Public Document Pack

Pride in Fleetwood
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Pride in Fleetwood Board Supplement

Pride in Fleetwood Board meeting on Thursday, 15 October 2026 at 5.30 pm in the Community Hall - Emmanuel on the Mount Church, Fleetwood

7. Our 4 year plan and 10 year strategy (Pages 3 - 28)

Mark Spencer, Chair of the Pride in Fleetwood Board and Andrea Wallace, Pride in Fleetwood Governance and Development Officer, will provide the Board with an update on the progress of the Pride in Fleetwood 4 year plan and 10 year strategy.

Attached Pride in Fleetwood Event/Group Data Combined & Recommendations.

9. Any other business (Pages 29 - 34)

Attached additional information submitted by the Programme and Governance Officer:

Fleetwood Pride In Place Delivery Plan & Vision Engagement & Consultation Oct – Nov 26.

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PRIDE IN FLEETWOOD
LED BY YOU – BACKED BY UK GOVERNMENT FY7

PiF Event/Group Data Combined & Recommendations

Pride in Fleetwood: combined consultation findings · 13 October 2026

Summary

Pride in Fleetwood gathered **1,875 responses** from four consultation exercises, plus four table groups at a Toolkit day and a summer club that 35 children joined. The clearest priorities are jobs and the local economy, the pier and promenade, Lord Street, and activities for children, young people and SEND families. Natural space, the coast and community identity are the town's main strengths.

Total consultation

Source	Period / format	Responses
Initial consultation	Survey (315), social media (664), consultation sheets (92), suggestion slips (42), emails (30), plus school and youth focus groups	1,143
Event paper forms	12-question form at local events	269
Online survey	23 questions, one choice per priority question	431
SEND consultation	Parents and carers, 22 June – 7 July 2026	32
Total responses		**1,875**
Toolkit day	Place Standard Tool, four table groups	4 groups
Summer Activity Club	Delivered in response to the consultation	35 children registered

The total counts responses, not unique people. Some people may have taken part in more than one exercise, and the online survey's 431 is its highest single-question total.

Priorities

Ranked by the strength of evidence across sources.

#	Priority	Key evidence
1	Jobs, local economy and new business	Lowest Toolkit score (1.75/7, no group above 2). Online: start-up grants 54%, reduced rents for young entrepreneurs 42%, repurposing the port 41%. Consultation: decline of industry
2	Pier site and promenade	Online: pier site development 74%, the strongest result in any vote. Motorhome park top amenity (40%). Consultation: tourism and commerce theme
3	Lord Street and the town centre	Paper forms: appearance and range of shops raised most often. Online: more diverse shops 32%, uniform shop fronts 29%. Toolkit: Care and Maintenance 3.13/7
4	Play, family and	Online: promenade play area 41%, activities for older children 41%, Winter

#	Priority	Key evidence
	youth activities	Wonderland 40%. Toolkit: Play and Recreation 3.25/7. Consultation: playgrounds, paddling pool, youth spaces
5	SEND provision	SEND survey: more clubs and groups (16 of 32), local SEND school places (13), sensory play (10). Online: accessible play facilities 35%. Paper forms: lack of SEND activities
6	Safety	Toolkit: Feeling Safe 3.63/7. Online: improved security was the top green-space choice (23%). Paper forms: CCTV and policing among top quick wins
7	Transport cost and connectivity	Paper forms: tram and bus fares the main access issue. Online: re-opening the railway 36%. Toolkit: tram day pass £6.60 adult, too few dropped kerbs
8	Community hubs and being heard	Online: repurposing existing buildings 26%. Toolkit: Influence 3.75/7 – people feel consulted but see no change. Engagement: social media, schools, posters, post

Strengths: Traffic and Parking (6/7), Natural Space (5.25/7) and Identity and Belonging (5.13/7) scored highest at the Toolkit day. The coast, Memorial Park, heritage and community spirit were praised across sources. The Play Inclusion Project was the most praised SEND service.

Findings by source

- **Initial consultation (1,143):** set the three focus areas – community assets, tourism and commerce, and industry and connectivity – and the options put to the online vote. It also called for a paddling pool to return.
- **Event paper forms (269):** transport costs, the look and shop mix of Lord Street, low-cost children's activities, SEND activities and safety (CCTV) were the main themes. Two-thirds of respondents were women and 55% were aged 45 or over (across paper and online).
- **Online survey (431):** 361 residents. The strongest backing was for pier development (74%) and start-up grants (54%).
- **Toolkit day (4 groups):** Work and Local Economy scored lowest (1.75/7) and Traffic and Parking highest (6/7). Comments focused on empty shops, run-down buildings, uneven pavements and transport costs.
- **Summer Activity Club (35 children):** delivered free holiday activities in Pharos and Mount wards, with 10–15 attending each session. Many children found more to do in Fleetwood than they expected.
- **SEND consultation (32):** families asked for SEND clubs, local SEND school places, respite and sensory play. Seven said nothing currently works well for SEND children.

Overview

Pride in Fleetwood gathered views through an initial consultation (1,143 contributions), 269 paper forms at local events, an online survey with up to 431 responses, and a Pride in Place Toolkit day where four groups scored the town using the Place Standard Tool. A SEND survey of 32 parents and carers adds detail on additional needs. The surveys give about 700 responses in total. This document puts them all together, so the open comments, vote counts and group scores for each topic sit side by side.

Source	How collected	Responses	What it gives
Consultation results	Survey, social media, consultation sheets, suggestion slips, emails, plus school and youth focus groups	1,143 contributions	The themes and options later put to the online survey
Paper forms	Filled in at local events; 12 questions	269	Age, gender, consent, plus written comments on 9 open questions
Online survey	Promoted at events and on social media; 23 questions	400–431 per question	Who responded, plus one-choice votes on 15 priority questions (Q9–Q23)
Toolkit day	Four table groups (Blue, Green, Orange, Yellow) used the Place Standard Tool wheel	4 group scores per theme	Scores from 1 to 7 on 14 place themes, plus sticky-note comments
Summer Activity Club report	Project update, Agenda Item 7e	35 children registered	What was delivered in response to the consultation, and how it went
SEND consultation	Online form for parents/carers, 22 June – 7 July 2026	32	Priorities for SEND funding, what works, and what families leave Fleetwood for

The online survey let people pick only one option per question, and digital exclusion means some groups are under-represented online. Its votes show relative priority, so read them alongside the written comments.

Who responded

Across both sources, 699 people gave their age and gender. Two-thirds were women, and 55% were aged 45 or over. The two sources used different age bands under 18 and over 65, so those bands are merged below.

Age (combined)

Age	Paper forms	Online	Combined	Share
Under 18	38	15	53	8%
18–24	13	14	27	4%
25–34	29	52	81	12%
35–44	40	88	128	18%
45–54	40	74	114	16%
55–64	43	93	136	19%
65 and over	56	91	147	21%
Prefer not to say	10	3	13	2%
Total	**269**	**430**	**699**	100%

Paper forms split under-18s into Under 16 (29) and 16–17 (9). Online split them into 5–8 (1), 8–11 (2) and 12–17 (12). Online also split over-65s into 65–74 (70), 75–84 (19) and 85+ (2).

Gender (combined)

Gender	Paper forms	Online	Combined	Share
Woman / Female	156	313	469	67%
Man / Male	100	114	214	31%
Non-binary / genderqueer	1	1	2	0.3%
Prefer not to say	12	2	14	2%
Total	**269**	**430**	**699**	100%

No online respondents chose Genderfluid, Agender or Another gender.

Consent to contact (combined)

Response	Paper forms	Online	Combined
Yes	122	184	306
No	71	236	307
N/A	76	–	76
Total	**269**	**420**	**689**

The online "Yes" breaks down as: newsletter list 153, one-off top tips email 16, link to the Healthier Wyre Fleetwood Facebook 15.

Online survey only

Residential/work status (Q1)	Responses
Resident	361
Visitor	30
Work in the area	24
Public sector, voluntary or community organization	11
Business owner	5
Total	**431**

Disability and health (Q4–Q5)	Yes	No	Prefer not to say	Total
Has a disability (Q4)	89	317	21	427
Day-to-day activities limited for 12+ months (Q5)	121 (a lot 40, a little 81)	308	–	429

Disability type (Q6)	Responses
None of the above	217
Physical disability or mobility impairment	35
Neurodivergent condition (e.g., autism or ADHD)	19
Long-term illness or health condition	18
Chronic pain or fatigue condition	18

Disability type (Q6)	Responses
Prefer not to say	18
Mental health condition	11
Multiple disabilities or health conditions	9
Learning difficulty (e.g., dyslexia, dyspraxia, dyscalculia)	7
Another condition, disability or impairment	3
Visual impairment or sight loss	2
Hearing impairment or hearing loss	2
Learning disability	2
Speech, language or communication difficulty	1
Memory or cognitive impairment	0
Total	**362**

Ethnicity (Q7)	Responses
White: English, Welsh, Scottish, Northern Irish or British	413
White: Any other background	6
White: Irish	2
Mixed: White and Black African	2
White: Gypsy or Irish Traveller	1
Prefer not to say	7
All other listed groups	0
Total	**431**

Top priorities at a glance

Pier site development had the strongest backing of any online option, with 74% of votes on its question. Start-up grants came next at 54%. The table shows the leading choice for each online priority question.

