

## State of Wyre October, 2021

This report gives an overview of available data, relating to the borough of Wyre. Its main purpose is to assist officers, elected members to:

- Plan future activity based on evidential and spatial information
- Assist in the bidding process for grant funding
- Highlight a wide range of data that impacts on, and is impacted by, the work of the council and its partners.

The report covers three overarching themes as specified in the council's [business plan](#), that is, Economy, People and Place. It highlights Wyre's position against other Lancashire authorities along with national comparisons where available. Comparisons made at the Lancashire level mainly include the 14 Lancashire districts which include the two unitary authorities of Blackpool and Blackburn with Darwen, however some data covers only the 12 Lancashire Districts<sup>1</sup> and this is acknowledged using L-12, or L-14 where that is the case. The data is sourced from a variety of time periods, and at the date of writing provides the most current data available online from the relevant organisations. For further information regarding any of the data, please contact the council's [engagement team](#), or the agency of source.

### **Economy**

#### **Housing**

The **number of households** is projected to increase in every region in England by 2043. Wyre has seen a gradual increase in its number of households and will be home to the 3<sup>rd</sup> highest numeric growth of households in Lancashire. Household projection estimates show that from 2018, where there were 49,235 households in Wyre, the number of households will grow by 17.7% to 57,969 by 2043. **Average household size** is projected to reduce slightly from 2.22 to 2.07 persons. Wyre is also projected to have the highest percentage of **households aged 65 and over** (50.2%) in Lancashire and one of the highest in the country by 2043. The greatest growth by **household type** is expected to be in one person households, and households with two or more adults. The number of households with dependent children is not expected to change significantly.

Of the L-12, Wyre has the 3<sup>rd</sup> highest **dwelling stock** numbers at [53,470](#), below Preston and Lancaster. Dwellings differ from households (people related) as they refer to physical stock and include self-contained units of accommodation and temporary structures such as caravans and houseboats. Wyre has a higher proportion of **owner-occupiers and privately rented** (approximately 48,884 / 92.6% of the total dwelling stock) across Lancashire-12<sup>2</sup>. The highest numbers of dwelling stock fall within [council](#)

---

<sup>1</sup> The 12 local authority districts are: Burnley, Chorley, Fylde, Hyndburn, Lancaster, Pendle, Preston, Ribble Valley, Rossendale, South Ribble, West Lancashire and Wyre

<sup>2</sup> Dwelling stock: Number of Dwellings by Tenure and district: accessed online [Dwelling stock by tenure - Lancashire County Council](#) on 29/10-2021

[tax](#) band C. By contrast, Wyre has the third lowest percentage of **social housing stock** as percentage of total housing stock (7.4%) in Lancashire, and has one of the highest social housing shortfall as a result. The Regenda Group has a substantial presence in Wyre and has around 3,500 properties in Lancashire<sup>3</sup>.

The UK Housing Price Index for August 2021 reveals an [average house price](#) for all types of properties in Wyre as £170,000, an annual percentage rise of 8.4%. June 2021 figures highlight the average new build price as £225,476 in contrast to existing property average sales at £167,115 in June 2021. For the same period across the L-12 area, the average house price was £171,337, which represents a slight yearly rise of 1.9%. For comparison, the average price for all properties in England was £280,921, which represents a slight increase of 9.8% on the previous year. The **North West region prices** at £194, 821 are well below the England averages for all house types.

At June 2021, houses in the Wyresdale and Great Eccleston commanded the highest [median house prices](#) paid across the Wyre wards at £290,000 and £281,248 respectively. Pharos and Mount had the lowest price bracket with £89,500 and £112,250 respectively. To note, the Fleetwood ward results will, in part reflect the high number of flats and terraced houses.

According to the national calculation of [affordability of housing](#) in Wyre 2020 data, an individual would need 6.04 times their earnings to buy a house (the ratio is based on median values) where higher ratios tend to indicate less affordable housing. There are wide variations across Lancashire ranging from 2.99 to 8.38 times earnings. Wyre has the third highest median house price to earnings i.e. generally harder to afford housing. Housing is generally less affordable in predominantly rural areas than urban areas.

According to [private rental market statistics](#) 2018/19, the median gross monthly rent for a one-bedroom property is £411, which is only a slight increase on the previous year and has seen it drop from the 4<sup>th</sup> highest to 4<sup>th</sup> lowest median rent in Lancashire L-12. For a studio, Wyre has the 2<sup>nd</sup> highest median rent at £360 per month compared to the L-12. For a two bedroom property it is £550 (shares the 2<sup>nd</sup> highest rent in Lancashire with 4 other authorities), and for a three bedroom it is £626 (5<sup>th</sup> highest rent).

Of new permanent build schemes, there were 550 dwelling [construction starts](#)<sup>4</sup> during 2020/21, 108 of which were affordable housing<sup>5</sup>, and 450 net **dwelling completions** of which 20 were housing association completions. The above figures will differ from the under construction and planning permission data in table 1 below, due to delay with some schemes starting following planning permission and/or during the build start process. The below is data, provided by Wyre planning department, may differ from national data as includes all types of development which create a new dwelling, whether

---

<sup>3</sup> [Regenda - Your neighbourhood - Lancashire | Regenda Homes](#)

<sup>4</sup> Department of Communities and Local Government <https://www.gov.uk/government/statistical-data-sets/live-tables-on-house-building> :Table 253 accessed on 30/10/21

<sup>5</sup> <https://www.gov.uk/government/statistical-data-sets/local-authority-housing-statistics-data-returns-for-2020-to-2021>

that be new build, conversion or a change of use whereas the government data only records new build schemes.

**Table 1 – Wyre construction starts and planning permission granted**

Area	Fleetwood	Thornton	Cleveleys	Poulton	Rural West	Rural East
Dwellings under construction	80	70	58	89	60	381
Dwellings with planning permission at 31.03.2021	61	468	135	89	454	1,219

In 2020, 876 homes in Wyre had been vacant, representing 1.7% of total dwelling stock. This is much lower when compared to Lancashire, 3.4% and England 2.7%. Wyre had 102 more **vacant dwellings**, compared to 2019. This equates to a 13.2% increase in vacant dwellings. It is worth noting that Wyre Council provides one month’s council tax discount for empty properties, not the six months as was in previous years, therefore people are not inclined to register houses as empty beyond the one month.

Local authorities have a duty to help [homeless](#)<sup>6</sup> people who fit certain criteria, and those who may be about to become homeless. Over the year to March 2021, 528 initial assessments were carried out and 166 of these were homeless at the point of assessment. The most common reason for presenting as homeless is family or friends no longer willing or able to accommodate, end of private rented tenancy, domestic abuse, followed by non-violent relationship breakdown with a partner. Most of the presentations were from the 25-34 and 35-44 age groups, followed by the 18-24 years olds. Mainly single males, followed by single parent females with dependent children. The main reasons for presentation were history of mental health problems, physical ill health and disability, offending history, domestic abuse and drug dependency. Following assessment, the number of potential homeless household cases that were prevented over 2020/21 equalled 280.

Between April 2021 and October 2021, 146 households have had their homelessness prevented of which seven stayed at home (4.8%) and 94 were in secured other accommodation (64.4%). In addition, households who were owed a relief duty as they were considered **homeless with no permanent accommodation** 50 (69.4%) households secured alternative accommodation The rough sleeper count in Wyre has

<sup>6</sup> Department for Levelling Up, Housing and Communities [Statutory homelessness in England: financial year 2020-21 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/statutory-homelessness-in-england-financial-year-2020-21) :Detailed Local Authority level tables: financial year 20-21 accessed on 31/10/2021

always been very low and this continues to be the trend. The monthly snap shot figure remains 1 or zero for September and October 2021.

Policy HP2, of the adopted Local Plan advises that at least 20% of dwellings, within developments of 20 dwellings and above, should be of a design **suitable or adaptable for older people**, and those with restricted mobility. In total in 2020-21 planning approval was granted for 145 dwellings for **older people and people with restricted mobility**.

## Business /Enterprise

A March 2021 snapshot of [VAT-registered and/or PAYE-registered](#)<sup>7</sup> businesses in Wyre shows there to be 4,135 enterprises /4,670 local units of which construction makes up the largest number of enterprises. Wyre seeing the 5<sup>th</sup> highest number of enterprises registered in the L-12. Data available for 2021 show that Wyre (27.8%) has the fourth highest concentration of VAT/PAYE registered enterprises (1,400) of the L-12 that sit in the £100-249,000 turnover band. The majority of businesses are micro enterprises consisting of 0 to 9 employees (3,735, 90.3%) which is a higher percentage than the NW figure (89%) for this size of enterprise.

In the latest data relating to births and **survival rates of enterprises** for 2020, 390 new enterprises were registered, and 350 enterprises ceased trading. Only West Lancashire saw a higher death ratio to births<sup>8</sup> (1.11) in the Lancashire-12 (average 1.25).

Wyre's rate of active [enterprises surviving after 5 years](#) (2015-2020) is now higher at 45.2% (210 units) than the England average at 39.5%.

