



Pride in Fleetwood Board Supplement

Wyre Borough Council
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Pride in Fleetwood Board meeting on Thursday, 20 August 2026 at 5.30 pm in the Community Hall - Emmanuel on the Mount Church, Fleetwood

6. Expenditure log (Pages 3 - 6)

To note the Board's most recent expenditure log.

7. Lord Street Sub-Group presentation (Pages 7 - 20)

Councillor Ruth Duffy and John McLellan, Sub-Group Leads, will provide the Board with a presentation on the progress and achievements of the Lord Street Pride in Fleetwood Sub-Group to date.

Due to the volume of information contained within the document, the Lord Street Sub-Group has asked members, if they have time, to read the document and prepare any questions they may wish to raise on Thursday.

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CAPACITY FUND £150,000 -expenditure

MHCLG category	Activity	Total (£)
management costs	DBS Checks (£21.50 per member)	1,018.21
	Web domain package with domain protection/website builder/emails	
	Venue costs - plus board member selection workshop to 31 July	
other	Train travel to London (return) for Chair Mark Spencer obo Pride in Fleetwood Board.	214.27
	ID badges & printed lanyard for Pride in Fleetwood	
community outreach and engagement	Pride in Fleetwood engagement expenses - Chaucer School event	5,339.12
	4 & 8 July Meet the Board engagement events	
	Marketing	
	Fleetwood Festival of Transport engagement	
	SEND consultation	
Management costs	Temporary full-time management support service to the Board to progress the Plan to for payment to 31/07/2026	11,000
Project costs	Summer Connectivity (part payment 50%)	6,280
GRAND TOTAL (rounded)		23,852
BALANCE REMAINING (rounded)		126,148

Note: The above is for work completed, including costs for which an invoice is currently being progressed.

CAPACITY FUND £150,000 – Current commitments

MHCLG category	Activity	Running Total (£)
management costs	Venue hire (allocation Aug to Mar 2027 based on current costs)	260
	Host organisation grant – which will see two fixed term posts, and Board Management support (interim and local authority) *	88,015 estimated
community outreach and engagement	Fish, Food and Music Festival & associated prize draw	454 TBC
Project costs	Summer Connectivity (final payment)	6,280
CURRENT COMMITMENT GRAND TOTAL (rounded)		95,009
BALANCE REMAINING INCL. CURRENT COMMITMENTS (rounded)		31,139

* This allocation is based on current estimated commitments. The host organisation grant includes provision for two fixed-term posts, which will be adjusted on a pro-rata basis once confirmed start dates are known for both posts. The allocation includes temporary management support before the programme post is in place, together with provision for secretariat support and exceptional local authority support provided from April.

REVENUE AND CAPITAL BUDGET (10-year programme)

Pride in Fleetwood will receive funding and support circa £20 million. The funding will be split 63% capital and 37% revenue, and will be paid to respective local authorities in line with the following profile:

Grant type (£) '000	25/26 'year zero'	26/27 Year one	27/28	28/29	29/30	30/31	31/32	32/33	33/34	34/35	35/36	Total
Capital funding	0	120	670	1,460	1,460	1,460	1,460	1,460	1,460	1,460	1,460	12,430
Revenue funding	150	270	690	690	770	770	770	770	770	770	770	7,170
Total	150	390	1,360	2,150	2,230	2,230	2,230	2,230	2,230	2,230	2,230	19,600

- Values are rounded.
- Funding post financial year 2028/29 will be reviewed at the next Spending Review.
- Revenue funding will be paid out across two tranches in Year 1 (2026/27) of the programme – 50% will be made at the start of the financial year, and the remaining 50% on approval of the Pride in Place Plan.
- Time spent by the Local Authority to establish and support Pride in Place will be documented.

