buses and taxis) are unable to reach Talbot Square for hours at a time in the evening at weekends. So our concern is that adding an additional form of transport to an already overcrowded road way will make matters much worse. We oppose the tramway extension along Talbot Road.

Consideration should be given to the large sums of public money already spent in Talbot Road as part of the Talbot Gateway programme. Here we have new cobbled road surfaces and roundabout areas that have deep reinforced steel foundations which only recently been constructed at considerable expense. It would be somewhat of a folly in our view to be ripping up new and expensive road surfaces that have not yet delivered value for money.

Our view is that trams were taken off Blackpool's roads for a very good reason many years ago. They caused congestion and safety concerns at a time when there were considerably fewer vehicles on the road. We doubt that the investment required in terms of several million pounds to construct a few hundred yards of tram track could deliver value for money. We think that Blackpool town centre is heavily congested caused by two fundamental developments in the recent past. These are not mentioned in the Plan.

The closure of the junction of Church Street and Abingdon Street.

After the closure of this junction the area became known as St John's Square. It was closed despite having been designed and constructed to take traffic. This closure was opposed by the taxi trade, the traders in the area, Blackpool Transport Services and senior personnel within Blackpool Highways Department. Closure of this area to public transport has had a detrimental effect on footfall within the area and in terms of retail closures. We believe that this should be addressed now to help revitalise this area and to improve the flow of traffic through the town centre.

Lane reduction on the Promenade – Town Centre

Blackpool Licensed Taxi Operators Association lobbied Councillors and Highways to change their plans to reduce the road width and traffic lanes on the Promenade before the changes took place. We knew that congestion would occur when the plans were in place and have been proven right. The bricks continue to crumble and we feel that this will be a major issue for the future. Many have already been removed and replaced by tarmac. Traffic moves very slowly at times and pedestrians have concerns about safety due to lack of

	kerb edges.
	We note that The Phil Jones Associates (Transport Planning Consultants) Report dated December 2011 was somewhat dismissive of these concerns and referred to anecdotal evidence (meaning not valid perhaps?) of congestion problems. Yet the basis of this report was a brief visit to the Promenade on 3.00 pm on a quiet midweek afternoon. We believe that this report was flawed on a number of levels and it may well be that it over-focussed on the cheapest solution – to take no action. The road surface continues to crumble and the traffic moves too slowly at times. We believe that this Plan should address these concerns.
	The additional town centre congestion caused by road width/lane reduction on the Prom has caused traffic to divert off the Promenade and this has made town centre congestion worse. Credit is due to the Council for the good work done in making one way streets in the Talbot Gateway area two way. This has helped but we are concerned about the number of junctions which have been made Left Turn Only. Our passengers have an expectation of travelling safely and by the shortest possible route.
	We would be happy to discuss these issues with the local Transport Planning Authorities.
General Responses	
Sedgwick Associates (town planning consultants)	We are town planning consultants and have many planning applications for housing and other development running in the Lancashire districts. From our assessment of the dTMP there are many good words about supporting development, but an assumption that the development requirements in the emerging local plans of Fylde and Wyre districts can be accommodated by default by the transport network improved as proposed. In the absence of an understanding of the objectively assessed housing needs for each district, the level of future economic growth being planned for, and the requirements for distribution of development across those districts we consider that the dTMP will fail to effectively accommodate essential future development needs within Fylde and Wyre districts.
	By way of example, the LHA is resisting further new development in the A6 corridor north of Preston, a position that will not be changed by the Broughton Bypass. There are no other substantive improvements proposed in the dTMP and whilst it is noted on p31 that the new M55 J2 will provide

	relief for the M55 Junction 1 at Broughton this is being denied in current negotiations with transport officers. Thus development in the rural east of Wyre district will continue to be strongly resisted by the LHA to the considerable detriment of housing delivery in the Wyre rural area. The alternative, to concentrate housing in the urban west of Wyre is not sensitive to development needs of the rural east and will result in the continuation of the current resistance to development in that area on traffic grounds.
	The dTMP should facilitate the delivery and distribution of development in Fylde and Wyre which will be based on a large and up-to-date evidence base of what is required, where development opportunities arise and where the constraints lie. In bringing forward the dTMP at this stage the authorities are seeking to direct the scale and location of new development purely on the basis of their own investment opportunities. This is to put the cart before the horse and comprehensive transport planning should follow the examination and adoption of local plans rather than pre-empt that approach.
	2. At a more detailed level, the table in the glossary purports to define congestion and severe congestion in terms of traffic speeds on different classes of road. In anticipation of the LHA using that definition in commenting on planning applications, which should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe, it is noted here that that is not a valid approach. The test of severity must be in relation to individual development proposals in the local context. That table does not even set a time period on when the reduced travel speeds are to be monitored; over 24 hours or for 10 mins in the peak? It also flies in the face of allowing congestion, particularly for travel to work, to be a constraint on the use of the private car in favour of more sustainable means of transport. A congestion-free network would be unsustainable.
Media Comments	
Counter Balance (comments from their website)	The first thing to note is that the Fylde Coast Highways and Transport Masterplan is only one of four such plans.
	The others are Central Lancashire, West Lancashire, and East Lancashire.

So if you think the Fylde one is a bit, well, 'could try harder' (as we did) maybe it's because the focus and the cash is heading to other parts of Lancashire. We haven't looked to see if that's the case, but we wouldn't be surprised if it was based on what we've been told before (see later).
The headline 'near future' proposals on the Fylde Coast are
Extending Blackpool's Tramway from North Pier to Blackpool North railway station. LCC say this will improve access to the UK national rail network from Blackpool, Fleetwood and Cleveleys. Yeah, right - as if you can't get a bus or a taxi.
A new junction 2 on the M55 near Preston and a new 'Preston Western Distributor road' which runs down past the Sitting Goose and comes out where you drop down the slip road to Preston Docks (just past the Lea Gate). What's not being planned for this scheme in the 'near future' is the connection that this road should make (via a new bridge over the Ribble), to the south Preston new road network - effectively bypassing the Strand Road bottleneck. LCC say even without the bridge at the present time, this will give a dual carriageway connection to the Motorway from South Fylde. Some folk think it will make a big difference to places like BAe Warton, but we're less sure. One or two of the cynics we know think it might help the fracking companies.
Work that has already started on the A585 Windy Harbour to Skippool improvements. More about this later.
For the longer term (which in Highways terms is probably measured in generations not years) the aims are:
To do a consultation (no less) on plans for a Blackpool North (Talbot Gateway) Interchange to improve links between rail and tram services and provide a terminus to the tramway extension. Wow!
To undertake a study of the South Fylde railway line (South Shore to Preston) in the hope that it could make it better for commuters, and to see if there is scope to linking the line to the Blackpool Tramway.
Carry out a study to see if improvements can be made to stations on the North Fylde railway line (Blackpool North to Preston). LCC say that electrification of the Blackpool North line will see changes to a number of stations to accommodate Pendolino trains, and the study will look into the potential to improve features such as accessibility and

parking.
Have a look to see where they could put some coach facilities in Blackpool.
To find the most cost effective ways to provide access to services in rural and remote areas, and to brainwash people to use them instead of using their cars (actually that's our take on what LCC mean, not what they've actually said)
Look to make cycling a better option for shorter journeys, and to develop a Fylde Coast cycle network which "builds on existing routes and initiatives already underway to create better routes for commuters and family-friendly routes for tourists". (For which we think you could read 'we're going to use what there is at present, tart it up a bit, and to put some publicity out about it to make it look as though we're actually doing something when we're not').
LCC say they want to know whether people agree with the priorities they've set themselves to make the final plan "as strong as it can be".
Given that it's supposed to be a 'Lancashire' masterplan and a lot of what's being spoken of is actually in Blackpool, (and we suspect that's probably being funded by Blackpool taxpayers - (Blackpool's now a Unitary Council and highway authority in their own right) - not by Lancashire folk outside of Blackpool, we can't help feeling that Fylde isn't getting a lot of bang for the bucks the feed into LCC.
But then, as one of their members once told us when no-one else was listening, the role of the (comparatively) wealthy people of Fylde is to pay into the pot so those less fortunate - such as those in the East of the County - can benefit.
The LCC consultation ends on Friday 20 February 2015, so if you want to make comments you'll need to get your skates on. They're using an online survey form which means they ask questions and you answer what they ask, rather than asking you for your freeform views on what's being proposed (or not).
Readers will be able to tell we're a bit underwhelmed with what's being proposed. This doesn't strike us as being either visionary or impressive. It feels less than even adequate for what we're paying in. But then, the way the Government is scaling down spending by the state - partly to remove the annual deficit, and partly because of ideology - we probably

shouldn't expect much more.
For us, a 'visionary' transport plan would have included things like persuading Fylde not to allow housing on the Pontins site, and to have turned it into a transport hub, coach park, tramway link, direct rail link to Manchester Airport with an undercover link to Blackpool Airport to help make Blackpool airport viable, and maybe even a hovercraft terminus (like the one that goes to France).
To be fair, there are some other things going on in the background - for example the Cypress Point to M55 Link Road. But whether that comes off or not is really down to folk outside LCC, so whilst you'll see politicians of every hue claiming the credit for it if it does come off, it's mostly down to big money developer types to make it happen if they're going to.
But we think the really messy and confused aspect of the Masterplan is the A585 and chiefly the bit from Cleveleys to the M55 at Greenhalgh. It's become a dogs dinner of a plan.
First we need a quick reprise of how we got where we are on this matter.
in the beginning there was the 'Red Route' (essentially a new road from Junction 4 on the M55 (near B and Q and Whyndyke Farm) to Fleetwood) which was intended to be a Blackpool Easterly Bypass. But it became hugely expensive and mired in land-assembly complications and was eventually abandoned.
Next we got the 'Rainbow Road Plan' - Red and Yellow and Pink and Blue were all options for different ways to get from the M55 to Fleetwood.
In 'Red and Yellow and' in 2006, we looked at these various options, and at the fundamental change that people were not seeing in the new plan - (that is, that the original

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	new aim was a relief road from Fleetwood to the motorway).
	Furthermore, although this new series of options wasn't about improving things for Blackpool any more, it also wasn't (and this was a mistake most people made) about relieving the existing problems on the A585 either!
	It was ACTUALLY about INCREASING the capacity of the A585 to enable yet MORE development in Thornton and Fleetwood.
	Then in 'Road Relief for Some' in 2007 we reported that the Red Route had had its 'protective' status removed (That's a planning designation which avoids built development within a designated corridor along the proposed route). Removal of that protected status more or less says that what had been planned for it at one time is now never going to happen.
	We also showed how, on a resurrected consultation about what LCC should do if there was to be no 'Red Route', the public (apart from those in Singleton) were plumping for the Yellow Route.
	This was a new road that started at the Greenhalgh junction (Jct 3) on the M55, went across the fields passing close to Singleton, crossed the Blackpool Garstang Road just below that five way junction at Catlows, then continued along the back of Mains Lane to a new Roundabout near the River Wyre. This was followed with changes on the (recent, if not new) road down Armounderness Way to Fleetwood notably turning it mostly into a dual carriageway.
	Finally, in 'Road Going Nowhere?' in 2008 we showed how the political leaders - especially in Fylde and Blackpool - were overturning the public's preference for the Yellow Route and heading toward supporting something called the Blue Route.
	This started not at Greenhalgh, but almost at Junction 4 at Whyndyke Farm at the end of the M55.
	With a bit of parochial thought, you can see why they did this. Some would want to support the folk in Singleton who didn't want the Yellow route disturbing their conservation area. But mostly we think it was about dragging the new road

closer to Blackpool and St Annes so the economic benefits of a new road might flow this way a bit. Their aim seemed to be to bring it as close to the old Red Route as they could get away with.
But the logic of what was being proposed here was completely askew.
If you're in Fleetwood in an articulated lorry heading back to the motorway, who on earth is going to come back toward Blackpool and drive on two sides of a triangle (south west to Whyndyke Farm, then due east toward Kirkham) when you can drive the hypotenuse and hit the motorway at Greenhalgh. It's a no-brainer.
And the Blue Route was never going to happen anyway. The Department of Transport made it crystal clear that (technically) it was not appropriate to crate a new motorway junction within a few hundred yards of an existing one. And as long ago as 1994, the Department of Transport had withdrawn its support for this sort of idea.
But the former Commissar at Fylde - egged on by other foolish virgins - thumped the tub for the Blue Route, and eventually (to our amazement) he convinced enough people to shift opinion in favour of the Blue Route - and the County Council eventually supported it and gave the line of the road 'Protected Status'
This was another of the former Commissar's disastrous judgement calls because it guaranteed the road would never get built.
Which is why we're where we are now, and folk in Fleetwood routinely engage in 'road rage' as they try to get to the motorway, and more and more industry and housing gets built in Thornton and Fleetwood - making the problems worse week by week.
So where are we now? And what are LCC planning for the future?
Well, we've all seen the work going on at the Windy Harbour

Junction. It's a pain now of course, but although we've not been able latch onto a plan of what is being done now, you can see roughly where its going and how it will improve things for the future.
But the real change is in the LCC masterplan.
This is something that, to us, feels very close to abandonment of the solutions that have been proposed so far.
LCC are arguing that the former ferry operation from Fleetwood (not the Knott End one!) meant that there were high volumes of HGVs on the road. But since the ferry service has now gone, that doesn't apply any more.
We think it's a bit disingenuous for LCC to blame the ferry going for their not building the road now. Especially when the ferry company might well say they only went because LCC didn't get the road built that could service the ferryport in the first place.
So what IS going on?
Well, LCC break the 'Blue Route' into 3 sections:
• The Northern section - which runs from Victoria Road in Cleveleys, to the Breck Road roundabout near the River Wyre Hotel at Skippool
• The Poulton-le-Fylde section- which they class as running from Skippool to a new junction on the A586 (Garstang Road East), and
• The Southern section which would be a new road that would run between the A586 (Garstang Road East) across farmland to the M55 at some point quite close to Junction 4 (B&Q).
Taking each of those in turn

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	The Northern Section
	(from Victoria Road in Cleveleys, to the Skippool roundabout)
	Nothern SectionHaving had another think about this, LCC now believes that congestion in this section is really to do with problems at the three roundabouts along the route.
	So they're dropping the idea of making the road a dual carriageway (which has been the plan up to now), and they're just planning to do a few 'local improvements' on this stretch.
	They're also planning to remove the Protected Status of this part of the route. Our reading of these proposals can be summed up roughly as "we're doing nowt."
	The Poulton-le-Fylde Section (from Skippool to a new junction on the A586 Garstang Road East)
	Poulton SectionThe plan here was to have Mains Lane (going toward Shard Bridge) widened to become a true dual carriageway for about 450 metres from its junction with Breck Road, and then (another) a new roundabout would be installed at that point, from which a new road would snake across the fields (behind the properties on the south side of Mains Lane shown here in green) joining up with another new roundabout on the Garstang Road.
	There's an implied threat in LCC's wording that, to make this work, there would have to be some fairly draconian changes at the five ways junction at Catlows, but they still seem to believe this bit should be built, and they plan to persuade the Highways Agency (or its successor now that the infrastructure Bill has become an Act) to splash the cash on it. So they will keep the Protected Status along this part of the route.
	The Southern Section

