

A Plan for COVID-19 Recovery - Renew, Reconnect, Rediscover

We're working hard to do all we can to support the recovery of Wyre's economy and to help our communities build back stronger as we move on from the coronavirus crisis.

Our plan for recovery sets out how we will work with businesses, residents, communities and partners to help businesses reopen and thrive, to help people reconnect after spending so long under coronavirus restrictions and to encourage visitors to return and rediscover our beautiful borough.

Whilst we are still responding to the challenges of the pandemic, this plan outlines what we will do in the short to medium term to make changes that will help Wyre to recover as quickly as possible. It is underpinned by the key themes outlined in our business plan and shares the same vision – to ensure Wyre is a happy and healthy place where people want to work, live, invest and visit.

Together we make a difference

Over the last 18 months throughout the pandemic we have:

- Worked with our partners at the community food hubs to support the delivery of over 53,000 food parcels.
- Contacted over 13,000 vulnerable people in Wyre to offer advice and support.
- Dealt with 1,538 requests for help with prescription deliveries and 2,532 requests for help with shopping.
- Paid over £50 million in grants to over 3,000 businesses.
- Dealt with over 700 applications for Self Isolation Grants.
- Supported the delivery of a very successful vaccine programme through the use of our buildings and by carrying out a proactive campaign to promote the vaccine programme.
- Established a Test and Trace Team which has so far made 1,179 calls to people with coronavirus and their close contacts.
- Carried out 14,000 visits to businesses to offer reopening advice and guidance on being COVID-19 secure.
- Delivered 900 business reopening packs to premises across Fleetwood, Thornton, Cleveleys, Poulton, Garstang, Great Eccleston and Knott End.
- Adapted to regularly changing guidance and kept our essential services running throughout.

The foundations of our response – key themes

Work has already begun to support businesses and our communities in their recovery from the impacts of COVID-19. What follows are interventions that will build on this work and form our future plans for recovery. They are based on the three key themes of our business plan – Economy, People and Place. These interventions outline what we will do to help our communities reconnect, to encourage people to rediscover Wyre and to support the renewal of Wyre’s economy.

ECONOMY - Renew the local economy

Much has already been done to support the business community in Wyre. We have paid over £50 million in grants to over 3,000 businesses and have made thousands of visits to businesses to offer advice and support to help them reopen safely.

In May we delivered 900 reopening packs to businesses, complete with ready to use safety signage, information about help that’s available and the offer of free social media support.

More recently we have supported local businesses and stakeholders in our town centres to create three new partnership boards to help steer the planning for the economy over the next 15 years. We are working towards setting up a fourth partnership board to ensure each of Wyre’s high streets has representation.

Each partnership board will focus on key themes that are vital to economic success and will be responsible for producing a regeneration framework for their town centre. Trader forums will be set up by each board to enable more direct communication with businesses and will include stakeholders such as local authorities, education providers and the Lancashire Enterprise Partnership.

Making it happen:

Intervention	Details	Lead officer (for internal version only)	Timescales
Build partnerships with the local business community	We will champion and support the existing town centre partnership boards – Greater Garstang, Future Fleetwood and Cleveleys Together.	Mark Fenton	Ongoing
	Building on the work we have completed in our other town centres, we will help to establish a partnership board for Poulton.	Mark Fenton	February 2022

Updated October 2021

Intervention	Details	Lead officer (for internal version only)	Timescales
Help businesses to do 'good business'	<p>We will relaunch Wyred Up, restarting our networking and training events for businesses and expanding sector specific support for our key sectors.</p> <p>We will work with partnership boards to help communicate these to local businesses.</p>	Mark Fenton	December 2021
	As part of the Wyred Up re-launch we will provide ongoing support to businesses, sharing opportunities for funding, training, employment schemes such as kick start and grants.	Mark Fenton	December 2021
	We will run a campaign to launch the 'Maybe' tech platform to businesses which will give them access to free social media support and training.	Emma Lyons	December 2021
Support economic growth and investment in Wyre	We will work with our partners to deliver Project Neptune and safeguard the fish processing industry and jobs for Fleetwood.	Steve Smith	March 2022
	We will submit our bid to the Government's round 1 Levelling Up Fund to help deliver our ambitious plans for Fleetwood and continue the regeneration of the town.	Fiona Riley	Completed
	We will develop clear regeneration frameworks for each town centre and help the partnership boards to bid for external funding to deliver projects including future rounds of the Levelling Up Fund.	Mark Fenton	March 2022
Support businesses to operate safely and comply with legislation	Support the introduction of pavement licences to allow businesses to trade outside	Neil Greenwood	Ongoing

