

# Business Plan 2019-2023

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

## People

**OUR AMBITION – SUPPORTING COMMUNITIES TO LEAD HEALTHIER LIFESTYLES**

**We will:**

- Collaborate with residents and local stakeholders to support and maximise opportunities for improving health and wellbeing across our communities
- Support our ageing population to maintain independence and remain safe in their own homes
- Collaborate with our partners to support prevention and early help
- Explore opportunities for communities and partners to deliver initiatives that utilise community assets and help connect residents to their communities



## Economy

**OUR AMBITION – A STRONG LOCAL ECONOMY**

**We will:**

- Support economic growth by attracting investment to Wyre and by supporting businesses to prosper
- Work with transport authorities to improve the transport infrastructure and connectivity across the Fylde Coast
- Maximise commercial opportunities, improve the return from all our assets whether that be buildings or land and deliver efficiencies
- Transform the way the Council delivers services through making better use of technology

## Place

**OUR AMBITION – A QUALITY LOCAL ENVIRONMENT FOR ALL TO ENJOY**

**We will:**

- Utilise Wyre's USP – the Great Outdoors – supporting residents and visitors to maximise the opportunities from coast to countryside
- Collaborate with our partners to respond to climate change issues, including reducing flood risk across Wyre.
- Work with residents, Parish and Town Councils and businesses to protect and enhance the quality of our neighbourhoods

# Delivering our Vision



## Economy

### How will we do this?

- Implement the Wyre Local Plan 2011-2031
- Deliver the implementation plan for Hillhouse Technology Enterprise Zone
- Develop an Economic Development Strategy
- Support our partners in the roll out of full fibre infrastructure on the Fylde Coast
- Deliver our commercial strategy projects
- Deliver the asset management programme of work
- Explore options for a commercial partner for Marine Hall
- Deliver our Digital Wyre strategy including the implementation of a Citizen Access Portal

### How will we measure progress?

- Take up of employment land
- Number of businesses supported
- % growth in business rate base at the Enterprise Zone
- Town centre vacancy rates
- Out of work benefit claimant count
- Annual efficiency savings delivered
- % of e-contacts as a % of total contacts
- Satisfaction with council services

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## People

### How will we do this?

- Develop and deliver new pilot projects with the three GP health neighbourhoods for Wyre – Fleetwood, Wyre Integrated Neighbourhood and Wyre Rural Extended Neighbourhood
- Deliver a programme of work to promote healthy choices and healthier lifestyles to keep people well
- Work with Lancashire County Council to create and deliver new local Housing and Support Schemes
- Maximise opportunities from the Better Care Fund to support older people and people with disabilities to stay in their own homes
- Care and Repair (Wyre and Fylde) will identify need and supply a range of community equipment for vulnerable residents
- Host and support the Wyre and Fylde Integrated Team
- Review our safeguarding policies and practices across all council services
- Work with partners to improve the resilience and aspirations of our young people
- Facilitate community projects that improve the use and sustainability of council community assets

### How will we measure progress?

- % of food establishments considered broadly compliant with food safety legislation
- Number of people helped to remain independent at home
- Excess weight in adults
- % of physically active adults
- Number of obese children (aged 10-11)
- Number of leisure centre visits
- Number of cases supported by Integrated Team
- Take up of the FYI Directory by Wyre residents and groups



## Place

### How will we do this?

- Develop and deliver the communications campaigns to promote Wyre's countryside, coast, parks and tourism offer
- Facilitate and support delivery of Coastal Community Funded projects
- Deliver the Wyre Beach Management Scheme
- Develop and support Flood Action Groups
- Deliver the Mount Restoration Project in Fleetwood
- Facilitate and support the improvement of parks and open spaces
- Implement initiatives and promote activity to help achieve a cleaner, greener Wyre
- Tackle problematic empty homes
- Facilitate delivery and promotion of the Wyre Community Lottery

### How will we measure progress?

- Number of volunteer hours
- Number of people attending outdoor activities
- Increase in visitor numbers to the borough
- Satisfaction with parks and open spaces
- Satisfaction with keeping public land free from litter
- Reduction in fly tipping reported
- Number of long term empty properties
- Reported incidences of ASB
- Number of homes protected from flooding
- Number of flood action groups supported
- Money raised for good causes by the Wyre Community Lottery

