

People and Communities

WE WILL:

- Collaborate with residents and local stakeholders to maximise opportunities for improving health and wellbeing across our communities
- Work with our partners to focus on supporting people to become more active and increase their physical activity
- Explore opportunities for communities and partners to build resilience supporting our most vulnerable residents and our ageing population
- Work with partners to reduce violence and anti-social behaviour

OUR AMBITION EMPOWERED HEALTHIER AND RESILIENT COMMUNITIES

HOW:

- Work with partners to deliver Wyre's Moving More Strategy to increase rates of physical activity across Wyre
- Complete a review of our indoor leisure provision by Summer 2023
- Deliver effective support to our most vulnerable residents including the Household Support fund
- Continue to take a proactive role in delivering the Community Safety Partnership, co-ordinating an action plan for Violence Reduction

OUR SUCCESS MEASURES:

- Increased number of people engaged with our health programmes
- Reduced percentage of adults that are physically inactive
- 600,000 annual visits to our leisure centres
- 20,000 volunteer hours facilitated and supported
- 900 children engaged with holiday activities
- Outcomes from delivering the Household Support Fund
- Proactive actions to reduce violence against the person and Anti-Social Behaviour

Growth and Prosperity

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 and recover
- Maximise commercial opportunities and promote our tourism assets
- Deliver efficiencies

OUR AMBITION A STRONG LOCAL ECONOMY

HOW:

- Continue to support business growth and job creation as accountable body for Hillhouse Technology Enterprise Zone
- Continue to support town centre recovery and explore investment and sustainable development opportunities for our key town centres and the visitor economy
- Support our business community to establish new start-ups, grow and create jobs through our Wyred Up business support programme
- Explore external funding and investment opportunities for our key council assets including theatres, markets and leisure facilities
- Deliver the UK Shared Prosperity Fund and Rural England Prosperity Fund 2023-2025

OUR SUCCESS MEASURES:

- Support job creation within the Enterprise Zone
- Increase footfall to our town centres
- Reduce town centre vacancy rates to below 11%
- Increase number of businesses supported in Wyre
- 80% of fledgling businesses surviving for 18 months
- Increase number of visitors to the borough each year
- 97% of business rates collected
- 97% of council tax collected
- Successful delivery of our UKSPF projects

Environment and Climate

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 and promote responsible use of Wyre's great outdoors.

OUR AMBITION A CLEANER, GREENER AND MORE SUSTAINABLE ENVIRONMENT

HOW:

- Deliver our Climate Change Strategy including a carbon budget
- Deliver our action plan to reduce the effect of climate change on our borough including the carbon footprint of all council activities and assets
- Collaborate with partners to reduce community energy consumption through retrofitting houses and the delivery of Cosy Homes in Lancashire (CHIL)
- Deliver the Wyre Beach Management Scheme to protect 11,000 homes from coastal flooding by October 2026
- Lead on Our Future Coast project and support the Wyre Natural Flood Management project to help prepare communities for coastal change resulting from climate change
- Complete a full review of the Wyre Local Plan by 2024

OUR SUCCESS MEASURES

- 10% reduction in council carbon emissions by May 2023
- Delivery of our Climate Change Action Plan
- Number of domestic energy measures installed under the Cosy Homes in Lancashire, via Government grant schemes
- 11,000 more homes protected from flooding by October 2026

Priorities

Long to Medium Term (4 – 8 years)

Existing Priorities

People and Communities

Empowered, Healthier and Resilient Communities

Growth and Prosperity

A strong local economy

Environment and Climate

A cleaner, greener and more sustainable borough

Proposed Priorities

People and Communities

Residents live happy, healthy and safe lives

Growth and Prosperity

A strong local economy and thriving town centres

Place and Climate

A cleaner, greener and more sustainable borough

New Dynamic and customer focused

A well run, modern and innovative council that puts customers first

Appendix B

Changes

Clearer/simpler strap line, removing reference to 'empowered' and 'resilient' which not everyone understands

Addition of thriving town centres to reflect increased prioritisation on further improving our town centres over the course of the plan

'Environment' replaced by 'Place' to be clearer that this priority is about Wyre as Place, not just environmental issues.

