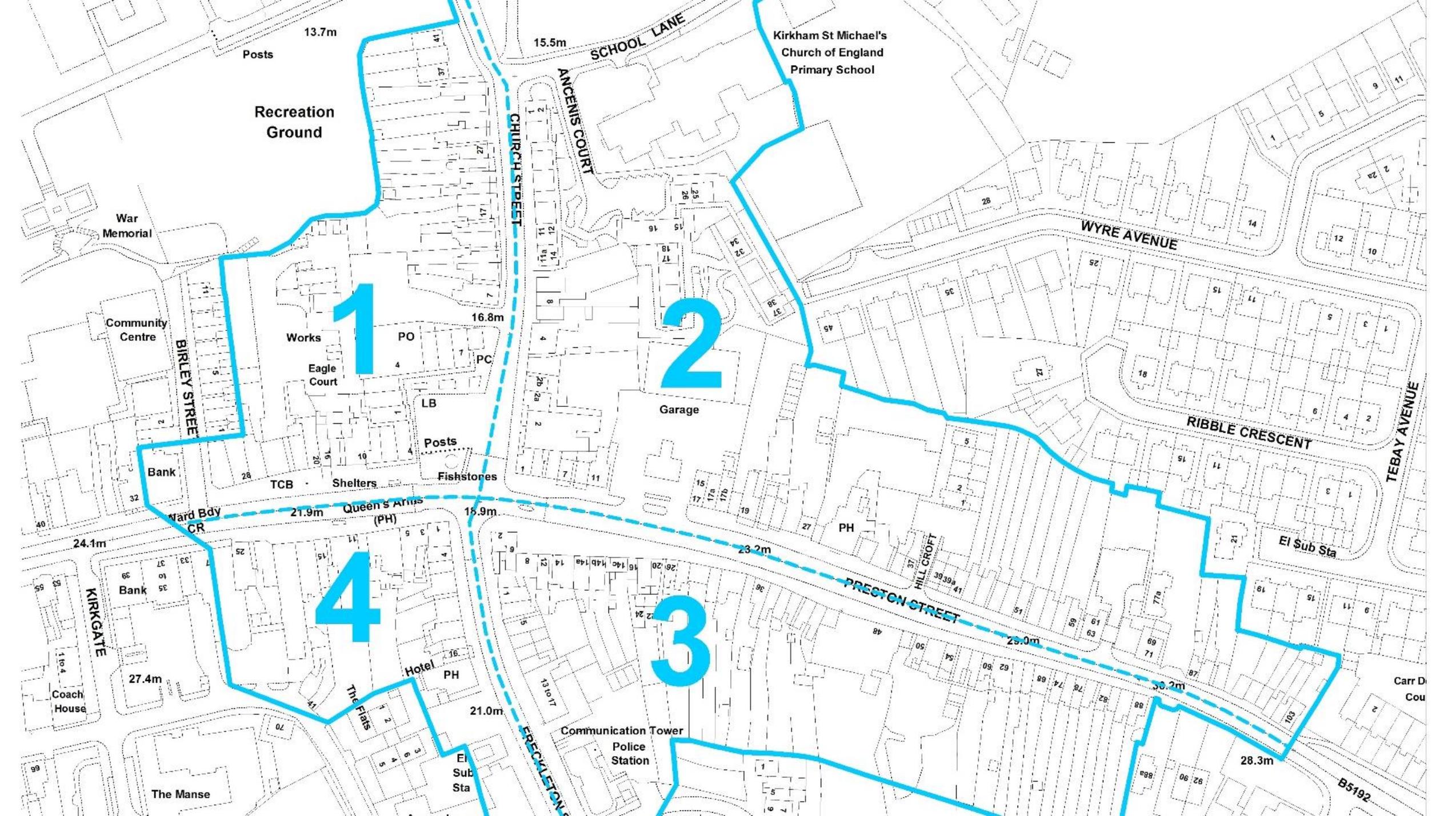


# Kirkham Historic Shop Front Enhancement Scheme

High Street Heritage Action Zone

# Kirkham Shop front grant scheme

- Fylde Council, working together with Historic England, now has a package of grant funding available to help you with works to your property if situated within the Conservation area (see map)
- The majority of the full cost of works can be funded by the grant. The type of works that could be funded include:
  - ✓ New shopfronts
  - ✓ New signage
  - ✓ Repairs and redecoration
  - ✓ Reinstatement of lost architectural details
  - ✓ Works to bring upper floors back into use
  - ✓ Replacement windows
  - ✓ Roof works (using traditional materials)
  - ✓ New gutters and rainwater goods