In July 2021, a snapshot of **high street business vacancy rates** reveals that Wyre had 98 empty shops out of 1,101 shops, that is, an average rate of 8.9% vacant units across six main town centre areas<sup>9</sup>. The rate is slightly lower than in the previous year. It is also below the NW rate of 12.4% and national average of 11.8%. Looking at the 6 towns individually, there has been a reduction in vacancy rates since July 2018 for **Fleetwood**, where the rate has decreased marginally and is at its lowest percentage, 13.7%, since 2018, however, it has the highest vacancy rate of ground floor units than the 5 other town centre areas in Wyre. **Garstang** has the lowest percentage of empty units (4.5%) although it has seen a rise since April 2021, then **Thornton** (4.7%) which has seen a reduction since April 2019, followed by **Knott End** (5.6%), **Poulton** (8.2%) which has seen a general rise but reduced compared to earlier in 2021. **Cleveleys** (9.7%) is like Poulton in that the rate has decreased from earlier in the year, but is higher than the 6.8% in July 2018. Wyre Economic Development Strategy 2017-2020 states that there

<sup>7</sup> ONS UK Business: Activity, size, location accessed 02/11/2021 via [UK business: activity, size and location - Office for National Statistics \(ons.gov.uk\)](#)

<sup>8</sup> Taken from TABLE 6.1 - EMPLOYER DEMOGRAPHY: COUNTS OF BIRTHS, DEATHS AND ACTIVE for 2020, Business Demography, UK dataset accessed via ONS <https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable>

<sup>9</sup> The 6 town centres identified are Poulton, Cleveleys, Thornton, Garstang, Knot End and Fleetwood. Data from July 2021 shop count.

is currently an inadequate supply of quality, pre-built shop and office space. Whilst there is a generous amount of existing vacant stock the quality / attraction for businesses is not adequate to match the needs of the consumer.

In 2020, **tourism**<sup>10</sup> trade within Lancashire took a sharp decline by -68.9% from 67.7m to 21.37m. Of this, 7%/1.55m of the visitors were to Wyre, which is a drop of -67.9% from 2018, generating within the local economy £147.13m through visitor and tourism business expenditure (again down -59.3% from £361.6m). **Total bed stock** in Wyre continues to decrease to 15,747. There has been around 290,000 visits made by visitors staying in Wyre. The majority being **day visitors** of which there were 1.26m, which has almost halved on the 2018 figures. Visitors to Wyre supported 1,742 active FTE equivalent jobs, down -60.1% from 4,362.

Please note that the 2020 data is benchmarked pre-Covid-19 against the 2018 report. The figures reflect the impact of the Covid-19 pandemic on the sector and take into account the range of unprecedented circumstances faced from national lockdowns and enforced periods of closure to varying local restrictions across the county, introduction of the furlough scheme and reduced operating capacity resulting from the implementation of social distancing measures. Whilst the sector has demonstrated much resilience and innovation in response to this crisis, there is no doubt that, alongside other economic factors such as Brexit, they have had a devastating impact on local tourism markets.

## Employment and Benefits

In terms of working age population workforce, 82.8% (54,800) are **economically active** and **in employment** (Jul 2020– Jun 2021). This represents Wyre as having the second highest percentage of working aged population in employment in the NW, and has been steadily increasing. The Wyre percentage is also higher than the NW and GB percentages of economically active people in employment at 77.0% and 78.4% respectively. Of the **economically inactive** base of 10,400 residents (17.2%) there are 7,100 (68.2%) who do not want a job which is the lowest number of working age people than it has been since published data from January 2004 to December 2004.

For every person between the ages of 16-64 there are 0.62 jobs (2019). This calculation i.e. the ratio of jobs (39,000 jobs) to the working age population is known as **job density**. The number of jobs per person has fallen over the past two years and is below the NW (0.86) and GB (0.87) ratios which have steadily been rising over the previous ten years to the 2019 figures, albeit marginally.

2019 figures for employee jobs highlight that Wyre had 19,000 (61.3%) full time jobs and 12,000 (38.7%) part time jobs. The percentages show that Wyre had a lower percentage of full time jobs than at a regional and national level (around the high 68%

---

<sup>10</sup> Data extracted from Visit Lancashire's STEAM, Wyre's Visitors Economy 2020 Report



mark) but a higher percentage of part time jobs than both areas, which were around the 32% mark.

The highest percentage **employment by industry** group in Wyre is Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles making up 22.6% (n= 7,000) of the 18 nationally assigned groups followed by Human Health And Social Work Activities groups at 14.5% (n=4,500) and Manufacturing at 11.3% (n=3,500). The highest **percentage of employment by occupation** is 'professional occupations' at 23% (n=12,600) followed by 'skilled trades and occupations' at 14.8% (n=8,100).

There is a total of 2.35ha of **committed employment land** on unallocated sites. Therefore, the overall employment land available across Wyre totals 34.69ha.

The differences between the percentages of [males and females in employment](#) have narrowed over the years. The percentage of males in employment in Wyre (82%) is higher than the regional 75.9% and now higher than the national percentage at 77.6%. The percentage of females in employment in Wyre has increased (83.8%) is now higher than the regional figure of 70.4% and the national figure of 71.2% (2020).

Caveat: Interpreting average earnings data is difficult at the moment; in July, ONS published a blog: [How COVID-19 has impacted the Average Weekly Earnings data](#), which explains the complexities of interpreting earnings data in the current climate. Compositional and base effects are likely to affect the growth rates, as the data for April 2020 was affected by both Covid-19, in terms of wages and hours worked in the economy, and disruption to the collection of data from businesses. This means that comparisons with 2020 need to be treated with caution, and we would encourage users to focus on long-term trends rather than year on year changes.

As such, average pay growth rates are likely to be slightly inflated in the latest year because of these complexities. More people were furloughed and on reduced pay in April 2020 than in April 2021, so this will cause a base effect on growth rates, as various people moved off furlough in April 2021. In addition, this is also affected by a fall in the number and proportion of lower-paid jobs, compared with before the pandemic (composition effect). The complexity and length of assumptions that need to be made make it difficult to provide an estimate for these effects.

The provisional results for 2021 for residents in employment shows Wyre is closing the gap in terms of [median weekly pay](#) of £448.70 rising it to the sixth highest pay across the Lancashire-12, where it is now only £5.50 less per week, and £47.30 less than the national median rate. Weekly pay for males (£500.10) has increased significantly on the previous year by 11%, and shows a marked difference when compared with the pay for females of £365.30, (increase of 9.3% on previous year) highlighting a marginally wider gap than previous, of £136.80.

For the L-12 area, the 2019 results of percentage of jobs not paying the [living wage](#) (£8.21 for 23 years and over) is higher at 25.2% than the England rate of 22.8% and UK rate of 22.9%. Wyre (25.7%) figures have showed a percentage improvement on

previous year, from being the second highest to the sixth lowest proportion of jobs paying less than the living wage in L-12. There are large discrepancies between male and female wage levels with a higher percentage of females earning below the living wage.

After a dip in 2017 results for the percentage of [16-64 year olds qualified to NVQ4 or above](#) in Wyre (i.e. 27.8%), there has been a steady rise to 37.7% in 2020. Despite this, the percentage for this is still below the regional and national averages at 38.6% and 43.1% respectively. The percentages of NVQ levels 1 and 2 and above in Wyre are however above the regional and national percentages. The number of Wyre's 16-64 year olds qualified to NVQ1 and above level is 57,300 (94.6%) and NVQ2 and above is 48,800 (80.7%).

Table 2 below shows the distribution of some of the main benefit claims in February 2021. It does not contain Universal Credit as there is more detailed and current information on this benefit below.

**Table 2: Distribution of main DWP benefits claims in Wyre by working age and statistical Group**

<b>Statistical group</b>	<b>Number</b>
<b>Job seekers</b>	351
<b>Employment and Support Allowance</b>	3,513
<b>Personal Independence Payment</b>	5,681
<b>Disability Living Allowance</b>	3,235

Source: Stat Xplore (Feb 2021)

In May 2021, Wyre had 4,376 [housing benefit](#)<sup>11</sup> (HB) claimants residency based. The amount of claimants in 2020 was slightly higher. Where the majority of these claimants were in private sector rental accommodation in 2019 there is now close to an even split between private and social rented sector claimants, 69% are single with no dependent children. Of the 3,007 single claims, 55% are female, 49.2% of claimants receive between a £75 and £100 weekly award; the highest number of claimants are in the 65 years plus groups, which makes up 48.5% of the total claimants. In addition, HB is reduced if claimants live in social /council housing and have a **spare bedroom**. There were 222 HB recipients with the reduction applied the majority of which equate to an average weekly reduction of between £10 and £15.

**Discretionary Housing Payments**<sup>12</sup> (DHP's) are available to recipients of HB suffering financial hardship. At year-end 2018/19 Wyre had awarded 326 DHP's committing £153,995.

<sup>11</sup> [Stat-Xplore](#) accessed on 30/10/2021

<sup>12</sup> Taken from Wyre Council's Contact Centre data on 18/11/2019

**Universal credit (UC)** has been rolled out in phases across the UK. Latest June 2021 Wyre data highlights that the total number of persons on universal credit is 8,744 of which 58.3% are not in employment (5,097) and 3,652 are in employment.

Figures from February 2021 show that there were 2,982 entitled cases of **carer's allowance** in Wyre with 1,798 in payment. This applies to all age claimants and is the second highest claimant percentage across L-12.

3,235 **Disability Living Allowance** awards were made in February 2021, of which the majority were at the higher rate of mobility award (1,952), with 1,140 at the middle rate for care. Additionally, there were 5,681 entitled claims of **personal independence payments** given to disabled or long-term ill working age persons (PIP is the replacement scheme for disability living allowance) in Wyre at July 2021. Most of the claims were from people below state pension age (80%). The most prevalent disability group were diseases, sub type musculoskeletal disease (2,009 claims) followed by mental behavioural disorders (1,586 claims).

## Environment

The surroundings in which people live have both direct and indirect impacts on their wellbeing. The environment covers a myriad of issues and this short overview highlights a number including physical location and status, land-use, dereliction, emissions, recycling and deprivation, of which some are problem areas for the county.

