



Fylde Coast

Highways and Transport Masterplan



Consultation Draft

December 2014

Blackpool Council



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.

This consultation document seeks residents' and stakeholders' views on our highways and transport masterplan for the Fylde Coast. I look forward to receiving your comments on our proposals and your thoughts on the kind of transport systems that you want to see.



Councillor John Jones
Cabinet Member for Highways and Transport
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.

This consultation masterplan therefore starts a conversation as to how we can make sure that our highways and transport networks support the Fylde Coast over the next 15 to 20 years. We have set out what we believe is needed. Now we need to know whether you agree with us and how we can between us make this a stronger document still.



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

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Executive Summary

This document presents the draft 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 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.

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. It seeks a consensus on the validity of that vision and on options that could be implemented and developed to achieve it.

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 highly paid jobs that underpin local economies, centered on Warton, home to both BAE Systems and one of the two Lancashire Enterprise Zone Sites. Fylde is also home to Blackpool Airport

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 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 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.
- Public transport provision for employment and in the rural area needs to be better.
- Cycle facilities don't necessarily work for all users.
- There is limited interchange/connectivity between public transport and cycling.
- 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.

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 sets out how strong and sustainable economic growth can be achieved in the county and a significant 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 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 a 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 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.

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
- Poulton-le-Fylde Town Centre
- M6 Junction 32 Northbound Widening
- A585 Windy Harbour Junction Improvement
- A585 Bourne Way to West Drive Widening and Improvement
- 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

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 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** operates as effectively as possible by carrying forward a programme of viable improvements. We therefore propose to build on the work that the Highways Agency is starting now and to work together to design and take forward the recently announced A585 Windy Harbour to Skippool Improvements and then any further scheme or schemes needed to remove any final pinch-points on the corridor. However, we do not propose to maintain route protection of the southern section of the M55 to Norcross Link road south of the A586 as we do not believe that this scheme will be fundable as it will no longer deliver sufficient benefit to offset the high cost of the scheme in financial and environmental terms.

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.

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 also propose to carry 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 Anne's, 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 towpath 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 consultation 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, the Highways Agency, Network Rail - and the support of private business and house builders as well.

The first task is to make sure we have widespread agreement for the highway and transport improvements that are taken forward. Then, 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.

Let us know what you think

From 12th January to 20th February 2015, there will be a public consultation on the Fylde Coast Highways and Transport Masterplan.

As part of the consultation it is important that we get your views on the vision presented in the masterplan.

A leaflet with a questionnaire accompanies the masterplan and this is your opportunity to let us know what you think. Copies of the leaflet are available from public libraries and council offices.

We are also holding a number of events where you can come and talk to us about the masterplan. These are shown in the box opposite.

The masterplan can also be viewed or downloaded from our website. To access the documents paste the following link into your browser www.lancashire.gov.uk and then search for Highways and Transport Masterplans on the A-Z list. You can also fill in the questionnaire online.

You can also write to us at:

Fylde Coast Highways and Transport Masterplan
Environment Directorate
Room C4
County Hall
Preston
Lancashire
PR1 0LD

or by email: enquiries@lancashire.gov.uk

Venues

<p>Garstang Library Windsor Road Garstang PR3 1ED</p> <p>Tuesday 27th January 2pm ~ 7pm</p>	<p>Kirkham Community Centre Mill St Kirkham PR4 2AN</p> <p>Wednesday 4th February 12 Noon ~ 6.30pm</p>	<p>Poulton Library Blackpool Old Road Poulton-le-Fylde FY6 7DH</p> <p>Thursday 29th January 2pm ~ 7pm</p>
<p>St John the Evangelist Church St John's Square Church Street Blackpool FY1 1BP</p> <p>Wednesday 28th January 2pm ~ 7pm</p>	<p>Fleetwood Library North Albert Street Fleetwood FY7 6AJ</p> <p>Tuesday 3rd February 2pm ~ 6.45pm</p>	<p>St Annes United Reformed Church St George's Rd, St. Annes FY8 2AE</p> <p>Wednesday 11th February 2pm ~ 7pm</p>

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
- Improve the safety of our streets
- Manage congestion levels
- Provide safe, reliable, convenient and affordable transport alternatives to the car
- Maintain our assets
- 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 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 2031 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.

All the masterplans require similar evidence, which must be up-to-date 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 wellbeing 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. Wyre Council's Local Plan next consultation stage will be held in 2014/15, and it is anticipated that the Local Plan will be adopted in 2017. The masterplan will take into account the emerging content of the three local plans to set out a strategy for highways and transport for the Fylde Coast to 2031.

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 2031
- Shows what work is already underway to achieve that vision and
- Lastly, sets out how we intend to take the masterplan further.

In consulting on our vision of what the Fylde Coast's highway, rail, bus, cycling and walking networks need to be able to do and what options we have for fulfilling that vision, we want to involve everyone across the area in the decisions that will affect them. We also want to be sure that we are committing resources in the way that will support economic growth and improve the health and wellbeing of the people across the Fylde Coast.

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 highly 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 Lancashire Enterprise Zone Sites. Fylde also has a vibrant tourist economy based on the resorts of Lytham and St Anne's.

Wyre is split by the river from which it takes its name 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.

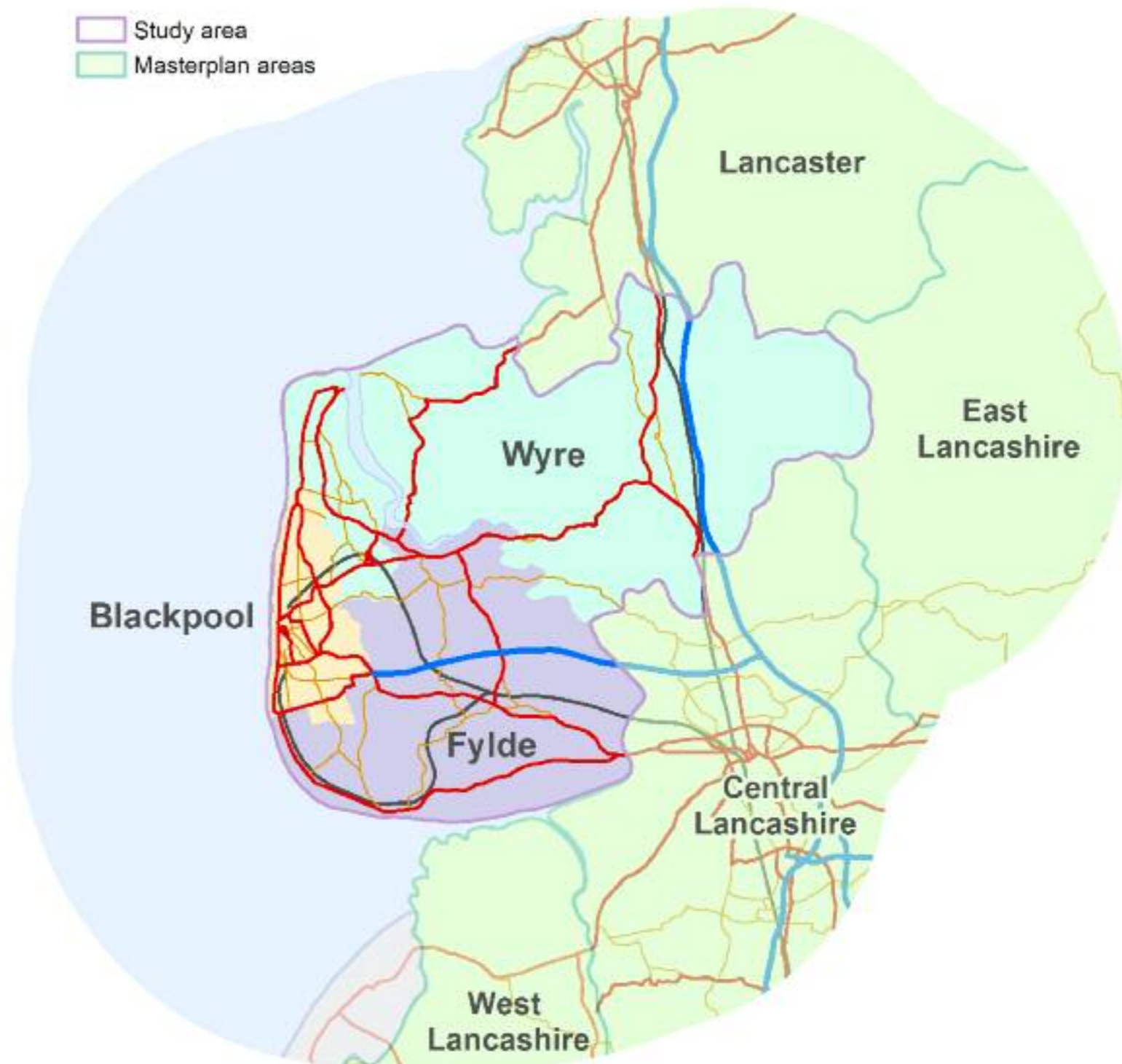


Figure 2: The Fylde Coast

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 million pound University Centre close to Blackpool Town Centre.

Blackpool Victoria Hospital, which serves the Fylde Coast area, is one of only 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 Anne's, 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. 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 Anne's and Blackpool.