Phase split of Funding

- **Period 1:** the 2026 to 2027 financial year to the 2029 to 2030 financial year (4 years)
- **Period 2:** the 2030 to 2031 financial year to the 2032 to 2033 financial year (3 years)
- **Period 3:** the 2033 to 2034 financial year to the 2035 to 2036 financial year (3 years)

INVESTMENT PERIOD 1 – CURRENT SPEND ALLOCATIONS

	2026/27			
Grant type (£)	Budget	Spent	Committed /allocated	Remaining total
Revenue	420,000	23,852	95,009	301,553
Capital	120,000	0	0	120,000
Cumulative Total	540,000	516,148	421,139	

Other, period 1

	2027/28		2028/29		2029/30	
Grant type (£)	Budget available	Committed	Budget available	Committed	Budget available	Committed
Revenue	690,000	89,252	770,000	91,167	770,000	96,167
Capital	146,000	0	146,000	0	146,000	0

- Revenue budget for 2026/27 includes the balance of the £150,000 capacity funding brought forward from 25/26
- Values are rounded

Fleetwood High Street Projects – Art, Trails & Events

Proposal developed with: Pride in Fleetwood High Street theme group
Theme group leads: Cllr Ruth Duffy, John McLelland and Lorraine Moffat

Purpose

This paper sets out short-term project options for Pride in Fleetwood Board's consideration, focusing mainly on shopfront improvements to vacant commercial premises. The Board may also wish to consider occupied premises in key gateway locations that shape first impressions for visitors and prospective businesses. The proposals are not exhaustive and include complementary ideas, such as a seasonal event, to increase footfall, strengthen pride in place and create a more vibrant high street for businesses and the wider community.

Context and opportunity

Fleetwood has an opportunity to respond positively to a current town centre challenge through visible, community-facing interventions. Vacancy levels stood at 14.86% in July 2026, slightly below the March 2026 figure but still higher than Wyre's other main economic centres. Temporary artwork, window displays and trail activity could help improve public perception while longer-term work continues with landlords, agents and partners to address the wider challenges facing the high street.

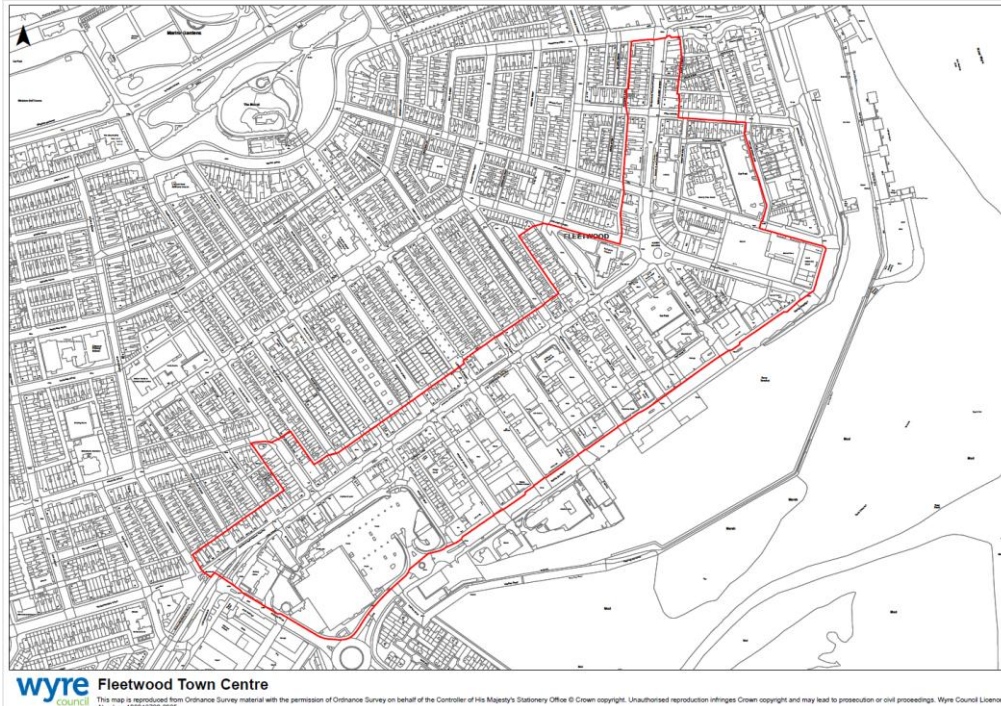
Proposed programme approach

A rounded, partnership-based approach is needed to make a difference, involving landlords, local businesses and the community to ensure projects are practical, locally supported and aligned with wider efforts to reduce vacancies.

