

Publication Draft Wyre Local Plan 2017

Statement of Consultation

Appendix 6 – Issues and Options 2015 Publicity and Consultation Material

Contents

- Public notice
- Consultation letter
- Response form
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WYRE BOROUGH COUNCIL
PUBLIC NOTICE

PLANNING AND COMPULSORY PURCHASE ACT 2004
THE TOWN AND COUNTRY PLANNING (LOCAL PLANNING) (ENGLAND)
REGULATIONS 2012
REGULATION 18: NOTICE OF PREPARATION OF THE WYRE LOCAL PLAN

On 3 June 2015 the Cabinet of Wyre Borough Council formally approved for public consultation the Local Plan Issues and Options. The Wyre Local Plan will set out a long-term vision for the borough and the strategy for delivering that vision including the allocation of development sites.

When adopted, the local plan will guide development decisions in Wyre Borough until 2031 and will set out where new homes, employment and shops will be located, as well as designate areas to be protected.

Wyre Borough Council is consulting on the Local Plan Issues and Options for a period from **Wednesday 17 June until 5pm on Friday 7 August 2015**.

The Local Plan Issues and Options document along with accompanying Sustainability Appraisal is available from 17 June 2015 on the council's website at wyre.gov.uk/localplan and for public inspection during normal opening hours at:

- Cleveleys, Fleetwood, Garstang, Knott End, Poulton-le-Fylde and Thornton libraries.
- The rural mobile library and Wyre i-bus.
- Garstang Tourist Information Centre.
- Reception at the Civic Centre, Poulton-le-Fylde.

For details of the opening hours of individual libraries please visit:
<http://www.lancashire.gov.uk/libraries-and-archives/libraries/find-a-library.aspx>

There will be public 'drop in' events attended by planning officers during the period of consultation; the date, time and venue of which can be found on the council's website wyre.gov.uk/localplan

You can comment online at consult.wyre.gov.uk/portal/ or via e-mail to planning.policy@wyre.gov.uk or post your comments to: Planning Policy Team, People and Places Directorate, Wyre Council, Civic Centre, Breck Road, Poulton-le-Fylde, Lancashire FY6 7PU.

Representations should be received in writing before **5pm Friday 7 August 2015**. Any representations received cannot be treated as confidential and will be published by the council in accordance with the provisions of the Data Protection Act. Representations may be accompanied by a request to be notified at a specific address of the progress of the Local Plan.

For more information please call 01253 891000 or contact the Planning Policy Team, Wyre Council, Civic Centre, Breck Road, Poulton-le-Fylde, FY6 7PU.

David Thow Head of Planning Services

Please ask for: Planning Policy Team
Telephone No. 01253 891000
Email: Planning.policy@wyre.gov.uk
Our Ref:
Date:

Dear Sir/Madam,

Planning the Future of Wyre – Local Plan Issues and Options

Thank you for the interest you have previously shown in planning the future of Wyre.

As part of producing the new Local Plan, an Issues and Options document has been prepared to identify the key issues facing the borough – including an ageing population, pressure for new housing and the creation of sustainable economic growth – and the options for addressing them.

This follows a previous consultation on the Preferred Options for a Core Strategy – designed to set the overall strategic planning framework for the borough - held in April 2012.

As a result of the abolition of regional planning structures and changes in government planning policy which now emphasises the need for a single local plan that includes strategic planning policies, more detailed policies to manage development and site allocations, the council has decided not to progress the Core Strategy and is instead producing a single Wyre Local Plan. The previous work undertaken to inform the Core Strategy, including the consultation feedback received in 2012, is still of relevance and will be used to feed into the preparation of the new Local Plan. However, we need to consider whether the 2012 preferred strategy is still relevant and appropriate in light of new evidence. The production of an Issues and Options document will help us to develop a new, more up-to-date plan for the borough.

The Issues and Options document is structured around seven chapters and a series of key questions designed to generate a response to the issues raised and the options for addressing them.

The council is also publishing a Sustainability Appraisal of the Issues and Options document. This assesses the vision, objectives and three spatial options against a set of sustainability objectives.

The council values the contribution of residents and other interested parties in the planning process and is carrying out a public consultation on the Issues and Options document from Wednesday 17 June to 5.00pm Friday 7 August 2015. Comments on the Sustainability Appraisal are also welcomed.

Note: The consultation period has been extended by one week from the 31st July 2015 to 7th August 2015.

Civic Centre, Breck Road, Poulton – le – Fylde, Lancashire FY6 7PU

Tel: (01253) 891000

Fax: (01253) 899000

Textphone: (01253) 887636

www.wyre.gov.uk

You can respond to the Issues and Options document in various ways:

Online - The 'Issues and Options' document, together with the Sustainability Appraisal, are available to view online at wyre.gov.uk/issuesandoptions2015 where you can also access our consultation portal (you will need to login to provide comments. The website explains how to create a username and password if you have not used this method before.)

By post or email – You may respond to both the Issues and Options document and Sustainability Appraisal in writing, preferably using the formal response form which is available to download at wyre.gov.uk/issuesandoptions2015

You can return written responses to the address shown on this letter (marking the envelope for the attention of Planning Policy), or you can e-mail planning.policy@wyre.gov.uk

You will also be able to post comments in special response boxes which will be located in the reception at the Wyre Civic Centre, Garstang Tourist Information Centre, Garstang, Knott-End, Cleveleys, Thornton, Poulton and Fleetwood (North Albert Street) libraries.

In person - We are also holding public 'drop in' sessions during the consultation period for you to discuss local plan issues with officers from the Planning Policy team. The dates and venues are detailed in the enclosed leaflet. Copies of the Issues and Options document will be available to view at the locations also set out in the attached leaflet and can be downloaded for free at the above web address. Paper copies of the full Issues and Options document are available from the Planning Policy team at a cost of £4.50 each. The council has also produced a summary document which is available at wyre.gov.uk/issuesandoptions2015

Please note that all comments must be submitted in writing (which includes e-mail but NOT social media such as Twitter and Facebook) to be accepted and must contain your name and address. Comments received will be made public (including the name of the respondent but not the address) and taken into account when we produce a revised version of the plan.

If you have received this letter but no longer wish to be contacted about the local plan please contact the Planning Policy team and we will amend our consultation database accordingly.

We look forward to receiving your response.

Yours faithfully

David Thow



Head of Planning Services



wyre
council

Wyre Council
Local Plan
Issues and Options 2015
Public Consultation
Response Form

As part of producing the new Local Plan, an Issues and Options document has been prepared by the Council. This describes a vision for the future of the Borough and identifies a number of key planning issues and options which will need to be considered by the Council in writing the Local Plan. It also describes three strategic options, each of which reflect a different approach to the distribution of growth across the Borough, and identifies potential sites for development.

The Council is inviting comments on this Issues and Options document for a six week period between 17th June 2015 and 7th August 2015. Your input into this early stage of local plan preparation is important and we would value your comments on how Wyre plans for the future.

The Issues and Options document includes six key questions on the following topics:

The spatial portrait

The key issues we have identified

The Vision for the borough

The key objectives

The options for addressing the key issues

The sites we have identified as potentially required for development.

The Council have also published a Sustainability Appraisal of the Issues and Options document. This assesses the vision, objectives and three spatial options against a set of sustainability objectives. Comments on the Sustainability Appraisal are welcomed and can be made through this form (see question 7).

This form replicates the questions in the Issues and Options document and provides an opportunity for people to provide a structured response. It is available in paper format (from the Planning Policy team – see below for postal address and e-mail address) and also electronically at www.wyre.gov.uk/issuesandoptions2015. Copies will also be available to take away or complete at a series of consultation exhibition events the Council is holding through June and July (see the above web address for details).

Please note that all comments must be received **no later than 5pm on 7th August 2015**. **The consultation period has been extended by one week**. Queries can be directed to the Planning Policy team using the above contact details or you can 'phone the Council on 01253 891000. The response form can be returned to the Council in either of the following ways:

By post to: Planning Policy, Wyre Council, Civic Centre, Breck Road, Poulton-le-Fylde, FY6 7PU. **By e-mail to:** planning.policy@wyre.gov.uk

You can also post comments in special response boxes which will be located in the reception at the Wyre Civic Centre, Garstang Tourist Information Centre, Garstang Library, Knott-End Library, Cleveleys Library, Thornton Library and Fleetwood Library (North Albert Street).

QUESTIONS

Question 1

Do you agree that the Spatial Portrait is factually correct?

Yes No

Is there anything that should be added, deleted or amended?

Response (please attach additional paper if required)...

Question 2

Have the key issues been identified?

Yes No

Are there any others you feel the Local Plan should address?

Response (please attach additional paper if required)...

Question 3

Do you support the Vision for Wyre and feel that it reflects the key challenges and opportunities?

