



Report of:	Meeting	Date
Councillor David Henderson, Leader of the Council and Garry Payne, Chief Executive	Council	11 March 2021

Refreshed Business Plan 2019-2023 (Update 2021)

1. Purpose of report

- 1.1 To seek approval of the Council's Business Plan for 2019-2023 (updated for 2021).

2. Outcomes

- 2.1 To ensure that medium and long term resources and service provision are prioritised and planned in accordance with the Medium Term Financial Plan (MTFP), the aspirations of local residents, local research and data and the national policy framework.

3. Recommendation/s

- 3.1 To approve the Council's Business Plan for 2019-2023 (update 2021).

4. Background

- 4.1 Each year, the Council produces a Business Plan. The Business Plan is a key document in the business planning framework and its purpose is to set out the Council's vision and priorities in line with the Medium Term Financial Plan (MTFP). The council has effective performance management arrangements in place which ensures that progress against the Business Plan is reported on a quarterly basis. This includes the involvement and support of Overview and Scrutiny Committee who receive quarterly performance review reports.
- 4.2 This year the production of the business plan has been a little different due to COVID-19 with a large number of the business plan projects being rolled forward to 2021/22. The business plan has also been amended to ensure that there is a focus on economic recovery from the pandemic. The draft plan was discussed with Management Board and then was

considered by the Overview and Scrutiny Committee at their meeting on 18 January 2021. Following discussion at O&S, some new measures have been added.

5. Key issues and proposals

- 5.1** The Business Plan is attached at Appendix 1 and sets out what the Council is prioritising over the coming years. It provides a guide for Members and officers to ensure that all decisions and activities support the effective achievement of our vision and priorities.
- 5.2** The Business Plan covers a four year period which has been developed to align with the four year election cycle. A new style plan was developed in 2019 and this format has been retained for the 2021 update. The vision remains the same as do the themes but the priorities and projects have been refreshed and updated. The delivery plan continues to be monitored on a quarterly basis and updates will be reported to Management Board and Overview and Scrutiny Committee.
- 5.3** An Equality Impact Assessment (EIA) has been carried out on the Business Plan which is a requirement of Section 149 of the Equality Act 2010 which imposes a legal duty, known as the Public Sector Duty (Equality Duty), on all public bodies, to consider the impact on equalities in all policy and decision making. The EIA concluded that the Business plan will have a positive impact for all of our residents in terms of advancing equality and fostering good relations. The impact of the business plan will be monitored quarterly and any necessary adjustments will be made to the EIA, as appropriate.

Financial and legal implications	
Finance	The Business Plan is closely aligned to the Medium Term Financial Plan (MTFP) to ensure that priorities are effectively resourced.
Legal	There are none.

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	✓
sustainability	x
health and safety	x

risks/implications	✓ / x
asset management	x
climate change	x
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.

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List of background papers:		
name of document	date	where available for inspection

List of appendices

Appendix 1 - Business Plan 2019-2023 (update 2021)

dems/cou/21/1103mh1

Business Plan 2019-2023

Updated 2021

Our Vision: Wyre is a healthy and happy place where people want to live, work, invest and visit

People

OUR AMBITION - EMPOWERED COMMUNITIES

We will:

- Collaborate with residents and local stakeholders to support and maximise opportunities for improving health and wellbeing across our communities
- Transform the way customers access our services through making better use of technology
- Explore opportunities for communities and partners to deliver initiatives that build resilience and sustainability
- Work with partners to support and raise the aspirations of young people



Economy

OUR AMBITION - A STRONG LOCAL ECONOMY

We will:

- Work with the Fylde Coast Economic Prosperity Board to support economic growth and attract investment to Wyre
- Collaborate with our partners to facilitate vibrant town centres
- Support businesses to grow, prosper and recover
- Work with our partners to improve the infrastructure and connectivity across the Fylde Coast
- Maximise commercial opportunities and deliver efficiencies

Place

OUR AMBITION - A QUALITY LOCAL ENVIRONMENT FOR ALL TO ENJOY

We will:

- Work with residents, Parish and Town Councils and businesses to plan, protect and enhance the quality of our neighbourhoods
- Utilise Wyre's USP – the Great Outdoors – supporting residents and visitors to maximise the opportunities from coast to countryside
- Collaborate with our partners to respond to a range of climate change issues, including our commitment to carbon footprint reduction and tackling flood risk across Wyre.

Delivering our Vision



Economy

How will we do this?

- Support business growth at the 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 Regeneration Framework and explore external funding opportunities to support the future options to transform Fleetwood over the next 20 years
- Explore investment and development opportunities for our other town centres in Poulton, Garstang and Cleveleys
- Work with partners to explore the feasibility of a Fylde Coast tramway / rail loop
- Explore investment opportunities for our key council assets
- Proactively support business recovery following the pandemic

How will we measure progress?

- Total visits to town centres
- Town centre vacancy rates
- Number of businesses supported
- % of fledgling businesses surviving - 18 months
- Number of Heritage Action Zone grants awarded to private owners
- Out of work benefit claimant count
- Visitor numbers to the borough

Wyre is a healthy and happy place where people want to live, work, invest and visit



People

How will we do this?

- Develop a long term strategy for sustainable leisure and wellbeing provision across Wyre
- 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
- Develop a programme of work to improve and support the sustainability and resilience of our communities that builds on the learning from the covid support hubs
- 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

How will we measure progress?

- % of e-contacts as a % of total contacts
- Number of people helped to remain independent at home
- % of physically active adults
- Number of visits to leisure centres
- Net gain / loss of members per leisure centre
- Number of volunteer hours
- % of resident population who consider themselves to be in good health



Place

How will we do this?

- Review and monitor the Wyre Local Plan 2011-2031
- Deliver the Wyre Beach Management Scheme
- Facilitate and support the improvement and use of parks and open spaces
- Deliver our action plan to reduce the effect of climate change on our borough including exploring green energy opportunities
- Promote activity to support our residents to reduce waste, increase reuse and recycling and implement environmental initiatives to help achieve a cleaner, greener Wyre
- Support the Turning Tides Partnership in their ambition to achieve a blue flag coast that is free from plastic pollution

How will we measure progress?

- Number of people attending outdoor activities
- Satisfaction with parks and open spaces
- Satisfaction with keeping public land free from litter
- Reduction in fly tipping reported
- 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
- % of household waste recycled