	(a new road between Garstang Road East across farmland to a new junction on the M55).
	This would have been the most significant part in terms of new road construction costing around £125m.
	The County Council believe it could still solve lots of problems on present route from Mains Lane at Catlows to the M55 Jct 3 at Greenhalgh, but it would damage good farmland and need a chunk of funding from Fylde BC.
	But the County Council now believe "it would be difficult to put forward a strong enough case for change based on the traffic impacts of the scheme alone, given the environmental impacts of the scheme and current public policy objectives with regard to economic growth and job creation".
	In other words the former Commissar was wrong in his judgement and this section's not going to be built. It's also being removed from the Transport Plan.
	Sadly (in our view - a view which we know will not be popular with folk in Singleton) this doesn't mean that the Pink or Yellow routes will still be in the plan either. The best we're going to get is the revised Windy Harbour junction (that's in progress now) and some 'improvements' elsewhere along the Windy Harbour to Greenhalgh stretch of the existing road.
	Our readers can now probably see why we think this 'Masterplan' is a bit on the weak side, short on vision and even shorter on real delivery.
	But then, if the Government is - as we're told by the opposition - planning financial cuts that will take public services back to the levels they were in the 1930's, perhaps we can't really expect much more.
	Dated: 16 February 2015
Members of the public (letter)	

1	1.0P13 Para 6
	The Blackpool North line direct link to London does not stop at Poulton; Wyre Borough Council (WBC) should be lobbying hard for it to stop at Poulton.
	2.0P14
	Journeys within the Fylde Coastwhat do the numbers represent? /day /week
	3.0P15 Figure 7a
	This does not seem logical. It is showing the stretch of the M6 from J32 to J33 having varying numbers of vehicles. The same is shown on the stretch between J1 and J3 on the M55.
	The M6 round Preston from J29 to J32 surely carries more than 60,000 vehicles /day.
	4.0P21 Last para
	If shale gas development goes ahead then a higher payment by the extractor should be made to the local area. LCC, Blackpool Council and all effected councils should be lobbying central government hard on this.
	5.0P25 Last para
	Why is the Secretary of State responsible for the final decisions? It should be devolved locally.
	6.0P30 Blackpool Bridges and Structures Major Maintenance ~2016/16
	Why is this work being included in a future master transport plan? This cost should be in the ongoing maintenance budget.
	7.0P32 A6 Broughton Bypass and M55 Junction 1 (The A6 Corridor) Para 5
	Typically short sighted one section single carriageway another section duel carriageway. It should <i>all</i> be duel carriageway.
	8.0P33 Network Rail Programme Preston ~ Blackpool rail electrification
	The South Fylde line should be included in the electrification programme.
	9.0P36 A Potential Wyre Barrage
	A brilliant proposal may I recommend some additions to be considered.
	Build a motorway link from Fleetwood to the M6 where it would join north of Garstang; going over the barrage. Later

when the Morecombe bay barrage is built, a road over this would open up the deprived western coast of the lakes. This has the potential to transform the North West. For once this would be an infrastructure development outside the South East. There one development, a few miles of underground rail line is costing £16 billion. This is more than is being spent on the rest of the country.

Tidal range potential

Studies have estimated the UK's total theoretical tidal range resource at between 25 and 30GWs – enough to supply around 12% of current UK electricity demand. The majority of this is in the Severn estuary (which has between 8 and 12GW) with the estuaries and bays of the North West representing a similar amount and the east coast a further 5 to 6GW.

The proposed Wyre barrage at 100MW which is 0.1GW is insignificant the greater benefit to the area would be the road across the top.

The progressive building of these barrages would be a real positive infrastructure development that would benefit the whole of the country. This is a far better option than these useless fans that are littering the country side.

10.0---P37 De Trunking the A585

This road is the responsibility of the Secretary of State for Transport (SST) however they would like to rescind this and make it the responsibility of Lancashire County Council (LCC). They do not want it because they are fearful of the cost implications. So much for devolved government; LCC who have the problem of the road and detail knowledge of it should take responsibly for it and seriously improve it.

11.0---P37 The M55 Norcross Link

As stated a long standing proposal in the meantime Fleetwood port has virtually closed and the area has declined. Another example of central government ignoring much required infrastructure outside the South East. Local government doing nothing.

12.0---P37 The Poulton-le-Fylde section-A588 Breck Road to A586 Garstang Road.

This section should be built, as well as offering options for solution to congestion at the Five Lane Ends junction it would provide a much required easterly bypass to Poulton Centre. This would allow a genuine opportunity to de-traffic Poulton Centre. WBC should be pressing hard for this.

13.0---P37/38 General

The dropping of the M55 to Norcross link road is disgraceful it should have been implemented years ago. The lack of this road must have been a major contributor to the isolation and decline of Fleetwood: particularly its port. Had this situation existed in the Southeast of the country it would have been constructed years ago. This is a good local example to use in support of devolved government.

14.0---P40 The North Fylde Line para 2

Any changes at Poulton station should be ones that allow the proposed London bound trains to stop. Such as returning the length of platforms to what they used to be. WBC should be lobbying hard for this.

15.0---P40 The South Fylde Line

As previously stated this line should also be electrified, this would make all the wish list of improvements easier and more effective.

16.0---P41 Integrated Public Transport/Integrated Urban Public Transport.

Very difficult to achieve made more difficult by the current setup of our transport system. The railways were the trains are run by private franchises whilst the track is the responsibility of a public company. Private bus companies in the main running the buses having to be heavily subsidise to operate in the rural areas. All this is against a back ground of vicious central government cost cutting. There is a need for reorganisation and serious investment.

17.0---P44 Better Cycling

The Fylde coast has many small relatively unused rural roads the local councils should instigate and promote local cycle routes. These would be similar to but of shorter duration than the national cycle network routes. Using the rural roads to link the local towns such as Poulton, Garstang, Kirkham, Lytham St Anne's, etc.

In Poulton the disused rail line to Fleetwood should be converted into a cycle route. Even if it is reused as a rail line the cycle route should be retained.

The state of the road surfaces is a great impediment to encouraging cycling a mountain bike is almost a necessity.

18.0---General

The documents presentation is lacking; it should have numbered paragraphs this would ensure easy cross referencing.

2	Dear Sir/Madam,
	I refer to the consultation on the above document and the A585 (Amounderness Way) in particular.
	My family and I live in Victoria Ward which is in Lancashire and lies to the west of the A585. As Highways and Transport authority for the area, and perhaps more importantly the Education Authority I am concerned about the lack of joined- up thinking.
	Our nearest Lancashire Secondary School is Millfield Science & Performing Arts College which is to the east of the A585.
	There are many children who live in our neighbourhood who travel to various secondary schools. Parental preference for school choice is obviously based upon a variety of factors, but safe travel is clearly a massive factor.
	Pedestrian movement across Amounderness Way is not a safe option. It is a 60mph road which is busy with vehicles at peak times i.e: school start/finishing times. Expecting children to walk across the A585 using Anchorsholme Lane is not safe and needs to be addressed in the Highways and Transportation Masterplan.
	Home to school using the pelican crossing on the A585, north of Victoria Road (Morrissons roundabout) would be a 2.4 mile / 47 minutes walk. Via Anchorshome Lane the direct walk could be 1.3 miles / 27 minutes.
	My suggestion is that in the interest of safety and common sense a pedestrian footbridge is essential over the A585 near Anchorsholme Lane. The absence of this safe facility means children are travelling to Poulton, Fleetwood, Blackpool and Preesall secondary schools as they all represent safer but less sustainable options.
3	I am writing to you about your joint masterplan for Fylde transport with Blackpool Council.
	The main problem is that there is no mention whatsoever of Blackpool Airport. Obviously the site has been closed down and reopened on a smaller scale, but shouldn't the money be spent on helping to get commercial flights back? This is the ultimate transport link, and of course would provide tourism to the area.

	As for the contents of the plan, the tramway links are extremely promising, and i encourage that both the North Station and South Fylde line links are achieved. The trams are very, clean, efficient and fast, as well as providing access for the disabled. So interesting trams on the Fylde on a larger scale should be an ambition, and I'm glad to see the plan caters for this. The M55 junction I am sceptical of, because i am unsure whether it will make a difference to traffic congestion, and any benefits would be in the Preston area rather than the Fylde. The cycle plan is completely unnecessary, as bicycles can travel almost anywhere on the Fylde as it is.
	spent on my first two points rather than the latter.
4	Following the comments in the Fylde Transport masterplan and recent information about the SINTROPHER South Fylde line study, I would like to submit this document. It could potentially be used as evidence as part of the study, or to convince decision makers that my (and many others') views should be seen as priorities.
	What are the problems?
	Some of the issues with travel on the Fylde at present are:
	□ There is not currently a direct public transport link from Fleetwood to Lytham and St Annes.
	□ The South Fylde line has very infrequent services.
	The South Fylde line uses outdated and inefficient rolling stock.
	As a resident of Fleetwood and a regular visitor to South Fylde, the problems are clear. To get to St Annes involves a long bus journey and a transfer between buses. This has to improve.

I am also fully aware that the people of South Fylde are growing impatient of unreliable and infrequent train services.
The proposal
The following proposal will solve the problems outlined above:
□ Extension of the Blackpool Tramway to Squires Gate station and link to the line.
□ Conversion of the railway line between Squires Gate and Lytham station to double track tramway.
□ Truncation of the single track railway line at Lytham station and an interchange between trains and trams here.
Benefits:
This proposal would solve all three of the issues outlined above, as it would provide the Fylde with a through rail service from Fleetwood to Lytham, increase the frequency of services on the line (by having trams operate to Lytham and having a more frequent train service due to the shorter railway), and modernise the rolling stock by using Blackpool's Flexity 2 tram fleet. The train service to Colne should be retained certainly, but its frequency could be increased by this upgrade.
A tram service would also provide St Annes and Lytham residents with a direct link to Blackpool North Station (once this route is constructed), as well as better connections to Blackpool promenade and Cleveleys.
The service would be more inviting to residents, and probably increase ridership (see the effect of the upgrade on Blackpool Tramway's ridership) due to the more pleasant experience, perhaps lower fares and increased frequency, as well as offering a greener way to travel than diesel trains.
If the trams averaged the same speed as on the route between Fleetwood Ferry and Starr Gate, a journey from Fleetwood to Lytham would take 1 hour 20 minutes, far quicker than any bus journey involving transfers. However, this time may in fact be shorter, as the vehicles could probably travel at a higher speed in places such as the line near Blackpool Airport.

I am aware that the residents of St Annes certainly want a tram link after discussing it with them, so public opinion will most likely be favourable.
Potential problems:
□ The train service north of Lytham would be lost, and journey time between Squires Gate and Lytham would probably be increased.
□ The line north of Squires Gate would have an uncertain future.
□ Blackpool's current tram fleet may not be able to run a frequent service to Lytham.
Solutions/counter arguments:
□ Heavy rail may be lost along the route from Squires Gate to Lytham, but it would not drastically affect journey times, and would probably be a difference of merely 5 minutes. The service frequency would also be increased.
□ The line north of Squires Gate could also be converted, however most of the line runs close to the tramway anyway, so it may not make much difference if the line was lost.
□ Starr Gate depot has a capacity of 20 trams, but only 16 are currently stationed there. Blackpool Council has/had the option to purchase the 4 extra trams, so this may be needed for the extension. If there is still a shortage, the older 'B-fleet' balloon trams could be help the service.
Logistics
The railway line would need to be converted to double track, and overhead wires would need to be installed.
A connection from Starr Gate would have to be made and new traffic signals installed. This diagram that I found online outlines what it may look like:
New platforms designed for trams would also have to be installed in St Annes and Lytham. These could possibly be done in the same way as some of the platforms in Fleetwood.
Funding:
This project would clearly cost millions, but the benefits will be worth it. Manchester Metrolink and various other places are often improving and expanding their tram systems, so

	why shouldn't the Fylde too?
	I sincerely hope the SINTROPHER study come to the same conclusions that I have.
Comments received via questionnaires	
1	Please open the Poulton-le-Fylde railway line to Fleetwood. Thank you
2	Extending the tram line to Blackpool North station is an excellent idea and will bring lots of benefits to Blackpool and the Fylde
3	Coming up the hill from Windy Habour, increase the dual carriageway to let cars going to Poulton to get away and free Thornton traffic
4	These proposals do nothing to improve the terrible congestion on the 585 from Kirkham, Wrea Green etc towards the the Jct 3 roundabout a greenhalgh. We desperately need a by-pass (the blue route).
5	Tinkering with individual junctions without consultation eg Bourne Way/West Drive "improvements" is a waste of time and money
6	Roads around Poulton at peak times are a disgrace
7	Add electricifcation of B/pool south line and extend back to the central on corridor to New Bonny St. New bus station for Blackpool and interchange at B/pool (N). Reinstate rail line to Fleetwood
8	I believe these proposals to be a better way of life for all people
9	I can't comment on railways as I don't use trains, to expensive, would love to though
10	We need a proper bus station
11	I am please the county council is pursuing initiative to improve public transport in the county. I respect the right of people to use a car or other types of motor vehicle to go about their business or for leisure purposes, but I feel public transport networks (of all modes) need to grow to meet rising demand for travel. I respect the privatised nature of public transport but more must be done to reduce the cost of travel by public transport
12	I would like to see the South Fylde Line improved, even if this only extends to two or three passing loops on the line. This should help to increase services between Blackpool South

	and Kirkham and onward to Preston
13	Until moving into the rural area about 4 years ago I lived in Blackpool for over 40 years so I am aware of the transport/road facilities. Although not a cyclist members of my family are.
14	I would like to see the county council and all of the county's MPs join forces to campaign for cheaper bus and rail services across the county
15	Although the improvement of roads is important I am also concerned about the deterioration of the existing roads – parts of the B5270 and the road from Knott and Lancaster (before A588) requires repairs – maintenance of the existing infrastructure should not be overlooked.
16	1. Preston has a very successful "Park and Ride" – why doesn't Blackpool have a park and ride?
	2. I travel from Kirkham to Cleveleys 2 days a week to and from work – the travel is HORRENDOUS!! Sometimes I detour around poulton because Amounderness Way route takes so long.
	3. There ashould be a rail link from Fleetwood to Preston enabling people to work elsewhere in the county.
	4. Blackpool Main Road A585 is more like a motorway
	5. Bicycle for hire should be available in Blackpool/Fylde
	6. The tram should have a stop at Freeport. There isn't even a stop on the promenade – this is ludicrous. How about a tram terminus at Blackpool railway station – my work that would be a masterplan!!
	7. School children should attend nearby schools too many are on long school runs which blocks the traffic.
	8. What's the point of having all these cycle routes if these aren't any cycles to hire for visitors
17	As far as disabled persons are concerned (I am one) trains need to get out of the 19 th century and be much more disabled friendly. Disabled people should not need passes to travel. This is an insult. Why should I need a permit to take my scoot on the bus?
18	South Fylde line is an important asset that is currently underutilised but could be improved relatively easily – to connect to tramway at Starr Gate. Stations will also need improving and access via a platform at Wrea Green would help improve connectivity with a village that is growing through further housing development. Also need to improve frequency and reliability of the trains on this line