Wyre has retained the 680 hectares of **green belt** land with only Lancaster seeing a loss of 200 hectares in the past year when compared to 2019/20. Wyre has the third lowest acreage of green belt in the L-14, with Preston and Blackpool having less.

Wyre remains to have approximately 6,297 hectares of land designated as a **Site of Special Scientific Interest (SSSI)**. This land is distributed amongst five SSSI sites, which are wholly or partially within Wyre. **Special Areas of Conservation (SACs)** are strictly protected sites designated under the EC Habitats Directive. Wyre remains to have approximately 4,058 hectares of SACs that cover Morecambe Bay. **Special Protection Areas (SPAs)** are strictly protected sites classified in accordance with Article 4 of the EC Birds Directive. Wyre has approximately 6,229 hectares of SPAs which also covers Morecambe Bay, Duddon Estuary and Bowland Fells. There are four **Local Geodiversity Sites (LGSs)** covering 616 hectares, which are wholly or partially in Wyre. Three of these are rivers or river sections, whilst the fourth is a railway cutting. There are 67 **Biological Heritage Sites (BHS)** covering 3,259 hectares, which are wholly or partially in Wyre. There are 19 **ancient woodlands** in Wyre.

**General cleanliness of the area** was identified as one of the top four issues most in need of improving, according to residents in Wyre<sup>13</sup>. The other three were good health, low crime levels, and safe roads and pavements, all factors making an area a good

---

<sup>13</sup> [Life In Wyre Resident Survey, 2018](#) commissioned by Wyre Council



place to live. Keeping the streets clean was also one of the top three services provided by the council that residents were satisfied with.

Wyre's results remain very good for the authority's cleanliness of its streets with respect to levels of **litter and detritus**. The testing is conducted over three tranches in the year. The results are positive and show that around 2% of roads across the Borough had more than incidental litter or detritus when visibly inspected on 900 separate occasions (litter 1.73% and detritus 2.05%).

The **graffiti** out-turn (0.38% at all sites inspected) is slightly skewed, as all instances of graffiti are removed from relevant public land within 24hrs of reporting. The responsibility to remove graffiti lies with the land-owner/shopkeeper or householder, so although these areas form part of the inspection process the council is only able to serve statutory notice on the owners to remove. Many of these instances are prevalent on shop shutters or walls and so are not always a true reflection of graffiti on Council maintained land.

**Flooding** and the risk of flooding is an environmental concern for Wyre. A coastal defence programme for Rossall was completed in 2017 to complement the scheme already in place at Anchorholme, Cleveleys. The scheme will see that around 10,000 homes and businesses benefit from a reduced risk of coastal flooding. 12.4.4 Wyre Beach & Dune Management Scheme has been approved (February 2020) by Environment Agency. The £38 million has been split into two phases. Phase 1 (rock revetment and new flood wall at Rossall beach) has received planning approval, pre-construction works will commence in September 2021, and construction works commencing in April 2022. Phase 2 (rock groynes) between Cleveleys and Fleetwood Marine Lakes: planning is to be submitted prior to 2022 with the construction works to begin immediately after the completion of Phase 1 (September 2022). The anticipated completion date is 2025.

Each year, the Department for Business, Energy & Industrial Strategy (BEIS) produce estimates of carbon dioxide emissions (CO<sub>2</sub>) at a local authority and regional level. These statistics provide the most reliable and consistent breakdown of CO<sub>2</sub> emissions across the country, using nationally available data sets. The emissions sources for each local authority area are split into sectors.

One dataset considers CO<sub>2</sub> emissions estimates considered within the scope of influence of local authorities and includes main end-user sectors: industry and commercial, domestic, public sector, and transport. The other dataset includes large industrial sites, railways, motorways and land-use (known as LULUCF – Land Use, Land Use Change and Forestry) these sectors are not considered to be within the scope of influence of Local Authorities.

The latest 2019 BEIS data provided covers estimated emissions for the period between 2005 and 2018. This is due to a two-year time lag between publishing figures, which are released annually in June<sup>14</sup>.

Data is also available at parishes and town council area level via [Impact | Community carbon calculator \(impact-tool.org.uk\)](#). This tool represents an area's carbon footprint via two methods: territorial or consumption-based. The two methods cannot be directly compared, but provide useful information.

Carbon dioxide (CO<sub>2</sub>) is the principal greenhouse gas believed to be contributing to global warming. In 2019, it was estimated to account for 80% of the UK greenhouse gas emissions. The vast majority of man-made CO<sub>2</sub> emissions come from the burning of fossil fuels in power generation and in the transport, domestic and industrial sectors. The level of emissions depends on the fuel mix and the fuel consumption data. Overall the total CO<sub>2</sub> emissions in Wyre have reduced since 2005.

The latest [CO<sub>2</sub> per capita emissions](#) local data (2019) show that Wyre's emissions within the industry, domestic, transport and land use change categories are 686.5 thousand tonnes, i.e. average of 6.1 tonnes CO<sub>2</sub> per person which is level with the average Lancashire-12 level, but higher than the England and UK rates of 4.9, and 5.2 respectively. Carbon emissions by type show that transport emissions are the largest source of emissions in Wyre. While emissions per resident may be a useful measure for domestic emissions, CO<sub>2</sub> levels from industry and road transport are affected by many factors other than the size of the resident population so these ratios should be interpreted with caution.

**Transport emissions** include freight and passenger transport, both private and for business purposes. The estimates of road transport CO<sub>2</sub> are based on the distribution of traffic, therefore some of the emissions within an authority represent through traffic, or part of trips into or out of the area whether by residents or non-residents. In some authorities this can be particularly significant and may provide part of the explanation for high figures in Chorley (354.5), Lancaster (366.6kt), Preston (321.8kt), South Ribble (243.2kt) and Wyre (233.5kt) which are five authorities straddling the county's motorway network.

### **Domestic emissions**

The total carbon emissions of domestic emissions in Wyre (173.1kt) make up the second largest CO<sub>2</sub> emissions within the four categories along with industry and commercial emissions. Wyre has the fifth highest domestic emission rate in the L-12. There is a very strong correlation between domestic emissions and population. It is affected by number of households in the area; fuel types used; the type and condition of the housing stock (including its insulation and energy efficiency); the average

---

<sup>14</sup> Accessed via Gov.uk website on 29 October 2021 <https://www.gov.uk/government/collections/uk-local-authority-and-regional-carbon-dioxide-emissions-national-statistics>

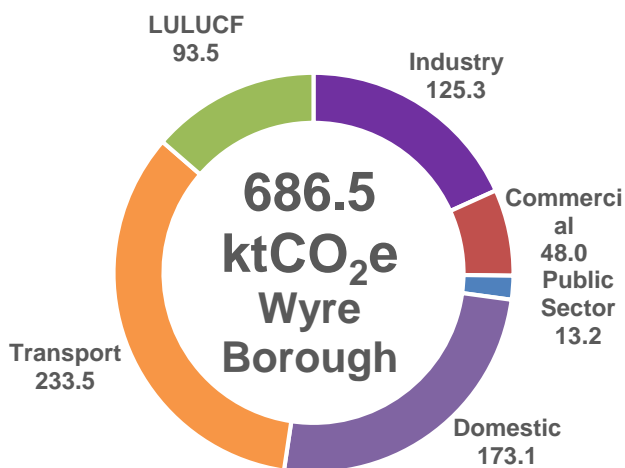
temperature (urban areas can be warmer and therefore easier to heat than rural areas); average household size; type of household; income and preferences of its occupiers.

### Industry and commercial emissions

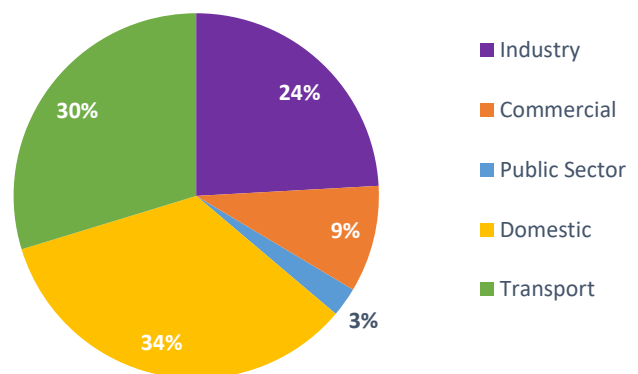
Within Lancashire, the share of emissions attributable to industry and commerce is greatest in those districts where energy-intensive industrial activities have a disproportionate representation. Wyre has the fourth highest emissions in this category across the L-12 Ribble Valley having the highest at 713, which is potentially due to two large cement works that have a fundamental impact on their outturn.

**Land use, land use change and forestry (LULUCF)** constitute the final sector considered in the CO<sub>2</sub> estimates. This used to be very much a minor or residual category, but in 2019 features as the 2<sup>nd</sup> largest source in West Lancashire. Elsewhere the amounts remain relatively small. Because LULUCF can act as a sink, removing carbon from the atmosphere, as well as a source of carbon emissions, the measure takes account of both CO<sub>2</sub> emissions and removals. Within the 14-authority Lancashire area, the sector is responsible for just 409.5kt (4.8%) of emissions. Latest figures show that Wyre has the second greatest share of emissions (93.5kt) allocated to this category at 13.6%.