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 businesses and 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 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 level 4 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.

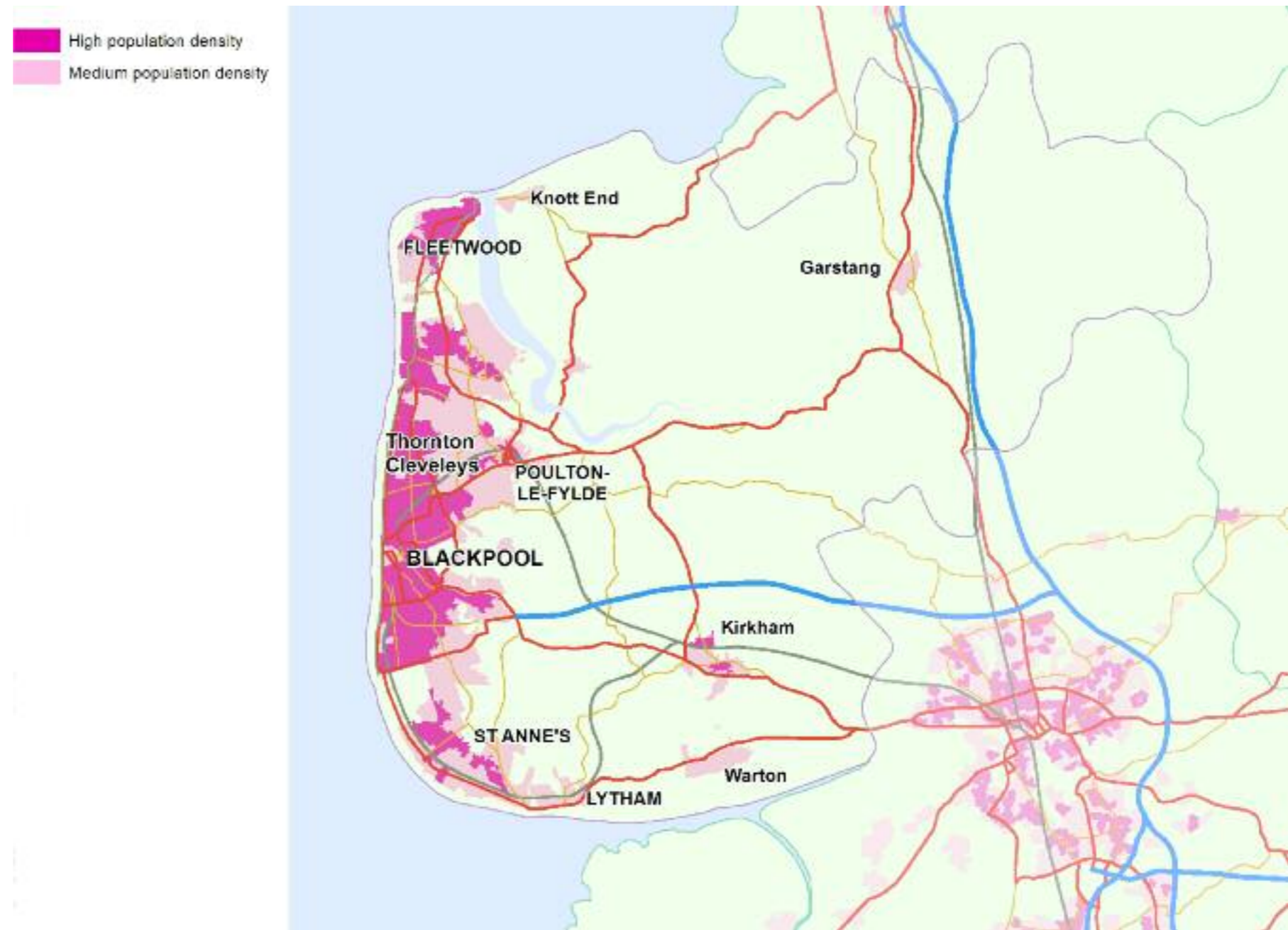


Figure 3: The Fylde Coast's People

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 13.2 million people in 2010/11, of which 2.6 million 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 campuses 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.

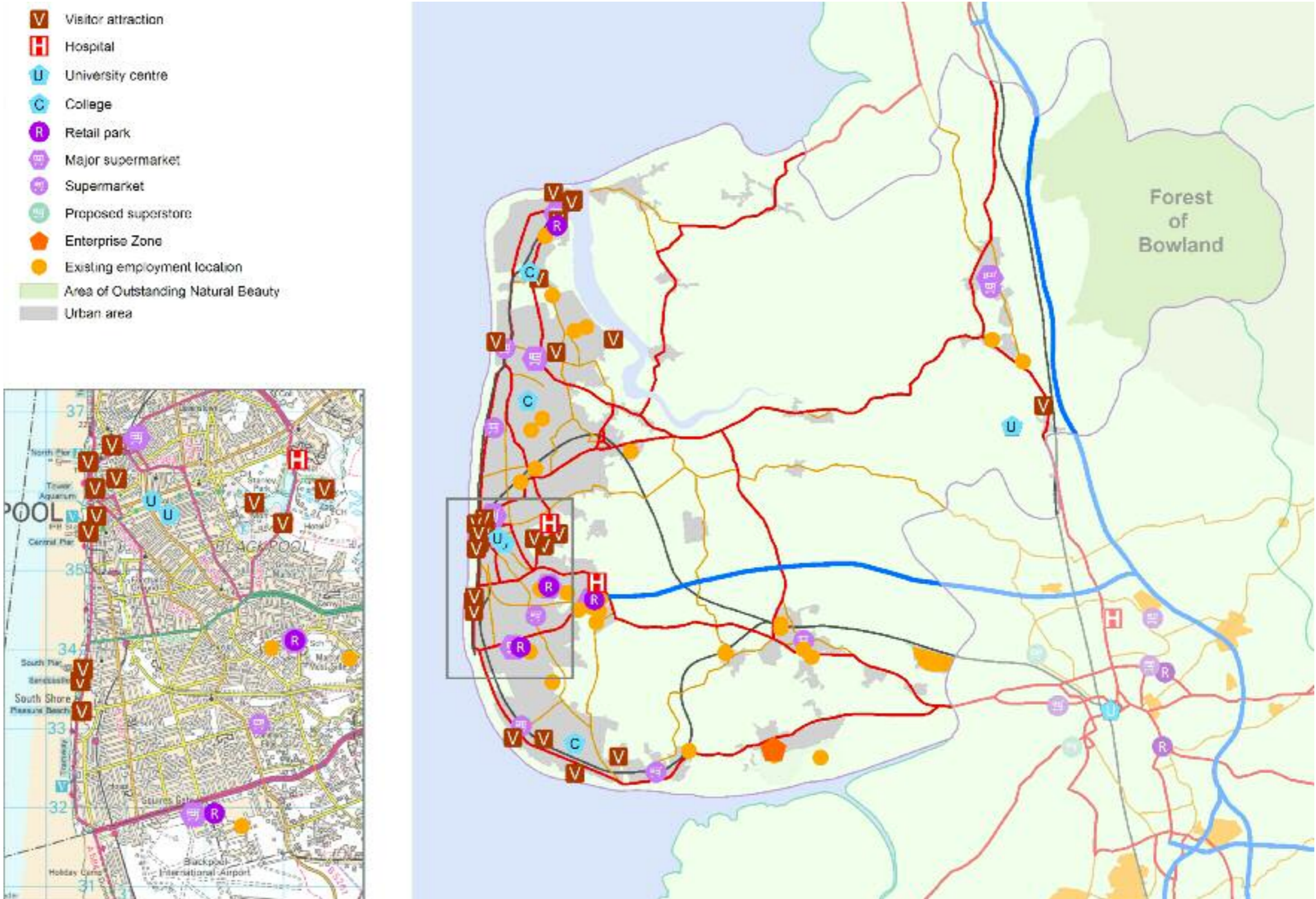


Figure 4: The Fylde Coast's Places

Fylde Coast Now ~ Transport and Travel

Travel patterns ~ Longer distances

As a peninsular, transport connections to the Fylde Coast are dependent 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, 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.

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. It has easy access to the motorway network.