19	Better service on South Fylde Line: station at Wrea Green. Connect to the tram thru to Blackpool North. You will not get less cars in Blackpool without better public transport links to the whole county. Better connectivity at Preston with South Fylde especially to London
20	The only problem with the Fylde coast cycle network is getting to it in the first place. The B roads are extremely dangerous for cyclists. We need to consider this in the plan. We also need train stops in rural areas with parking ie Wrea Green as Moss Side is now a pointless stop with no parking (my opinion is not necessarily the PCs).
21	Could be better involvement with the train companies to allow more Preston to Blackpool trains to stop at Kirkham rather than bypass them leaving people to stand at Preston for lengthy periods. It reduces demand and dissuades travellers to use the trains. It would also help make use of stations like Kirkham
22	I and most of my relatives and friends strongly think there should be a bus station to link with the trains. Trams are only part of the answer as most people in Blackpool and Cleveleys don't live on the tram route area
23	Interchange and visible infrastructure investment at North Station and on every rail station in the Fylde really essential. Improved coach/bus terminal facilities for visitors arriving in Blackpool need more than a handful of cheap bus shelters. A585 upgrade from M55 to Fleetwood absolutely essential for north Fylde Coast communities and stimulus for business growth.
24	Came along as interested in proposals to A585. Current plans only seems to shift the bottleneck of disperse the traffic between Mains Lane and new link road with Garstang Road. All traffic will still have to go through singleton crossroads before reaching new link road so doesn't really seem to offer a solution!
25	1.There is no bus station in Blackpool. Therefore you can't say you on in(?) transport policy.
	2. There is now a need to have a rail link from Thornton/Fleetwood to Poulton. Fleetwood (?)
	3. No need for a new motorway just a good 585
26	The now derelict Fleetwood-Poulton branch needs to be much more considered for its commuter & freight potential (as well as any heritage operation) than it has been. It could greatly increase the potential regeneration of the corridor as well as being a perfect catalyst for bringing extra employment by encouraging business to relocate to the site/area.

	The South line should be upgraded to a tramline with extra stations opened or reopened. Also passing loops at major points eg Lytham and more make of its proximity to the airport, which again should be better promoted and used if
27	 able to be reopened 1) Widen the road from Windy Harbor to Singleton crossroads, to two lanes west bound, this will solve a great deal of the west bound congestion at the fraction of the cost of a new road.
	2) Poulton to Fleetwood railway usage needs to be part of the masterplan – even if a light rail scheme or unconnected (at Poulton) to the national network. You could have a "Parkway" station south of Fleetwood – this could take a lot of the Preston-bound road traffic off the problem roads and so help alleviate the situation considered a problem at Singleton crossroads.
	3)This should include a Poulton-Fleetwood cycle path
28	In reference to South Flyde Line "A viable service could reduce car use". This needs to apply also to servicing Fleetwood properly (not relying just on tram connection at Blackpool North) and should avoid need for another road from M55 to Singleton.
	In reference to South Fylde Line – "something must be done". Failure to provide a thriving service soon will have consequences for whole of forward plan period. All authorities and services must be made to make a real concerted effort.
	South Fylde study area appears from maps to end at Blackpool South Station, without potential to go closer to central Blackpool. This is a major omission – it would be of benefit to either heavy or light rail to go closer to the centre
29	As a Founding Member and Secretary to Rail Link-84, the original Campaign Committee to return rail traffic to Fleetwood, I would like to press strongly for a return of Fleetwood's Rail Link as a matter of County Priority. From formation during March-1984, we identified traffic potential for both Passenger and Freight traffic; and the then British Railways were sympathetic to our cause. We were successful in other key objectives also:- 1. Wyre Borough Council agreed to protect the rail corridor from Poulton-le-Fylde to Fleetwood. 2. The Amounderness Way extension route was amended eight metres to the West, to further protect the corridor. 3. Former Sea Ferry operators B & I and

	Pandoro who originally said they had no use for a rail link were persuaded that with modern processes, they could indeed have used and benefited from using the Railway. As both companies have left Fleetwood, I am convinced that new opportunites for traffic could be found for rail traffic. Lancashire County Council had been very supportive of the return of Fleetwood's rail link as part of the national network. It is a pity the current County Authority no longer have the vision and political will, to see the benefits of reconnecting Fleetwood. From 1984 to at least 1988, we had maintained regular high-level contacts with County by meetings, mail and telephone, always up-dating each other. As Secretary, I symbolically handed the campaign to the Poulton-based amateur preservation Group, in the belief that they would be involved in completing the return of rail traffic to Fleetwood. Sadly they have not done so. I call upon Lancs County Council to include the Return of rail traffic to Fleetwood as one of it Master Plan objectives
30	I am a resident of Lytham St Annes, where I also work, although I am based across Lancashire at various times each month. I am a 30 year old professional and I do not have a car. I therefore rely heavily on public transport. However, getting by on public transport has become increasingly difficult and has recently got to the point where it is not fit for purpose. Buses are infrequent - even along main routes in an urban area. It is not uncommon to wait 45 minutes for the no. 7 bus on Clifton Drive in the morning where buses either don't show, or drive straight past the stop regardless of the number of people there flagging it down. I have recently been spending a lot of money getting taxis into Lytham Square to ensure I am at work on time, something which I cannot afford to do long term. The South Fylde train line is abysmal. Recent examples include the train terminating at Preston with no warning when I needed to get to Accrington. This was announced as 'staff shortages.' It also recently took me over three hours to get from Liverpool to St Annes. To put it in context, it takes less time to get from Preston to London! THEREFORE, I have been delighted to read the plans proposed here. I welcome all proposed improvements to public transport particularly in the South Fylde area. I welcome wholeheartedly plans to increase services on the South Fylde line. I wish it was even more radical, with a new central station in Blackpool that links the North and South Fylde lines, or the possibility of trains running directly from South Fylde to Manchester and Liverpool.I think this is crucial to put Blackpool and the Fylde within easy commuting distance of the North West's largest cities. If this is not harnessed as part of the increased talks about a combined authority, northern devolution and city deals, then it will be too late. I also welcome any proposals to extend Blackpool's

	excellent new tram system back through to St Annes. I have recently felt isolated living in the Fylde borough having had such difficulty getting to both work, and other towns and cities to visit friends and family, to the point where I have been seriously considering moving areas. I am so pleased this is being looked at seriously now
31	My interest is mainly in the South Fylde railway line. The service that Northern provides is poor. Services are cancelled to Blackpool South at the drop of a hat and the fact that there is only one service per hour to and from Blackpool South (sometimes less) means that whenever a service is cancelled, you either have a long wait and then board a very busy train or have to pay a lot of money for a taxi. Interchange at Preston to South Fylde is poor in that you have usually 55 minutes to wait from leaving a train from London to board the connecting service to South Fylde. Lytham would make an ideal interchange station if the decision was made to link the tramway to the South Fylde line were the single platform is long enough to handle both trams and trams - similar to Ormskirk where the National Rail network infrastructure meets Merseyrail. An alternative would be to put a passing loop in at Lytham and repoen the disused platform 2 with platform 1 handling the services to Blackpool and platform 2 handling services to Preston. I realise this would require a lot of investment in signalling and infrastructure, but if we had a reliable service on the line, usage would increase substantially. The line to Blackpool North will be closing shortly (this year I think) for up to 3 months to allow rationalisation of the line in readyness for electrification. This will increase the amount of passengers using the Blackpool South line substantially while the work is done and if you factor in potential cancellations as reliability of the current service has shown, then we face some very uncomfortable journeys. We need to start improvements on the line now and not after consultations / plans and so on
32	On the whole I feel the Masterplan is excellent and addresses many of the issues the Fylde Coast faces with regard to transport. In my personal view the biggest failing in transport on the Fylde Coast is with regard to rail service provision. I feel we are very very poorly served by our current rail operators. Northern Rail have to the worst rail company I have ever seen, they run dirty, crowded services on horrendously out of date rolling stock. They also run no long- distance or high speed services which I feel is completely inadequate. Being a resident of an important centre like Blackpool I don't feel I should have to change at Preston everytime I want to travel to far afield destinations like London, Midlands, South West (eg Bristol), Wales or even Scotland. A big important centre like Blackpool should have

	long distance rail services and better operators than Northern. First Group and Virgin used to run services to London, Birmingham and other destinations. Now all we get is ONE train an hour to Manchester, Liverpool and York and these are very very slow and often crowded services. We should have express services to Manchester and Liverpool like Brighton has fast services to London Victoria running alongside slower suburban services. These trains could run on alternate hours and only stop at limited stops eg Preston, Bolton then Manchester offering an express alternative. 1hr30m to Manchester/Lpool is diabolical in my view in the 21st century. We also need much much improved rolling stock not 30 year old cast offs and extended carriages. I went on a Christmas shopping trip to Manchester in December and my group and I were stood before we even departed Bpool North as the train was that full. I was appalled to hear this is being rectified by extending the trains with OLDER rolling stock. I was also appalled to hear when electrification comes in 1980s rolling stock from Thameslink will be used, this is just not acceptable. Northern Rail must not be reawarded the franchise next year, Blackpool deserves better than the 3rd rate service we get now. On other notes I am delighted to see the Talbot Rd tram extension is going ahead, this is great news and will be a great benefit to the town centre but I feel it must be as part of a wider central interchange which we currently seriously lack. Something akin to Shudehill in Manchester or London Victoria would be ideal a tram/taxi/bus/rail interchange and an ideal location for this would be the town centre. I would then replace it with a purpose built interchange which could accomodate a bus/coach station with taxi ranks and tram station for the tram link. Then a modern multi-story car park could be built above and a link bridge or tunnel linking directly to Blackpool North Station. This would make excellent use of a currently unsightly building, really compliment the Talbot
33	Let the North Station extension be a platform for Blackpool to seize the initiative and extend further in incremental steps. Let Transport be the engine for economic activity that can help shape a better more prosperous Fylde Coast. A interchange at Talbot Gateway can help really kick start the newly established central business district. Think big and dont be bowed by vocal minority
34	Repair the roads , watson road - Blackpool , really what idiot

	designed that ? Major accidents waiting to happen, Plymouth round about- Blackpool , again , worked SO MUCH better with no traffic lights Actually try and listen to the local people that pay you wages , then again will any of the comments that we all put be looked at.
35	Please for gods sake sort out the a585 from the m55 j3 through to Norcross roundabout. Its a total mess
36	The intended A585 relief bypass is not a solution, only the blue route can resolve the problems
37	I strongly support the extension of Blackpool's tramway to North Station, as well as South Fylde. I use trams almost all the time and linking the Fylde by tram should be seen as a top priority
38	I am wheelchair bound, and the trams are the only convenient way for me to travel around. I use trains a lot, so I therefore support the North Station extension with all my heart. This would do wonders for me. Please get it done, I beg of you. Linking the tramway to south Fylde would also be hugely beneficial to me and everyone I know. Please, this is the reason I'm competing this questionnaire
39	1. Move Wilkinsons into the Sainburys building when there vacate it , knock Blackpool Train station down move it forward to where the wilkinsons building is and incorpate a bus station and tram link into it , then the shops at the old bus station will be rented out as footfall will improve . Improve the links to Wyre/ Fylde via train or tram get the public back into Blackpool for shopping , at the moment its losing out to Preston because the transport links are painful and its easier to get a train to Preston from Poulton then get on the bus which at peak times from Thornton can be a good hours travel into town . 2.The link road from M55 should be dropped . Build a barrage ago the River Wyre but a road on it straight link to M6 and links . 3.The road works on the Amoundernous Way/West Drive impact on Thornton Fleetwood Rd North is appaulling and dangerous speeding LLC lorries going to the LLC waste plant needs to be addressed , other contractors and large HGVs are not keeping to the speed limit or slowing down near Sacred Heart School. The area is full of new builds and have lots of children on the roads walking to school this needs to be addressed . 4.Make use of the rail line in Thornton , put a tram link from Poulton to Fleetwood or use it to take the waste off the recycling centres instead of using the roads
40	Improvements to the A585 have been talked about for at least ten years and conditions on this route continually get worse. You state that HGV traffic reduced when the RoRo ferry closed and indeed it did but since then the new recycle

	plant at Burn Naze opened and you have not made any provision for the considerable increase thereby caused. The work currently being undertaken at pinchpoints (what is a pinchpoint?) between West Drive and Bourne Road in Thornton will, I predict, have no effect whatsoever. The short length of dual carriageway will likely to cause accidents where it reduces to one lane and the extra set of traffic lights at Bourne Road will only cause extra congestion. The work at Windy Harbour seems unnecessary (it cannot be part of your long term strategy so what is it?) but I am not aware of any congestion problems here; any backlog of traffic is always caused by the delays at Five Lanes. This route can only get worse with the continued industrial developments at the old ICI site in Fleetwood and the lack of new job opportunities in Thornton and Fleetwood means the occupants of all the new houses proposed will probably work outside the area and thus place an extra burden on the A585. The only real solution is for a new direct link from the M55 to ,at least, the Wyre roundabout. Could the proposed new junction, meant to serve Warton, be used for such a direct link. As for cycle routes, the current ones are a joke. They are not used and often they are completely senseless in their positioning. I can think of one in Bispham that just runs for the length of an island in the middle of the road. The island already reduces the width so that there is insufficent space for cyclist and vehicle; an accident in waiting. however, I have never seen a cyclist using it! I do not think a tram link to Blackpool North station is needed. It is not far to walk on foot, the cost would be enormous and the disruption would be unacceptable. It would be nice to have a few years of no major road works in this area
41	I think Lancashire council should also address their process of communication when re-locating bus-stops. There have been bus-stops relocated in St Annes, which are (in my opinion) a danger, as they are now closer to a junction than they were before. There has also been no communication / discussion with the home owners directly impacted by the move, once of which runs a business out of her home, which has been impacted by the move. I've tried raising this with the relevent people, and whilst I originally obtained a response, since then everything has gone quiet
42	Overall; plans to improve public transport facilities to cater for the ageing population, the economic benefits of encouraging visitors, the recognition of the difficulties faced by those living outside the urban communities and a promote a reduction in car use are very laudable. There are, however, serious disconnects in the Plan concerning proposed improvements to rail services. a. The current Electrification Scheme excludes to South Fylde Line (SFL) branch from Kirkham to

