

Improving our bathing waters

An action plan to improve bathing waters across the Fylde Peninsula









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Vision for the Fylde Peninsula

The Fylde Peninsula is vibrant, prosperous and renowned as a place of environmental quality. It is a desirable location for people to live, work and visit.

This high quality environment is supported through a robust and co-ordinated management of the natural and built environment and an excellent, accessible network of open spaces, coast and countryside.

The water environment is a critical aspect to this vision, providing the essence of the Fylde Peninsula's offer through high quality bathing waters, ecologically diverse river systems and water bodies which complement the quality of the public realm contributing to it being Europe's greatest resort.

The areas inland surface waters, transitional and coastal waters are well managed to guard against flooding and the passage of pollutants into the bathing waters. Open spaces are accessible and well maintained and there are good walking and cycling routes to promote healthy lifestyles.

There are high value technological industries thriving within the area, built upon a highly qualified workforce and based on the low carbon technologies.

The Fylde Peninsula is home to one of the country's most visited and iconic coastlines. There are, however, significant environmental challenges that provide opportunities to ensure that the coastline reaches its full potential.

Seven of the eight bathing waters need to improve to meet tighter standards of the revised Bathing Waters Directive. The capacity of sewer and drainage systems means surface water flooding is also a real issue. Collectively these issues have wider social and economic impacts that are increasingly under pressure from development and climate change.

The Fylde Peninsula Water Management Group is a partnership comprising of the Environment Agency, United Utilities, Blackpool Council, Wyre and Fylde Borough Councils, Lancashire County Council and Keep Britain Tidy.

The purpose of the group is to provide a sustainable and collective approach to the management of:

- Coastal protection
- Water quality, including bathing waters
- Surface water drainage, including flooding and development

A partnership approach

The Partnership established a set of guiding principles to work towards:

- Work together to develop a strong evidence base so we can prioritise what is important for the area.
- Use this evidence to demonstrate how environmental improvements can deliver real and lasting social and economic outcomes
- Cooperate to identify and deliver innovative solutions
- Unlock new funding streams and align investment plans to deliver real value for money
- Develop an agreed programme of works that delivers real and lasting change

A plan to improve bathing water quality

This 10 point action plan sets out the work that is needed to deliver long term improvements to bathing water quality across the Fylde Peninsula.

This plan concentrates on improving our bathing waters but can also help reduce flood risk and water use. The plan should complement other water plans set out in figure 1.

Figure 1: The links between the Bathing Water Improvement Plan and other water plans



Reduce the number and volume of spills from water company assets and reduce the flood risk within the sewer network

Target

Reduce the number of spills from combined sewer overflows to a maximum of 3 at each designated bathing water by March 2018.

Background

Spills from water company assets are one of a number of sources of pollution that contribute to the failure of bathing water quality standards at beaches within the Fylde peninsula.

Combined sewers carry both surface water and sewage. Heavy or prolonged rainfall can rapidly increase the flow in a combined sewer until the volume becomes too much for the sewer to carry.

Combined sewer overflows act like safety valves, preventing flooding by releasing excess overflows into nearby watercourses such as streams, rivers

or seas. These spills are permitted under wet conditions but can then reduce the quality of bathing water.

The effect of climate change and development will add further pressure in the future and so we need to deliver improvements to reduce the number of spills whilst reducing the potential flooding from the sewer network.

United Utilities will lead on delivery of a programme of work, with the support of the Environment Agency and Local Authorities, to reduce the number of spills.

United Utilities will continue to review the performance of sites and undertake maintenance of assets between bathing seasons. There will also be a wide focus from all partners on removing surface water from the sewer system, which will contribute towards a reduction in spill frequency and flood risk.



Early Successes

United Utilities has:

Delivered improvements to sewer overflows in the Preston area.

- 6 overflows delivered in the Freckleton, Kirkham, Warton area;
- 8 overflows delivered in the North Preston drainage catchment;
- 3 overflows delivered in the Penwortham area, south of the Ribble;
- 11 overflows in the Preston town centre area.