Yes No

Is there anything that should be added to, amended or deleted from the Vision in order to improve it?

Response (please attach additional paper if required)...

Question 4

Do you agree with the Strategic Objectives?

Yes No

Is there anything that should be added, deleted or amended?

Response (please attach additional paper if required)...

Question 5

Which of the options do you think should be taken forward as the Spatial Strategy showing where development will be directed?

- Option 1 Option 2 Option 3 None

Can any of the Options be amended to make it more sustainable, deliverable or to increase the extent to which it would help to achieve the Vision and Strategic Objectives?

Response (please attach additional paper if required)...

Is there an alternative or hybrid option which would be more appropriate?

Response (please attach additional paper if required)...

Question 6

Do you have any particular comments/concerns with any of the identified sites? Please quote the reference number shown on the maps when making comments about a specific site.

Response (please attach additional paper if required)...

What are the key issues that would need to be considered if any of the identified sites were to be brought forward for development?

Response (please attach additional paper if required)...

What additional services and facilities would need to be provided to ensure that development on these sites does not have an unacceptable impact on existing infrastructure? What is the most important infrastructure that needs to be provided within a settlement for it to accommodate new development in a sustainable manner?

Response (please attach additional paper if required)...

Question 7

Do you have any comments to make regarding the Sustainability Appraisal (supporting document)?

Response (please attach additional paper if required)...

Please turn over to provide us with your personal information

WYRE LOCAL PLAN – ISSUES AND OPTIONS 2015

Your Details

Title (e.g. Mr/Mrs/Ms/Dr)	
Name	
Company/Organisation (if applicable)	
Position (if applicable)	
E-mail	
Telephone	
Address	
Postcode	

How we will use your information

The information collected will be processed in accordance with the Data Protection Act 1998. Information from the forms will be stored on a computer database and used solely in connection with preparation of the Local Plan. **Representations will be made available to view on the Council's website, although address and contact details will not be included. Please tick this box if you do not want your name to appear on the Council's website. However, as copies of representations must be made available for public inspection, they cannot be treated as confidential and will be available for public inspection in full at the Council's Offices.**

You can find the Council's full Fair Processing Notice on our website.

Wyre Local Plan Issues and Options 2015 Public consultation Have your Say!

The Council is preparing a new Local Plan the purpose of which is to guide how the borough physically develops over the next 15 years. It will establish a vision for Wyre, and the strategy for delivering that vision. It will identify the overall level of different types of development needed to sustain the borough and where that development should, and should not, take place. It will identify land that should be protected for its environmental quality or social use, and encourage high quality design and a regard for our heritage.

Further details are available from:

Website: <http://www.wyre.gov.uk/issuesandoptions2015>

Address: Planning Policy, Wyre Council, Civic Centre, Breck Road, Poulton-le-Fylde, FY6 7PU

E-mail: planning.policy@wyre.gov.uk

Phone: 01253 891000



As part of producing the new Local Plan, an Issues and Options document has been prepared by the Council. This describes a vision for the future of the Borough and identifies a number of key planning issues and options which will need to be considered by the Council in writing the Local Plan. It also describes three strategic options, each of which reflect a different approach to the distribution of growth across the Borough, and identifies potential sites for development.

The council is inviting comments on this Issues and Options document for a six week period:

Wednesday 17th June 2015

To

5pm Friday 7th August 2015*

*The consultation period has been extended by one week.

Please read the Issues and Options document and return a response form with your comments to the Planning Policy team (details on back page) or alternatively comments can be submitted online

<http://consult.wyre.gov.uk/portal/>

Public Exhibitions and Deposit Locations

The Planning Policy team will be holding several public exhibitions which will consist of drop-in sessions between 2:30pm and 7:30pm at the following locations:

Venue	Date
Garstang Library	25 June 2015
Poulton Youth and Community Centre*	2 July 2015
Thornton Leisure Centre (YMCA)	6 July 2015
Great Eccleston Village Centre	10 July 2015
Stalmine Village Hall	13 July 2015
Fleetwood Marine Hall	15 July 2015

*next to Civic Centre

The Issues and Options document is available to view at the locations listed below. Here you will also find free copies of the document summary and copies of the response form which seeks your views on a number of key questions.

- Fleetwood Library (North Albert Street)
- Cleveleys Library
- Thornton Library
- Poulton-le-Fylde Library
- Knott-End Library
- Garstang Library
- Garstang Tourist Information Centre
- Wyre Council Civic Centre Reception
- Mobile Library
- Hous

Wyre Local Plan Issues and Options 2015 Public Consultation

The purpose of a local plan is to guide how the borough physically develops over the next 15 years - **Have your Say!**

Wednesday 17th June 2015
To
5pm Friday 7th August 2015*

*The consultation period has been extended by one week.

Consultation material is available for inspection at all libraries (except Northfleet Library) in Wyre including the mobile library, the Civic Centre Poulton-le-Fylde, Garstang Tourist Information Centre, the i-bus and online
<http://www.wyre.gov.uk/issuesandoptions2015>

Please read the Issues and Options document and return a response form with your comments to the Planning Policy team either by post (Wyre Council, Civic Centre, Breck Road, Poulton-le-Fylde, Lancashire, FY6 7PU) or by email planning.policy@wyre.gov.uk or alternatively comments can be submitted online <http://consult.wyre.gov.uk/portal/>

Public Exhibitions

The Planning Policy team will also be holding several public exhibitions which will consist of drop-in sessions between 2:30pm and 7:30pm at the following locations:

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Thornton Leisure Centre (YMCA)	Monday 6 th July 2015
Great Eccleston Village Centre	Friday 10 th July 2015
Stalmine Village Hall	Monday 13 th July 2015
Fleetwood Marine Hall	Wednesday 15 th July 2015

For more details visit <http://www.wyre.gov.uk/issuesandoptions2015>, email planning.policy@wyre.gov.uk or call us on 01253 891000.



Wyre Local Plan

Issues and Options 2015

Public Consultation - Have your Say!

What is the Local Plan?

The purpose of a local plan is to guide how the borough physically develops over the next 15 years. It will establish a vision for Wyre, and the strategy for delivering that vision. It will identify the overall amount of different types of development needed to sustain the borough and where that development should, and should not, take place. It will also identify land that should be protected for its environmental or social use and encourage high quality design and a regard for our valued heritage and landscape.

Issues and Options Public Consultation

Have Your Say! We are holding a public consultation from 17th June to 7th August 2015 (the consultation has been extended by one week) on the first stage in developing a new Wyre Local Plan. This is called Issues and Options.

Today's exhibition (which is also available online, see link below) gives you the opportunity to learn more about the key issues faced by Wyre and the options for addressing them. Your input into this early stage of local plan preparation is important and we would value your comments on how Wyre plans for the future.

Staffed exhibitions will take place between 2:30pm and 7:30pm in the following locations:

Venue	Date
Garstang Library	Thursday 25 th June 2015
Poulton Youth and Community Centre, next to Civic Centre	Thursday 2 nd July 2015
Thornton Leisure Centre (YMCA)	Monday 6 th July 2015
Great Eccleston Village Centre	Friday 10 th July 2015
Stalmine Village Hall	Monday 13 th July 2015
Fleetwood Marine Hall	Wednesday 15 th July 2015

What happens next?

The Council will consider all of the comments received and publish a summary with its response. We are also continuing to gather the evidence we need to support the Plan. The next key stage will be the publication of a Draft Local Plan in 2016 which contain policies and site allocations and will be the subject of a further public consultation.

For more details visit <http://www.wyre.gov.uk/issuesandoptions2015>,
email planning.policy@wyre.gov.uk or call us on 01253 891000.



Key Issues

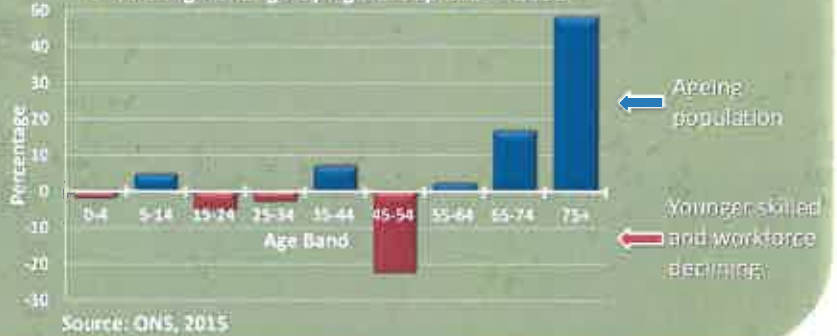
Population

Wyre's population is both growing and ageing. The Local Plan will need to take into account not only the impact of a growing population but also changes in its structure. For instance, an ageing population could potentially result in gaps in the workforce needed to sustain and grow the local economy.

