

# Business Plan 2019-2023

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

## People

**OUR AMBITION - EMPOWERED HEALTHIER 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
- Collaborate with residents and local stakeholders to influence and encourage a low carbon culture through behaviour change



## Economy

**OUR AMBITION - A STRONG LOCAL ECONOMY**

**We will:**

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

## Place

**OUR AMBITION - A CLEANER, GREENER AND MORE SUSTAINABLE ENVIRONMENT**

**We will:**

- Work towards reducing the council's and wider borough's emissions by at least 78% by 2035
- 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
- Work with residents, Parish and Town Councils and businesses to plan, protect and enhance the quality of our neighbourhoods and environment
- Utilise Wyre's USP – the Great Outdoors – supporting residents and visitors to maximise the opportunities from coast to countryside whilst protecting, preserving and enhancing our environment for current and future generations

# Delivering our Vision



## People

### How will we do this?

- Agree and deliver a new 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
- Work with partners to deliver the holiday activity programme for our young people
- Relaunch our Digital Wyre Strategy ensuring customers have easy access to our services and that we embrace the opportunities new technologies bring
- Collaborate with partners to improve community energy consumption through retrofitting houses and supporting district heating projects
- Develop a campaign to raise awareness and encourage behavioural change amongst residents to support climate change projects/initiatives

### How will we measure progress?

- % of resident population who consider themselves to be in good health
- Number of annual visits to our leisure centres
- Number of memberships at our leisure centres
- Number of volunteer hours
- Number of children engaged with holiday activities
- Number of residents registered for My Wyre account
- Number of domestic energy measures installed under Cosy Homes in Lancashire, via Green Homes Grants and other Government Schemes
- Number of residents engaged with behaviour change campaigns using digital and non-digital channels



## Economy

### How will we do this?

- Support business growth and job creation at the Hillhouse Technology Enterprise Zone
- Collaborate with our Lancashire partners to develop joint working arrangements with a focus on economic growth, skills and tackling climate change
- Continue to support town centre recovery through the town centre strategy fund and explore investment and sustainable development opportunities for our key town centres
- Explore investment opportunities for our key council assets
- Relaunch our Wyred Up network to proactively support sustainable business recovery following the pandemic and to encourage and support businesses to reduce their carbon footprint

### How will we measure progress?

- Number of jobs created within the Enterprise Zone
- £m investments to Wyre from County Deal
- Increase footfall to town centres
- Reduce town centre vacancy rates
- % of fledgling businesses surviving – 18 months
- Number of visitors to the borough each year
- Business rate collection target 97%
- Council tax collection target 97%



## Place

### How will we do this?

- Work with others to deliver our action plan to reduce the effect of climate change on our borough including the carbon footprint of all council activities and assets
- Promote activity to support our residents to reduce waste, increase reuse and recycling, and implement environmental initiatives to help achieve a sustainable environment
- Complete the partial review of the Wyre Local Plan 2011-2031 and commence a full review for submission in 2021
- Deliver the Wyre Beach Management Scheme to protect homes from coastal flooding
- Facilitate and support the improvement, biodiversity, accessibility and use of our parks and open spaces
- Support the Turning Tides Partnership in the ambition to achieve a blue flag coast that is free from plastic pollution
- Lead on and support natural flood management projects

### How will we measure progress?

- Reduction in council and borough carbon emissions
- Number of public electric charging points made available
- Number of trees planted
- % of household waste recycled
- Number of properties protected from coastal flooding
- Satisfaction with our parks and open spaces
- Satisfaction with keeping public land free from litter
- Reduction in fly-tipping reported

