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Item 3

# Wyre Campaigns Plan

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May 2017 to April 2018

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Rosie Green – Policy and Engagement Manager

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Theme	Campaign Title	Description	Objectives	Lead Officer(s)	<b>Priority</b> <b>H = High</b> <b>M = Medium</b> <b>L = Low</b>
Environmental	Emergency Planning #BePrepared	Promoting emergency planning and prevention methods, to local residents, co-ordinating with emergency planning partners such as the Lancashire Resilience Forum	<ul style="list-style-type: none"> <li>• To ensure residents of Wyre are fully prepared for emergency incidents including flooding</li> <li>• Participate in any emergency planning related regional or national campaigns and briefings</li> <li>• Keep an up to date emergency communications plan and provide relevant training to key staff</li> </ul>	Carl Green John Blundell Kath Pye	H
	Rossall Sea Defences	Ongoing promotion and communications about Rossall Sea Defences including any opportunities to engage, provide progress reports, the reopening of the prom and launch of the grasslands / ecology park	<ul style="list-style-type: none"> <li>• To protect and enhance the reputation of the council during the construction phase and creation of an ecology zone</li> <li>• Ensure key stakeholders feel informed through a series of public events</li> <li>• Highlight best practice and unique elements of construction</li> <li>• Highlight positive impact on the local economy as a direct result of the project</li> </ul>	Carl Green	H
	Cleaner, Greener Wyre (Behaviour Change)	A behaviour change campaign to influence attitudes, behaviours and perceptions of dog fouling, fly tipping, and litter	<ul style="list-style-type: none"> <li>• To influence behaviour change of local residents and business owners to address recycling, responsible dog ownership and waste (fly tipping)</li> <li>• To encourage resident ownership of local issues such as using licenced waste disposal operators, charitable giving of unwanted household items and taking part in community activity</li> <li>• Develop a programme to prevent fly tipping from private rented properties and provision of bins for new tenants</li> <li>• Support public consultation on the implementation of Public Space Protection Orders appropriately and proportionately across the borough</li> <li>• Support local implementation of the litter strategy for England</li> </ul>	Ruth Hunter	H

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Environmental	Outdoor Wyre - Parks and Countryside	Develop a Wyre parks and countryside offer to attract visitors to Wyre and increase use by local residents. Promote all events, opportunities to engage and development of all countryside assets.	<ul style="list-style-type: none"> <li>• Targeted promotion of Memorial Park and Wyre Estuary Country Park annual programme of events to increase visitor numbers, generate income and promote healthier lifestyles</li> <li>• Review and evaluate all promotional materials and marketing methods for all Wyre countryside and park assets to ensure best value and increased footfall</li> <li>• Target promotion of events and development in all Wyre parks</li> <li>• Support consultation and development of King Georges Playing Field</li> <li>• Encourage increased participation in Wyre in Bloom</li> </ul>	<p>Alison Boden</p> <p>Jane Ferguson</p> <p>Mark Fenton</p>	M
	Wyre Coast	Promote and develop an engagement plan for all coastal assets including Rossall Point, the mythic coast, five for Fleetwood, seafronts and bathing waters	<ul style="list-style-type: none"> <li>• Develop a co-ordinated coastal offer to residents and visitors to Wyre</li> <li>• Promote the bathing water season and publish all bathing water results</li> <li>• Support local and national campaigns around coastal communities such as Love My Beach and water safety.</li> <li>• Promote and work in partnership with coastal partners to offer opportunities for engagement by local residents and visitors</li> <li>• Support and promote work that demonstrates the council's commitment to its biodiversity duty</li> </ul>	<p>Alison Boden</p> <p>Fylde Coast Beach Care</p> <p>Alex Holt</p>	M
	Recycle for Wyre	Develop a full programme to promote the benefits of recycling including green waste collection subscription service renewal	<ul style="list-style-type: none"> <li>• Promotion of the variety of options to recycle and importance of recycling</li> <li>• Engage with all regional and national campaigns on recycling to increase recycling rates working with partners e.g. LCC</li> <li>• To raise residents' awareness of charges for garden waste collections</li> <li>• To encourage continual take up of the subscription scheme online and future direct debit sign up</li> <li>• To promote alternatives to garden waste collections, including home composting and using the Household Waste Recycling Centres.</li> </ul>	<p>Ruth Hunter</p>	M