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

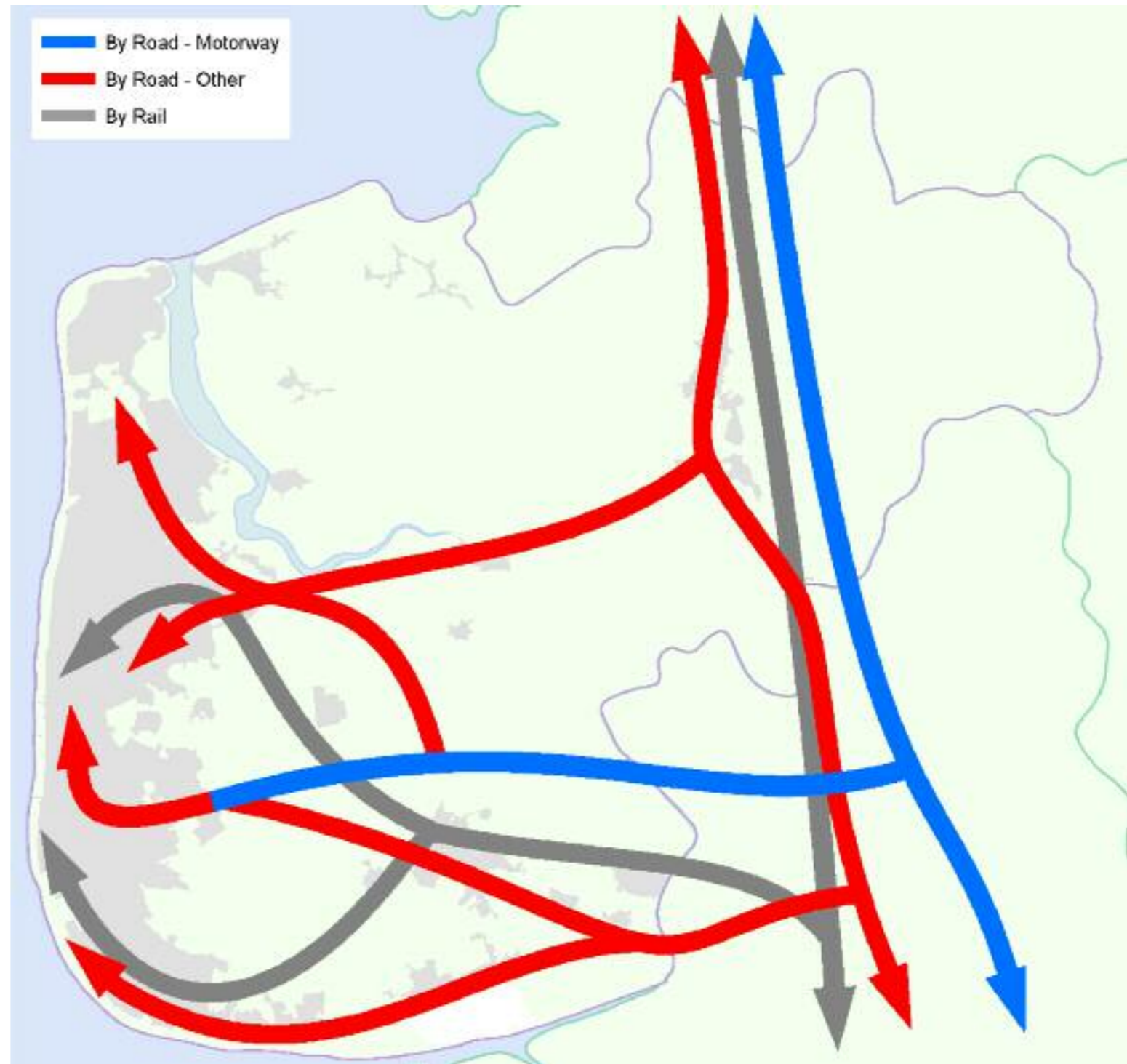


Figure 5: Longer distance journeys

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.

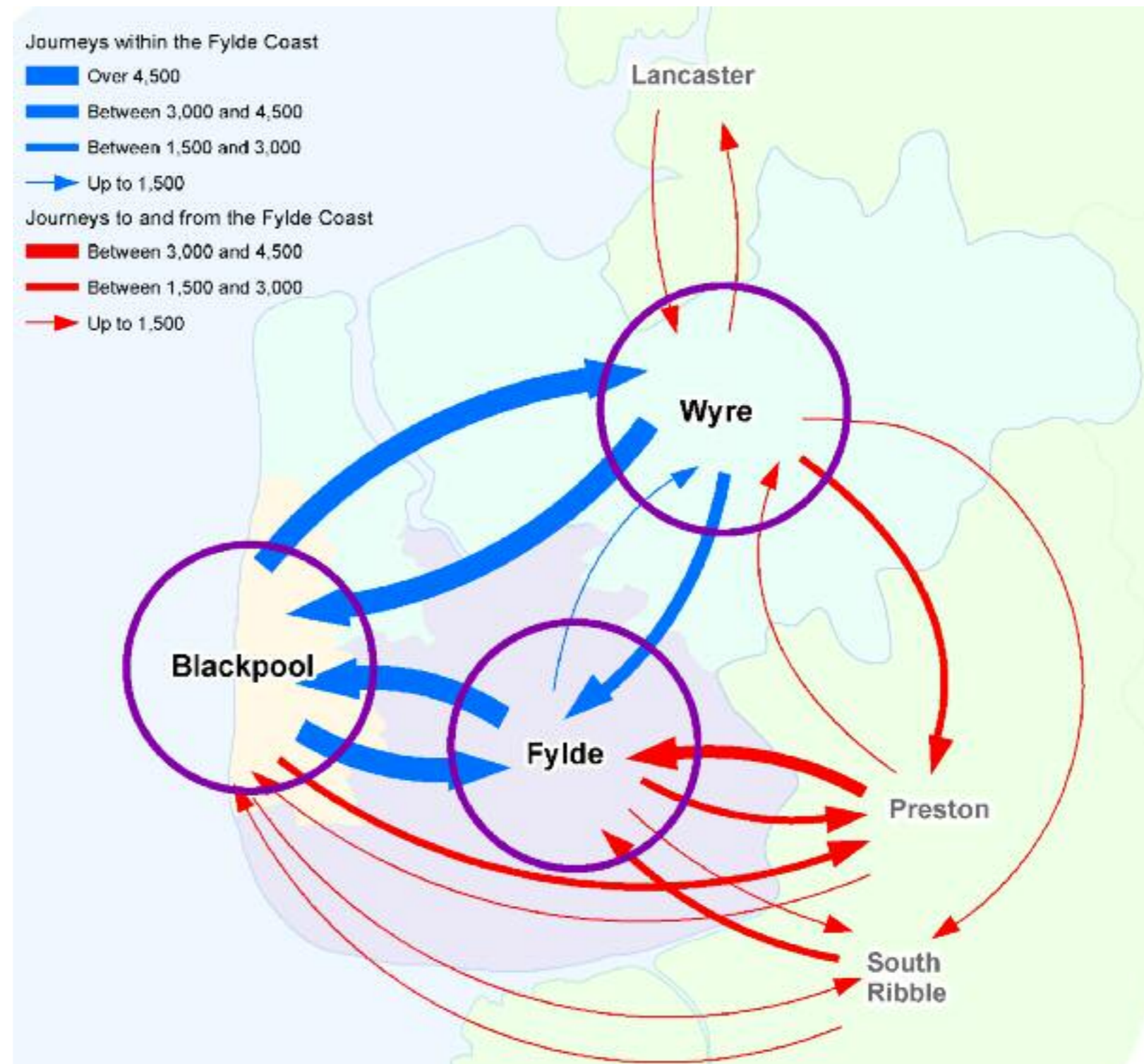


Figure 6: Commuting in the Fylde Coast

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.

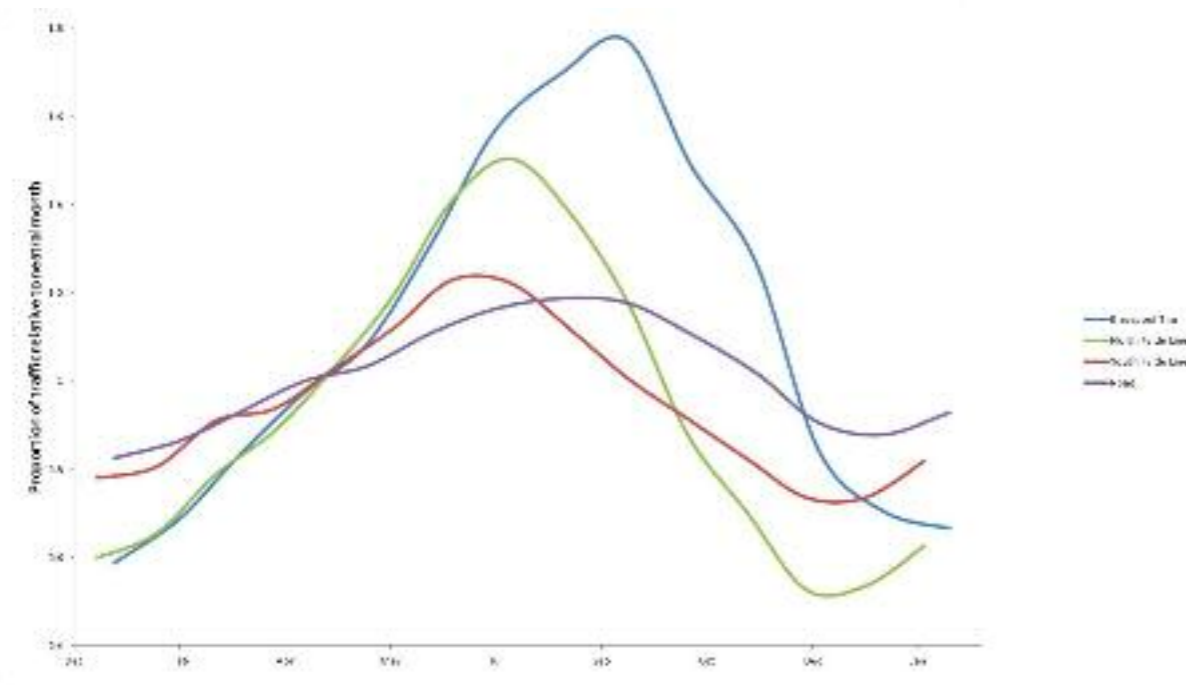


Figure 7b Seasonal variation in traffic

Figure 7a: Daily traffic today

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 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, car travel is a matter of necessity as there are currently only limited viable alternatives.