Question	Top choice	Responses	Share
Q16 Pier & prom	Pier site development	315 of 426	74%
Q19 Business support	Start-up grants	224 of 412	54%
Q18 Young people & new businesses	Reduced rent schemes	176 of 419	42%
Q13 Playgrounds	Large play area on the promenade	170 of 411	41%
Q14 Family venues	Activities for older children	173 of 418	41%
Q21 Industry	Revitalising & repurposing the port	167 of 408	41%
Q15 Amenities	Motorhome park with charging points & facilities	165 of 409	40%
Q20 Family events	Winter Wonderland	170 of 420	40%
Q22 Connectivity	Re-opening the railway for passengers & light freight	148 of 416	36%
Q9 SEND provision	Accessible play facilities	141 of 400	35%
Q23 Young people	Educational facilities	135 of 414	33%

Question	Top choice	Responses	Share
Q17 Retail	More diverse shops & support for independents	133 of 422	32%
Q10 Education	Community work experience support	106 of 405	26%
Q11 Community support	Re-purposing existing buildings	108 of 412	26%
Q12 Green spaces	Improved security	96 of 417	23%

Several concerns come up in both sources: safety and CCTV, the look and mix of shops on Lord Street, low-cost activities for children, and travel costs.

Consultation results: where the priorities came from

An earlier consultation gathered 1,143 contributions and shaped the options people later voted on in the online survey (Q9–Q23). It grouped suggestions into three areas: building on community assets, developing tourism and commerce, and improving industry and connectivity. Schools, colleges and youth focus groups were also visited so young people's voices were included.

Contribution type	Number
Survey responses	315
Social media comments	664
Consultation sheets	92
Suggestion slips	42
Emails	30
Total	**1,143**

Area	Topic	What respondents said	Online vote leader (see Top priorities)
Community assets	Playgrounds	Lack of playgrounds harms the health and wellbeing of children and adults; children deserve well-equipped, accessible playgrounds	Q13: large promenade play area (41%)
Community assets	Paddling pool & splash pad	Many want a community-owned, accessible paddling pool back; the current splash pad is seen as a poor replacement. Some suggested an improved splash pad like St Anne's	Not in the online survey
Community assets	SEND support	Lack of activities and support for children and adults with additional needs increases isolation; better provision could also draw visitors	Q9: accessible play facilities (35%)
Community assets	Education	People of all ages face barriers to education, harming the community	Q10: community work experience support (26%)
Community assets	Community hub	Repurpose disused buildings as social space, or support existing organisations and hubs	Q11: re-purposing existing buildings (26%)
Community assets	Green spaces	More green space and trees would improve wellbeing, accessibility and socialising, and attract visitors; community planting schemes also suggested	Q12: improved security (23%)
Tourism &	Family	Lack of family venues drives spending out of	Q14: activities for

Area	Topic	What respondents said	Online vote leader (see Top priorities)
commerce	entertainment venues	town, isolates those who can't travel and reduces visitors	older children (41%)
Tourism & commerce	Leisure amenities	Simple amenities are a low-cost way to boost tourism and help residents	Q15: motorhome park (40%)
Tourism & commerce	Pier site & prom	Improving the prom and revitalising the pier site would increase tourism and benefit residents	Q16: pier site development (74%)
Tourism & commerce	Lord Street & beyond	Lack of shop diversity, poor accessibility and a need to improve appearance	Q17: more diverse shops & independents (32%)
Tourism & commerce	New business	Help local young people set up businesses	Q18: reduced rent schemes (42%)
Tourism & commerce	Affinity	Outside the project's scope, but people asked for better transport links to the town centre, family venues, more varied shops and regular themed events such as Christmas markets	Not in the online survey
Industry & connectivity	Industry	Decline of industry has hit the community, economy and jobs; calls to revitalise existing industries and make the most of the port	Q21: revitalising the port (41%)
Industry & connectivity	Connectivity	Poor connectivity hurts industry, jobs and education; improving it is vital to Fleetwood's future	Q22: re-opening the railway (36%)
Young people	Youth spaces	Young people (under 21) lack suitable indoor and outdoor facilities and safe places to socialise; existing services need better signposting	Q23: educational facilities (33%)

Young people also spoke often about the lack of jobs. They hoped new employers could be encouraged and wanted more chances to visit employers and industries to help with career choices.

Findings by theme

Each theme below gives the paper-form comments first, then the matching online vote counts.

Accessibility, transport and connectivity

Paper forms – What improvements would help you access and travel across Fleetwood more easily?

Most respondents raised transport costs and infrastructure, which may partly reflect the question's wording. Residents' main concerns were tram fares and direct bus routes. Visitors cited traffic delays from the motorway and finding free parking. Suggestions included bike lanes, a shuttle bus or mini train to Affinity, and a community bus from the estates and outskirts. Many raised potholes and uneven road surfaces. Some wanted Lord Street pedestrianised (except for trams) and/or more dropped kerbs, while others felt it should stay open. Other suggestions were more toilets, wider doorways for wheelchairs, ramps, wider and repaired pavements, and wheelchairs for hire (extending the Beach Wheelchair offer).

Online – Q22: What should be prioritised to improve connectivity?

Q22 option	Responses	Share
Re-opening the railway for passengers & light freight	148	36%

Q22 option	Responses	Share
Re-opening the port/docks for passenger/leisure & industry use	122	29%
Securing the ferry & building on the existing service	65	16%
Foot and/or road bridge to Knott End	58	14%
Improving road links to the motorway	23	6%
Total	**416**	100%

Education and training

Paper forms – What would make it easier for people in Fleetwood to access learning and training?

The barriers raised most often were travel, time and awareness. Many cited travel costs, for example asking for a bus pass for learners. Adult learners also named travel and time, and several suggested evening courses at community centres, schools or libraries. Many did not know what options were available and wanted local courses advertised across several channels (see Engagement).

Online – Q10: Which suggestions would help address barriers to education?

Q10 option	Responses	Share
Community work experience support e.g., incentives for local companies/organisations	106	26%
New campus offering practical courses	93	23%
Community hub with education facilities	78	19%
Community skill sharing to upskill residents and explore career choices	76	19%
Community minibus for educational visits	26	6%
Assisted travel to out-of-town education & skills provision	26	6%
Total	**405**	100%

Lord Street, shops and business support

Paper forms – How would you improve Lord Street to make it appeal to more locals and visitors?

Appearance and the variety of shops and venues came up most. Many wanted a more uniform look that protects and highlights local heritage. Others asked for a general tidy-up with planters, hanging baskets and artwork. Many wanted more retailers, cafes and restaurants, and fewer vape shops, takeaways and barbers.

Suggested business support included grants, lower rents and reduced business rates. Some proposed buying a unit to rent cheaply or free to start-ups, possibly split into several stalls. Many responses also mentioned re-opening Lord Street and/or demolishing the fire-damaged building, likely influenced by the timing of the events.

Online – Q17: Which retail suggestions do you support?

Q17 option	Responses	Share
Increased diversity of shops & supporting independent businesses	133	32%
More uniform shop fronts & a Victorian-style canopy	123	29%
Improving accessibility by repairing surfaces & pedestrianisation (except trams)	59	14%
Highlighting existing architecture & heritage	37	9%
Maximising the existing market (offerings, opening hours, facilities)	31	7%

Q17 option	Responses	Share
Free WiFi access	20	5%
Increased public art	19	5%
Wayfinding & signage	0	0%
Total	**422**	100%

Online – Q18: What would help local young people establish new businesses?

Q18 option	Responses	Share
Reduced rent schemes	176	42%
Support packages for young local people	86	21%
More small spaces/pop-up shops	74	18%
Increasing diversity of shops/venues	53	13%
Community competitions for start-up investment	30	7%
Total	**419**	100%

Online – Q19: What would most help new businesses fill vacant units?