Updated October 2021

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	The food standard agency have set out an action plan to catch up on food inspections by April 2023 which we will aim to achieve, thus ensuring public confidence in the hospitality trade	Neil Greenwood	Ongoing
	We will begin delivery of projects if our Levelling Up bid is successful. These include reviving the derelict land next to Fleetwood Market, creating a visitor centre at Fleetwood Museum and redeveloping derelict waterfront land at Fleetwood Port to create a beautiful modern linear coastal park for residents and visitors alike to enjoy.	Mark Fenton	2022
	Utilise remaining Additional Restrictions Grant funding to help support businesses as they transition to recovery. This includes the high street/Fleetwood Market focused grants to support new and expanding businesses.	Andrew Robinson / Steve Smith	Deadline for spending ARG is March 2022
Support job creation	We will launch a Wyre Council corporate apprenticeship programme to provide job opportunities for up to six young people.	Jane Collier	September 2021

PEOPLE - Reconnect our communities

Supporting our residents, in particular the most vulnerable and isolated, has been at the heart of everything we have done throughout the pandemic. We have provided a lifeline to those who needed us the most and have done everything we can to protect and support the people of Wyre.

Lancashire has been under the harshest of restrictions for much of the pandemic and we understand that this has changed the way we live and the way we work. We are acutely aware of the impact lockdown and isolation have both affected both physical and mental health and our goal is to help people to reconnect with each other and take positive steps towards improving their health and wellbeing.

Making it happen

Intervention	Details	Lead officer (for internal version only)	Timescales
Work with partners to develop community resilience	We will work with the local statutory sector, VCFSE, cultural, sports and leisure sector partners to deliver programmes that help re-connect our communities, build resilience and improve mental and physical health.	Mark Broadhurst	Ongoing
Increased opportunities to encourage individuals of all ages to become more active	<p>We will develop a new Physical Activity and Sports Strategy. We will publish our Great Outdoors/Healthier Wyre activity calendar for the rest of the year. We have already started some activities such as health walks, health rides and the bump and buggy walks. Starting up other activities such as fun arts and harmony and health will give many more people the chance to get back out and into group activities.</p> <p>We will work with Fylde Coast YMCA and create new marketing incentives and campaigns to promote our leisure centres and swimming pools.</p>	<p>Carol Southern / Alison Boden</p> <p>Carol Southern</p> <p>Carol Southern</p>	<p>Ongoing</p> <p>Launch September 2021. Run until January 2022.</p>
Delivery of a Wyre Holiday Activities Fund programme	We will launch our Holiday and Activity Fund (HAF) programme to address holiday hunger and provide holiday club places for children on free school meals during summer and Christmas holidays. The holiday clubs will include a range of activities and lunch.	Carol Southern	July 2021
Expand our volunteering programme	Harnessing the good will offered by so many during the pandemic, we will look to expand volunteer opportunities within the council and increase the number of volunteers registered with us.	Simon Swindells	Ongoing
Supporting healthy workplaces	We will work with small and medium sized enterprises to improve staff health and wellbeing through the delivery of a Healthy Workplace and Business Health Matters Programme funded by the European Structural and Investment Fund.	Carol Southern	Ongoing