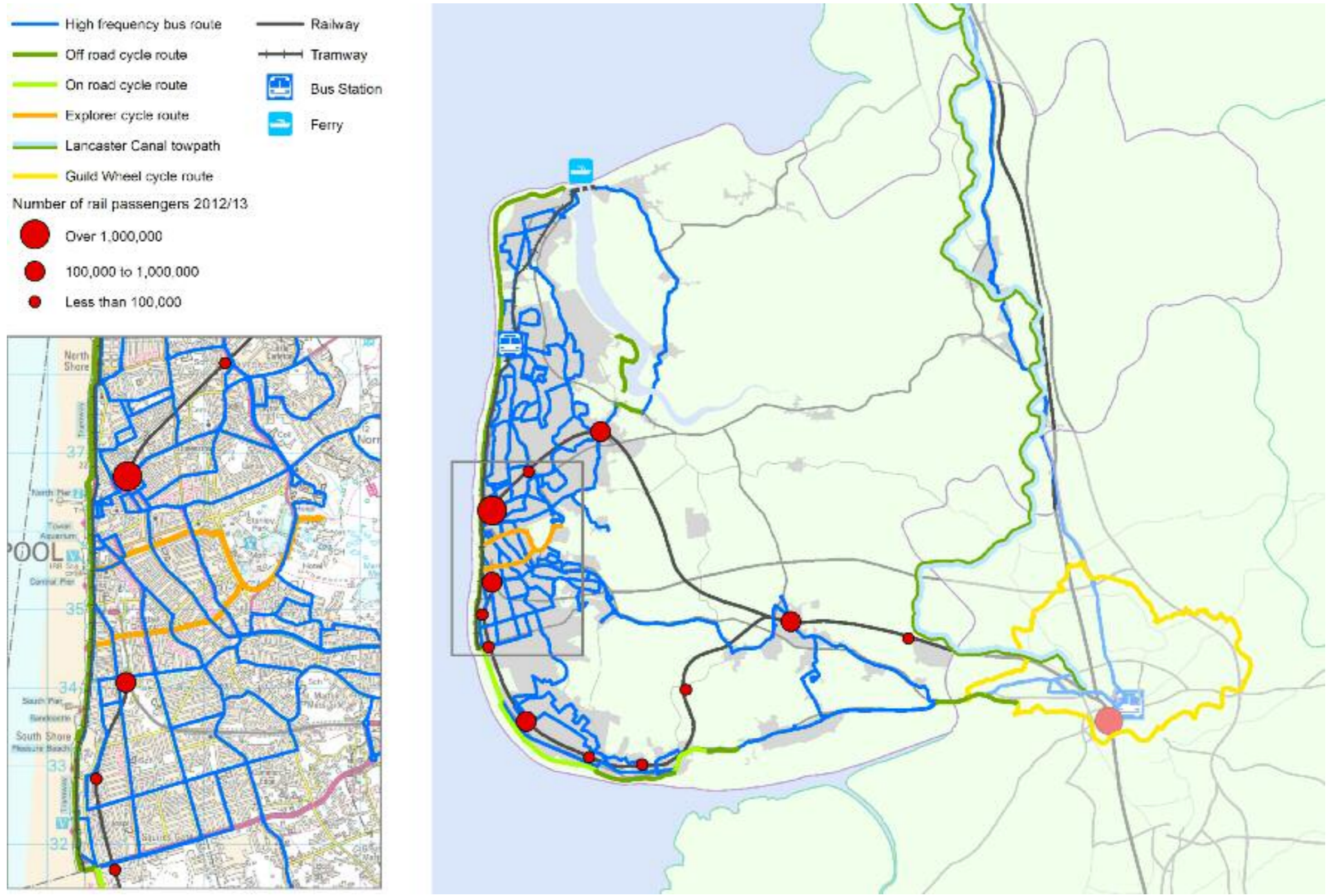


Figure 8: Sustainable travel today

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 those that 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) links Fleetwood, North Blackpool, Thornton-Cleveleys and Poulton-le-Fylde with the M55 at Junction 3, north of Kirkham. There are significant traffic volumes travelling to and from the Fleetwood peninsula via the A585, which at times already struggles to cope with current traffic levels, with particular problems at Windy Harbour and Singleton crossroads.

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, but 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.

Roads that are busy with motor traffic can also become barriers to local movement. 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 e.g. 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.

- Severe congestion (see glossary)
- Congestion (see glossary)
- Rail network issues
- Visitor parking and congestion issues
- Air Quality Management Area



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 and
- The Energy Skills HQ.

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 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. A constraint is the ability to relocate the Ministry of Justice operations and the town's Police Station, and delivery of supporting infrastructure.

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 Centre 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 qualifications 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 early 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 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.

Until October 2014, **Blackpool Airport**, which lies within the borough of Fylde, provided direct air links from Lancashire to destinations in Europe. The airport played an important role in supporting Lancashire's economy, both as a local employer and indirectly by the jobs it supported. Discussions are currently taking place between the owners and the independent aviation businesses and tenants at the airport to understand if their operations can continue in the future.

It is the intention of the three local authority partners (Lancashire County Council, Blackpool Council and Fylde Borough Council) to produce a Blackpool Airport site and surrounding area masterplan early in 2015. This will be designed to create future employment and sustainable economic development opportunities for Blackpool and the Fylde Coast and will provide a key driver for work resulting from 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 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. Housing and development must 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 is set out in an area's **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
- community safety promotion, violence prevention and response (public health aspects)
- tackling social exclusion through local initiatives (public health aspects)
- public health services for children and young people aged 5-19.

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:

- Physically active adults (Blackpool, Fylde, Wyre)
- Life expectancy ~ male (Blackpool)
- Life expectancy ~ female (Blackpool, Wyre)
- Road injuries and deaths (Blackpool, Fylde, Wyre)

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

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

Healthy Lifestyles

- Obesity and Healthy Weight
- Physical Activity

Health and Social Care

- Disease Prevention and Early Detection
- Long Term Conditions and Disabilities

Wider Determinants of Health

- Economy, Employment and Workforce
- Education and Aspirations
- Environment
- Transport

The Lancashire Health and Wellbeing Strategy sets out:

- 3 goals
- 6 changes to the way public health works and
- 3 programmes of interventions to be delivered by April 2016 to start to achieve our outcomes

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 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 responsibility for health; making better use of information technology and advice
- Commit to delivering accessible services within communities; improving the experience of moving between primary, hospital and social care
- Work to narrow the gap in health & wellbeing and its determinants

Programmes

Starting Well	To reduce child 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.

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 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.

The extensive network of moss roads presents a particular maintenance challenge.

- 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 partnership with Blackpool Council.

The predominant flood risks are very different across the area:

- 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 quickly 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 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 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.

