

Yes Minister! Rossall Promenade does need a facelift! Last week Tobias Ellwood, the Shadow Tourism Minister, stopped off at Cleveleys as part of his visit to look at tourism in Blackpool.

He met with Rossall Beach Residents' Association who are gathering support for improvements to the promenade.

Also at the meeting were Coun John Hodgkinson, Jubilee Ward councillor and supporter of the association, along with Paul Maynard, the Conservative Parliamentary Candidate for Blackpool North and Cleveleys, and representatives from Birse and Wyre Borough Council.

Starting his visit on the new section of promenade at the cafe,

Livewire

A weekly look at the issue of the moment

Bring our prom up to standard

By Jane Littlewood, the chairman of Rossall Beach Residents' Association



Tobias walked a short distance northwards and agreed that the original promenade could be improved, and gave a number of examples from his

home town of Bournemouth.

"A decked area of walkway along the beach made a massive improvement in opening up what was a poorly used space to everybody,



TOMORROW: Jon Rhodes wants A Word In Your Ear

while improving the look of the beach as well," he suggested.

He also admired the new wind turbines on the cafe which were being erected while the meeting took place.

Sitting next to the brand new, award-winning People's Promenade at Cleveleys, Rossall Promenade is, by stark contrast, in dire need of modernisation and cosmetic improvement.

Why the difference? Because this section of the sea defences isn't considered to be a high flood risk and that's why there aren't any plans to re-build it in the near future.

But it's letting the area down - it's very much part of the tourist trail and where many visitors come to park and have a walk and eat ice cream.

Improving the look of it is very high on our agenda.

Our group is working together to draw up a list of improvements we'd like to see and we are working with Wyre Borough Council to find ways of funding appropriate improvements so that visitors don't see a promenade which looks like before - and after.

Rossall Beach Residents' Association is holding its first open meeting tonight at 6.30pm at the Frank Townend Centre in Cleveleys.

Anyone who is interested and who uses the beach and promenade is welcome to come along.

For more information see www.rossallbeach.org.uk

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