Updated October 2021

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Home Improvement Agency support for older and/or disabled residents	We will enter into a two year agreement with Fylde and Wyre CCG to deliver a Care and Repair service for Wyre supporting residents over 65 or with disabilities to maintain their independence at home.	Mark Broadhurst	August 2021
Support the Fylde Coast Winter Readiness Project	We will support the Fylde Coast winter readiness project being coordinated by Fylde Coast CCG. This population health management led project will support the most vulnerable people who live on the Fylde Coast during winter 21/22. It will require multi-agency collaboration along with strong communications links between providers of health, care and support. It will include the coordination of communications, referrals, assessment, and escalation pathways to ensure vulnerable people are best prepared and resilient to risks associated with winter.	Mark Broadhurst	Ongoing
Build on the success of the 'Everyone In' approach to homelessness during COVID-19	Working with multi-agency partners we will build on the success of the 'Everyone In' approach to homelessness delivered during COVID-19. The Housing Options Team will keep emerging pressures (such as the economic impact of job losses, ending of the eviction ban and increasing domestic violence) under review and identify potential solutions to avoid increases in rough sleeping / homelessness.	David McArthur	Ongoing
Keep Lancashire safe	We will revise our messaging in line with government guidance and be guided by case rates in our region. Our aim is to keep Lancashire safe. Whilst restrictions are set to lift, we need to learn to live with coronavirus. We will need to communicate advisory messages to our residents and businesses so that we can all play our part in achieving this.	Emma Lyons	Ongoing
Embrace new ways of working	Through the hybrid working group, we will establish a hybrid working policy for traditionally office based staff. This will involve outlining different working styles, assigning job roles to the appropriate style, reviewing ICT and office/meeting room space.	Joanne Billington	March 2022

Making it happen:

Intervention	Details	Lead officer (for internal version only)	Timescales
Support tourism recovery	We will launch our Welcome Back campaign to put Wyre on the map as a place to visit. We will promote, join up and add value to the marketing of Wyre as a visitor destination.	Marianne Hesketh	Ongoing
	We will showcase our local leisure and cultural assets including Fleetwood, Cleveleys and Poulton Markets, Marine Hall and Thornton Little Theatre. We will launch a new calendar of events and promote these to create 'Destination Wyre'.	Julia Robinson / Alex Holt	Ongoing
	We will work with Marketing Lancashire to ensure that Wyre plays a key part in their 'Redefining Lancashire' campaign.	Alex Holt	Ongoing
Showcase our Great outdoors	Building on the work outlined in reconnecting our community we will offer events and activities to encourage people to explore Wyre's great outdoors, linking in with other stakeholders eg. Lancashire Wildlife Trust. We will promote our larger events starting with the Garstang Walking Festival.	Alison Boden	Ongoing
Cleaner Greener Wyre	Opening our public spaces to more people has not been without challenge and we have seen an increase in littering and ASB. We will launch a communications and engagement campaign to encourage respect for our great outdoors (including water safety) and each other and focus on community activities to support a cleaner greener Wyre with our partners eg In Bloom groups	Ruth Hunter / Emily Wareing	Ongoing

Intervention	Details	Lead officer (for internal version only)	Timescales
Stay Safe	Our parks and open spaces signage will be reviewed in line with government guidance in relation to the pandemic and will encourage a safe approach to the next phase of recovery.	Ruth Hunter/Emma Lyons	Ongoing
Create a new community space in Fleetwood	Following consultation we will create an urban park on Custom House Lane in Fleetwood using the funding made available through the Heritage Action Zone scheme.	Mark Fenton	Construction winter 2021
Create a CCOVID-19 reflection garden at Civic Centre in Poulton	We will develop a community space at the front of the Civic Centre in Poulton as a COVID-19 reflection garden – this space will be for the community to come and reflect on the pandemic	Mark Fenton	March 2022
Refocus our commitment to climate change	We have introduced a climate change catch up to ensure we continue to reduce Wyre’s carbon footprint. Staff from across the council will sign up to become climate change champions to help drive the climate agenda across the council and community. Now that more people will continue to work from home, we will promote green homes, looking at available grants and ways to cut down energy use. We will launch our biodiversity strategy to create places where wildlife can thrive.	Sammy Gray	Ongoing