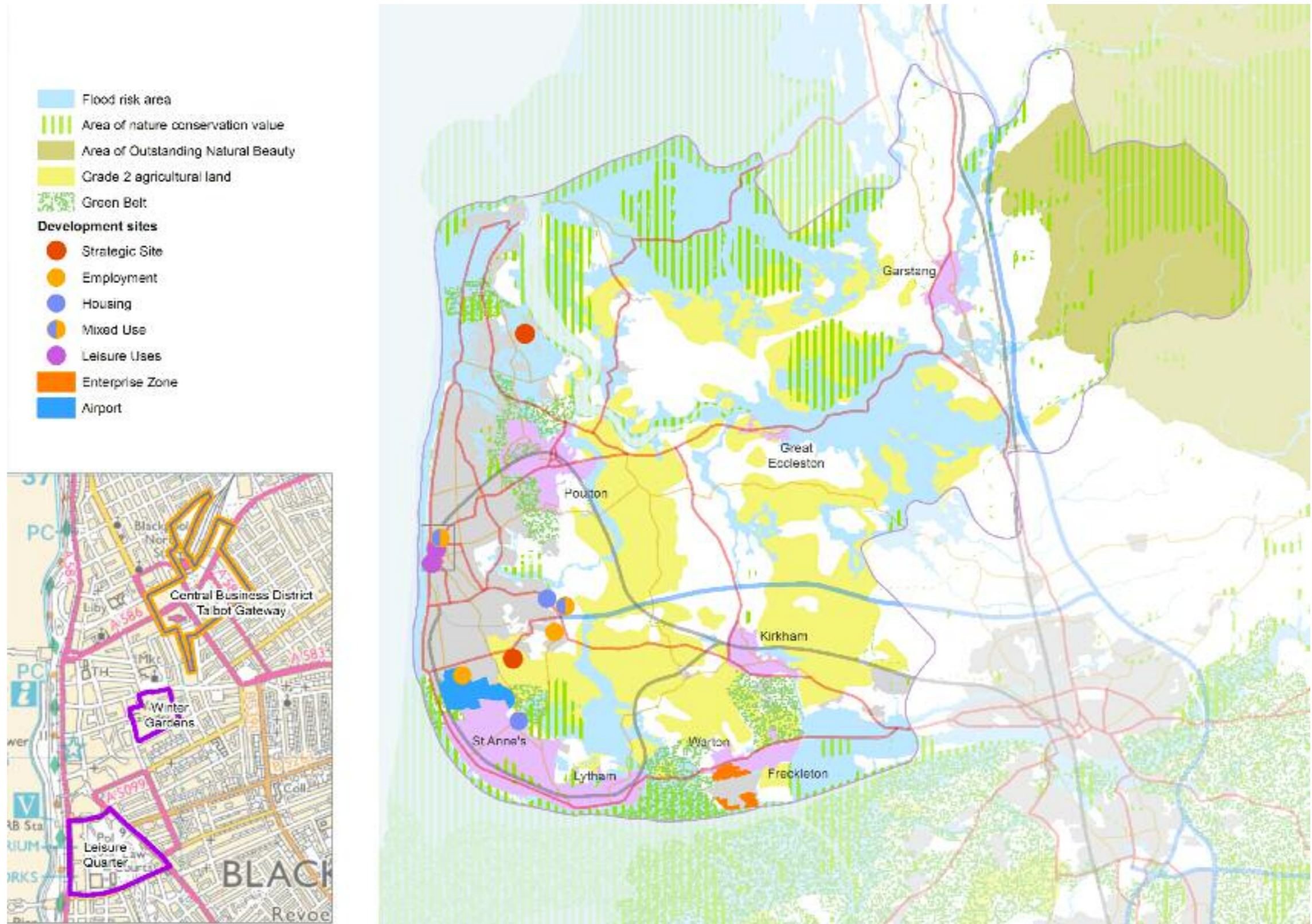


Figure 10: Development and constraints

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 £85 million 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 started 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, the Highways Agency (HA) 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 HA, 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 HA, 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 HA 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 (i.e. the M55 Hub). 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	Weaknesses
A strong LEP working in partnership with the County Council and Blackpool Council	Low confidence and aspiration in some communities
Established tourist economy with leading tourist destinations, especially Blackpool, the UK's most visited resort and the classic resort at St Annes	Poor educational attainment and lack of higher level skills in parts of the community – particularly Blackpool
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 million to the economy.	High levels of worklessness in Blackpool
Lancashire Advanced Engineering and Manufacturing Enterprise Zone (BAE Systems Warton and Samlesbury sites)	Poor life expectancy and ill health in some areas
Advanced chemical and polymer presence including Asahi Glass, Victrex, Vinnolit and Glasdon UK	Long public transport journeys between some coastal communities
Strong energy and environmental technology centre, including nuclear industry presence of Westinghouse Springfields at Salwick	Lack of rural access to services in places
Strategic site at Hillhouse International, Thornton	Ageing population
Well established food production companies including Burtons Foods, Fox's Biscuits and Tangerine Confectionery	Rail trips to the north and south of the UK require interchange at Preston
Outstanding leisure and recreational opportunities	Infrequent rail service on the South Fylde Line
Strong built heritage	Lack of sustainable transport integration
Outstanding natural landscapes	Poor motorway connectivity in some parts of the area
Rising educational standards in higher, tertiary and vocational education	Blackpool's road safety currently worse than the national average
Further education at the four campuses of the Blackpool and the Fylde College, including the specialist nautical campus in Fleetwood	
Centre of excellence for land-based courses such as agriculture and horticulture at Myerscough College	Threats
Good transport links to wider area	Growing car ownership and use, with limited alternatives
Committed programmes for new transport investment	Decline of public transport affecting non car owners in particular
	Financial threats and uncertainty - Comprehensive Spending Review
	Uncertainty amongst private investors
	Reluctance to change travel behaviour
	Poor air quality in some places
	Congestion from tourist traffic adversely affecting the visitor experience
	Visitor numbers can make parking difficult in some areas
	Unpredictable congestion has an adverse effect on reliability and punctuality of public transport
Opportunities	
Emerging Local Plans	
Comprehensive development plans include strategic sites as a focus for investment	
Scope for further development of a new National Aerospace Supply Chain Centre is a key feature of the Lancashire Enterprise Zone	
Energy economy/energy sector growth deal boost	
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	

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 £36.4m of new funding confirmed for 2015/16 and £48.6m for 2016/17 to 2021. In the Fylde Coast, three schemes will be funded 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 the Highways Agency and Network Rail investing in the Fylde Coast.

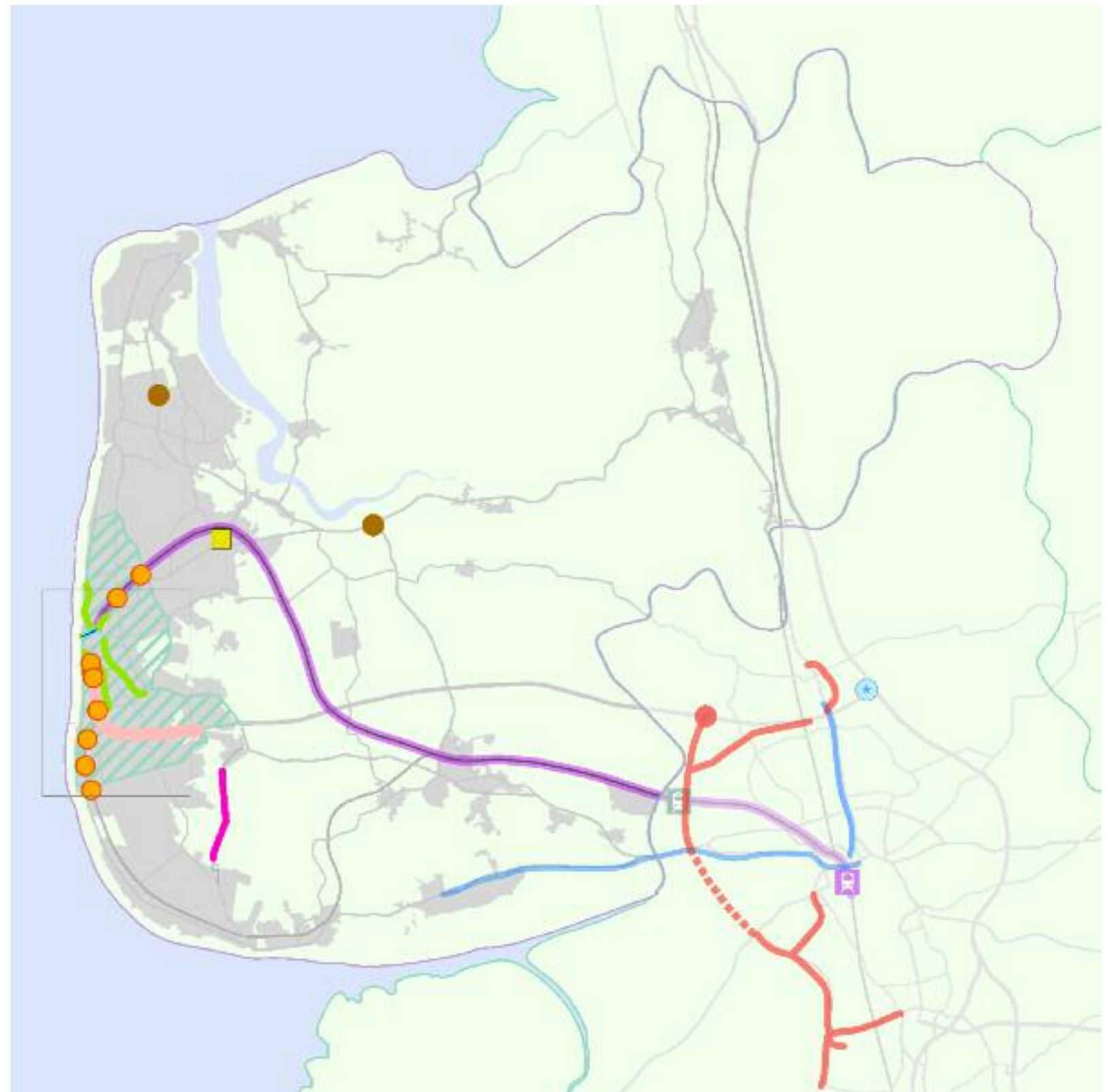


Figure 11: What we're already doing

Current schemes

Yeadon Way refurbishment programme

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 has significant maintenance issues including embankment slippage, bridge failure and drainage dereliction. Whilst the existing maintenance regime has prevented the road's failure, this one-off refurbishment, funded through the government's Local Pinch Point programme and scheduled to start in November 2014, will give the road another 25 years of life before major work is likely to be required again and simplify ongoing maintenance.

Yeadon Way currently has a weight limit of 7.5 tonnes which limits the vehicles able to use it. Once refurbishment is complete, weight limits will be lifted. This will provide capacity for heavier vehicles required for the Leisure Quarter's redevelopment. It will also have a positive impact on emissions as, at the moment, HGVs have to use an alternative route that is longer and slower.

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 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

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 bridges 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. Moss roads also tend to require more maintenance than other roads as there is often ground movement beneath them.

The new link 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 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, cyclists 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 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 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 Junction 1 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.

