



Overview and Scrutiny Committee Agenda

Wyre Borough Council
Date of Publication: 10 July 2023
Please ask for : Daphne Courtenage
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**Overview and Scrutiny Committee meeting on Monday, 17 July 2023 at
6.00 pm in the Committee Room 2 - Civic Centre**

1. Apologies for absence

2. Declarations of interest

To receive any declarations of interest from any councillor on any item on this agenda.

3. Confirmation of minutes

(Pages 3 - 6)

To confirm as a correct record the minutes of the meeting of the Overview and Scrutiny Committee held on Monday 12 June 2023.

4. Wyre Moving More Strategy

(Pages 7 - 62)

The Corporate Director Communities, Marianne Hesketh, Andrew Fawkes the external consultant from KKP and the Leisure, Health and Community Engagement Portfolio Holder, Councillor Bowen, have been invited to attend the meeting and present the Wyre Moving More Strategy to the committee and will respond to comments and questions.

5. The Promotion of Self-Care and Social Prescribing in Wyre Task Group - final report

(Pages 63 - 90)

The Chair of the Promotion of Self-Care and Social Prescribing in Wyre Task Group, Councillor Rendell, submitted the task group's draft report and recommendations. The committee will have an opportunity to comment on the report.

6. Terms of reference and membership of Climate Change Sub-Committee

(Pages 91 - 98)

The Chair of the Overview and Scrutiny Committee has submitted a report to recommend proposals relating to the constitution of the Climate Change Overview and Scrutiny Sub-Committee. The committee is recommended to agree the terms of reference for the sub-committee as well as its proposed membership.

The Democratic Services and Scrutiny Manager (Temporary), Marianne Unwin, will introduce the report.

7. Overview and Scrutiny Work Programme 2021/22 – update report

(Pages 99 -
104)

The Corporate Director Resources, Clare James, has submitted a report updating the committee about the delivery of the Overview and Scrutiny Work Programme 2023/24. Marianne Unwin, the Democratic Services and Scrutiny Manager (Temporary) will introduce the report and respond to questions and comments from councillors.



Overview and Scrutiny Committee Minutes

The minutes of the Overview and Scrutiny Committee meeting of Wyre Borough Council held on Monday, 12 June 2023 at the Council Chamber - Civic Centre, Poulton-le-Fylde.

Overview and Scrutiny Committee members present:

Councillors Cartridge, Baxter, Amos, Sir R Atkins, Bolton, Collinson, Fail, Higgs, Sorensen and A Walker

Absent- apologies received:

Councillors Beavers and Martin

Absent- apologies not received

None.

Other councillors present:

None.

Officers present:

Marianne Unwin, Democratic Services and Scrutiny Manager (Temporary)
Daphne Courtenage, Democratic Services Officer
Marianne Hesketh, Corporate Director Communities

Officers absent- apologies received:

None.

No members of the public or press attended the meeting.

1 Election of Chair 2023/24

Councillor Peter Cartridge was elected as Chair of the Overview and Scrutiny Committee 2023/24.

2 Election of Vice-Chair 2023/24

Councillor Callum Baxter was elected as Vice-Chair of the Overview and Scrutiny Committee 2023/24.

3 Declarations of interest

None.

4 Confirmation of minutes

The minutes of the meeting of the Overview and Scrutiny Committee held on the 24 April 2023 were confirmed as a correct record by those in attendance.

5 Council Business Plan - 4th Quarter Performance Statement 2022/23, January-March 2023

The Corporate Director Communities, Marianne Hesketh, submitted a report on the Fourth Quarter Performance Statement 2022/23, January – March 2023.

As the committee had new members, she explained the process by which the performance statement was put together. She explained that each year, the council produced a Business Plan, which was last confirmed by Full Council in March 2023. The performance report before members was on the previous Business Plan.

She told members that she was pleased to note that overall, the key projects identified were on track and they were making good progress on council priorities for that year.

Councillors asked questions over Project Neptune, electric charging points and the Cosy Homes Grants.

Marianne responded that for Project Neptune, they were in the process of triggering leases for units 2-8 within the next week; unit 1 was still in negotiations with Midland Fish. Therefore, units 1-8 were expected to be filled by the end of June. In terms of electric charging points, she explained that this was under a different directorate, but she had recently seen a request for a way leave for the Civic Centre car park so this was progressing.

In response to the questions over the Cosy Homes Grants, she informed members that there was some data missing from the performance statement and would circulate this round when available. She told members that there was funding available for Lancashire and Wyre residents, and that the council should be encouraging the take up of this if residents met the requirements. In response to a comment on advertisement of this, she responded that this could be more widely shared on social media and that this could be shared on the Councillor Portal for councillors to be able to pass on the information to residents.

Councillor Fail commented that the council ought to be doing more to address climate issues, particularly energy housing standards in Wyre and that this ought to be a priority for the next Business Plan. He also said that for new councillors, more information should be available on how climate change was taken into account in decision-making.

Marianne explained that when writing reports, officers used a climate change assessment to ensure all decisions took climate change into account.

The Chair thanked Marianne for attending the meeting, and the committee noted the report.

6 Establishment of Overview and Scrutiny Sub-Committee on Climate Change

The Corporate Director Resources submitted a report for the Overview and Scrutiny Committee to approve the establishment of a sub-committee to consider climate change matters.

Marianne Unwin, the Democratic Services and Scrutiny Manager (Temporary) introduced the report. She explained to members that the Overview and Scrutiny Committee would be discharging the function of scrutinising climate change decisions across the council to the sub-committee, with its functions, terms of reference and membership to come to the following committee meeting. She asked members for any suggestions or comments on the functions of the sub-committee.

Members discussed some suggestions for the remit of the sub-committee and its ability to commission task groups to review more specific topic areas. They also raised questions over its membership and political balance. Marianne confirmed that the sub-committee would be politically balanced and held in public.

Following discussion, the Chair moved to the vote on the establishment of the sub-committee. It was resolved to approve the establishment of the sub-committee to consider climate change matters, and members asked for confirmation that the terms of reference and membership would be seen at the next meeting.

7 Overview and Scrutiny Work Programme 2023/24 – update report

The Corporate Director Resources submitted a report updating the committee about the delivery of the Overview and Scrutiny Work Programme 2023/24.

Daphne Courtenage, the Democratic Services Officer, introduced the report. She explained, for the benefit of the new members of the committee, the function of the work programme and that it was a flexible, working document that it could be amended throughout the year. However, any additional items or potential topics for review would need to meet the requirements of the work programme prioritisation guide which had been shared with the committee.

Members noted the update report and the work programme.

The meeting started at 6.00 pm and finished at 6.49 pm.

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Wyre Moving More Strategy 2023-2028



Photograph by Mike Coleran



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WYRE MOVING MORE

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Introduction

This is the five-year physical activity strategy for Wyre, which aims to embed a culture of ‘moving more’ and thereby increase physical activity levels across the Borough’s communities. It states the ambitions of the Wyre Moving More Project Board, a cross-sector multi-agency initiative facilitated and led by Wyre Council. It sets out their collective long-term commitment to:

Help Wyre residents to feel healthier, happier and better connected to their communities through physical activity.

This strategy takes a ‘whole system’ approach to addressing the issue of physical inactivity in Wyre. Local rates of inactivity are above both regional and national levels. According to Sport England’s national Active Lives Survey, more than one third of adults and young people in Wyre are classed as inactive.

While focused on the specific needs of Wyre’s various communities, strategy core themes take a lead from the ‘big issues’ cited in Sport England’s national *Uniting the Movement* strategy¹. This makes the case for the multiple positive benefits that increased levels of physical activity can bring to individuals. This applies to mental and physical health and the benefits to be gained from creating more connected, equal and inclusive neighbourhoods.

In Wyre, as in many other places, the continued impact of the Covid-19 Pandemic combined with levels of physical inactivity are placing unprecedented levels of strain on the NHS - affecting residents’ mental and physical health. This critical issue needs to be tackled in a collaborative way and with resources directed from across the system.

This strategy celebrates local successes, where agencies from the health and physical activity sector already work together at neighbourhood level to influence change. It also recognises that new stories will need to be created to build a case for the required, significant external investment that is needed to deliver on stated objectives and actions.

Influencing behavioural change at population level is complex and achieving lasting impact will not be secured by the work of a single organisation. This strategy acknowledges the constraints that many partners in the physical activity sector face and the pressures on public sector funding. In this sense it cannot cater for all interest groups. It thus sets out how, via adoption of a collective approach, priorities will be set, and progress made.

¹ <https://www.sportengland.org/why-were-here/uniting-the-movement/our-vision>

Three core delivery themes which have a strong resonance in Wyre are identified. These are:

- Health and wellbeing
- Children and young people
- Active environments

Strategy research and consultation findings have been articulated into objectives and actions later in this report alongside a further fourth theme which relates to Governance and Communication.

NB It is important to note that references to 'physical activity' should be interpreted in its broadest sense. It is taken to mean formal, arranged activity including sport and dance, alongside informal unstructured physical activity such as gardening or walking for leisure.

Strategic Context

The International Society for Physical Activity and Health (ISPAH) framework of eight investments that work for physical activity takes its lead from the World Health Organisation (WHO) Global Action Plan for Physical Activity 2018-2030. This recognises the issue of inactivity as a global pandemic (more than 1.4 billion people globally do not do enough physical activity²).

Figure 1.1: ISPAH framework

It makes the case for the health benefits of physical activity: that it can enhance mental and social health and well-being as well as provide cognitive health benefits at individual and community levels³. Conversely it notes that physical inactivity is related (directly and indirectly) to leading risk factors related to high blood pressure, high cholesterol and high glucose levels and to the recent striking increases in childhood and adult obesity⁴.

ISPAH takes the approach that tackling physical inactivity should be done in a systemic (individual, community, societal, political) way, recognising it as a complex public health issue with multiple interacting influences. It notes that no one single solution is likely to be effective. In this sense it recommends that stakeholders should come together at a local level to consider (and address) the root causes of inactivity via the noted eight areas for intervention.

National context; Sport England: Uniting the Movement (2021)⁵

Sport England contends that sport and physical activity have a big role to play in improving the physical and mental health of the nation, supporting the economy, reconnecting communities and rebuilding a stronger society for all following the Pandemic. Its strategy contains a ten-year vision to transform lives and communities via sport and physical activity.

² 1. Guthold R, Stevens GA, Riley LM, Bull FC. Worldwide trends in insufficient physical activity from 2001 to 2016: a pooled analysis of 358 population-based surveys with 1.9 million participants. *The Lancet Global Health*. 2018;6(10):e1077-e86.

³ 5. Lee IM, Shiroma EJ, Lobelo F, Puska P, Blair SN, Katzmarzyk PT. Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. *2018 Physical Activity Guidelines Advisory Committee Scientific Report* Washington, DC: U.S. Department of Health and Human Services; 2018 [Available from: https://health.gov/sites/default/files/2019-09/PAG_Advisory_Committee_Report.pdf]ncy. *The Lancet*. 2012;380(9838):219-29

⁴ 2018 Physical Activity Guidelines Advisory Committee. *2018 Physical Activity Guidelines Advisory Committee Scientific Report* Washington, DC:

U.S. Department of Health and Human Services; 2018 [Available from: [https://health.gov/sites/default/files/2019-](https://health.gov/sites/default/files/2019-09/PAG_Advisory_Committee_Report.pdf)

⁵ <https://www.sportengland.org/about-us/uniting-movement>

In seeking to tackle the inequalities long seen in sport and physical activity, it suggests that providing opportunities to people and communities that have traditionally been left behind, and helping to remove barriers to activity, have never been more important. The three Strategy objectives are:



As well as advocating sport and physical activity, via building evidence and partnership development, the Strategy identifies what it terms the five big issues that people and communities need to work together to address. They are cited as being some of the most significant challenges to an active nation over the next decade and the greatest opportunities to make a lasting difference. Each is a building block that, on its own, would make a difference, but when tackled collectively could change things profoundly. They are:

Recover and reinvent:

Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.

Connecting communities:

Focusing on sport and physical activity’s ability to make better places to live and bring people together.

Positive experiences for children and young people:

Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.

Connecting with health and wellbeing:

Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.

Active environments:

Creating and protecting the places and spaces that make it easier for people to be active.

To address these issues, the right conditions for change need to be created: involving people, organisations and partnerships to help convert plans and ideas. This includes a range of actions, including the development of effective

investment models and applying innovation and digital technology to ensure sport and physical activity are more accessible. The specific impact of Sport England's Strategy will be realised via funded programmes, supported, interventions made and partnerships forged.

Chief Medical Officer Physical Activity Guidelines 2019 Report

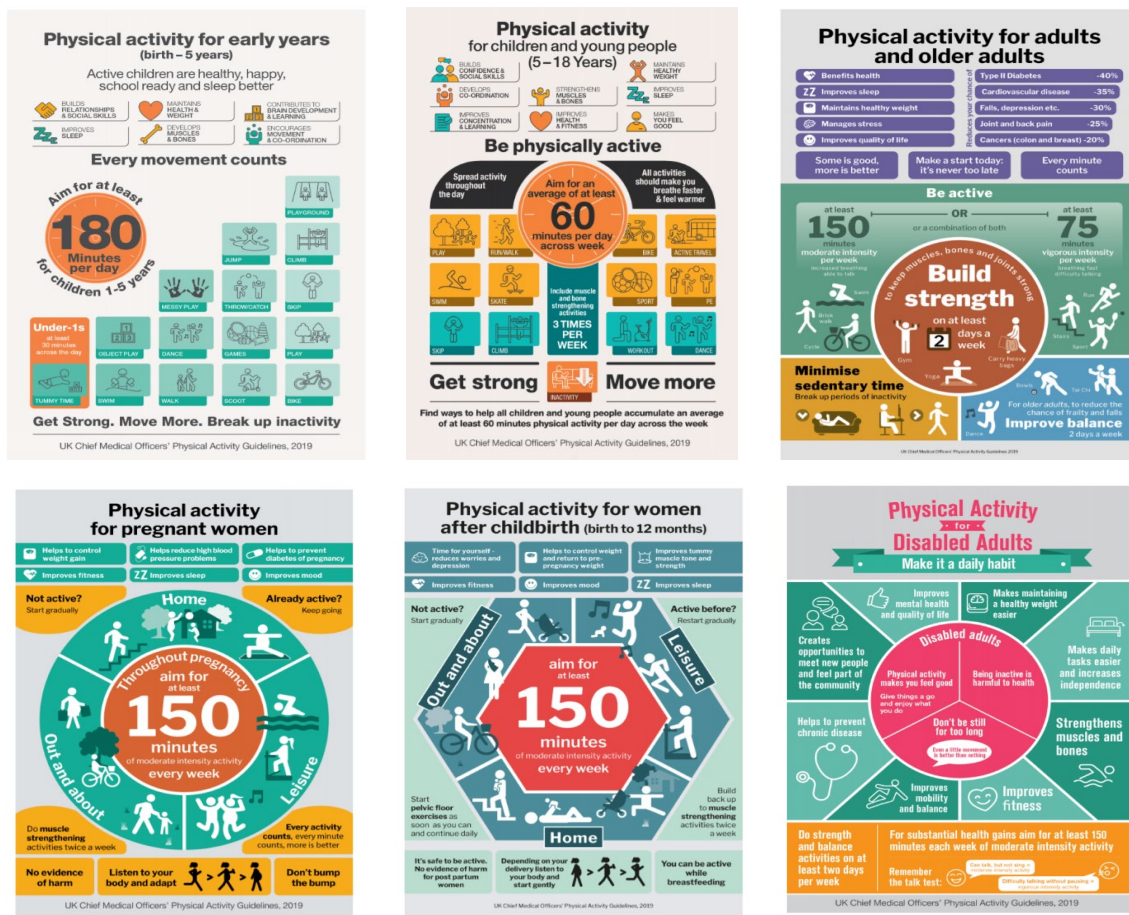
This updates the 2011 guidelines issued by the chief medical officers (CMOs) of England, Scotland, Wales and Northern Ireland. The UK CMOs draw upon global evidence to present guidelines for different age groups, covering the volume, duration, frequency and type of physical activity required across the life course to achieve health benefits.

Since 2011, the evidence to support the health benefits of regular physical activity for all groups has become more compelling. In children and young people, regular physical activity is associated with improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status.

For adults, there is strong evidence to demonstrate the protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation. Regular physical activity can deliver cost savings for the health and care system and has wider social benefits for individuals and communities.

The report emphasises the importance of regular activity for people of all ages. It presents additional guidance on being active during pregnancy, after giving birth, and for disabled adults. The new guidelines are consistent with prior ones, introducing some new elements and allowing more flexibility in achieving recommended physical activity levels for each age group.

Figure 2.2: Physical activity guidelines



Health Equity in England: The Marmot Review 10 Years On - Feb 2020

Fair Society Healthy Lives, the original Marmot Review, published in 2010, set out an analysis of the causes of health inequalities in England and what needed to be done to address them. It showed the importance of social determinants of health acting through the life course.

Marmot’s foreword identifies that:

Health inequalities are not inevitable and can be significantly reduced... avoidable health inequalities are unfair and putting them right is a matter of social justice. There will be those who say that our recommendations cannot be afforded, particularly in the current economic climate. We say that it is inaction that cannot be afforded, for the human and economic costs are too high.

Key findings from this 2020 report indicate that for many groups in England, health and life expectancy are deteriorating, health has deteriorated for the population as a whole and there are clear systematic inequalities within the

groups for whom this is happening. Broadly speaking, poorer communities, women and those living in the North have experienced little or no improvement since 2010. There has been a slowdown in life expectancy of a duration not witnessed in England for 120 years. This has not been seen to the same extent across the rest of Europe or in most other OECD countries.

It is not possible to establish precisely why life expectancy has stalled and health inequalities in England are widening although it is clear that a change in winter-associated mortality and ill health is not the main factor. It establishes that the health situation is similar to other countries which have experienced political, social and economic disruption and widening social and economic inequalities. Measured via key social determinants, inequalities are widening in England and the protective role of the state supporting people is being reduced and realigned away from more deprived areas and communities.

Overall, inequalities in avoidable deaths increased markedly between 2010 and 2017 in the most deprived areas in England, by eight percent among females and 17 percent among males. The report recommends the following:

- Development of a national strategy for action on the social determinants of health with the aim of reducing inequalities in health.
- Ensure proportionate universal allocation of resources and implementation of policies.
- Early intervention to prevent health inequalities.
- Development of the social determinants of health workforce.
- Engage the public.
- Develop whole systems monitoring and strengthen accountability for health inequalities.

Sport England; Children's Experience of Physical Activity during lockdown

This report focuses specifically on children and young people aged 7-16 who were surveyed by CHILDWISE during May 2020, when most Covid-19 restrictions were in place. The survey explored the sport and physical activity being undertaken by children and young people during lockdown, the extent to which it differed from pre Covid-19 behaviour and the reasons behind any changes.

Before the Covid-19 pandemic, there were significant inequalities within activity levels and physical literacy. Girls, less affluent children, children of Black, Asian or minority ethnic backgrounds (BAME) and those with a disability were all less likely to be active and physically literate than others. Teenage girls, less affluent children and those from Black and Asian backgrounds were also likely to rely more than others on 'at school' provision to be active in their everyday lives.

Survey findings confirmed that activity levels dropped during the Pandemic, with just 19% of children under 16 doing an hour or more of physical activity (meeting CMO guidelines) on a typical day compared to around 47% in 2018-19. And around 43% of children under the age of 16 were reported to have been doing less than half an hour of physical activity a day compared to 29% in 2018-19.

According to their parents/carers, children from less affluent families were more likely to have done nothing (13%) compared to those from more affluent backgrounds (6%). Secondary age children (9%) were also more likely to say they're doing nothing to stay active during lockdown than primary age children (5%).

In terms of motivators to be active, the research found that enjoyment continues to play a key role with 43% of children saying they are active because they enjoy it. Family is also a major influence on participation given that parents and carers are role models, and often influence how, when and whether or not children can exercise or play sport. Finally, the report found that the places children play are more important than ever. The most popular places to be active are outside, with half of all children being active in their garden or on a balcony during lockdown.