	Blackpool South. Thus; under any of the current alternatives, travellers between Preston and Blackpool South will have to endure an extra modal change at some point on the route. Even under the current shoddy provisions this is not necessary! If the branch is excluded from the current Electrification Scheme the opportunity to avoid this issue is effectively lost. It is noted that Lytham is promoted as a terminus of any extended tramway option, but the issue of mixing diesel and electric trains unless this modal change was to be designed to happen at Kirkham has not been addressed. b. The Plan foresees that Fleetwood passengers will continue to access the national rail network by making a 38 min tram journey to Blackpool North at an average speed of about 13 mph. This is not an improvement! Even the current SFL trains achieve about 25 mph average between Kirkham and Blackpool South. c. The Plan glosses over the proposed restoration of the Poulton – Fleetwood branch and the opportunity to use it as a connection to the national rail network. Under their current plans Network Rail intends to remove the existing junction at Poulton which would make this feasible. The raison-d'etre is said to be to speed up the passage of trains through the station and the "Poulton Curve". However, the extent to which this is a justified advantage is dubious, as most trains stop at Poulton anyway
43	Not sure how this plan makes it easier to get north south and vice versa across the Flyde
44	There must be a very good link from the M55 to the north of the Fylde so that it can survive in manufacturing and economically in the future, there are proposals for more houses in the North of the Fylde but no jobs for people to go to in the area. They must therefor commute to places like Preston, Lancaster or Manchester increasing the traffic on an already inadequate road system. There is no provision for schools or doctors in the north Fylde either
45	In my opinion the reason for these proposals should be to relieve the chronic overcrowding of the local roads resulting in traffic jams and potentially dangerous occurrences at roundabouts and junctions. The tremendous increase in traffic appears to be related to the increase in residential properties - therefore resulting in very high traffic flow on roads that cannot cope
46	I support development of rail links in Blackpool and the Fylde, including links to Fleetwood, the trams, and into Preston. I hope there continues to be support for a Cottam train station on the Blackpool-Preston line
47	Some of the cycle routes are on extremely busy roads, with no dedicated cycle lanes. Where there are cycle lanes there are often indicated by broken white lines which allow parking

	in them. This needs to be significantly improved. I used to be a regular cyclist originally for work but now for recreation (having cycled the equivalent of twice round the World), but roads have become too congested with cars which all too frequently ignore the 20mph, 30mph and 40 mph signs by a significant margin. This makes cycling a very dangerous recreation and there have been a number of serious accidents locally involving cyclists - including 4 over last Easter weekend. The breaking up of roads particularly in the "inside" area and often by construction traffic, is additionally making cycling hazardous, as are "dropped" surface water drains. We must build houses where there is EASY access to SUITABLE employment. For example not to build social housing where there is no need and not to build expensive houses where there is no local employment to provide incomes to make such houses affordable. This is a requirement of the NPPF, but frequently ignore of the basis of supposed housing number requirements. The current trend, requiring developers to pay towards public transport enhancement, is a short term measure only (usually 5 years) and is likely to be building up towards future problems
48	Sadly I have to say that North Fylde yet again is getting a poor deal. The M55 Blue route should have been built years ago and the failure to do so has contributed to the loss of jobs in Fleetwood and elsewhere. The tram link to Blackpool North is pointless - people travelling by train still need to get to a tram stop to make use of it which could be miles from their home so will therefore still use car or taxi to get them to the station. No problem with extending cycling facilities and joining up bus transport with other modes
49	I do agree with most of the proposals, like the M55 link and some other things. I do strongly agree that the trams should be linked to North Station and South Fylde as soon as possible, because the coast needs a through rail service, and one that would connect Fleetwood to the main rail network, as well as providing better access for disabled people to travel around the Fylde. But surely some money should be put into getting Blackpool Airport back up and running for commercial flights?
50	I think all the proposals are good ones, and I believe the priorities are correct. Linking the tramway to Talbot Gateway will definitely be beneficial to me personally, because when I get the train occasionally it takes a long time to reach the station, and it would make Blackpool town centre more accessible too. Also, the new junction for the M55 is definitely a good idea and should be looked into more definitely. I'm not sure about the coach facilities because I don't use coaches, but I disagree with funding for cycle networks because cyclists an travel pretty much anyway as

	is. Blackpool Airport shouldn't be ignored too, because it would be a great shame not to see flights come back. However most of all I beg of you to link the tramway to Lytham St Annes, because it would change my life! I live in Cleveleys and work in Lytham, and I hate using buses, because I just see them as uncomfortable and impractica, as well as being more polluting and noisy than trams. I really really hope the last point is done, please Lancashire County Council!!!
51	There is a pressing need for improvements to the South Fylde rail line. The most pressing need is that of an increase in frequency of service - which presumably needs a passing loop to be provided. This should be implemented in the short term and in advance of any longer term deliberations about connecting this line with the tramway. in the longer term, most rail users (current and potential) would agree that the South Fylde line needs to provide a seamless route into Blackpool. The poor quality rolling stock and shabby stations along the South Fylde line are a current disincentive to rail users. Bus and rail service providers should be required to provide facilities for the carriage of bicycles. There is a need to provide a safe and attractive cycle route between St Annes and Blackpool South. The proposed Preston West distributor road will increase traffic along the A584 to Freckleton. Given that this will provide a disincentive to cyclists who use this route, a segregated cycle path should be included in this scheme to replace the current cycle lane
52	The masterplan is immortal. Some aspects of these proposals have been debated for decades, with occasional flurries of intense activity, tinkering with very localised issues. Usually this tinkering would be contrary to the idea of an overall masterplan, and would have compromised eventual implementation. Fortunately things have remained static. During some of these issues the Highways Agency demonstrated to me that they do not treat the A585 as a total route, rather as a series of individual junctions. Any 'improvements' to any one junction simply moves any problem elsewhere, while costing money to little betterment. I would like to think that the proposals in this plan regarding the A585, are dealt with as a complete route, with no endeavour to fiddle with individual junctions
53	Overall, we support the document. However, more reference needs to be made to the new crossing over the River Ribble and the Preston western distributor, and the benefits this will bring to this area. Reference could be made near Figure 11 to explain the need for the new crossing and road, and the milestones for this project should also be added into the table on page 50.

54	Whilst awaiting the difficult [and expensive] options for tram/train links on the south fylde rail line, I believe the decision on a passing loop at Lytham could be brought forward in order to get a quick win on a more frequent service. This is relatively cheap and will give an instant benefit for both commuters and to make fylde more desirable for tourists
55	I consider it absolutely essential that the Blue Route is protected and kept in the future plan. If the blue route is not protected Fleetwood and north Fylde will have no future economic prosperity. The road network between Fleetwood and the M55 is over capacity. Journey times cannot be predicted or relied on. A relief road is urgently needed to alleviate problems for motorists and to help make life bearable for residents who live alongside the A585.
56	We fully agree with upgrading existing roads rather than taking good agricultural land which is an irreplaceable commodity
57	We want to keep the Blue route, we need to keep the Blue Route
58	I regularly travel in and out of Cleveleys using the A585 which often takes 30 to 45 minutes to reach the motorway. Whilst the ferry service has now ceased there has been an increase in large vehicles going to and from the recycling centre at Thornton. I understand that a new fish processing plant is proposed in Fleetwood which will further increase the volume of traffic using the route. The current roadworks (pinchpoint) will do little but provide parking spaces at the various traffic lights, it will not reduce the journey times to and from the M55 as the lanes will funnel back into the existing narrow roads past the lights. Journeys north to Garstang may be quicker. It is essential that the Blue Route is not only left on the masterplan but proceeded with urgently
59	Sirs" I'm looking at the 5 lane ends junction, and to "me", the answer seems to be a straight forward to remedy. If Mains Lane (A585) was made one way going east from the Shard road junction up to the 5 Lane Ends junction, and Garstang Road East (A586) was made one way going west at the 5 Lane ends junction, to at a point just to the west of Bracewell Ave, on the North side, construct a "NEW ROAD", which would emerge onto the (A585) Mains Lane in between Ryecroft Farm, and Manor House Farm. Then keep the section of road (A585)"as is", up to the Shard road junction (A585),(A588). Also keep (A585) Mains Lane up to the roundabout, Breck Road, Amounderness Way, Skippool Road, "as is". What this would achieve, is to make an enormous roundabout, thus easing traffic flow, and causing very little disturbance to all residents, because of the fact that

	the new road would be made "OFF ROAD" !!! From what I've seen of the land for the "NEW ROAD", it seems pretty useless anyway, so why not make use of it ? No Problem !!!!!!!!!!!!!!! SORTED your welcome
60	I feel most strongly that the Blue Route SHOULD NOT be dismissed or withdrawn from proposals to improve access from the M55 to Fleetwood and the North Fylde. As a former long time resident in the Singleton area and one who still uses the A585 as access to Singleton, Great Eccleston and south Fylde area, I feel that the current improvements at the Windy Harbour junction are a complete waste of ratepayers' money and I fear will do little to improve congestion at all. In fact, I fear more accidents as traffic is forced to merge into one lane, having driven through the traffic lights with extra lanes. The village of Singleton suffers greatly from fast moving traffic and I fear it will not be long before a child is killed on the road through the village. The blue route would take traffic well away from the village and get commuters from the M55 to Norcross and North Fylde swiftly, restoring the rural villages such as Greenhalgh, Weeton and Singleton to less polluted and dangerous places
61	Must keep the Blue plan in action
62	I would strongly propose that the "BLUE" route is considered. This would be beneficially for the longer term outlook instead of just putting 'sticking plasters' in place. This would mean less use of rat runs, hugely decrease congestion in several areas of Fylde and enhance journey times for both local and visiting populations
63	The online document and diagrams aren't easy to read and cant be downloaded to print off. I was unaware of this consultation until now, don't remember it being widely "advertised" and have missed the local presentation. I haven't read the document in detail but plan to, I didn't see any reference to re-opening a rail link from Poulton to Fleetwood even though a group of individuals are actively working on it
64	I could not support a dual carriageway through the village for safety reasons as this will only increase the speed and reduce the likelihood of pedestrians accessing the village centre safely. There has always been mutterings regarding a Warton Bypass but this has always been at the expense of all our greenfields and further unnecessary housing development. I feel the Preston Western Distributor and Junction 2 will have a negative impact on Warton especially on the A584, due to fact day tripper traffic wishing to take the coastal route home from Blackpool/Lytham and St Annes will travel through our village to access the new roads infrastructure rather than accessing the SRN in Blackpool.

	From reading the Fylde Coast and Central Lancashire Masterplan it is very clear that economic growth surrounding the Lancashire Enterprise Zone is a major driver for the proposed projects, due to the fact the LEP continue to state job predictions of 4-6,000 in the long term. Wartons EZ has been in operation for 3 years with no new job creations. Warton has already fallen victim to these over stated estimates in terms of housing requirements I hope the roads infrastructure isn't going the same way
65	We need the blue route we do not want Singleton sacrificed for the good of other areas
66	The majority of the plan seems to focus on Blackpool rather than the rest of the Fylde, should these be presented as two separate plans. As a resident of Lytham, two chief concerns I have with transport don't appear to be considered. Firstly repair of the 'Moss Road' linking Cypress point to the M55, why on Earth hasn't this issue been resolved yet, and more importantly how have a few residents been able to get their road (Midgeland Road) closed to traffic because they don't like cars driving down it. they are public roads and as such we should be free to drive on them. Secondly the train service from Lytham to Preston (and therefore the rest of the country) is dreadful. The trains are the worst condition trains I've seen anywhere and the service is woeful, no operating on a Sunday during the winter and only running hourly. I often end up spending getting on for an hour sitting at Preston waiting for the train, which certainly doesn't encourage me to reduce my car usage
67	I am very much in favour of the 'Blue Route'. Singleton has become a rat run village with totally disproportionate amounts of traffic, especially at rush hours. Although simply widening the A585 may help, the 'Blue Route' would provide a full solution for now and the foreseeable future
68	Welcome support for cycling, walking and public transport, especially if it improves journeys that require more than one mode of transport (e.g. cycling to railway stations, park & ride etc). Would like to see more links (& upgraded existing links) from Fylde coast to adjacent areas, especially to Lancaster (via ferry & Glasson Dock) and to Preston (via Warton) Concerned about transport to Warton Enterprise Zone - lack of convenient alternatives to car. Current bus service is an essential back-up for those that usually drive or cycle, but is too slow and expensive for regular use), and is poorly integrated with other bus services. Extend the review of rail and tram services to include how to make Warton more accessible by rail. Major disincentive to investment / business location at Warton compared to rural areas of western Preston (with motorway junction AND potential railway station

	on national rail network). Needs to cater both for business travel (especially using fast rail services) and for employees (especially if the enterprise zone is to be the location for more training and enterprises, for people that are not initially in a financial position to drive there regularly)
69	With respect to A585 Mains Lane, Singleton, commuter movements have reached capacity. I have no idea what your comment: "sustainable modes are becoming a viable option for some journeys" may mean. (Quote taken from Fylde Coast Highways & Transport Masterplan 'Travel within the Fylde Coast' section). However, if it refers to withdrawal of the proposal for the construction of the blue route and, instead, the permitting of increasing amounts of traffic to spill into every country lane, it is a deeply disappointing decision. Speeding up the traffic is no solution for residents along the A585 who must put up with pollution, potholes and frightening lack of safety both as pedestrians and road users. The single, common-sense solution is a new relief road, which has been requested,/ granted,/ withdrawn over a period of more than twenty years.
70	1. We think that the blue route is ESSENTIAL because this not only assists people coming from Fleetwood and the north fylde with a direct route to the M55 without traffic lights and roundabouts . It would also assist local traffic , again travelling from north Fylde on route to Lytham St.Annes, Warton etc. This would ease a lot of the congestion that Blackpool suffers with the north/south traffic flow . 2. The improvements already underway at the Windy Harbour junction , we feel is a waste of time and money because all this does is to allow the faster cars to overtake the slower vehicles and then back into one lane again so you will end up queuing at the next set of traffic lights which is the Singleton 5 way junction. It will also cause the problem with the slower drivers not wanting the faster drivers to force their way in front of them when it comes back to one lane. We have experienced this at a lot of other junctions that have been designed in the same way. This can only lead to accidents. 3. I believe improvements are to be made with the Singleton 5 way junction but how you by-pass the junction we do not know because there are no gaps in the land. It is all built on or has been passed to be built on - so where do you take the road. 4. If you do make all of these alterations to the road will it eventually come that you make the A585 a dual carriageway all the way from Poulton to where it meets the M55. This concerns us greatly because we live on the A585 approximately 10 meters from the road and half a mile from the Windy Harbour junction. We experience traffic noise, literally 24 hours a day and trying to exit our drive onto the road at the moment is either extremely difficult or can in