Population Change 2014 - 2032



Percentage Change by Age Group 2014 - 2032



Economic prosperity

We need to retain and attract a younger working age population and ensure that sufficient land exists in the right places to support key growth sectors and the rural economy. We also need to make sure new housing is built that reflects the very different needs of different age groups and is attractive to younger households. Supporting our educational establishments – for instance by allowing them to expand – is also important to the economic prosperity of the borough – but may require the additional development of open land.

Future Growth Potential for Key Industrial Sectors In Wyre

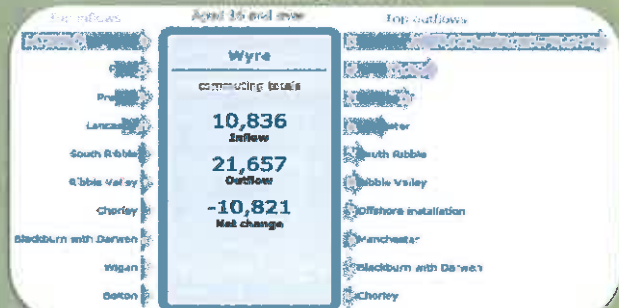
Sector	Current Representation in Wyre	Future Growth Potential in Wyre
Financial / Business Services	Moderate	Moderate
Distribution	Low/Moderate	Low
General Manufacturing	Low	Low
Advanced Manufacturing/Engineering	Moderate	Moderate/High
ICT	Low	Moderate
Energy and Environmental Technologies	Low	High
Healthcare/Biotechnology	Low	Low
Creative and Media	Low	Moderate
Leisure and Tourism	Moderate	Moderate
Construction	Moderate/High	Low

Source: Wyre Employment Land and Commercial Study 2012

Infrastructure

To ensure that growth is sustainable communities need to be well served by services and facilities such as schools, health centres, shops and open spaces. Development will also have to have regard to the ability of the road network (and utilities such as water services) to cope with growth, especially as currently many people work outside of the borough. This is a particular challenge for the Local Plan and may influence where future development takes place.

Commuting Patterns



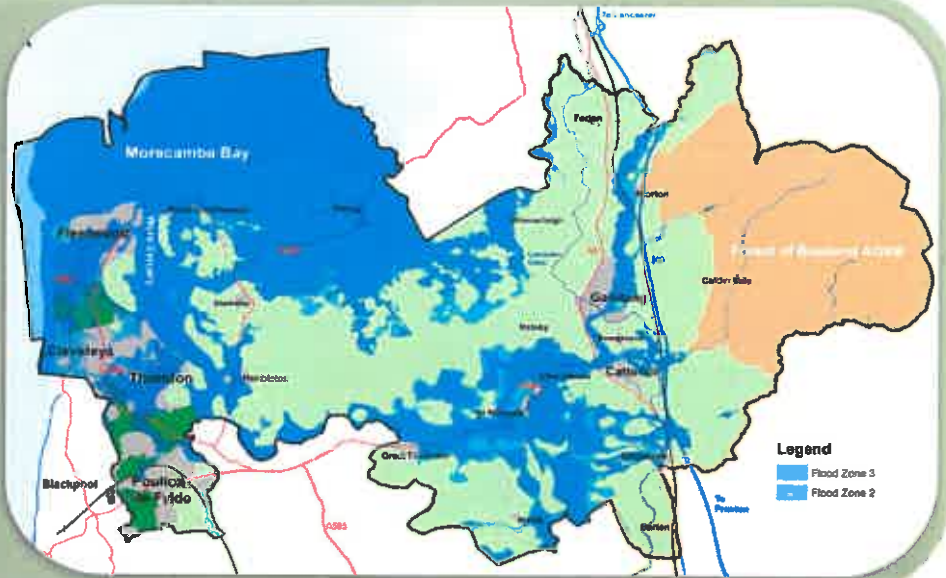
Environment

Wyre contains a large area of open countryside which varies from coastal plain to Pennine uplands, plus rivers, a canal and a significant coastal area. Wyre also has a diverse built environment reflecting the historic development of individual settlements and exhibits a rich collection of heritage assets. A key issue for the Local Plan will be the need to ensure that development does not place unacceptable pressure on the assets that make Wyre a special place. Protecting environmental quality and having regard to matters such as flood risk will have a key role to play in deciding where development does, and does not, take place.

Environmental Considerations

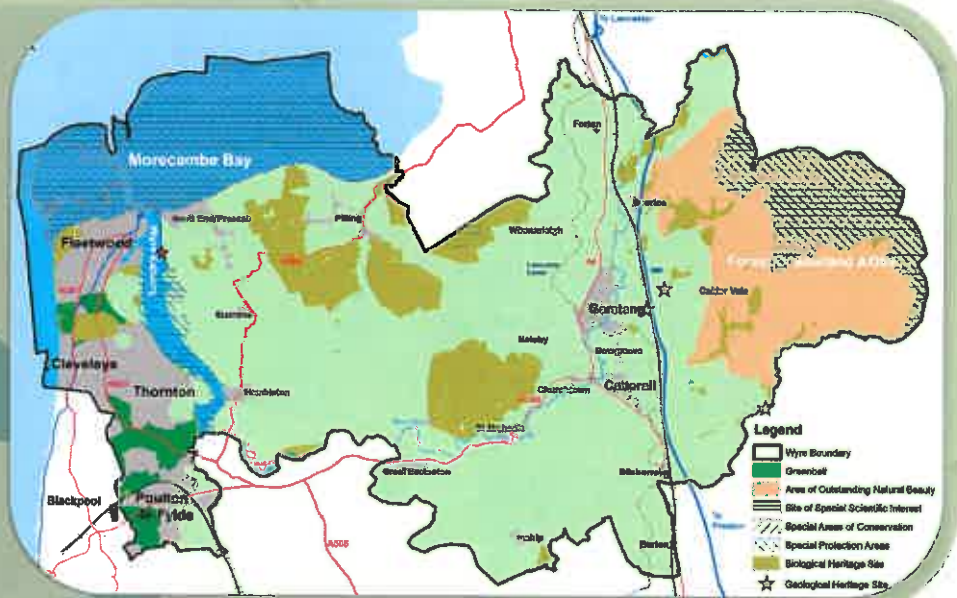
Flooding (river and sea)

- Flood Zone 2
- Flood Zone 3



Landscape and Biological Designations

- Sites of Special Scientific Interest (SSSI)
- Biological Heritage Sites (BHS)
- Special Protection Areas (SPA)
- Special Areas of Conservation (SAC)
- Geological Heritage Sites (GHS)
- Area of Outstanding Natural Beauty (AONB)



Heritage

- Listed Buildings
- Conservation Areas
- Scheduled Monuments
- Historic Parks and Gardens