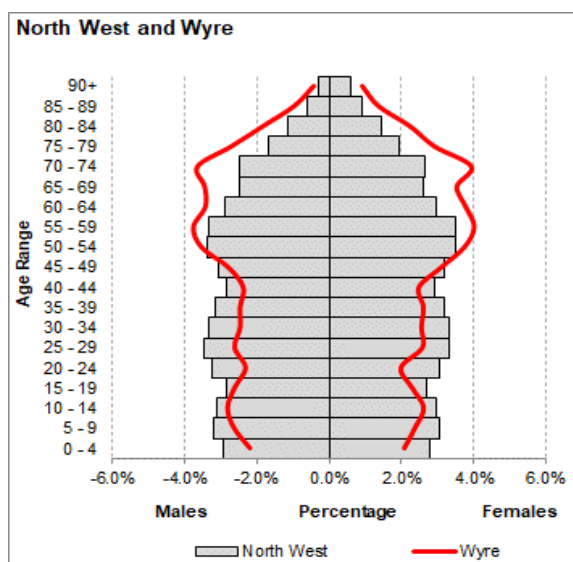
Strategic summary

The ISPAH eight investments model, Sport England and the Marmot Review demonstrate that the challenge of growing physical activity levels is being considered at global and national levels. Physical inactivity exists across the life course, is linked to health inequalities and has been badly affected by the Pandemic, with worsening trends amongst among children and young people.

From a health policy perspective, the notion that undertaking regular physical activity leads to health benefits has been enshrined within CMO guidelines for more than a decade. There is agreement that inequalities in rates of participation across demographic groups need to be addressed at a systemic level, by multiple stakeholders and that there is no one single solution that is likely to be effective. Principles established within the ISPAH and Sport England strategies provide an evidence-based framework around which to build and consider local insight and engagement, and to develop recommendations which can be tested in Wyre.

Local context; About Wyre

Wyre is characterised by its natural beauty and its role as a tourist destination. In a normal year it attracts around 2.5 million visitors to its coastline and to the Forest of Bowland Area of Outstanding Natural Beauty. It is diverse in its geography with two distinct geographical areas, divided by the River Wyre. Its population of 113,067⁶ is unevenly distributed across the borough. The west is more urban and densely populated; it contains the port of Fleetwood and the communities of Thornton and Cleveleys on the Wyre peninsula. To the East and South of the river is the much larger more sparsely populated rural land mass where the main town is Garstang.



Wyre has an ageing population profile and is less diverse than the country as a whole.

28% of residents are aged 65+ (this is already the highest proportion in Lancashire and this number is expected to rise to around 36% by 2043).

Conversely, it has a relatively low number and proportion of children and young people; 15% of the population are aged 0-16 and 13% aged 16-29 according to ONS data.

⁶ 2020 ONS Mid-Year estimate

Figure 1.2; Wyre with main roads

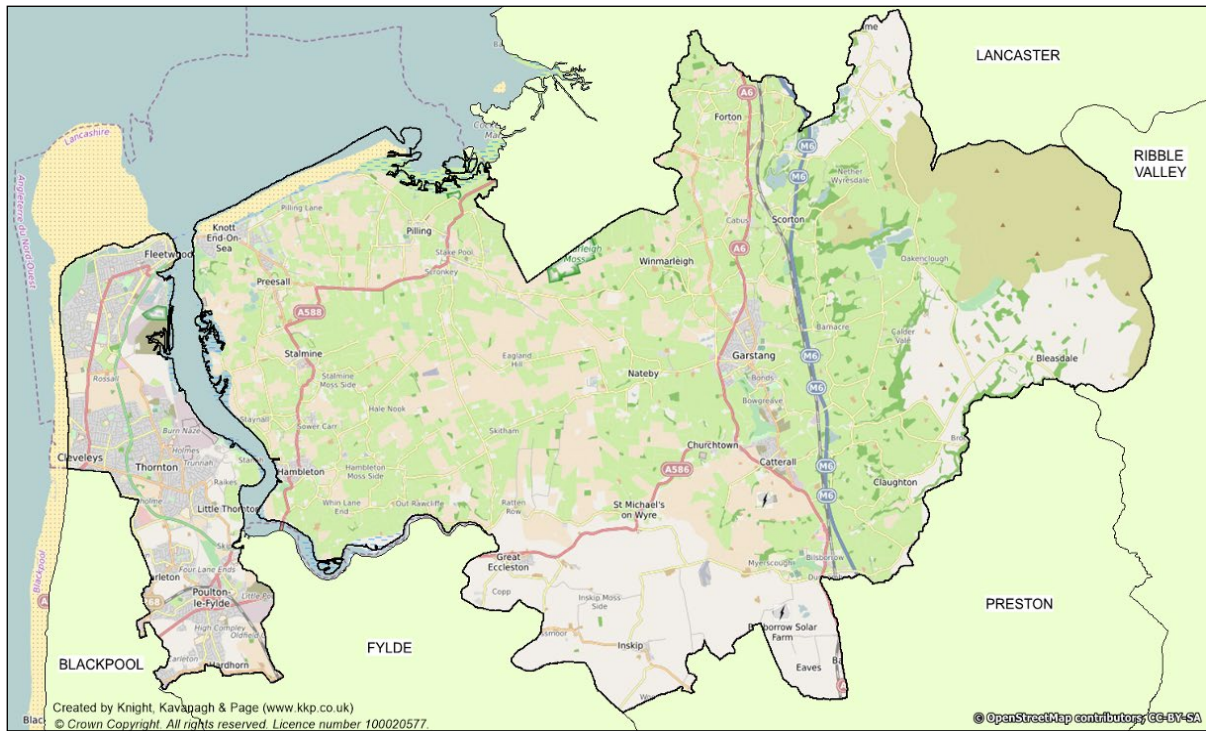
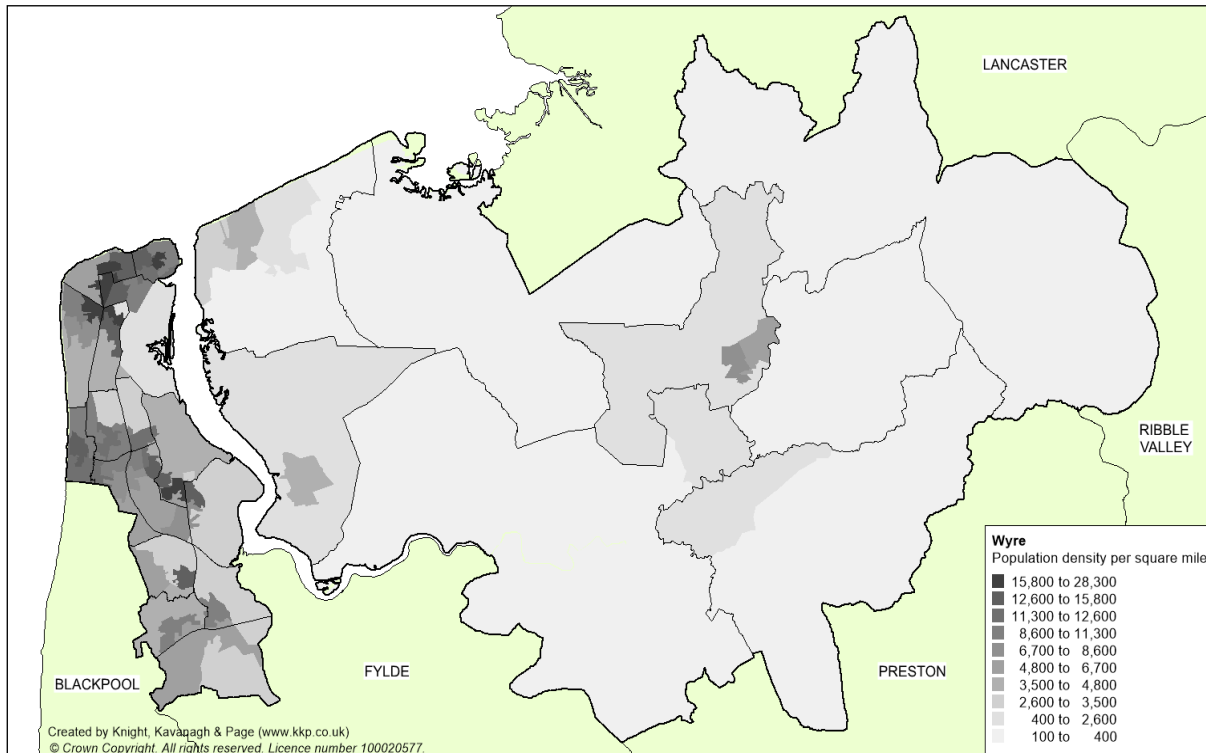


Figure 1.3; Wyre population density



Wyre multiple and health deprivation

In the context of multiple deprivation (based on 2019 ONS data), the peninsula area around Fleetwood contains neighbourhoods that are very highly deprived. Around 14,000 residents live in wards which fall within the top 10% most deprived in England. As a borough overall though, Wyre is less deprived on this measure compared to national levels; around one in five of the population resides in the top 30% most deprived wards. Health-related deprivation in Wyre is, however, more widespread. Some 15,000 residents reside in top 10% areas, and 40% of the population is classed as being in the top 30% most deprived. This is 10% above national levels.

Figure 1.5: Wyre Multiple Deprivation

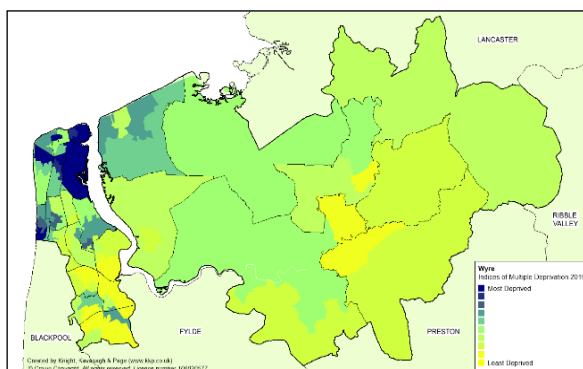
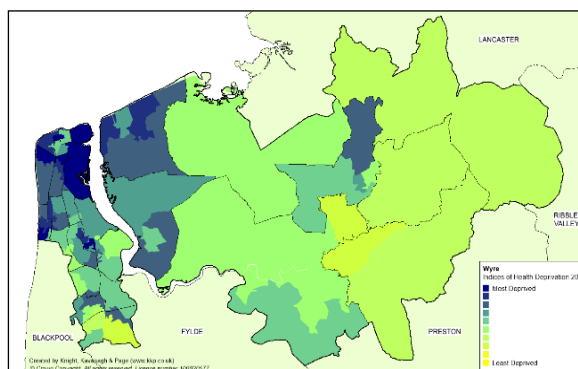


Figure 1.6 Health deprivation map



In these most deprived parts of Wyre, Life expectancy is 9.3 years lower for men and 8.7 years lower for women than in its least deprived areas.

There are higher rates of people with a long-term limiting illness in these areas (26% of residents compared to 18% nationally)⁷. NHS profiling for Wyre⁸ (2019), highlights that on 11 of 34 key indicators it has been performing significantly worse than the England average. These include:

- Life expectancy for both males and females,
- Under 75's mortality rate from all causes,
- Mortality rate from cancer,
- All cardiovascular diseases,
- Suicide,
- Hospital admission rate for alcohol-related conditions.

⁷ Source 2011 ONS Census data

⁸<https://fingertips.phe.org.uk/profile/health-profiles/data#page/1/gid/1938132701/pat/6/par/E12000002/ati/101/are/E07000128>

Active Lives Survey (ALS) 2020/21

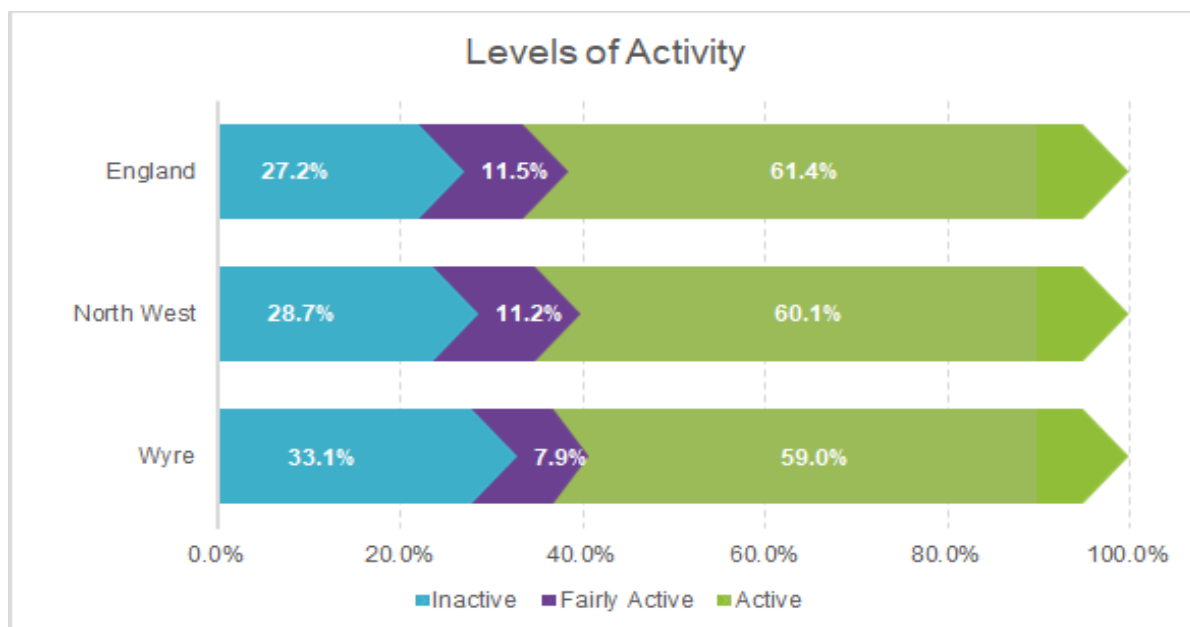
Sport England’s most recent version ALS measures the number of 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. As identified below, a higher percentage of the Wyre population is inactive compared to England and the North West and a lower percentage is considered to be active.

Active Lives Survey results November 2020/21

	Inactive (<30 minutes/week)		Fairly Active (30-149 minutes/week)		Active (150+ minutes/week)	
England	12,410,300	27.2%	5,248,600	11.5%	28,039,000	61.4%
North West	1,711,300	28.7%	664,800	11.2%	3,581,200	60.1%
Wyre	31,500	33.1%	7,500	7.9%	56,200	59.0%

(Rate/population totals for sport/physical activity levels (excluding gardening) of adults (16+) in English LAs).

Figure 1.7 Levels of activity: Wyre



ALS also makes it possible to identify the top five participation sports within Wyre.

Most popular sports in Wyre (Source: SE Active Lives Survey Nov 19/20)

Sport	Wyre		North West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Fitness	19,700	20.7%	1,396,500	23.4%	11,374,600	24.9%
Cycling	15,200	16.0%	854,200	14.3%	7,472,900	16.4%
Athletics	14,200	14.9%	735,700	12.3%	6,252,000	13.7%
Swimming	5,000	5.3%	242,200	4.1%	2,001,600	4.4%
Golf	3,200	3.3%	102,500	1.7%	763,000	1.7%

(* Includes walking and jogging)

As with many other areas, fitness and cycling are among the most popular. They cut across age groups and gender. In Wyre just under one in four adults take part in fitness activities, on average, at least once a month. The next most popular activity is cycling in which 19% of adults take part on a relatively regular basis.

Sporting segmentation

(Data source: National market segmentation, Sport England)

Sport England classifies the adult population via a series of 19 market segments providing an insight to individual sporting behaviours. Profiles cover a range of characteristics, from gender and age to the sports in which people take part, other interests, newspapers read etc.

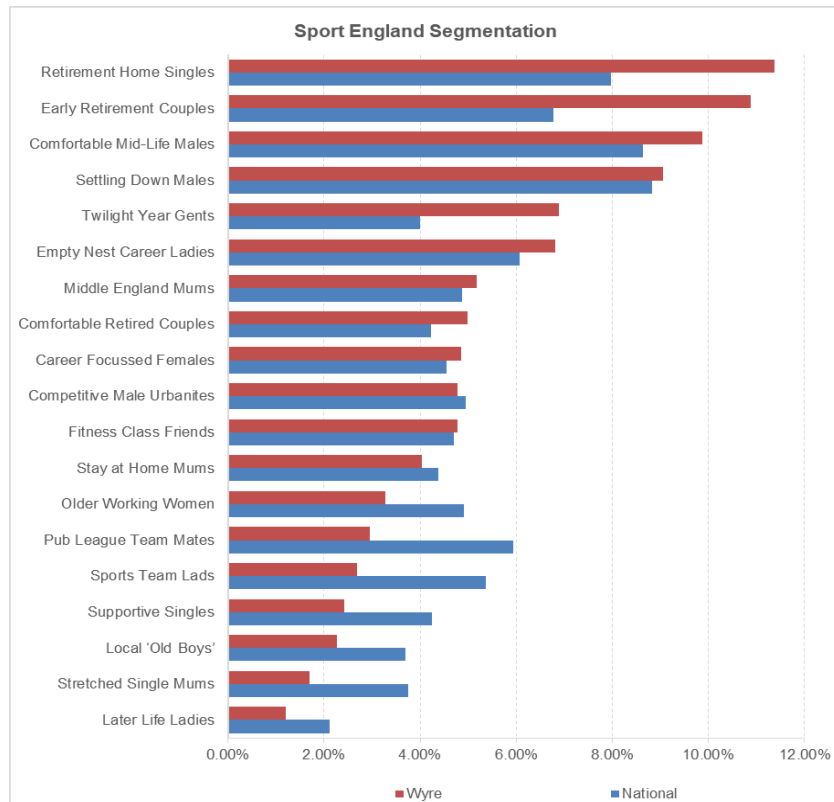


Figure 1.8; Dominant market segments; Wyre

Knowing which segments are most dominant in the local population can help direct provision and programming. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

The profile of many market segments in the Authority is broadly in line with national figures. 'Retirement Home Singles' is the largest single segment of the adult population at 11.4% (10,075) compared to a national average of 8%. This is closely followed by 'Early Retirement Couples' (10.9%) and 'Comfortable Mid-Life Males' (9.9%).

At the other end of the spectrum, it has few 'Later Life Ladies' (just 1.2%), 'Stretched Single Mums' (1.7%) and 'Local 'Old Boys'' (2.3%).

Mosaic

(Data source: 2021 Mosaic analysis, Experian)

Mosaic 2021 consumer segmentation data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour. The following table shows the top seven mosaic classifications in Wyre compared to the country as a whole.

These show that whilst there is a dominant grouping in Wyre (around 45% of the total population) representing relatively affluent middle and older aged residents (Senior Security, Country Living, Suburban Stability), which has widespread distribution across the Borough (see figure 1.9). There is also a smaller grouping (Rural Reality, Vintage Value, Modest Traditions) representing around 20% of residents who are again middle aged and older but who are less affluent, and in the case of Vintage Value may have more acute needs in terms of health and social care.

Figure 1.9: Distribution of Mosaic segments in Wyre

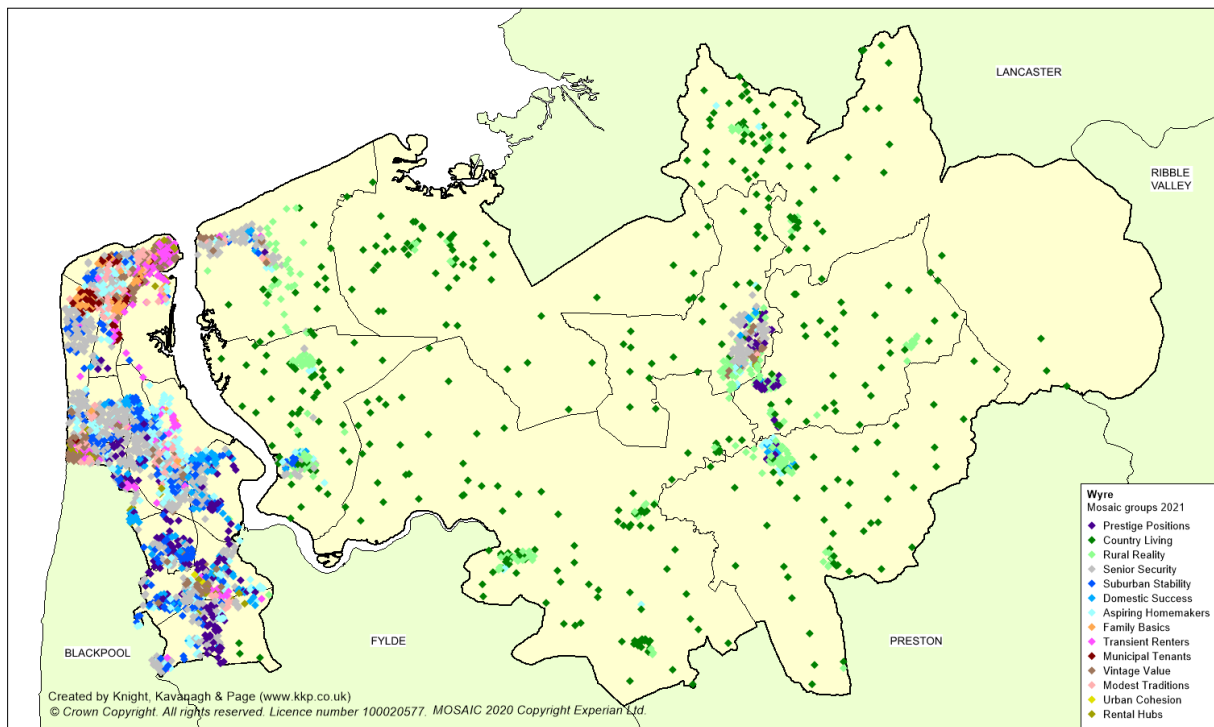


Figure 1.10; Mosaic – main population segments in Wyre

Mosaic group description	Wyre		National %
	#	%	
1 - Senior Security	26,351	23.2%	6.9%
2 - Aspiring Homemakers	13,826	12.2%	10.4%
3 - Country Living	11,621	10.2%	7.2%
4 - Suburban Stability	11,027	9.7%	5.0%
5 - Rural Reality	10,345	9.1%	6.9%
6 - Vintage Value	7,235	6.4%	5.1%
7 - Modest Traditions	6,761	6.0%	4.1%

Figure 1.11; Dominant Mosaic profiles in Wyre

<p>1. Senior Security</p>		<p>Elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.</p>
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<p>2. Aspiring Homemakers</p>		<p>Younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.</p>
<p>3. Country Living</p>		<p>Well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.</p>
<p>4. Suburban Stability</p>		<p>Typically, mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.</p>
<p>5. Rural Reality</p>		<p>People who live in rural communities and generally own their relatively low-cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.</p>
<p>6. Vintage Value</p>		<p>Elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.</p>
<p>7. Modest Traditions</p>		<p>Older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.</p>

Wyre Council Business Plan 2019-23

The Wyre Council Business Plan makes clear reference to the role of Wyre’s physical assets and outdoor environment in contributing to the health and wellbeing of its residents.

