

INTRODUCTION

The Cleveleys Seafront Project concentrates on the section of seafront which starts at Kingsway and reaches the Royal Hotel. There will be two main elements to the Cleveleys Seafront Project:

- Coastal defence
- Promenade

The Cleveleys Seafront Project will be a comprehensive package for the enhancement of existing facilities and the creation of new attractions.

EXHIBITION DATES & VENUE

A public exhibition giving more details and information about the Cleveleys Seafront Project will be held at the Frank Townsend Community Centre, Cleveleys from 8th to 26th September 2003 (excluding Saturdays and Sundays). Opening times: 9.00am to 6.00pm.

Council representatives will be available to discuss issues on the following days:

TUESDAY 9 SEPTEMBER 2003 From 2.00pm to 9.00pm
WEDNESDAY 17 SEPTEMBER 2003 From 2.00pm to 9.00pm
THURSDAY 25 SEPTEMBER 2003 From 2.00pm to 9.00pm

Views are being sought at the exhibition on proposals for the coastal defence and ideas for the development of the promenade.

COASTAL DEFENCE

Introduction

The coastal resort of Cleveleys is situated on a western facing frontage of the Irish Sea. The sea gives Cleveleys its unique character whilst posing an ever present threat of flooding. To reduce this flood risk the Council is proposing a major scheme of improvements to the coastal defences at Cleveleys.

The Problem

Cleveleys has prospered by the sea but the sea has also taken its revenge throughout history. In 1555 the village of Singleton Thorpe just offshore of Cleveleys was destroyed by a storm and more recently in 1977 the defences at Cleveleys were overtopped causing flooding to over 500 properties and businesses including the local telephone exchange.



Following the 1977 floods a new rear wall was added along the promenade. This has been successful in preventing major flooding to Cleveleys for the last twenty years.



However the sea has shown its force on a number of occasions since this time. This has caused flooding to the roads adjacent to the promenade, destruction of the older parts of the front sea wall and lowering beach levels to such an extent that undermining and failure of the sea wall is possible.

The Solution

The original 1937 sea wall has been intermittently maintained and now needs upgrading. Three significantly different options have been recommended for testing and public consultation.



OPTION 1 - SEA BEE REVEMENT AND SEA WALL



OPTION 2 - LOW SEA WALL - STEPPED REVEMENT & BEACH RECHARGE



OPTION 3 - LOW WALL WITH STEPPED REVEMENT

There will be a questionnaire at the Exhibition to indicate which of the options you prefer.

If you would like any further information about the coastal defence scheme please contact:

Coast Guards Principal Engineer

Wyre Borough Council
Civic Centre
Breck Road

Poulton-le-Fyde FY6 7PU

Phone: 01253 887215

Fax: 01253 899000

Email: cgreen@wyrebc.gov.uk



Introduction

There is an opportunity for the coastal defence works to make a positive contribution to the appearance and amenities of Cleveleys. By improving the environment of the promenade, there is the potential to increase business development and tourism and create new jobs and prosperity for the town.

The promenade is owned by Wyre Borough Council. The Council, therefore, has the opportunity to drive an inventive and comprehensive remodelling of the promenade without the need to acquire land and premises and to initiate a renaissance of the once thriving seafront.

Issues to Consider

The benefits of improving the promenade will be increased attractions and facilities for local residents, schoolchildren, and visitors.

The Council is seeking views on how to improve the quality of the promenade through the exhibition, this leaflet and a questionnaire. Consideration is to be given to the following questions:

What should the purpose of the promenade be?

Possible ideas:

- A gateway to Cleveleys town centre
- A flexible space to accommodate a range of activities

What functions should the promenade accommodate?

Possible ideas:

- Public art
- Seating
- Children's playground
- Walking
- Cycling



Public art on South Shore Promenade, Blackpool



Playground on Marine Parade Seafront

There will be interactive displays and a questionnaire at the exhibition to enable people to put forward their ideas and views of the future of the promenade.

Have your say!

If you would like any further information about the promenade scheme please contact:

Open Bookland: Environmental Design Messages

Wyre Borough Council
Civic Centre
Breck Road
Poulton-le-Fylde FY6 7PU
Phone: 01253 887612
Fax: 01253 899000
Email: dblackhurst@wyrebc.gov.uk



A Major Regeneration Project for Cleveleys

The Cleveleys Seafront Project will be a comprehensive programme created by Wyre Borough Council to revitalise the coastal defence and promenade of Cleveleys.

This leaflet is part of a consultation programme designed to provide local people and visitors who use the seafront with an opportunity to comment on coastal defence proposals and to put forward ideas for improving the promenade.



8th-26th September 2003