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 of the 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 the Highways Agency 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 will be approximately 2km long. The northern section from the A6 Garstang Road to the B5269 Whittingham Lane will have one lane in each direction. The southern section, from the B5269 Whittingham Lane to Broughton roundabout (M55 Junction 1), will 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.

Preston Railway Station

Although there are a number of through services, many travellers to the Fylde Coast change trains at Preston, making it 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 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 the high speed rail line 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 Agency 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

The northbound M6 suffers from safety problems and congestion related to the current layout as vehicles change 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 now, but will become even more important with the advent of M55 Junction 2 and the Preston Western Distributor Road.

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

A585 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.

A585 Bourne Way to West Drive Widening and Improvement

The scheme is aimed at improving access from the trunk road network to the Hillhouse International strategic site, easing traffic flows on residential roads whilst improving safety and providing additional capacity on the A585.

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

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 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.

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 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 easy 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.

-  Blackpool North (Talbot Gateway) Interchange
-  North Fylde Line Station Viability Study
-  A585 Highway Improvements (indicative corridor)
-  South Fylde Line Study
-  Lancashire Coastal Way completion
-  River Wyre Explorer Loop
-  Existing cycle network
-  Lancaster Canal towpath improvements
-  Fylde Coast Accessibility Study
-  Fylde Coast Long Term Public Transport Strategy
-  Airport
- Current schemes or proposals**
-  Current highways scheme or proposal
-  Current bus or rail scheme or proposal
-  Current cycling scheme or proposal
-  Major transport issues

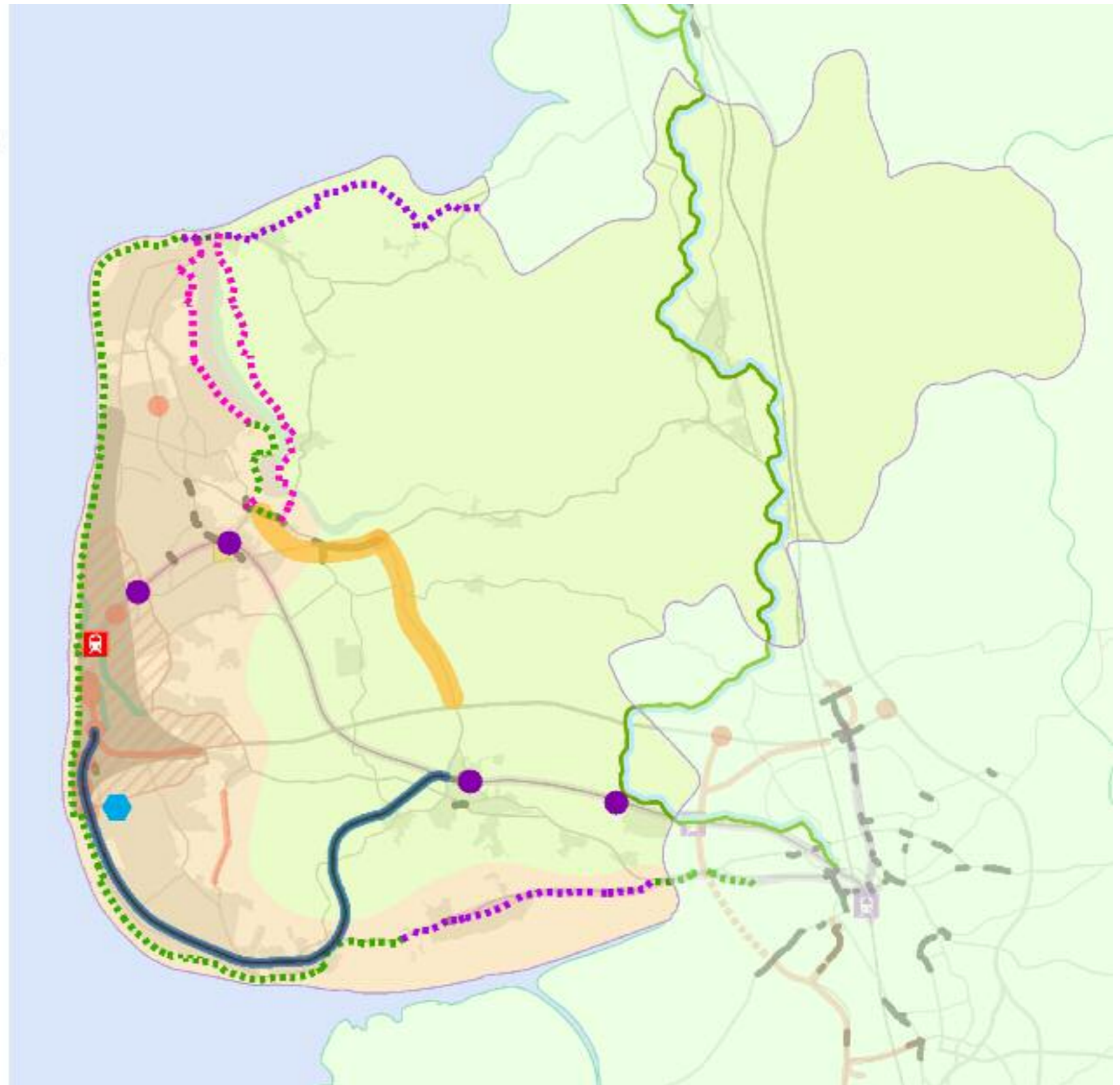


Figure 12: The Fylde Coast Highways and Transport Masterplan

Efficient Highways

Enabling Growth

To fully realise our vision for the Fylde Coast's highways and transport networks, we need to plan for all aspects of future economic development. However, there are a number of strands of this development that are not yet finalised.

Blackpool Airport

A plan for the regeneration of Blackpool Airport 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. Both Highways Authorities are involved in this work.

But with no definite regeneration plans in place at the moment, this highways and transport masterplan cannot be specific about what measures may be needed in the future to support regeneration plans. However the site develops though, effective sustainable transport links will be a key consideration for us as we move forward, as travel to the site other than by car is currently difficult. In particular, access from rail or tram is very limited. However, proposals in this masterplan, especially for the South Fylde line, have the potential to make access very much easier.

New housing and employment

In both Fylde and Wyre, the emerging Local Plans will set out 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. 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.

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

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.

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.

What we will do:

We will work with our partners, both established and new, to ensure that growth across the Fylde Coast is sustainable and that development plans come forward in synergy with this masterplan. As part of this, we will consider how development within the Fylde Coast impacts on neighbouring areas where this is appropriate.

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.

The A585 corridor

The A585 between Fleetwood and the M55 is currently part of the national Strategic Road Network and therefore managed and maintained by the Highways Agency. However, 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 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 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 because of queuing problems 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 de-trunking 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, in 2014/15 the Highways Agency will be undertaking improvements to the A585/A586 'Windy Harbour' junction near Singleton and the A585 junctions with Bourne Way and West Drive between Thornton and Cleveleys. Together these schemes represent an investment of over £3m 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 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 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, Cleveleys to A588 Breck Road, Skippool
- The Poulton-le-Fylde section - A588 Breck Road to A586 Garstang Road East
- The Southern section ~ A586 Garstang Road East to M55 between Junctions 3 and 4

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



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

Whilst the A585 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 the Highways Agency 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 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 Mains Lane passes through Little Singleton and is very busy. The Five Lane Ends junction is arguably the worst 'pinch point' on the A585 and it would be very difficult to make a significant improvement to the junction as it stands.

In conjunction with other measures, this section of the proposed M55 to Norcross Link could offer options for solution to congestion at the Five Lane Ends junction.

The southern section ~ A586 Garstang Road East to M55 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 direct contribution to the cost of the scheme from Fylde Borough Council.

At the moment, there are a number of significant issues on the existing A585 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

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 does 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 want to ensure that the A585 operates as effectively as possible along its entire length. To do this we will work with the Highways Agency 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 recently announced by central government, which includes a commitment to **A585 Windy Harbour to Skippool improvements**.

This Highways Agency 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 Mains Lane/A588 Shard Road junction. It could also remove rat-running traffic from Singleton.

The northern section

We propose that we do not widen the road but instead work with the Highways Agency on smaller scale junction capacity improvements as needed, from the A588 Breck Road along the A585 to Fleetwood.

To remove continuing uncertainty and on-going risk of blight, the County Council therefore also proposes to remove the route protection along this section of the original scheme line.

The Poulton-le-Fylde section

As we believe that this section of the scheme could still be part of a solution to congestion at the Five Lane Ends junction, we propose to maintain the current route protection while we work with the Highways Agency to design and take forward the A585 Windy Harbour to Skippool improvements.

The southern section.

The Highways Agency is currently working to resolve capacity issues at Windy Harbour and at Junction 3 on the M55 and we will work with the Highways Agency as they bring forward the A585 Windy Harbour to Skippool improvements.

By dealing with the congestion at these significant junctions, the numbers of vehicles using inappropriate roads to avoid congestion should be greatly reduced. However, we do accept that there may need to be further improvements made between these major junctions, although reducing the number of vehicles turning off the A585 to rat run should of itself reduce conflicts at smaller priority junctions.

Once the currently proposed schemes are complete, we will continue to work with the Highways Agency to resolve any remaining issues.

As we do not intend to pursue a scheme along the line of the southern section of the 'Blue' route, the County Council is therefore proposing to remove the route protection from this section to remove continuing uncertainty and on-going risk of blight.