Within its ‘People and Communities’ theme it links the role of leisure and wellbeing provision with its aim to maximise opportunities for improving health and wellbeing outcomes for its communities.

Within the ‘Growth and Prosperity’ theme there is ambition to explore external funding and investment opportunities for key council assets such as leisure facilities.



Figure 1.12; Wyre Council Business Plan

Strategic theme	Example aim	Example action(s)	Example measurement
People and Communities: our ambition – empowered healthier and resilient communities	Work with our partners to focus on supporting people to become more active and increase their physical activity. Collaborate with residents and local stakeholders to support and	Work with partners to deliver Wyre’s Moving More Strategy to increase rates of physical activity across Wyre. Complete a review of our indoor leisure provision by Summer 2023.	Reduced percentage of adults that are physically inactive. 900 children engaged with holiday activities. Increased number of people engaged with our health programmes.

	maximise opportunities for improving health and wellbeing across our communities		
Growth and Prosperity: our ambition – a strong local economy	Maximise commercial opportunities and promote our tourism assets	Explore external funding and investment opportunities for our key assets including theatres, markets and leisure facilities. Deliver UK Shared Prosperity Fund and Rural England Prosperity Fund 2023-25.	Increased number of visitors to the Borough each year.
Environment and Climate: our ambition – A cleaner, greener and more sustainable environment	Work with residents, Parish and Town Councils and businesses to plan, protect and enhance the quality of our neighbourhoods and environment and promote responsible use of Wyre's great outdoors	Complete a full review of the Wyre Local Plan by 2024.	10% reduction in Council carbon emissions by May 2023

The Lancashire and South Cumbria Integrated Care Partnership and Integrated Care Strategy

Partners working in local government, NHS and other organisations such as business, education and voluntary, community, faith and social enterprise organisations are working together as an integrated care partnership (otherwise referred to as the ICP). The partnership is committed to improving the health and wellbeing of the people of Lancashire and South Cumbria. To achieve this ICP partners are working together to improve access to health and care services, to help individuals make choices that will improve their own health and wellbeing and to deal with the root causes of poor health.

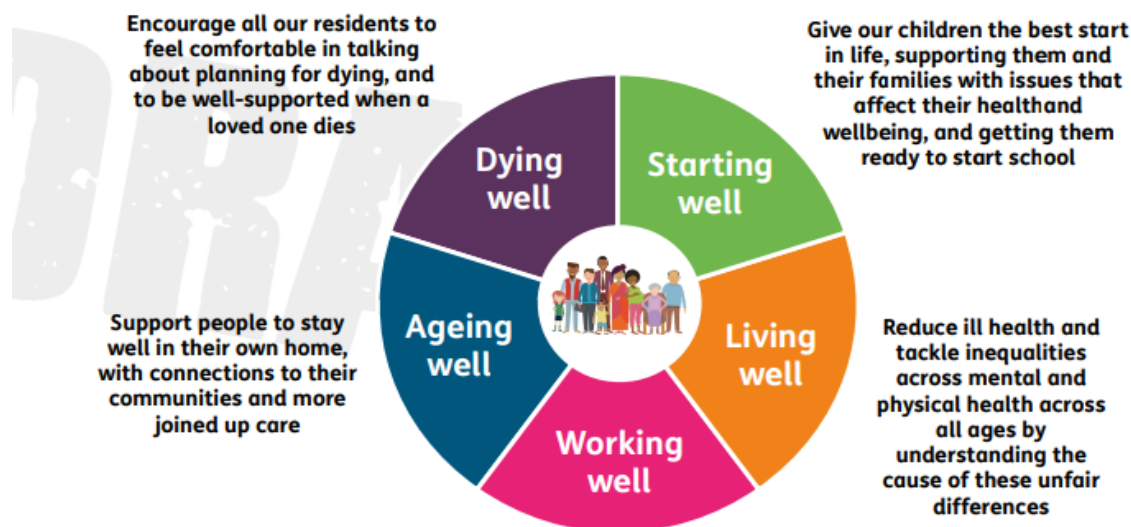
The ICP has set out its priority areas of focus in its Integrated Care Strategy 2023-2028 that aims to tackle the most complicated issues affecting people's health and wellbeing that can only be solved by different organisations working together with communities.

The five priorities within the strategy that reflect the different stages of life that everyone goes through are:

- **Starting well** - Giving children the best start in life, supporting them and their families with issues that affect their health and wellbeing, and getting them ready to start school.
- **Living well** - Reducing ill health and tackling inequalities across mental health and physical health across all ages by understanding the causes of these unfair differences
- **Working well** - Increasing ambition, aspiration and employment, with businesses supporting a healthy and stable workforce and employing people who live in the local area
- **Ageing well** - Supporting people to stay well in their own home, with connections to their communities and more joined up care
- **Dying well** - Encouraging residents to feel comfortable in talking about planning for dying and to be well-supported when a loved one dies.

Under Living Well one of the themes is: Supporting our residents to make healthy lifestyle choices, especially people who have the most unfair differences in their health and a key action is to address the things that lead to reduced healthy life expectancy (such as smoking, obesity, inactivity, drug and alcohol consumption).

Figure 1.13: ICP five priorities



NHS Lancashire and South Cumbria Integrated Care Board

The NHS Lancashire and South Cumbria Integrated Care Board is the NHS organisation responsible for developing a plan to meet the health needs of the population, managing the NHS budget and planning local health services.

It includes members representing NHS trusts and foundation trusts, local authorities, primary care, mental health, the voluntary, community, faith and social enterprise sector and Healthwatch, so that all the health and care needs of the population can be considered. The Integrated Care Board brings them together to focus on population health and to make sure that the health and care needs of the communities in Lancashire and South Cumbria are met. Its plans and decision-making reflect the shared ambitions and strategies of the Integrated Care Partnership.

Lancashire and South Cumbria's Place Based Partnerships

Within the Lancashire and South Cumbria Integrated Care System four places have been established: Blackburn with Darwen; Blackpool; South Cumbria and Lancashire. These places will be the engine room, driving delivery of the Integrated Care Strategy. Wyre sits within the Lancashire Place Based Partnership.

Lancashire covers a large area and a large population. Within the place there are three localities each of which is responsible for planning and delivering services.

These localities are: North Lancashire; Central and West Lancashire; and East Lancashire. Wyre sits within the North Lancashire locality.

Within each location, place-based partnerships are being formed. These partnerships include representatives of health, local authority, voluntary, community, faith and social enterprise organisations, independent sector providers and the wider community; they will work together to plan and deliver services. They will work together to make sure services are joined up to improve health and wellbeing outcomes for the population, prevent people from being unwell and reduce health inequalities across neighbourhoods.

Neighbourhoods are where communities come together to shape and integrate health and care services, but also to address the things that have an impact on their health. The exact size and shape of neighbourhoods will be agreed locally within places. Integrated working in these areas will include district councils, community groups and organisations, primary care services and wider health and care teams which will come together to form neighbourhood teams.

One of the key underpinning themes within the Integrated Care Strategy relates to buildings and how the system must aim to get the most out of its collective resources. The strategy acknowledges that some of the buildings are not in a good state of repair or are easy to access. The strategy states that the system needs to use its buildings better to bring teams together in neighbourhoods and places to lead to more joined up services for residents. The strategy has an aim of developing building spaces to help communities to improve their wellbeing in ways that work for them and commits the system to looking for more ways to use its buildings in the best possible way.

Wyre Council Local Plan 2011-2031

Wyre Council Local Plan (2011-2031) (incorporating partial update of 2022)

The Wyre Local Plan (2011–2031) (incorporating partial update of 2022) was adopted in 2023. It sets out a vision for growth and development of the entire borough to 2031, including where new homes, employment and shops will be located plus which areas will be protected. It commits to delivering a minimum 7,384 dwellings and 43 hectares of employment land and includes policies that guide and support the role of playing pitches as a key land use in Wyre.

These policies will enable developer contributions to be calculated using planning mechanisms, which could include S106 contributions. Whilst the Local Plan does not include a policy in respect of built sports facilities, work began in the summer of 2022 (and will be concluded in 2023) on a Green Infrastructure Audit (GIA), Playing Pitch and Outdoor Sports Strategy (PPOSS),

Green Infrastructure Strategy (GIS), incorporating a Green Infrastructure Needs Assessment (GINA).

The Local Plan has the following aim in respect of health and wellbeing is.

*To achieve a healthy environment with **accessible high quality green infrastructure** with **opportunities for active recreation** that contributes to the improvement in the general **health and well-being** of the population and promotes **healthy lifestyle choices**.*

In respect of strategic policies, the following is included in respect of health and wellbeing (Strategic Policy SP8).

The Council will support development, which promotes healthy communities and will promote the health and well-being of local communities. Development should help maximise opportunities to improve quality of life and to make it easier for people in Wyre to lead healthy, active lifestyles.

Several key sites have progressed to masterplan⁹ stage. These include the following:

- Great Eccleston village extension - 583 new dwellings, 1 hectare of employment land, a primary school, new village hall and convenience store.
- Lambs Road and Raikes Road, Thornton - 400 new dwellings and a new primary school.
- Forton village extension - 310 new dwellings, 1 hectare of employment land, a neighbourhood centre (including village hall and small convenience store) and extension to the existing primary school.
- Land south of Blackpool Road, Poulton-le-Fylde - 300 new dwellings and a new primary school.
- Land west of the A6, Garstang – 270 new dwellings, 4.68 hectares of employment land and a convenience store.
- Daniel Fold Farm Phase 2 – 66 new dwellings.
- Hollins Lane – 51 new dwellings.
- Land South of Prospect Farm, Garstang – 70 new dwellings.

The Council commenced work on a new Local Plan in 2022 with a focus on the issue of climate change.

⁹ <https://www.wyre.gov.uk/planning-policy/emerging-masterplan-sites/4?documentId=455&categoryId=20078>

Town partnership boards

These have been established in Fleetwood, Garstang and Cleveleys to drive development of a regeneration and investment framework for each town and its surrounding area.

Fleetwood

In Fleetwood, membership includes representatives from: Wyre Council, Fleetwood PCN, the VCFSE sector, local schools and Lancashire County Council. It's identified priority themes include:

- Health and Wellbeing
- Business and Economy
- Heritage, Culture and Tourism
- Community and Residential
- Transport and Linkage
- Sustainability and Low Carbon
- Technology and Digital
- Public Realm

Fleetwood is, and has been, the focus of several regeneration led funding initiatives. These include the National Lottery Heritage Funded restoration of Mount Pavilion and Gardens, restoration of its historic High Street and Project Neptune which involves the creation of a new fish and food processing facility at Fleetwood Docks which was part funded via the UK Government Getting Building Fund.

Wyre Council is also working collaboratively with Associated British Ports (ABP) to consider the wider regeneration of Fleetwood docks which would involve the mixed-use redevelopment of derelict waterfront land.

Garstang

The Board has produced a regeneration and investment framework which is intended to guide the development of Garstang Town Centre over the next 10 – 15 years¹⁰. This recognises the:

- Promotion of health and wellbeing as a key objective within the framework, and that the intended outcomes from the Wyre Moving More Strategy should be considered in framework proposals.

¹⁰ <https://www.greatergarstangpartnership.co.uk/post/the-regeneration-framework-is-published>

- Opportunity to 'reassess the current leisure, library and swimming offer – potentially combining facilities and incorporating additional community spaces'.
- Priority to 'Improve access from and to the surrounding villages and suburbs, focusing on sustainable, active travel'.

Cleveleys

Members of the town centre partnership board include representatives from Blackpool and the Fylde College, Regenda Housing, Hillhouse Technology Enterprise Zone, local businesses, Care for Cleveleys and Blackpool Transport.

Proposed priority projects include improving the public realm, reviewing the events calendar and developing a walking and cycling strategy.

Summary; Wyre context

Wyre is a place of contrasts. It is characterised by its rurality, but also by a mainly urban and more deprived peninsula. It has a larger proportion of older retired people than many areas (a trend which will become more pronounced in future years) with a large proportion of these people living quite comfortably in a socio-economic sense. At the same time, there are pockets of less well-off residents living in areas like Fleetwood who are much more likely to experience health and socio-economic deprivation.

In terms of physical activity, the Active Lifestyles Survey suggests that a good proportion of Wyre residents have active lifestyles. However, by the same token the Borough has a greater proportion of both children & young people and adults taking part in less sport/physical activity than the regional or national average.

Wyre Council is committed to improving the health and wellbeing of its residents as a key priority within its business plan. Its indoor and outdoor leisure environments are clearly cited as settings in which it will work to achieve this. The advent of the Integrated Care Partnership, including the focusing of resource at neighbourhood level (via PCNs) to tackle health inequalities presents a timely and perhaps unique opportunity to align the focus of Wyre Moving More with that of health partners to leverage the maximum possible effort to increase levels of physical activity participation in Wyre.

WYRE MOVING MORE

CORE PRINCIPLES

Addressing inequality

Wyre Moving More recognises that whilst overall levels of physical inactivity in Wyre are higher than regional and national levels, certain demographic groups (women and girls, those of lower socio-economic status, people with disabilities and people with long-term health conditions) have even higher levels of inactivity than the population as a whole.

To address such inequalities, in line with Sport England's strategy and in keeping with the findings of the Marmot report (2020), strategy actions recognise the need for proportionate universality (allocating resources and effort on a scale proportionate to the level of need experienced).

Locally led

Wyre Moving More is a long-term strategy based around aligning its approach with other system partners such as primary care networks at neighbourhood level. It recognises that, to achieve meaningful change there is a need to learn from successful neighbourhood-led whole system approaches to behavioural change in physical activity, such as those in train in Pennine Lancashire. In Wyre, which has its own good examples of where behavioural change has been achieved, this has occurred when residents have been listened to, effective relationships built and there has been true co-design of physical activity opportunity.

Collaborative

Wyre Moving More has been developed recognising the complex nature and the need for a whole system approach to addressing the issue of combating physical inactivity. This means Wyre's residents and neighbourhoods being directly involved in the co-design and co-production of activities and initiatives to address physical inactivity. Reflecting this, rather than being led by a single organisation, Wyre's 'Moving More' project board is a cross sector partnership representative of experts from Primary Care Networks, higher education, housing, local government and the charity sector.

Test and learn

Wyre Moving More is intended to help residents learn more about themselves and the role of physical activity in their lives. Achieving lasting change in relation to people's behaviour is nevertheless complex. As such, focus is being placed initially on adopting new approaches and forming new relationships. It is incumbent upon those seeking to support and enable this change that they recognise this level of complexity and act on the basis of the recommended long-term approach.

As noted above, the intention is to draw upon best practice and to apply techniques such as the Creative Active Schools approach.

As an example, in encouraging children and young people to be more active, the approach shall involve schools, sports clubs, voluntary groups and individuals helping them to form new connections and acquire and absorb new learning about how to work more effectively together. Progress made and lessons learnt will then be evaluated by the Wyre Moving More project board and appropriate outcome-related measures of improvement developed.

THEME 1

HEALTH AND WELLBEING

Lancashire and South Cumbria's newly formed Integrated Care Partnership (ICP) has an operational plan which includes 'place-based interventions for health inequalities' as one of its key interventions. This means that resources are going to be increasingly focused at neighbourhood level within primary care networks, (PCNs).

The ICPs emerging operating model summarises the 'four pillars' of a population health approach. Investment is to be focused at **place** and **neighbourhood** level, with an emphasis on **local decision-making** and priorities. An integrated system means partners from **across the system** contributing to influence population health.

Strategic commitment to health and wellbeing is reflective of the desire to closely align the outcomes achieved by the physical activity sector (including public sector leisure facilities) with the strategic outcomes of health sector partners, in particular the emerging NHS Integrated Care System (ICS).

Social prescribing link workers in Wyre (commissioned by the Primary Care Networks) receive referrals directly from GPs and signpost residents into community groups, or classes offering physical activity as a non-clinical response to their physical or mental health care needs. Social prescribers, however, often find it difficult to know where (or where best) to direct people to get active in Wyre. This means that there is a potential bottleneck of people who wish to be more active but who are not yet 'in the system'.

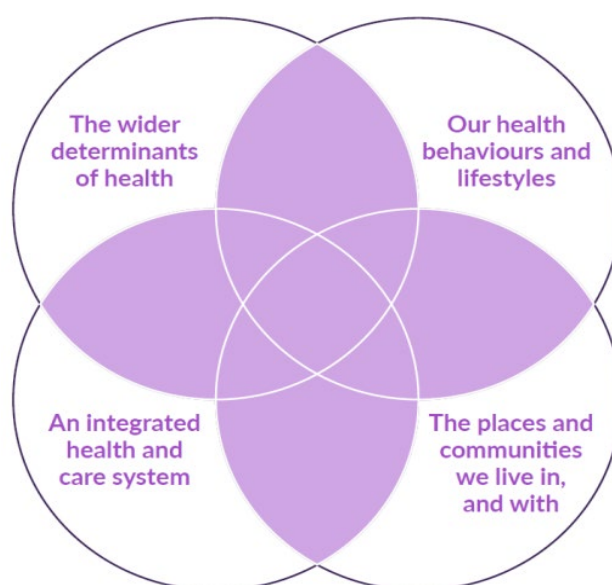


Figure 1.11: The four pillars of a population health approach (Kings Fund 2018)

Social prescribing teams report that pitching (in particular introductory) activity sessions at the right level is critical: even a gentle walking session can often be daunting for someone suffering from a long-term health condition. This should come as no surprise considering the Wyre Moving More survey findings (see appendix A). These indicate:

- The particular importance of offering opportunities **suitable for beginners** and **older people**.
- The significance of **cost**, the **timing of activities** and the need to be aware and to take account of **competing life commitments**.
- The fact that **weight gain, reduced confidence** and **social isolation** were the three key health related impacts felt by residents as a result of the Pandemic.

In addition, the evidence that c. 30% of residents surveyed report having a long-term health condition is a further factor that can limit the extent to which people become more active in Wyre.

A health referral programme into physical activity, involving an element of GP exercise referral is one way of helping to better connect people with active lifestyle opportunities.

Strong work is already occurring with regard to this agenda in Wyre, explored in the examples below from Healthier Fleetwood and Fleetwood Town Community Trust.

Case study - Fleetwood Town Community Trust and Healthier Fleetwood

Fleetwood Town Community Trust is an exemplar community football trust which delivers a range of community, health and education engagement programmes providing opportunities for young people, working age adults and older Wyre residents.

Its multi-activity initiatives which rely on a close working relationship with the Council, the NHS and local schools and colleges are tailored to address health inequalities across the life course. These include its:

- 'Healthy Heads' initiative, facilitating learning about health and wellbeing via physical education amongst Wyre school aged children with the Fylde Coast School Sports Partnership.
- Community walk and talk sessions and gentle exercise classes aimed at tackling stubborn issues around social isolation and the linked poor mental health of older local residents.
- Partnership work with the NHS Quit Smoking Squad to help support people to lead a healthier lifestyle by raising awareness of the benefits of stopping smoking.