Q19 option	Responses	Share
Start-up grants	224	54%
Business support – planning/marketing/competitor & gap analysis	188	46%
Total	**412**	100%

Green spaces and playgrounds

Paper forms – What development to parks or outdoor spaces would make you use them more?

Many suggested a wider range of play equipment for all ages and abilities. Spaces for sport were also often requested, such as football, netball and rounders on a suitable pitch or in a MUGA. Several wanted more water- and beach-based activities to make the most of the coast, such as paddle boarding, ball games and a paddling pool, ideally with first-aid or lifeguard supervision. Others mentioned improving or replacing the skate park and adding bike or pump tracks.

Many said a lack of cafes, seating and picnic areas limited their use of green spaces. Others asked for more CCTV in places such as Memorial Park because of safety concerns.

Online – Q12: What would help more green spaces and trees improve Fleetwood?

Q12 option	Responses	Share
Improved security	96	23%
Improved lighting in winter months	66	16%
More flowers and trees, including on verges/in planters	64	15%
Green “corridors” between local areas	52	12%
Secure dog park	50	12%
Improved maintenance of Memorial Park	49	12%
Improved shelter & seating	27	6%
Community orchard	13	3%
Total	**417**	100%

Online – Q13: What are the most immediate playground priorities?

Q13 option	Responses	Share
Large play area on the promenade (possibly ship-themed)	170	41%
Improving free sports facilities e.g., football pitches, tennis, basketball courts	84	20%
Improving existing play facilities/equipment	70	17%
Smaller parks across town aimed at varying ages	58	14%
Picnic benches/sheltered seating	16	4%
Accessible toilets/changing facilities	13	3%
Total	**411**	100%

SEND (special educational needs and disabilities)

Paper forms – What activity-based SEND sessions would you like to see in Fleetwood?

Arts and crafts, music, dance, sport and games sessions were most requested. Some also suggested fitness or gym classes, wheelchair sports and beach-based activities. Suggestions covered all ages, including adults with SEND. Respondents said there are few SEND-specific activities and felt local support or friendship groups would help whole families.

Online – Q9: Which SEND provision would be most beneficial?

Q9 option	Responses	Share
Accessible play facilities (indoor & outdoor)	141	35%
Socialisation spaces/support groups for families – particularly low-income, isolated and home-schooling families	120	30%
SEND school	75	19%
SEND services e.g., holiday clubs/extra-curricular activities, with visitors able to pay for access	64	16%
Total	**400**	100%

Families, venues and events

Paper forms – What would support you to spend more time as a family in Fleetwood?

More and better children's activities were the priority. Suggestions included a paddling pool, an indoor play area or soft play, and cheap or free sports facilities. Tram Sunday and music events or festivals were given as good examples of the events people want more of. Others asked for more group activities at the beach, park or library. Several also wanted a greater police presence and/or more CCTV, especially around parks.

Online – Q14: What would most help families socialise together?

Q14 option	Responses	Share
Activities for older children e.g., trampoline parks, climbing centres, crazy golf, bowling	173	41%
Maximising the potential of Marine Hall including the public café/bar	100	24%
Large leisure facilities to draw in visitors and support locals	51	12%
Music venues and/or event spaces also usable by local music/dance/drama groups	49	12%
Soft play or similar for young families	45	11%
Total	**418**	100%

Online – Q20: Which free family events would you like to see created?

Q20 option	Responses	Share
Winter Wonderland – free Santa's grotto, snow area, lantern parade, Christmas markets etc.	170	40%
Summer music festival	131	31%
Special themed weekends – dinosaurs, superheroes, pirates etc.	60	14%
Halloween "Fleetwood Spooktacular" – town-wide trail, crafts, shows etc.	55	13%
Easter parade with school competitions	4	1%
Total	**420**	100%

Young people

Paper forms – What activities or spaces would you like over the school holidays?

Access to sports facilities and activities came up often. Many asked for free spaces to play sport, and others for summer-school-style provision. Outdoor and water sports were specifically requested, including canoe lessons on the boating lake, golf, a skate park and a pump track. Young people also asked for music events or festivals, better shopping and safe places to socialise. Activity clubs in community spaces or libraries, picnic areas and youth clubs were also suggested. Many of these answers came from adults thinking about half-term provision for younger children, not from young people themselves.

Online – Q23: What would give young people safe places to socialise, better signposting and more opportunities?

Q23 option	Responses	Share
Educational facilities e.g., kitchen/art studio/digital hub	135	33%
Leisure activities e.g., air hockey, pool, badminton, table tennis	130	31%
Hub with themed areas e.g., quiet, gaming, film	93	22%
Improved outdoor seating & shelter	35	8%
Improved leisure amenities e.g., water fountains & beach lockers	21	5%
Total	**414**	100%

Community support, safety and quick wins

Paper forms – If you could deliver one small change in the town, what would it be?

Common answers were improving Lord Street's appearance, the range of shops and accessibility. More and better playgrounds and more family activities were also often suggested. Safety was a recurring theme, with many prioritising more CCTV, policing, and/or rehabilitation and homelessness services.

Online – Q11: Which community support would most benefit Fleetwood?

Q11 option	Responses	Share
Re-purposing existing buildings e.g., hub/homeless shelter rehab facility	108	26%
Multi-purpose youth hub with games/snooker/sport facilities	96	23%
Multi-use accessible hub with space for groups/classes	77	19%
Ongoing funding/facilities/equipment to established organisations	69	17%
Arts/music facilities & exhibition/performance space	62	15%
Total	**412**	100%

Tourism, the pier and the promenade

This theme was covered only in the online survey.

Online – Q16: What would make the most impact on the promenade and pier site, at pace?

Q16 option	Responses	Share
Pier site development e.g., boardwalk/jetty, entertainment complex	315	74%
Pier site & promenade tidied & made accessible	71	17%
Increased retail e.g., ice cream/coffee stalls on promenade	40	9%
Total	**426**	100%

Online – Q15: Which low-cost amenities do you support?

Q15 option	Responses	Share
Motorhome park with charging points & facilities	165	40%
Public showers for visitors to the beach	101	25%
Water fountains	100	24%
Storage lockers	26	6%
Air pumps or paddle boards	17	4%
Total	**409**	100%

Industry and jobs

This theme was covered only in the online survey.

Online – Q21: What would create the greatest impact on local industry?

Q21 option	Responses	Share
Revitalising & repurposing the port	167	41%
Training campuses linked to specific industries/skills	105	26%
Investment from manufacturing/engineering companies	62	15%
Investing in maritime & fishing infrastructure	44	11%
Attracting defence-related industry e.g., manufacturing	30	7%
Total	**408**	100%

Engagement: how to keep people informed

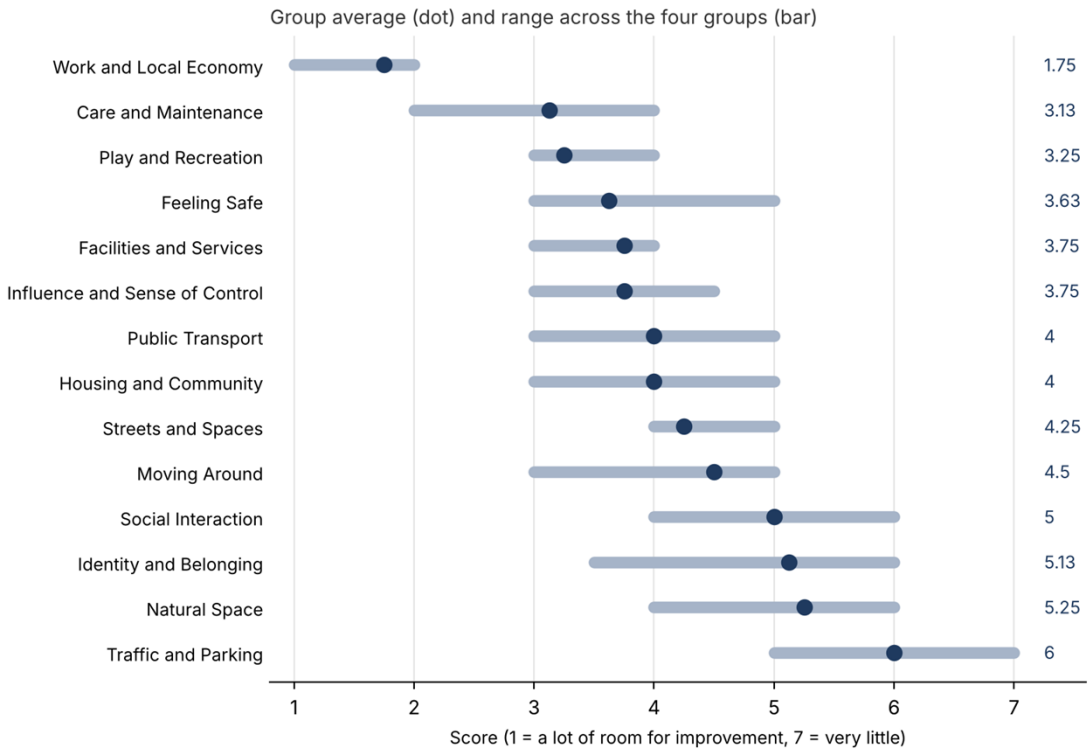
Paper forms – How should Pride in Place advertise events and projects and keep you updated?