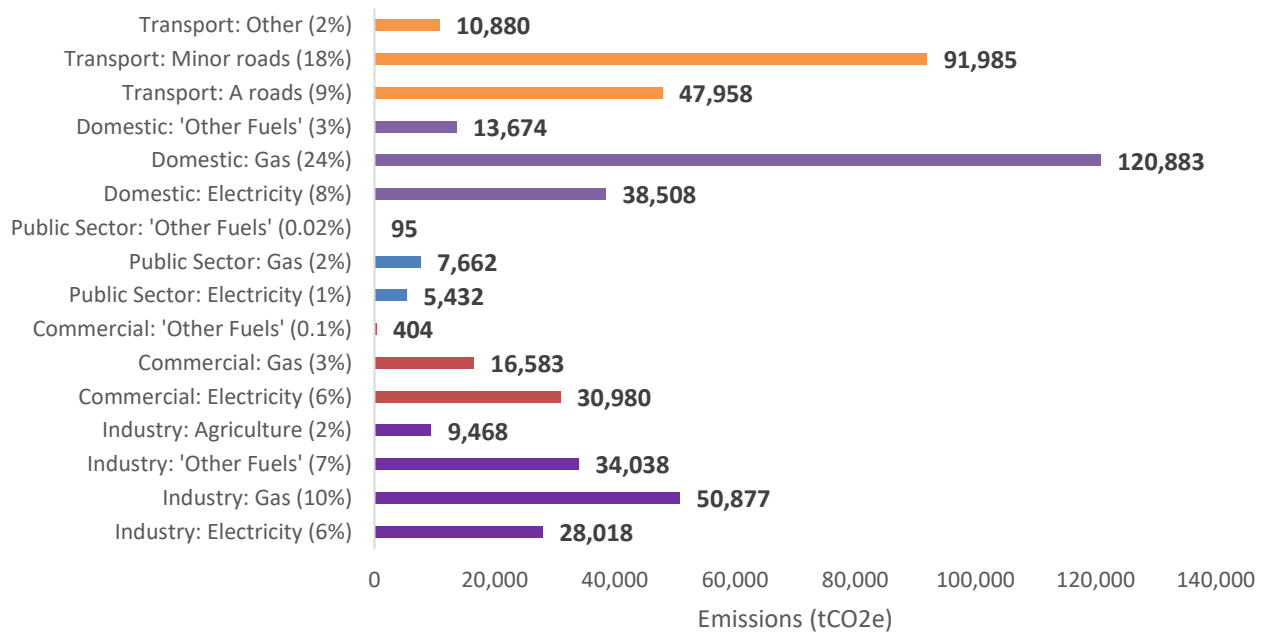
### Total Wyre CO<sub>2</sub> emissions estimates, including LULUCF, 2019



### CO<sub>2</sub> emissions from the main sectors excl LULUCF



## Total CO<sub>2</sub> emissions from the subsectors in Wyre excl. LULUCF



In the L-12, Wyre has the third lowest ultra-low emission vehicle numbers as a percentage of total vehicles (2020) at 0.47 behind Pendle and Lancaster. It also has the fourth lowest number of public [vehicle charging points](#) (Oct. 2021) at 19, but has the sixth highest number of public rapid charging points at 11. Additional charge points are imminent.

The total number of licensed motor vehicles in the Lancashire-12 area has risen by 10,600 (1.5%) on the 2017 figure. According to 2020 data the number of **licensed motor vehicles** in Wyre increased to 88,457 (up by 970 vehicles). This being mostly made up of cars (59,106), and diesel accounting for around 22,565 of these. Wyre has the second lowest rate of devices per 100,000 population (16.8) behind Pendle at 16.3.

Wyre has one railway station, Poulton-le-Fylde. The latest [railway station usage](#) data for 2020/21 (n=105,762) are skewed due to Covid-19 restrictions. However, **Poulton** has seen more entries and exits than all stations in Fylde, and the Blackpool and Lancaster constituencies with the exception of Blackpool North, and Lancaster station respectively. During 2019/20 the usage was 547,252, highlighting that the entries and exits have been consistently increasing since 2001/2003, and particularly so following a sharp decline due to closure for the electrification works.

**Air pollution** is associated with a number of adverse health impacts. It is recognised as a contributing factor in the onset of heart disease and cancer. Additionally, air pollution particularly affects the most vulnerable in society: children and older people, and those with heart and lung conditions. Air quality within the borough of Wyre is generally good. The district is largely rural in nature, and is bounded by the sea along parts of its western and northern boundaries which assists reduce the build-up of pollution. The most significant source of air pollution within the borough is therefore motor vehicles. An air quality management area was established in Poulton town centre due to nitrogen

dioxide levels exceeding the European standard (40 ug/m<sup>3</sup>) in August 2009. The 2021 monitoring report for **Air quality** which looks at the significance of the 2020 results, provides the eighth consecutive year in which identified sites located within and adjacent to the Chapel Street AQMA (Site R1-3, Site R-6, and Site 14), have been found to be below the national objective for NO<sub>2</sub>. It also provides the lowest recorded annual mean concentration at each of these sites since the declaration of the AQMA in 2009, with the highest recorded mean for 2020 being significantly below the national objective at 20.0ug/m<sup>3</sup> at Site R1-3.

This is considered extremely reassuring particularly as this is the second consecutive year in which the largest reduction across the network was seen within the Chapel Street AQMA at Site R1-3.

Under normal circumstances the 2020 results would provide the council with reassurance that the Hardhorn link road (Wheatsheaf Way); designed to direct traffic away from the AQMA is having a positive impact on local air quality, however 2020 was by no means an ordinary year and the council must therefore treat the results obtained with caution. The national and local lock downs imposed because of the Covid-19 pandemic prevented normal activities from taking place across the country and the borough. Poulton-le-Fylde in particular, having a high reliance on the night-time economy, saw many of its local businesses closed, or operating on a reduced capacity for much of the reporting year. Traffic and congestion within the town was therefore notably reduced in comparison to previous years and to other towns within the borough of Wyre. It is therefore considered no surprise that Poulton saw the biggest reduction in NO<sub>2</sub> concentrations within the council's monitoring district, and the council must consider the possibility that any recent improvements seen in the air quality within the AQMA are associated purely with the impact of the Covid-19 restrictions, and any subsequent behavioural changes.

The Environment Agency samples North West beaches between May and September to assess the performance against bacteriological standards; they are then passed or failed. Its website includes the [bathing water data explorer](#). There are two [bathing water quality](#) test areas in Wyre, that is, Cleveleys and Fleetwood, both had a 'Good' result in 2019, which is the latest data, as no classifications were published for 2020. The [Seaside Award](#) is focused on raising standards on the coast. The award is said to reflect the great achievements of England's beach managers and helps them in future planning for beach improvements and developments. In 2021, the Keep Britain Tidy website showed 11 winners in Lancashire, which were the only winning beaches in the North West and Ferry, Marine, Jubilee and Rossall beaches in Wyre were 4 of those 11. [Blue Flag](#) is an international award scheme, which acts as a guarantee to tourists that a beach or marina they are visiting is one of the best in the world. The Blue Flag compares beaches throughout the world that meet high standards of cleanliness and management, promote coastal environmental care, are patrolled by lifeguards, accessible and have attained the higher guideline standard of water quality. It refers only to the busier 'resort' beaches. The [2021 results](#) revealed 75 beaches across the country gaining the award, with none of these being in the North West.



The **quality of river water** is most important for aquatic life, such as fish. Unlike bathing water quality, which has direct health implications for humans, river water quality is less critical for most residents of Lancashire. Much of the drinking water used in the county is derived from the lakes and rivers monitored by the Environment Agency, and from the groundwater aquifers, but this water is further treated at special plants. The quality of drinking water is also sampled and tested at the point of delivery, or straight from the tap.

The Environment Agency is aiming to achieve good status in at least 60% of waters by 2021 and in as many waters as possible by 2027.

A very searching analysis of the Water Framework Directive explains some of the complexities of achieving the highest standards can be found in this [Science Direct article](#). A water body would fail to reach the standard if it impacts on adjoining water bodies in some way such as exceeded normal abstraction rates.

The overall **water body quality** results 2019, for the 117 rivers and **transitional waters catchments**, highlighted that none were good, 103 were moderate (76%) and 14 were poor/bad (24%). Of the bad, two were transitional waters: the Ribble and Lune estuaries. The other transitional waters, the Wyre, was one of the poor catchments. The 3 bad rivers were [Skirden Beck](#), [Leighton Beck](#), which forms part of the northern boundary of the county and [Lord's Brook](#), a tributary of the Wyre which skirts around Inskip.

Of the 52 lakes, none were classified as good, all 52 were moderate.

Only amongst the **local groundwater aquifer catchments** were any overall good classifications. These were the South Cumbria Lower Palaeozoic and Carboniferous Aquifers, the Lune and Wyre Carboniferous Aquifers and the West Lancashire Quaternary Sand and Gravel Aquifers. The other seven groundwater catchments were poor.

At the end of March 2019 Wyre has around 13,382 feed-in tariff [solar power installations](#) the majority of these (5,229) are from domestic installations. There are 986 wind power installations<sup>15</sup> (central Feed-in Tariff Register (CFR) maintained by Ofgem). Following the closure of the Feed-in-Tariff scheme in March 2019, is the final release of this publication.

Wyre Council collected 45,876.97 tonnes of **household waste** from April 2020 to March 2021, a 10% increase since March 2019. A proportion of the increase is attributed to the “lockdown”, where the majority of households remained at home and generated significantly greater levels of waste than previous years. In addition, the increased number of properties in Wyre has also contributed to the increased tonnage. The national picture has also seen a trend of household waste arisings increasing.

---

<sup>15</sup> Data sourced from GOV.UK [Sub-regional Feed-in Tariffs](#), accessed on 18/11/19

The UK targets in the Environment Bill **recycling rate** now requires 65% of waste to be recycled by 2035. Wyre has seen a slight fluctuation in overall diversion rates since 2018/19 to 44.5%, which remains encouraging, the fluctuation cannot be solely due to “lockdown, as the move from a Box to a bin for dry recyclables has encouraged residents to use the newly introduced bin effectively.