- Work with Lancashire County Council to deliver the 'Ease the Pressure' initiative offering free blood pressure checks to adults over the age of 18.
- Man v Fat Football league; a male specific programme using recreational football and weigh-ins as a vehicle to encourage weight loss.

Healthier Fleetwood is a nationally recognised example of a resident centred approach to supporting the physical and mental health of town residents led by its three GP surgeries.

- As early adopters of a holistic, preventative approach now employed widely by social prescribing teams, Fleetwood's GP surgeries can move on from simply managing people's illnesses to help residents to lead healthier lifestyles and prevent illnesses from developing.
- Healthier Fleetwood is chaired and organised by local residents. It operates with a mantra based around 'the three Cs' – connecting, confidence and control. It acts as a hub, repository and promoter of physical activity and wider health improvement opportunities for residents in the town working closely with Wyre Council, local businesses, schools and the voluntary and faith sectors. Repeated engagement in community activities has been shown to help residents to build confidence and take more control over their health and the decisions that affect their lives.
- The types of physical activity promoted and delivered by Healthier Fleetwood include health walks, singing groups and gentle exercise. It also works closely with local schools to help address some of the mental health issues being presented amongst children and young people locally.
- Healthier Fleetwood's approach has helped to reduce A&E attendance in the town and reduce the burden on GP surgeries. In terms of Wyre Moving More, it provides a template approach for how the health and physical activity sectors can work hand in glove to deliver improvements to health outcomes in Wyre.

In these instances, the physical activity sector is leading the way developing community-led programmes and initiatives to alleviate mental and/or physical health problems which, in turn, reduce the clinical burden on the health sector. This said, while celebrating the successes being achieved there is a need for health sector partners to make a greater financial contribution to help deliver on priority actions.

The Wyre Moving More health and wellbeing interventions have been developed with strong input and agreement from health sector partners at both strategic and neighbourhood level. These are adapted from successful strategy approaches

elsewhere such as in Greater Manchester¹¹ and Blackburn with Darwen Council's **re:fresh programme**¹².

To effectively deliver and expand upon the good work already taking place in Wyre, a more comprehensive strategic approach is required. This should include the respective leaders in local government, the NHS and the physical activity sector jointly signing up to the commitments in this strategy and agreeing on how to resource them.

Wyre Council has an opportunity to align the procurement of its next leisure operating contract in 2026 with the framework provided by Wyre Moving More. This should mean that the pricing, programming and marketing of its leisure facilities are synchronised and wholly geared to delivering increases in physical activity and linked reductions in health inequalities. (Sport England's leisure services delivery guidance¹³ provides a best practice framework to achieve this).

As part of the strategy development process, alongside the Wyre Moving More resident survey, consultation was conducted with health and wellbeing sector partners culminating in a stakeholder workshop comprising representatives of Fylde Coast Integrated Care Partnership (ICP), local Primary Care Networks and Wyre's social prescribing link workers. Issues explored included:

- Connectivity between primary care and physical activity sector.
- Health referral pathways into physical activity in Wyre.
- Current experiences of engaging with physically inactive residents.
- The potential for greater collaboration across the system including the co-location of health services within physical activity settings.

¹¹ <https://www.gmmoving.co.uk/media/4383/gmmia-strategy-web.pdf>

¹² <https://refreshbwd.com/active/exercise-on-referral/>

¹³ <https://www.sportengland.org/how-we-can-help/facilities-and-planning/strategic-outcomes-planning-and-leisure-services-delivery>

THEME 1

HEALTH AND WELLBEING

HEADLINE ACTIONS

Wyre Council and partners will develop a wellness offer integrated with the emerging aims and objectives of the Integrated Care Partnership, capable of increasing levels of physical activity and contributing to a reduction in health inequalities across its communities. It/they will:

- *Agree a joint approach with health partners on the Fylde Coast in respect of the commissioning of health-related physical activity interventions in Wyre.*

Wyre Council, Lancashire County Council and the NHS will work together with the Wyre Moving More Board to re-introduce a funded health referral programme in the District.

- *Agree the form and function of the health referral pathway into physical activity in Wyre.*

This will ease the bottleneck of people who wish to get active introducing a simple process whereby people can be given a visible, achievable, affordable opportunity to take up physical activity either as a consequence of referral by their GP or social prescriber - or as a result of self-referral.

- *Review, refine and respond via the mix of programmes and interventions pitched at inactive residents in Wyre (via Active Lives, YMCA and the community and voluntary sectors).*

This is about learning from what works well in Wyre, listening and responding to resident opinions and reactions so as to create the right offer to get people moving more.

- *Develop an outcome-focused operating framework and community wellness contract to inform and drive the management and operation of leisure and wellness facilities in Wyre.*

This is about combining in-depth understanding of local need with best practice guidance to make sure that Wyre's leisure centres are best prepared to cater for less active people by offering the right mix of activities, facilities and activity pricing, communications, programming and appropriately trained staff.

THEME 2

CHILDREN AND YOUNG PEOPLE

Educational settings

Active Lives Survey figures show that the number of 'less active' children has risen over the 2018-19 to 2020-21 academic years. Around one third of children do less than an average of 30 minutes activity per day. Whilst levels of childhood obesity at year 6 in Wyre (2019/20)¹⁴ were broadly in line with regional levels, evidence from the NHS child measurement programme¹⁵ suggests that national rates have risen significantly since the Pandemic, and that children living in the most deprived areas nationally are more than twice as likely to be obese than those from the least deprived neighbourhoods. In addition, 42,000 hours of Physical Education (PE) have been lost from the curriculum nationally in the last decade.

Evidence provided by the Wyre & Fylde School Sports Partnership (SSP) and best practice in the sector suggests that convincing school leadership teams of the benefits of physical activity within the school curriculum is key to achieving change in terms of children's activity levels. Creating a 'whole school' approach to tackling physical inactivity is an approach being widely adopted across the physical activity sector to embed a culture of physical activity within school policy, leadership and the physical environment. Elsewhere in Lancashire, 'Ready Set, Rossendale'¹⁶ is a successful example of this whereby a 'champion' head teacher has been seconded to lead a programme of training and development amongst peers on the theme of the whole school approach.

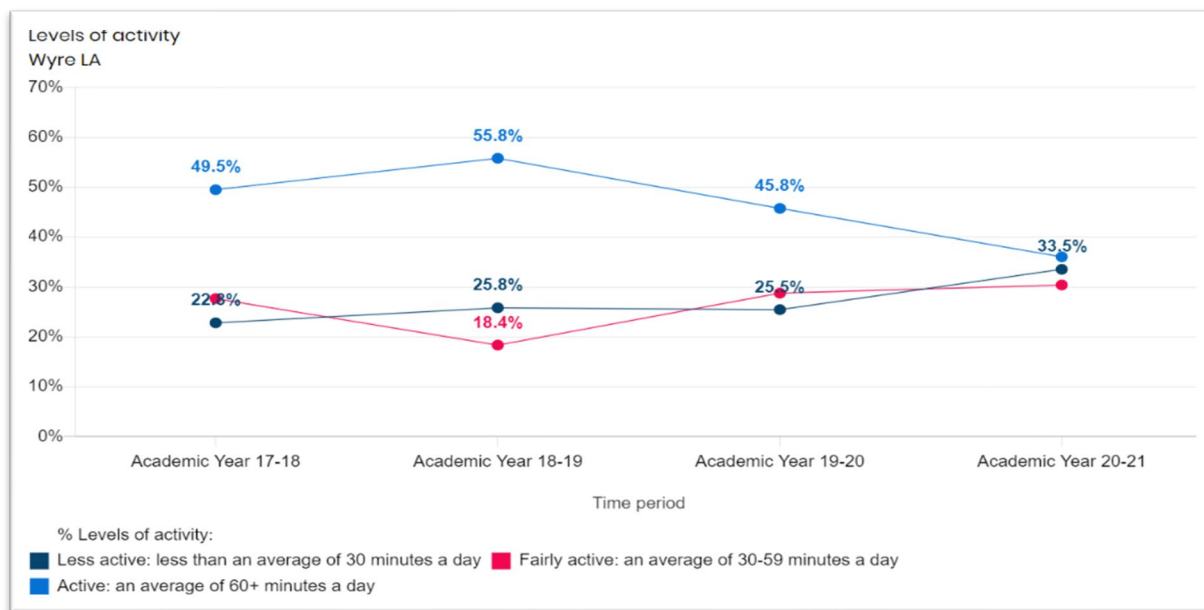
This context is set against the challenge of an already hectic school day, the stretched capacity of school leaders, teachers, volunteers and the SSP and the fragmented nature of school management in Wyre. Without a doubt, external funding and resources will be needed to test this approach in Wyre and it will require a co-ordinated effort by Wyre Moving More partners to achieve change.

¹⁴ <https://www.lancashire.gov.uk/lancashire-insight/health-and-care/health/lifestyle/healthy-weight/>

¹⁵ <https://digital.nhs.uk/data-and-information/publications/statistical/national-child-measurement-programme/2020-21-school-year#>

¹⁶ <https://taaf.co.uk/sharing-the-learning/>

Figure 2.1; Levels of activity: Children & Young people (Wyre) Active Lives



Community settings

Opportunities to get active in the community setting for children and young people in Wyre are facilitated by a vibrant voluntary sports club network, a range of small private sector sessional operators and agencies such as Fleetwood Town Community Trust. Between them they offer a range of multi-sport opportunities and contribute to Wyre Council’s Holiday Activity Fund programme, which is free to children in receipt of free school meals. Despite the value of this activity, hiring community venues affordably and at the right time for these programmes can be difficult in all parts of the Authority. It is reported that volunteer capacity within sports clubs has been adversely impacted by the Pandemic. This is an issue that needs to be addressed via, for example, supporting and making best use of local volunteer networks.

Health sector colleagues report that poor mental health amongst young people is a significant issue locally, with high amounts of ‘screen time’ cited as a contributory factor. This resonates with a rising national trend; NHS statistics suggest that approximately one in six children aged 6-16 had at least one probable mental health condition when surveyed in 2021. This figure was up from around c. one in nine in 2017 ³¹⁷.

¹⁷ NHS Digital (2018) [Mental Health of Children and Young People in England, 2017](#)

The limited number of survey responses from under 25's (at around 5% of all responses) meant that data collected as part of the Wyre Moving More local survey is insufficient to state that it adequately represents young people in Wyre's views. (This age group accounts for about 25% of all residents). This emphasises the need to 'dig deeper' at neighbourhood level to develop community-led learning and establish what young people really want in respect of physical activity. Engagement with LCC targeted youth services confirmed for example the importance of ensuring that messaging in relation to physical activity to young people is as simple, and that services are as accessible, as possible.

Active Bradford's JU:MP programme¹⁸ is a Sport England funded local delivery pilot programme which focuses on children aged 5-16 and their families in a particular collection of neighbourhoods. It is an example of a whole system, community and learning led approach which is akin to ISPAH's example of a 'community wide' investment considering and involving promotional campaigns, active travel and the club/voluntary sector.

Wyre Moving More's commitment relates both to school age children (aged 5-16) and young people aged 16-25. It recognises that interventions in this part of the plan will be required to take place both within the school environment and in community settings. Research undertaken via a sub-group of the Wyre Moving More board drew in contributions from Fylde & Wyre School Sports Partnership, Dr Felicity Guest (GP, Thornton), Active Lancashire, LCC's targeted youth service and Regenda Housing Association. Issues explored included:

- Physical activity within school settings in Wyre.
- Children's physical and mental health from a GP perspective.
- Physical activity for young people in community settings.

¹⁸ NHS Digital (2021) [Mental Health of Children and Young People in England, 2021: Wave 2 follow up to the 2017 survey](#)

THEME 2

CHILDREN AND YOUNG PEOPLE

HEADLINE ACTIONS

Wyre Council and partners will work to increase levels of physical activity and participation in sport by children and young people in Wyre thus improving health indicator outcomes - including reducing levels of excess weight and raising levels of good mental health. It/they will look to allocate/secure resources to:

- o *Embark on a programme of advocacy and influencing with school leadership teams and policy decision makers to improve the profile and prominence of physical activity within the family of Wyre Schools.*

This is designed to convince school leadership teams about the value (to young people and schools themselves) of a strong school physical activity offer.

- o *Identify Wyre school(s) with which to develop and pilot a 'whole school approach' to physical activity applying the principles and tools set out in the Creating Active School Framework and the WHO Promoting Physical Activity through Schools Toolkit.*

This will enable the Council and partners to test the 'whole school approach' in Wyre. It will involve embedding physical activity in schools' policies and practices – and throughout their daily routines.

- o *Identify Wyre neighbourhood(s) to take part in and test a pilot community led approach to improving levels of physical activity.*

This will focus on community settings and apply a whole system approach: involving a range of partners in the investigation of how to create the right conditions to achieve behavioural change in physical activity amongst young people in Wyre.

- o *Develop a programme of research and evaluation in relation to the physical activity behaviour of children and young people in Wyre.*

This will secure the learning from the school and neighbourhood pilots to gain a full understanding of what works and to develop a clear idea of what should be measured over the period of the strategy in relation to children and young people's physical activity behaviour.

THEME 3

ACTIVE ENVIRONMENTS

There is a universal desire to both improve the quality and accessibility of Wyre's indoor leisure facilities – which is backed up by the views of residents and local sports clubs and community organisations, and to facilitate more active travel and better access to, and optimise the use of, the Borough's natural environment. It is also essential that the new Local Plan reflects and takes account of these ambitions.

Indoor environments

There is a mixed economy of built leisure facilities in Wyre, with the Council (supported by its contractor YMCA Fylde Coast which operates its main venues) being a major provider of swimming pools and health and fitness facilities, whilst secondary schools provide the majority of publicly accessible sports halls. Private sector gyms also play an important role in keeping people active.

A recent study of Wyre's indoor leisure facilities has found that Wyre has, and can continue, to provide sufficient swimming and sports hall provision. It also found that facilities are generally well placed in relation to where people live. However, certain YMCA-managed facilities do not offer a consistently attractive customer experience due in part to their age and layout. This finding is validated by the online survey (see Appendix 1) which evidences the clear perceived distinction in quality between YMCA Thornton which has received relatively recent investment in its health and fitness and ten pin bowling facilities and YMCA Fleetwood which has not benefitted from comparable levels of investment.

An **invest to save** approach, is the key recommendation of the indoor leisure facilities study. This is based upon the rationale that the current swimming and health & fitness offer at Wyre leisure centres has strong current demand and it is clear that improvements to facilities would be valued by residents. Appropriate investment would, thus, both improve the quality of the offer made to local residents and grow the revenue generation base. (See Appendix 1: Wyre Facility preferences).

Research gathered from Wyre's social prescribing teams and the Moving More survey nevertheless sets a clear challenge to deliver active environments for those who are **not** physically active and find the prospect of going to a leisure centre daunting. This relates (in part) to addressing barriers to entry around cost, timing and targeting of activities highlighted earlier.

In this sense, procurement of an operating contract clearly geared to delivering health related outcomes, adopting the principles of Sport England's leisure services delivery guidance¹⁹ should be a key pillar of re-orientating Wyre's facilities to better attract and cater for those who are less physically active.

Active Blackpool's 'Feel Good Factory'²⁰ is a useful local example of provision of a combination of appropriate facilities (dedicated health and fitness space) programming (gentle exercise, injury rehabilitation, weight loss classes) and incentives (leisure card, digital app, health referrals) to deliver physical activity interventions for residents that are either presently inactive or returning to physical activity.

Outdoor environments

Wyre is a place blessed with an attractive outdoor environment in respect of its coastline, countryside, rivers and walkways. In relation to what physical activity means to Wyre residents survey findings suggest that the option to be active outdoors (i.e. walking, jogging, cycling etc.) has strong local resonance.

A review of current walking and cycling initiatives reveals that there is no lack of opportunity to walk and ride, with health walks, led bike rides, walking festivals and waymarked walking and cycling routes forming part of the offer. Despite this, Department of Transport data²¹ suggests that rates of walking and cycling in Wyre in 2019/20 were lower than national averages. On this theme, engagement with partners such as Regenda Housing Association, Sustrans and Lancashire County Council suggests that residents in the more urban deprived neighbourhoods on the Wyre peninsula do not necessarily feel connected with, motivated to use, or are simply unaware of the opportunities to become active in the outdoor environment.

Promoting walking and cycling as a means of 'Active Travel' (commuting to work or as part of routine journeys) as advocated in ISPAHs 'eight investments' framework is one way of embedding physical activity as part of everyday life of people in Wyre. Strategy consultation suggests that the new Wyre Local Plan alongside infrastructure funding opportunities offered by Lancashire County Council²² and Sustrans present an opportunity to improve infrastructure and to

¹⁹ <https://www.sportengland.org/how-we-can-help/facilities-and-planning/strategic-outcomes-planning-and-leisure-services-delivery>

²⁰ <https://www.blackpool.gov.uk/residents/sports-and-leisure/health-and-fitness/memberships/feel-good-factory.aspx>

²¹ <https://www.wyre.gov.uk/downloads/download/48/state-of-wyre>

²² <https://www.lancashire.gov.uk/council/strategies-policies-plans/roads-parking-and-travel/cycling-and-walking-strategy/>

employ the principles of Active Design when considering future leisure facility development.

Wyre Moving More's strategy commitment relates to exploiting as fully as possible the broad range of indoor and outdoor spaces in Wyre capable of supporting a physical activity habit amongst its residents. The research and consultation informing the priority actions within this theme are extensive. They also incorporate the Wyre Leisure Facilities Strategy and (in terms of the outdoor environment) stakeholder workshops with representation from Sustrans, Lancashire County Council, Wyre Council, YMCA Fylde Coast and each of the Wyre Town Centre Partnership Boards.

THEME 3

ACTIVE ENVIRONMENTS

HEADLINE ACTIONS

Wyre Council and partners will work to improve and facilitate access to indoor and outdoor spaces in Wyre to create strong and sustainable physical activity habits amongst residents. It/they will:

- *Seek external funding opportunities to provide improved built (indoor) facilities for physical activity and sport aligned with Wyre Moving More health and wellbeing objectives.*

- *Capitalise on opportunities to provide inclusive walking and cycling infrastructure and to facilitate Active Travel in Wyre.*

Taking advantage of potential match funding support from Sustrans and Lancashire County Council to improve walking and cycle paths across the Borough.

- *Improve the quality of, and opportunities for, physical activity in the outdoor environment including within / upon; parks, playing pitches, open spaces and waterways.*

Creating better connectivity between Wyre's residents and the outdoor environment including its coastline. This recognises that Wyre Council is updating its open space and playing pitch strategies and the key role that their implementation will have on the delivery of this agenda.

- *Ensure that the emerging Local Plan for Wyre fully reflects opportunities to increase physical activity levels in both the built and outdoor environments.*

Embedding opportunities to grow physical activity within the emerging policies and masterplans contained in the new Local Plan for Wyre.

THEME 4

GOVERNANCE AND COMMUNICATION

Wyre Moving More is a joint venture by a range of organisations with the best interests of Wyre residents at heart. Whilst commissioned by Wyre Council, strategy development has been led by a consortium of strategic partners representing the physical activity sector in the Borough. A project board has been formed to set the initial strategic direction and to check and challenge the strategy process.

The objectives and actions outlined within this strategy are owned by the Board and it will retain responsibility for delivery and subsequent monitoring and evaluation of the intended outcomes of Wyre Moving More.

Board membership is as follows:

- Wyre Council.
- Lancashire County Council.
- The University of Central Lancashire.
- Active Lancashire.
- Fylde Coast School Sports Partnership.
- Fleetwood Town Community Trust.
- NHS Lancashire and South Cumbria Integrated Care Board.
- YMCA Fylde Coast.
- Representation from the sports club sector.

Having developed the initial strategy framework comprising three main themes (Health & Wellbeing, Children & Young People and Active Environments), these were then explored in more depth via workshop-based discussions involving community and specialist input (see table below). A list of attendees is provided in Appendix 2. Each Wyre town partnership board (Fleetwood, Garstang and Thornton Cleveleys) was also briefed on the initial rationale for, and focus of, the work.