	some cases be extremely dangerous, because the now a lot of the traffic is travelling in excess of 50 mph and to pull out from a standing start and get your speed up to the traffic flow without causing a hazard to somebody is sometimes very scary. If your plan to make it into a dual carriageway eventually I would assume it would then have a 60 or 70 mph . This would make it impossible for us and others who live on this road, to gain access to the road . We have had several near misses , either entering or leaving our drive through the stupidity of other drivers. 5. We have only just learnt through a friend that meetings have been taken place regarding these matters so how come as residents of this area , we have not been informed through official channels . We would certainly liked to have attended one of these meetings so that we could hear your plans and put our points forward. 6. We feel that if there was proper car parks at both Poulton and Kirkham railway station , this may encourage people to use the trains more 7. What about secure official
	carparking areas in certain areas to encourage people to share their cars rather than parking down every little layby or country lane and causing inconvenience to local residents
71	Wish to see the Blue Route completed. Traffic filtered onto the A585 from all directions causes large back ups and this will only increase with the new build programme in Wyre. Whist Fleetwood is no longer a port there are still large numbers of heavy transport using the road to Cleveleys and Fleetwood
72	I think it essential that a definitive plan for dealing with congestion at Singleton Crossroads be prepared as soon as possible
73	I strongly disagree with the blue route being ignored. This would resolve the problems for many years to come instead of pursuing a stopgap solution which will only partially help the situation for a limited period
74	I believe a Masterplan for transport is fundamentally a good thing and some aspects of the draft are encouraging. However, there a number of significant flaws that need to be properly addressed if it is to deliver any meaningful benefit to residents in the western part of Wyre Borough and North Blackpool. Sources of data used in the draft for assessing the transport needs in Wyre seem somewhat limited and should be extended to include information gathered from all sources, e.g. The Highways Agency (HA) Route Management Strategy for the A585 published over a decade ago, the Sustainable Transport Strategy (STS) produced for the Fleetwood Thornton Area Action Plan (AAP) and all the studies used for Blackpool to Fleetwood Tramway case or funding presented to Government some years ago. It is

important that decisions are made following consideration of all available data. The Masterplan should establish a reliable system for collating and monitoring all travel and transport information from all sources. This information should be competently assessed and maintained in a form suitable to properly inform any future decisions, including Planning decisions. Past experience shows many flawed decisions have been made, often involving significant sums of money, mostly but not entirely from the public sector, which have resulted in poor value for money and in some cases even increased problems rather than solving them. A number of existing forums are extant, including the Community Safety Partnerships and Local Resident's Groups, which should be integrated into this process, alongside the input of the various transport agencies and data from Planners. Only if this is done will the Masterplan be able to assist in the achievement of sustainable development as required by the National Planning Policy Framework (NPPF). The Masterplan draft makes it clear that future transport improvements will need finance from the private sector, principally developers, in order to progress them. It fails to establish how this will actually happen, and if the experience to date with the Wyre Council AAP which has included in it a facility to collect contributions for developers towards transport needs. To date I believe the contributions received through the STS are minimal and the improvements implemented with these contributions are nonexistent. Establishing exactly how this can be done reliably and consistently is fundamental to the viability of, and public confidence in, the Masterplan, The Masterplan draft fails to identify fully the significant waste that currently occurs from a disjointed public transport system which is not properly interconnected, frequently duplicates routes while failing to meet obvious demand. For example, in Cleveleys it possible to count several Blackpool Transport buses running virtually empty in the same direction as a virtually empty tram all within the space of less than ten minutes at certain times Similarly Stagecoach buses appear to duplicate themselves in timing and direction at certain times and again virtually empty. This situation can be contrasted with two primary destinations, Poulton Railway Station (the only link for the rail network in Wyre) and Victoria Hospital, which have very limited bus connections from the centres of population in the borough. A really beneficial long term solution to encourage greater use of buses and trains in Wyre will require some innovative thinking which has so far been lacking. The lack of adequate car parking close to Poulton Station is a known deterrent to potential rail passengers which could be mitigated by a number of small strategically situated park and ride facilities. The Masterplan draft states that LCC will work with the HA to improve the

	A585 but fails to set out a robust means to achieve the desired results. Recent experience with the Bourne Way junction "improvement" demonstrates clearly that HA objectives are currently being achieved to the detriment of the Local Highway Network (LHN). A system must be established which ensures that any future work on the A585 will also benefit the LHN in both the short and long term. One area that needs to be considered is the availability of parking close to the A585 to facilitate park and share, a once common feature of early morning travel which has reduced in recent years as the available parking places have been removed. Overall, I consider the Masterplan to be a golden opportunity to end the disjointed thinking and actions of the past and ensure that transport is improved to the benefit of residents, businesses and the environment in the western part of Wyre Borough and North Blackpool. It also fails to identify robust methods to achieve positive and good value transport and safety improvements. Establishing and maintaining a robust and comprehensive system to achieve the aspirations set out at the start of the Masterplan draft
	must be incorporated into the final Masterplan if it is to earn the credibility its concept surely deserves
75	The M55 to Poulton-le-Fylde bypass although more expensive, would provide a long term solution to the 6 decade problem of increasing/changing traffic on the A585
76	Proposals do nothing to help North Fylde Coast. A585 needs a full bypass not these pinch point projects that will do nothing much. Need to get realistic on expectations on people walking and cycling! No industries left to employ people on decent wages and with all the houses Wyre BC are hell bent on building in and around Thornton the whole area is grinding to a halt! Need to invest in more parking around stations. Couldn't the empty land near Poulton station be used for commuter parking? Joining up Blackpool North with trams is a waste of money. If people are going to go to Fleetwood they will use A585 not all the way from station and then on a tram! A central coach station will do nothing for local residents only bring coach loads of elderly people into Blackpool on their holidays! Stop forgetting Thornton and Fleewood and consider full new road from motorway!
77	I think the proposal to abandon the Norcross Link to the M55 is both detrimental to local residents and extremely short sighted for the future. Access to North Fylde is now at an all time low withhold ups on Mains Lane intolerable. The proposed improvement to the A585 corridor will not solve the problem. The number of new dwellings created in Thornton and Fleetwood and the proposal to build many many more

	shows a total disregard and appreciation of the problem and I think planners have let residents down, badly and should now reconsider the Norcross Link to alleviate further severe congestion
78	Why not extend the tramway to Squires Gate train station. Reopen Poulton to Fleetwood branch line and connect to the tram line at Fisherman Wharf at Fleetwood to enable more public transport and less cars on the road
79	Lancashire County Council need to take the longer term solution
80	Lancashire County Council need to take a long term view of action not a short term fix (cheaper option but not an advantage in the long term)
81	Re Q10 - the so called cycle route really is a sick joke, just a few white lines on the road and a few coloured lines on maps, it has no real existence. The lines on the road are valueless in that they are often obstructed by parked cars contrary to highway code rule 119. The police do nothing about this despite the fact that some persistent serial offenders are businesses which use the highway as an extension of their car park eg the taxi business on A584 opp Harbour Lane Warton, the 4 Square garage, West edge of Warton A584, Holy Family School Central Warton A584. The cycle lanes are not continuous, they disappear where they are most needed eg Church Rd/A584 junction, Warton or they share a footpath reduced to only 60cm wide by lack of hedge cutting, vicinity of Brook Bridge Warton. As if all the above did not prove that the LCC's cycle network is a shameful sham there is also the matter of the newly constructed junction of the A584 between West end of Freckleton Bypass and Mill Lane. The work was carried out with a total disregard for the safety and convenience of cyclises (and v little for pedestrians) and has resulted in the loss off 100m of cycle lane and a design which seems to defy the junctions use by cyclists particularly in the connection between the Old Preston Road and the A584 with its weird unusable zig-zag.
82	Given that car ownership in Blackpool is below the national average, it follows that allocation of resources to public transport should have a high priority. In addition, its various forms should be closely integrated and, in terms of accessibility, easy to use. The new trams and buses are an example of what I mean by this. Information about transport services should be made more widely available that at present. For example, there used to be "live" timetables on screens in Talbot Road Bus Station. Why can we not have them at town centre stops now? As far as the railway is concerned, yes, all the local stations, including Preston,

	shuold be improved and the South Fylde Line shuold be provided with a passing loop, so the frequency of services can be increased. The local Rail Users' Association has been pressing for this for many years. Also, the line should be extended to Chapel Street, i.e. within walking distance of the town centre. The link from Poulton to Fleetwood has been gestating for at least 15 years, but there is little to show for it, and no-one seems to know why this is so. (This is not to belittle the efforts of the volunteers who have kept the dream alive.) The road network of central Blackpool is chaotic. In my view it lacks an alternative north-south route to the Promenade closer to the town centre than the Whitegate Drive-Devonshire Road corridor. Such an alternative is needed more now that the Promenade has been reduced to two lanes. This could be from Chapel Street along the line of Regent Road-Cookson Street, linking with the Blackpool North-Talbot Road Interchange. Finally, every time a transport review takes place, all the providers are exhorted to work together to improve and co-ordinate services. In my
83	view it hasn't happened yet. Will it happen this time? I reply to this quesitonnaire as a local resident with a genuine interest in transport issues and also as a former employee of the local transport operators. Though answered as a resident, I also am involved with a project which is lottery funded called "better start". Transport is a major issue for many families (whom we deal with). I am meeting with a transport manager to discuss issues, such as a rethink on services, maybe in some way a dial/ride type service etc. Also in some way is the transport issue an "urban myth".
84	Problems with the current proposals - The proposed Little Singleton bypass appears to end at a new junction on the A586 Garstang Road, west of Little Singleton. There is a surprising lack of information on how traffic will get from this junction to Windy Harbour. If it uses the existing roads then it will still use the Five Lane Ends junction and pass through Little Singleton. The road will not be a bypass at all and the resulting congestion will be worse than now. I do not know if any improvements are planned at this junction or even if the bypass will be extended around Five Lane Ends junction as this information is not given in the plans. The only advantage that I can see from the proposed bypass without building the southern section, is a reduction in traffic through Poulton, eg north Fylde - Cocker Ave industrial estate and Over Wyre - Blackpool. This however is not the main stated purpose of building the road. The road from Windy Harbour to the M55 is completely inadequate. There are several minor junctions and numerous residential properties along the route. Any slight hold up quickly becomes serious congestion. There seems little point in frittering away millions of pounds on

	minor improvements on a road that will still be unfit for purpose. / Southern section of link - the southern seciton of the proposed Norcross to M55 link is across grade 2 farmland, but this is mainly used for grazing cattle and hay/silage production. Little, if any, residential property would be affected by it. Its construction would cause minimal disruption to existing traffic. When completed it would greatly reduce the traffic through the villages of Singleton, Little Singleton, Esprick and Greenhalgh. It would relieve J3 of the M55 and also offer some relief to the north-south routes along the Fylde coast
85	The masterplan process was supposed to cover the whole of the county in a number of separate area plans. This plan purports to cover Blackpool, Fylde and Wyre. It actually covers the tourism coast from Fleetwood to Lytham with only a cursory nod towards those parts of Fylde and Wyre east of the A585. I see no interest in those parts of Wyre Borough north east of the River Wyre except for a couple of dotted lines on the plan said to represent the Lancashire Coastal Way and The River Wyre Explorer Loop. These two together with the reference to the Lancaster Canal Towpath come out of nowhere. They have little connection with the main body of the document and appear to have been plucked out from a SUSTRANS wish list to give the plan a few more green credentials. This is typical of anything in which Wyre BC is involved. They never consider the eastern part of the borough except as a source of funds to be spent in Amounderness. I had expected better of a process led by Lancashire County Council. The A6 corridor and surrounding rural area has its own problems not addressed in this plan. Secondly.
	This plan is essentially a motor transport plan with a measure of constructive railway ideas. The cycling and walking elements appear to have been added as a bit of green trimming by people who have no real idea of the problems, requirements or potential of cycling and walking. As long as you treat cycling and walking as something that takes place on a separate little network made up of bits of road not wanted for cars you will not deliver an integrated transport system and will not deliver a significant increase in cycling and walking. Pedestrians and cyclists need to be able to use the WHOLE of the road network in safety without being threatened and harassed by motors thundering past too close and too fast. In most built up areas this can be achieved by ENFORCED 20 mph limits on all but the major roads. These need separate facilities with priority over side roads. All junctions need to be easily crossed by both cyclists and pedestrians. Crossing junctions can be a

major problem at roundabouts and some traffic light junctions where vulnerable users are expected to cross in multiple steps, often as many as SIX separate crossings with waits on draughty islands being sprayed with dirty water by passing motors. Off road routes through parks and along the promenade are not the basis of cycle travel they are a bonus. Given good conditions cycling and walking can be attractive for journeys of several miles not just short journeys. Public Sector Equality Duty requires you to ensure your plans do not discriminate against or disadvantage any protected group. This includes the young who cannot use motor vehicles and the elderly who have much less access to cars. A transport plan which treats non-motorised users as second class users is breach of this duty. а

Thirdly.

The plan shows no evidence of any real appreciation of the harmful effects on communities of major traffic highways. Right turning traffic in a village is viewed as a problem because it causes congestion and holds up traffic. No mention of the high traffic flow stopping people getting into or out of their residential side streets or being unable to cycle to the local school. Major roads cause severe severance to local traffic particularly, but not only, for vulnerable road users.

Fourthly.

Motor thinking again: your answer to the Warton EZ is another major road. Yes it may be helpful but why isn't the off road cycle path from Preston beside the A583 being continued beside the A584 through Freckleton and Warton to link to the off road path west of Warton to Lytham. The intermittent cycle lanes along the A584 are substandard and the junction with the A583 is dangerous. Also why isn't the Warton EZ to be linked to the Tramway and to the main line? The extension of the Tramway, along the South Fylde line and then through Warton to the Preston Dock line and so to Preston Station, should be in the plan as a long term project to give better commuting access to Warton and good access to the main rail network facilities from the whole coastal strip. The South Fylde Line will never get an attractive service as part of the national rail network but as part of the Tramway it would be very useful and with an extension through Warton to Preston it would be brilliant for both commuters and visitors. Obviously this is long term thinking but isn't that what the Masterplan is supposed to be doing. Motor thinking is blinkered thinking. To the man with a motor car there is no consideration of other travel modes.

	Finally. I am attaching the pdf of the draft masterplan with my comments added using the Adobe commenting facility. If you are not used to this just click on "Comment" on the header to show the comment column and click on the little speech balloons and the associated comment will show. The page numbers on the comments are added automatically by Adobe and do not agree with your page numbering because you have 5 un-numbered pages at the start of the masterplan. I trust you will find my comments clear, meaningful and constructive
86	A585 must be improved. Roundabout at Singleton wanted. Dual carriageway on Amounderes Way
87	I would love to see the tram extended to Blackpool North Railway station, it would make life alot easier for me
88	I find it very hard to go along the A586 on a Bicycle from Poulton to Garstang, This is not helping to get children to go by Bicycle. Footpaths are not safe and do not go all the way along the A586

Appendix 2: Media Analysis

Consultation on the draft Fylde Coast Highways and Transport Masterplan started on 12 January and ran until 20 February 2015. Views were sought from a range of stakeholders which included district councils, councillors, district and parish councils and members of the public.

