

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

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



Projects	
Support business growth at the Hillhouse Technology Enterprise Zone	A
Collaborate with partners to develop strategic economic plans such as the Greater Lancashire Plan	G
Work with our partners to increase access for residents and businesses to high speed internet and Wi-Fi wherever possible	G
Develop the Fleetwood Regeneration Framework and explore external funding opportunities to support the future options to transform Fleetwood over the next 20 years	A
Explore investment and development opportunities for our other town centres in Poulton, Garstang and Cleveleys	G
Work with partners to explore the feasibility of a Fylde Coast tramway / rail loop	A
Explore investment opportunities for our key council assets	G
Proactively support business recovery following the Pandemic	G

Measures	
Town centre vacancy rates	G
Number of businesses supported	R
Number of Heritage Action Zone grants awarded to private owners	G
Out of work benefit claimant count	G



Projects	
Develop a long term strategy for sustainable leisure and wellbeing provision across Wyre	G
Deliver a programme of work to promote healthy choices and healthier lifestyles to keep people well	G
Maximise funding opportunities and deliver initiatives to support older people and people with disabilities to maintain independence	G
Work with partners to improve the aspirations and resilience of our young people	G
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	G
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	G

Measures	
% of e-contracts as a % of total contracts	G
Number of people helped to remain independent at home	G
Number of visits to leisure centres	G
Net gain/loss of members per leisure centre	R
Number of volunteer hours	A



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

Measures	
Number of people attending outdoor activities	G
Reduction in fly tipping reported	G
Money raised for good causes by the Wyre community lottery	R
Number of public electric charging points	R

COMMENTS AND ISSUES

Number of businesses supported – Activity hindered due to restrictions and closing of high streets. Reopening Packs (including safety posters, signposts to Business Support services) were distributed to over 1100 town centre businesses upon easing of local restrictions in April 2021.

Net gain / loss of members per leisure centres - The Leisure Centres re-opened in April 2021 with an offer running until the end of June of £100 off an annual pass. This generated an increase in memberships over the 1st quarter. A new offer on direct debits came in in September, which again has been popular. However, the months in between were significantly lower in terms of memberships sold.

Money raised for good causes by the Wyre community lottery - Promotion of the lottery has been impacted by staff resource and Covid. Planned community roadshows will be utilised to promote our programmes and opportunities including the Wyre Community Lottery.

Number of public electric charging points - Works commenced but not yet operational, awaiting grid connection.