Theme based workshop attendees included:

<i>Health & wellbeing</i>	<i>Children and young people</i>	<i>Active environments</i>
Torrentum Primary Care Network Fleetwood Primary Care Network Healthier Fleetwood	Fylde Coast School Sport Partnership University of Central Lancashire Active Lancashire	Sustrans Royal Lifesaving Society Lancashire County Council

Fylde Coast Clinical Commissioning Group YMCA Fylde Coast Wyre Council	Wyre Council	Wyre Council (including Planning Services, Parks and Countryside Services) Fylde Coast Cricket Coaching
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Delivery of strategy actions will require leadership, further collaborative work across the system, securing external funding and allowance of time and allocation of resource to enable reflection on learning generated by the work commissioned. The identification of individual(s) including elected members and community leaders/representatives who can **champion** the strategy will be crucial to its success.

As mentioned above, Wyre has a vibrant, long-established **voluntary sport sector** and sports clubs which are vital to helping people become and stay active in the Borough. Whilst they can, to varying degrees, access support from their national governing bodies of sport, the Pandemic has impacted acutely on volunteer capacity and there is a need to develop a local support network in the Borough, particularly if clubs and their volunteers are to be asked to ‘step up’ and contribute to the intended outcomes of Wyre Moving More.

Finally, establishing a clear consistent **digital and social media** presence for Wyre Moving More will be key to effectively delivering the strategy. Rather than investing in a bespoke website presence for example, this will be about creating a clear identity for the strategy, generating momentum for its work and embedding content across existing Council, NHS and other stakeholder platforms.

THEME 4

GOVERNANCE AND COMMUNICATION

HEADLINE ACTIONS

Wyre Council and partners will work closely and effectively together to lead and deliver this strategy. It/they will:

- *Determine a clear remit, structure and terms of reference for a multi-stakeholder and decision-maker based Wyre Moving More Project Board.*

Create a clear plan setting out how implementation of the Wyre Moving More strategy will be led, governed and evaluated over its life.

- *Re-establish an informal Wyre Sports Club Network.*

Working closely with Wyre's sports club network, partners will determine club and volunteer training, support and development needs in the light of the Pandemic and in relation to delivery of Wyre Moving More objectives.

- *Establish a 'Wyre Moving More' digital platform.*

Create a clear web and digital presence for the Wyre Moving More strategy across existing Council and stakeholder platforms (e.g., Healthier Wyre).

STRATEGY ACTION PLAN

THEME 1

HEALTH AND WELLBEING

Wyre Council and partners will develop a wellness offer integrated with the emerging aims and objectives of the Integrated Care System on the Fylde Coast and Lancashire Place Based systems, capable of increasing levels of physical activity and contributing to a reduction in health inequalities across its communities.

Actions

<p><i>Agree a joint approach with health partners on the Fylde Coast in respect of the commissioning of health-related physical activity interventions in Wyre – to include:</i></p> <ul style="list-style-type: none"> ○ Identification of health funding streams with which to support the re-introduction of a GP health referral offer in Wyre. ○ Investigation of the appropriate level of integration of primary care services within new or refurbished leisure facilities. ○ Determining geographic (place-based and neighbourhood) areas of focus, based on levels of need (higher health inequality)
<p><i>Agree the form and function of the health referral pathway into physical activity in Wyre – to include clarity about and commitments to:</i></p> <ul style="list-style-type: none"> ○ The role of self, GP and social prescribing teams in the referral process. ○ The function of the leisure operator in handling initial enquiries. ○ The role of website, digital app and telephone contact centres in facilitating referrals.
<p><i>Review and refine the mix of programmes and interventions pitched at inactive residents in Wyre (Active Lives, YMCA and community and voluntary sector) in line with the findings of Wyre Moving More resident engagement including (but not exclusively):</i></p> <ul style="list-style-type: none"> ○ (Older people focused) gentle exercise, walk and talk, social cycling. ○ Advice on diet and support for weight loss and exercise promotion programmes. ○ Introductory ‘Moving More’ offers specifically to residents who are inexperienced or non-swimmers / unable to ride a bike.
<p><i>In respect of the management and operation of leisure and wellness facilities in Wyre, develop an operating framework / wellness contract comprising:</i></p>

<ul style="list-style-type: none"> ○ An operating contract with an outcome measured focus. ○ Re-introduction of an exercise / GP referral offer. ○ Programming and opening times responsive to resident needs identified within the Wyre Moving More survey. ○ Leisure card, concessionary pricing, and refreshed membership options.
<p><i>Sustain and wherever possible support the growth of existing community and voluntary organisations delivering on the wellness agenda.</i></p> <ul style="list-style-type: none"> ○ Identify the training and development requirements of the current workforce of social prescribers & community health workers in Wyre. ○ Determine where and how greater involvement of the community and voluntary sector in enabling physical activity opportunity can be encouraged. This should include those offering smaller facilities (such as village halls) and sports clubs able to provide introductory / 'back to' activity sessions. ○ Refresh the FYI directory of community and voluntary organisations in order to support the wellness agenda in Wyre

THEME 2

CHILDREN AND YOUNG PEOPLE

Improve levels of physical activity and participation in sports by children and young people in Wyre and contribute to an improvement in health indicator outcomes (including reducing levels of excess weight and improving levels of good mental health) amongst these groups.

Actions

Embark on a programme of advocacy and influencing with school leadership teams and policy decision makers to improve the profile and prominence of physical activity within the family of Wyre Schools, to include:

- A series of workshop-based sessions involving school leadership teams, Fylde Coast the School Sport Partnership, local GPs and primary care networks.
- Identification of a champion head teacher able to advocate principles of the whole school approach to peers.
- Delivery of an annual Wyre ‘day of movement’ within the school network.
- Participation in the Lancashire School Games.
- Commence dialogue between Wyre Council and LCC Children, Education and Families Service to discuss how to establish and embed the whole school approach within local education policy.

Identify a Wyre school with which to develop/pilot a ‘whole school approach’ to physical activity using the principles of the ‘Creating Active Schools’ toolkit (CAS). To include:

- Mentoring from areas that have successfully implemented the CAS approach.
- Identification of resources, funding and support from Active Lancashire and Sport England with which to allocate additional school leadership staff time to drive adoption of CAS principles within Wyre.
- Sharing of learning across the wider Wyre school network.

Identify Wyre neighbourhoods for a pilot community led approach to improving levels of physical activity amongst children and young people based on whole system approach principles. To include:

- Identification of appropriate community organisations to lead co-design/co-production of physical activity opportunity (i.e., sports/voluntary groups, youth organisations).
- Considering how the breadth of activity opportunity offered by private sector providers in Wyre can be best connected to those young people not currently physically active.

- Training and development of community leaders (including young people aged 16-25) providing them with the qualifications and knowledge to enable sustainable activity.
- Considering the broad range of need associated with Wyre's young people including SEND, those with disabilities and home educated individuals.
- Development of simple digital and social media messaging to encourage young people to reduce their screen time.
- Integration of Active Travel planning (walking and cycling routes) in the design of safe, active neighbourhoods.
- Identifying appropriate funding (Active Lancashire, Sport England) to support this.

Develop a programme of research and evaluation in relation to the physical activity behaviour of children and young people in Wyre, to include:

- Evaluation of the pilot 'whole school approach' in Wyre.
- Evaluation of the neighbourhood focused pilot.
- Interrogation of Active Lives (Wyre) children and young people survey data.
- Development of an appropriate range of outcome measures upon which to guide the future development and review of young people's physical activity behaviour in Wyre.

THEME 3

ACTIVE ENVIRONMENTS

Improve and facilitate access to the indoor and outdoor spaces in Wyre that will lead to a sustainable physical activity habit amongst Wyre residents.

Actions

<p><i>Seek external funding opportunities to provide improved built (indoor) facilities for physical activity and sport aligned with Wyre Moving More health and wellbeing objectives. To include:</i></p> <ul style="list-style-type: none"> ○ A review of leisure management options and procure an outcome focused operating contract in accordance with Sport England leisure services delivery guidance 2020. ○ Delivering an appropriate mix of indoor leisure facilities, reflecting needs identified within the Wyre Moving More online survey and associated community engagement. ○ Considering the role of Wyre Council’s wider stock of (non-leisure) built assets and their potential role in providing opportunity for physical activity. ○ Securing external partnership funding (e.g., from UK Government (Levelling Up/ Shared Prosperity, Sport England etc.) with which to deliver capital investment.
<p><i>Capitalise on opportunities to provide inclusive walking and cycling infrastructure and to facilitate Active Travel in Wyre. To include:</i></p> <ul style="list-style-type: none"> ○ Improvement and/or extension to existing National Cycle Network (NCN) infrastructure in Wyre. ○ Improvements in safety and the prioritisation of walking/cycling/wheeling within road infrastructure, including trialling of ‘quiet’ routes / lanes. ○ Undertaking an accessibility audit of existing NCN infrastructure. ○ Securing investment into improved walking and cycling / wheeling routes via sources such as the Lancashire Cycling & Walking Infrastructure Plan
<p><i>Improve the quality of and opportunities for physical activity in the outdoor environment including within / upon parks, playing pitches, open spaces and waterways. To include:</i></p> <ul style="list-style-type: none"> ○ Developing/adopting new playing pitch and open space strategies for Wyre.

- Working with/influencing tourist partners and providers in Wyre to realise opportunities to make better use of Wyre's coast, countryside and waterways for physical activity.
- Encouraging the safe use of water and coastline by ensuring water safety messages are promoted to the public and in schools using simple language.

Ensure that the emerging Local Plan for Wyre fully reflects opportunities to increase physical activity levels in both the built and outdoor environments. To include:

- Agreeing a suitable policy in relation to the securing of developer contributions for indoor physical activity & sport facilities.
- Developing appropriate policy/identify appropriate site(s) for delivery of future indoor leisure provision aligned to recommendations in the Indoor & Built Facility Strategy.
- When developing policy for new leisure provision, including local master-planning ensure the integration of Active Design principles and opportunities for Active Travel.

THEME 4

GOVERNANCE AND COMMUNICATIONS

Wyre Council and partners will work closely and effectively together to lead and deliver this strategy.

Actions

<p><i>Determine a clear remit, structure and terms of reference for the Wyre Moving More project board. To include:</i></p> <ul style="list-style-type: none"> ○ Identify a prominent local individual / elected member / sports person to become Wyre Moving More champion / ambassador. ○ Work together to support the promotion and monitoring of the Wyre Moving More framework.
<p><i>Re-establish a Wyre Sports Club Network to:</i></p> <ul style="list-style-type: none"> ○ Provide an opportunity for information sharing, including mentoring, of local sports clubs and societies as they continue their recovery from the Pandemic. ○ Establish which clubs are willing, able to contribute to and benefit from the stated objectives of Wyre Moving More. ○ Identify requirements in terms of training, development, support and capacity building.
<p><i>Establish a 'Wyre Moving More' digital platform. To include:</i></p> <ul style="list-style-type: none"> ○ A website which can act as a focal point / 'what's on' noticeboard for Wyre Moving More branded activities. ○ Use of social media platforms as a means for promotion of activities and events. ○ A digital app which can act as a repository for data collection.

APPENDIX 1:

WYRE MOVING MORE SURVEY

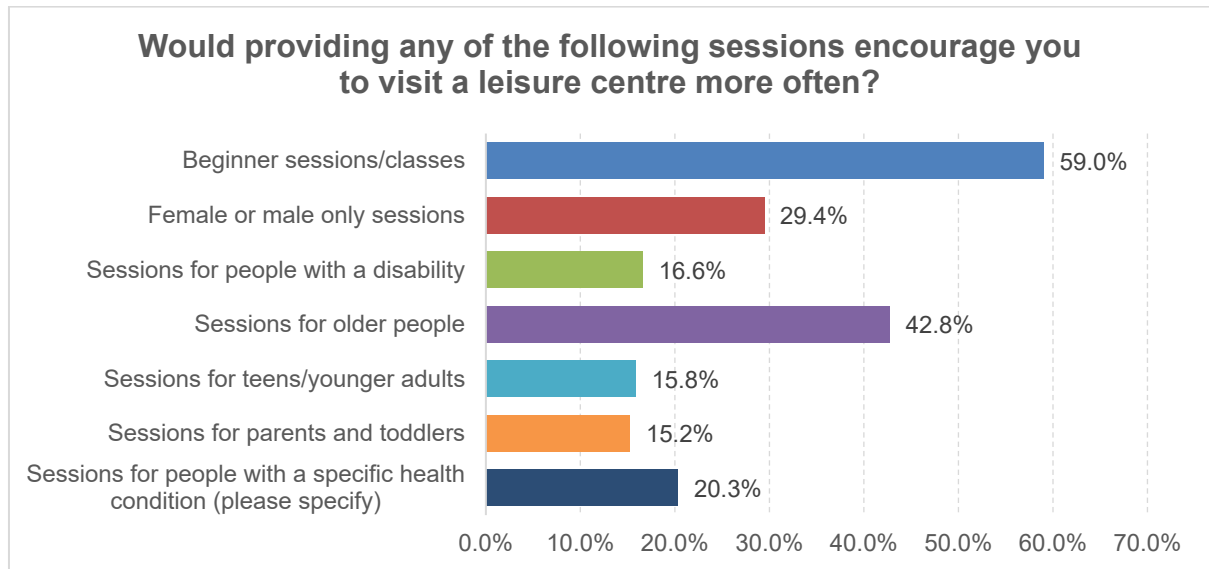
Engagement at resident level was undertaken via an online survey distributed over the period February – March 2022. This secured an excellent return of 948 responses.

A range of questions were asked to ascertain residents' preferences for, and perceptions of, physical activity. It also sought specific views in relation to Wyre leisure facilities to inform the linked Wyre Leisure Facilities Strategy

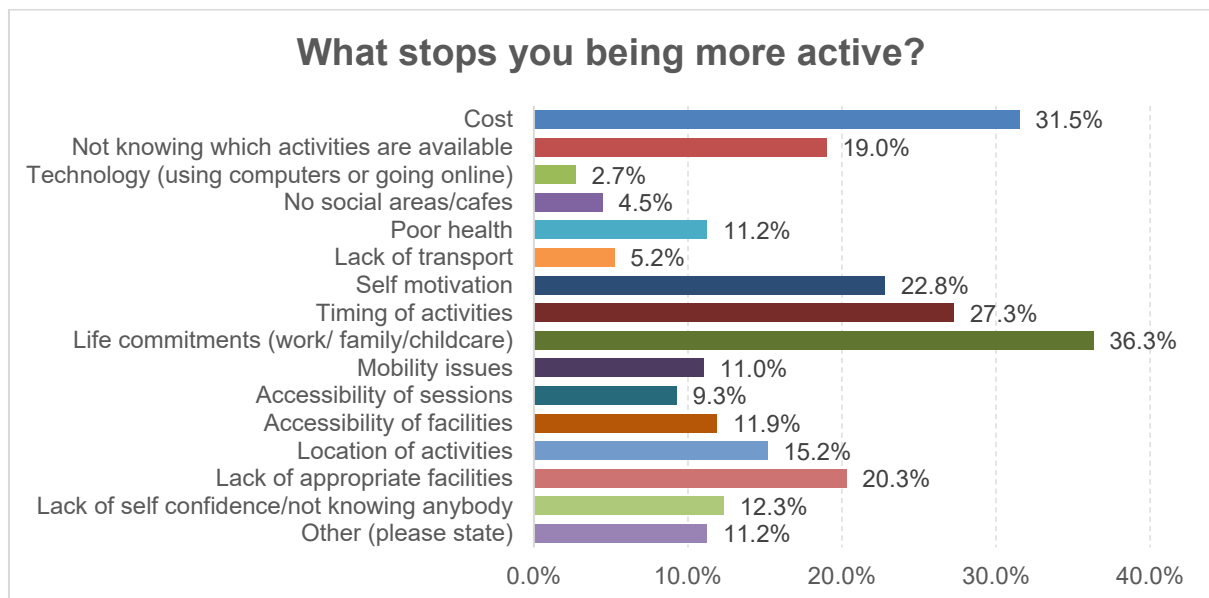
Wyre Moving More – summary of online survey findings

- The process secured an equitable geographical spread across the five main sub-areas in Wyre.
- Overall, responses were broadly in line with Wyre's age profile. Around 40% of all responses originated from residents aged 55+. 21% reported doing no more than one x 30-minute session of physical activity per week. 13% reported doing no activity at all.
- 37% of respondents reported not using any Wyre leisure facilities.
- Around one third of respondents reported having a long-term health condition.
- Cost, life commitments, timing of activities and lack of appropriate facilities figured strongly as barriers to residents being more active.
- Beginner activity sessions, sessions for older people and women or men only sessions figured strongly as interventions that would attract Wyre residents to visit leisure provision.
- A majority rated Wyre's contracted leisure facilities as being of average quality.
- Swimming, spa facilities, health and fitness and indoor sports halls were stated as favoured preferences within new facility provision. Indoor adventurous activity was also well represented. Outdoors, walking (strongly), cycling and beach activities were popular.
- Weight gain and reduced activity levels figured strongly in terms of the (negative) health effects of the Pandemic. Reduced confidence levels and social isolation also featured significantly.

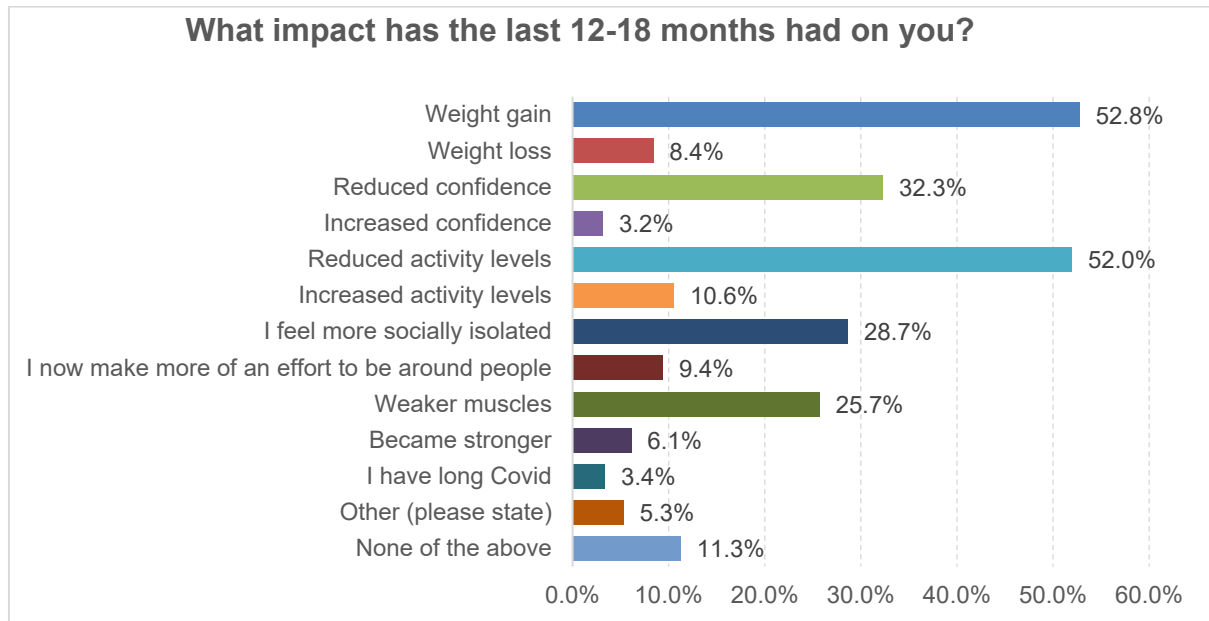
Sessional preferences within facility provision