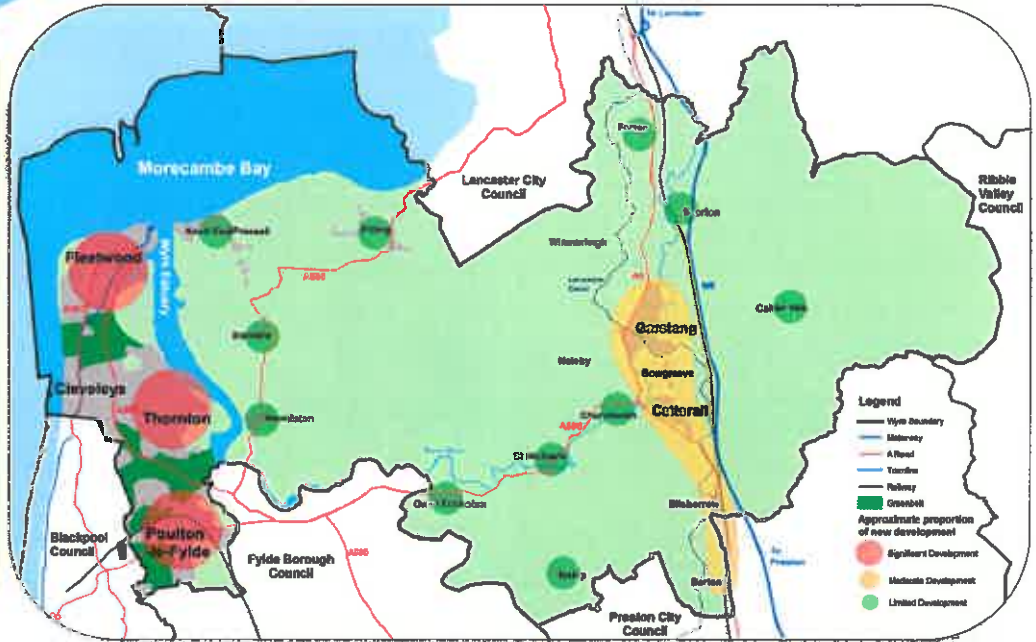


Options

Option 1

Focus on the Fylde Coast Peninsula main urban area

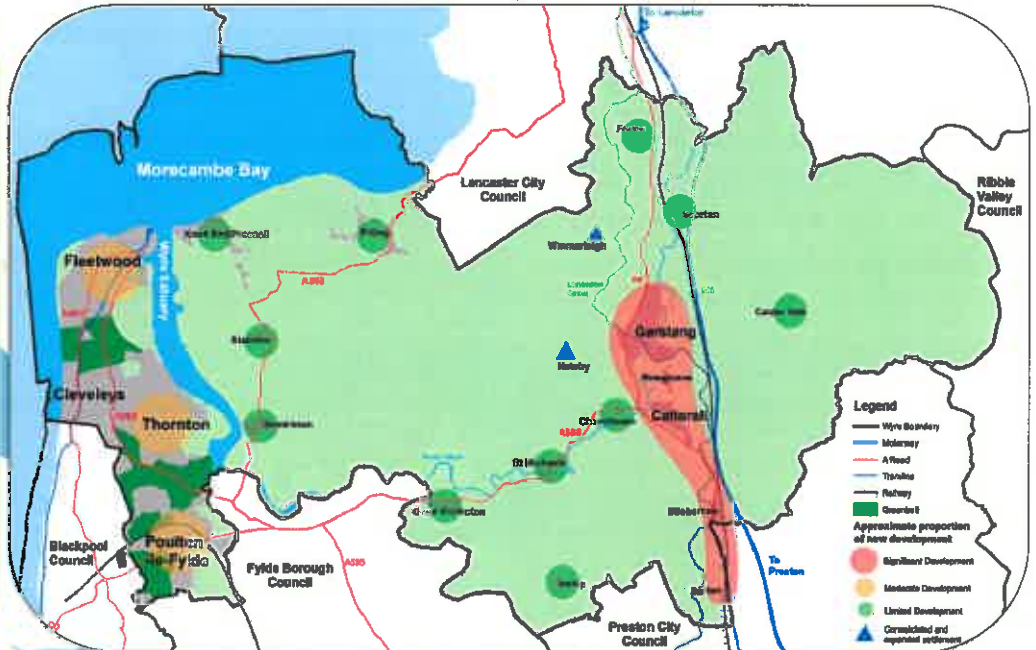
Under this option development would be mainly focused on the more urbanised settlements of Fleetwood, Thornton and Poulton-le-Fylde, with a moderate amount in the A6 corridor settlements and lesser amounts of development amongst rural villages. Delivering this option would require the release of greenfield land on the edge of settlements, and possibly green belt, but may allow for the provision of a new road south of Poulton-le-Fylde to Garstang Road East.



Option 2

A6 corridor focus

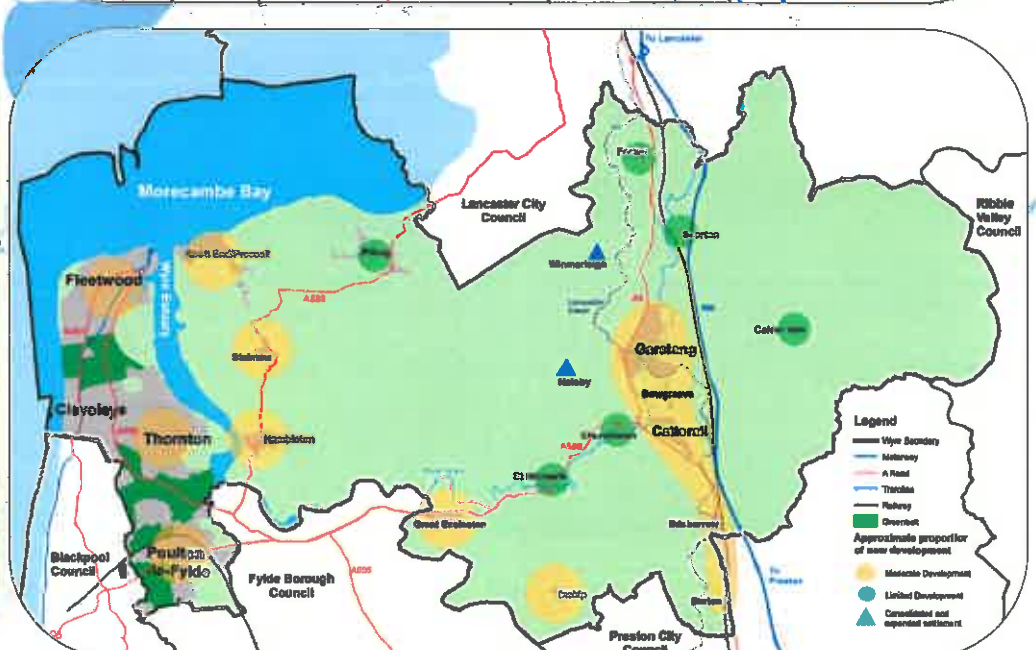
Under this option development would be mainly focused on settlements, particularly Garstang, closely related to the A6, with moderate development in the more urban peninsula and lesser amounts of development amongst rural villages. Unlike Spatial Option 1, this option would also consolidate and expand Winmarleigh and Nateby, both of which are in relatively close proximity to the A6 and Garstang.



Option 3

Dispersal

This option suggests a wide spread of moderate development across urban and rural settlements as opposed to having a particular focus in one or two areas. This means that a greater proportion of development would be directed to rural settlements than under options 1 and 2, in particular Great Eccleston, Hambleton, Knott End/Preesall, Inskip and Stalmine. The option of expanding Winmarleigh and Nateby is retained.



Wyre Local Plan

Issues and Options 2015

Public Consultation - Have your Say!

Potential Sites for Development An Important Note!

The maps shown as part of this exhibition show the current long list of potential sites from which development opportunities will be selected.

It is important to note that no decision has been made on which of the identified sites will be taken forward as allocations in the Local Plan.

The decision over which sites should be allocated will be influenced by on-going evidence gathering by the Planning Policy team in relation to the amount of development required, the ability of the borough to accommodate growth and the response to this consultation.

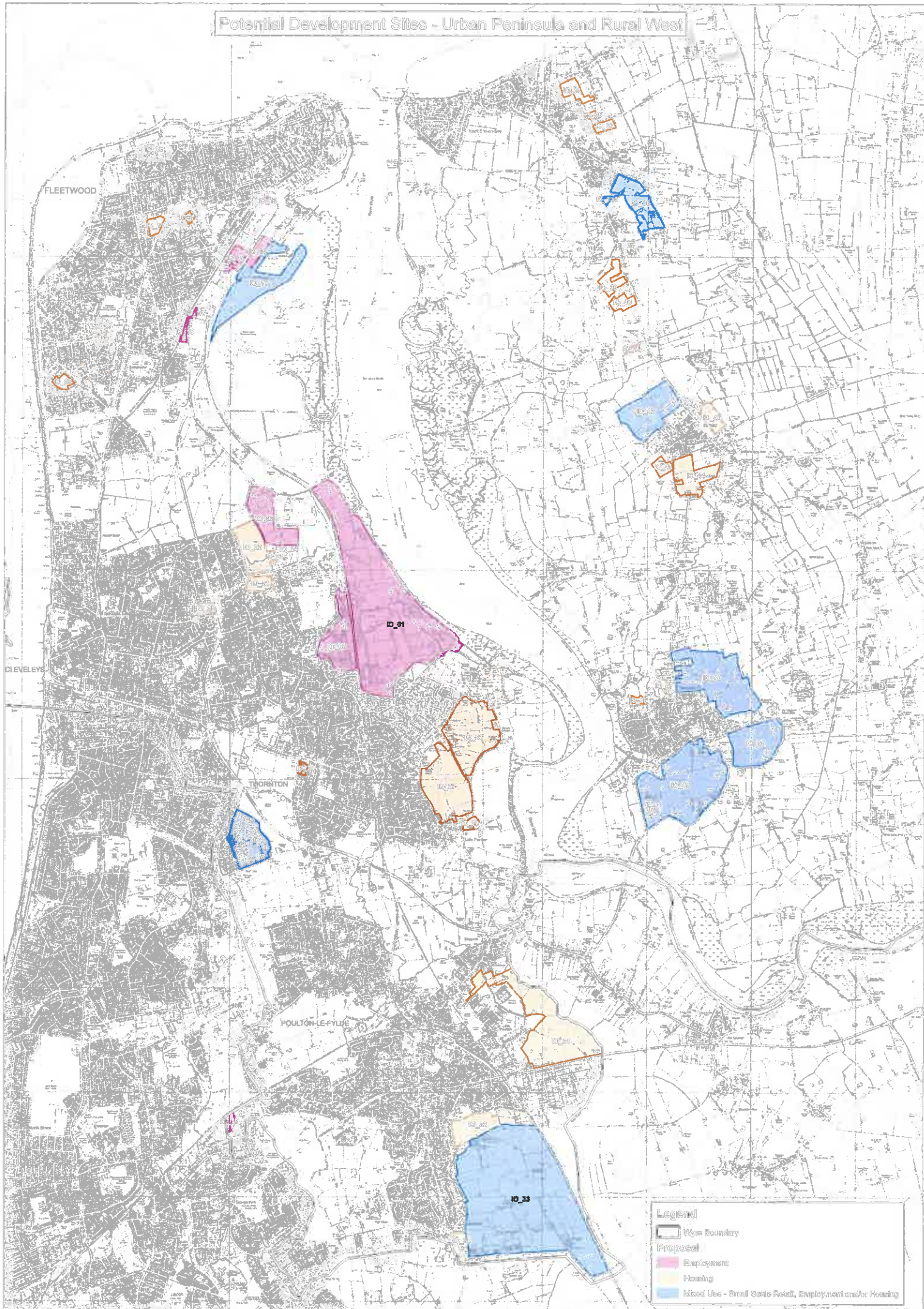
The choice of Spatial Strategy set out in the three Spatial Options will influence the distribution of development and therefore the number of sites that need to be identified in each part of the Borough