- **Social media** – Facebook, Instagram and TikTok, with many mentioning local pages and groups.
- **Media** – local newspapers and radio, plus TV adverts for wider reach.
- **Physical marketing** – posters in shop windows, on community boards and lamp posts, plus billboards.
- **Post** – leaflets, surveys and newsletters to homes.
- **Organisations** – schools were widely suggested to share information, and some suggested local community organisations.

In total, 306 people across both sources agreed to be contacted, including 153 online who asked to join the newsletter (see Who responded).

Pride in Place Toolkit day: Place Standard Tool scores

Work and Local Economy scored lowest at 1.75 out of 7, and every group rated it 1 or 2. Traffic and Parking scored highest at 6. Four table groups scored Fleetwood on 14 themes, where 1 means a lot of room for improvement and 7 means very little.



Place Standard Tool scores by theme

Theme	Blue	Green	Orange	Yellow	Average	Range (low–high)
Work and Local Economy	2	2	1	2	1.75	1–2
Care and Maintenance	3.5	3	2	4	3.13	2–4
Play and Recreation	3	3	4	3	3.25	3–4
Feeling Safe	3	3.5	3	5	3.63	3–5
Facilities and Services	3	4	4	4	3.75	3–4
Influence and Sense of Control	3.5	4.5	4	3	3.75	3–4.5
Public Transport	4	3	4	5	4	3–5
Housing and Community	4	4	3	5	4	3–5
Streets and Spaces	4	5	4	4	4.25	4–5
Moving Around	5	5	3	5	4.5	3–5
Social Interaction	4	5	5	6	5	4–6
Identity and Belonging	3.5	6	5	6	5.13	3.5–6
Natural Space	5	6	6	4	5.25	4–6
Traffic and Parking	7	5	6	6	6	5–7

The low scores match the survey findings. Jobs, empty shops, upkeep of buildings and pavements, play facilities and safety all come up again here.

What the groups said

The notes below were transcribed from photos of each group's wheel, from lowest-scoring theme to highest.

Work and Local Economy (average 1.75)

- **Blue:** Not a lot of work opportunities – "no jobs"; limited by transport links to cities. Loss of fishing, ICI and civil service jobs. Fisherman's Friend expanding. Potential for training and upskilling via DWP. Empty shops – advertise the grants available; need to make people aware of events; improve Lord Street.
- **Green:** High Street has lots of empty shops and is untidy. Too many vape shops, salons, charity shops and gambling establishments. Low employment, not many job opportunities.
- **Orange:** Some long-standing, successful businesses. Fleetwood Hub offers volunteering and services, with support available through the Hub. Local education opportunities needed, with jobs to go to. Empty units on Lord Street – general decline, loss of jobs and trades; need the right mix of businesses.
- **Yellow:** Strengths include Affinity, pubs and clubs, Fisherman's Friend, Asda, Iceland, the market, the leisure centre and long-standing businesses. Limited job opportunities, but help is now available through a network working together, e.g. Blackpool & The Fylde College and Lancaster University. Residents feel the local economy is declining. Empty spaces and buildings not being used. Volunteering network to reach out to the community.

Care and Maintenance (average 3.13)

- **Green:** Private houses seem well looked after, but places like Bold Street look unkempt, with bins left outside. Surfaces and walls look deteriorated, paint coming off. Lord Street looks mismatched, especially the walls above shops.
- **Orange:** A clear divide between areas – some are well loved and kept in lovely condition, others are not. Housing and buildings need TLC and some reimagining.
- **Yellow:** Some areas, such as Memorial Park, are well maintained and attractive; no obvious litter on the walk route and green areas well kept. Lots of buildings, private and public, need improvement, as do pavement surfaces. Lots of derelict spaces left to grow wild and run down – need attention.

Play and Recreation (average 3.25)

- **Blue:** Beach not accessible for prams and wheelchairs. Play park at the Mount is small and needs investment. Need benches at the beach, prom and parks.
- **Green:** Beach park and Mount park not great – need expanding. Memorial Park is good. Skate bowl popular but small and needs repairing.
- **Yellow:** Assets: promenade and beach space, astroturf, Memorial Park play area, gym, skate bowl, water park at the leisure centre. Improve use of all spaces – astroturf needs updating; enhance the beach and prom; signpost access; add public art to the promenade.

Feeling Safe (average 3.63)

- **Blue:** Low feeling of safety – fine for adults aged 20–40 and white. High violence against women and girls.
- **Green:** Areas feel generally good in the daytime, e.g. the beach and surrounding streets. Evenings feel less safe, with only venues and pubs open.
- **Orange:** Lord Street felt safe on the whole, but people with addictions and rough sleepers can affect perceptions of safety.
- **Yellow:** The area by the new clock tower can be a problem. Previous experience of gangs selling drugs, now improved. Would like a walk-round at night. Match days at Fleetwood Town FC have a great atmosphere. Good police interaction and visibility in the community, e.g. Coffee with a Cop.

Facilities and Services (average 3.75)

- **Blue:** Safe spaces needed for homeless people – somewhere they can get clean. The family hub moved to the library and is too small; needs a dedicated family hub. MUGA well used, but LCC may stop its use. Services lost since the pandemic have not come back.
- **Green:** Pitch and putt not appealing. Make Milton Street a multi-use hub. Need good restaurants. Pier redevelopment could combine food, entertainment and SEND facilities. Pedestrianise Lord Street; develop St Peter's Square and the town centre as a cultural quarter [?].
- **Orange:** Lack of local education; need clearer signage.
- **Yellow:** No dedicated family hub. Accessible parks needed for all children. So many closed shops – unwelcoming. Beautiful views – an opportunity for more cafes, bars and entertainment on the front, which seems really quiet. Only one community provider offering adult education. The hub at Fleetwood hospital has lots going on. The market brings people in on market days. Not sure what the leisure centre offers.

Influence and Sense of Control (average 3.75)

- **Green:** The community does have a voice, but many residents don't take part – need to work out how to include them.
- **Orange:** Strong community voice; lots of local groups.
- **Yellow:** Charities and organisations come together to support each other when needed. People don't feel heard – there has been consultation for a long time and then nothing happens, so people stop wanting to be involved.

Public Transport (average 4)

- **Green:** Public transport is available but very expensive – trams and buses are unaffordable for many, especially young and unemployed people. Tram day pass: £6.60 adult, £3.60 child, £15.00 family. No direct bus to Poulton for the train station. Lack of dropped kerbs at some tram stops (e.g. Fleetwood Library stop) – need better access for wheelchairs and bikes. Tram stops need regular cleaning and upkeep.
- **Orange:** Bus stops and pedestrian crossing furniture look tired.
- **Yellow:** Fairly good local network of buses, trams and the ferry. Ferry from Fleetwood to Knott End; trams down the coast to Starr Gate/Blackpool; buses to Cleveleys, Blackpool and Preston, stopping at Blackpool Victoria Hospital, the town centre and the zoo. Regular local services to Albert Square, Asda, the market, Affinity, the pier and Mount Street.

Housing and Community (average 4)

- **Blue:** Regenda social housing is amazing and the community is amazing; private landlords are terrible. Vulnerable people often don't know their rights, with low reading, numeracy and IT skills.
- **Green:** Upgrade Bold Street and surrounding areas. Scruffy housing area near the hospital. Community alleyways.
- **Orange:** Some multi-occupancy properties with absent landlords and problems with mould and damp. One homeless man said he had been homeless for three months and was still going through the process.
- **Yellow:** Strong community spirit and safe streets.

Streets and Spaces (average 4.25)

- **Blue:** Memorial Park is an asset that needs building on, but it feels unsafe at night – would a cafe there be safe from vandalism? Few places to go at the weekend. Tennis courts exist but are they used? Padel courts would be good. Open school grounds as parks at weekends, with adult supervision. Lord Street: flower beds and benches are positives; closed shops and vape, barber and charity shops are negatives.

