

Council Plan 2024-2028

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Our vision

Wyre is a place where everyone can prosper. We want everyone in Wyre to have access to jobs and share the benefits of economic growth; live in thriving, safe, more environmentally sustainable and welcoming communities; and be healthier and independent for longer.

Making our vision a reality

Our commitments in four key areas will support our vision. These commitments form our actions and our plans. Over the next four to eight years we will:

People and communities

- Support people to help themselves and live independently in their own homes
- Provide support to those who need it, including our most vulnerable and financially disadvantaged residents and our ageing population
- Improve feelings of safety and work with partners to tackle crime and anti-social behaviour
- Improve our leisure facilities ensuring they meet the needs of our residents and visitors
- Provide opportunities for people to lead healthy and active lifestyles
- Improve the quality of life for individuals by tackling loneliness and isolation

Growth and prosperity

- Develop Wyre's town centres to be thriving and welcoming places to live, work and visit
- Support and champion Wyre's growing tourism economy by promoting our coast to countryside offer, tourism businesses, attractions and events
- Grow the local economy through delivering the best support for small businesses and start-ups
- Encourage local people to develop new skills to access better paid work
- Secure external funding and investment to make improvements to places across the borough
- Promote and support low carbon businesses and jobs

Place and climate

- Build pride in our borough by ensuring our town centres and neighbourhoods are clean, attractive and well looked after
- Ensure our towns and villages are supported by integrated infrastructure
- Explore innovative approaches to reduce carbon emissions from council operations and support our communities and businesses to do the same
- Work with partners to reduce the risk of flooding to homes and businesses across Wyre
- Provide high quality parks and open spaces for everyone to enjoy

Innovative and customer focused

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

People and communities

Residents live happier, healthier and safer lives

We will achieve our commitments by:

Using technology to support older and disabled people to live independently at home

Delivering the Household Support Fund and other initiatives that support low income families

Developing and delivering a plan to tackle anti-social behaviour in the borough

Procuring a new contract for our leisure facilities

Working with partners to deliver Wyre's Moving More Strategy to increase the rate of physical activity in Wyre

Developing and supporting a volunteer befriending project



Measuring success

- Number of properties where adaptations have been completed
- Increase in the number of children engaged in holiday activities
- Number of homeless cases prevented
- Reduction in the number of violence against the person offences committed
- Reduction in levels of anti-social behaviour
- Increase in the number of people visiting our leisure centres
- Increase in the number of people engaged with our health programmes
- Increase in the volunteering hours facilitated and supported

Growth and prosperity

A thriving local economy and town centres

We will achieve our commitments by:

Developing a programme of town centre improvements

Developing and starting to deliver an economic development and tourism strategy

Developing and delivering a comprehensive business support programme for small businesses in Wyre

Developing and delivering a programme of support for local people to access education, employment or training

Delivering the UK Shared Prosperity Fund and Rural England Prosperity Fund 2023 – 2025



Measuring success

- Town centre vacancy rates below the UK average
- Increase the number of visitors to the borough each year
- Increase in the number of businesses supported by the council
- Increase in the number of businesses surviving for more than 24 months
- Number of projected jobs created through Wyre Council support or intervention
- Grant funding secured by the council

Place and climate

A cleaner, greener and more sustainable place

We will achieve our commitments by:

Developing and delivering a community based programme to address the problems of fly-tipping and illegally deposited waste

Completing a full review of the Wyre Local Plan

Developing and delivering Wyre's Climate Change Strategy

Delivering the Wyre Beach Management Scheme

Developing and delivering a programme of improvements to parks and open spaces across the borough



Measuring success

- Resident satisfaction with keeping public land free from litter
- Fly-tipping incidents reported and dealt with
- Reduction in the council's carbon emissions
- Resident satisfaction with our parks and open spaces
- % of Wyre's parks awarded green flags

Innovative and customer focused

A well run, forward-thinking council that puts customers first

We will achieve our commitments by:

Developing and delivering an ambitious transformation strategy

Working with the Local Government Association to arrange a Corporate Peer Review

Developing and delivering an innovative digital and ICT strategy

Developing a 3-year asset management strategy and action plan



Measuring success

- Resident satisfaction that the council provides value for money services
- % council tax collected
- % business rates collected
- Increase in visits to the council's website
- Increase in the number of residents signed up to use MyWyre account
- Resident satisfaction with the council

Longer term commitments

Over the next ten years, we will also:

Work with partners to deliver on the return of rail or the delivery of light rail to Thornton and Fleetwood

Seek public and private investment into the borough to deliver economic development

Work with partners to ensure Wyre is healthier, safer and more environmentally sustainable



wyre
council