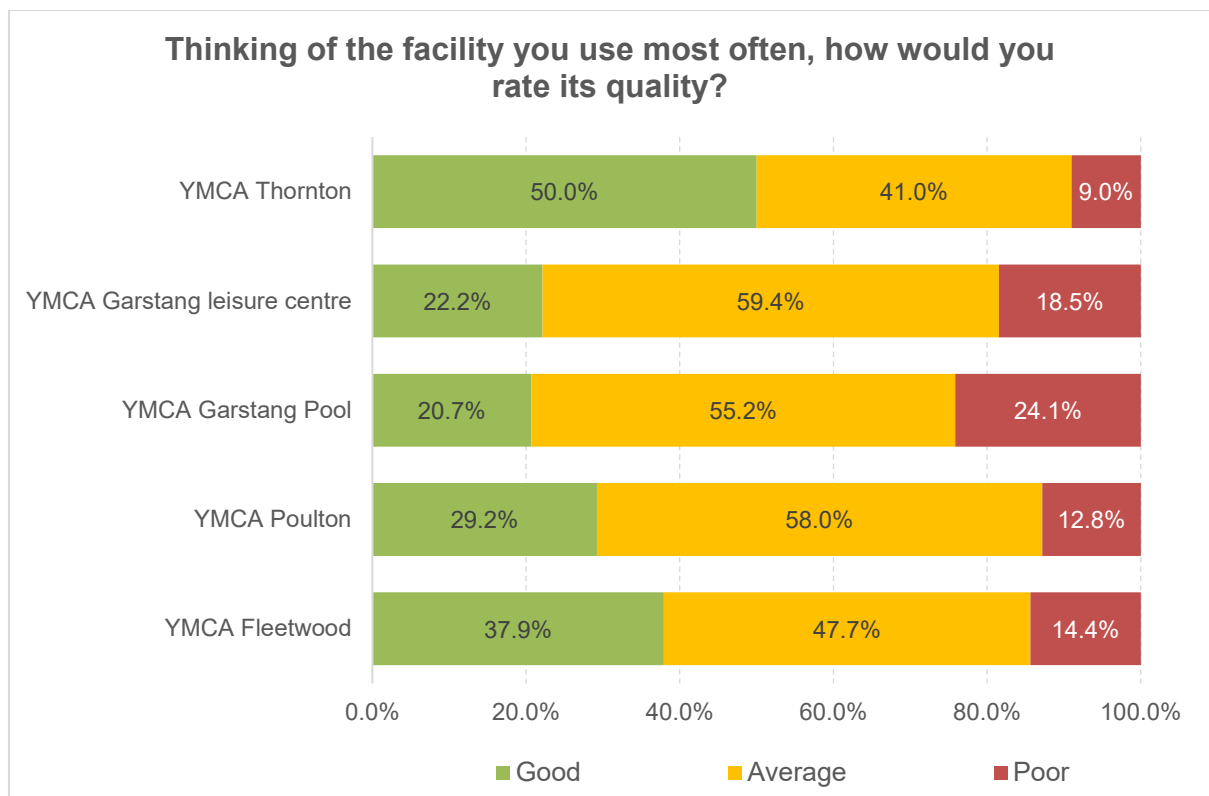
Barriers to access



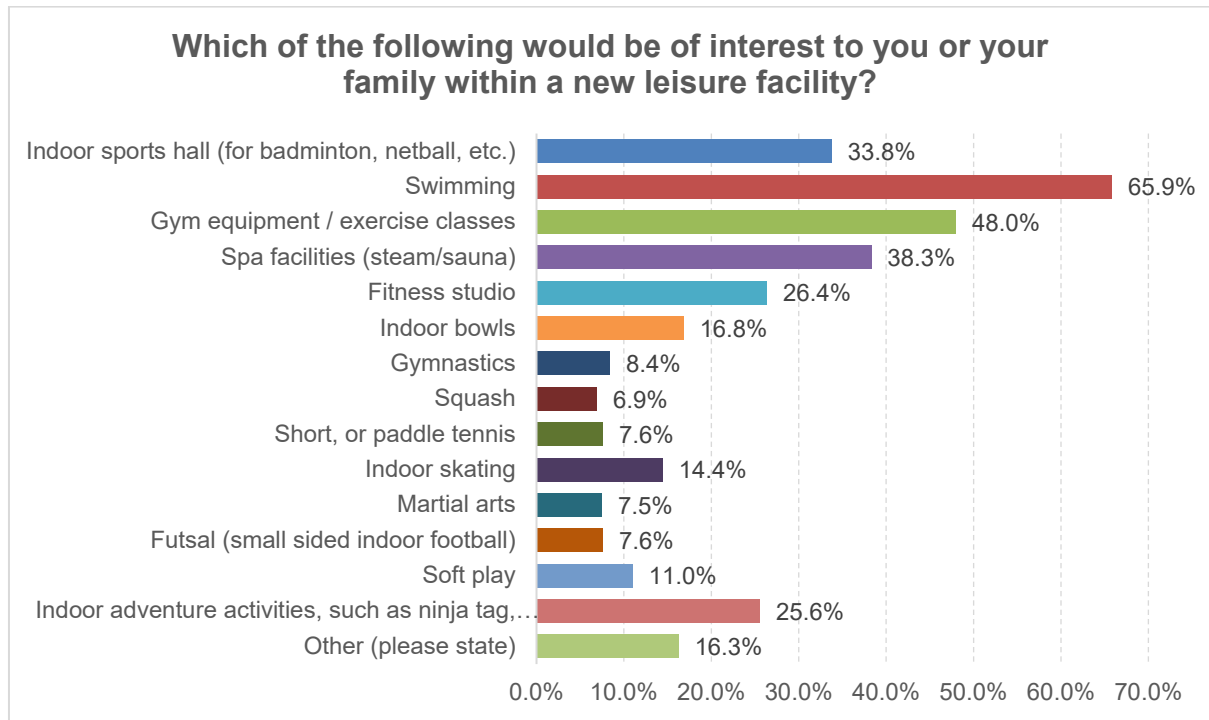
Impact of Covid-19 Pandemic



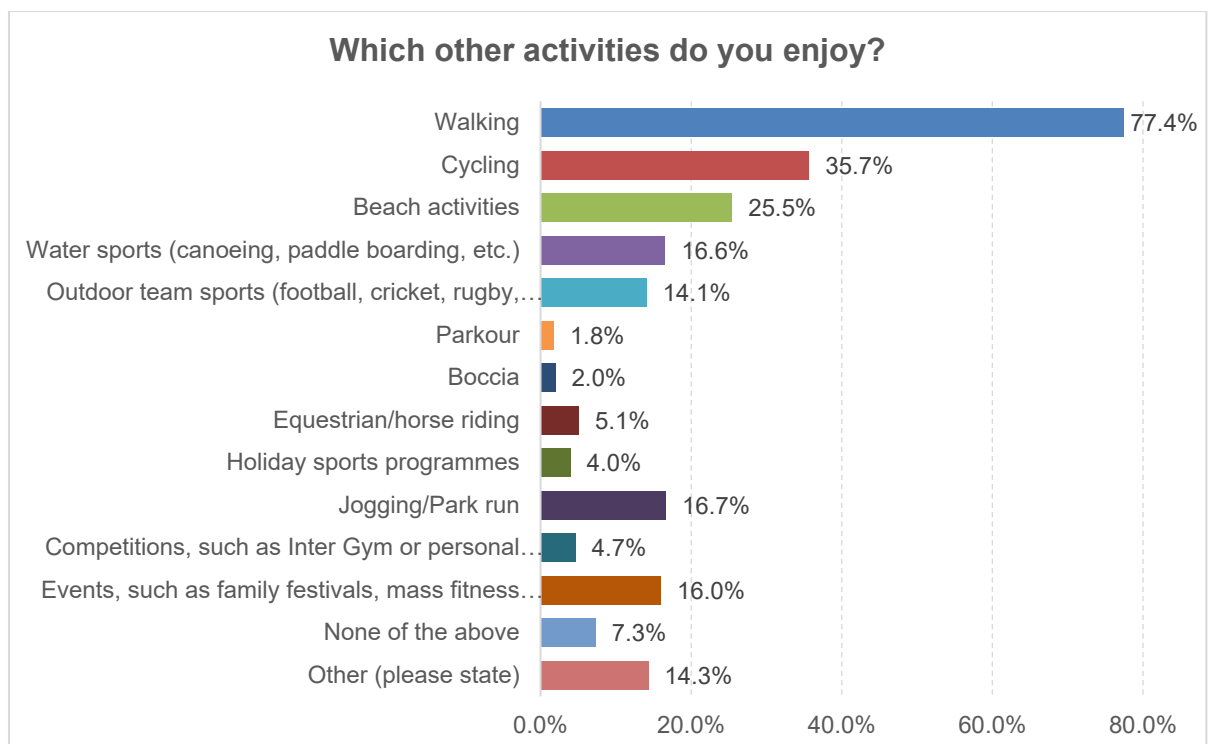
Resident perceptions of facility quality



Facility preferences



Other activity preferences



APPENDIX 2:

THEME BASED WORKSHOP ATTENDEES

Name	Role / organisation
Dr Christopher Gunn	Lecturer: Sport Business Management & Sports Coaching, UCLAN
Jo Carson	Social Prescribing Link Worker, Cleveleys Group practice
Lisa Banks	Torrentum Primary Care Network
Alex Millar	Network Development Project Officer - Sustrans
Bobby Denning	Fylde Coast Cricket Coaching
Cllr Shaun Turner	Lancashire County Council
Alison Boden	Wyre Council, Coast and Countryside Manager
Len Harris	Wyre Council Senior Planning Officer,
Shelley Birch	Wyre Council, (Children and Young People Lead)
Pete Smith	Commissioning Manager, Healthier Fylde Coast
Jenny Hill	Blackpool CCG
Dr Felicity Guest	GP, Torrentum Primary Care Network
Graham Oatridge	CEO, YMCA Fylde Coast
Anne Mullins	YMCA Fylde Coast, Thornton Centre Manager
Adrian Leather	CEO, Active Lancashire
Carol Ross	Director of Operations, Active Lancashire
Mark Stephenson	Operations Manager, Active Lancashire
Dr Mark Spencer	GP Principal, Mount View Practice
Matt Hilton	CEO Fleetwood Town Community Trust
Lee Cadwallader	Wyre and Fylde School Sport Partnership
Syd Holt and Richard Williams	Royal Lifesaving Society
Stuart Makepeace	Sport England (Observer)



**THE PROMOTION OF
SELF-CARE AND SOCIAL
PRESCRIBING IN WYRE
TASK GROUP
Draft Report**

CHAIRMAN

Councillor Richard Rendell

TASK GROUP MEMBERS

(at the time of review)

Councillor Lady Dulcie

Atkins

Councillor Peter Cartridge

Councillor John Ibison

Councillor Phil Orme

Councillor Richard Rendell

Councillor Holly Swales

**Overview and Scrutiny Committee
Chairman: Councillor Peter Cartridge**

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Introduction

The promotion of self-care and social prescribing in Wyre is a key priority for Wyre Council as part of its Business Plan in improving the health and wellbeing of residents and supporting vulnerable and ageing residents within the community.

District Councils have a vital part to play within their communities despite the fact that they are not formally responsible for public health. Regardless of this, district councils' role within their communities in relation to housing, planning, leisure, recreation and environmental health all directly impact on the health and wellbeing of residents.

District Councils also have a new part to play; primary care networks (PCNs) were established in 2019, which were designed to deliver day-to-day care for areas of up to 30-40,000 people. The PCNs would work with social prescribers, either externally or in-house, to refer residents to local groups or council services that would help to ensure they stay well in the community.

Social prescribing is defined by NHS England as “an approach that connects people to activities, groups, and services in their community to meet the practical, social and emotional needs that affect their health and wellbeing”. The link workers that form local organisations, charities and health services work closely on an individual basis with residents who are experiencing issues with their physical or mental health, and refer them to community groups, services and activities to improve their health and wellbeing outside of the NHS.

Wider social determinants of health have the largest impact on residents' health and wellbeing, and so ensuring a joined-up approach between health services, social prescribers and councils would enable residents to stay well and independent.

Following a meeting in October 2022 with Hilary Fordham, the Integrated Place Leader for Lancashire North, and Dr Adam Janjua, Clinical Director Place, the Overview and Scrutiny Committee were inspired to commission a task group to review further opportunities in the borough for social prescribing. This task group was officially agreed in November 2022 with a draft scoping document setting out its review focus.

The purpose of the review was to understand the contribution of district councils, and Wyre specifically, in supporting healthy communities through the promotion of self-care and the use of social prescribing in the borough.

This report provides a summary of evidence the group gathered and it has been analysed to frame three conclusions and recommendations.

Aim of review/Terms of reference

1. Understand what the council offers regarding health and wellbeing.
2. Understanding the council's involvement and engagement with local Social Prescribing Networks
3. Investigation of the value for money and outcomes of the current offer.
4. To strengthen links, as a District Council, with the new Integrated Care Board and Integrated Care Partnerships.
5. Identify and recommend opportunities for improvement.

The review process

Following each meeting and a review of their scoping document, the group called for evidence and witnesses as appropriate.

For the first meeting, the group had asked the Portfolio Holder for Leisure, Health and Community Engagement, Councillor Lynne Bowen, the Head of Housing and Community Services, Mark Broadhurst, and the Leisure, Healthy Lifestyles and Communities Manager, Carol Southern, to submit a report giving context for the review with a specific focus on council services that had an impact on the health and wellbeing of residents. They also provided responses to further questions at the third meeting of the task group, as well as attending the final meeting to comment on the emerging draft recommendations.

At the second meeting, the group heard evidence from Keith Potter, the Social Prescribing Team Leader from the Volunteer Centre for Blackpool, Wyre and Fylde. They also heard from Dr Mark Spencer, the Clinical Director of Fleetwood's PCN. The group also sent out a consultation, with a list of three questions, to all GP practices in the area which the council had contact details for; they were also invited to attend the Over Wyre Medical Centre Open Day on the 9 March 2023 to see how a GP practice would bring social prescribing in-house. All interviews, as well as the consultation and further questions to the relevant officers, were prepared for through discussions and pre-prepared questions which allowed for more detailed discussion with the representatives and questions.

The Chair, Councillor Richard Rendell, would like to thank all expert witnesses, those who responded to the consultation as well as the officers for their time and the information they provided.

Summary of evidence provided by the Portfolio Holder for Leisure, Health & Community Engagement, Lynne Bowen, the Head of Housing and Community Services, Mark Broadhurst, and the Leisure, Healthy Lifestyles and Communities Manager, Carol Southern

The Portfolio Holder for Leisure, Health and Community Engagement, Lynne Bowen, the Head of Housing and Community Services, Mark Broadhurst, and the Leisure, Healthy Lifestyles and Communities Manager, Carol Southern, attended the first meeting to introduce the group members to the context of the review and to give them information on services the council already provided in this area.

The Head of Housing and Community Services, Mark Broadhurst, introduced the report and highlighted the importance of district councils in the running of key services that have an impact on the social determinants of health such as housing, leisure, environmental health, pollution and planning. In addition, district councils were more recently involved in preventative-based approaches to health and wellbeing, one example was working with social prescribers.

Mark provided the group with more detail regarding the different services Wyre Council provided to assist to improve resident's health and wellbeing such as housing those impacted by homelessness through initiatives like Changing Futures, home adaptations through disabled facilities grants, heating homes via affordable warmth initiatives and facilitating residents attending the borough's leisure centres. In addition to the membership-led approach at the leisure centres, Wyre Council had developed new initiatives for those residents less inclined to join a gym.

He highlighted the importance of individual responsibility to ensure self-care and provided members with the World Health Organisation definition of self-care, "the ability of individuals, families and communities to promote their own health, prevent disease, maintain health, and to cope with illness and disability with or without the support of a health worker". He added that the Leisure, Healthy Lifestyles and Communities team were providing innovative health and wellbeing initiatives and projects by utilising partnership links and attracting external funding. This was resulting in improved health and wellbeing of residents, specifically the most vulnerable, and preventing people from addressing at GP Surgeries for non-clinical matters. Mark explained the work of social prescribers and how Wyre Council worked closely with them to refer people to the relevant offers provided by the council.

The Leisure, Healthy Lifestyles and Communities Manager, Carol Southern, provided members with an overview of the report submitted. She explained that her team had recently produced a physical activity and sports strategy called Wyre Moving More. This was alongside the ongoing KKP Leisure Consultant's review of the YMCA leisure centres. She added that Wyre Council worked with key partners both strategically and operationally to help people connect within their local community and stay healthy and well. These included:

- Lancashire County Council – public health team and the communities team
- Active Lancashire – sport and activity partnership

- NHS Lancashire and South Cumbria Integrated Care Board
- Blackpool Teaching Hospital NHS Trust
- University of Central Lancashire
- Fleetwood, Torrentum, WIN and WREN Primary Care networks in Wyre
- 15 GP Surgeries
- Fylde Coast YMCA
- Fleetwood Town Community Trust
- Healthy Heads
- Wyre & Fylde School Sport Partnership
- Healthier Fleetwood
- Many local community groups across Wyre

Carol explained that there were four Primary Care Networks (PCN) in Wyre all with teams of social prescribers, which the council met with regularly. Listening to these teams, helped identify gaps and opportunities to work collaboratively to improve residents' lives. Some examples were on issues such as befriending support, cost of living support, care and repair, exercise referral programmes (Your Move) and computer literacy courses. Carol added that her team worked closely with the Communications team in the council to promote their programmes and offers. They also produced a regular newsletter that went out to over 400 community groups as well as their Healthier Wyre social media platform hosted on Facebook. She stressed the importance of key weeks such as mental health and self-care week and promote specialised initiatives where possible.

Carol explained to members several services the council were commissioned to provide by Lancashire County Council, these were:

- Adult weight management – commissioned up to 750 places, 528 people accessed in 2022, 12-week free places at Slimming World in Wyre, the biggest adult weight management programme in Lancashire.
- Children's weight management – commissioned the Play Activity Skills at Tea Time (PASTA) programme in Wyre to Healthy Heads and Fleetwood Town FC Community Trust, worked with Charles Saer and Larkholme Primary Schools, six-week programme, awarded another 12 months funding, looking to expand to additional schools.
- Holiday activity and Food programme, (HAF) – commissioned up to ten different local providers to provide HAF at Easter, Summer and Christmas, places for children on benefits related free school meals and vulnerable children, reached 718 individual children in 2022 (excluding December 2022), looking to expand to High School aged children.

Carol also explained to members several services Wyre Council commissioned or provided internally, there were:

- TRY Sport - Fleetwood Town FC Community Trust, commissioned to provide up to ten activity and sport sessions for inactive children per week, 282 young people attended so far in 2022/23
- Arts and Health activities – commissioned local artists to provide four weekly sessions and another four arts and health courses throughout the year

- Wyre Wheels – provided a weekly session for people with disabilities to access Wheels for All bikes in partnership with Cycling Projects, (a national charity)
- Volunteering programme – promoted, recruited and supported the Council’s volunteering programme, 221 active volunteers, 14,401 volunteer hours
- Beginners activity sessions – funded or supported up to nine low impact activity physical activity and dance sessions across Wyre for people who were currently inactive
- Supported the four Harmony and Health singing groups for the past five years

Carol explained to members that the reduction in the ‘Your Move’ physical activity referral initiative was a result of funding cuts from Public Health at Lancashire County Council. She reassured members that her team were continuing to share the benefits of the scheme with Lancashire County Council and they were also exploring alternative models to bring it back but potentially in a different way. The group acknowledged the benefits of the ‘Your Move’ initiative and supported a revival of the scheme if funding were made available.

Councillor Lynne Bowen, Leisure, Health and Community Engagement Portfolio Holder, praised Carol, Mark and their teams for their continuous commitment to finding funding and resources for new health and wellbeing initiatives. The task group echoed this.

In conclusion, Mark Broadhurst updated members that a new fund had been launched to help local groups and community organisations who were supporting people with the cost of living. Bids were invited for funding to support either existing or new projects in Wyre. The funding was provided by the NHS via the Lancashire and South Cumbria Integrated Care Board.

Following the second meeting of the task group, the Head of Housing and Community Services and the Leisure, Healthy Lifestyles and Communities Manager were asked to provide further evidence to the group. The following questions were agreed and circulated to officers, with a response included in the agenda for the third meeting:

Q1: Can you give more information on your meetings with PCNs in the borough and other organisations?

Fleetwood PCN

Healthier Fleetwood – we are very involved in the leadership of this successful partnership with the community. Monthly multi-agency partnership meetings are very well attended by both statutory and VCFSE sector agencies

We attend Fleetwood Neighbourhood Multi-Disciplinary Leadership Meetings – Bi-monthly

We attend the Future Fleetwood / Fleetwood Regeneration Partnership – the Fleetwood PCN are very well represented and engaged in the Regeneration Framework. Quarterly meetings are held attended by a range of statutory and community organisations.

Examples of engagement sessions with the Fleetwood social prescribers:

- 10th March – coffee morning with the SP's
- 28th Sept – meeting with the whole SP Team
- 8TH Feb - workshop event looking at children's wellbeing with the children's SP
- We work closely with the SP's at the Market House studios delivering art sessions – 2 x 8 week groups

Torentum PCN

Digital Sessions for the community held in partnership with the PCN in 2022

Torrentum meetings/public events attended include:

- 23rd May – attended coffee afternoon with the SP's
- 6th September – meeting with the manager of the SP team and the wider team
- June – attended a GP practice meeting
- We support the Patient Participation Group at Thornton Medical practice
- Regular attendance at monthly coffee mornings held by the SP's

WIN PCN:

WIN meetings/public events attended include:

- 15th March meeting with the manager of the SP team and wider SP team
- 23rd March attended social prescribing event at Lockwood Surgery
- 30th June meeting with WIN SP team and Poulton library staff
- 13th September – coffee morning with the SP Team / public at Poulton Library
- 18th October – coffee morning with the SP Team / public at Poulton library
- 15th November – coffee morning with the SP Team / public at Poulton library

WREN PCN

WREN meetings/public events attended have included:

- 7th June – coffee afternoon with the SP's / public
- 5th July – coffee afternoon with the SP's / public
- 3rd August - meeting with SP manager and team
- We work closely with the SP team delivering Fun Arts sessions every Monday at Knott End library

- We have attended the Front Room at Over Wyre Medical Centre on 3 occasions to run arts activities for local people to attend

Q2: What kind of grants does the council have or has applied for? How does the process work in searching for grants and the distribution of them?