In the Blackpool/Wyre area United Utilities has scoped solutions for additional storage capacity in Wyre and on the Blackpool to Fleetwood storage tunnel.

Further upstream the addition of storage and UV treatment will reduce storm spills and enhance the final effluent discharges at Blackburn Wastewater Treatment Works (WwTW) and Croston WwTW.

Implemented post season checks on assets and commenced improvement works to address issues identified.

A review of the existing facilities in the Blackpool, Wyre, Fylde and Preston area has assessed the various key assets which ensure operation in line with their respective consents.

This has highlighted:

- Some work is required at the large pumping stations of Watery Lane, Freckleton, Lea Gate, Lytham and Fairhaven, in addition to the storm tank facility at Preston WwTW; and
- Additional improvement work is required at Bloomfield Road tanks, Anchorsholme and Chatsworth PS and the Fleetwood WwTW inlet.

The Environment Agency has:

Identified the environmental outcomes and potential schemes to go forward to the next water company investment plan (AMP6) that will achieve the right outcomes for bathing water quality and surface water flooding issues.

Local Authorities have:

Helped to support United Utilities in assessing potential issues across their region, and particularly with housing and development growth plans, which may impact upon schemes to be put forward for the forthcoming investment programme (AMP6).

Actions

By May 2013

United Utilities will:

Refine the Fylde Coast Strategy for internal approval and external roll out to partnership representatives. Work currently likely to involve further storm storage within this current investment programme (AMP 5; up to 2015) and includes work at Fleetwood and Anchorsholme.

Seek approval for commencement of site investigation and design for Fleetwood storage tanks.

Monitor progress on schemes identified from the Fylde Coast Strategy for delivery ideally within the AMP, including.

- Wyre Storage;
- Fleetwood Storage;
- Anchorsholme Storage.

Undertake the short term improvements works at assets in preparation for the 2013 bathing season.

Developing the AMP6 programme (2015-2020) and seek early consideration of scope and cost associated with the Environment Agency's potential quality programme, in line with assessing maintenance, supply and demand and other external drivers for schemes impacting upon bathing waters. These should help provide the appropriate business case for Ofwat's approval of funding to support delivery of a new programme of work.

Identify and get assistance with key milestones of planning approval and land acquisition.

Develop and implement a strategy to ensure a high profile/priority for meeting legal obligations with respect to the environment at Customer Advisory Panels (directly as Local Authorities and the Environment Agency and indirectly through influencing businesses and customers).

Provide a report on the effectiveness and feasibility of innovative technologies to be adopted in the Fylde area.

Complete asset improvements following post season reviews.

Local Authorities and United Utilities will:

Develop a surface water plan for the future development of the Lytham Moss / M55 Hub to ensure surface water removal from United Utilities combined system for current watercourses and long term development plan.

The Environment Agency will:

Work with stakeholders (including United Utilities and Customer Challenge Group) to ensure that the AMP6 programme will achieve the right outcomes for bathing water quality.

By September 2013

United Utilities will:

Undertake an Elimbac trial.

Consider the effectiveness of Smart sponges.

By March 2014

United Utilities will:

Complete works to address Unsatisfactory Intermittent Discharges (UIDs) from sewer overflows, including:-

- the Preston 7 UIDs;
- Associated 32 UIDs.

Complete Walton le Dale UID and Ultraviolet (UV) works.

Local Authorities will:

Develop a Fylde and Blackpool Drainage Strategy that covers ordinary watercourses and flooding in more detail. Ensure that this considers the effects of runoff on bathing waters.

Review and update the Wyre Drainage Strategy to reflect changes since 2004 along with the SMP2 preferred options and latest SFRAs/SWMPs.

By December 2014

The Environment Agency will:

Monitor the delivery of environmental obligations and commitments to ensure delivery.