Media relations

The masterplan was approved for consultation by the cabinet member for Highways and Transport on 9 December 2014. Two news releases were issued with details of the consultation period (10 December 2014) and one with details about the events (21 January 2015).

The two press releases generated seven articles printed in the local media (see appendix 1).

For each story we create a total score depending how positive or negative the story is and how widely the story appears. This total score can range from -8 to +8 for each story with any positive score representing a positive story. The average score for all Fylde Coast masterplan related articles is 4 (fairly positive).

Stakeholder engagement

A briefing for county councillors was held on 15 December 2014. All county councillors were invited to attend. For those councillors who were unable to attend, the event was webcast and documents were posted on the members' portal C-First.

Emails were also sent to a wide range of stakeholders informing them of the consultation as well as promoting the events. A briefing was also given to Fylde and Wyre councillors on 17 December 2014.

Website

A dedicated area for the consultation was developed on the county council's website. Visits to the page to date (January – March 2015) are as follows:

Website stats for	Page views	Unique visitors	Avg. time on page
January – March 2015	2073	85	5.5mins

The consultation was also posted on the <u>'Have your Say'</u> consultation pages of council's website.

Social media messages

A series of messages were posted on the county council's social media channels – Facebook and Twitter - throughout the consultation period.

- Our messages on Facebook reached over 7,000 people.
- Our messages on Twitter reached nearly 15,500 people.

Consultation documents

Consultation documents were made available at all libraries in the Fylde Coast from 12 January 2015.

Consultation events

Consultation events were held at the following locations during the consultation period.

Location	No. of people who attended
Garstang Library, Windsor Road, Garstang	20
St John the Evangelist Church, Church Street, Blackpool	30
Poulton Library, Blackpool Old Road, Poulton-le-Fylde	50
Fleetwood Library, North Albert Street, Fleetwood	30
Kirkham Community Centre, Mill Street, Kirkham	50
St Annes United Reform Church, St Georges Road, Lytham	40

Appendix A – Fylde Coast Highways and Transport Masterplan - media coverage – 2 December 2013 – 7 February 2014

Headline	Publication	Publish ed	Value (£)	Reac h	Weigh ting	Scor e	Total score	PR No.
Events being held to find out more about transport	Blackpool Gazette	23/01/2 015	458.1 5	16524	2	2	4	PR14/05 74
Events being held to find out more about transport	Blackpool Gazette	23/01/2 015	458.1 5	16524	2	2	4	PR14/05 74
Consultation on coast plans Have a say on transport	Lytham St Annes Express	22/01/2 015	332.7 4	6736	1	2	2	PR15/00 26
Public to have say on roads masterplan	Blackpool Gazette	21/01/2 015	2707. 25	16524	2	2	4	PR15/00 26
Transport plan welcomed	Blackpool Gazette	12/12/2 014	1999. 2	16524	2	2	4	PR14/05 74
Homes, play area and open space plan given approval	Lancashire Evening Post	12/12/2 014	2177. 43	14902	3	2	6	
Masterplan unveiled for coast transport	Blackpool Gazette	11/12/2 014	2219. 35	16524	2	2	4	PR14/05 74

Appendix 3: Questionnaire Analysis

• Executive summary

Lancashire County Council undertook a six week consultation to inform the Fylde Coast Highways and Transport Masterplan. The consultation was conducted by a combination of paper-based and online questionnaires. In total, 113 responses were received.

1.1 Key findings

- Nearly three-quarters of respondents (73%) agree with the proposal to work with the Highways Agency to improve the A585 corridor.
- Half of respondents (50%) disagree with the proposal not to pursue an M55 to Norcross link road.
- Over two-thirds of respondents (70%) agree that there should be a Blackpool North (Talbot Gateway) Interchange to improve links to onward travel such as buses and cycling.
- Over nine-tenths of respondents (91%) agree that the stations on the North Fylde railway line should be improved.
- Around four-fifths of respondents (81%) agree that the South Fylde railway line should be improved.
- Around two-thirds of respondents (64%) agree that the coach facilities in Blackpool should be improved.
- Nearly nine-tenths of respondents (90%) agree that buses in the Fylde Coast's urban areas should be more closely linked with rail travel, walking and cycling.
- Around four-fifths of respondents (85%) agree with the proposal to look at how the county council can support access to services in rural areas.
- Over four-fifths of respondents (83%) agree that the county council should promote local public transport, walking and cycling to try to encourage people to use these forms of transport more often.
- Around a quarter of respondents (75%) agree with the proposals for the Fylde Coastal Cycle Network.

Introduction

The Fylde Coast Highways and Transport Masterplan sets out the vision of Lancashire County Council and Blackpool Council for travel and transport in the Fylde Coast.

A range of proposals have been developed to meet the future transport needs of the Fylde Coast for rail, roads, public transport, walking and cycling. A public consultation was conducted to seek views in relation to the proposals.

Methodology

The consultation ran from 12 January 2015 to 20 February and was conducted through a paper and online questionnaire. Paper copies were available in all libraries throughout the Fylde Coast, including Blackpool, for people to complete and the online version was made available through Lancashire County Council's Have Your Say consultation webpage. A link to the consultation was made available on the Blackpool Council website. In total 113 responses were received.

3.1 Limitations

The results should be treated as indicative only, as they do not form a representative cross-sample of Fylde Coast residents.

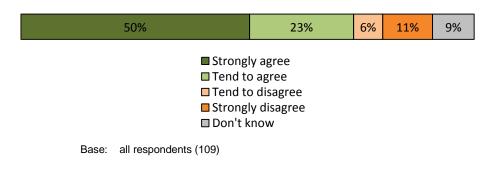
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

• Main research findings

Respondents were asked questions about different sections of the masterplan document.

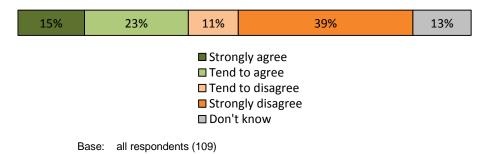
Nearly three-quarters of respondents (73%) agree with the proposal to work with the Highways Agency to improve the A585 corridor.

Chart 1 - How strongly do you agree or disagree with our proposal to work with the Highways Agency to improve the A585 corridor?



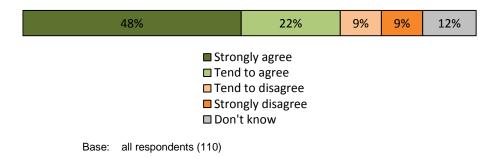
Half of respondents (50%) disagree with the proposal not to pursue an M55 to Norcross link road.

Chart 2 - How strongly do you agree or disagree with our proposal not to pursue an M55 to Norcross link road?



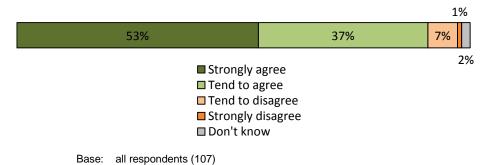
Over two-thirds of respondents (70%) agree that there should be a Blackpool North (Talbot Gateway) Interchange to improve links to onward travel such as buses and cycling.

Chart 3 - How strongly do you agree or disagree that there should be a Blackpool North (Talbot Gateway) Interchange to improve links to onward travel such as buses and cycling?



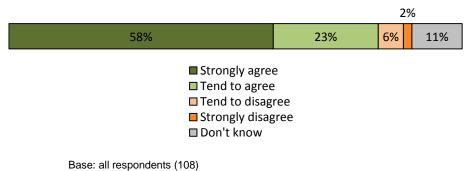
Over nine-tenths of respondents (91%) agree that the stations on the North Fylde railway line should be improved.

Chart 4 - How strongly do you agree or disagree that the stations on the North Fylde railway line should be improved?



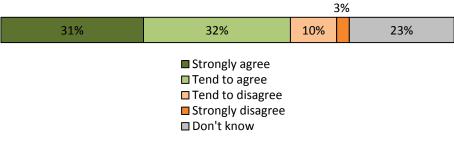
Around four-fifths of respondents (81%) agree that the South Fylde railway line should be improved.

Chart 5 - How strongly do you agree or disagree that the South Fylde railway line should be improved?



Around two-thirds of respondents (64%) agree that the coach facilities in Blackpool should be improved. Around a quarter of respondents (23%) say they don't know whether the coach facilities in Blackpool should be improved.

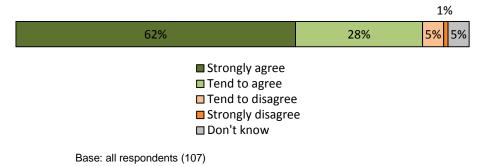
Chart 6 - How strongly do you agree or disagree that the coach facilities in Blackpool should be improved?



Base: all respondents (108)

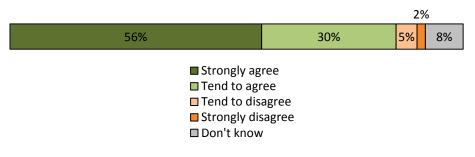
Nearly nine-tenths of respondents (90%) agree that buses in the Fylde Coast's urban areas should be more closely linked with rail travel, walking and cycling.

Chart 7 - How strongly do you agree or disagree that buses in the Fylde Coast's urban areas should be more closely linked with rail travel, walking and cycling?



Around four-fifths of respondents (85%) agree with the proposal to look at how the county council can support access to services in rural areas.

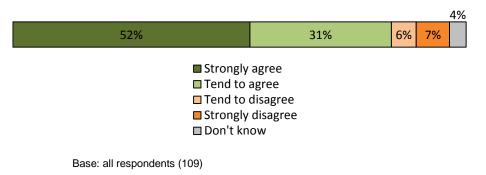
Chart 8 - How strongly do you agree or disagree with our proposal to look at how we can support access to services in rural areas?



Base: all respondents (108)

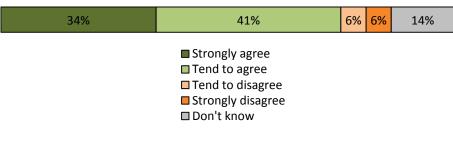
Over four-fifths of respondents (83%) agree that the county council should promote local public transport, walking and cycling to try to encourage people to use these forms of transport more often.

Chart 9 - How strongly do you agree or disagree that we should promote local public transport, walking and cycling to try to encourage people to use these forms of transport more often?



Around a quarter of respondents (75%) agree with the proposals for the Fylde Coastal Cycle Network.

Chart 10 – How strongly do you agree or disagree with our proposals for the Fylde Coastal Cycle Network?



Base: all respondents (108)

Respondents were asked for any additional comments they had about the proposals. 93 respondents provided comments. The comments cover a wide range of subjects and all comments can be found in full in the appendix of the full consultation report. Around a quarter of the comments made concern the M55 to Norcross link road 'blue route'.

Appendix 1: demographic breakdown

		Count	Percentage
Have you read the Fylde Coast Masterplan document?	Yes, read it in full	41	37%
	Yes, read some sections fully	33	30%
	Yes, briefly looked over the document	22	20%
	No	14	13%

		Count	Percentage
Are you responding to	Yes	9	8%
this consultation on behalf of an organisation?	No	101	92%

		Count	Percentage
How often do you use the	Every or most days	64	64%
following types of transport? Car	A few times a week	17	17%
	A few times a month	10	10%
	Less often	2	2%
	Never	7	7%
		Count	Percentage
How often do you use the following types of transport? Bus	Every or most days	6	6%
	A few times a week	22	22%
	A few times a month	17	17%
	Less often	28	29%
	Never	25	26%
		Count	Percentage
How often do you use the	Every or most days	3	3%
following types of transport? Train	A few times a week	8	8%
	A few times a month	23	24%
	Less often	53	55%
	Never	9	9%
		Count	Percentage
How often do you use the	Every or most days	8	8%
How often do you use the following types of transport? Bicycle	Every or most days A few times a week	8 8	8% 8%
following types of		-	
following types of	A few times a week	8	8%

		Count	Percentage
Are you?	Male	71	70%
	Female	30	30%

		Count	Percentage
What was your age on your last birthday?	16-24	4	4%
	25-44	19	19%
	45-59	25	26%
	60+	50	51%

		Count	Percentage
Are you a deaf person or do you have a disability?	Yes	12	12%
	No	88	88%

		Count	Percentage
Which best describes your ethnic background?	White	100	99%
	Asian or Asian British	0	0%
	Mixed/multiple ethnic group	1	1%
	Black/African/Caribbean/Black British	0	0%
	Other ethnic group	0	0%

Fylde Coast Masterplan Draft Environmental Report Appendix 3: Equality Impacts Assessment (EqIA)

What in summary is the proposal being considered?

The approval of the Fylde Coast Highways and Transport Masterplan.

As the local transport and highway authority for Lancashire, the County Council is responsible for the preparation of a local transport plan (LTP) that sets out a strategy and priorities for transport and travel in the area and a delivery programme for transport improvements, sustainable travel, road safety and maintenance.

In order to determine its future transport planning and investment priorities, and provide a sound and defensible basis for decisions affecting development across Lancashire, the County Council has embarked on a programme to put in place highways and transport masterplans to cover the county.

The Fylde Coast Highways and Transport Masterplan has been developed jointly with Blackpool Council.

The masterplan seeks to deliver good, reliable connections for people, goods and services whilst offering choice, facilitating travel on foot, by cycle, bus and rail as well as by car and goods vehicle.

It should support:

Prosperity - because the success of the area's economy will determine the availability of good jobs that allow people to fulfil their aspirations and enjoy independent, productive lives; and because a strong, diverse commercial base will be central to sustaining investment in the area and in turn securing long term economic success.

Health - because it is central to everybody's happiness and ability to achieve what they want from life and

Wellbeing - because we aim to move from intervention to prevention as much as we can, giving people the opportunities that allow them to stay well and thrive on their own or as part of their family

Greater prosperity, health and wellbeing will make the Fylde Coast a good place to live, work or visit, a place where all people can live long, happy and healthy lives regardless of their background.

This masterplan sets out the highways and transport interventions we need to put in place so that:

• The highway network operates more efficiently, not just for cars, but also for buses, coaches and for freight.

- The rail network and its services make commuting convenient and is an outstanding gateway to the Fylde Coast area for businesses and visitors.
- Public transport serves all our communities so that people can get to the jobs and services they need.
- Cycling and walking become the convenient travel choice for shorter distances and it is easy for people to change between modes.
- Our streets and public spaces feel safe and look attractive.

To do this, the masterplan seeks to ensure that:

- Sustainable travel becomes the choice wherever possible, even in rural areas.
- Strategic employment sites flourish and are well connected nationally and internationally.
- Local developments and business are supported and have the strategic and local connections that they need to succeed.
- People from all communities are able to access the employment and education opportunities that are available both in the Fylde Coast area and further afield.
- Active travel is encouraged and supported, making walking and cycling safe and easy choices for local journeys.
- Public realm improvements support both new development and existing communities and enhance the appearance and safety of sustainable travel routes.
- Visitors find the area attractive and easy to travel around without a car.