Recent grant funding rounds have been held/facilitated using external funding streams. These include:

NHS funded Cost of Living Grants supporting VCFSE organisations supporting residents during the cost of living crisis. The Council hosted and administered this fund that has supported 13 local groups.

We delivered funding support for VCFSE organisations supporting community work during Covid.

We have recently supported Homes for Ukraine Community Grants using Government funding to support local organisations helping to support and integrate Ukrainian refugees.

We support the Walney Extension Community Fund Panel.

We have close links with Lancashire County Council and support / share any grant funding rounds they hold or host.

We regularly promote any opportunities we become aware of for funding etc and if we are contacted by groups we will work with them, when we are able, to support them to develop projects, for example the beach wheelchair project, Thornton Church etc. We have to be careful that we don't stretch the Active Lives and Communities Team too thinly as we are all very busy, but we certainly make groups aware of the support and opportunities there are available and offer help whenever we can.

Q3: What other community groups, such as faith groups, does the council work/engage with?

We work with a number of local faith groups and share information / opportunities whenever appropriate. Promotion of the identification of potential clients for the social prescribing teams is however something that is led by the social prescribing teams themselves.

Q4: Is there an existing list of all community groups/outreach groups/organisations that work with the borough?

We have our own master list of community groups, sports clubs, schools and faith groups that we review every year. This is just our list so we can communicate with key contacts and make them aware of opportunities, such as funding via newsletters, emails etc. We send regular updates to the groups on this list.

The upkeep of a directory of services as such is a larger task. When we had the Fylde and Wyre CCG we worked closely with them in populating an online Directory of Services called FYI. FYI is still in existence but it's probably fair to say it isn't maintained as it once was due to the current reorganisations going on in health services. Whilst there is some Wyre information on FYI currently much of the information is Blackpool focussed as Blackpool Council largely fund and maintain the directory. You can view the FYI directory at:

<https://www.fyidirectory.co.uk/directory?term=wyre>

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Summary of evidence provided by Keith Potter, Social Prescribing Lead for the Volunteer Centre for Blackpool, Wyre and Fylde

Keith Potter, the Social Prescribing Team Leader from the Volunteer Centre for Blackpool, Wyre and Fylde attended the meeting to answer questions from the group on social prescribing and the relationship between link organisations and the council.

Four questions agreed by the group had been circulated in advance of the meeting:

1. **What is the work of the Volunteer Centre, in particular relating to social prescribing?**
2. **How is Wyre Council involved in this process and what is your experience of this involvement?**
3. **What other organisations do you work with, through the Council or through the organisation?**
4. **How could the Council's involvement and engagement with your work be improved?**

Mr Potter explained that the Volunteer Centre, in particular his social prescribing team, covered most parts of Blackpool and Fylde and particularly the Wyre Rural Extended Neighbourhood (WREN) primary care networks (PCNs) which included the areas of Garstang, Great Eccleston and Over Wyre. He explained that their contract with these PCNs had started in August 2020 and was set to end in June 2023, with upcoming meetings to review it.

He said that in relation to social prescribing, they worked mostly in Blackpool but highlighted a few projects in the borough of Wyre that they linked with.

Mr Potter explained that funding came from each PCN. Some funding also came via the Additional Roles Reimbursement Scheme (ARRS), however this meant that there were restrictions on how they could use that funding but this had allowed them to provide funding for additional roles in the social prescribing team including on health and wellbeing and mental health.

He continued that with social prescribing in general, there were two models of how this worked: one, which related to the work of the Volunteer Centre, was the work of the third sector in partnership with local PCNs, sometimes including working within those practices, including those in Fleetwood, Cleveleys and Thornton. The alternative model was the NHS model, which he explained would often experience issues due to being caught in other roles. With the third sector model, he said that with their background and resources, they would have more time, flexibility and connections to the community to support PCNs in social prescribing referrals.

The Volunteer Centre's referrals primarily were made from those within the PCNs, and Mr Potter told the group that they were currently promoting more self-referrals by engaging more with the community, and would hopefully alleviate some of the pressures on GP practices. Once a referral had been made, it would get allocated to a team member who would contact the patient and establish their goals and how to work towards these in a way that would empower people to meet these goals as much as they could by themselves. They would help them to work towards their

clinical goals by referrals to GPs, whilst the Volunteer Centre would focus on holistic needs. Mr Potter gave an example of an elderly resident he had recently worked with, who had an underlying health condition and other personal issues which had affected his physical and mental health. He told the group how he had worked with the gentleman and the referrals they had made for him to organisations within the community and how well these had worked for him.

Mr Potter explained that when looking at gaps in Blackpool and the WREN area, the rural areas had been identified as having gaps in service delivery. He explained that feedback often repeated the points that there were transport issues in the rural areas and that there were limited activities available for residents. He said that his organisation also found it difficult to find services to link patients to, and would want to know if there were more options to refer residents to. Mr Potter did say that he had worked with the council before and had been in contact with the Leisure, Healthy Lifestyles and Communities Manager.

The group raised concerns over the overlap of responsibilities, as well as the need for guidance in understanding the issues of social prescribing and how they could best make a positive impact. They also asked questions relating to specific causes of loneliness in the older population of Wyre, the use of faith groups and whether councillors could be more involved in engaging residents in the promotion of social prescribing services.

The Chair asked Mr Potter how the council's involvement and engagement with the Volunteer Centre could be improved. He responded that despite previous contact, they had not sat down properly with council staff responsible for this service and would appreciate frequent meetings with them to know what activities were happening in the area. Mr Potter said that in order to fill the gaps in the WREN areas, they would want to build up partnerships and work closely with the council.

The group raised the point that there was a multi-agency partnership that met with the council, and whether there may be a seat for organisations such as the Volunteer Centre at the table. They suggested that the task group could, as a recommendation, lobby this group and raise awareness for the need to include organisations such as the Volunteer Centre.

Mr Potter summarised that the main issue for organisations such as his was funding; there was more work within the communities he wished his team could do, but had other priorities and deliveries to manage. He gave an example of a patient who later became a volunteer with them which could help with resourcing issues. He also told the group that there was a new national initiative called Enhanced Health Checks which would contact residents and ask them to attend their GP practices for a general health check which could be a way of addressing the issue of residents who were being missed.

Summary of evidence provided by Dr Mark Spencer, Clinical Director of Fleetwood PCN

Dr Mark Spencer, Clinical Director of Fleetwood PCN and General Practitioner at Mount View Practice, attended the meeting to answer questions from the group on social prescribing from a clinical perspective following requests at the last meeting.

Four questions agreed by the group had been circulated in advance of the meeting:

- 1. What is the work of the Fleetwood PCN, in particular relating to social prescribing?**
- 2. How is Wyre Council involved in this process and what is your experience of this involvement?**
- 3. What other organisations do you work with, through the Council or through the organisation?**
- 4. How could the Council's involvement and engagement with your work be improved?**

Dr Spencer began by explaining to the group the history behind Primary Care Networks (PCNs). He informed the group that they were a part of the new reorganisation of the NHS since 2019, and were meant to cover certain geographical areas, with approximately 30-40,000 residents within them. Within the PCNs, the GP practices were to agree to work together to address the health issues of those specific communities, which would allow for flexibility for their individual community needs.

As he worked in Fleetwood, he gave examples of the individual needs in this area to the group; he said that the health outcomes of the town were significantly worse than the England average, with life expectancy around 8-9 years below the average with the most disadvantaged ward of Pharos being 10 years below the average. The main long-term health conditions of the town included: issues relating to mental health; addiction; obesity; diseases relating to smoking; heart disease.

He explained that the objective of the PCNs, the NHS and the Council were to help residents manage their illnesses, both acute and long-term; however, the NHS was not able to invest both time and resources into improving residents' overall health and wellbeing and specifically looking at preventative care. He said that supporting residents to stay healthy was an important aspect of social prescribing, as well as looking for alternatives to traditional treatment for certain conditions – such as encouraging residents to take up a social activity – so that they could avoid residents being prescribed unnecessary medications.

Dr Spencer explained to the group that the term “social prescribing” was a similar concept to prescribing medication, in that prescribing a social activity would act as an

adjunct to traditional treatment. One of the biggest causes of illness was loneliness and isolation – it affected both mental and physical health, and the impact of prescribing a social activity showed an improvement in residents' self-confidence and gave people self-motivation to look after themselves and take control of their lives. This would lead to better physical health and less strain on the NHS.

He said that PCNs had been supported by the NHS for four years by that point, and were receiving funding to employ link workers, who would work closely with residents to 'link' them with social activities in their area. Those working in Fleetwood had been doing something like this for the last 10 years, with Healthier Fleetwood – a community organisation run by residents volunteering – for the last 8 years. He showed the group a promotional video, explaining some of the activities run by Healthier Fleetwood in the area and their impact on residents. He said that there were 68 different activities being run in the community, including those for children and families.

The Chair asked Dr Spencer why PCNs were not attached to constituency boundaries. He responded that the size of PCNs was important; the staffing levels needed meant that the size could not be too big, and 30-40,000 residents in one was the standard size. There were 4 within Wyre: Fleetwood; WIN (Wyre Integrated Network); WREN (Wyre Rural Extended Neighbourhood); and Torentum.

He responded to the second question from the group, stating that Wyre Council had been very supportive going back a decade; some of the activities run by Healthier Fleetwood were funded and run by the council and they also helped to promote awareness of other activities in the area. He said the council worked with all of the PCNs, and stressed the good work of Mark Broadhurst and his team in Fleetwood. The offer from the council was already extensive, he responded.

The Chair asked whether the council's involvement could be improved. Dr Spencer said that things could always be improved, but highlighted the positive impact of the council's regeneration programme. He mentioned the significant community work of Mark Broadhurst and Sara Ordonez, the UKSPF Programme Manager, in the production of the regeneration programme. He hoped that more external funding might be sought.

He stressed to the group that his experience in Fleetwood highlighted the different needs of each community in Wyre, as the health outcomes were worst there and so had greater needs.

The group asked Dr Spencer whether there was a specific direction for them to recommend the council take, and his plans for the future of Fleetwood. He told the group that the partnership between the PCNs, the NHS and the council was very important, with Fleetwood benefitting from this close relationship through Mark Broadhurst. The council had just started hosting meetings for all PCNs, and supporting the rest of the borough should be key. For Fleetwood, they wanted to keep focusing on children, families and the growing obesity problem with life expectancy in the area still dropping. Despite advances in medications, there was still a need to do something in parallel to help support the community.

Consultation with GPs in Wyre

The group had put together a handful of questions which they would like to put to GP practices in the borough to help them with their recommendations to Cabinet on how the council can improve its services and working relationships with GPs.

- 1. Does your practice link to and work with (possibly via your primary care network team) with Wyre council? Y/N**
 - a. If no, why not?
 - b. If yes, how would you define the working relationship between your GP practice and Wyre Council?
- 2. Do you think Wyre council works well with GP practices on social prescribing matters?**
- 3. What more could the council do to work better together to improve the health and wellbeing of residents/social prescribing matters?**
- 4. Would you be willing to have an update at one of your practice meetings by an officer from Wyre Council?**
- 5. Who is the best person for Wyre Council to liaise with in the future? What are their contact details?**

Only one GP practice in the borough responded to the consultation. The answers are copied below.

1. Yes. We have had a very good relationship with Wyre Borough from the start, with teams meetings with Carol Southern, Mark Broadhurst. We as social prescribers get immense support from you all.
2. Absolutely. You are always open to suggestion, and definitely take our views into account, along with the other social prescribing teams. You are always keen to get our feedback about what people in this area want. Also helping us out with problematic patients.
3. You are already looking into the possibility of setting up a befriending service, which is a huge problem for us, as we are no longer able to refer in to Lancashire Volunteer Partnership, and struggle to find anywhere else for our lonely, housebound patients. Something like the old GP referral scheme would be advantageous, as we can only refer to Active Blackpool.
4. I am sure those on the meetings wouldn't object.
5. As far as we are concerned, our manager Lisa Banks, for our Torentum PCN. Lisa.banks12@nhs.net

Torentum PCN, Cleveleys Group Practice

The group discussed the lack of responses at their third meeting and questioned how best to improve communications with GPs.

Supporting documents

Elected members were presented with a number of additional documents that supported them in their work.

The documents are hyperlinked below. If you require any assistance with accessing these documents please email: democratic.services@wyre.gov.uk

- Document 1 – [Leisure, healthy Lifestyles and Communities Team update](#)
- Document 2 – [Social Prescribing Link Workers' Report, May 2022 – July 2022](#)
- Document 3 – [Written response from officers](#)
- Document 4 – [GP Consultation response](#)
- Document 5 – [Full minutes pack of the Promotion of Self-Care and Social Prescribing in Wyre Task Group](#)

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Conclusions and recommendations

The group recognises that the council already provides many key services in relation to the promotion of self-care and works closely with social prescribers in the borough. They praise the work of the Healthy Lifestyles and Community Engagement team and pass on the positive feedback that they also received from their expert witnesses.

The group also acknowledge that social prescribing is still a new phenomenon, and that it will take time for the joint operations between local organisations, the council and health services to be fully operational to the best of their ability. They also recognise that this is not a statutory council function.

However, the group know from interactions with their residents how important the physical and mental health and wellbeing is of residents, particularly those who are vulnerable and ageing. In a post-pandemic world, with growing strains to health services, it is vital that district/borough councils and local organisations step in where possible to help alleviate this pressure and take care of vulnerable groups in ways which benefit them the most.

The task group concludes that the following recommendations be made to the Cabinet:

Recommendation One

The council continues to promote its ongoing work with its primary care networks, local GP practices and other link/community organisations; that the council supports these groups by continuing to advertise its services via different methods.

The group acknowledges the work the Healthy Lifestyles and Community Engagement team already undertakes in relation to the promotion of self-care and social prescribing within the borough.

The group heard from representatives of the council's PCNs/link organisations and wants to ensure that all relevant organisations are connected to the council and are aware of what services the council provides and who the council's named contact is. This is in order to ensure that communication between the council, local social prescribing teams and clinical groups continues to develop closer working relationships with these organisations.

Recommendation Two

The council utilises existing databases of all community groups, activities and link organisations working in the borough for councillors and residents to view on the Council website.

The group recognises that social prescribing is still a relatively new phenomenon and that it is not a statutory district council function. It is a part of the NHS Long Term Plan, and a new introduction into primary care services. However, considering that it works with non-medical community-based activities, district councils ought to have a part to play in this, particularly in an area like Wyre which covers a large area including more rural, hard to reach areas. A more collaborative approach, sharing information and joining up services, would help to more effectively target residents who were in need of these services; but more information on the services available within the borough and for this to be accessible to residents was required.

However, comments received from link organisations and local GP practices echo needs from residents to know what type of groups and activities are being offered by the council and in the borough. This is particularly important post-pandemic for vulnerable and elderly residents. Comments from the expert witnesses interviewed by the group highlighted the need to improve communications within the rural areas, as some organisations had trouble working in areas such as the Over Wyre area, and Dr Mark Spencer emphasised the larger need for social prescribing interventions in Fleetwood due to its high health inequalities.

Recommendation Three

The work of the council in relation to social prescribing be monitored by the Overview and Scrutiny Committee and be made a strategic priority for the next intake of councillors.

Social prescribing is still a relatively new concept, with PCNs only established in 2019; therefore the work of these teams, the NHS and District Councils is still developing to understand the needs of residents and what part councils have to play.

Post-pandemic, the physical and mental wellbeing of residents ought to be prioritised by councils and to ensure that particularly those in vulnerable groups are taken care of, but are also empowered and encouraged to take care of themselves so they can stay well in their communities and that NHS resources are protected.

As part of its work programme priorities, the O&S Committee is asked to include social prescribing when considering review topics for task groups, using the recommendations of this task group as a foundation to go into greater detail about social prescribing and self-care. They also proposed that during the process of

reviewing the council's Business Plan, the O&S Committee should emphasise the relevance of social prescribing. This would assist the council in achieve its corporate objective to empower healthier and more resilient communities.

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Councillors' attendances

There were four meetings of the Promotion of Self-Care and Social Prescribing in Wyre Task Group. It should be noted that many of the councillors on this task group were not re-elected in May 2023.

Name of Councillor	Meetings attended (maximum)
Councillor Lady Dulcie Atkins	3
Councillor Peter Cartridge	3
Councillor John Ibison	3
Councillor Phil Orme	3
Councillor Richard Rendell	4
Councillor Holly Swales	1

List of appendices

Appendix A – The Promotion of Self-Care and Social Prescribing in Wyre Task Group – draft scoping document

References

Shaping healthy places: exploring the district council role in health, 2019

<https://www.local.gov.uk/publications/shaping-healthy-places-exploring-district-council-role-health>

Social Prescribing, NHS England

<https://www.england.nhs.uk/personalisedcare/social-prescribing/#:~:text=What%20is%20social%20prescribing%3F,affect%20their%20health%20and%20wellbeing.>



The Promotion of Self-Care and Social Prescribing in Wyre

Task Group - Scoping Document

<p>Review Topic</p>	<p>To understand the contribution of District Councils in supporting health and healthy communities.</p> <p>In particular to investigate how the council contributes to the promotion of self-care and social prescribing in Wyre.</p> <p>Self-care describes a conscious act a person takes in order to promote their own physical, mental and emotional health.</p> <p>Social prescribing is a way for local agencies to refer people to a link worker. Link workers give people time, focusing on ‘what matters to me’ and taking an holistic approach to people’s health and wellbeing. They connect people to community groups and statutory services for practical and emotional support.</p>
<p>Chair</p>	<p>Councillor Richard Rendell</p>
<p>Group Membership</p>	<p>Councillor Lady Dulcie Atkins Councillor Peter Cartridge Councillor John Ibison Councillor Phil Orme Councillor Richard Rendell</p>

	Councillor Holly Swales
Officer Support	Daphne Courtenage, Democratic Services Marianne Unwin, Democratic Services
Purpose of the Review	<p>District Councils are well connected and collaborative and can link up local service provision; they work in partnership with social care services, the NHS, local voluntary and charity sector groups, businesses and other agencies such as the police to support public health. In short, district councils make a very important contribution to weaving the social fabric of their areas and seeking to create and sustain healthy places for people to be born, grow, live, work and age well.</p> <p>With this in mind, the review aims to identify areas of improvement to promote and facilitate self-care to residents, this will ensure that people stay well in their community and assist with reducing time spent in primary care settings such as GPs for non-clinical issues. In addition, the review aims to identify how the council can support the wellbeing of residents through social prescribing.</p>
Essential Criteria (at least one must be marked)	<p><input checked="" type="checkbox"/> A council priority (as set out in the Business Plan)</p> <p><input checked="" type="checkbox"/> A matter of significant, demonstrable public concern, as raised through ward councillors, local media etc.</p>
Role of Overview and Scrutiny in this Review (mark all that apply)	<p><input type="checkbox"/> Holding Executive to account – Key Decision</p> <p><input checked="" type="checkbox"/> Holding Executive to account – performance based</p> <p><input checked="" type="checkbox"/> Community champion</p>

	<input checked="" type="checkbox"/> External partnership <input type="checkbox"/> Contribution to policy development <input type="checkbox"/> Policy review <input checked="" type="checkbox"/> Statutory duties / compliance with codes of practice
Aims of Review / Terms of Reference	<ul style="list-style-type: none"> • Understand what the council offers regarding health and wellbeing. • Understanding the council's involvement and engagement with local Social Prescribing Networks • Investigation of the value for money and outcomes of the current offer. • To strengthen links, as a District Council, with the new Integrated Care Board and Integrated Care Partnerships. • Identify and recommend opportunities for improvement. <p>Suggested key areas of focus:</p> <p>Independence</p> <p>Have an understanding of the different types of support the council provides to ensure residents can live safely and comfortably in their own homes, including home adaptations and handyperson services, affordable warmth and energy efficiency and how these services help residents to have more control over their health and wellbeing. Understand the new pilot project (Health and Housing Coordination) operating from Care and Repair into local hospitals / social care services.</p> <p>Physical activity and mental health</p> <p>Have an understanding of the leisure and green spaces and health programmes the council organise or contributes to.</p>