The sites are therefore being presented at this early stage to generate discussion and debate and to prompt comments on site-specific constraints that may inhibit development or on matters that will need to be taken into account and addressed before a site can be allocated.

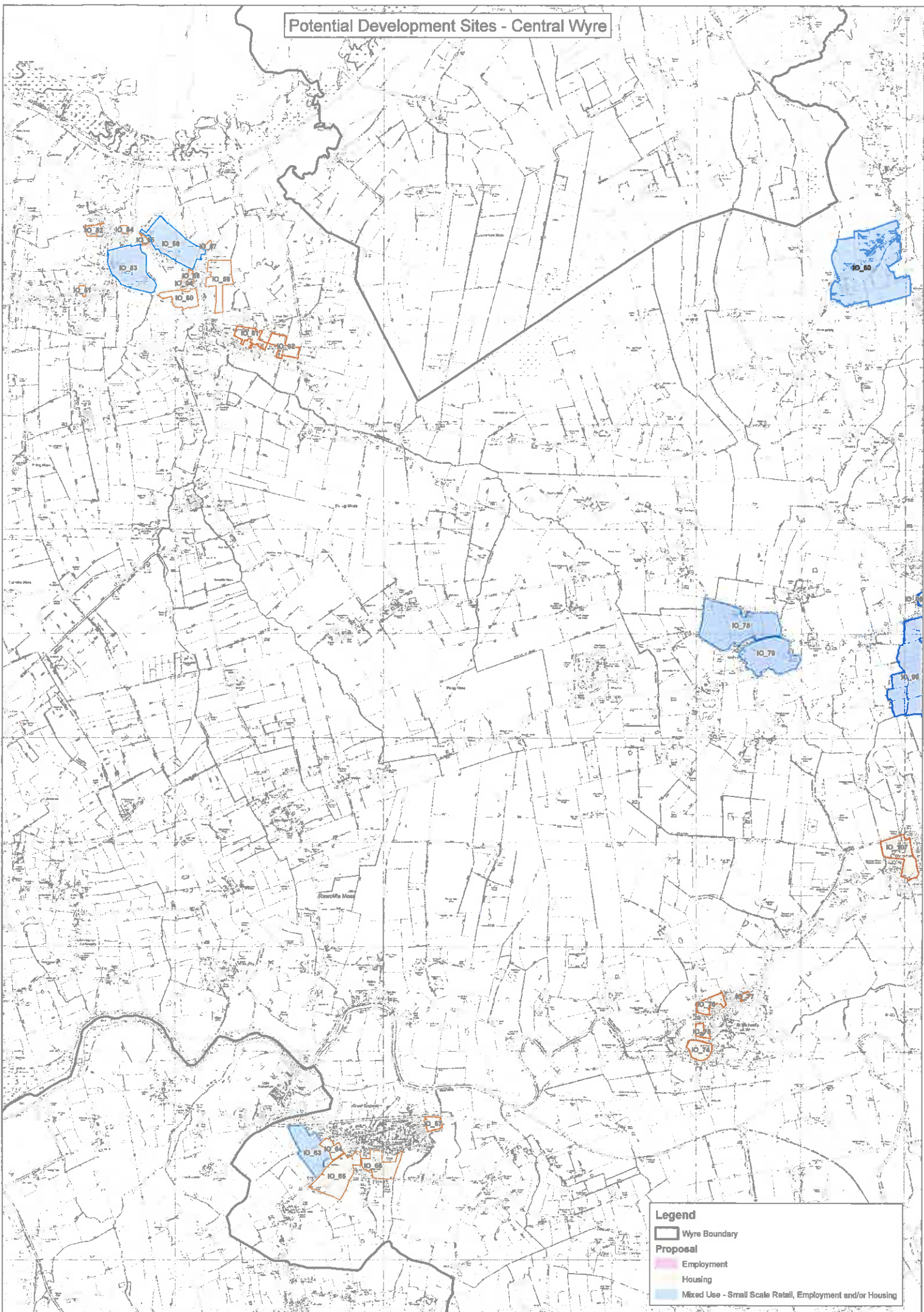
These sites have been identified from a range of sources, including submissions by owners and other interested parties. It should also be noted that the final Local Plan may allocate different sites than shown here and that the boundaries of individual sites may be amended.

At the next stage of the Local Plan process a draft plan will be produced that will identify those sites it is intended to allocate. This document – and therefore the proposed allocations within it will be the subject of further public consultation in 2016.

Potential Development Sites - Urban Peninsula and Rural West



Potential Development Sites - Central Wyre



Legend

- Wyre Boundary
- Proposal**
 - Employment
 - Housing
 - Mixed Use - Small Scale Retail, Employment and/or Housing



Wyre Local Plan Issues and Options Summary

June 2015



WYRE LOCAL PLAN

ISSUES AND OPTIONS – SUMMARY

Preface

This document provides a short summary of the Issues and Options document produced to inform the development of the new Local Plan. It is not intended to replace the full document which must be referred to in order to fully appreciate the range of issues and options for addressing them that the Council are considering.

What is the Local Plan?

The purpose of a local plan is to guide how the borough physically develops over the next 15 years. It will establish a vision for Wyre, and the strategy for delivering that vision. It will identify the overall amount of different types of development needed to sustain the borough and where that development should, and should not, take place. It will also identify land that should be protected for its environmental or social use and encourage high quality design and a regard for our valued heritage and landscape.

What are the implications of not planning in this way?

- We will not be able to address the employment and housing needs of our population.
- The borough will be at risk of developments taking place that are not in the right location or are of the right type.
- Some areas might see even more development than they otherwise would have.
- We won't be able to plan properly for infrastructure (e.g. new school places, road improvements).
- Developers will take the lead on where development happens – not the Council and the community.

Developing the Local Plan

In April 2012 the Council consulted on preferred options for a Core Strategy. The Core Strategy would have set the overall strategic framework for the Borough.

However, at the same time the Government published new national planning policy which advocates that local authorities should prepare a single planning policy document, a Local Plan, to provide both the overall strategic framework and the more detailed policies and allocations that guide development and protect valuable land and buildings. In addition, the regional planning system – which set the amount of housing to be built in each local authority – has been abolished meaning that the Council is required to assess and establish the development needs of the Borough.

Although the Council has decided not to progress the Core Strategy, the work undertaken to inform its preparation, including the consultation feedback received in 2012, is still of relevance and will be used to feed into the preparation of the Local Plan. However, we need to consider whether the 2012 preferred strategy is still relevant and appropriate in light of

new evidence. The production of an Issues and Options document will help us to develop a new, more up-to-date plan for the borough.

What is the Issues and Options Document?

The new Local Plan is at a very early stage in its production. The Issues and Options document describes a vision for the future of the Borough and identifies a number of key planning issues and options which will need to be considered by the Council in writing the Local Plan. It also describes three strategic options, each of which reflect a different approach to the distribution of development across the Borough, and includes a long list of potential sites for development. The document has been produced to enable the early involvement of the community and other stakeholders in the process so that their views can be taken into account when considering the overall Local Plan strategy and the different sites for development.

Key Issues

Population and Settlement Pattern - Our population is ageing significantly with a particularly large growth in the 75+ age group expected. At the same time there is projected to be a decrease in the working age population. This could have a negative impact on the potential of the local economy to grow and on ensuring that all of our communities remain sustainable. We need to consider how we best meet the needs of an ageing population whilst also retaining and attracting younger people.