Wyre Council's current work

- Wyre Council's Economic Development team carry out commercial unit vacancy audits twice-yearly
- Current vacancy rate of 14.86% in Fleetwood town centre, the highest in the borough by some distance.
- Wyre Council Economic Development team have been working in partnership with The Vacant Shops Academy since late 2025 with a view to reducing the vacancy rate in the town centre over next 18 months. Initial discussions have taken place with letting/sales agents and contact has been made with landlords/owners of vacant units.
- [Wyre Borough Economic Development and Visitor Economy Strategy](#) outlines Wyre's approach towards town centre support

Area map- commercial unit vacancy audits



The following options are intended as practical quick short-term projects that could be developed at pace, subject to Board support, owner permissions, procurement advice and any relevant planning or highways requirements.

Project opportunities in year 1

- Installation of artwork on shutters
- Installation of artwork on windows
- Add a themed trail to complement the artwork
- Complementary events to boost footfall, dwell time and spend within the town centre area

A programme of interventions will give more impact if delivered over time and through working with local businesses, public sector, charities and community groups/champions/organisations.

Window and Shutter Art

Professional window and shutter art would provide an immediate visual improvement to prominent vacant units, helping to reduce the negative impact of empty premises and create a more welcoming town centre environment.

Regarding planning: Decorative shutter or on window artwork is likely to be acceptable in principle where it is used as a temporary visual enhancement measure and is not intended to advertise or promote goods, services or businesses (otherwise it may be subject to planning and advertising consent). Wyre's guidance supports high-quality alterations and refurbishment which help preserve or enhance the appearance of commercial frontages and conservation areas. As some temporary structures may require a license, especially on public land individual proposals may still require review by Wyre's Planning team to determine whether planning, advertisement or other statutory consents are necessary.

Regarding conservation area: Most of the town centre is within the conservation area, so shutter artwork should respect the street's character, building features and historic significance, using high-quality design and materials in keeping with the [Supplementary Planning guidance - Signs and shopfronts in conservation areas](#)). Wyre's guidance supports improvements that preserve or enhance conservation areas, with any required consents considered through the planning process.

Regarding advertisement Consent: Avoid including business names, place names or logos unless you've checked with the local planning team.

Regarding permission: Before any work is commenced – [Check ownership](#)

- Confirm who owns the shutter /building. It costs £7 to get a title register via Land registry [Search for land and property information - GOV.UK](#). To get an official copy it costs £11.
- Get written permission from the freeholder or landlord
- If leased, the tenant may also need landlord consent under the lease.
- Note that listed buildings may result in a complex consent process.

This is the main permission required in most cases.

[Project 1: Window and Shutter Art](#)

Delivery could be through either a competitive process or a proportionate commissioning route, subject to procurement requirements. An open call would support transparency, creativity and wider community opportunity.

A direct commission may enable faster delivery where compliant and appropriate, but would provide a narrower range of creative options.

Delivery Options

- **Option 1:** Invite Expressions of Interest from artists, taking local connection into account, based on a specific brief/criteria. Open competitive process similar to process for UKSPF-funded art installation at Poulton railway station. Advertising could be through the PiF website and social media, Wyre Council's local artist network and shared via its website/social media and local business media etc.
- **Option 2:** Directly commission a known artist, based on a pre-agreed brief and subject to procurement requirements. If the total cost, including VAT, is below £30,000, three quotes would be required. If costs are over this amount, then a tender exercise would be required.

Any commission would be subject to a subsidy control assessment.

Indicative costs

- Land Registry searches (£7 per property online or £11 for official posted copies).

The figures below are indicative only and should be treated as early-stage budget guidance. They draw on two sources:

- an initial discussion with a local artist who has delivered similar work for Fylde Council; and
- wider internet-based cost research for window decals and shutter artwork.

Actual costs may vary depending on the artist appointed, design complexity, materials, access requirements, property condition, permissions and the final delivery route. Costs could be refined once specific units are identified, measured and assessed.

