



Report of:	Meeting	Date	Item no.
Cllr Peter Gibson, Leader of the Council and Garry Payne, Chief Executive	Council	5 March 2015	10

Business Plan 2015-2019

1. Purpose of report

1.1 To seek approval of the Council's Business Plan for 2015-2019.

2. Outcomes

2.1 To ensure that medium and long term resources and service provision are prioritised and planned in accordance with the Medium Term Financial Plan (MTFP), the aspirations of local residents, local research and data and the national policy framework.

2.2 That the Business Plan is effectively monitored and delivered.

3. Recommendations

3.1 To approve and support the Business Plan for 2015-2019, attached as Appendix 1.

4. Background

4.1 Each year, the Council produces a Business Plan. The Business Plan is a key document in the business planning framework and its purpose is to set out the Council's vision, objectives and priority projects in line with the Medium Term Financial Plan (MTFP). The council has effective performance management arrangements in place which ensures that progress against the Business Plan is reported on a quarterly basis. This includes the involvement and support of Overview and Scrutiny who receive quarterly performance reviews.

4.2 The Senior Leadership Team develop the Business Plan during planning sessions held in October / November. The draft plan is discussed with Management Board and Overview and Scrutiny Committee before proceeding to full Council for approval.

5. Key issues and proposals

- 5.1** The Business Plan is attached at Appendix 1 and sets out what the Council is prioritising over the coming years. It provides a guide for Members and officers to ensure that all decisions and activities support the effective achievement of our vision, objectives and priority projects.
- 5.2** This year the Business Plan covers a four year period which has been developed to align with the four year election cycle. There is a new vision - "Together we make a difference" and three overarching themes:-
- Enterprising Wyre
 - Healthier Wyre
 - Engaging Wyre.
- 5.3** Even though the business plan is now a four year plan, the intention is that it will still be refreshed annually so that new projects can be added and completed projects can be removed.
- 5.4** There are a number of new projects which feature on this plan as follows:-
- We will restore the Mount and its Gardens in Fleetwood
 - We will redevelop the sites of Poulton Youth and Community Centre and Garstang Business Centre
 - We will work with partners to reduce obesity levels and encourage increased physical activity
 - We will enhance the home improvement service to help people to maintain independence
 - We will develop an engagement campaign to empower communities and encourage volunteers to get more involved in their local areas
 - We will work with Regenda to improve the West View Estate in Fleetwood as part of the 'Love West View' project
 - We will work with DWP and our communities to fulfil our role as a delivery partner for Universal Credit
 - We will deliver the programme of efficiency savings.
- 5.5** Two of the projects in the current year's business plan are expected to be completed prior to March 2015, so they don't feature in the new plan. These are:-
- Improving the use and enjoyment of Memorial Park
 - Delivery of Leisure Centre capital investment programme at Thornton and Poulton leisure centres.

5.6 Three of the projects in the current year's business plan are now recognised as key priorities in the relevant Service Plans. This will ensure that the proactive work that commenced during 2014/15, because it had been identified as a corporate objective, is continued into 2015/16. By including the three projects in the Service Plans, a clear focus will be maintained on what are clearly important areas for the Council. The projects include:-

- Reducing fuel poverty by delivering affordable warmth interventions
- Improving services through electronic contact channels
- Tackling environmental crime including fly-tipping and dog fouling.

5.7 An Equality Impact Assessment (EIA) has been carried out on the new Business Plan which is a requirement of Section 149 of the Equality Act 2010 which imposes a legal duty, known as the Public Sector Duty (Equality Duty), on all public bodies, to consider the impact on equalities in all policy and decision making. The EIA concluded that the Business plan will have a positive impact for all of our residents in terms of advancing equality and fostering good relations. The impact of the business plan will be monitored quarterly and any necessary adjustments will be made to the EIA, as appropriate.

Financial and legal implications	
Finance	The Business Plan is closely aligned to the Medium Term Financial Plan (MTFP) to ensure that priority projects are effectively resourced.
Legal	There are none.

Other risks/implications: checklist

If there are significant implications arising from this report on any issues marked with a ✓ below, the report author will have consulted with the appropriate specialist officers on those implications and addressed them in the body of the report. There are no significant implications arising directly from this report, for those issues marked with a x.

implications	✓ / x
community safety	x
equality and diversity	✓
sustainability	x
health and safety	x

risks/implications	✓ / x
asset management	x
climate change	x
data protection	x

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List of appendices

Appendix 1 - Business Plan 2015-2019

arm/ex/cou/cr/15/0503mh1

Vision

Together we make a difference

Themes



Objectives

- Promote economic, housing and employment growth
- Promote Wyre’s new tourism opportunities
- Maximise inward investment
- Improve the return from our assets and explore commercial opportunities
- Protect our communities from flooding

- Work with our partners (including the Clinical Commissioning Groups, the County Council, YMCA and voluntary, community and faith groups) focusing on prevention to improve the health and wellbeing of our communities
- Support older people to age well

- Support neighbourhood led projects that address local needs and priorities
- Increase community engagement
- Assist our communities with the transition to Universal Credit
- Ensure our communities are provided with cost effective, quality services

Action we will take

- We will prepare a new Local Plan to manage and deliver development over the next 15 years
- We will deliver the actions in the Local Growth Plan and work with businesses to improve the local economy
- We will deliver the ‘Five For Fleetwood’ Project – Euston Park, Skate park, Splash pad, Marine Lake and Ecology zone
- We will restore the Mount and its Gardens in Fleetwood
- We will facilitate redevelopment of the sites of Poulton Youth and Community Centre and Garstang Business Centre
- We will construct the Rossall Sea Defence Scheme

- We will work with partners to reduce obesity levels and encourage increased physical activity
- We will deliver improvements to Garstang Leisure Centre
- We will support vulnerable families
- We will enhance the home improvement service to help people to maintain independence
- We will develop a programme of work to reduce social isolation focusing particularly in the rural areas of Garstang, Cabus and Preesall

- We will work with Elected Members, Parish and Town Councils and our communities to deliver the next phase of Shaping Your Neighbourhood
- We will develop an engagement campaign to empower communities and encourage volunteers to get more involved in their local areas
- We will work with Regenda to improve the West View Estate in Fleetwood as part of the ‘Love West View’ project
- We will work with DWP and our communities to fulfil our role as a delivery partner for Universal Credit
- We will deliver the programme of efficiency savings

Measures

- Number of houses built
- Number of new businesses registered
- Number of jobs created
- Number of affordable dwellings built
- Number of visitors
- % capital spend funded by external funding

- Adult and Childhood obesity levels
- Number of families assisted
- Referrals dealt with by the Care and Repair Service
- Households assisted via affordable warmth projects
- Social isolation numbers referred and assisted
- Satisfaction with sport and leisure facilities #

- % of people satisfied with where they live #
- Number of neighbourhood led projects successfully delivered
- Number of people assisted with claiming Universal Credit
- Number of new volunteer hours offered
- Annual Efficiency Savings Delivered
- #Life in Wyre Survey – Bi-annually