Recreation Ground

Kirkham St Michael's Church of England Primary School

1

2

4

3

13.7m

15.5m

CHURCH STREET

SCHOOL LANE

ANCENIS COURT

WYRE AVENUE

BIRLEY STREET

RIBBLE CRESCENT

TEBAY AVENUE

Ward Bdy CR

Queen's Arms (PH)

PRESTON STREET

FRECKLETON LANE

B5192

War Memorial

Community Centre

Works

PO

Eagle Court

LB

Posts

Fishstones

Bank

TCB

Shelters

Garage

PH

El Sub Sta

KIRK GATE

Bank

Coach House

Hotel

PH

The Flats

Communication Tower  
Police Station

Carr D  
Cou

The Manse

El Sub Sta

28.3m

30.2m

29.0m

23.2m

15.9m

21.9m

24.1m

27.4m

21.0m

# Rationale for action

- Kirkham is an inherently attractive place, but has been subject to uncoordinated and inappropriate building alterations over many years (albeit these have been undertaken with the best of intentions).
- The purpose of this grant scheme is to identify what the historic character of the town was and reinstate features to reflect this.
- The scheme also seeks to bring about a greater awareness of the historic importance of Kirkham as a place and create a sense of civic pride by creating a more characterful town centre.
- To increase the economic prosperity of the town centre by creating a high quality destination for locals and visitors alike.
- To attract more disposable spend to maintain and create viable businesses.

# Transformation of Kirkham

- In the works previously undertaken in the Borough of Fylde, notably St Annes, there were redundant buildings, widespread vacancies with many business closures. Confidence was very low. By undertaking a scheme very similar to that proposed for Kirkham, investment was widespread, vacancies largely eliminated and a significant increase in footfall and important disposable spend.
- This was a transformative part of the planning strategy for the town, accompanied by improvements to the public spaces - also proposed in Kirkham. In combination the town is now viewed as a much more appealing place to shop and do business.
- This form of intervention is a nationally established method of enhancing the viability of historic places, strongly supported by the Government's heritage advisor, Historic England and strongly supports this approach for Kirkham.
- The consequences of not intervening in the town at this time could result in long term decline, which is something the Council(s) and local business group are keen to prevent.
- This is a unique, once in a generation opportunity and clearly should be seized.

# Importance of joint action and collective responsibility to make the scheme a success

- The success of this scheme relies upon all building owners and businesses in the identified building groups participating in the scheme.
- Collective responsibility to the town will achieve the greatest positive effects. Generous grants will hopefully incentivise business owners to participate.
- This should be seen as a cordial partnership between local authority and business community working as a team and thinking collectively beyond just their own building and the uses it contains.
- The greatest impact will result if all the businesses participate in the scheme. If a business fails to participate, the overall effect will be decreased and the viability and impact of the scheme reduced.

# Moving Forward with the Scheme

- A significant element of the funding package for the development of the High Street Heritage Action Zone relates to the shopfront scheme.
- Initial survey works have been carried out and at this stage all of the commercial premises in the town centre conservation area are eligible to be considered for grant.
- The Council is keen for the community to participate in the historical research aspects of the scheme as it starts to develop, which will potentially result in how the historic shop fronts are designed and constructed.
- We will produce ‘street scenes’ to show how the research into historical shop front designs might look.
- The following slide sets out how the scheme is to develop from now.

# Methodology in Stages

1. Historical Research: to include building owners and the broader community. See slide entitled 'Historical Research'.  

2. We will build up a picture of how the high street used to look and following this research prepare artists impressions of how the street might look in the future.  

3. We are in the process of contacting individual businesses and property owners to gauge interest in developing the project.  

4. We will then assess with the business owners what works are required before they and assess the level of grant that can be offered.  

5. We will then work alongside architects and other professional to prepare detailed plans an obtain full costings for the works.  

6. Formally agree implementation of the scheme and carry out the works.

# Historical research

- Kirkham is essentially based around a medieval street plan and contains a number of important historical groups of buildings. Please see Conservation Area Appraisal (CAA) exhibition.
- The aim of the grant scheme is one of restoring this historic character by reinstating appropriate architectural features.
- We want you to get involved in this project. Do you have any old photos of Kirkham high street or your shop? If so, post them on this [website?](#) or email them to [regeneration@fylde.gov.uk](mailto:regeneration@fylde.gov.uk)
- Thank You and we look forward to the community of Kirkham being engaged with the development of these projects.