

Report of:	Meeting	Date	Item No.
Cllr Gordon McCann, Economic Development Portfolio Holder and Michael Ryan, Corporate Director of People and Places	Cabinet	15 January 2014	7

Wyre Local Growth Plan

1. Purpose of Report

1.1 To consider the proposals contained within the Wyre Local Growth Plan

2. Outcomes

2.1 An adopted Local Growth Plan to guide the Council's actions to promote and support economic growth in Wyre.

3. Recommendations

3.1 That the Local Growth Plan be approved.

3.2 That Head of Planning Services be authorised to make appropriate changes to the format and presentation of the document before it is launched in January 2014.

4. Background

4.1 The Local Growth Plan has been prepared as a strategy for improving the economic future of Wyre, and its residents, businesses and visitors. It aligns with the economic development priorities of the Lancashire Economic Partnership (LEP) Growth Plan and the Economic Development Company (EDC) Growth Plan, and focuses our approach to delivering our key economic priorities in accordance with the vision and policies of the emerging local plan.

4.2 The LEP has prepared their Lancashire Growth Plan and is preparing the Lancashire Skills Plan. In Wyre, we are updating our statutory land-use

plan to promote sustainable developments. This presented an opportunity to `take stock` of our current position and to focus our approach to delivering Wyre's key economic priorities through this Local Growth Plan.

- 4.3** A consultation process was undertaken in October and November 2013 with internal partners, and external key partners and businesses in the area including:

Wyre Enterprise Partnership Business Group
Fylde Borough Council
Blackpool Borough Council
Economic Development Company
LGA Consultant Debbie Crellin
Lancashire County Council
Lancashire Enterprise Partnership
Blackpool and Fylde College
Myerscough College
Community Futures
Social Enterprise Lancashire Network
Land / Property Owners
Marketing Lancashire

- 4.4** The document highlights 6 Key Strategic Initiatives (KSIs), which encompass work currently undertaken by the Council. The role of the Council will be to either partner, facilitate, or enable, each of the outputs within the document over the next 4 years.

5. Key Issues and Proposals

- 5.1** The KSIs are:

- Provide a Supportive Business Environment
- Encourage Investment and Sector Development
- Strengthen the Relationship Between Employers and Skills Providers
- Support the Visitor Economy
- Maximise the Rural Business Potential
- Ensure the Viability and Vitality of Our Town Centres

- 5.2** Within each KSI are key themes, which have been identified as priority areas, and each one is supported by an output and an outcome that will be achieved on completion of each action.

- 5.3** Progress on the delivery of the outputs will be monitored and reported annually.

FINANCIAL AND LEGAL IMPLICATIONS	
Finance	The delivery of the Growth Plan will include bids for grant funding, some of which may require match funding from other sources including from the council. Any council match funding will have to be from current approved resources as determined by the latest Medium Term Financial Plan but if this was not the case, any additional implications would be reported to a future Cabinet meeting for consideration.
Legal	<i>No implications</i>

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	x
Sustainability	x
Health and Safety	x

Risks/Implications	✓ / x
Asset Management	x
Climate Change	x
Data Protection	x

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List of Background Papers:		
Name of Document	Date	Where available for inspection
LEP Growth Plan 2013/14	April 2013	http://www.lancashirelep.co.uk

LIST OF APPENDICES

Wyre Local Growth Plan 2014/17

arm/ex/cab/cr/14/1501ak1