Promote flood risk management schemes in which drainage/SuDS/storage is provided and which could result in a reduction in water levels in receiving waters, surface water is separated from foul water or reduced surface water enters combined sewers. This is particularly relevant for Preston and other urban areas of the Ribble Catchment including Blackpool and Wigan.

Review the United Utilities AMP6 investment programme to ensure that the environmental priorities of the Fylde Peninsula are suitably prioritised and funded.

United Utilities will:

Complete:

- The Wyre UID's;
- Fleetwood storage.

Deliver a programme of flood alleviation schemes across the region that will contribute to a reduction in spills, including at:

- Dobson Road, Blackpool;
- Southfield Drive, Blackpool; and
- Porters Row, Stalmine.

Ongoing Actions

Local Authorities can:

Support United Utilities in promoting surface water separation for United Utilities delivered works, through new development solutions and via in-house Local Authority works.



Reduce pollution from surface water outfalls and private sewage systems

Target

Rectify all wrong connections that were identified during the Environment Agency investigations by the end of 2014.

Background

The Environment Agency has recently undertaken extensive surveys to identify polluted surface water outfalls and private sewage systems, such as septic tanks, that are causing pollution.

Pollution can be caused by properties that have wrongly connected drains or cross-connections between surface water sewers and sewers that carry waste water. There may also be direct discharge of pollutants into drains that should not take place. We also need to do more to reduce the opportunity for new wrong connections to be built through building regulations and inspections and to encourage communities and businesses to investigate their own drainage systems to ensure that they are compliant.

Early Successes

The Environment Agency has:

Completed a survey of over 1000km of watercourses identifying sources of pollution.

Surveyed surface water outfalls, identifying those which are polluted and directly affecting bathing beaches.

Provided United Utilities with a prioritised list of polluted outfalls affecting bathing waters for inclusion in the next investment programme (AMP6).

Undertaken over 550 surveys of properties that may have wrongly connected drains.

Undertaken over 25 site visits to provide advice to address problems with private sewage systems or site drainage during 2012.

Actions

By May 2013

The Environment Agency, with the support of Fylde and Wyre will:

Undertake a promotion campaign to promote the benefit for homes and businesses to check for wrong connections and improve private sewage systems where they are insufficient.

The Environment Agency will:

Complete its programme of investigations of properties in areas with known wrong connections.

Work with United Utilities to identify where and when there is a need future improvement to address wider issues of wrong connections.

Local Authorities will:

Follow up the actions identified by the wrong connection property surveys.

Undertake relevant enforcement actions to address issues where action isn't taken at properties with wrong connections.

Ensure that future development and renovations avoid wrong connections.

By September 2013

All Partners will:

Run a targeted awareness campaign to reduce wrong connections through local media supported by local businesses.

Investigate funding opportunities and support property owners in obtaining funding to address wrong connections.

Prioritise further survey and investigations to identify any remedial work required to inland polluted surface water outfalls. Develop a delivery strategy for following phases of survey/works, including any requirement for works by United Utilities.

By December 2013

The Environment Agency will:

Investigate and develop action plans to address issues that may be contributing to poor bathing water quality from septic tanks and soakaways.

Investigate and develop action plans to address issues at Caravan & Camp sites (such as septic tanks and soakaways).

By May 2014

The Environment Agency will:

Review the progress of improvements and actions identified from the survey of watercourses to ensure they have been completed.

Re-survey the surface water outfalls to identify whether there has been an improvement in water quality.

By December 2014

The Environment Agency and Local Authorities will:

Investigate and develop actions plans to address issues that may be contributing to poor bathing water quality at Landfill sites.

Reduce pollution from rural and agricultural land

Target

All farms within Catchment Sensitive Farming areas are engaged in the scheme and implementing effective measures.

Background

A significant proportion of the pollution reaching the beaches of the Fylde drains from inland areas via the Rivers Ribble, Wyre, Lune, Douglas and across West Lancashire. In rainfall events, bacteria from animal waste can be washed off the fields and enter the rivers leading down to bathing waters.

