



Report of:	To:	Date
Councillor Peter Le Marinel Planning Policy and Economic Development Portfolio Holder	Council	30 November 2023

Executive Report: Planning Policy and Economic Development Portfolio Holder

1. Purpose of report

- 1.1 To inform Council of progress on key objectives and the current position on issues within the Planning Policy and Economic Development Portfolio, as set out below.

2. UK Shared Prosperity Fund (UKSPF) and Rural England Prosperity Fund (REPF)

- 2.1 Consultations are completed for Cottam Hall Playing Fields, Cleveleys Town Centre and Fleetwood Seafront which have all received a good number of responses. Analysis is underway and will inform delivery plans for 2024/25 projects and support further development of funding bids for the Seafront area. Garstang Town Centre consultation with partners is underway and public consultation is likely to commence early 2024.
- 2.2 The [Boost Business Lancashire service](#) has commenced providing business advice, dedicated startup, growth and scaleup programme support. Boost presented elements of the programme for the 'Growing Your Business' Wyred Up event, as previously reported, and further events and promotion is planned. Businesses can also find out about the support available and contact a Business Adviser via the Boost website.
- 2.3 Cleveleys Town Centre Group are continuing to deliver a packed events programme in Cleveleys and started 'Winterval' with a family funday event in October, followed by a remembrance event with music and activities in the town centre.
- 2.4 Cottam Hall Playing Fields has been selected to be part of the national evaluation programme commissioned by the Department of Levelling Up Housing and Communities at an intervention level. This will take place over the duration of the UKSPF programme.

3. Wyre Business Awards 2023

- 3.1 The eighth Wyre Business Awards took place on 7 November at the Marine Hall, Fleetwood. After successfully restoring this important local celebration of Wyre businesses' achievements and success last year, the awards have been more popular than ever. The standard of applications has increased once again and this year saw a record number of applications with 148 entries from 74 different businesses and organisations.
- 3.2 The event was sold-out and sponsorship has been popular with our larger local businesses and contractors. This has meant that the cost of the awards for the second year running has been met by the income generated.
- 3.3 The winners of the categories are as follows:
1. Boost Growth Business of the Year- Sid Hill Transport Ltd
 2. Business Person of the Year- Sid Hill
 3. Chamber Low-Carbon Climate Action Award- Fox Brothers Group Ltd
 4. Community & Charity Organisation of the Year- Fleetwood Beach Wheelchairs
 5. Corporate Social Responsibility Award- Coastal Child and Adult Therapeutic Service Limited
 6. Food & Drink Business of the Year- Pudalicious
 7. Market Trader of the Year- The Wok Box
 8. Micro Business of the Year- Wyreside Mushrooms
 9. New Business Start-Up of the Year- Sustainable Talent Ltd
 10. Rural Business of the Year- A&G Precision Ltd
 11. Small Business of the Year- Sid Hill Transport Ltd
 12. Social Media Award- Glazey Days Ceramic Studio
 13. Team of the Year- Coastal Child and Adult Therapeutic Service Limited
 14. Tourism Business of the Year- Affinity Outlet Shopping
 15. Town Centre Business of the Year- Blackpool Skip Hire
 16. Wyre Business of the Year- A&G Precision Ltd.

4. Wyred Up Network

- 4.1 The network continues to grow with 792 members, an increase of 169 since the network relaunched in June 2022.
- 4.2 The newsletter is well-received with positive anecdotal feedback about the ease of use and layout. The 'open' rate, i.e. how many recipients open it, is approximately 50%, which compares very favourably to the average for peer newsletters that typically have an open rate of 36%.

5. Comments and questions

- 5.1 In accordance with procedure rule 11.3 any member of Council will be able to ask me a question or make a comment on the contents of my report or on any issue, which falls within my area of responsibility. I will

respond to any such questions or comments in accordance with Procedure Rule 11.5.