Local artist indicative costs

Initial discussions with a local artist suggest the following broad costs:

- **Design concept** approximately £200.
- **Shutter art:** from £500+ (depending on design, timescale and materials)
- **Window art:** from around £70+ per window (a bulk price where several windows use a similar design, for example around £550 for approximately 10 windows over 1-2 days)

Cost: As an early guide, a project covering **four roller shutters and 10 shop windows** may be achievable within approximately £3,000, subject to the final scope and delivery requirements

Wider internet-based cost benchmarks

Internet research suggests that window vinyl or decal artwork, including artwork adjustments, could vary more significantly depending on window size. As a range:

- **Small units, approximately 2–4m²: £750–£1,500 for five windows**
- Medium units, approximately 4–8m²: £1,500–£3,000 for five windows
- Large units, approximately 8–15m²: £3,000–£6,000+ for five windows

For shutter artwork, wider benchmark costs suggest that for a Fleetwood-style heritage or town centre activation project, a realistic funding estimate to use for an open call:

- **£5,000 for 5 shutters (£1,000 per shutter average)**

This reflects a professional artist delivering bespoke works across multiple shutters as opposed to a community volunteer or premium commissioned pieces.

Note: The above should be treated as a guide should a competitive round be chosen, as actual costs may vary depending on the artist appointed, the scale and complexity of the design, materials used, access requirements and the final delivery approach. Costs could be refined once the actual units are identified and measured.

Cost: A sensible initial budget would therefore be **£7,000-£10,000**

It is advisable to add **10-15% contingency** to either approach if surface preparation, anti-graffiti coating or access equipment may be required.

Commencement Date

- October 2026

PRIDE IN PLACE

LED BY YOU – BACKED BY UK GOVERNMENT **FY7**

Precedent



Potential Locations *(subject to landlord approval)*



27 Lord St



25 Lord St



138 Lord St



140-142 Lord St



19 Poulton St



38 Lord St

Project 2: Trail Theme

Purpose: A trail could add a simple interactive element to the high street, encouraging people to move between locations, visit different businesses and spend more time in the town centre.

It could be delivered either as part of:

- the shutter and window art commission, with each artwork including a clue, activity or visual link, and/or
- a separate seasonal window display trail led by local businesses and community partners. A seasonal approach could be refreshed over time and themed around Christmas, Fleetwood heritage, the seaside or other locally agreed ideas.
- Could incorporate some small public realm elements – this may require permission from LCC Highways.

The preferred approach should be shaped with local businesses, community groups and partners to ensure it is practical, locally supported and deliverable within the available timescale. This would ideally need a delivery/ working group to take ownership of the engagement, trail design, development and coordination. The group may include a local artist, local businesses and community volunteers.

- Vacant and occupied units could both be included, subject to owner, landlord or tenant agreement.
- If vacant units are included, any potential business rates implications for owners or leaseholders would need to be checked before progressing.

A practical first step would be to test interest in a seasonal trail, supported by a simple map, social media promotion and a small competition or incentive to encourage families and visitors to take part.

- If the shutter and window art is to be included, then the theme for artwork should be modern in approach. It could reflect Fleetwood's heritage such as, the seaside e.g. comedy postcards, its nature and wildlife, the story of Fleetwood, key local figures, iconic heritage structures, or maritime and fishing traditions. The caveat is to ensure the art isn't construed as promotional or advertising.
- The project would need an agreed lead or point of contact to coordinate activities, manage day-to-day decisions and set clear criteria for any competitions.

- A trail would seek to engage all existing businesses, particularly those at key gateways and along main routes through the town centre.
- The trail should not rely on a single linear route; instead, it should be enjoyable from different entry points while encouraging people to move on to the next location.

Precedent

- See [Fylde Festive Town Trails](#)
- Wyre previously ran a Fleetwood Festive AR trail, with a local story, interactive games and incentives to complete the trail. The licence ended a few years ago however the idea can be seen on the video [Help Nic Find His Stars Fleetwood Festive AR Trail](#)



The starfish sculpture trail, Hornsea



Shoreditch Street Art Trail

Accessed via [Browse Art Trails | Art Trail Project](#)

Potential Locations

- As above, including existing town centre businesses.

Costs

Additional design costs may be needed if the trail is linked to the artwork, to ensure the theme and interactive elements work consistently across the high street. These costs would need to be scoped once the preferred option, trail format and artwork requirements are agreed.

If a competitive element is included, such as a best shop window display competition, a small prize budget may also be required. Prizes could support business promotion or development, for example a professional promotional video, a bespoke business support session, reimbursement of reasonable display costs, or a voucher to spend locally.