Natural England with the support of the Environment Agency is delivering water quality improvements through its Catchment Sensitive Farming initiative, however, there is more that can be done.

We need to continue to target improvements that will help to reduce the amount of pollution from farm land and rural areas. A current study led by the Environment Agency in the Wyre catchment will help identify the most cost effective measures that will help.

We need to work with a range of partners, including Rivers Trusts, farming bodies such as NFU, Country, Land and Business Association, tenant Farmers Association and land agents as well as land owners themselves.

Early Successes

Environment Agency has:

Completed a survey of over 1000km of watercourses identifying sources of pollution.

Provided advice to rural businesses to improve site management, including septic tanks and site drainage.

Worked with Natural England through the Catchment Sensitive Farming initiative providing

advice and guidance to farmers to improve farming practice and site management to reduce contaminated runoff from entering rivers (163 farms on the Wyre & 222 farms on Ribble).

Actions

By May 2013

The Environment Agency will:

Complete a study that will identify the best practice to improve farming on the River Wyre.

Promote the top 10 effective measures that address bacterial pollution that are identified in the Wyre study to advisors and through Catchment Sensitive Farming.

Working with partners, including Natural England, National Farmers Union (NFU) and others, develop a programme to reduce bacterial pollution from rural areas on the Fylde Peninsula and further inland.

Continue to work with Natural England through the Catchment Sensitive Farming Programme to deliver further improvements to reduce bacterial pollution. This will include:-

- Involve farms not yet engaging in Catchment Sensitive Farming schemes;
- Identify locations where improvements would have the biggest impact;
- Identify high risk areas for fresh manure application particularly during the bathing water season; and
- Identify areas where buffer strips and artificial wetlands can be established and maintained where the risk from the source cannot be removed.

In conjunction with Catchment Sensitive Farming, deliver a training session for farm advisors that will include advice on the measures that farmers can adopt that would help improve bathing waters.



By December 2013

The Environment Agency will:

Identify and deliver early recommendations from a detailed modelling study (the Cloud 2 Coast project, www.shef.ac.uk/c2c), which is looking at identifying inland sources of pollution and measures to reduce them.

Investigate trial monitoring at the catchment and sub-catchment scale to enable the effectiveness of farm-scale actions to be identified on the Wyre catchment.

Where land that is under tenancy agreement or is owned by Local Authorities, United Utilities or the Environment Agency, develop a plan to implement changes to the tenancy agreement to encourage management measures that reduce bacterial pollution.

Identify locations where landowners could implement improvements at a sub-catchment scale.

Working with Natural England, review the progress of the Catchment Sensitive Farming Programme in how it is delivering improvements to reduce bacterial pollution.

Work with River Trusts (such as Ribble Rivers Trust or Lune Rivers Trust) to deliver improvements through targeted work.

Develop and implement an action plan to address issues at rural businesses, such as caravan parks, leisure businesses etc.

By December 2014

The Environment Agency & Local Authorities will:

Investigate and develop actions plans to address issues for specific sectors that may be contributing to poor bathing water quality at catteries/kennels/equestrian centres.

Investigate and develop actions plans to address issues for specific sectors that may be contributing to poor bathing water quality at dairy/sheep/mixed/piggery's/poultry farms.

The Environment Agency will:

Work with Natural England to explore future stocking agreements for salt marsh grazing under High Level Stewardship schemes, as well as for plans to recreate salt marsh habitat.



Reduce pollution from activities on bathing beaches

Target

No failures of bathing water standards attributed to dogs, horses, donkeys or other beach activities.

Background

The management of the eight designated bathing waters along the coastline have a significant impact on water quality.

Fylde, Wyre and Blackpool Borough Councils will review and undertake additional work to improve management of their beaches. This may include improving enforcement of dog exclusion zones, tighter control of horses and donkeys, management of bird numbers, improving facilities, and running campaigns to educate local communities and visitors.