Is the decision likely to affect people across the county in a similar way or are specific areas likely to be affected – e.g. are a set number of branches/sites to be affected? If so you will need to consider whether there are equality related issues associated with the locations selected – e.g. greater percentage of BME residents in a particular area where a closure is proposed as opposed to an area where a facility is remaining open.

The masterplan is the fourth in a series of documents that will set out Lancashire County Council's highways and transportation strategy across the county. This document is specific to the Fylde Coast. The demographics of the area have been taken into account in the development of the masterplan and form part of the evidence to be presented in the Environmental Report on the masterplan.

Could the decision have a particular impact on any group of individuals sharing protected characteristics under the Equality Act 2010, namely:

Age

Disability including Deaf people Gender reassignment Pregnancy and maternity Race/ethnicity/nationality Religion or belief Sex/gender

Sexual orientation Marriage or Civil Partnership Status

Yes, if considerations of such groups are not considered as part of the further work to be undertaken as a result of the approval of the masterplan. See below.

If you have answered "No" in relation to all the protected characteristics, please briefly document your reasons below and attach this to the decision-making papers. (It goes without saying that if the lack of impact is obvious, it need only be very briefly noted.)

Question 1 – Background Evidence

What information do you have about the different groups of people who may be affected by this decision – e.g. employees or service users (you could use monitoring data, survey data, etc to compile this). As indicated above, the relevant protected characteristics are:

Age

Disability including Deaf people Gender reassignment/gender identity Pregnancy and maternity Race/Ethnicity/Nationality Religion or belief Sex/gender Sexual orientation Marriage or Civil Partnership status (in respect of which the s149 requires only that due regard be paid to the need to eliminate discrimination, harassment or victimisation or other conduct which is prohibited by the Act).

All residents of and visitors to the Fylde Coast area will be affected by the masterplan. Whilst we have information on some of the characteristics above, information is lacking on others. However, given the size of the area under consideration, it is safe to assume that all of the above groups will be represented within users of the highways and transportation network.

Question 2 – Engagement/Consultation

How have you tried to involve people/groups that are potentially affected by your decision? Please describe what engagement has taken place, with whom and when.

(Please ensure that you retain evidence of the consultation in case of any further enquiries. This includes the results of consultation or data gathering at any stage of the process.)

The Masterplan was the subject of public consultation in January and February 2015. As well as making the consultation documents available online and through libraries and council offices, specific consultees will be approached.

Question 3 – Analysing Impact

Could your proposal potentially disadvantage particular groups sharing any of the protected characteristics and if so which groups and in what way?

It is particularly important in considering this question to get to grips with the actual practical impact on those affected. The decision-makers need to know in clear and specific terms what the impact may be and how serious, or

perhaps minor, it may be – will people need to walk a few metres further to catch a bus, or to attend school? Will they be cut off altogether from vital services? The answers to such questions must be fully and frankly documented, for better or for worse, so that they can be properly evaluated when the decision is made.

The masterplan sets out our highways and transportation strategy for the Fylde Coast area. The strategy includes all modes of transport and public realm. The strands are specifically intended to ensure that everyone, regardless of protected characteristic, can benefit from the masterplan. Specific schemes will be evaluated separately for any potential impact on all groups sharing protected characteristics and the overall impact of the masterplan will be monitored to ensure that no group suffers any dis-benefit.

The masterplan has the potential to improve highways and transport for a number of groups of people. Without the improvements the masterplan sets out, travel will become more difficult for all people across the Fylde Coast area; age and disability groups could face significant extra difficulties. Under this masterplan, more vulnerable travel users will benefit from better and safer transport and from a more user friendly public realm that has been designed with the needs of these groups in mind.

Question 4 – Combined/Cumulative Effect

Could the effects of your decision combine with other factors or decisions taken at local or national level to exacerbate the impact on any groups?

If Yes – please identify these.

The masterplan sets out a strategy to achieve an integrated transport system that will be open and accessible to all users. There are substantial funding requirements to achieve this. Changes to current funding regimes by central government and as currently established for developers could have an adverse effect on the development of the strategy. Age and disability groups could see a potentially greater adverse impact than other users if the strategy is limited in this way.

Question 5 – Identifying Initial Results of Your Analysis

As a result of your analysis have you changed/amended your original proposal?

The masterplan represents the most cost effective way to ensure the future success of the Fylde Coast area for all users and visitors. It will enable the needs of specific groups to be provided for and will therefore ensure more equitable access to transport and to public spaces.

Question 6 - Mitigation

Please set out any steps you will take to mitigate/reduce any potential adverse effects of your decision on those sharing any particular protected characteristic. It is important here to do a genuine and realistic evaluation of the effectiveness of the mitigation contemplated. Over-optimistic and over-

generalised assessments are likely to fall short of the due regard requirement.

Also consider if any mitigation might adversely affect any other groups and how this might be managed.

At this stage, no mitigation is needed. As specific schemes come forward during the life of the masterplan, they will individually be assessed for any potential negative impact and mitigation measures taken accordingly.

Question 7 – Balancing the Proposal/Countervailing Factors

At this point you need to weigh up the reasons for the proposal – e.g. need for budget savings; damaging effects of not taking forward the proposal at this time – against the findings of your analysis. Please describe this assessment. It is important here to ensure that the assessment of any negative effects upon those sharing protected characteristics is full and frank. The full extent of actual adverse impacts must be acknowledged and taken into account, or the assessment will be inadequate. What is required is an honest evaluation, and not a marketing exercise. Conversely, while adverse effects should be frankly acknowledged, they need not be overstated or exaggerated. Where effects are not serious, this too should be made clear.

Any adverse effects will come during the course of the strategy as schemes are developed. It will therefore be vital to assess the impact of design work as proposals are developed further.

Question 8 – Final Proposal

In summary, what is your final proposal and which groups may be affected and how?

The masterplan sets out our highways and transportation strategy for the Fylde and Wyre area. The strategy includes all modes of transport and public realm. The strands are specifically intended to ensure that everyone, regardless of protected characteristic, can benefit from the masterplan.

Question 9 – Review and Monitoring Arrangements

Describe what arrangements you will put in place to review and monitor the effects of your proposal.

All projects taken forward under this masterplan will be expected to demonstrate that the impact of options is being assessed during the development of final proposals. Groups sharing protected characteristics and the overall impact of the strategy will be monitored as far as possible to ensure that no group suffers any dis-benefit. We will work closely with our consultations groups to ensure that their views are part of the decision making process as the strategy is implemented.

Equality Analysis Prepared By Lesley Sutcliffe Position / Role Transport Planning Officer Equality Analysis Endorsed by Line Manager Hazel Walton Decision Signed-Off By Cabinet Member / Chief Officer or SMT Member

Item 10

Cabinet Meeting to be held on 9 July 2015

Report submitted by: Director of Economic Development

Electoral Divisions affected: All

Business Growth Package for Lancashire 2015-18

(Appendices 1 to 3 refer)

Contact for further information: Andy Walker, (01772) 535629, Head of Business Growth and Innovation andy.walker@lancashire.gov.uk

Executive Summary

Lancashire County Council has played a central role in shaping a new business support framework for the sub-region, in conjunction with the Lancashire Enterprise Partnership (LEP). By redesigning Lancashire's framework, the County Council has enabled local and national partners to better align their investment and delivery arrangements in support of shared priorities. The focal point for Lancashire's new business support delivery vehicle is <u>Boost</u>, which was established in April 2013. The County Council was instrumental in forming Boost, as the single business growth hub for all small and medium sized enterprises (SMEs) operating in Lancashire.

In May 2012, Cabinet considered a funding package which agreed to the County Council becoming the principal match-funder and accountable body for a £7.2M European Regional Development Fund (ERDF) application in support of Boost and a bid (with Greater Manchester) to sustain a regional Access 2 Finance business advice service. With a funding contribution of £3,522,800 from the County Council, a total business growth package of £7,450,000 was successfully secured for the period April 2014 to September 2015.

The latest information (April 2014 to June 2015) indicates Boost advised over 2,800 local businesses across Lancashire, with 1,066 SMEs benefiting from tailored programmes of consultancy, grants or mentoring to support their growth. More importantly, Boost has helped to create 737 jobs and new economic activity valued in excess of £10M. In addition, the regional Access 2 Finance service has worked with over 170 businesses in Lancashire, and helped secure £6.75M in additional business financing for local companies. As mentioned above, these support measures will complete at the end of September 2015.

The purpose of this report is to seek County Council approval with a maximum level of funding support of £1.9M for a new 3-year Business Growth Package for Lancashire which would begin delivery in October 2015. This new Package would enhance and sustain Boost, and enable the County Council and LEP to establish a total business growth programme valued at £7.8M, with £3.8M secured from ERDF, £750,000 from private sector sources and £291,000 from the LEP's Growth Deal programme. Lancashire County Developments Limited (LCDL), at its Board meeting in May, agreed to contribute £900,000 over 3-years to this Package. The proposed Businesses in Lancashire; help create 200 new businesses; secure over £10M in new and additional business financing support; and generate over 2,000 new jobs.

This is deemed to be Key Decision and the provisions of Standing Order No 26 have been complied with.

Recommendations

The Cabinet is asked to:

- (i) Note the performance of Boost;
- (ii) Approve a match-funding commitment of up to £1.9M in support of Boost and Access 2 Finance provision in Lancashire, subject to securing the ERDF, private sector and LEP Growth Deal funding contributions set out in section 4 of this report; and
- (iii) Authorise the Head of Procurement, to proceed with the procurement exercise to identify and select contractors to progress and deliver Boost's Hub Service; new start-up support and mentoring programmes; required marketing support; and customer relationship management system.

1. Background

- 1.1 Stimulating the Lancashire economy to both create and safeguard local jobs is one of the three headline priorities of the County Council's Corporate Strategy¹. This is also an ambition which is shared with the Lancashire Enterprise Partnership (LEP) and is central to both the LEP's Strategic Economic Plan (SEP) for Lancashire and its Growth Deal negotiated with Government.
- 1.2 There are currently over 40,000 businesses registered and trading across Lancashire. Ensuring these businesses have the right support to unlock their growth ambitions offers an immediate opportunity to deliver against our strategic objectives in a way which complements larger, longer-term investments in strategic sites and infrastructure.

¹ Lancashire County Council, Setting Our Strategic Direction, 2015.

- 1.3 Three years ago, as part of a review led by the County Council, local partners mapped and assessed the quality of local publicly-fund business support provision in Lancashire. Despite the closure of both the North West Regional Development Agency and the North West Business Link, over 90 publicly-funded business support programmes were still found to be operating in Lancashire. These offers sat alongside a strong but incomplete offering of national business support products, with local business left to navigate their own way through these various business support initiatives.
- 1.4 In response to this local market failure, the County Council developed and established Boost, as the single gateway, or business growth hub, serving local SME businesses across Lancashire. Closely following Manchester, Lancashire was one of the first places in the country to establish a fully functioning business growth hub.
- 1.5 Lancashire's hub concept was designed and developed by the County Council and tested with local partners in early 2012. The analysis and integrity underpinning Lancashire's hub proposal helped to attract further support and match-funding from a range of local partners, including UCLAN, Lancaster University, Regenerate Pennine Lancashire and the national Growth Accelerator initiative, with all aligning their own services with the hub's core offer.
- 1.6 An ERDF application to support the creation of Lancashire's hub was approved in Summer 2013, with the Boost brand launched in September 2013. Procured delivery partners were selected through the Autumn and the hub was fully operational by the end of the year and accredited by the Department for Business Innovation and Skills in April 2014.
- 1.7 Business growth hubs are increasingly recognised by Government and LEPs as the local solution to making sense of a fragmented and often confusing business support landscape by focusing the available national provision whilst also brokering support which is most appropriate to the needs of individual companies. (Annex 1 highlights the extent to which Growth Hubs are being established in other parts of the country). The additional economic benefit of engaging with this type of support is underlined by the Department for Business Innovation and Skills which found that *"businesses seeking external advice are 50% more successful than those who do not."*
- 1.8 Over the last two years, Boost's business growth programme has demonstrated the value of creating and promoting a single gateway for publicly-funded business support in Lancashire. Through the strategic leadership and investment support of the County Council, which was agreed by Cabinet in May 2012, Boost has provided greater clarity for nearly 3,000 local SMEs seeking support, with over 1,000 businesses joining specific growth programmes. Boost is also on-track to achieve its outcome targets by delivering an increase in local Gross Value Added (GVA, is a key measure of economic activity) by over £10M, and by creating 1,100 jobs by the time the

² Business Growth Ambitions Amongst SMEs, Final Report, Department for Business Innovation and Skills, 2012

programme completes in September. This level of performance has been achieved despite the financial value of the original programme being reduced by 25% by the Department for Communities and Local Government (DCLG), as Government officials tackled wider over-programming problems in the North West of England European Programme.

1.9 One of the aspects of the current Boost programme, which DCLG recognises as an example of best practice, is the way in which the Lancashire hub has established strong governance processes and links to wider economic activity and programmes. A Board, chaired by a LEP Director (Mr Mike Blackburn), with representatives from the SME sector, meet on a quarterly basis to scrutinise performance and provide strategic leadership. Moving forward, these arrangements will be strengthened by strategic oversight provided by the LEP's recently established Business Support Management Board, which forms part of the LEP's overarching governance structure.

2. The ESIF Programme 2014-2020 and Bid Development Processes

- 2.1 The new ESIF programme for Lancashire is currently worth £231M over potentially the next six years. Within that, Lancashire's ESIF Strategy has earmarked an indicative figure of £31.25M to support the delivery of business support activity. This activity is designed, in part, to assist 7,500 businesses, establish 1,700 new businesses, and provide 3,500 new jobs.
- 2.2 The Lancashire ESIFs Partnership, the local advisory body for ESIFs though ESIF programme resources. approval and accountability responsibilities currently rest with DCLG officials, agreed at its meeting in March for a limited number of funding calls to be issued prior to onset of the General Election Purdah period. The Partnership agreed to support the development of Boost by issuing two ERDF calls (related to Theme 2 of the Lancashire ESIFs Strategy). It also agreed to calls related to national business support products focusing on the Manufacturing Advisory Service, Growth Accelerator and UKTI activity. The Access 2 Finance service has also taken the opportunity to submit a regional multi-LEP bid in response to the same calls.
- 2.3 These early bids are important to test the new ESIF application arrangements, and to sustain the core staffing, capabilities and momentum of key initiatives which build on activity supported by the previous ESIF programme. The early calls that have been issued are exceptionally timely as the first phase of the current Boost programme will complete at the end of September 2015. Subject to Cabinet approval, we are aiming for the next Business Growth Programme for Lancashire to start as soon as this and the bidding and procurement processes allow.