In 2021, there were a reported 1578 **fly-tipping incidents**, which is an increase of 25.2% since 2018/19. However, a major contributory factor to the sharp increase is likely to be the closure of Household Waste Recycling Centres throughout Lancashire as part of the Covid-19 restrictions, and the suspension of Wyre Council bulky household waste collections, which were also, suspended as part of the Covid-19 restrictions.

There have been 271 reports of **dog fouling** in 2020/21, a decrease by over 30% since 2018/19. The Borough wide high profile patrols undertaken by external enforcement company could be a contributory factor in the decrease, as there is now an increased possibility of irresponsible dog owners being issued Fixed Penalty Notices for not removing dog fouling.

Satisfaction with council services is highest for **parks and open spaces** (76% very or fairly satisfied) with **promenade and beach maintenance** second highest (74%).

The **Green Flag Awards** scheme is run by [Keep Britain Tidy](#) who also run the Blue Flag/Seaside Awards for beaches. They recognise well-managed parks and quality open spaces that serve the local community. Poulton's Vicarage Park, Hawthorne Park and Wyre Estuary Country Park in Thornton, and Memorial Park in Fleetwood have all retained this prestigious award with The Mount being an additional award to these for the 2021 awards.

The last Royal Society of Arts [heritage index](#) figures for 325 local authorities in England in 2016 used over 100 data sets to produce the index, and show which areas are making best use of their heritage assets. In the 2020 results Wyre featured 111<sup>th</sup> on the index rank (1<sup>st</sup> =highest score, where the authority has the most assets and activities) when ranked against the other authority areas. This represents a slide since 2016 where Wyre was ranked 92. Wyre is ranked the 5<sup>th</sup> highest authority in the L-12 area.

**Heritage potential**, is a measure of the difference between assets and activities, and for this an increase in ranking (e.g. from 5 to 11) represents an improvement in utilising potential. Wyre decreased in rank, therefore representing a larger difference between its assets and activities use, since 2016. The historic built environment represented the largest index drop, with culture and memories second.

**Table 3: Heritage Index Rank Scores for Wyre, 2016 and 2020**

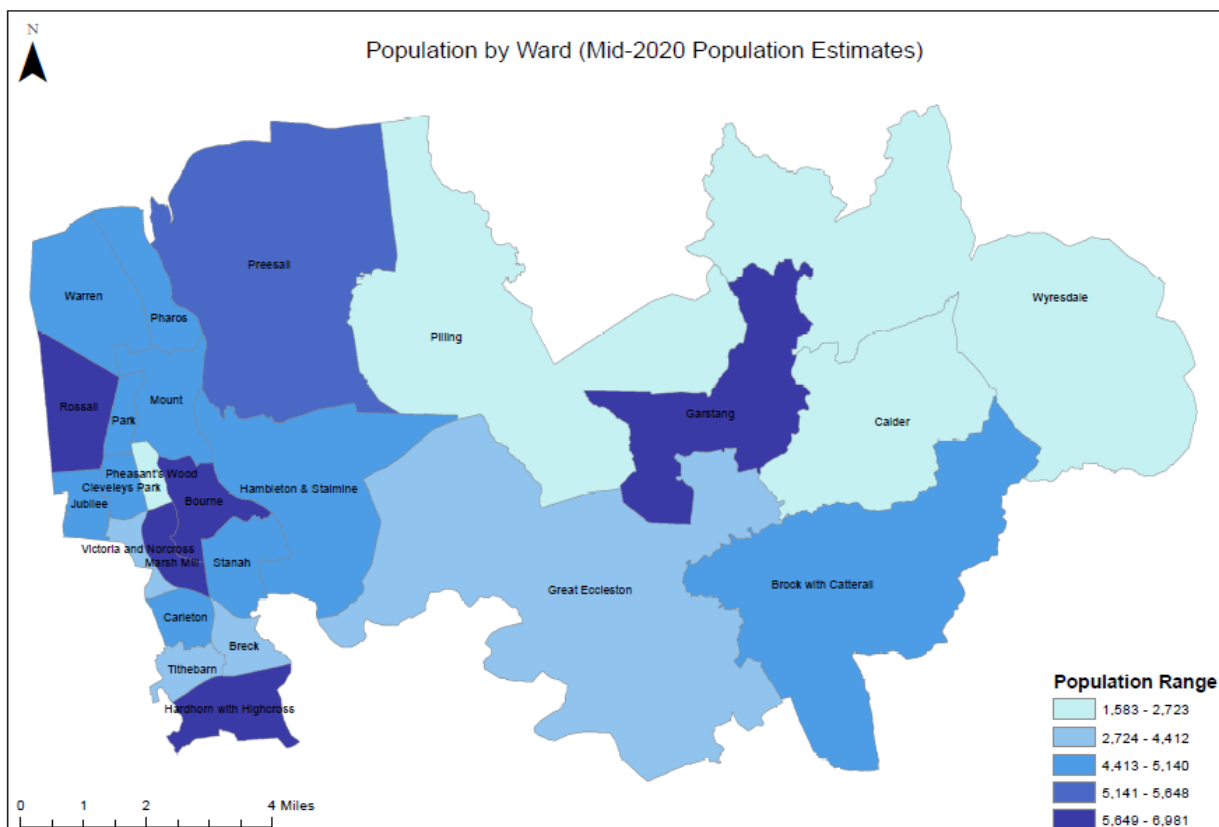
TOTAL SCORES	Heritage Index Rank 2020	Heritage Index Rank 2016	Change in Heritage Index Rank
Heritage Index Rank: Overall	111	92	-19
Heritage Index Rank: Assets	104	109	5
Heritage Index Rank: Activities	109	48	-61
Heritage Index Rank: Heritage Potential	146	229	-83

## People and Place

### Population

The total population of Wyre is estimated at 113,067 (mid-2020), a 0.87% increase on the 2019 data. With a 51.3% to 48.7% split female to male population. The population density across the 282km<sup>2</sup> of Wyre is calculated as 401 people per km<sup>2</sup> which is lower than the regional (522 people) and national (434 people) population densities per km<sup>2</sup>. It should also be noted that population density in Wyre is unevenly distributed as illustrated in the map below. Most of the population is concentrated in the urban areas of Fleetwood, Cleveleys, Thornton and Poulton-le-Fylde and the market town of Garstang. The local authority area includes **24 wards**.

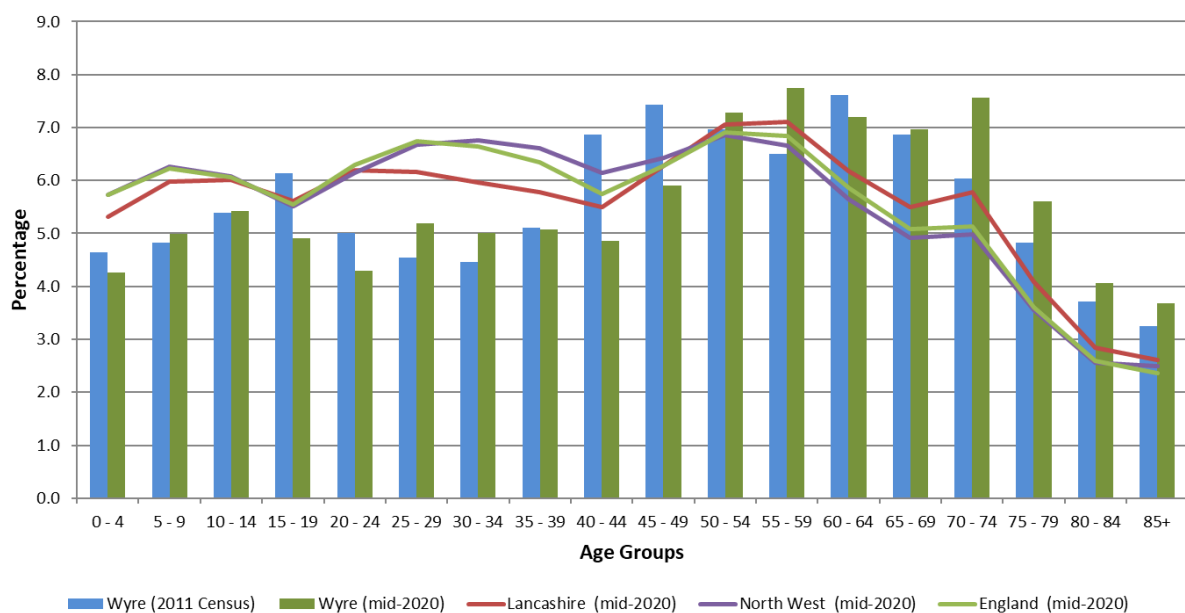
Smaller area population look ups are available by lower superoutput areas (smaller areas than ward level) via [Population Builder \(popbuilder.uk\)](https://popbuilder.uk)



Wyre is the fifth most populated borough in the L-12. The most **prevalent average age** bands in Wyre are the 80+ age group, which accounts for 8,764 people, mostly females, and the 55-59 age group at 8,761. There is an estimated 31,531 over 65's in Wyre accounting for 27.89% of the total Wyre population. Wyre has the highest estimated percentage increase of **over 65's** in Lancashire-14, with the NW at 18.8% and England at 18.5%, compared to 2019.

Wyre also has the lowest population of **18-64 year olds** in Lancashire-14 at 54.24%, with only Fylde close to that at 54.64%. The smallest population age group is 16-29's at 13.3%. For the 0-15 age group the percentage is slightly higher at 15.78%.

