

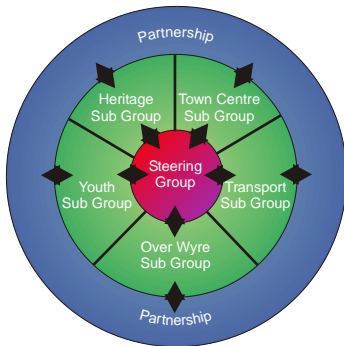
Poulton Market Town Healthcheck and Action Plan

Wyre Borough Council

Brief

BE Group was appointed by Wyre Borough Council to carry out a Market Town Initiative Healthcheck and Action Plan for Poulton-le-Fylde in Lancashire.

BE Group was also required to develop a partnership to assist in the process and help develop projects for the Action Plan.



Activities

Held an open evening event at the Civic Centre, to generate membership for the partnership; regular support provided to establish the partnership. This consisted of 40 individuals encompassing the public, private and voluntary sectors.

The partnership also has five sub-groups - heritage, town centre, transport, youth, and Over Wyre, responsible for bringing forward initiatives in these areas.

Consultation with Wyre Borough Council, Lancashire County Council, retailers and the general public. This involved one-to-one meetings, workshops, surveys, informal debate and public exhibitions.

Research to provide an in-depth look at housing, economy, population, environment, retail, leisure, transport and social aspects of life in Poulton-le-Fylde.



Outcome

Working with the partnership and sub-groups a 'vision' was created for the town.

Guided by the healthcheck results and consultation, the sub-groups devised a total of 42 actions to improve and regenerate the town.

Four key outcomes of this project were:

- Healthcheck
- Action plan and report
- Formation of Poulton Market Town Partnership
- Community participation.