Wyre has a dispersed settlement pattern with the larger towns of Fleetwood, Cleveleys, Thornton and Poulton-le-Fylde to the west of the borough on the north Fylde Coast Peninsula and the market town of Garstang to the east. Although the towns along the Fylde Coast Peninsula offer the greatest range of services, they contain a limited number of sites outside the Green Belt which are capable of accommodating development. The local plan therefore needs to consider whether sites should be released from the Green Belt to meet Wyre's development needs, whilst also considering the extent to which smaller rural settlements can grow in order to meet development needs. This could potentially change the role of smaller rural settlements and it will be important for service and employment provision to be reviewed to ensure that these settlements are sustainable.

Fleetwood - Although recent developments in the town have contributed towards its revitalisation, Fleetwood still experiences economic and social deprivation. Ensuring that this revitalisation continues – including securing a future for Fleetwood Port as an integral part of the local economy - in a manner that preserves and enhances its unique historic assets is a key issue. Another important issue for Fleetwood is the connectivity of the town. Sections of the A585 which provides a links to the M55 are highly congested at particular times of the day and the town lacks a railway station. This may have an impact on investment decisions and it will therefore be important to ensure that the Local Plan seeks to improve the accessibility with the rest of Wyre and beyond.

Housing - Accommodating new housing to meet the needs of the population and support economic growth is the biggest challenge for the Local Plan which needs to balance the sustainability of settlements, impacts on the environment and infrastructure provision. There is a particular need for smaller dwellings for young people and families to support the local economy whilst the projected growth of the elderly population will also generate an

increased demand for appropriate housing. There is also a pressing need for affordable housing across most of the Borough but particularly in those parts of the borough where house prices are the highest. Whereas previously it has been possible to direct housing development to previously used "brownfield land" this is now in limited supply. A greater proportion of future development will therefore need to take place on greenfield sites, including sites in the countryside.

Economy - It is vital for the economy of Wyre – including its town and local centres - that existing businesses grow and new businesses are created. The availability of suitable land for business use is therefore a key issue. Potential growth sectors in Wyre include the chemicals, fish processing and energy sectors. Rural businesses are an important component of the local economy. The Local Plan needs to consider how employment opportunities in rural areas can be maintained and appropriate new opportunities created, particularly if our rural settlements are to grow to help meet the Borough's housing needs. A particular demand for employment sites and premises has been identified in the Garstang and Catterall area in order to serve the economic needs of the eastern part of the Borough. Linking job opportunities with skills and education development is important not only to maximise benefits for the local population but also to reduce levels of unemployment.

Natural Environment - Wyre contains a large area of open countryside and coastline – acknowledged for its local, national and global importance - and a wide array of open spaces including parks, wildlife sites, woodlands, wetlands, a canal and coastline (often referred to as Green and Blue Infrastructure). Developing a network of Green and Blue Infrastructure within settlements and with links to the open countryside and the coastline is important both for wildlife and for the health and wellbeing of communities. A key issue for the Local Plan will therefore be the need to ensure that development does not place unacceptable pressure on the Green Infrastructure network or result in its erosion or loss. However, the pressure for growth may result in the loss of some areas of best quality agricultural land.

Climate Change and Flood Risk - Although the impacts of climate change¹ are difficult to predict, it is generally regarded as being one of the most significant challenges for the world. Wyre is vulnerable to climate change impacts, with flood risk, and its consequent impact on health and the local economy, of particular concern. In some cases entire settlements lie within high flood risk areas. To exclude all development from such areas will affect the long term sustainability of these communities. Striking an appropriate balance between managing flood risk and ensuring the continued sustainability of our settlements will be a key challenge for the Local Plan. Supporting adaptation to climate change by, for example, avoiding development in areas of flood risk, protecting areas of green space and ensuring development is designed to respond to climate change will be important issues for the Local Plan.

Built Environment - The character of the borough's towns and villages has developed over a period of many years and includes assets of heritage value whose significance it is important to protect. However, it is inevitable that many of the borough's places will grow and change over the next 15 year. Ensuring new development does not have an unacceptable impact on the special character and distinctiveness of our settlements and

¹ Climate change refers to any change in climate over time, whether due to natural variability or as a result of human activity.

heritage assets – whilst also promoting high quality design across the borough - will therefore be a key challenge that the Local Plan must address.

Infrastructure – Developing communities that are sustainable will require investment in supporting infrastructure, including shops, schools, health facilities, community facilities and open spaces. Infrastructure capacity will potentially influence the capacity of different settlements to accommodate new development and, as a result, will affect the distribution of development across the Borough. Transport infrastructure and accessibility is a key issue for the Local Plan. Highways infrastructure and capacity has the potential to have a particularly significant impact on the amount and location of new development. Capacity issues are a particular constraint at certain locations on the A585 and A6 corridors at particular times of the day. The dispersed nature of settlements across rural Wyre coupled with reductions in bus services and limited access to the rail network currently places reliance upon private transport – something that is likely to increase as a result of new development.

Vision and Strategic Objectives

The Issues and Options document contains a Vision setting out how Wyre could look in 2031. It builds upon that contained in the 2012 Preferred Options document and takes on board comments made at that time. In summary it states that by 2031:

1. The challenges of an aging population will have been addressed and the borough will contain balanced and sustainable communities known for their quality of life.
2. The borough will have retained its local character and distinctiveness. Development takes place in a sustainable manner supported by the necessary infrastructure.
3. The borough will contain a high quality housing offer that provides choice and meets the needs of all our communities, including the elderly, first time buyers and young families.
4. The economy will be strong and diverse, supported by an excellent educational offer.
5. Wyre will be maximising its tourism and recreational potential by drawing on its many attractive features that offer a diverse range of opportunities for various activities.
6. Fleetwood will be a thriving town with a revitalised and successful town centre. Fleetwood Port will be an integral part of the local economy on the Fylde Coast.
7. Poulton-le-Fylde, Cleveleys and Thornton will continue to be vibrant towns with a distinctive character and where local heritage and environmental assets has been protected and enhanced. Traffic issues within Poulton-le-Fylde town centre will have been addressed.
8. Rural areas will however continue to thrive, whilst providing a more diverse economy. Garstang will continue to prosper as a vibrant market town, providing services, facilities and employment opportunities for the wider rural area.
9. The Borough will remain largely rural in character with villages set in attractive, open countryside and the special qualities of the Forest of Bowland Area of Outstanding Natural Beauty will have been conserved and enhanced.
10. There will have been substantial improvements to accessibility and connectivity. Existing accessibility issues along the A585 will have been tackled and traffic through the town centre of Poulton-le-Fylde will have been reduced.

To deliver this vision, the Issues and Options document identified twelve strategic objectives, which, in summary, aim to:

1. Retain and attract young people and families to live in the Borough.

2. Facilitate economic growth encouraging investment and job creation.
3. Facilitate tourism growth creating a distinct offer within Wyre on the Fylde Coast.
4. Contribute to the health and wellbeing of residents and promote healthy lifestyles.
5. Protect and improve the natural and built environment.
6. Provide a range of new, high quality housing to meet the needs of all sections of Wyre's community, including affordable housing and housing for the elderly.
7. Ensure good quality and a broad range of services and to promote the vitality and viability of town, district, local and neighbourhood centres.
8. Locate new development in areas that are accessible with a range of services.
9. Ensure that new development is supported by the necessary infrastructure.
10. Minimise the Borough's environmental footprint, including pollution and flood risk.
11. Mitigate against and adapt to climate change.
12. Ensure the sustainability of rural communities and a diverse and resilient rural economy.

Options

A key element of the Local Plan is defining a Spatial Strategy which identifies the locations within the Borough where development will be directed in order to deliver the Vision and Strategic Objectives. When determining the approach to the spatial distribution of development a key challenge is how to accommodate this growth in a way which makes the most of the Borough's resources and minimises harm to the natural and built environment and existing communities.

The Issues and Options document identifies three potential options. In summary these are:

Option 1 – Focus on the Fylde Coast Peninsula main urban area - Under this option development would be mainly focused on the more urbanised settlements of Fleetwood, Cleveley's, Thornton and Poulton-le-Fylde, with a moderate amount in the A6 corridor settlements and lesser amounts of development amongst rural villages. Delivering this option would require the release of greenfield land on the edge of settlements and possibly green belt.