3. Moving Forward - Proposed Structure of Boost

3.1 Boost has been the subject of constant review and update throughout its lifetime. An interim assessment was undertaken in October 2014, with a final evaluation by independent consultants, Regeneris, to be completed by September 2015. In May, a formal consultation event (entitled *Building on*

Boost) was also undertaken with over 50 local companies to allow them the opportunity to give their specific views on how this provision could look in the future. This exercise has been enhanced by a web survey with over 150 local business respondents.

- 3.2 The main design issue with Boost, in its first iteration, emerged from the fact that as a single ERDF project, businesses were generally confined to receiving only one intervention across the five offers within the Boost programme, which include Start-Up; Mentoring; Growth Sector Support; Innovation Support; Enhanced Growth Accelerator interventions; and Leadership and Management Training. The Lancashire hub also needs to drive better, more reciprocal arrangements with the national Business Growth Service directing and receiving business referrals from the national offers on trade promotion, the Manufacturing Advisory Service, Design Council and Growth Accelerator.
- 3.3 With the first Boost ERDF programme, the County Council acted as the lead applicant to DCLG and then as the accountable body for the overall programme. As such, the County Council has established procedures which all Boost partners follow in terms of recruiting and supporting clients, identifying who is working with who, and in assuring the quality and recording of business support activity.
- 3.4 Moving forward, in redesigning Boost, it is suggested that the County Council's investment (including LCDL's) and LEP Growth Deal funding is used to create a gateway and core service around which other discrete business support projects can coalesce. This approach would allow the multiple assists that are required, but which are currently not possible due to EU funding regulations. This approach would also significantly improve the business customer experience, whilst insulating the County Council from the need to extend Boost's delivery partnership, and, in turn, the span of control, for this key initiative.
- 3.5 From our Boost experience and wider published research, it is clear growing SMEs, the bedrock of Lancashire's future economic and employment growth, will need to have access to a clearly defined local offer of:
 - High growth business start-up
 - Business mentoring
 - Support to access finance for business growth
 - Support which encourages/increases the value of international trade activity
 - Support which develops the leadership & management capabilities of SMEs
 - Support to drive Innovation in product design & business processes
 - Support which gives access to the expertise within Universities
 - Support to develop the skills of the workforce.
 - Sector specific support for Lancashire's priority growth sectors

We fully anticipate that further bids will come forward for those areas of activity not covered in this initial Business Growth Package. We will work with partners to identify how match-funding for these other activities can be found.

3.6 Subject to Cabinet approval, the proposed structure for Boost from 2015-18 is as follows:

Boost Gateway

To provide a central function/team who go out to businesses and deal with phone and online enquiries. The central team will provide an accurate and professional assessment of the development needs and opportunities within the business and refer on to appropriate local, national or commercial business support programmes. In addition this service will provide a robust Customer Relationship Management (CRM) system to support the tracking of clients and to record the impact of work done to support growth.

Growth Vouchers

To provide a central resource of growth vouchers to match businesses own investment in activity to create extra jobs and improve productivity. This resource will be open to participants in all Boost programmes and potentially those working with Boost and Co. affiliate partners. Businesses will need to compete for investment, but the voucher pot will bring them back to the Hub to enable assessment of the intervention's impact and to offer further referrals.

Growth Mentoring

This is a low-cost, high value tool which matches experienced business mentors with developing SMEs. Mentors, working on a voluntary basis (with expenses paid), offer local business leaders experience, expertise and companionship in what can often be a lonely role. In the first phase of Boost this programme fully delivered on its outputs and was extremely well received by the business community. We are presently working with the Small Firms Enterprise Development Initiative (SFEDI) to offer further training and development to these mentors, as part of Lancashire's Skills Support for the Workforce ESF Programme.

Business Start-up Support

Start-up support remains a frequently requested service. Clients come either via direct enquiry or by referral from banks and other intermediaries, who value the rigour and structure which start-up advice can bring to sometimes enthusiastic but immature business ideas. The national New Enterprise Allowance (NEA) programme offers individuals in receipt of out-of-work benefits a programme to move towards self-employment. To complement this, start-up support within the Growth Hub has typically been aimed at businesses who demonstrate an ambition to employ staff, beyond an owner manager.

Access 2 Finance

This project will provide an independent Access 2 Finance service for SMEs, fully aligned to both existing and planned activity in Lancashire, Greater Manchester and Cheshire East. It will increase the capacity and capability of

SMEs by supporting them to access the finance they need to implement their growth plans and grow their businesses, as part of a wider package of support available via the region's Growth Hubs. The project will build on an existing, successful service and will be delivered by a dedicated team of Access 2 Finance specialists, the majority of whom are currently in place.

Marketing Provision

Maintaining awareness of the Boost brand and service offer is essential in terms of extending the reach of the programme and flagging support to those where support can add the greatest benefit. This marketing element will recognise and acknowledge the primacy of the County Council in funding this initiative, and will also align the Hub's service and brand with the LEP's recently commissioned marketing and communications strategy.

Accountable Body Function

The oversight and good management of the ERDF project will itself need dedicated staff and to be properly resourced to avoid performance management issues and ensure compliance with relevant ERDF regulations. This function could be placed with another organisation, if the County Council was willing to pass on its match-funding to another lead organisation. This approach could potentially insulate the County Council from a degree of project risk, though it would significantly reduce its ability to direct and influence Boost. The suggested resource requirement within the County Council would support dedicated/additional posts in Economic Development and Finance, whose costs could be absorbed within accountable body costs for the project.

- 3.7 Based on the experience of the current Boost programme, and assuming the levels of investment set out below, it is forecast that the next Boost phase will achieve the following key outputs:
 - Support for 3,360 businesses;
 - Provide direct financial support to 300 businesses;
 - Establish 200 new businesses;
 - Create a further 2,000 jobs within supported businesses; and
 - Secure £10.8M in funding offers for Lancashire businesses

4 Project Costs and Sources of Match-funding

4.1 The costing profile developed to run these blocks of activity for 3-years and the potential to match ERDF funds using County Council and LEP Growth Deal resources is set out in detail at Appendix 3, but the headline values are as follows:

				Sources of Match			
Project	3 year	Ratio	Match	Private	LEP /	LCDL	LCC
Element	Total Cost	ERDF	Funding		Growth		
		/Match	Requirement		Deal		
Boost	£1,800,000	50:50	£900,000		£125,000	£900,000	£1,795,030
Gateway							
Growth	£1,500,000	50:50	£750,000	£750,000	£175,000		
Vouchers							
Growth	£1,500,000	50:50	£750,000				
Mentoring							
Business	£1,750,000	50:50	£875,000				
Start-Up							
Support							
Access 2	£846,090	60:40	£338,436				
Finance							
Marketing	£250,000	50:50	£125,000		£50,000		
Accountable	£200,000	50:50	£100,000		-	-	£100,000
body costs							
TOTALS	£7,846,090		£3,836,436	£750,000	£291,406	£900,000	£1,895,030

4.2 The £1.9m budget provision from LCC has been identified from within the existing Strategic Investment Reserve (Economic Development Project).

5 **Programme Delivery and Procurement**

5.1 All elements of the proposed Boost programme, other than the Access 2 Finance and accountable body function will need to be procured via an EU compliant procurement process. For the larger lots this will require a full OJEU process. Due account will also be taken of the Social Value Act within this process as required for monies associated with the Growth Deal.

6 Conclusions

- 6.1 Recently commissioned economic forecasts for Lancashire show that the subregion's "bounce-back" after the economic crash of 2009 has been muted and significantly slower than expected. Sustained intervention to stimulate economic growth and new private sector employment generation is required.
- 6.2 It is recognised that committing to a continued resourcing of Boost would represent a major investment by the County Council, at a time of significantly reduced public funding and strained Council resources. However, Boost is a proven delivery model, an approach which is now becoming commonplace across our competitor city-region economies, and a service which complements and generates high quality jobs in advance of the impact of

larger, higher value strategic infrastructure projects in the County.

Consultation

Building on Boost - Business Consultation Event, Stanley House29/04/15Business Support Network of Networks Meeting12/03/15

Implications:

There are no Crime and Disorder, Human Rights or Equalities implications associated with providing funds to continue the Boost initiative.

Risk management:

The County Council funding contribution sought by this report is currently set aside in the Economic Development Service's budget. However, the County Council's continued investment in Boost is dependent on securing the identified match-funding contributions set out in this report. As with the current Boost initiative, a risk register will be maintained throughout the project to ensure delivery takes place in line with the planned profile for activity. Interim and final evaluations will also take place. The main financial risk for the County Council would be in respect of an unsatisfactory European audit of the project, in which case ERDF funding could be clawed back. We would seek to mitigate this risk by:

- Further strengthening the County Council's capacity to manage Boost and ensure robust financial systems are in place;
- Working with the County Council's procurement service to ensure a fully ERDF compliant process;
- Working with County Council finance service to ensure ERDF claims are accurate;
- Closely managing the procedures and delivery of partners to ensure it is compliant with current ERDF procedures and protocols; and
- Ensuring contracts with providers pass on any risk associated with their failure to comply with the above.

List of Background Papers

Paper

Date

Contact/Directorate/Tel

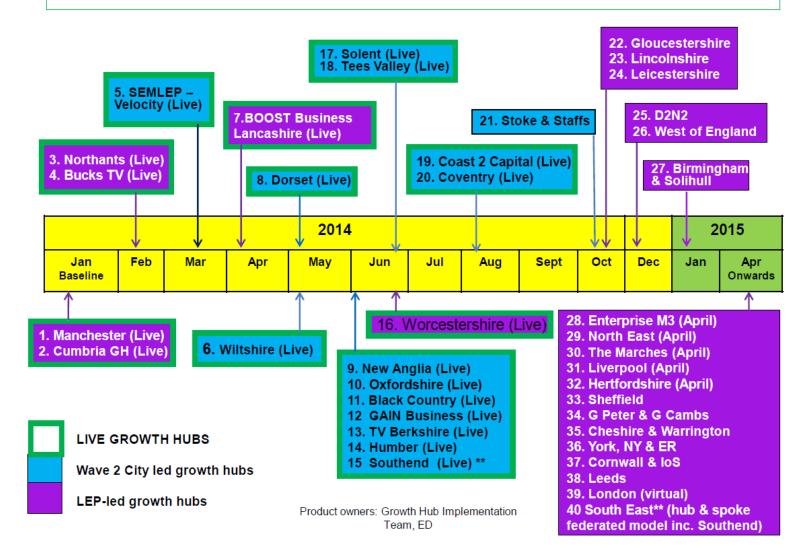
None

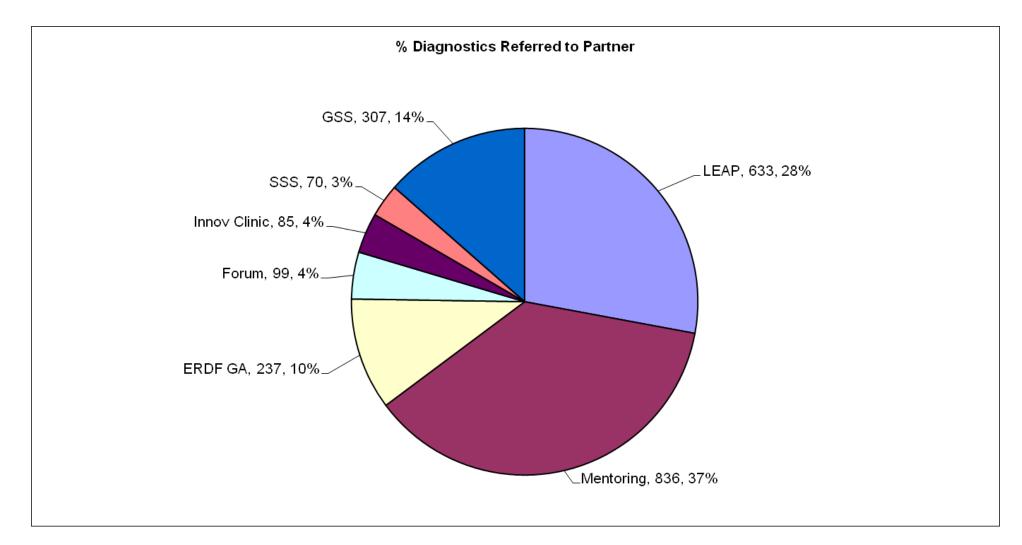
Reason for inclusion in Part II, if appropriate

N/A

Appendix 1 – The Development of Growth Hubs across England

GROWTH HUB LAUNCH DATES 2014 – 2015 - (v.16 – 22 September 2014 – 21 LIVE GROWTH HUBS)





APPENDIX 2 - Business Services Chosen by at the Gateway Diagnostic Stage

	2015	2016	2017	2018	Total
	0	£100,000	£100,000	£50,000	£250,000
	£250,000	£700,000	£900,000	£680,000	£2,530,000
	£200,000	£740,000	£900,000	£680,000	£2,520,000
	0	£500,000	£500,000	£500,000	£1,500,000
	£20,000	£60,000	£60,000	£60,000	£200,000
	£84,609	£169,218	£169,218	£84,609	£846,090
	£554,609	£2,269,218	£2,629,218	£1,970,000	£7,846,090
	£291,406	£1,162,812	£1,342,812	£1.039,406	£3,836,436
BIS	£291,406	-	-	-	£291,406
LCDL	-	£600,000	£300,000	-	£900,000
LCC	-	£312,812	£792,812	£789,406	£1,895,030
Private	-	£250,000	£250,000	£250,000	£750,000
	LCDL	Image: Constraint of the sector of the se	0 £100,000 £250,000 £700,000 £200,000 £740,000 £200,000 £740,000 £200,000 £500,000 £200,000 £60,000 £200,000 £60,000 £200,000 £60,000 £200,000 £60,000 £200,000 £169,218 £201,406 £1,162,812 BIS £291,406 LCDL - £600,000 LCC - £312,812	Image: Constraint of the system End of the sys	L L

Appendix 3 Financial Profile and Source Match-funding

3a. Detailed Costing and Outputs A2F Project in Lancashire

Annual Cost	Programme cost						
£282,030	£846,090						
	2015/16	2016/17	2017/18	2018/19	Total		
	6 months	12 months	12 months				
Cash match	£56.406	£112,812	£112.812	£56 406	£338,436	40%	1
ERDF	£84,609	£169,218	£169,218	,	£507,654	60%	Utilising ERDF Transitional Fund status
	£141,015	£282,030	£282,030	£141,015	£846.090	100%	1

ERDF Outputs				
Number of in-depth assists		ERDF	85	Cost per Assist - £4,573
Number of Jobs Created		ERDF	52	Cost per Job - £16,271

 Contracted Outputs

 Number of in-depth assists
 216

 Lighter touch engagements
 144

 Total number of assists
 360

 Number of Jobs Created
 180

 Funding Offers £'s
 £10.8m

 Workshops
 12