- **Green:** Many points of interest and good architecture, but some neglected and vacant buildings. Need more dropped kerbs. Need better drainage to stop flooding. Lord Street is not ideal for pedestrians – shared with cars, buses and trams.
- **Orange:** Beautiful heritage buildings and streets in the Old Town; great Victorian streets and squares, Grade II listed buildings. Simply cleaning pavements on Bold Street and Lord Street could make a huge difference.
- **Yellow:** Lots of derelict buildings, or buildings needing a lot of work. Lots of great spaces that still need developing. Pavements are uneven, and dropped kerbs aren't flush with the road, so they aren't fully accessible.

Moving Around (average 4.5)

- **Green:** Few options for bikes and scooters; uneven pavements. Lack of accessibility for people with mobility issues – more dropped kerbs and level pavements.
- **Orange:** Dropped kerbs really need attention – hard to cross; uneven and mixed surfaces. Really hard to navigate – signs and pavements cluttered; need permanent signs.
- **Yellow:** Good to walk and cycle, but bins on pavements are a problem. Lack of things to look at, such as street art. Need signposts to places of interest.

Social Interaction (average 5)

- **Blue:** Healthier Fleetwood, lots of church halls, the Boathouse and youth clubs are positives. Tech skills and media information are low in the area.
- **Green:** Seem to be lots of clubs and places to go, but not well advertised. Lots of different support groups.
- **Orange:** The Hub runs lots of events; Marine Hall. Lots of community events and groups to join, but a lack of offer for young and older people.
- **Yellow:** Marine Hall and Wetherspoons are large spaces for meeting, but there is not much alternative. Lack of friendly, welcoming places for social interaction.

Identity and Belonging (average 5.13)

- **Blue:** Good identity if you have lived here a long time, but can feel hostile to newcomers; nosey neighbours and a toxic narrative. Racism and intolerance really high.
- **Green:** People take pride in their homes. Events are good but not frequent enough.
- **Orange:** Strong sense of community and of Fleetwood identity and belonging – but harder if you don't fit the "mould". Heritage assets connect people to memories, e.g. the Mount and egg rolling with family.
- **Yellow:** Local people are proud of the town's fishing heritage. People gather at the Mount, e.g. Easter egg rolling. Strong community feel, with community hubs and churches.

Natural Space (average 5.25)

- **Blue:** Incredible spaces, coast and parks with lots of potential, but blue space is not used.
- **Green:** Good natural space with the beach, the Mount and parks. Great open space along the front with views second to none.
- **Orange:** Lots of green space, the beach and seafront; amazing seafront, beaches and Memorial Park. Ozone levels mentioned as brilliant and good for health. Some spaces not as well kept.
- **Yellow:** Investment and maintenance seem focused on Memorial Park, leaving a lack of green space at the other end of town. Coastal spaces unused. Lack of family play and outdoor areas outside Memorial Park. No seating and poor air quality put people off.

Traffic and Parking (average 6)

- **Orange:** Traffic flows well, with plenty of on-street parking and lots of parking around town. No cycle lanes in the town centre – an opportunity to encourage greener travel.
- **Yellow:** Lots of off-street parking and regular trams all year. Could there be more pedestrian crossings?

Summer Activity Club: acting on the feedback

The Pride in Fleetwood Summer Activity Club put the consultation's call for free school-holiday activities into practice. It registered 35 children, and 10–15 attended each session. It was designed with Pride in Fleetwood for the Pharos and Mount wards, in response to consultation showing a need for free, consistent and meaningful holiday activities for children and young people.

Measure	Result
Children registered	35, including a number with SEND or additional needs (exact figure not given)
Average attendance	10–15 per session; lower on bad-weather days towards the end
Eligibility	Pharos and Mount wards, checked by postcode on an online registration form
Promotion	Social media, Healthier Fleetwood and Westview Community Centre
Food	Packed lunch from a local company for each child, plus occasional ice creams and chippy lunches
Issues raised by participants	None reported

What the children did

- **Indoor:** arts and crafts, invasion games.
- **Trips:** Farmer Parrs (the clear favourite), Fleetwood Mini Links, Butterfly House, Moo Shack, a nature reserve.
- **Added after children's feedback:** a stadium tour of the football ground, crabbing, beach games, and games on the space next to the cadet base instead of Memorial Park.
- **Social action:** a kindness card trip around Fleetwood, litter picking, and an intergenerational activity with veterans.
- **Highlight:** named team of the week at the Fleetwood v Gillingham match, meeting the players and going on the pitch.

The planned Pleasure Beach trip was replaced with weekly local trips because the young people preferred that.

How it links to the survey findings

- **Free holiday activities:** paper-form respondents asked for free sports, summer-school-style provision and activity clubs (see Young people). The club delivered this.
- **Beach and outdoor activities:** crabbing and beach games match requests to make more of the coast (see Green spaces and playgrounds).
- **SEND:** several children with additional needs took part, and their parents were especially thankful. This answers the reported lack of SEND-friendly activities (see SEND).
- **Awareness:** many children found more to do in Fleetwood than they expected. This echoes the toolkit-day point that clubs and places exist but are not well advertised (see Social Interaction).

SEND consultation: parents and carers

The 32 parents and carers of children and young people with SEND who answered this survey asked most often for more SEND clubs and groups (16 responses) and for local SEND school places (13). Responses

came in between 22 June and 7 July 2026. Many said there is little or nothing for SEND children in Fleetwood. The Play Inclusion Project (PIP) was the service praised.

Who responded

Child's age	Responses
0–4	2
5–10	17
11–15	9
16–21	4
Total	**32**

Most children have autism or autistic traits (22, including suspected), often alongside ADHD (10). Others mentioned global developmental delay (6), a learning disability or difficulty (5), epilepsy (2) and long-term illness.

What would make the biggest difference

These counts come from coding each response's three funding priorities and their "one thing to change". One response can count towards several themes.

Theme	Responses (of 32)	What parents said
SEND clubs, groups and holiday provision	16	More SEND clubs, play groups and youth clubs, including holiday and after-school clubs for working parents; small groups for non-sport activities such as arts, singing and dancing; provision for "in-between" children who are not severely disabled but not typical
Local SEND school places	13	Not enough specialist places, so children are placed in mainstream schools that cannot meet their needs; families travel to Preston, Lancaster or Blackpool; a SEND school in Fleetwood, not just units in primary schools
Support for parents, siblings and respite	12	Respite, parent support groups, help for brothers and sisters, follow-up after diagnosis, and support for working families who don't qualify for means-tested help
Understanding and training in schools	10	Staff training in autism, ADHD, trauma and masking; flexibility on attendance and term-time absence; school nurses; no placing struggling children "with naughty kids"
Sensory rooms and sensory play	10	A sensory play venue like the Space Centre in Preston, open regularly, for calm and safe play
Faster diagnosis, therapy and health care	9	Long waits for assessment and EHCPs; counselling and therapy; medical care that currently means travelling to Blackpool
Accessible, inclusive parks and safe spaces	9	Safe, clean, accessible play areas; accessible playground equipment that works (it is often broken); outdoor space for SEND families, possibly with beach wheelchairs
Wider understanding and acceptance	8	Less judgement from the public; more awareness among other children and adults
Dedicated accessible building	4	A purpose-built space with a hoist, changing bed and sensory room that SEND groups can hire; the Milton Street building back in use

Theme	Responses (of 32)	What parents said
Support for older children (16+)	4	Not being "pushed away" at 16; PIP extended to older ages; groups for teenagers
SEND swimming	4	SEND swim sessions with trained staff, important for safety in a coastal town; the old outdoor pool

What is working

- **Play Inclusion Project (PIP):** praised by six parents, including weekly and holiday groups the children love. Some noted limits: it is the only SEND group, it needs Break Time funding, children age out too soon, and one family's allocated hours were never offered a place.
- **Other positives:** the Boathouse Youth Club, SEND hubs in two Fleetwood schools, Break Time sessions, support workers, a SEN parents' support group and fun days.
- **Nothing:** seven parents said nothing is currently working well for SEND children in Fleetwood.

What families leave Fleetwood for

Sensory play (most often the Space Centre in Preston), soft play, SEND schools (Preston, Lancaster), medical and NHS services, and SEND groups and charities in Blackpool (e.g. Aiming Higher, Together We Can). Several answered "everything". One parent noted that without a car they cannot reach SEND activities outside the town.

How it links to the other findings

This reinforces the SEND results elsewhere in this report. The online survey's top choice was accessible play facilities (35%), followed by socialisation spaces and support groups for families (30%) (see SEND). The paper forms reported a lack of SEND-specific activities and support groups. The consultation called for SEND school places and services. The Summer Activity Club found that parents of children with additional needs especially valued free holiday activities.

Recommendation Summary

Following an analysis of all levels of consultation that have taken place, as set out above, the following recommendations and points should be noted.