### Population Structure, 2011 Census and Mid-2020 Estimates (ONS)



**Natural Change** through records of deaths and births show that there have been more deaths than births in Wyre (i.e. -775 less persons); despite this, the population is set to increase steadily. Net **internal migration** of residents from other areas of England, Scotland, Northern Ireland and Wales into Wyre will contribute the most to the increase, with Wyre seeing the second largest yearly internal migration flow of 1,538 persons in the L-12 area between the 2019 and 2020 population estimates.

Currently the median age population for Wyre is 50.07 years, which is higher than the North West median age of 40.3 years and the Great Britain median age of 40.43. Only Fylde in the Lancashire-14 has a higher median age of 50.89.

The percentage of black, Asian and minority **ethnic population** in Wyre (1.7%) shows that the district has a significantly lower percentage representation than England (14.6%).

**Population projections**<sup>16</sup> suggest that from 2021 to 2037 the population of Wyre will increase by 0.66% by 7,509 people to approximately 120,541. The population is growing faster than earlier projections predicted. The fastest growth is in the Midlands and South West of England

It is estimated that by 2043, Wyre's largest **single age year** making up its population will be 74 year olds. The most dominant age group (sorted in to 5 year groupings) in 2043 will be the 70 -74 year olds (10,262) followed closely by the 75-79, and 65-69 year olds (10,150 and 8,153 respectively). This pattern for the most dominant age groups also follows for gender.

Highest population wards in Wyre are Bourne, Thornton (6,981), Garstang (6,669), Marsh Mill, Thornton (6,467) and Hardhorn, Poulton (6,377). The smallest populated wards are Pheasant's Wood, Thornton Cleveleys (1,583), Wyresdale (2,373) and Calder (2,467).

MOSAIC public sector identifies and analyses each citizen's location, their demographics, lifestyles and behaviours to help optimise the effective design and efficient delivery of public services. The analysis classifies citizens by area into 15 summary groups and Wyre unsurprisingly has a main representation of '**senior security**' i.e. elderly people with assets who are enjoying a comfortable retirement.

## Poverty and Deprivation

Wyre was ranked as the 147<sup>th</sup> (1<sup>st</sup> being most deprived) authority out of 317 districts according to the 2019 **indices of multiple deprivation** (IoD). In Lancashire Wyre had the 9<sup>th</sup> lowest deprivation scores<sup>17</sup> when measured by the rank of average rank (L-14). The deprivation scores are based on seven domains those being income, employment, education, skills and training, health and disability, crime, barriers to housing and services, and living environment. As with all but two districts in Lancashire, Wyre is relatively more deprived than was the case in the 2015 results (-4.9% change). The IoD is broken down into 32,844 lower super output layers (LSOA's) which have an average population of just under 1,700 (as of 2017). Wyre has 10 LSOA's in the top 10% of England's most deprived area with areas in the Pharos and Rossall experiencing the worst rank scores. Wyre also has nine areas in the least deprived top 20% of the country. The distribution between the most and least deprived wards in Wyre is apparent (see map below).

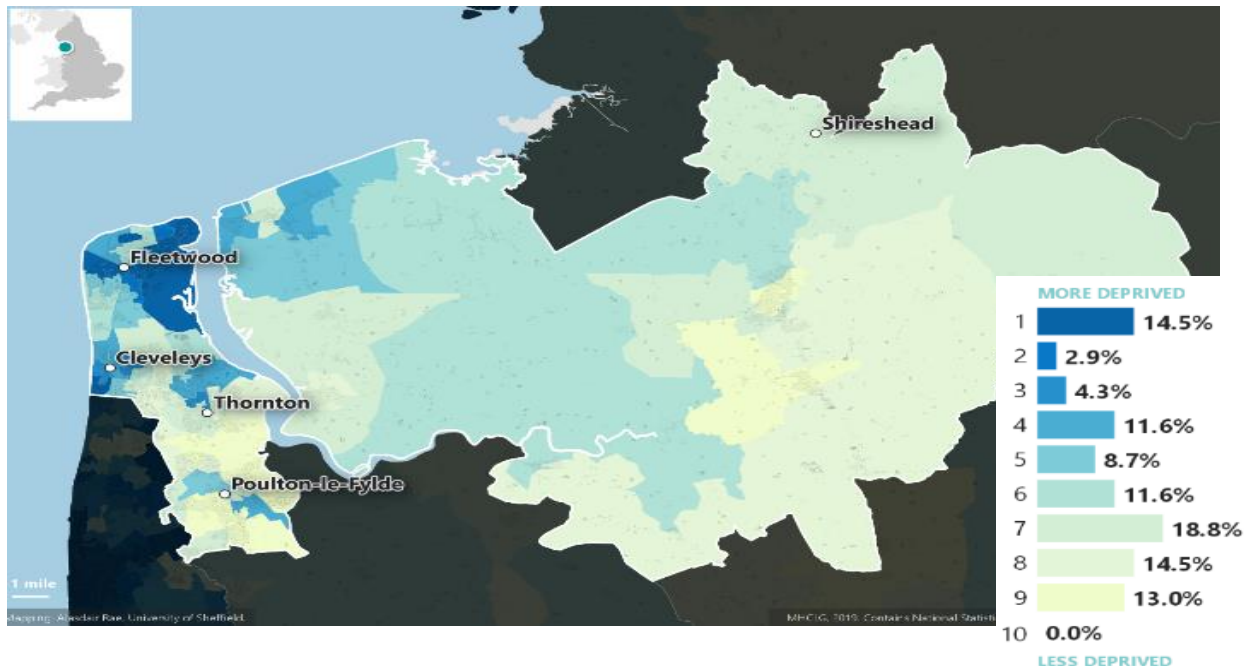
---

<sup>16</sup> 2016-based Subnational Population Projections for Local Authorities in England: Interactive tool

<sup>17</sup> Lancashire Insight The English Indices of Deprivation, 2019 – key findings for the Lancashire-12 and Lancashire-14 areas  
<https://www.lancashire.gov.uk/media/913361/deprivation2019.pdf> accessed online 18/11/19



Indices of Multiple Deprivation (all domains) by LSOA's by ranking position In England, 2019<sup>18</sup>



Source: Extracted from the Ministry of Housing, Communities & Local Government as it was formerly known.

The colours on the map indicate the national deprivation decile (tenths) of each LSOA for Wyre. The coloured bars represent the deciles and the proportion of LSOA's that fall in them. The most deprived areas (decile 1) are shown in blue. It is important to note that the IoD relate to small areas and do not tell us how deprived, or wealthy, individual people are.

Lancaster, Wyre, Pendle and Preston are in the 20% most deprived lower-tier local authority areas within England on the IMD rank of local concentration measure. All except Preston have shown a relatively worse outturn since 2015. **Local concentration** is the population weighted average of the ranks of a local authority's most deprived LSOAs that contain exactly 10% of the local authority's population – i.e. it is useful way of identifying local authority 'hot spots' of high levels of deprivation. For example, an authority with 25% of LSOAs within the most deprived 1% of the rankings would receive a much higher score than an authority with 25% of LSOAs lying just within the 10% most deprived decile.

As much as 35% of population in smaller seaside towns lived within the 30% of neighbourhoods in England with the highest health deprivation, followed by 30% of population in smaller 'other coastal' towns, which compares with 21% of the population in smaller non-coastal towns

<sup>18</sup> Ministry of Housing, Communities & Local Government IoD2019 Interactive Dashboard Deprivation – Local Authority Focus accessed online at <https://app.powerbi.com/view?r=eyJrIjoiaOTdjYzlyNTMtMTcxNi00YmQ2LW11YzgtMTUyYzYxMx0wOQ3NzQ2liwidCI6ImJmMzQ2OGEwLTljN2Q2NDNkZS1hODcyLTl0YTJlZjM5OTVhOCJ9> on 13/11/2019

**Fuel poverty** is the problem faced by households living on a low income in a home which cannot be kept warm at reasonable cost.

The relative nature of the fuel poverty indicator makes it difficult to isolate accurately the absolute reason for change. The fuel poverty status of a household depends on the interaction between three key drivers: household incomes, fuel poverty energy efficiency ratings (FPEER) and required fuel costs. Factors that affect this are quality of the dwelling e.g. insulated or not, age of dwelling, tenure type and household composition. The measure of fuel poverty estimates<sup>19</sup> suggests that 12% or 5,996 households are considered to be in fuel poverty. This is an increase of 605 households compared to the 2017 figures but is still below the averages for Lancashire, 13.7%, and England 13.4%, with Wyre ranked in the lower second quartile of the 339 local authorities (1<sup>st</sup> being the worst). On a smaller area level (known as super output level or SOA) the highest percentages of urban fuel poor households are clustered in Fleetwood – Pharos which has a highest percentage in one area of the ward at 20.2%, Warren and Park ward, Cleveleys - Jubilee ward, and in the rural areas - Wyresdale, Brock and Preesall. Fuel Poverty is also known to contribute to a wide range of health problems.

There were 29,060 **winter fuel payments**<sup>20</sup> made in 2019/20, with Wyre having the largest number of payments made to recipients across the L-14. There has been a slight reduction on the number of payments over the previous year, which follows the national trend, attributed to the rise in the women's state pension age, which has changed the age of entitlement for winter fuel payments.

The [excess winter deaths](#)<sup>21</sup> index for over 85's which indicates whether there are higher than expected deaths in the winter compared to the rest of the year are currently at 20.6% (37 persons) for Wyre. Looking at the trend excess winter deaths have decreased and are now considered similar to the 18.2% for England (2018/19 data). Wyre is 5th amongst the L-12 on the excess winter deaths index (1st being the highest proportion of deaths).