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Democracy	Democracy in Wyre	To engage local people more directly with how the council works, their local councillor and the role of local councillors	<ul style="list-style-type: none"> <li>• To promote the priorities and vision of the council’s business plan, decision making structures and roles of councillors</li> <li>• Develop a councillor champions programme to encourage engagement with democracy through the LGA #BeaCouncillor campaign</li> <li>• Work closely with the youth mayor, Wyre youth council and local schools on promoting democracy opportunities to young people across Wyre</li> <li>• To increase public engagement with the council’s democratic process, elections and committees</li> <li>• Engage proactively with parish and town councils on all shared priorities including consultations and community engagement activity and celebration of achievements</li> </ul>	Roy Saunders	L
	Local Plan	Publicise and support the local plan timetable, including submission and consultation of the local plan	<ul style="list-style-type: none"> <li>• Support and inform on the ongoing release of evidence for the local plan as available</li> <li>• Offer advice and develop support messages regarding any adverse communications related to the local plan and subsequent developments</li> <li>• Support any community engagement related activity in relation to the local plan</li> </ul>	Rea Psillidou	H
	Budget	Information giving on the set budget	<ul style="list-style-type: none"> <li>• Inform local residents about the budget proposed and set for the next financial year including any changes in council tax and local service provision</li> <li>• Investigate engagement with businesses and possible future budget consultation with local residents</li> </ul>	Clare James	M
	Safer Stronger Wyre	Create an ongoing programme of safety messages, opportunities for engagement and community action	<ul style="list-style-type: none"> <li>• Fully engage with national safety campaigns such as Prevent, white ribbon campaign, food safety and hate crime prevention</li> <li>• Share messages and engage with refugee and asylum seeker partnerships</li> <li>• Work with the community safety partnership with ongoing priorities in the borough</li> </ul>	Neil Greenwood	M

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Health	Active Wyre	Collaborate with partner organisations to promote Wyre as a premier destination to be active for residents and visitors	<ul style="list-style-type: none"> <li>Promote the Garstang Walking Festival, health walks, Wyre Way walking route and any associated events with related health benefits</li> <li>Collaborate with the Outdoor Wyre and Wyre Coast campaign to exploit any opportunities to promote healthy choices and use of Wyre parks, countryside and coastal assets.</li> <li>Work with partners to promote Wyre’s walking, cycling and bathing opportunities, leisure centres and sports clubs for sport and leisure participation.</li> <li>Support and develop messages to ‘enjoy and respect’ Wyre’s diverse landscapes</li> </ul>	Alison Boden  Alex Holt  Angela Longstaff	M
	Healthier Wyre	To improve the health and wellbeing of Wyre residents and promote opportunities to engage in healthier lifestyles and prevent ill health	<ul style="list-style-type: none"> <li>Promote all priorities and activities of the Garstang and over Wyre integrated care community and Healthier Fleetwood to maximise engagement.</li> <li>Share and co-ordinate national campaign messages that reflect priorities for health improvement in Wyre for example mental health</li> <li>Target promotion and marketing of better care funding</li> <li>Create a marketing plan to increase the take up of the Wyre and Fylde Care and Repair service.</li> <li>Support implementation of the LGA Peer challenge recommendations</li> </ul>	Michelle Scott  Shelley Birch	M
Enterprise	MOT	Promote the councils MOT service to staff and residents of Wyre	<ul style="list-style-type: none"> <li>Develop an advertising campaign for the councils MOT service</li> <li>Promote the MOT service to all staff across the council</li> </ul>	Gary Scott	M
	Enterprising Wyre	Promoting investment and economic growth in Wyre including asset development	<ul style="list-style-type: none"> <li>Engagement and promotion of key Wyre assets to support income generation e.g Fleetwood Market and Wyre weddings</li> <li>Support and develop engagement with the place based economic development strategy</li> <li>Work with regional partners to promote the development and uptake of business premises at Hillhouse Enterprise Zone</li> </ul>	Maria Blundy Rea Psillidou Rebecca Billington	H

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	#DigitalWyre	Support and promote #DigitalWyre, our digital transformation strategy	<ul style="list-style-type: none"> <li>• Develop an internal engagement programme for all staff to engage with the digital strategy.</li> <li>• Develop an initial campaign to promote GO-ON Wyre a digital inclusion programme for local residents to access services online.</li> </ul>	Rosie Green	L
Leisure, Events and Tourism	Discover Wyre	Develop a seasonal plan to market the Wyre tourism offer including themed months based on key events, regional and national campaigns	<ul style="list-style-type: none"> <li>• Review all current print and marketing methods to target audiences with low take up</li> <li>• Plan all promotional activity around seasons and key events to increase footfall and Wyre's profile as a holiday destination</li> <li>• Co-ordinate with other key campaigns to maximise opportunities for tourism</li> </ul>	Alex Holt	M
	The Mount Restoration	Promote engagement and progress of the Mount and gardens restoration	<ul style="list-style-type: none"> <li>• To raise the Mount's profile in the local community and increase use of facilities</li> <li>• To encourage local people to get involved in shaping future plans</li> </ul>	Mark Fenton	H
	Wyre Theatres	Increase ticket sales and private hire of the Wyre Theatres	<ul style="list-style-type: none"> <li>• Promote all shows at Marine Hall and Thornton Little Theatre to increase income and use of the theatres</li> <li>• Expand and promote opportunities for private hire</li> </ul>	Emma Lyons	M
Communities	Together We Make a Difference	Develop increased engagement by local communities and partners in the Together We Make a Difference Network	<ul style="list-style-type: none"> <li>• Increase membership of the network from all sectors</li> <li>• Increased number of referrals by a variety of partners</li> <li>• Continue to build relationships with key partners and trust in local communities</li> <li>• Map community assets across the borough and support community activity to identify community priorities</li> <li>• Increase the awareness of the council's community engagement projects</li> </ul>	Rosie Green	H