New The introduction of a fourth priority focused internally on transforming and improving how we work.

Proposed Commitments

(Medium Term – 4 years)

Appendix B

People and Communities

We will:

1. Help people to help themselves and live independently.
2. Provide support to those who need it, particularly our most vulnerable residents and our ageing population.
3. Improve feelings of safety and work with partners to tackle crime and anti-social behaviour
4. Improve our leisure facilities ensuring they meet the needs of our residents and visitors.
5. Provide opportunities for people to lead healthy and active lifestyles.
6. Improve the quality of life for individuals by tackling loneliness.

Growth and Prosperity

We will:

1. Support Wyre's town centres to be thriving and welcoming places to live, work and visit.
2. Support and champion Wyre's growing tourism economy by promoting our coast to countryside offer and Wyre's businesses, attractions and events.
3. Support the local economy through delivering the best support for small businesses and start ups in Lancashire and by supporting local people to develop new skills to access better paid work.
4. Secure external funding and investment to improve places across the borough.
5. Promote and support local carbon businesses and jobs.

Place and Climate

We will

1. Build pride in our borough by ensuring our town centres and neighbourhoods are clean and well looked after.
2. Ensure our towns and villages are supported by adequate and integrated infrastructure.
3. Address climate change by exploring innovative approaches to reduce carbon emissions from council buildings and support our communities and businesses to do the same.
4. Work with partners to reduce the risk of flooding to homes and businesses across Wyre
5. Provide high quality parks and open spaces for everyone to enjoy.

Dynamic and Customer Focused

We will:

1. Deliver high quality value for money services that meet the needs of our customers
2. Use technology to improve how we work and the services we provide to customers.
3. Use our land and buildings wisely, managing them to appropriate standards, reducing their environmental impact and maximising income to reinvest in further improving services.
4. Use data and intelligence to support us in making better evidence-based decisions.
5. Build trust in the Council by listening and engaging with our customers and delivering on our promises.

Current Project Review

(Short Term 1 – 2 years)

Appendix C

#	Existing Projects	Carry forward / Remove?
People and Communities		
1	Work with partners to deliver Wyre’s Moving More Strategy to increase the rate of physical activity in Wyre	Carry forwards to new plan
2	Complete a review of our indoor leisure provision by Summer 2023	Complete – remove from plan
3	Deliver effective support to our most vulnerable residents including the Household Support Fund	Business as usual – remove from plan
4	Continue to take a proactive role in delivery the Community Safety Partnership, co-ordinating an action plan for violence reduction	Re-word project to focus on violence reduction plan?
Growth and Prosperity		
5	Continue to support business growth and job creation as accountable body for Hillhouse Technology Enterprise Zone.	Business as usual - Remove
6	Continue to support town centre recovery and explore investment and sustainable development opportunities for our key town centres and the visitor economy.	Replace with more specific project
7	Support out business community to establish new start ups, grow and create jobs through our Wyred Up business support programme	Carry forwards
8	Explore external funding and investment opportunities for our key council assets including theatres, markets and leisure facilities	Replace with more specific project
9	Deliver the UK Shared Prosperity Fund and Rural England Prosperity Fund 2023 – 2025.	Carry forwards

Current Project Review

(Short Term 1 – 2 years)

Appendix C

#	Existing Projects	Carry forward / Remove?
Place and Climate		
10	Deliver our Climate Change Strategy including a carbon budget	Carry forwards
11	Deliver out action plan to reduce the effect of climate change on our borough including the carbon footprint of all council activities and assets	Superseded by Climate Change Strategy - Remove
12	Collaborate with partners to reduce community energy consumption through retrofitting houses with the delivery of Cosy Homes in Lancashire (CHiL)	BAU – Remove and continue outside of the plan.
13	Deliver the Wyre Beach Management Scheme to protect 11,000 homes from coastal flooding by October 2026	Carry forwards
14	Lead on Our Future Coast project and support the Wyre Natural Flood Management project to help prepare communities for coastal change resulting from climate change	Carry forwards (Refine the scope)
15	Complete a full review of the Wyre Local Plan by 2024	Carry forwards