At November 2019, there were 4,489 recorded cases of entitlement of **attendance allowance**<sup>22</sup> and 4,206 in payment (aged 65 or over) with more people claiming the higher rate (2,749) than the lower rate (1,446). Wyre has the highest number of cases in payment registered in the L-12. Over the year (Feb. 2020 to Feb. 2021), the rate of cases has continued to reduce in line with the North West and England. The main identified disabling condition is arthritis followed by dementia and heart disease. Figures have been rounded so care should be taken when analysing at district level as there may be inaccuracies.

---

<sup>19</sup> <https://www.gov.uk/government/statistics/sub-regional-fuel-poverty-data-2019> 2021 report (2019 data) accessed online 18/02/2022

<sup>20</sup> [Winter Fuel Payment: recipient and household figures 2019/20](#) accessed online via Gov.Uk 30/10/2021

<sup>21</sup> PHE.org.uk Healthcare and premature mortality accessed 31/10/2021

<sup>22</sup> Stat-Xplore AA Cases entitled and in payment by local authority, accessed online 31/10/2021

## Education and Children's Outcomes

There are an estimated 22,143 **children aged 0-19 years** in Wyre of which the largest age group is the 10-14 age group. The number of 0-19 year olds has number has decreased since 2018.

The Social Metrics Commission, 'Measuring Poverty A New Measure of poverty for the UK' (Sept 2020) report highlights that poverty rates are highest amongst families with children and highest for lone parent families (48%), in socially rented accommodation (49%) and those in workless families (68%). [Child poverty](#) is projected to increase in each nation and English region and more so in areas where poverty is already high. It is estimated that 33% of children are in poverty in the UK, that's around 4,500,000.

Nearly fourteen percent or 2,401 children (under 16) are estimated to live in **low income families** in Wyre (2019/20), numbers are less than the national and regional percentages, and the 3<sup>rd</sup> lowest in L-12. In addition it is considered that there are 17.1% i.e. 3,029 children in relative low-income families in Wyre which is also less than the national average. Low-income is defined as a family whose equivalised income is below 60 per cent of the 2010/11 median income adjusted for inflation. Gross income measure is Before Housing Costs (BHC) and includes contributions from earnings, state support and pensions. These data are averaged percentages for Wyre, and so it must be considered that there are large discrepancies across the smaller areas within Wyre. Fleetwood has smaller areas with the highest collective number of children in absolute low-income families, Bourne in Thornton-Cleveleys and pockets of Rural Wyre such as Pilling and Preesall within this classification.

Wyre has 55 **schools**; 44 primary, 8 secondary (includes 1 private school), 3 special education schools and 1 pupil referral unit. It has 2 further education colleges, [Myerscough](#), Bilsborrow, and Fleetwood [Nautical College](#).

For young children and parents the county council's [Children and Family Wellbeing Service](#) has a [search facility for local centres](#). The four in the district are the Flakefleet and Milton Street in Fleetwood, Rural Wyre, and Thornton Children And Family Wellbeing Services.

The draft Lancashire "**School Place Provision** Strategy 2017/18 – 2019/2023" looks at capacity within existing schools and shows the number of surplus school places across the Borough. table 4 below summaries its findings.

---

<sup>23</sup> Draft Lancashire "School Place Provision Strategy 2017/18 – 2019/20" <https://www.lancashire.gov.uk/council/strategies-policies-plans/children-education-and-families/school-place-provision-strategy/>

**Table 4: School place provision**

Sub-Area	Total on Roll	Net Capacity	Surplus Places
<b>All Wyre Secondary Schools</b>	<b>5,883</b>	<b>6,822</b>	<b>939</b>
Bleasdale, Calder and Claughton	72	161	89
Fleetwood	2,115	2,310	195
Garstang and surrounds	1,149	1,283	134
Great Eccleston	164	261	97
Over Wyre	726	839	113
Poulton-le-Fylde and Staining	1,694	1,690	-4
Thornton/Cleveleys	1,610	1,900	290

A new secondary school **GCSE** accountability system was implemented in 2016, in which Attainment 8' measures achievement in maths and English plus other subjects with less weighting. The average score for 2018/19 was 46.4 in Wyre district. This was a little under the average for the Lancashire County Council area of 46.7. All schools in England rate was 46.8'

There is no current meaningful absence or **exclusions** data due to Covid-19.

There has been a slight decrease in the average rate of 16-17 year olds classed as **NEET** (not in education, employment or training), 50 (2.2%) for the period December 2020 to February 2021. Wyre has joint 8<sup>th</sup> lowest rate of NEET proportions when ranked against the L-12. The wards with the highest percentage of NEET's are Park, Mount, Rossall and Pharos. Those classed as **EET** has seen an increase in numbers at 25,131/ 94.2%.

There are 10,770 families in Wyre receiving **child benefit** (i.e. 18,430 children) which has reduced marginally on the previous year data. The majority of these are one child only families and families with children between 5-10 years old (August 2020).

As at 31st March 2020, there are 58.5 (per 100,000 population) **looked after children** within the Borough. Eleven of these fall into the 0-4 age group with the remainder being 5-17. Wyre, has the fourth smallest percentage of children and young people that are looked after in the L-12.

Wyre has the ninth lowest percentage of children on **child protection plans** in the L-12 (30 per 10,000). The highest number of plans are in the Fleetwood wards of Rossall, Pharos, Park and Mount followed by Carleton and Bourne ward.

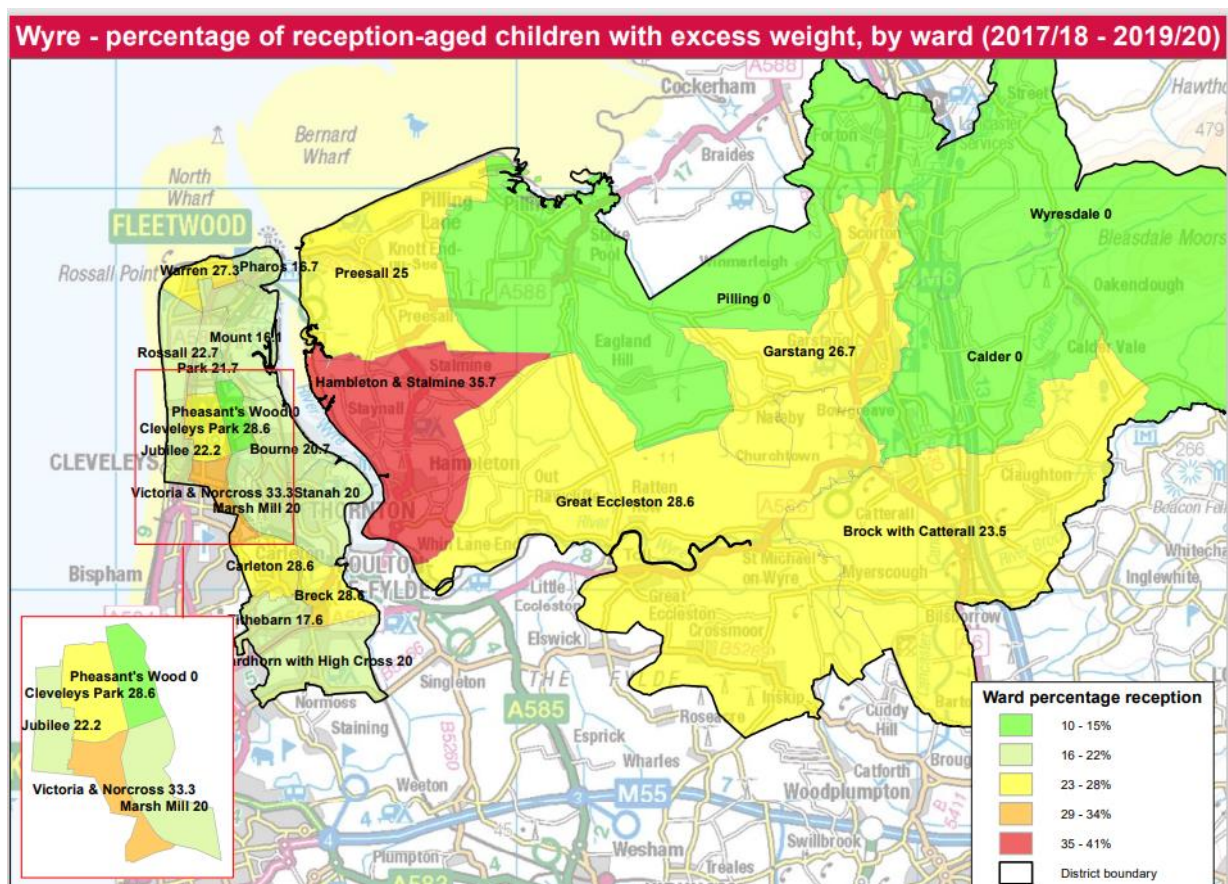
The 2018 **under 18's pregnancy** rates have increased since 2016, and are now 22.1 per 100,000 females (35 conceptions). Wyre's rates are now lower than the NW rate (23.1) but higher than the England rate (16.7) which has seen a reduction since 2016.



The rate of **alcohol-specific hospital admissions of under 18's** (41.9 per 100,000 of the under 18's population), has shown a decreasing trend over the last 10 years, although it is higher, it is considered similar to the England value of 30.6.

In 2018/19 23.6% of 5 year olds are reported to have experience of visually obvious  **dental decay** which is similar to the England rate (23.4%) this has improved on 2016/17 data.