Seven priority projects are recommended, each supported by several of the six consultation sources (1,875 responses in total). The top two are Lord Street and town centre revival backed by start-up support, and the redevelopment of the pier site and promenade.

1. **Lord Street and town centre revival** – shop fronts, vacant units and start-up support
2. **Pier site and promenade** – redevelopment, a large play area and visitor amenities
3. **Children, young people and families** – year-round free activities and events
4. **SEND inclusion** – clubs, sensory play and support for families
5. **Community hub** – one repurposed, fully accessible building for youth, SEND, family and learning
6. **Safer, cleaner, accessible streets and green spaces**
7. **Post-16 education, skills and jobs** – pathways through Blackpool & The Fylde College and the Lancaster University Health Education Hub, work experience and the port

Two actions run across every project: pushing partners on transport and specialist services, and showing residents what has changed because of their feedback. All seven projects sit within the MHCLG Pride in Place themes, with particular emphasis on post-16 education as the route from local learning into local jobs.

How projects were prioritised

Projects are ranked by how many sources raised the issue and how strongly. A third factor is whether Pride in Fleetwood can deliver the project itself or needs partners to.

Source	Responses	What it contributes
Initial consultation	1,143	The three focus areas and the options for the online vote
Event paper forms	269	Open comments on nine topics
Online survey	431	One-choice votes on 15 priority questions
SEND consultation	32	Parent and carer priorities for SEND funding
Toolkit day	4 groups	Place Standard scores (1–7) on 14 themes
Summer Activity Club	35 children	Evidence of what works when feedback is acted on

The recommendations draw only on this feedback. Costs, land ownership and funding rules have not been assessed and should be checked before any project is confirmed. Timescales are suggested: quick win (within 12 months), medium (1–3 years) and long term (3+ years).

Alignment with the Pride in Place themes

Every recommended project fits within the MHCLG Pride in Place Programme, and together they cover all nine of its intervention themes.

Project	Pride in Place themes	Strategic objective
1. Lord Street and town centre revival	Regeneration, high streets and heritage; Work, productivity and skills	Thriving places
2. Pier site and promenade	Regeneration, high streets and heritage; Health and wellbeing	Thriving places
3. Children, young people and families	Education and opportunity; Health and wellbeing; Cohesion	Stronger communities
4. SEND inclusion	Health and wellbeing; Education and opportunity	Stronger communities
5. Community hub	Cohesion; Community power; Education and opportunity	Stronger communities; Taking back control
6. Safer, cleaner, accessible streets and green spaces	Safety and security; Regeneration, high streets and heritage; Transport	Thriving places
7. Post-16 education, skills and jobs	Education and opportunity; Work, productivity and skills; Health and wellbeing	Thriving places; Stronger communities
Partnership and advocacy	Transport; Housing; Health and wellbeing	Thriving places
Making the consultation count	Community power	Taking back control

Pride in Place theme	Projects	Example from the feedback
Regeneration, high streets and heritage	1, 2, 6	Empty shops on Lord Street; pier site development (74%)
Housing	Advocacy	Poor private rentals, mould and damp; homelessness support
Work, productivity and skills	1, 7	Start-up grants (54%); Work and Local Economy scored 1.75/7

Pride in Place theme	Projects	Example from the feedback
Cohesion	3, 5	Newcomers can find the town unwelcoming; a lack of shared, welcoming spaces
Community power	5, Making the consultation count	People feel consulted but see no change (Influence 3.75/7)
Health and wellbeing	2, 3, 4, 7	SEND support, play and sports facilities, health career pathways
Transport	6, Advocacy	Tram and bus fares; dropped kerbs; re-opening the railway (36%)
Safety and security	6	CCTV and lighting; Feeling Safe 3.63/7
Education and opportunity	3, 4, 5, 7	Post-16 barriers of travel, time and awareness; holiday provision

Priority projects at a glance

#	Project	Sources in agreement	Suggested timescale	Headline evidence
1	Lord Street and town centre revival	4 of 6	Quick win to medium	Start-up grants 54%; reduced rents 42%; Work and Local Economy lowest Toolkit score (1.75/7); appearance and shop mix raised most on paper forms
2	Pier site and promenade	3 of 6	Medium to long	Pier site development 74%, the strongest result in any vote; promenade play area 41%; motorhome park 40%
3	Children, young people and families	6 of 6	Quick win to medium	Activities for older children 41%; Winter Wonderland 40%; Play and Recreation 3.25/7; Summer Activity Club 35 children registered
4	SEND inclusion	5 of 6	Quick win to medium	SEND clubs (16 of 32 parents); sensory play (10 of 32); accessible play facilities 35%
5	Community hub	5 of 6	Medium	Re-purposing existing buildings 26%; youth hub 23%; calls for a dedicated family hub and a SEND-accessible building
6	Safer, cleaner, accessible streets and green spaces	5 of 6	Quick win to medium	Feeling Safe 3.63/7; Care and Maintenance 3.13/7; improved security 23% and winter lighting 16%
7	Post-16 education, skills and jobs	5 of 6	Quick win to long term	Work experience support 26%; new practical-courses campus 23%; repurposing the port 41%; travel, time and awareness named as post-16 barriers

Project details

1. Lord Street and town centre revival

Recommendation: A combined programme to fill vacant units, improve the look of the street and support new and independent businesses.

Why: Lord Street's appearance and mix of shops was the most raised topic on the paper forms. In the online vote, start-up grants won 54% on business support, and reduced rent schemes won 42% on helping young people start businesses. The Toolkit day scored Work and Local Economy lowest of all themes

(1.75/7). All four groups pointed to empty shops and too many vape shops, takeaways, barbers and charity shops.

Suggested first steps:

- Launch start-up grants and a reduced-rent or pop-up scheme for vacant units, aimed at young and first-time traders.
- Pilot a shop-front improvement scheme for a uniform, heritage-led look. A Victorian-style canopy came second in the online retail vote (29%).
- Clean and repair pavements, and add planters, hanging baskets and public art.
- Promote the grants that are already available. The Toolkit day found that people don't know about them.

Measures of success: vacant units brought back into use; new businesses started; residents' views of Lord Street at the next Toolkit day.

2. Pier site and promenade

Recommendation: Bring forward a plan for the pier site and promenade that puts play, leisure and visitor amenities in one place.

Why: 74% chose pier site development (e.g. boardwalk, jetty, entertainment complex), the clearest result in any vote. A large promenade play area, possibly ship-themed, won the playground question (41%). Respondents said the coast is underused ("blue space not utilised").

Suggested first steps:

- Commission a feasibility and design study for the pier site and promenade, including the play area.
- Add visitor amenities: a motorhome park with charging points (40%), public beach showers (25%) and water fountains (24%).
- Tidy and improve access to the pier site and prom as an early step (17% backed this as the priority).
- Look at food, entertainment and SEND facilities on the site, as suggested at the Toolkit Day.

Measures of success: feasibility study completed; play area delivered; visitor numbers and amenity use.

3. Children, young people and families

Recommendation: Make free activities for children and families year-round, building on the Summer Activity Club.

Why: Children's activities were the top family priority on the paper forms. Online, activities for older children (41%) and a free Winter Wonderland (40%) led their questions. The Summer Activity Club registered 35 children, and many found more to do in Fleetwood than they expected. The initial consultation asked for an accessible paddling pool to return, saying the splash pad is a poor replacement.

Suggested first steps:

- Run the activity club in every school holiday, not only the summer, keeping the trips and beach activities children rated highest.
- Deliver a free Winter Wonderland and a summer music festival (31%).
- Explore an activity venue for older children, such as trampolining, climbing, crazy golf or bowling.
- Assess options for a paddling pool or improved splash pad.

Measures of success: holiday weeks covered; attendance; event footfall; parent and child feedback.

4. SEND inclusion

Recommendation: A SEND inclusion programme of more clubs, sensory play and family support, run with the Play Inclusion Project and other providers.

Why: Half the SEND parents surveyed (16 of 32) asked for more SEND clubs and groups, including holiday and after-school clubs. Ten asked for sensory play like the Space Centre in Preston, and 12 asked for parent support or respite. Seven said nothing currently works well. Online, accessible play facilities led the SEND question (35%).

Suggested first steps:

- Fund more SEND club sessions, including for "in-between" children and over-16s, and for working parents.
- Create a sensory play space, ideally within the community hub (Project 5).
- Set up a parent and sibling support group, with signposting to help with diagnosis and EHCPs.
- Repair and add accessible playground equipment, and pilot SEND swim sessions.

Measures of success: SEND sessions and places offered; families reached; repeat SEND survey results.

