

Wyre Local Growth Plan



Our Vision

Wyre will be recognised as a successful place in which to invest, where existing business grow and develop, and where new businesses flourish.

Wyre will be known as an 'energy hub'. It will be a desirable place to live, work and visit, where villages and rural settlements meet the needs of their communities.

The visitor and tourist economy will be modernised. There will be an affordable range of housing and job opportunities will be available for all, along with a sustainable transportation network.

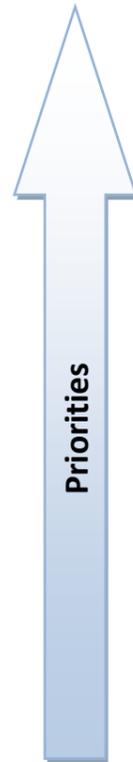


Key Initiatives

We will provide a supportive business environment and encourage investment and sector development

We will strengthen the relationship between employers and skills providers

We will support the visitor economy, maximise the rural business potential and ensure the viability and vitality of our town centres



Priorities

- We will promote enterprise
- We will diversify our support to businesses
- We will ensure there is quality infrastructure for new and existing businesses
- We will maximise the potential of the Fleetwood Port
- We will support Hillhouse International Business Park
- We will support the growth of the Energy Sector
- We will support an application for Assisted Area Status / Area of Economic Opportunity
- We will support transport infrastructure improvements

- We will identify local skills gaps and link them to skills providers
- We will promote growth sectors and explore areas with potential for job growth
- We will invest in the wider economy, including unemployed NEETs and over 50's
- We will explore opportunities to encourage young entrepreneurship

- We will work with tourism businesses to strengthen the offer and develop joint promotions
- We will enhance the destination offer
- We will encourage proactive promotion
- We will help promote diversification in our rural areas
- We will encourage the development of Enterprise Hubs
- We will create distinctive town centres
- We will be proactive in our town centres



Our Measures

- Number of new businesses registered and existing businesses expanding
- Number of businesses advised / signposted / safeguarded / in receipt of financial support (and which are from key growth sectors or key sites i.e. Hillhouse International)
- Number of social enterprises / Community Interest Groups (CIFs) supported
- Number of new registrations for Wyred Up / rural businesses
- Number of events and bespoke events
- Number of business attending workshops / seminars / courses
- Increase in developed employment land
- Number of people in training / jobs created in the energy/renewables/seafood processing sector
- Amount of investment entering Wyre (£s)

- Inclusion within the LEP Skills Plan
- Local skills gaps identified
- Number of local unemployed people over 19 on Build Up construction apprenticeships
- Number of people on other apprenticeships and work programmes
- Increase in employment rate
- Monitor the proportion of NEETs and unemployed over 50's
- Number of young people advised

- Number of accommodation providers supported / advised
- Monitor number of bedspaces and overnight stays
- Monitor number of visitor numbers
- Monitor level of footfall / spend in the town centres
- Monitor number of events in town centres
- Measure empty units/turnover rates
- Update Health Checks annually
- Identify future investment opportunities
- Production of Rural Growth Strategy for Lancashire
- Number of rural businesses in the food and drink sector supported
- Bespoke Wyred Up networking event in rural Wyre
- Development of a rural network programme