A585 Highway Improvements (indicative corridor)



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 undergone a four year £100m upgrade ~ £68.3m from the Department for Transport; £17.7m from Blackpool Council; £15.2m from Lancashire County Council and £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 particular 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, particularly 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 Community Rail Partnerships 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 Poulton-le-Fylde station, but changes at the station due to electrification could make this impossible.

However, the railway society is exploring options for a separate 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 strands of work therefore emerge under this 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 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 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 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.

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.

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.

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 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 Lytham.

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

SINTROPER 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 these 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.

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.

Through an extension to the original SINTROPER project, we have been able to secure further funding to carry out a specific **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. Once the study has reported, we will be in a position to seek funding through the LEP and through other partners.

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.

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

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 not only to reduce congestion on the main routes in and out of the area, but also reduce the space needed for car parking, another important consideration.

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 are provided on part of Central Station 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 Seaside 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 quality 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.

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.

- 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 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 long. 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 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 service 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.

Amongst 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
- 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
- In the longer term, new infrastructure to support regeneration on the Fleetwood peninsula.

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:

- 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 areas?
- 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 that distances are longer?
- 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?

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 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 Coastal 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 Coastal 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 route, suitable for all users.

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:

- **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 destinations are accessible by cycle on safe routes that commuters feel comfortable using throughout the year. These routes will generally be linked to the Coastal Way, but may also radiate off Explorer 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 Coastal 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.

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.

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.

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. 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.

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 in 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 quality. 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 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.

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 Agency, Network Rail - and the support of private business and house builders as well.

The first task is to make sure we have widespread agreement for the highway and transport improvements that are taken forward and delivered. Then, to stand the best chance of delivery, we must 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. That will mean committing time and funding ‘upfront’ to working up these ideas and preparing the economic case for them.

Once we have your views on the vision, schemes and proposals put forward in this masterplan, then over the next 2 years to 2016 we will need to:

- Progress with the studies and other evidence gathering, working with our partners to ensure that we can make the case for the programme
- Once we have that evidence, consult on and publish a final version of this masterplan
- For schemes we are already committed to, finalise designs, begin to assemble land, and start works
- For proposals made in this version of the masterplan, consult and work with communities, stakeholders and infrastructure providers to reach agreement on scheme specifics and secure funding for those proposals
- Draw up and identify the proposals in more detail and protect routes
- Begin the preparation of major scheme business cases.

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 long-term 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.

Let us know what you think

From 12th January to 20th February 2015, there will be a public consultation on the Fylde Coast Highways and Transport Masterplan.

As part of the consultation it is important that we get your views on the vision presented in the masterplan.

A leaflet with a questionnaire accompanies the masterplan and this is your opportunity to let us know what you think. Copies of the leaflet are available from public libraries and council offices.

We are also holding a number of events where you can come and talk to us about the masterplan. These are shown in the box opposite.

The masterplan can also be viewed or downloaded from our website. To access the documents paste the following link into your browser www.lancashire.gov.uk and then search for Highways and Transport Masterplans on the A-Z list. You can also fill in the questionnaire online.

You can also write to us at:

Fylde Coast Highways and Transport Masterplan
Environment Directorate
Room C4
County Hall
Preston
Lancashire
PR1 0LD

or by email: enquiries@lancashire.gov.uk

Venues

Garstang Library
Windsor Road
Garstang
PR3 1ED

Tuesday 27th January
2pm ~ 7pm

Kirkham Community Centre
Mill St
Kirkham
PR4 2AN

Wednesday 4th February
12 Noon ~ 6.30pm

Poulton Library
Blackpool Old Road
Poulton-le-Fylde
FY6 7DH

Thursday 29th January
2pm ~ 7pm

St John the Evangelist Church
St John's Square
Church Street
Blackpool
FY1 1BP

Wednesday 28th January
2pm ~ 7pm

Fleetwood Library
North Albert Street
Fleetwood
FY7 6AJ

Tuesday 3rd February 2pm ~ 6.45pm

St Annes United Reformed Church
St George's Rd,
St. Annes
FY8 2AE

Wednesday 11th February
2pm ~ 7pm

Milestones

Project	Delivery Agency	Current Status									
			2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	
Yeadon Way Refurbishment	Blackpool Council	Under Construction	Start of Works Project Completed								
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 Complete						
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 case development and statutory processes			Start of Works	Project Completed				
Preston to Blackpool North Electrification	Network Rail	Under Construction			Project Completed						
A585(T) Windy Harbour Junction Improvement	Highways Agency	Committed	Start of Works Project Completed								
A585(T) Bourne Way~West Drive Widening and Improvement	Highways Agency	Committed	Start of Works Project Completed								
A585(T) M55~Skipool Route Study	Highways Agency /LCC	Pre-programme	Start of Study	Study Completed							
North Fylde Line Station Viability Study	LCC	Pre-programme									

Project	Delivery Agency	Current Status	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
			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								
Fylde Coast Accessibility Study	LCC /Blackpool Council	Pre-programme								
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 case development and statutory processes			Start of Works	
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 Agency	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
Yeadon Way Refurbishment	3.6											3.6	
Poulton-le-Fylde Town Centre	0.3											0.3	LCC comittment full cost TBC
Blackpool Integrated Traffic Management		2.1	0.3									2.4	
Blackpool Bridges and Structures Major Maintenance Scheme		0.5	0.6	1.6	1.5							4.2	
M55 to Heyhouses Link		13.6	1.4									15.0	
Blackpool Town Centre Green Corridors			2.2	2.2	1.5	1.4						7.3	
Blackpool Tramway Extension North Pier to North Station				12.1	6.1							18.2	
A585(T) Windy Harbour Junction Improvements	1.3											1.3	
A585(T) Bourne Way~West Drive Widening and Improvement	1.8											1.8	
A585(T) M55~Skipool Route Study	Revenue Committment (HA)												
North Fylde Line Station Viability Study													Revenue Committment
South Fylde Line Study: SINTROPER Project	0.17											0.17	

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
Blackpool North (Talbot Gateway) Interchange					8							8.0	
Fylde Coast Long Term Public Transport Strategy													Revenue Commitment
Fylde Coast Accessibility Study													Revenue Commitment
Fylde Coast Cycle Network							0.5	0.5	0.5	0.5	0.5	2.5	LCC commitment for match funding
Total	7.17	16.2	4.5	15.9	17.1	1.4	0.5	0.5	0.5	0.5	0.5	64.77	
Highways Agency	5.62											5.62	
Single Local Growth Fund		2.6	4.2	14.1	8.3	1.3						30.5	
Blackpool Council	1.08	0.6	0.3	1.8	0.8	0.1						4.68	
European	0.085											0.085	
Borough Council		2.0										2.0	
Developer		11.0			8.0							19.0	
Lancashire County Council	0.385						0.5	0.5	0.5	0.5	0.5	2.885	
Total	7.17	16.2	4.5	15.9	17.1	1.4	0.5	0.5	0.5	0.5	0.5	64.77	

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
Preston, South Ribble and Lancashire City Deal Projects													
Preston Western Distributor and M55 Junction 2				21.3	47.2	22.7	0.8					92.0	
Broughton Bypass	1.2	4.0	19.1									24.3	
Preston Railway Station/HS2 Interchange													TBC
Cottam Parkway Station						1.5	8	5.5				15	
M6 Junction 32 Northbound Widening	6.6											6.6	

