







# BUSINESS PLAN













## 2020-2021 QUARTER 2

Key Projects	
	On schedule/target;
	Minor issues
	Major issues/Not Started

Key Measures	
	Improving or in line with expectations
	No significant change or comparable data unavailable
	Worsening



### Economy

Projects	
Deliver the implementation plan for Hillhouse Technology Enterprise Zone	
Collaborate with partners to develop strategic economic plans such as the Greater Lancashire Plan	
Work with our partners to increase access for residents and businesses to high speed internet and Wi-Fi wherever possible	
Develop the Fleetwood Masterplan and facilitate external funding opportunities to support the future options to transform Fleetwood over the next 20 years	
Explore the feasibility of a Fylde coast tramway/rail loop	
Explore investment and development opportunities for our town centres and key council assets	
Measures	
Take up of employment land	
Number of businesses supported	
% growth in business rate base at the Enterprise Zone	
Town centre vacancy rates	
Out of work benefit claimant count	
% of fledgling businesses surviving - 18 months	















### People

Projects	
Deliver a programme of work to promote healthy choices and healthier lifestyles to keep people well	
Maximise funding opportunities and deliver initiatives to support older people and people with disabilities to maintain independence	
Work with partners to improve the aspirations and resilience of our young people through programmes such as positive footprints	
Develop a programme of work that improves the sustainability and resilience of our communities	
Launch the next phase of the digital Wyre strategy ensuring customers have easy access to our services and that we embrace the opportunities new technologies bring	
Measures	
% of e-contacts as a % of total contacts	
Number of people helped to remain independent at home	
Number of hours of career led learning delivered in Wyre through the positive footprints programme	
Number of leisure centre visits	
Number of volunteer hours	



### Place

Projects	
Review the Wyre local plan 2011-2031	
Deliver the Wyre Beach Management Scheme	
Facilitate and support the improvement and use of parks and open spaces	
Implement initiatives and promote activity to help achieve a cleaner, greener Wyre	
Ensure the Wyre community lottery is well utilised to support good causes	
Develop and deliver action plans to reduce the effect of climate change on our borough	
Support our residents to reduce waste and increase reuse and recycling	
Measures	
Number of people attending outdoor activities	
Money raised for good causes by the Wyre community lottery	
Reduction in council carbon emissions	
Number of public electric charging points	
Number of trees planted	

**Take up of employment Land** – There has been a decline in new employment land completions since 2019/20 monitoring period. Due to the short timeframe, it is difficult to determine if this is a trend. The Wyre Local Plan was adopted in February 2019 and allocated approximately 32.24 hectares of land for employment development. Many of the allocated sites are strategic mixed use allocations that require a masterplan to be prepared and approved prior to securing planning permission.

**% growth in business rate base** – This is dependent on new business being set up in new buildings. It should be noted that there is due to be a reduction of -6.91% owing to the former Vinnolit site being demolished.

**Out of work benefit claimant count** – There has been a considerable increase against target which will be largely driven by the COVID-19 pandemic.

**Number of leisure centre visits** – whilst the YMCA has now re-opened the number of visits has been impacted by COVID-19.

**Number of volunteer hours** – this is significantly lower than previous years and once again is a result of the impact of COVID-19. Volunteer recruitment is currently frozen reflecting the closure of those services that typically utilise them although as these services restart so will the use of volunteers again.