Early Successes

All Partners have:

Developed a Beach Management Plan.

Local Authorities have:

Erected signs that provide information at all eight bathing waters. Over the next few years more information will be provided on the signs, including the revised Bathing Water Directive (rBWD) classification (by 2016).

Fylde Beachcare has:

Undertaken a programme of Beach Clean-ups with communities and businesses across Fylde through BeachCare. This programme will continue through 2013.

Actions

By May 2013

Local Authorities will:

Deliver the recommendations in the Beach Management Plan. This will include improving enforcement of dog exclusion zones, improved signage, and management of birds and donkeys. These actions will reduce the risk that beach users, such as dog walkers and horse riders will cause localised pollution.

By December 2013

Local Authorities will:

Review the effectiveness of measures in place during the 2013 bathing water season and identify if further actions are required for 2014.

Work with the tourist industry and local businesses to champion improving bathing water

Target

Local businesses contribute to improvements and play a key role.

Background

Whilst there is a significant amount of work that is helping to improve water management it is vital that communities, businesses and visitors play a role.

Through delivering improvements we will work with all those who can play a role and could be affected. We will keep people informed and involve them.

It is vital we understand the role local businesses can play. This could involve practical actions such as reducing water use, getting directly involved in campaigns such as beach cleans, or educating customers and visitors.

We are already working with the local tourist industry to understand how they can contribute.

Early Successes

All Partners have:

Set up a communications sub group in 2012.

The Environment Agency, Blackpool Council and United Utilities have:

Co-sponsored the Turning Tides Summit.

Engaged with Blackpool Business Leaders Group.

Introduced Merlin Entertainments as a business champion.

Actions

By May 2013

Local Authorities will:

Engage and develop a relationship with Visit Lancashire, the Lancashire Enterprise Partnership and others and develop a strategy for publicising and communicating the efforts being made towards improving bathing waters.

Develop a strategy for the regular publication of achievements and successes.

Employ or identify a communication champion to develop a network of sources for good news from all organisations.

Publicise early successes and actions taken to date by the Partners and related organisations.

Fylde Beachcare will:

Deliver concerted communication that reaches a wide audience and encourages action.

By December 2014

All Partners will:

Develop plan for a local accreditation scheme for the tourist industry that promotes good practice, including water efficiency measures and improved drainage.

Develop and support community and business initiatives that foster ownership of bathing beaches

Target

Communities groups are established that cover all 8 bathing waters across the Fylde Peninsula by May 2014.

Background

Fylde BeachCare's 'Love My Beach' campaign aims to inspire community ownership and help ensure communities are proud of their environment.

Schools and colleges have a big part to play, so through the Fylde BeachCare programme we will be working with young people to help inspire action across our communities.

The Young Ambassador campaign will play a key role engaging with young people and creating a long lasting legacy.

As well as working with local communities Fylde BeachCare is also working with local businesses, especially the tourist industry. We need local businesses to recognise the importance of the environment and play their role.

As well as Fylde BeachCare, we will support wide ranging local partnerships and campaigns.

Early Successes

Fylde Beachcare has:

Undertaken a programme of Beach Clean-ups with communities and businesses across the Fylde. This programme will continue through 2013.

Launched the 'Love My Beach' campaign to engage with communities and businesses.

Actions

By May 2013

Fylde Beachcare will:

Work with local schools to develop a programme of activities to engage children with caring for beaches and bathing waters.

Develop a Yellow Fish Campaign to raise awareness of polluting surface water drainage.

Support and develop existing community BeachCare groups to develop a sense of ownership. Create and support community champions and groups to spread the key Beachcare messages about how individuals' actions can help.

Launch 'Love my Beach' web pages and grow support and involvement through social media.

Run Beachcare events through litter picks, pop-up 'Love my Beach' shops/information stations.

Work with businesses to develop support and involvement.

Work with tourism-linked business to spread key messages to visitors.

Develop a Hotel pack which explains actions hoteliers can take.