Option 1 Advantages:

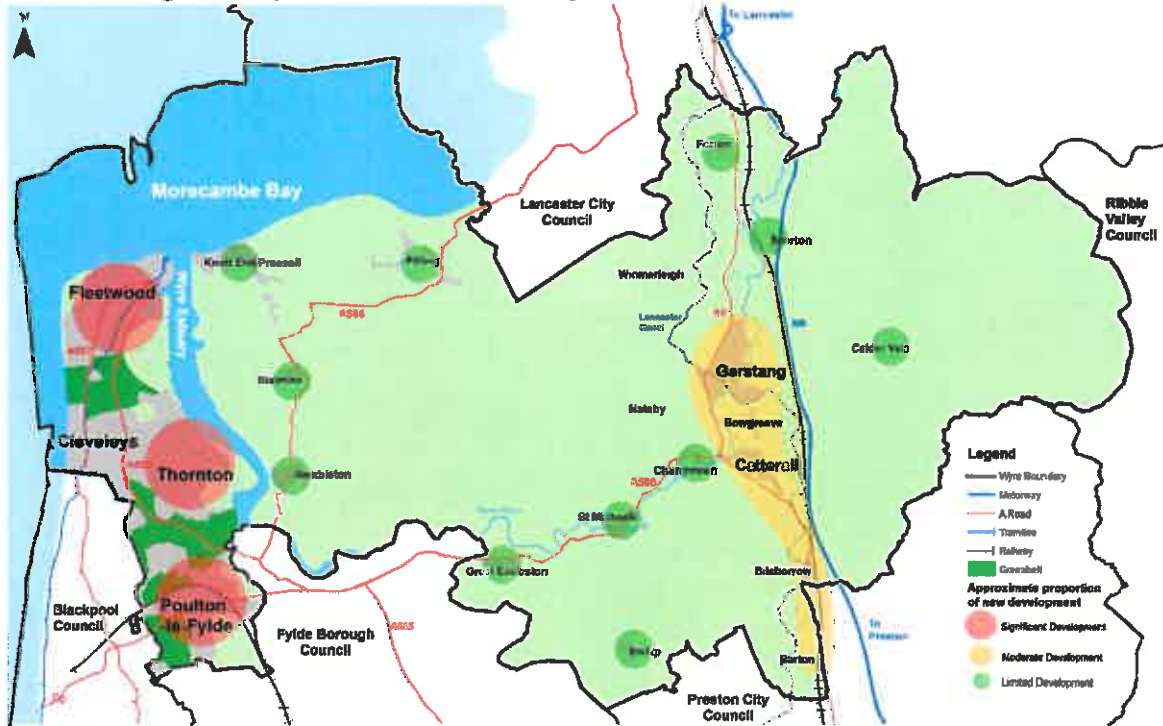
1. Has the greatest potential to maintain and strengthen the role of the main urban areas.
2. The peninsula has the greatest concentration of services, facilities, public transport options and jobs in the borough.
3. Supports the continued revitalisation of Fleetwood and benefit the town and local centres on the peninsula.
4. Implies the lowest levels of development in rural areas and less pressure on the countryside.
5. May deliver sufficient development to support the delivery of a new road connecting Poulton-le-Fylde to Garstang Road East (east of Poulton Industrial Estate). This could reduce through traffic in Poulton town centre.

Option 1 Disadvantages:

1. Makes the least contribution to the housing needs - including affordable housing - of rural settlements.
2. Settlements could miss out on the growth required to sustain existing facilities/services.

3. Could place pressure on existing infrastructure, including the road network, particularly amongst the peninsula settlements.
4. Results in the greatest pressure to release land from the Green Belt.
5. The level of flood risk in this area may act as a serious constraint to development.

Figure 1: Option 1 – Focus on the Fylde Coast Peninsula main urban area



Option 2 – A6 corridor focus – Under this option development would be mainly focused on settlements, particularly Garstang, closely related to the A6, with moderate development in the more urban peninsula and lesser amounts of development amongst rural villages. Unlike Spatial Option 1, this option would also consolidate and expand Winmarleigh and Nateby, both of which are in relatively close proximity to the A6 and Garstang.

Option 2 Advantages:

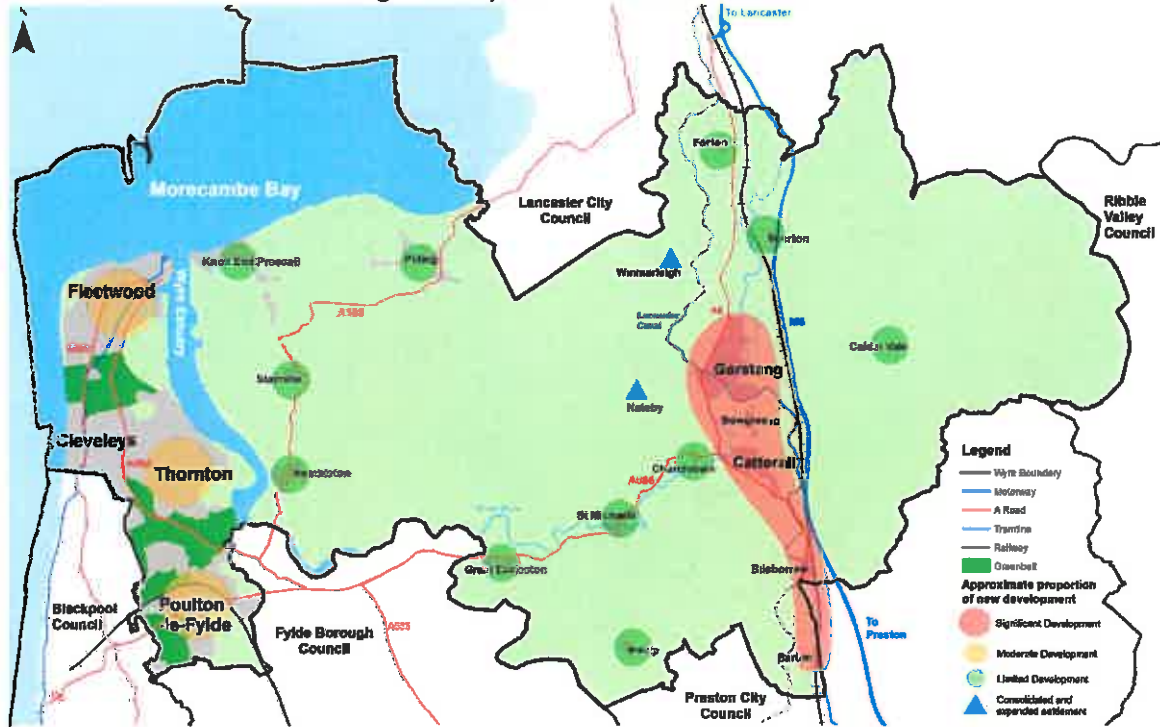
1. Provides a greater level of flexibility in terms of choice of housing and employment sites particularly in the Garstang area, improving housing choice and affordability.
2. Helps to maintain a healthy town centre in Garstang, supporting the town’s role as an important rural service centre.
3. Lessens but not necessarily eliminates the need for Green Belt land to be released.
4. The A6 corridor has a strong housing market and high levels of development viability.
5. Could capitalise on the proposals for growth in North Preston.

Option 2 Disadvantages:

1. Increased requirement to release countryside sites on the edge of existing settlements along the A6.
2. The A6 has less public transport connectivity than the urban peninsula and development could result in more car based commuting.

3. The scale of development around Winmarleigh and Nateby may not be sufficient to attract investment in new services and facilities.
4. Some settlements may not grow sufficiently to retain population, facilities & services.
5. Greater pressure on existing infrastructure, especially the highway network within and outside of the borough, for example at Junction 1 of the M55.

Figure 2: Option 2 – A6 corridor focus



Option 3 – Dispersal – This option involves a wide spread of moderate development across urban and rural settlements as opposed to having a particular focus in one area. Compared with options 1 and 2, a greater proportion of development would be directed towards rural settlements including Great Eccleston, Hambleton, Knott End/Preesall, Inskip and Stalmine and retains the option of expanding Winmarleigh and Nateby.

Option 3 – Advantages:

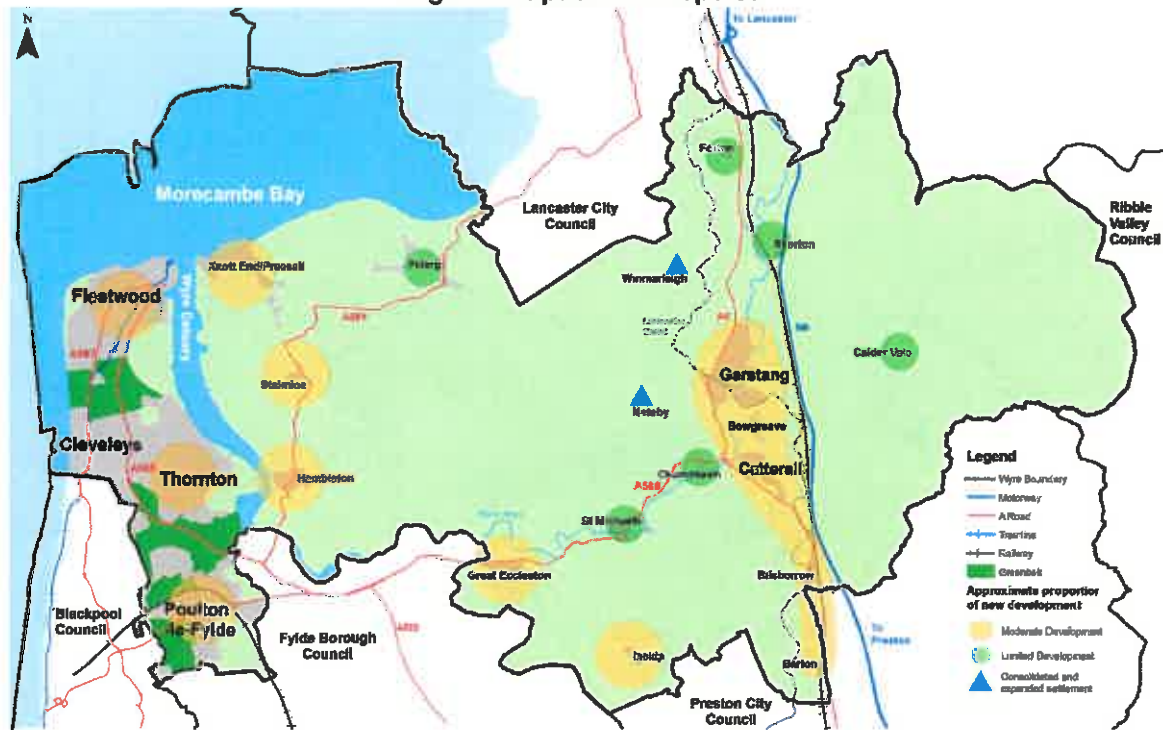
1. Makes the greatest contribution towards the supply of housing in rural areas, improving housing choice and affordability.
2. Supports local service provision and may improve the range of services on offer.
3. Provides a greater choice of housing and employment sites.
4. Would lessen, but not necessarily eliminate, the need to release Green Belt land.
5. More development would be directed to areas that have a strong housing market.
6. Minimises the pressure placed on existing infrastructure by distributing development more evenly.

Option 3 – Disadvantages:

1. Leads to an increased expansion of rural settlements into the open countryside.
2. The amount of development in any one place may be insufficient to attract investment in the services and facilities needed to make places sustainable.

3. Therefore raises issues of accessibility to key services and may result in an unsustainable reliance on cars instead of public transport.
4. However, the local road network capacity in the more rural areas may be inadequate.

Figure 3: Option 3 – Dispersal



Potential Sites for Development

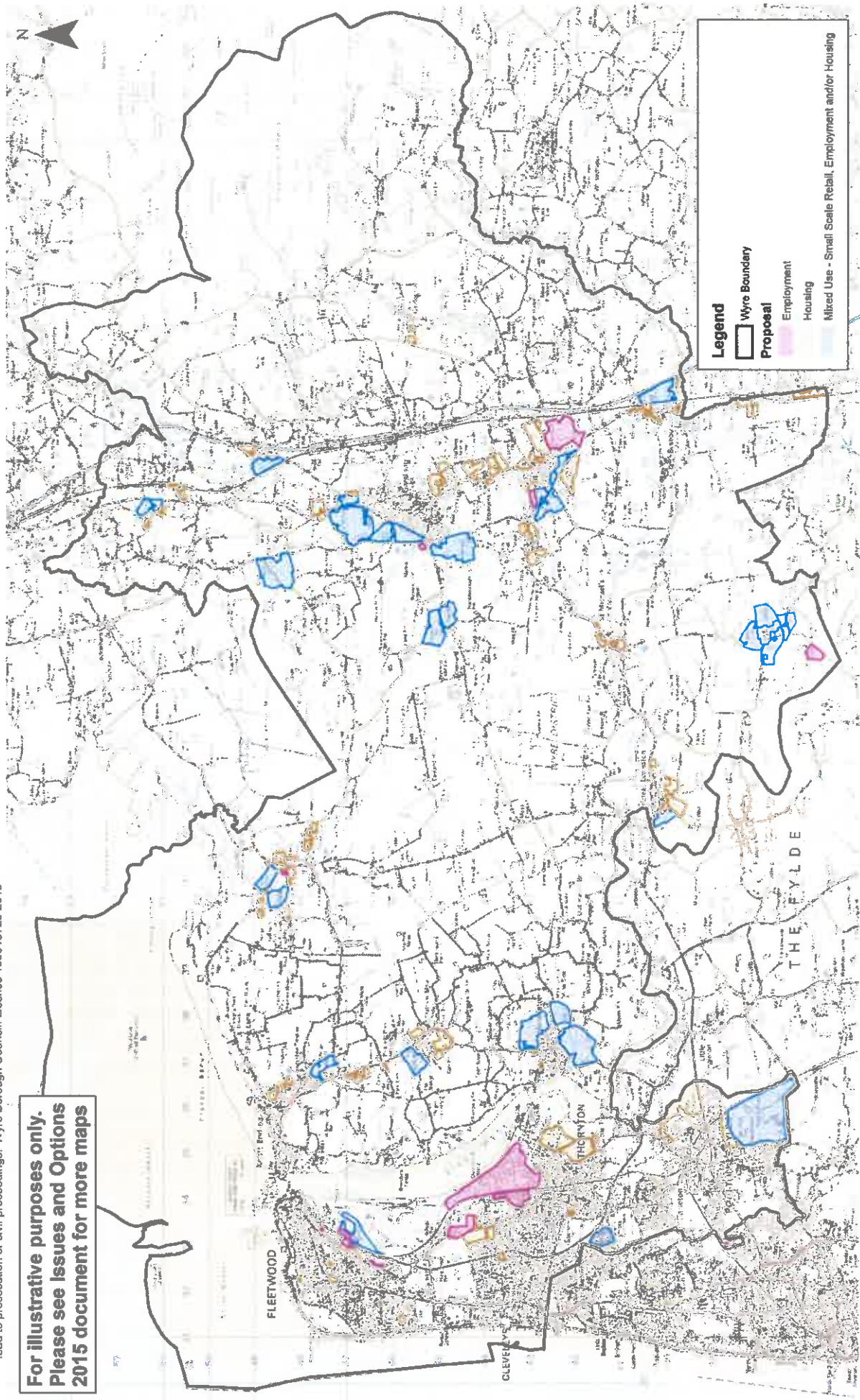
The map below is based on a long list of potential sites for development across the Borough. It is important to note that no decision has been made on which of the identified sites will be taken forward as allocations in the Local Plan and it should also be noted that the boundaries of individual sites may also be amended. The decision over which sites should be allocated will be influenced by background evidence and the consultation feedback received. The sites are therefore being presented at this early stage to enable comments to be made on constraints that may inhibit development or matters that will need to be taken into account and addressed before a site can be allocated. The choice of Spatial Strategy will influence the distribution of development and also the number of sites that need to be identified in each part of the Borough. These sites have been identified from a range of sources, including evidence base studies and submissions by owners and other interested parties.

Please note that the Issues and Options document contains a number of maps that show these sites on an area-by-area basis and this should be referred to identify precise locations and boundaries.

Figure 4: Potential Sites for Development

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**For illustrative purposes only.
Please see Issues and Options
2015 document for more maps**



http://www.wyre.gov.uk/news/article/1104/time_to_plan_wyres_future

Time to plan Wyre's future

Published Wednesday, 17 June 2015

Wyre residents are being urged to help shape the future of the borough.

Wyre Council is producing a Local Plan which will set out how the borough physically develops over the next 15 years.



Public views are now being sought at this early stage of the plan - Issues and Options, which considers how best to meet the demands of an increasing population and provide suitable housing, employment and infrastructure.

There are three alternative options reflecting different approaches to the distribution and location of new homes, employment and shops, as well as which areas should be protected.

Councillor Peter Murphy, Cabinet member with responsibility for planning at Wyre Council, said: "I know that local people feel very strongly about development in the borough, so it is essential that they get involved at this early stage before any decisions are made.

"We face a challenging task - providing new housing and economic growth in a way that protects our valued environment and is in keeping with local heritage and landscapes.

"We want to see communities grow in a sustainable manner, with sufficient investment in infrastructure such as road improvements and additional school places.

"So I urge people to get involved and tell us what they think. This is a real opportunity to play a part in shaping their area for the future."

[Find out more and have your say online](#)

A number of public drop in events are taking place between 2.30pm and 7.30pm as follows:

- Thursday 25 June – Garstang Library
- Thursday 2 July – Poulton Youth and Community Centre
- Monday 6 July – Thornton Health and Fitness Centre
- Friday 10 July – Great Eccleston Village Centre
- Monday 13 July – Stalmine Village Hall
- Wednesday 15 July – Marine Hall, Fleetwood

Information can also be found at the Civic Centre in Poulton and libraries across Wyre.

The Issues and Options consultation ends on 7 August and feedback will be used to produce an initial draft of the Local Plan. There will be further public consultation next year, with the final version due to be adopted in 2017.