	<p>Community outreach and advice services</p> <p>Have an understanding of how the council works with organisations, specifically regarding the contribution to social prescribing and what the referral process looks like.</p>
<p>What specific value can Scrutiny add to this work area?</p>	<p>District councils are not formally responsible for public health as detailed in the Health and Social Care Act 2012, but they still have a huge role in it. They are providers of key services, which have a direct impact on the social determinants of health, such as housing, planning, leisure, recreation and environmental health that directly affect the health of the population. District councils are the closest level of local government to their communities.</p> <p>The review will identify areas of strategic focus to assist the council to achieve its corporate objective (as set out in the Business Plan). The council has the ambition to empower healthier communities, which involves collaborating with residents and local stakeholders to support and maximise opportunities for improving health and wellbeing across the community. This review should assist with how this could be explored and identify additional opportunities to achieve this ambition.</p>
<p>Methodology</p>	<ul style="list-style-type: none"> • Interview expert witnesses • Comparative research • Site visits • Consultations • Written submissions
<p>Limits of Review</p>	<p>The review should be limited to investigating the services Wyre Council provides and/or its work with organisations regarding health and wellbeing.</p> <p>The review will exclude looking at matters relating to planning and housing stock.</p>
<p>Potential Expert Witnesses</p>	<ul style="list-style-type: none"> • Leisure, Health and Community Engagement Portfolio Holder • Corporate Director Communities

	<ul style="list-style-type: none"> • Head of Housing and Community Services • Leisure, Healthy Lifestyles and Communities Manager • Lancashire and South Cumbria Integrated Care Board representative • Wyre Primary Care Network Lead(s) • Local Social Prescribing Network leads
Documents to be considered	<ul style="list-style-type: none"> • Wyre Council's Business Plan • Shaping Health Places: Exploring the District Council Role in Health – LGA 2019 • The District Council Contribution to Public Health – Kings Fund • Just What the Doctor Ordered: Social Prescribing a Guide for Local Authorities – LGA 2018 • Wyre Council Website – wellbeing activities, sport and fitness opportunities, care and repair, disabled facilities grants, housing options and homelessness, affordable warmth and home energy insulation, environmental health information including pest control and pollution. • State of Wyre Report 2021 • Life in Wyre Survey 2018
Risks	<p>The topic may become too broad.</p> <p>Unrealistic recommendations.</p>
Level of Publicity	Low.
Indicators of a Successful Review	<p>A clear recommendation to Cabinet influencing future decisions regarding the provision of health and wellbeing services.</p> <p>In addition, the review will investigate:</p> <ul style="list-style-type: none"> • That the Council continues to purposefully engage in the promotion of health and wellbeing. • That the council does all it reasonably can to ensure residents stay independent and well in their communities to help reduce the numbers of people

	<p>presenting at health care settings for non-clinical matters.</p> <ul style="list-style-type: none"> • That the council has a collaborative and harmonising approach that results in co-ordinated and preventative action.
Approximate Timeframe	2 – 3 months
Projected Start Date	January 2023

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Report of:	Meeting	Date
Overview and Scrutiny Chair, Councillor Peter Cartridge	Overview and Scrutiny Committee	17 July 2023

Climate Change Overview and Scrutiny Sub-Committee Terms of Reference report

1. Purpose of report

- 1.1 To recommend proposals relating to the constitution of the Climate Change Overview and Scrutiny Sub-Committee.

2. Outcomes

- 2.1 To support and strengthen the council's delivery of its climate change target to reduce the council's carbon emissions by at least 78 per cent by 2035.
- 2.2 To support the successful delivery of the Climate Change Strategy.
- 2.3 To ensure that the sub-committee has effective governance arrangements.

3. Recommendations

- 3.1 To agree the Terms of Reference of the Climate Change Overview and Scrutiny Sub-Committee
- 3.2 To agree the membership for the sub-committee as detailed at paragraph 5.2 of the report.
- 3.3 To agree a climate change focussed topic for review by a scrutiny task group and for the officers to draft a scoping document detailing its focus to be submitted to the first meeting of the sub-committee.

4. Background

- 4.1 On 11 July 2019 the council declared a Climate Emergency, this recognised the severe impacts of climate breakdown and acknowledged the urgent need to act to prevent further damage. This subsequently resulted in a unanimous decision at full Council on 3 October 2019 to establish a Climate Change Policy Group. This group aimed to assist

officers in the development of the Climate Change Action Plan and to monitor and review progress on the development and implementation of measures to alleviate the impact of climate change.

- 4.2** At full Council on 18 May 2023, the Climate Change Policy Working Group was disbanded and the decision was made to remove the scheduled meetings from the Calendar of Meetings for 2023/24. The decision was also made to appoint a Lead Member for Climate Change. The proposal to create a sub-committee of the Overview and Scrutiny Committee, with a Climate Change theme, chaired by that Lead Member was also announced. This proposal aimed to strengthen the Council's approach to Climate Change by including it as part of the Overview and Scrutiny function via a sub-committee with task groups, to review specific climate change issues.
- 4.3** At its meeting on 12 June 2023, the Overview and Scrutiny Committee agreed to the establishment of a sub-committee to consider Climate Change matters. It agreed that a full proposal, including terms of reference, be brought to the next Overview and Scrutiny Committee meeting scheduled on 17 July 2023 so that the sub-committee can meet as soon as possible after that date.

5. Key issues and proposals

- 5.1** The proposals considered in the sub-committee's terms of reference will assist members in their understanding of the scope and remit of the sub-committee. The sub-committee will discharge the functions conferred by Section 21 of the Local Government Act 2000 and the Local Authorities (Committee System) (England) Regulations 2021/1020. The remit and functions of the sub-committee is set out in Appendix 1.
- 5.2** The sub-committee is to be treated as a body to which section 15 of the Local Government and Housing Act 1989 (duty to allocate seats to political groups) applies. The Climate Change Overview and Scrutiny Sub-Committee will comprise of eight members resulting in five seats for Conservative members and three seats for Labour members. The proposed membership to the sub-committee for the remainder of the 2023/24 municipal year, as follows:

Conservative (5):

- Councillor Sir Robert Atkins (Ch)*
- Councillor Callum Baxter (VCh)*
- Councillor Dan Bolton
- Councillor Peter Cartridge
- Councillor Alice Collinson

Labour (3):

- Councillor Maureen Blair
- Councillor Rob Fail
- Councillor Cheryl Raynor

*Nominations, subject to appointment at first meeting of the sub-committee.

- 5.3** Following members' comments on the timescales for establishing the sub-committee at the Overview and Scrutiny Committee meeting on 12 June 2023, it is proposed that the Overview and Scrutiny Committee agree to commission a task group to review a specific climate change topic that will be considered by the sub-committee. A scoping document for the proposed review will be submitted at the first meeting of the sub-committee, outlining deadlines and major milestones. Democratic Services will then contact all non-executive members to express interest in joining the group. After reviewing the evidence, the task group will make recommendations and submit a report to the Climate Change Overview and Scrutiny Sub-Committee for approval. This will then be forwarded to the Cabinet for review.

Financial and legal implications	
Finance	The establishment of the sub-committee has had an impact on resources; while Democratic Services will have overall responsibility for the sub-committee, Climate Change will provide specialist expertise to meetings and reviews. With the current officer resources, it has been determined that four sub-committee meetings per year and one climate change task group running at any one time is manageable without requiring additional resource to be brought in. This will be kept under review.
Legal	The proposals in this report are in accordance with legal requirements, as set out in paragraph 5.1 and 5.2 of the report.

Other risks/implications: checklist

If there are significant implications arising from this report on any issues marked with a ✓ below, the report author will have consulted with the appropriate specialist officers on those implications and addressed them in the body of the report. There are no significant implications arising directly from this report, for those issues marked with a x.

risks/implications	✓ / x
community safety	X
equality and diversity	X
sustainability	X
health and safety	X

risks/implications	✓ / x
asset management	X
climate change	✓
ICT	X
data protection	X

Processing Personal Data

In addition to considering data protection along with the other risks/ implications, the report author will need to decide if a 'privacy impact assessment (PIA)' is also required. If the decision(s) recommended in this report will result in the collection and processing of personal data for the first time (i.e. purchase of a new system, a new working arrangement with a third party) a PIA will need to have been completed and signed off by Data Protection Officer before the decision is taken in compliance with the Data Protection Act 2018.

report author	telephone no.	email	date
Marianne Unwin	01253 887326	Marianne.unwin@wyre.gov.uk	26.06.2023

List of background papers:		
name of document	date	where available for inspection
None		

List of appendices

Appendix 1 – Overview and Scrutiny Climate Change Sub-Committee Terms of Reference

Climate Change Overview and Scrutiny Sub-Committee

Appendix 1

1. Membership

The Climate Change Overview and Scrutiny sub-committee will comprise of eight members. The sub-committee is to be treated as a body to which section 15 of the Local Government and Housing Act 1989 (duty to allocate seats to political groups) applies.

All councillors, except members of the Cabinet, may be members of the sub-committee.

2. Chair

Sub-committee will be chaired by a member of the Overview and Scrutiny Committee. The Chair will be elected by the sub-committee annually.

3. Functions

Section 9FA of the Local Government Act 2000 provides that the Overview and Scrutiny Committee may appoint one or more sub-committees, and may arrange for the discharge of any of its functions by any such sub-committee.

The sub-committee will discharge the functions conferred by Section 21 of the Local Government Act 2000 and the Local Authorities (Committee System) (England) Regulations 2012/1020.

These functions are as follows:

- (i) challenge the boundaries of existing policies and think creatively about possible new policies or solutions to problems;
- (ii) conduct research, community and other consultation and to consider possible options;
- (iii) make a positive contribution to the improvement of services;
- (iv) liaise with external organisations operating in the area, to ensure that the interests of local people are enhanced by collaborative working;
- (v) make reports or recommendations to the authority or the executive on matters which affect the authority's area or the inhabitants of that area.

4. Remit/focus

The Climate Change Overview and Scrutiny sub-committee will undertake scrutiny, pertaining to climate change matters effecting the borough of Wyre. This will include:

- a. Supporting and monitoring the Council's approach to the delivery of the Climate Change Strategy.

- b. Reviewing and/or scrutinising decisions made or actions taken in connection with the Climate Change Strategy.
- c. Advising the Leader or Cabinet of key issues/questions arising in relation to climate change reports due to be considered by the Leader or Cabinet.
- d. Making reports and/or recommendations to Cabinet and/or Council in connection with climate change actions taken by the council.
- e. Delivering (a & b) by creating an annual work programme based on the Climate Change Strategy, significant, demonstrable public concerns and importance to the entire borough, in order to identify relevant themes or issues that can be properly scrutinised to add value.
- f. The sub-committee will report annually to the Overview and Scrutiny Committee on its work.

5. **Quorum**

The quorum of the Climate Change Overview and Scrutiny Sub-Committee shall be three members.

6. **Meetings**

The Climate Change Overview and Scrutiny Sub-Committee will meet no less than quarterly.

Dates and times will be published by the Chief Executive in the Calendar of Meetings and agreed by full Council.

An additional meeting may be called by the Chair, by any 3 members or by the Democratic Services and Scrutiny Manager.

If necessary or appropriate a meeting of a Climate Change Overview and Scrutiny Committee Sub-Committee may be cancelled or re-arranged by the Democratic Services and Scrutiny Manager, in consultation with the Chair.

7. **Work Programme**

A Work Programme, including both proposed Task Group reviews and key issues for consideration by the sub-committee, will be approved by the Climate Change Overview and Scrutiny Sub-Committee. The programme will be developed after taking into account the views of the Cabinet, the Corporate Management Team, the Climate Change Officer, members of the committee and following consultation with all councillors.

When considering items for inclusion in the work programme, the Overview and Scrutiny Committee will have regard to any criteria currently in place for choosing such items.

8. **Agenda Items**

Any Councillor shall be entitled to give notice to the Democratic Services and Scrutiny Manager that they wish an item relevant to the functions of the sub-committee to be included on the agenda for the next available meeting of the sub-committee. On receipt of such a request, the Democratic Services and Scrutiny Manager will consult with the Chair (or in their absence the Vice-Chair) who will decide whether or not the item will be included on an agenda for a meeting of the sub-committee. If an item is included on the agenda, the councillor requesting it will be entitled to speak at the meeting.

The sub-committee will monitor and manage its work programme to ensure a suitable response can be made to unforeseen activities or requests to carry out additional items of work. Where required to do so, the sub-committee shall report its findings and any recommendations on such activities to the Cabinet and/or Council.

9. **Appointment of Task Groups**

The sub-committee may appoint a Task Group to consider in detail a specific climate change issue, or to review the effectiveness of a policy or delivery of climate change services within its Terms of Reference. There shall be no more than one climate change focused task group ongoing at any one time.

10. **Reports from Task Groups to the Climate Change Overview and Scrutiny Sub-Committee**

When a Task Group has completed a review, a report describing the method of the review and setting out its findings, conclusions and recommendations, will be submitted to the Climate Change Overview and Scrutiny Sub-Committee. Prior to consideration by the sub-committee, the Corporate Management Team will be given the opportunity to comment on any proposals or recommendations made, particularly on any legal and financial implications.

If the Chair of the sub-committee agrees, the report can be submitted to the Overview and Scrutiny Committee for their consideration if it is deemed that the matter is urgent and cannot wait until the next scheduled meeting of the sub-committee.

11. **Reports from the Climate Change Overview and Scrutiny Sub-Committee to Cabinet**

When it has considered the report of a Task Group the sub-committee will forward the report to the Cabinet, with its endorsement of the recommendations made and any other comment it wishes to make. Cabinet will consider the recommendations and either accept or reject the recommendations.

The sub-committee may also submit recommendations to the Cabinet on issues considered by the sub-committee itself, without review by a Task Group.

12. Attendance by members and officers to provide information and answer questions

The sub-committee can ask any member of the Cabinet, the Chief Executive and/or any other senior Officer (Director/Head of Service/Service Manager or an appropriate senior manager nominated by the Head of Service) to attend before it to explain in relation to matters within their remit (relating to climate change);

- a) any particular decision or series of decisions;
- b) the extent to which action taken to implement council policy; and/or
- c) their performance

and, it is the duty of those persons to attend, if so required.

Where, in exceptional circumstances, the relevant member or officer is unable to attend on the required date, then the sub-committee shall, in consultation with the member or officer, arrange an alternative date for attendance to take place as soon as possible.

13. Winding up of the Climate Change Overview and Scrutiny Sub-Committee

The Climate Change Overview and Scrutiny Sub-Committee may be wound up immediately if agreed by a majority of the Overview and Scrutiny Committee.



Report of:	Meeting	Date
Clare James, Corporate Director Resources	Overview and Scrutiny Committee	17 July 2023

Overview and Scrutiny Work Programme 2023/24 – update report

1. Purpose of report

1.1 To update the Overview and Scrutiny Committee about the Overview and Scrutiny Work Programme 2023/24.

2. Recommendation

2.1 That the report be noted.

3. Current and completed work

3.1 The draft Climate Change Strategy

Following a request for officers to have more time in reviewing the draft Climate Change Strategy, it has been proposed to move this review to the September meeting of Overview and Scrutiny.

3.2 Business Plan single-item meeting

At the work programme workshop in February 2023, it was suggested by members to have a single-item meeting focusing on the Business Plan to allow for a more in-depth review. The refreshed Business Plan for 2023/24 is due to come to Full Council by the end of the year, so it has been suggested for this single-item meeting to occur around the same time to be able to feed into the refreshed plan. The suggested date has been agreed for Monday 25 September.

4. Work Programme

4.1 **The Overview and Scrutiny Work Programme for 2023/24 is attached at Appendix 1.**

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List of appendices

Appendix 1 – Overview and Scrutiny Committee Work Programme 2023/24

Overview and Scrutiny Committee Work Programme 2023/24:

Committee Meetings		
2023		
Date	Theme	Agenda items
Monday 12 June at 6pm	Update and review	<ul style="list-style-type: none"> Election of Chair for the municipal year 2023/24 Election of Vice Chair for the municipal year 2023/24 Business Plan 2022/23, Quarterly Performance Statement (Quarter 4: January – March) Climate Change Sub-Committee report O&S Work Programme 2023/24 – update and planning <p>Invited attendees: Marianne Hesketh (Corporate Director Communities)</p>
Monday 17 July at 6pm	Corporate theme	<ul style="list-style-type: none"> Wyre Moving More Strategy The Promotion of Self-Care and Social Prescribing in Wyre Task Group – final report Terms of reference and membership of Climate Change Sub-Committee O&S Work Programme 2023/24 – update <p>Invited attendees: Mark Broadhurst (Head of Housing and Community Services), Cllr Lynne Bowen (Leisure, Health and Community Engagement Portfolio Holder)</p>
Monday 4 September at 6pm	Update and review	<ul style="list-style-type: none"> Review of the implementations of the District Enforcement Pilot Task Group Housing briefing note from Mark Broadhurst Business Plan 2023/24, Quarterly Performance Statement (Quarter 1: April – June) Business Plan and Commercialisation Review of the draft Climate Change Strategy O&S Work Programme 2023/24 – update <p>Invited attendees: Marianne Hesketh (Corporate Director Communities), Mark Broadhurst (Head of Housing and Community Services), Mark Billington (Corporate Director Environment), Cllr Simon Bridge (Street Scene, Parks and Open Spaces Portfolio Holder)</p>
Monday 25 September at 6pm	Business Plan single item meeting	<ul style="list-style-type: none"> Business Plan review <p>Invited attendees: Rebecca Huddleston (Chief Executive), Councillor Michael Vincent (Leader of the Council)</p>

Committee Meetings		
Monday 16 October at 6pm	Integrated Health and Care System theme	<ul style="list-style-type: none"> • Annual update regarding the work of the Lancashire County Council Health and Adult Services Scrutiny Committee • Annual update from the Lancashire and South Cumbria Integrated Health and Care Board • O&S Work Programme 2023/24 – update <p>Invited attendees: Hilary Fordham (Integrated Place Leader for Lancashire North) and Dr Adam Janjua (Clinical Director Place)</p>
Monday 20 November at 6pm	Resources and Finance theme	<ul style="list-style-type: none"> • Fees and Charges - draft • Business Plan 2023/24, Quarterly Performance Statement (Quarter 2: July – September) • O&S Work Programme 2023/24 – update <p>Invited attendees: Resources Portfolio Holder and Clare James (Corporate Director Resources, Section 151 Officer).</p>
2024		
Monday 15 January at 6pm	Corporate theme	<ul style="list-style-type: none"> • Business Plan 2023/24 – detailed review • Citizens Advice Lancashire West contract • O&S Work Programme 2023/24 – update <p>Invited attendees: TBC</p>
February TBC	Work Programme Workshop 2024/25	<ul style="list-style-type: none"> • Workshop to agree topics for review for the 2024/25 Municipal Year <p>Invited attendees: The Corporate Management Team (CMT) and the members of the Overview and Scrutiny Committee.</p>
Monday 26 February at 6pm	Police and Community Safety theme	<ul style="list-style-type: none"> • Wyre Community Safety Partnership – annual scrutiny review • Business Plan 2023/24, Quarterly Performance Statement (Quarter 3: October – December) • Review of the Tackling Youth Anti-Social Behaviour in Wyre Task Group – one year on • O&S Work Programme 2023/24 – update <p>Invited attendees: Martin Wyatt (Wyre Neighbourhood Inspector), Neil Greenwood (Head of Environmental Health & Community Safety), and Councillor Roger Berry (Neighbourhood Services and Community Safety Portfolio Holder).</p>
Monday 22 April at 6pm	Work Programme planning and review	<ul style="list-style-type: none"> • O&S Work Programme 2023/24 – update • O&S Work Programme 2024/25 – planning <p>Invited attendees: TBC</p>

Task Group Reviews		
Current reviews:		
Date	Topic	Status
July 2023	The Promotion of Self-Care and Social Prescribing in Wyre Task Group	Final report
Paused work:		
Date	Topic	Status
2019	Poulton to Fleetwood Link	Paused – waiting on the outcomes of the Government funded business case to identify the preferred option and associated costs
2022	Tourism Strategy – review of the tourism corporate strategy	Paused – waiting on additional information from Marketing Lancashire
Future review focuses for 2023/24:		
Proposed start date	Topic	Status
2023	Leisure Activity Provision	Agreed at the Work Programme Workshop (7.02.2023) – potential single item meeting for members or task group to look at the completed KKP Strategy (tbc)
2023	Business Model and Commercialisation	Agreed at the Work Programme Workshop (7.02.2023)
2023	Housing – briefing note from Mark Broadhurst	Agreed at the Work Programme Workshop (7.02.2023)
Looking further ahead:		
Date	Topic	Status
Late 2023	Climate Change Strategy	Agreed at the Work Programme Workshop (7.02.2023)

Updated June 2023

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