All Partners will:

Develop and implement a Young Ambassadors programme working with local schools and colleges.



Create 50 hectares of retrofitted sustainable drainage

Target

Identify and create 50 hectares of retrofitted Sustainable Drainage (SuDS) by 2025.

Background

The retrofitting of Sustainable Drainage Systems (SuDS) will reduce the rate and volume of runoff that enters sewers and surface waters. They also provide an additional level of treatment at source that will benefit the environment. It is one of the ways that surface water can be separated from waste water.

If the SuDS allow water to infiltration into the ground it will reduce the volume of runoff significantly, which will free up capacity within the sewers and reduce both the risk of flooding and the risk of sewer overflows.

Creating 50 hectares of retrofitted SuDS across the Fylde over the next 10 years could reduce the volume of water entering the sewers from a 1 hour storm by up to 25,000m³, which is equivalent to 10 Olympic size swimming pools. We aim to develop an exemplar scheme that will demonstrate the benefits improved drainage would deliver.

Early Successes

All Partners have:

Identified locations where sustainable drainage can be implemented for both new developments and existing locations.



Actions

By May 2013

The Environment Agency will:

Raise the profile of water quality issues and the Retrofit SuDS target at key regional flood risk and water management forums, including the North West Regional Flood and Coastal Committee, and highlight the role that Flood and Coastal Erosion Risk Management (FCERM) projects can play in contributing towards improvements.

United Utilities will:

Identify areas where separation of surface water and retrofitting of SuDS would benefit the number of spills and flood reduction.

Local Authorities will:

Develop projects, such as installation of water butts, to reduce rainfall runoff for parks and gardens – particularly focussed on areas where surface water has a major impact upon sewer capacity.

By September 2013

Local Authorities will:

Assess the potential for SuDS schemes at public sites considering the underlying drift and solid geology and Water Framework Directive (WFD) classification of receiving watercourses, which will supplement the recommendations of the Fylde Peninsula SuDS Study (Atkins, 2012).

Clarify the roles of those responsible for implementing the retrofitting of SuDS across the peninsula.

Clarify the roles and responsibilities, skills and capacity across the Fylde with respect to the implementation of SUDs Approval Body requirements under the Floods and Water Management Act.

By September 2013

The Environment Agency will:

Set up a framework for the delivery of retrofitting

SuDS, to deliver assessment, design, supply and implementation of retrofit schemes under clear guidelines and support from United Utilities and Local Authorities.

Local Authorities will:

Develop at least one retrofitted SUDs solution on a third party site and use it as an exemplar project.

Design a Retro-fit SuDS scheme for two sites identified within the Fylde Peninsula SuDS Study (Atkins, 2012), implementing the construction of the more achievable scheme.

Review the Atkins SuDS study and the current extent of proposed redevelopment within the Fylde to assess and if necessary increase the recommended target of 50ha of retrofitted SuDS within the study area. Any adopted SuDS scheme should therefore, where possible, utilise infiltration and at least two levels of treatment.

Develop clear Supplementary Planning Document (SPD) with regard to the retrofitting of SuDS to be reviewed by appropriate scrutiny committees and to be implemented across the Fylde councils.

Identify and undertake appropriate training to improve capacity in the delivery of SuDS schemes across the Fylde councils.

Prepare and implement a strategy for the consistent, effective and efficient delivery of SUDs Approval Body (SAB) roles across the Fylde and region.

Undertake a study to assess and prioritise the opportunities for taking council owned sites off mains surface water sewerage, i.e. discharge to ground or watercourse, which will provide both cost savings and benefits to surface water runoff.

By December 2014

All Partners will:

Consider the opportunities to accredit schemes/businesses who undertake retrofit schemes privately and/or award schemes for the scale/effect of implemented schemes.



Prioritise development on Brownfield land

Target

Meet a target of 60% of new housing on brown field land across the Fylde Peninsula.