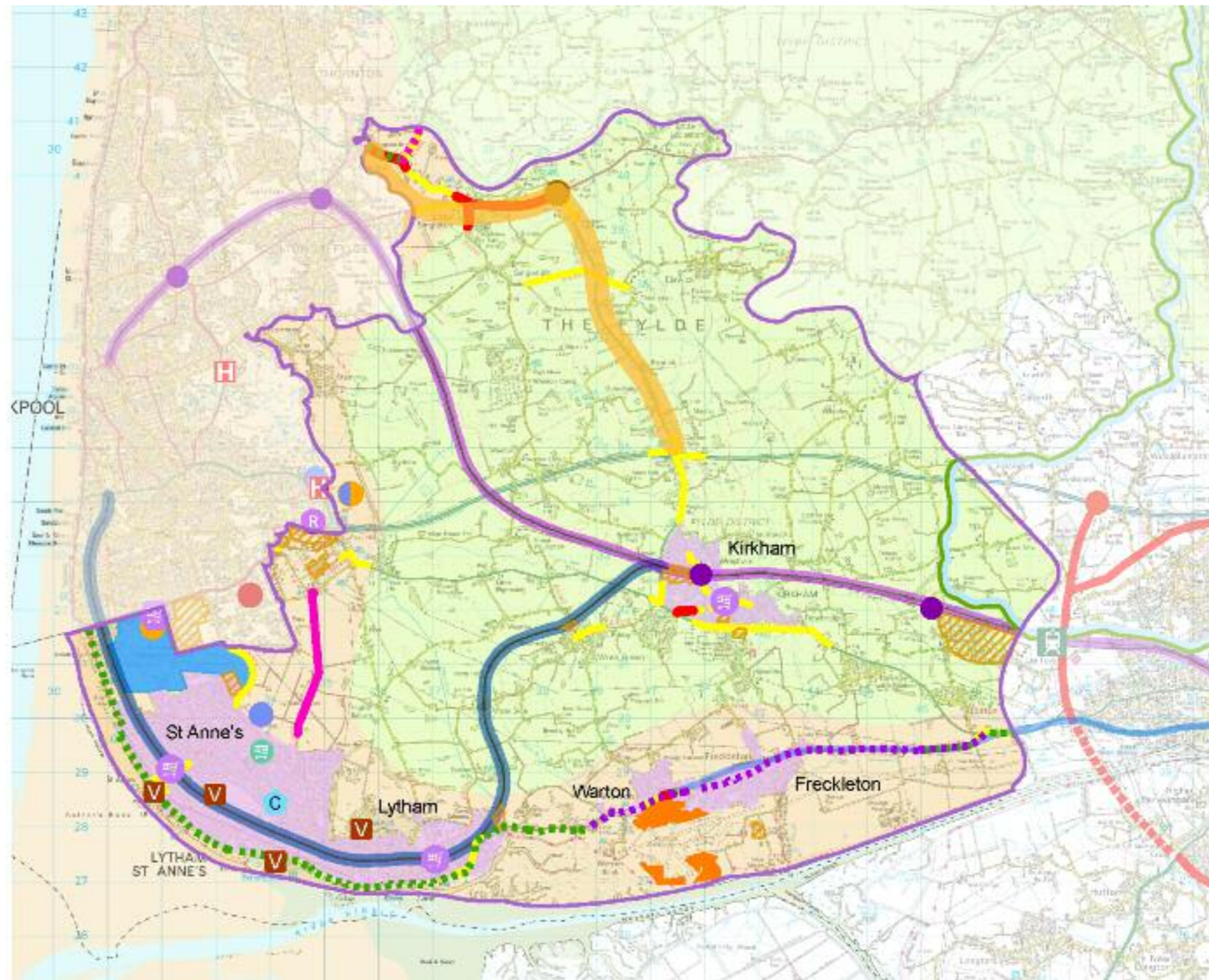
Appendix 1: District Maps

- Masterplan Schemes**
- North Fylde Line Station Viability Study
 - Blackpool North Rail Gateway
 - South Fylde Line Study
 - Fylde Coast Accessibility Study
 - Fylde Coast Long Term Public Transport Strategy
- Current Schemes**
- Rail electrification
 - Blackpool Bridges and Structures Major Maintenance Scheme
 - Blackpool Integrated Traffic Management
 - Tramway extension
 - Green Corridors (initial proposals)
 - Yeadon Way refurbishment
- Development Sites**
- Strategic Site
 - Housing
 - Mixed Use
 - Leisure Uses
 - Airport
- Other Features**
- Severe congestion (see glossary)
 - Congestion (see glossary)
 - University Centre
 - College
 - Retail park
 - Major supermarket
 - Supermarket
 - Visitor attraction
 - Hospital
 - Existing cycle network
 - Air Quality Management Area
 - Existing employment area
 - Tramway
 - Bus Station



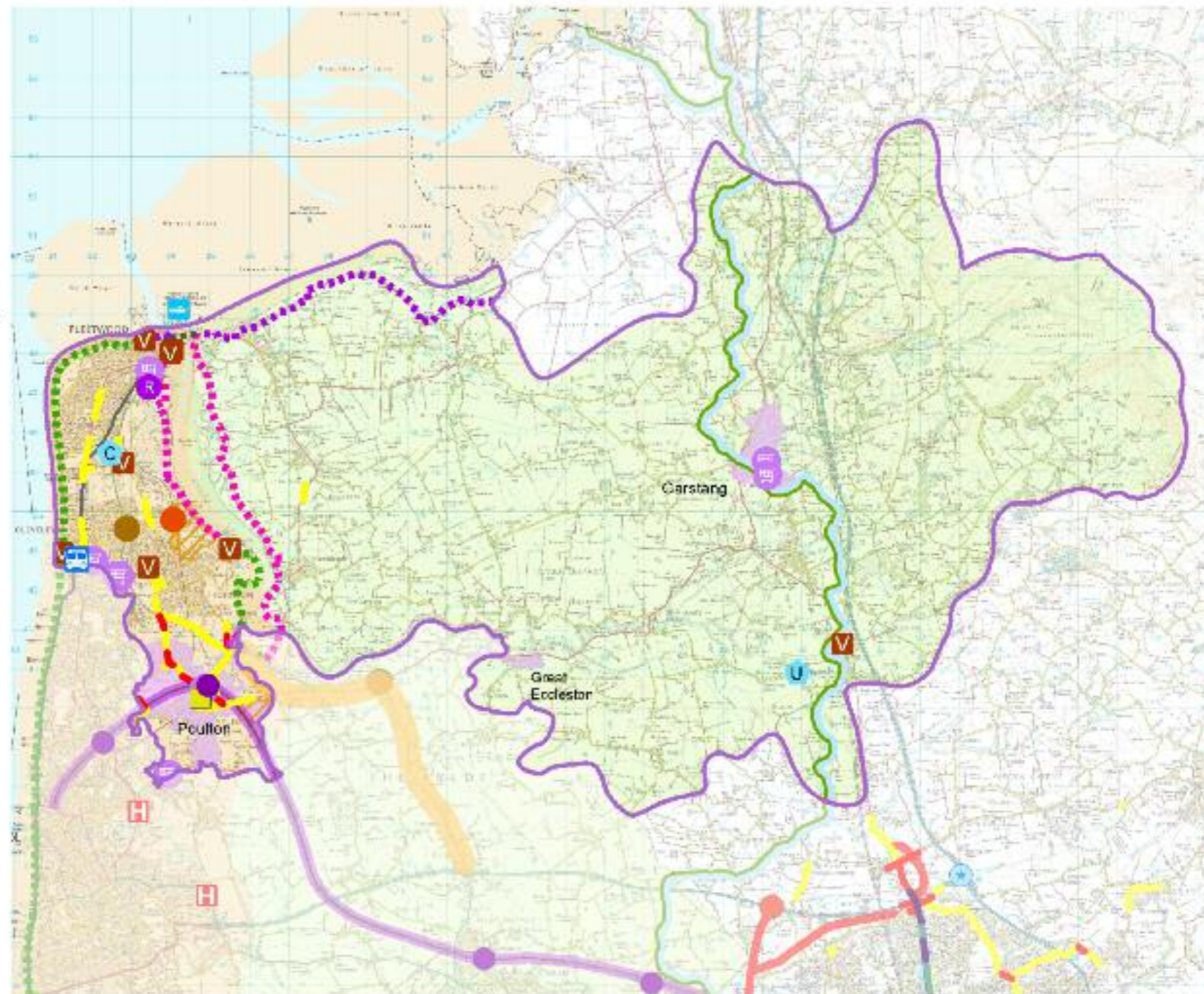
Blackpool

- Masterplan Schemes**
- North Fylde Line Station Viability Study
 - South Fylde Line Study
 - A565 Highway Improvements (Indicative corridor)
 - Fylde Coast Accessibility Study
 - Fylde Coast Long Term Public Transport Strategy
 - Lancaster Canal towpath improvements
 - Lancashire Coastal Way completion
 - River Wyre Explorer Loop
- Current Schemes**
- M55 to Hayhouses Link Road
 - Rail electrification
 - Highways Agency - A588 improvements
- Development Sites**
- Strategic Site
 - Employment
 - Housing
 - Mixed Use
 - Enterprise Zone
 - Airport
- City Deal Schemes**
- City Deal highway improvements
 - Bus corridor improvements
 - Cotnam Parkway Rail Station
- Severe congestion (See glossary)
- Congestion (See glossary)
- College
 - Retail park
 - Major supermarket
 - Supermarket
 - Proposed supermarket
 - Visitor attraction
 - Hospital
 - Existing cycle network
 - Existing employment site



Fylde

- Masterplan Schemes**
- North Fylde Line Station Viability Study
 - A585 Highway Improvements (Indicative corridor)
 - Fylde Coast Accessibility Study
 - Fylde Coast Long Term Public Transport Strategy
 - Lancaster Canal towpath improvements
 - Lancashire Coastal Way completion
 - River Wyre Explorer Loop
- Current schemes**
- Rail electrification
 - Highways Agency - A585 improvements
 - Highways Agency - M6 Junction 32 Northbound Widening
 - Poulton Town Centre
- Development sites**
- Strategic Site
 - Employment
 - Housing
 - Mixed Use
- City Deal Schemes**
- City Deal highway improvements
 - Bus corridor improvements
- Other icons:**
- Severe congestion (See glossary)
 - Congestion (See glossary)
 - University Centre
 - College
 - Retail park
 - Major supermarket
 - Supermarket
 - Visitor attraction
 - Hospital
 - Existing cycle network
 - Existing employment site
 - Tramway
 - Bus Station
 - Ferry



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.

Road type/speed limit	Severe congestion	congestion
Urban 30mph & 40mph	<10mph	10 ~ 20mph
50mph & 60mph	<20mph	20 ~ 30mph
Dual carriageway and motorway (70 mph)	<40mph	40 ~ 50mph

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 ~ 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 the county's economic growth over the next 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 ~ 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.



Further Information

For further information on this and other Highway and Transport Masterplans covering Lancashire please contact:

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