The Great Wyre Jigsaw project took place during summer 2006 and was part of the plan for delivering better public services across Wyre. It was set up by Wyre Borough Council and Wyre Local Strategic Partnership and aimed to find out how people feel about living in the Borough.

The Great Wyre Jigsaw is one of the largest community consultations ever carried out in Wyre: 2,000 people took part in the project and told us what’s special about living in Wyre, what should be preserved or looked after to keep the character of the area and what, if anything, would make Wyre a better place to live. This information will be used to shape our community plan for the area and to help public bodies plan services that are more in line with local people’s needs.

392 people living in Cleveleys gave their views and this booklet shows what they said.
The aim of the project was to find out how people feel about living in Wyre and focused on four key questions:

- What’s great about living in Wyre?
- What are the main problems about life in Wyre that you and your friends talk about?
- What, if anything, would improve Wyre as a place to live?
- To keep Wyre special, what needs to be preserved or looked after?

The project set out to gather the views of 2,000 people and to consult with people in each of the six regional forum areas: Cleveleys; Fleetwood; Poulton; Rural East (the area which includes Garstang, Scorton and Great Eccleston); Rural West (the area which includes Knott End, Preesall and Stalmine) and Thornton.
The consultation was carried out by Pathways Consultancy from Manchester. The Pathways team worked at key community venues such as libraries; attended village fetes, festivals and countryside events; and spent time ‘on the streets’ talking to people. Pathways also carried out 10 one-to-one interviews or meetings with key workers representing specific interest groups in Wyre. **2,136 people gave their views this way.**

In addition 1,100 postal questionnaires were posted out by Wyre Borough Council: **200 people gave their views this way.**

The results have been analysed and written up by Pathways. The quotes used in this booklet were given during the consultation and have not been altered in any way.

Pathways devises and runs research, consultation and evaluation projects.

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In Cleveleys two things stand out: that people value the good local facilities and services available to them and that the rural nature of Wyre is very important to them.

61% of people told us that the good facilities and services available in the town made them feel very positive about living in Cleveleys. People described it as a bustling, compact little town with everything you need in one place and they told us they appreciate the variety of good local shops and the friendly shopkeepers. The cafés and the entertainments and activities available locally are also important to people.

58% of people told us that they value living close to the sea and in a rural area. They enjoy the things that a seaside town can offer such as the sea front, the promenade and the beach.

Other things that make living in Cleveleys great are:

- The strong sense of community people that people feel – 31% people told us that the friendly, pleasant people and their good neighbours are important to them.

It’s very friendly – if you go for a loaf of bread it’s stale by the time you get home – you meet that many people
Related to this, for many people Cleveleys still has a ‘village’ feel and people described a quiet, peaceful, easy-going pace of life – **23% of people told us this was important to them.**

Good public transport – **21% of people told us that they valued the service which appears to provide a good and affordable network.**

**Fresh air, big skies and the sea**

**What’s great about living in Wyre and the Cleveleys area**
Five main issues were raised by people during the consultation and these were:

- Problems with traffic, parking and poor public transport
- Feeling unsafe, crime and vandalism
- Declining civic pride
- Poor local services and facilities
- The lack of things for young people to do in the area

1. Problems with traffic, parking and poor public transport

The top issue – **31% of people raised it**. People told us about the need for more parking in town for both residents and visitors especially in summer; problems with speeding traffic along the front and traffic congestion. They are also concerned about poor public transport connections; some poor buses services; the lack of bus shelters and the cost of bus journeys across different local authority areas.

2. Feeling unsafe, crime and vandalism

*This is a concern for 25% of people* and they told us about bag snatching; increasing levels of vandalism; feeling intimidated, uncomfortable and threatened particularly by late night drinkers; and the lack of police presence in the town.
3. Declining civic pride

An issue for 21% of people who want to see the litter and rubbish problem tackled in the town. Especially, they say, the waste from takeaway outlets should be controlled; bins on the front should be emptied more often; streets need to be cleaned and drains unblocked; litter on the beach should be collected and dog fouling must be addressed.

4. Poor local facilities and services

An issue for 21% of people who told us that they want to see a better range of quality shops in Cleveleys; they are concerned that things are geared towards tourists and they want more for local people to do; and they want better toilet facilities in the town – in the main areas, not ‘in the back of beyond’.