Background

Brownfield land should be prioritised for new development over greenfield land. Development of existing brownfield land presents an opportunity to reduce surface water runoff more than could be achieved through development of greenfield land. It will also help to limit the discharge of wastewater to pre-development rates. This will lead to less surface water entering the sewer system and limit the wastewater generated.

Where new development on greenfield land takes place it will be required to limit surface water runoff to greenfield rates.

We will focus on working with planning departments within Local Authorities in and adjacent to the Fylde to identify the brownfield sites available for development and supporting developers to minimise the generation of waste water and to maximise the restriction of runoff and utilisation of SuDS.

Early Successes

Local Authorities have:

Engaged with developers with schemes that are in planning or have just received planning, as there may be opportunities to influence and bring about changes in the specification of fixtures and fittings to achieve a reduction in water use.

Actions

By May 2013

Local Authorities will:

Promote the Action Plan across planning departments in areas which impact the Fylde Coast, such as Preston, Blackburn & Wigan.

Develop a list of proposed new Greenfield and Brownfield development within the Fylde and wider areas. Collate information on proposed developments, including the area of land proposed for development, the type of development, the number of homes, the delivery programme and anticipated/preferred/confirmed developer.

United Utilities will:

Identify priority areas to reduce surface water and wastewater spills and flooding.

The Environment Agency and United Utilities will:

Support Local Authorities to make correct planning decisions.

By June 2013

Local Authorities will:

Monitor the submission of planning windfall applications and assess the opportunities to influence the detailed design of schemes going through the planning process.

Promote brownfield development, building on policies such as Wyre Council's Preferred Core Strategy, which states that 60% of new housing provision will be on brownfield land.

By September 2013

Local Authorities will:

Work with developers of residential, mixed use and holiday accommodation scheme in order to maximise the potential improvements in water efficiency and surface water management strategy.

Work with developers with schemes that are yet to be submitted for planning, as there are the greatest opportunities to influence the development planning and design.

Work with developers with the largest schemes in order to maximise the potential improvements in water efficiency and surface water management strategy.

Investigate funding opportunities to support the implementation of water efficiency measures.

Management of surface water from new developments meets current best-practice standards

Target

All new developments will not increase the volume of surface water runoff.

Background

Current best-practice surface water management requires runoff rates and volumes to be reduced to those that existed before development takes place. For brownfield land there are opportunities to reduce rates to below pre-development rates and to maximise infiltration where practicable. Implementing such measures will help reduce the pressure on receiving sewers and watercourses during heavy rainfall.

It is important that we improve our understanding on the current capacity so new developments do not create further problems. If necessary, supplementary planning guidance (SPG) should be developed to provide guidance to developers within the peninsula to target benefits in bathing waters through management of surface water runoff.

Early Successes

United Utilities has:

Identified areas where separation of surface water and Retrofitting of SuDS would benefit the number of spills and flood reduction.

Actions

By May 2013

Local Authorities will:

Complete the Blackpool Surface Water Management Plan (SWMP) and use the outputs to prioritise and implement actions for managing surface water flood risk.

By June 2013

Local Authorities will:

Define Critical Drainage Areas for the development of Supplementary Planning Guidance where necessary.

Develop and agree targets that can be developed into a Water Management/SuDS Supplementary Planning Document (where necessary).

Promote the adoption of full compliance with regard to Building Research Establishment's Environmental Assessment Method for water management (or any equivalent future national standard) across all planning authorities for all new non-residential homes.

Promote the adoption of Green Roofs for new development, particularly but not exclusively with regard to new non-residential development.

By September 2013

Local Authorities will:

Consider the effect of urban creep as a result of permitted development within the Fylde and identify whether there is justification in some locations to restrict permitted development rights.

Prepare and implement a strategy for the consistent, effective and efficient delivery of SAB roles across the Fylde and region.

Incorporate best-practice water efficiency measures in new developments

Target

All new developments will not increase the volume of surface water runoff.

