

Report of:	To:	Date	Item No.
Cllr Peter Murphy Economy Portfolio Holder	Council	5 June 2014	9(d)

## EXECUTIVE REPORT: ECONOMY PORTFOLIO HOLDER

### 1. Purpose of Report

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

### 2. Coastal Communities Fund

- 2.1 As reported previously, £1.55m of funding has been granted to Wyre Council from the Coastal Communities Fund (CCF) Round 2. Preparation work is now underway across a number of service units on a two-year scheme comprising a chain of attractions that link together and complement other recent developments along the coastline from Rossall to Euston Park. Work is expected to start on site in the summer and should be complete within two years.
- 2.2 The CCF scheme launch event 'Dizzy Heights' took place on Saturday 24 May at the Marine Hall, Fleetwood. A mix of comedy, music, entertainment, high diving and a world record attempt took place alongside activities such as zip wire rides and a climbing wall.
- 2.3 Council officers recently submitted an application for CCF Round 3 funding. This is the final CCF round and it was decided to bid for monies for the Wyre Estuary and Knott End area given that flooded coastal communities are a new priority in this round. The scheme involves extending work completed under the Sea Change programme along the Cleveleys to Fleetwood coastline, and work planned under the CCF Round 2 scheme for Fleetwood.

### 3. Revive and Thrive

- 3.1 As members will already be aware, Wyre won the national 'Revive and Thrive' retail challenge for its main town centres, a £191,000 Prize Package, which includes specialist retail support, services and products from 24 experts in this field.

**3.2** Council officers have been working in partnership with the organisers and are holding an initial meeting this month with those prize-givers whose services are required initially to help set up a Wyre Town Team to assist in the delivery of a retail business support package that will be deliverable across all four towns.

#### **4. Business Support**

**4.1** The next Wyred Up business support and networking event is to be held on 9 July 2014 at Farmer Parrs. An options appraisal is currently being undertaken to look at re-launching the Wyred Up brand and the networking events.

#### **5. Wyre Local Growth Plan**

**5.1** The Wyre Local Growth Plan was launched in January 2014. The first quarterly Performance Report for January to March is attached as Appendix 1.

#### **6. Local Plan**

**6.1** The Local Development Scheme was approved by Council in April. A meeting of the Planning Policy Working Group was held on 14 May, the purpose of which was to inform them of the new Local Plan timetable and set out progress on the main work streams.

#### **7. Economic Activity Update**

**7.1** Statistics on employment and unemployment rates for 2013, numbers of Job Seekers Allowance claimants and shop vacancy rates in Wyre are set out in Appendix 2.

#### **8. Comments and Questions**

**8.1** 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.

This is the first report since the launch of the Wyre Local Growth Plan in January 2014. The report will be published each quarter (calendar year). The outputs are measured under each of the 6 Key Strategic Initiatives (KSIs).

Key Strategic Initiative	Output Detail	Number
KSI 1- Provide a supportive business environment	New businesses registered on the Wyred Up database	<b>43</b>
	Wyred Up website hits	
	January	<b>2560</b>
	February	<b>3147</b>
	March	<b>2546</b>
	Direct business enquiries received by the Economic Development Team:	<b>30</b>
	15 Signposted	
	2 Supported with a grant app	
	7 Visited at premises by an officer	
4 General enquiries (no follow up)		
1 Receiving grant app support		
1 Social Enterprise assisted with specialist advice		
Community Interest Group Advised	<b>1</b>	
Wyred Up event delivered	<b>1</b>	
Wyre businesses given advice via Bay Business Centre (15 referrals from WBC included above)	<b>45</b>	
Wyre businesses given advice via Regenerate Pennine Lancashire (inc LEAP, Start Up Lancs, Boost and Fuse Fund)	<b>32</b>	
KSI 2 – Encourage investment and sector development	Community groups advised	<b>3</b>
	Total amount of investment secured (Revive and Thrive, CCF 2, LGA Consultancy)	<b>£1,746,242</b>
	D.Crellin consultancy completed (general support for Wyred Up / Econ Dev)	<b>Completed</b>
KSI 3 – Strengthen the relationship between employers and skills providers	Local people assisted in training via our partners Job Centre Plus / Blackpool and the Fylde College (Cala Gran, Three Lights, Iron Horse)	<b>51</b>
	Apprenticeship directly supported at Wyred Up (IT work experience assisted for 2 days and at Wyred Up event)	<b>1</b>
	Arranged meeting with a large business on Hillhouse between the Council, College and JCP. Actions in place to be delivered next quarter include, workshop with students and development of a Wyre Prospectus.	<b>(Included in 30 above)</b>
KSI 4 – Support the visitor economy	Marine Hall booked for Business Awards Evening (November 20). 'Save the Date' invites to be sent out in early June to Wyre businesses.	
KSI 5 – Maximise rural business potential	New rural businesses registered on Wyred Up	<b>9 out of 43</b>
	First draft of Lancashire Rural Growth Plan completed	<b>Deadline Sept</b>
	Initial work on preparing Wyre's Rural Growth Plan and Mapping Exercise commenced. This will act as a framework for other rural local authorities to rollout and inform the Lancashire Rural Growth Plan.	<b>First draft completed</b>
KSI 6 – Ensure the viability and vitality of our town centres	% of empty units by town centre (January 2014):	<b>Cleveleys 6.42%</b> <b>Fleetwood 12.59%</b> <b>Garstang 1.52%</b> <b>Poulton 7.36%</b> <b>Thornton 10.75%</b>

## Economic Update

### Employment and Unemployment ( Jan 2013 – Dec 2013)

	<b>Wyre (Numbers)</b>	<b>Wyre (%)</b>	<b>North West (%)</b>	<b>Great Britain (%)</b>
Economically active	53,800	75.3	75.0	77.4
In employment	50,100	69.8	68.9	71.5
Employees	39,800	56.3	59.5	61.2
Self Employed	9,700	12.6	8.9	9.7
Unemployed	2,800	5.3	8	7.5

Source Nomisweb

### Total JSA Claimants

	<b>Wyre Number</b>	<b>Wyre %</b>	<b>North West %</b>	<b>Great Britain %</b>
April 2013	1725	2.4	4.2	3.7
May 2013	1748	2.4	4.2	3.7
June 2013	1706	2.3	4.1	3.6
July 2013	1553	2.2	4.0	3.5
August 2013	1393	2.2	3.9	3.3
September 2013	1343	2.1	3.7	3.2
October 2013	1285	2.0	3.5	3.0
November 2013	1304	2.1	3.4	2.9
December 2013	1318	2.1	3.3	2.9
January 2014	1377	2.2	3.4	3.0
February 2014	1364	2.2	3.4	3.0
March 2014	1305	2.1	3.2	2.9

Source Nomisweb

### Shop Vacancy Rates

	<b>Cleveleys</b>	<b>Fleetwood</b>	<b>Garstang</b>	<b>Poulton</b>	<b>Thornton</b>
Jul 2012	8.24%	12.14%	8.33%	10.56%	7.79%
Oct2012	4.83%	6.43%	3.03%	11.11%	4.49%
Jan 2013	3.69%	7.50%	5.30%	8.33%	10.39%
April 2013	5.68%	10%	1.52%	9.44%	10.34%
Jul 2013	5.68%	10%	1.52%	9.44%	10.34%
Oct 2013	4.75%	9.06%	1.52%	10.34%	10.11%
Jan 2014	6.42%	12.59%	1.52%	7.36%	10.75%
April 2014	7.54%	12.24%	2.99%	10.91%	12.90%

Source Wyre Council (Economic Development Team)