5. The lack of things for young people to do in the area

This is a concern for 21% of people. Young people told us that there is not enough for them to do in Cleveleys, while older people told us that more should be provided for young people who ‘hang around’ in the evenings and make a noise.

You can’t moan about young people hanging about when there’s not a lot for them to do in town.
People in Cleveleys particularly want parks and green spaces and the local environment in their town to be looked after, they are opposed to new development on green spaces.

50% of people told us that this was important to them. The features that they want to see looked after are:

- The parks in the town such as Jubilee Gardens and Tower Gardens, as well as children’s playgrounds and play areas.
- Flower beds and trees.
- The beach - they want it swept clean of litter and dog dirt.
- The seafront and promenade, and especially the Victorian elements of the front and the traditional seafront activities.

16% of people told us that keeping the town’s historical character and the old traditions such as gala days and fetes is important to them.

12% of people told us that they want to see local services and facilities kept. In particularly, they support encouragement to town centre businesses to help them survive.

Stop building on green spaces and build on brown spaces.
What needs to be preserved or looked after?

Keep whatever green space is left and be careful about new development

What needs to be preserved or looked after?

- Our parks, green spaces & local environment
- The area's historical character
- Local services & facilities
- Our high quality public spaces & street scene
- Area’s rural nature
- Keep it as it is!
- Our sense of community
- Public transport services

Bar chart showing:
- 174 people for parks, green spaces & local environment
- 55 people for historical character
- 42 people for local services & facilities
- 34 people for high quality public spaces & street scene
- 32 people for rural nature
- 12 people for keep it as it is!
- 10 people for sense of community
- 6 people for public transport services
Improve local facilities and services

The top issue - 37% of people raised it. Their ideas ranged widely: new sports facilities such as a swimming pool or Aqua park; developing the facilities at the beach – as well as cleaning and raking the sand; they suggested deckchairs for hire and somewhere to wash your feet; increasing the variety of shops in town; and setting up a street-based arts festival with entertainers performing all around the town.

Improve the street scene and increase civic pride

A concern for 27% of people. Ideas include improving the roads and pavements on the seafront; having more seats around town; giving the High Street a facelift and smartening up the shopfronts; bringing back the flower tubs on the High Street; cleaning the streets more often; emptying dog bins more regularly and enforcing dog fouling laws. People also want more public toilets that are clean and maintained; they should offer disabled facilities and have an attendant.

Better traffic management and public transport

An issue for 23% of people who want to see a range of issues addressed. Ideas for tackling the parking issues in the town include increasing the number of parking spaces in central Cleveleys; keeping free parking spaces on the streets; setting up a park-and-ride system and providing summer coach parking.
To improve public transport facilities people suggested more bus shelters; a mini bus service for older people in the evenings and free bus passes that cover the Lancashire area. Others ideas to make getting about in Cleveleys easier included more cycle lanes and facilities.

**Provide more things for young people to do**

*An issue for 20% of people, who want to see more things for young people to do other than going to the beach.* Ideas include a good football pitch; keeping the pool for smaller children; a youth centre and more places for them to go in the evenings.

**Improve community safety**

*18% of people raised this as an issue* and their ideas included more policing of the main streets; the police station staying open at night; pedestrianising the main street and having speed restrictions along the front.

*Often we take our business elsewhere because we can’t park in our own town centre*
This booklet, together with information from the other five areas of Wyre, will be used to produce a spatial portrait of the Borough. The portrait will then become part of the land use plan for the Wyre – the Local Development Framework.

The information will also be used to help develop a ‘vision’ for Wyre. This is a collective view of how we all want the Borough to be in the future. This vision will set the direction and agenda for all service organisations in the Borough and therefore needs to be based on community need as recognised and agreed by all agencies. The Great Wyre Jigsaw is the first step in the process of achieving a vision for Wyre.

**What you can do now:**

You can find out what people from the other areas of Wyre told us by reading the booklets for those areas.

You can get copies from **Wyre Borough Council** • Telephone **01253 891000**

The results of this exercise will also be discussed at the Area Forum taking place in your area. Area Forums now meet in each area of the Borough to discuss issues of concern to local people and to ensure a response. For more details of the area forum in your area, contact:

**Donna Midgley-Davies** on **01253 891000**

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