Background

Improving water efficiency will reduce the volume of waste water generated from development, which can contribute towards a reduction in the flow in the sewer system and hence a reduction in the number of spills from the sewer system.

The Local Authorities will, with the support of the Environment Agency and United Utilities, lead on ensuring that new development meets current best-practice water efficiency and in the support of retrofitting of water efficient fixtures and fittings. Adopting 'Level 5 or 6' Code for Sustainable Homes water efficiency standards (≤ 80 litres per person per day) for new residential development and the adoption of full compliance with the Building Research Establishment Environmental Assessment Method (BREEAM) water efficiency standards ($<1.5\text{m}^3$ per person per year) for new commercial developments will set stringent minimum requirements that will contribute to a reduction in flood risk and spills as well as to climate change adaptation within the region.

Actions

By June 2013

The Environment Agency will:

Follow up and support the progress of Water Efficiency Plans for all sectors.

Local Authorities will:

Promote and support the retrofitting of water efficient fixtures and fittings in homes and businesses.

By September 2013

The Environment Agency will:

Investigate funding opportunities to support to implement water efficiency measures.

By March 2014

United Utilities will:

Support the implementation of the demand management strategy outlines in UU's Strategic Direction Statement (SDS) and summarised in its Water Resources Management Plan (WRMP) (2009).

All Partners will:

Develop an accreditation schemes for businesses that incorporate or retrofit water efficiency measures

Summary of actions and targets

	2013	2014	2015	2016 and beyond
1	Reduce the number and volume of spills from water company assets and reduce flood risk within sewer network	United Utilities Real time warning test goes live	United Utilities Preston tunnel scheme completed	Meet 3 spills at each designated bathing water CSO by March 2018
2	Reduce pollution from surface water outfalls & private sewage systems		Rectify all wrong connections identified by the Environment Agency	Improvement in quality of contaminated surface water outfalls recorded
3	Reduce pollution from rural & agricultural land	Promote Farming top 10 measures to improve bathing water quality	All farms within Catchment sensitive Farming initiative areas are engaged in scheme	
4	Reduce pollution from activities on bathing beaches	Dog exclusion in place and enforced on bathing water beaches	No bathing waters quality failures attributed to dogs, donkeys or horses	
5	Work with tourist industry & local businesses to champion improving bathing water	Business and tourist industry event held and hotel pack launched		
6	Develop and support community and business initiatives that foster ownership of bathing beaches	Young ambassador programme launched	Community groups are established that cover all 8 bathing waters	
7	Create 50 hectares of retrofitted sustainable drainage			50 hectares of retrofitted SuDs created by 2025
8	Prioritise development on brownfield land			Meet target of 60% new housing on brownfield land
9	Management of surface water at new developments meets best practice standards	Blackpool Surface water management completed	All new developments will not increase the volume of runoff	
10	Incorporate best practice water efficiency measures in new developments		All new developments will meet the highest water efficiency standards	

The Next Steps

The next steps are to obtain approval for the action plan from relevant Overview and Scrutiny Committees and management levels within the Environment Agency and United Utilities. Steps also need to be taken to immediately implement, if not already, those actions identified for completion before the start of the 2013 bathing water season in May.

Each high level action has a lead member that will be responsible for the overall implementation of actions beneath it. Progress towards the completion of actions and the achievement of targets will be reported and monitored through regular FPWMG meetings and publicised externally via the communications team. Through these regular meetings and the communication, other partners, such as the Marine Conservation Society, will also be able to monitor our progress and measure our success.

The development of this action plan takes place within the context of financial austerity and reduced public spending. Every reasonable effort will be made to implement the action plan in full, however, these constraints may influence the delivery of some of the actions identified within this action plan.

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The Fylde Peninsula Water Management Group Partners consist of:

- Blackpool Council
- The Environment Agency
- United Utilities
- Fylde Borough Council
- Wyre Borough Council
- Keep Britain Tidy
- Lancashire County Council

Other members include:

- Merlin Entertainments
- Marine Conservation Society