It is expected that participating businesses would normally cover their own window display costs, unless a decision is made to offer a small contribution or prize as part of the scheme. This would have to have a clear criterion for award.

Potential prize costs:

- **Professional promotional video** is estimated at around £1200-£1500.
- One-to-one **professional business support session** is estimated at around £650-£900.

Commencement Date

- End of November 2026

Project 3: Town Centre Events

Purpose: Complementary events could help bring the wider high street programme to life by linking the artwork, trail activity and local businesses into a coordinated visitor offer. A small programme of markets, performances, creative activities or seasonal events could give people a clear reason to visit the town centre, move between locations and support local businesses. This would help ensure the artwork and trail are not standalone interventions, but part of a joined-up programme to increase footfall, dwell time and local spend.

The Project

- A town centre/street event, complementary to above-mentioned art trail, to increase town centre footfall over e.g. the festive period.
- Examples could include: street artists, continental festive market, youth market, choir performances, local talent, interactive activities, comedy and speakers etc

Precedent

- Success of Christmas light switch-on event, bonfire night fireworks, UKSPF-funded Fleetwood Arts events 2025 etc.
- Recent [Wyre Teenage Markets](#) and upcoming Fish & Food Festival

Potential Locations

- Adelaide Street (worth noting that a road closure notice would need to be in place, allow necessary time to process approximately 12 weeks).

Suggested Approach

The Board may wish to test the event concept with local community partners, Fleetwood Arts networks and town centre businesses before confirming the preferred format, locations and delivery requirements.

Costs

- Estimated £20,000

Commencement Date

- December 2026

Some further delivery considerations/checks

Engagement

Consider

- A short survey or informal chat with businesses on the high street
- Involve the community by asking questions, such as which part of the town and/or which empty units would benefit from shutter artwork, which unit/s have the most negative impact and for ideas or votes on artwork and trail ideas /designs.
- Use engagement to identify and guide the projects.
- Encourage potential volunteers, particularly local tradespeople, by asking for written consent to contact them again.
- Celebrate with a launch event or unveiling to build excitement.

Commissioning an artist

Write a clear brief that includes:

- Your goals (e.g. brighten the street, reflect local heritage, increase and attract visitors and locals to walk and shop on the high street)
- Preferred themes or styles and identified units (use results of engagement to inform the brief as appropriate) and how it should fit with local culture and heritage
- Budget and timeline and ask for quotes with a breakdown of costs
- Any constraints (e.g. no advertising, surface type)
- Aspects that you want the artist to develop/suggest ideas
- Clarify that they must have public liability insurance as they will be working on the street scape.

Finding artists:

- Use your social media and website
- Share through Wyre Council's Artist Network
- Ask other businesses for recommendations.
- Contact local studios or collectives.
- Consider asking the artist to run community workshops as part of the process.

Appointing and agreeing:

- Have a clear decision criterion and panel of local representatives
- Keep records of decisions and scores (depending how you select)
- Artists should be appropriately registered, for example with HMRC or the Charity Commission, where applicable.
- Choose artists based on fit, not just cost.
- Share and agree designs with property owners and Wyre Council
- Use a simple contract with clear payment terms. Payment in arrears is preferred but may not be practical for sole traders or small businesses. Where advance payments are needed, they should be linked to agreed delivery stages, with a small final retention, for example 10%, held until the work is complete.

Delivery and celebration

- Coordinate installation dates with businesses.
- Promote the artwork via social media, local press, and events.
- Consider a walking trail or map if multiple artworks are commissioned.

Maintenance

- Consider maintenance and future costs, including any vandalism costs associated with the artwork and that responsibilities are clearly outlined and agreed. Wyre Council will not be responsible for maintaining or sponsoring any art that is set up.
- You may want to consider finding a business or community group that will sponsor some of the project/programme costs.

Subsidy /procurement

- Any funding or commissioning should be fair, proportionate and well recorded, so it is clear how decisions have been made, value for money considered, and any subsidy or procurement requirements checked.

Version Control

Version number	Date	Change/s made	Name of officer
V2	03/08/26	Removed Wyre logo and initial text regarding Wyre provision from V1	Sara Ordonez on request from Cllr Duffy
V3			

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