

Business Plan 2019-2023

Our Vision: Wyre - proud, ambitious and thriving... Together we make a difference

Last updated: April 2023

People and Communities

OUR AMBITION EMPOWERED HEALTHIER AND RESILIENT 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

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

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

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

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 and promote responsible use of Wyre's great outdoors.

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