5. Community hub

Recommendation: Repurpose one empty building as a fully accessible, multi-use hub for youth, SEND, family and adult learning.

Why: Re-purposing existing buildings led the community support vote (26%), with a youth hub second (23%). Toolkit groups said the family hub in the library is too small and asked for Milton Street to become a multi-use hub. SEND parents asked for a building groups can hire with a hoist, changing bed and sensory room. Young people asked for safe spaces, gaming and quiet areas, and skills facilities (33%).

Suggested first steps:

- Identify a suitable empty building, using Milton Street as the starting option.
- Co-design the layout with young people, SEND families and existing groups.
- Include a Changing Places toilet, a sensory room, youth space, a teaching kitchen or art studio, and bookable rooms.

Measures of success: building secured and opened; weekly users; groups using the space.

6. Safer, cleaner, accessible streets and green spaces

Recommendation: A visible programme on safety, maintenance and accessibility in the town centre and parks.

Why: The Toolkit Day scored Care and Maintenance 3.13/7 and Feeling Safe 3.63/7. Improved security was the top green-space choice (23%), followed by winter lighting (16%). Paper forms and Toolkit groups asked for CCTV, especially at Memorial Park. Three of the four Toolkit groups raised dropped kerbs and uneven pavements.

Suggested first steps:

- Add CCTV and lighting at Memorial Park and other hotspots identified with the police.
- Survey and fix dropped kerbs and pavements on key routes, including tram stops.
- Tackle derelict and overgrown spaces and add seating and planting at the north end of town.

Measures of success: kerbs and pavements fixed; CCTV and lights installed; Feeling Safe score at the next Toolkit day.

7. Post-16 education, skills and jobs

Recommendation: Build clear post-16 routes from Fleetwood into further education, higher education and local jobs. These should run through Blackpool & The Fylde College (B&FC) and the Lancaster University Health Education Hub, alongside support for the port's renewal.

Why: Post-16 barriers came up in every format. Paper-form respondents named travel, time and awareness as the main barriers, and asked for bus passes for learners and evening courses in community centres, schools and libraries. Online, community work experience support led the education question (26%), followed by a new campus offering practical courses (23%). Training campuses linked to specific industries, such as health service provision, came second in the industry vote (26%), behind repurposing the port (41%). Young people asked for chances to visit employers to help with career choices. Toolkit groups said local learning needs "jobs to go to" and named B&FC and Lancaster University as part of a network now working together. SEND parents asked that young people are not "pushed away" at 16.

Local provision to build on:

- **B&FC Fleetwood Nautical Campus (Broadwater):** Level 3 cadetship preparation, officer cadetships, maritime apprenticeships and degree pathways, plus offshore safety and survival training through the Fleetwood Offshore Survival Centre . This is a direct local route into the maritime and port jobs residents prioritised.
- **Lancaster University Health Education Hub:** a route into health and care education and careers. It matches residents' call for training linked to health service provision and the hub activity Toolkit groups noted at Fleetwood hospital.

Suggested first steps:

- Form a Fleetwood post-16 partnership with B&FC and the Lancaster University Health Education Hub, mapping clear pathways in maritime, offshore, engineering, and health and care.
- Bring taster and part-time courses into Fleetwood – evenings, in the community hub (Project 5) and libraries – to remove the travel and time barriers.
- Fund a learner travel bursary or bus pass for post-16 students travelling to B&FC campuses.
- Run work experience, employer visits and an annual careers and courses event in Fleetwood, covering the port, the Nautical Campus, the NHS and local businesses.
- Provide supported post-16 pathways for young people with SEND.
- Promote options through schools, social media and the newsletter, since many residents did not know what is available.
- Press partners on plans for the port and on maritime and fishing infrastructure, linked to local training.

Measures of success: post-16 enrolments from Fleetwood postcodes at B&FC and Lancaster University; young people not in education, employment or training; courses delivered in Fleetwood; placements and visits; progress on port plans.

Quick wins

These low-cost actions respond directly to feedback and could show progress within 12 months.

Quick win	Feedback it answers	Project
Run the activity club in Christmas and Easter	Free holiday activities; Summer Activity Club success	3
Deliver a free Winter Wonderland event	Top family event choice (40%)	3
Hold a post-16 courses and careers event in Fleetwood with B&FC (including the Nautical Campus) and the Lancaster University Health Education Hub	Residents unaware of options; young people want employer visits	7

Quick win	Feedback it answers	Project
Agree a learner travel bursary or bus pass pilot for post-16 students	Travel cost named as a main post-16 barrier	7
Publicise existing business grants and support	Toolkit: grants exist but are not known about	1
Deep-clean pavements and add planters on Lord Street and Bold Street	Toolkit: "simply cleaning pavements could make a huge difference"	1, 6
Fix broken accessible playground equipment	SEND parents: accessible parts "always seem to be broken"	4, 6
Fund extra SEND club sessions with the Play Inclusion Project	Most-praised SEND service; 16 of 32 parents want more clubs	4
Fix dropped kerbs at tram stops, starting with the Fleetwood Library stop	Toolkit: wheelchair and pram access	6
Publish a "what's on" guide through schools, social media and posters	Clubs exist but are not well advertised; preferred channels from the paper forms	All

Partnership and advocacy

Some of the strongest feedback concerns services Pride in Fleetwood does not run. It is recommended formally sharing these findings to the responsible bodies and lobbying for action.

Issue	Feedback	Who to engage
Railway and connectivity	Re-opening the railway 36%; port/docks for passengers and industry 29%; ferry future 16%	Rail and transport authorities, Lancashire County Council, the MP
Fares and bus routes	Tram day pass £6.60 adult / £15 family is unaffordable for many; no direct bus to Poulton for the train station; bus passes for learners	Blackpool Transport, bus operators, Lancashire County Council
SEND school places	13 of 32 SEND parents: not enough specialist places; children travel to Preston, Lancaster or Blackpool	Lancashire County Council (SEND and education)
Diagnosis, therapy and health care	Long waits for assessment and EHCPs; medical care means travel to Blackpool	NHS Lancashire and South Cumbria, local health partners
Policing and safety	Feeling Safe 3.63/7; CCTV and police presence requested; Coffee with a Cop praised	Lancashire Constabulary, Wyre Council
Housing standards	Toolkit: poor private rentals, absent landlords, mould and damp	Wyre Council housing services

Making the consultation count

Residents told the Toolkit day that they have been consulted for a long time, nothing happens, and so people stop taking part. Influence and Sense of Control scored 3.75/7. Showing visible results is as important as the projects themselves.

- **Publish a "You said, we did" update** within three months, setting out these priorities and the first quick wins.
- **Use the channels residents asked for:** local Facebook groups, Instagram and TikTok, local newspapers and radio, posters in shop windows and on community boards, leaflets to homes, and schools.

- **Report back to the 306 people** who agreed to be contacted, including 153 on the newsletter list.
- **Re-run the Place Standard Tool** each year to track change against this year's scores. Work and Local Economy (1.75), Care and Maintenance (3.13) and Play and Recreation (3.25) are the main measures to watch.
- **Involve young people and SEND families** in designing Projects 3, 4 and 5, following the Summer Activity Club's approach of changing activities in response to children's feedback.

PRIDE IN FLEETWOOD
LED BY YOU – BACKED BY UK GOVERNMENT FY7

Agenda Item. [9 AOB]

Fleetwood Pride In Place Delivery Plan & Vision Engagement & Consultation Oct – Nov 26

Report author:	Andrea Wallace
Report to:	Fleetwood Pride in Place Board
Date:	15/10/2026
Decision Required?	Yes ☒ No ☐
Subject:	Engagement Activity / 10 Year Vision / 4 Year Delivery Plan
Does the report contain information which has been identified as confidential?	Yes ☐ No ☒
If yes, please specify the reason that the report is confidential below:	Not Applicable

Summary of main issues and governance considerations

1. A short programme of community engagement and consultation is proposed between 30 October and 4 November 2026 to give residents the opportunity to shape the Fleetwood 10 Year Vision and the 4 Year Delivery Plan priority projects.
2. Two Halloween community events, delivered by Onward Events (30 October) and Community First (31 October), will engage children, young people and families and promote the main consultation event.
3. The main Board consultation event, **"Your Town, Your Voice, Your Future"**, will take place at North Euston, Fleetwood on 4 November 2026 from 5:00pm to 8:00pm, with themed consultation zones, the £20 Million Challenge, priority walls and an online survey.
4. Pride in Place funding of **£2,919.12** is sought, supported by £840 of match funding plus three Community First staff as match (cost TBC). A full breakdown of expenditure is attached at Appendix 1.

Recommendations

5. The Fleetwood Pride in Place Board are requested to approve Pride in Place expenditure of **£2,919.12** for the Delivery Plan & Vision engagement and consultation activity set out in this report and Appendix 1.
6. Approve the delivery of "Your Town, Your Voice, Your Future" on Wednesday 4 November 2026, 5:00pm – 8:00pm at North Euston, Fleetwood, with formal invitations sent to stakeholders from the Chair of the Board.
7. Approve promotion of the event to the community, with registration through Eventbrite.

1 Purpose of this report

1.1 To seek Board approval for the expenditure required to deliver the October – November 2026 engagement and consultation activity.

1.2 To summarise the dates, activities and spend for each event, and to set out the agenda and format of the main consultation event.

1.3 To confirm that the outcomes of the consultation will inform the Delivery Plan submission and the 10 Year Vision.

2 Background information

2.1 The Board is developing a 10 Year Vision and a 4 Year Delivery Plan for Fleetwood. This activity builds on engagement previously undertaken and gives residents and stakeholders the opportunity to comment on, prioritise and suggest improvements to proposed projects before the Delivery Plan is submitted.

2.2 The programme combines family-focused community events, which reach residents who may not attend a formal consultation, with a Board-led consultation event open to the whole community.

3 Summary of activities, dates and spend

3.1 The table below summarises each activity. Itemised costs are shown at Appendix 1.

Date	Activity	Venue	PIF	Match	Total
Fri 30 Oct 2026	Onward Events Halloween Party (Primary)	Sea Cadet Base	£700.00	£240.00	£940.00
Sat 31 Oct 2026	Community First Halloween Party (Families)	Fleetwood Conservative Club	£709.12	3 x staff (TBC)	£709.12+
Wed 4 Nov 2026	Fleetwood PIP Board Consultation – “Your Town, Your Voice, Your Future”	North Euston, Fleetwood	£1,510.00	£600.00	£2,110.00
	TOTAL		**£2,919.12**	**£840.00+**	**£3,759.12+**

3.2 **Onward Events Halloween Party (Primary) – Friday 30 October 2026, Sea Cadet Base.** A Halloween party for primary-aged children and their families. Spend covers food and drinks, decorations, crafts, prizes and entertainment: £700.00 PIF plus £240.00 match.

3.3 **Community First Halloween Party (Families) – Saturday 31 October 2026, Fleetwood Conservative Club.** A family Halloween party. Spend covers buffet, DJ, decorations and goodie bags, prizes and staffing: £709.12 PIF, with three Community First staff provided as match (cost TBC).

3.4 **Fleetwood PIP Board Consultation – Wednesday 4 November 2026, North Euston.** The main consultation event for the whole community. Spend covers room hire, catering for 100 people at £15 per head, marketing and printing: £1,510.00 PIF plus £600.00 match.

4 Delivery of "Your Town, Your Voice, Your Future"

4.1 **Event Name:** Your Town, Your Voice, Your Future. **Venue:** North Euston, Fleetwood. **Date:** Wednesday 4 November 2026.

4.2 The event will be promoted to the community and stakeholders will be invited. Registration will be through Eventbrite, capped on room capacity and booking time slot. Refreshments / tapas will be provided and there will be a prize draw for attendees.

4.3 Agenda:

Time	Activity
5:00pm	Doors open, welcome refreshments and registration
5:15pm	Short introduction from Board Chair Mark Spencer – How We Have Arrived Where We Are
5:30pm	£20 Million Challenge and project voting – drop in between 5:30pm and close
7:45pm	Explanation of next steps – Delivery Plan submission, where residents can access the Delivery Plan and Vision, and showing the Year 1 and 2 priority projects
8:00pm	Event closes

4.4 **Themed Consultation Zones in the room** – Board members to be present at each zone:

- **Zone 1 – Community Assets:** playgrounds, green spaces, community hubs, SEND provision and accessible facilities.
- **Zone 2 – Tourism & Commerce:** Lord Street improvements, shopfronts, heritage, local businesses, markets, events and visitor attractions, including a large photograph of Lord Street highlighting proposed projects.
- **Zone 3 – Industry & Connectivity:** employment, education, port development and transport projects, with coloured stickers for voting.
- **Zone 4 – Young People & Families:** youth hubs, leisure facilities, education, SEND activities and safe social spaces.

4.5 Each project for the next 4 years will be displayed with:

- A photograph or visual impression of the proposal.
- What the project would deliver and who would benefit.
- Indicative project cost, where available.
- Expected outcomes and timescales.
- Potential partners and match funding.
- Opportunities to vote, comment or suggest improvements.

4.6 **The £20 Million Challenge for the 10 Year Vision.** Each attendee will be given £20 million in pretend money, divided into tokens, and asked to allocate their investment across proposed projects into jars. This helps identify priorities and the trade-offs residents are willing to make. It will be explained that allocations are preferences, not actual project costings.

4.7 **The People's Priority Wall.** Attendees can add any other priorities on post-it notes.

4.8 **Fleetwood's Future Wall.** Everyone will be invited to finish the sentence: "In ten years' time, I want Fleetwood to be a town where…". These responses can provide powerful evidence and quotations for the 10 Year Vision.

4.9 **Survey Monkey.** An online survey for individual project prioritisation for years 1 – 10.

5 Governance considerations

5.1 Risk management

5.1.1 Attendance at the main event will be managed through Eventbrite, capped on room capacity and booking time slots.

5.1.2 Board members will be present at each consultation zone to answer questions and record feedback.

5.1.3 It will be made clear that £20 Million Challenge allocations are preferences, not actual project costings, to manage expectations.

5.2 Forward Plan

5.2.1 Following Board approval, the event will be promoted to the community, stakeholder invitations issued from the Chair, and Eventbrite registration opened.

5.2.2 Consultation materials, project visuals and the Survey Monkey survey will be prepared ahead of the event. Outcomes will be reported back to the Board to inform the Delivery Plan submission and 10 Year Vision.

5.3 Delegated authority and legal matters

5.3.1 Delegated authority is sought to purchase catering, marketing, printing and event materials within the budget approved in this report.

5.4 Financial and resource implications

5.4.1 The total Pride in Place funding sought is **£2,919.12**, comprising £700.00 (Onward Events, 30 October), £709.12 (Community First, 31 October) and £1,510.00 (Board consultation event, 4 November).

5.4.2 Match funding of £840.00 has been identified (£240.00 Onward Events; £600.00 for the Board consultation event), plus three Community First staff as match (cost TBC). The total value of activity is therefore £3,759.12 plus the Community First staff match.

5.5 Equality and Diversity

5.5.1 The programme is designed to reach residents of all ages and circumstances, including children, young people and families through the Halloween events. The main event uses a drop-in format and includes a dedicated zone on SEND provision and accessible facilities, so that voices less often heard are included.

6 Recommendations

6.1 The Fleetwood Pride in Place Board are requested to approve Pride in Place expenditure of **£2,919.12** to deliver the Delivery Plan & Vision engagement and consultation activity between 30 October and 4 November 2026, to inform the 10 Year Vision and 4 Year Delivery Plan.

7 Appendices

7.1 Appendix 1 – Fleetwood Pride In Place Delivery Plan October / November Consultation Budget.

PRIDE IN FLEETWOOD
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Appendix 1

Fleetwood Pride In Place Delivery Plan October / November Consultation Budget

Event	Date	Venue	Expenditure Item	Cost	Total Amount
Onward Events Halloween Party Primary	Friday 30th October 2026	Sea Cadet Base	Food and drinks	£250.00	£700.00 PIF + £240.00 Match **TOTAL £940.00**
			Decorations	£100.00	
			Crafts	£100.00	
			Prizes (1st, 2nd, 3rd)	£100.00	
			Entertainment	£150.00	
Community First Halloween Party Families	Saturday 31st October 2026	Fleetwood Conservative Club	Buffet	£160.00	£709.12 PIF + 3 x Staff Match (Cost TBC) **TOTAL £709.12+**
			DJ	£70.00	
			Decs/Goodie Bags	£250.00	
			Prizes (1st, 2nd, 3rd)	£100.00	
			Staffing	£129.12	
Fleetwood PIP Board Consultation All – "Your Town, Your Voice, Your Future"	Wednesday 4th November 2026	North Euston Fleetwood	Room Hire	£60.00	£1,510.00 PIF + £600.00 Match **TOTAL £2,110.00**
			Catering - 100 people @ £15	£1,200.00	
			Marketing	£100.00	
			Printing	£150.00	
				GRAND TOTAL	**£2,919.12 PIF** **£840.00+ Match** **TOTAL £3,759.12+**