The three year rolling average for **Childhood excess weight including obesity**<sup>24</sup> prevalence rates for 4-5 year olds (reception), are 23.3% for Wyre, and 22.6% for England (2018/19 data given see note below). Whilst the rate has increased marginally, it has not changed significantly for reception year when compared to 2014/15.



For 10-11 year olds (year 6) in Wyre the rates are increasing (34.2%), a similar trend as the England rates (35.2%).

Please note: The 2019/20 NCMP data collection stopped in March 2020 when schools were closed due to the Covid-19 pandemic. In a usual NCMP collection year, national participation rates are around 95% (over a million) of all eligible children; however, in 2019/20 the number of children measured was around 75% of previous years. The data

<sup>24</sup> NCMP- England 2017/18 – 2019/20 Tables accessed via <https://www.gov.uk/government/statistics/child-obesity-and-excess-weight-small-area-level-data>



at local authority level and below are not as robust because of the fewer measurements than usual.

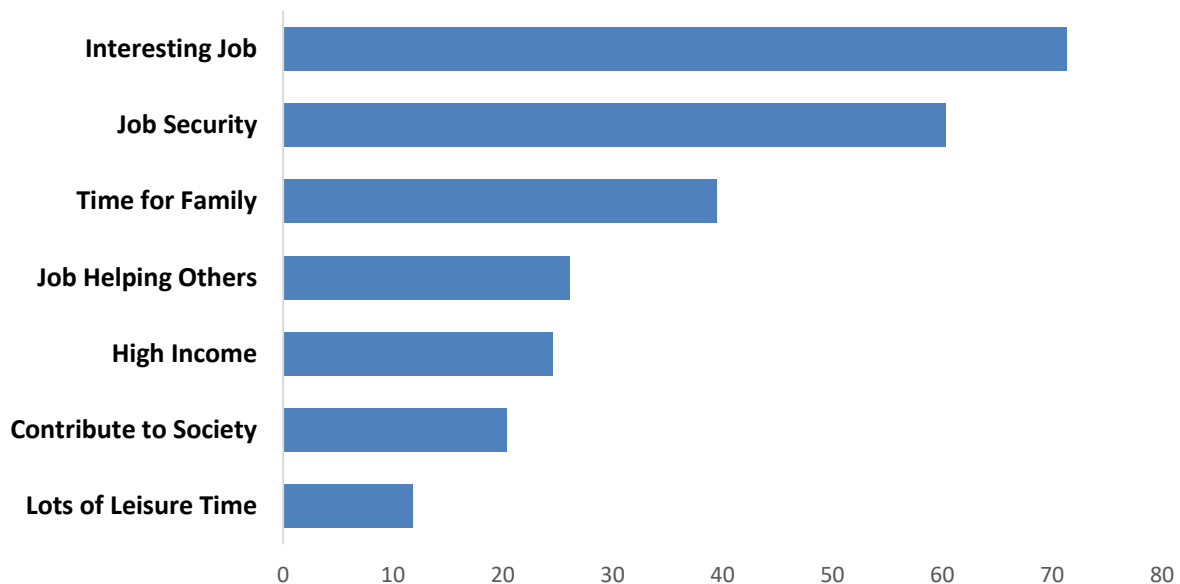
The [infant mortality](#)<sup>25</sup> rate for 2017-2019, as measured by the rate of deaths in infants aged less than one year (3.6), is not significantly different to the England rate (3.8) and less than the NW region of 4.5. Although it is important to note that fluctuations in these rates are to be expected, due to the small number of infant deaths involved.

Data from the [Annual Survey of Hours and Earnings \(ASHE\)](#) gave an indication of the difference in [anticipated earnings](#) by the age of 30 (by a cohort of 16 to 21 year olds) compared with actual 30 year olds' earnings, 2017. The average salary of a 30-year-old was £23,700 and half of 16-17 year olds expected that they would earn £35,000 (with a degree) and £25,000 without by the age of 30.

Almost half of 16 to 21-year-olds (48%) in 2015 to 2016 thought it was very likely that they would go into higher education. In reality, 38% of young people (aged 22 to 29) had degrees as their highest qualification in 2017.

However, analysis discovered in the Understanding Society paper that job satisfaction and security were much more important to young people than a high income.

Aspects of future occupation's importance to 16-21 year olds



Source: Understanding Society

<sup>25</sup> Public Health England/Data; Child and Maternal Health section. Accessed on 28/10/21 via <https://fingertips.phe.org.uk/profile/child-health-profiles#page/0/gid/1938133228/pat/46/par/E39000040/ati/152/are/E38000060/iid/92196/age/2/sex/4>

## Health and Lifestyles

Overall the **health** of people in Wyre is varied compared to Lancashire and England averages. There are areas within Wyre, which have very poor health outcomes compared to the less deprived areas in the district.

Wyre local authority has one clinical commissioning group (CCG) which plans and commissions health care services around local GP practices. [NHS Fylde & Wyre CCG](#) oversees 25 GP practices (14 in Wyre including the Same Day Walk In Centre, Fleetwood) serving around 118,812 patients of Wyre. An increasing amount of health data is now produced according to the CCG coverage area and where used, the figures quoted are against GP registered patients not the total population of Fylde and Wyre. There are four area clusters of GP practices, which includes 3 GP's that are not in the local authority of Wyre area i.e. Crescent Surgery, Cleveleys falls under Blackpool Council and Ash Tree and Kirkham surgeries are in Fylde. The neighbourhoods serve Fleetwood (28,497 patients), Torentum which is Thornton and Cleveleys (37,554), Wyre Integrated Neighbourhood (WIN) which is the Poulton area (29,685) and Wyre Rural Extended Neighbourhood (WREN) - Garstang and Gt Eccleston, and the 2 surgeries in Kirkham (57,417).<sup>26</sup>

### Covid-19

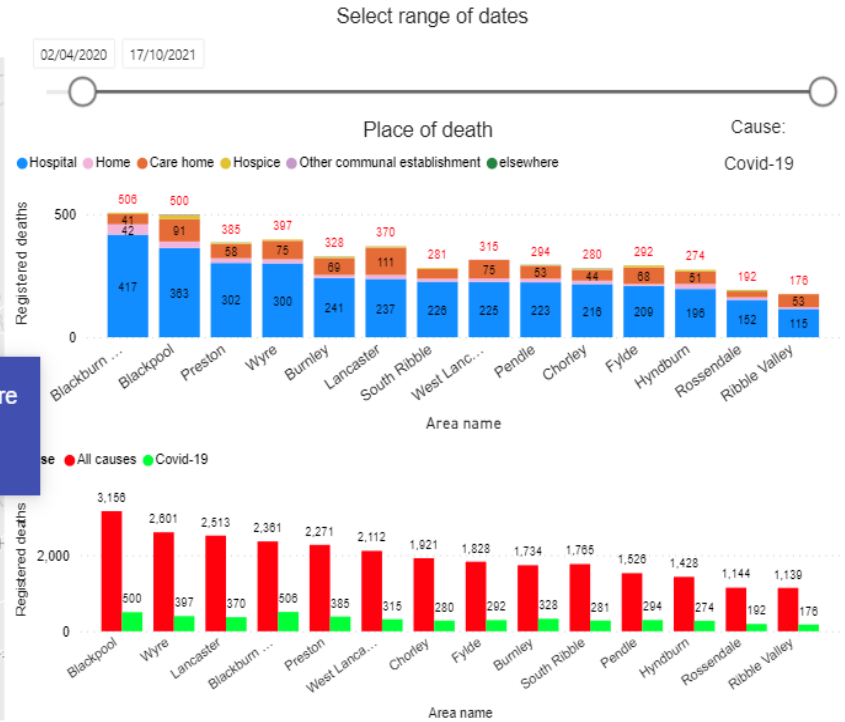
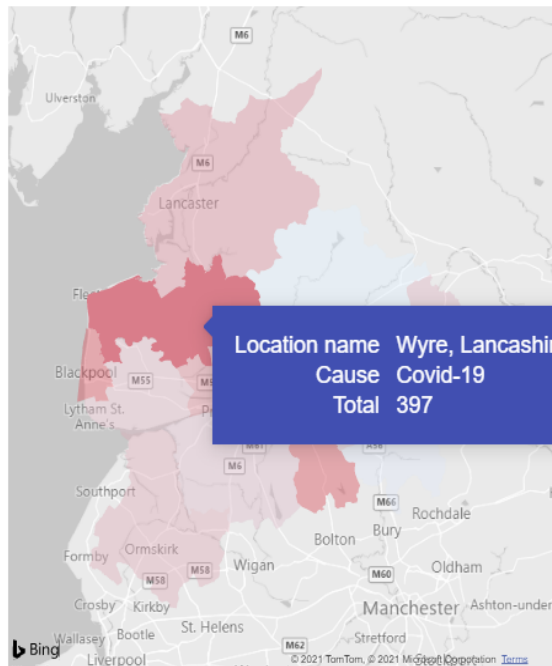
At October 2021, there has been 85,855 Covid-19 first **vaccinations** administered and 80,985 second vaccinations. There has been 1,848 first vaccinations given to under 17's, and 557-second vaccinations. The 55-59 and 70-74 year olds are in the greatest mass for having both vaccinations, which generally reflects the population demographics for the age groups.

The cumulative **cases of Covid-19** by specimen date, total at 22/10/2021 comes to 16,121. The median score for all local authorities in the NW is 15,208 and for all English authorities 16,693. Wyre has had a total of 397 deaths attributed to Covid-19 since the first week of April 2020 to 17 October 2021. The data for care home deaths between 20 March 2020 and 2 April 2021 rank Wyre as 177<sup>th</sup> from all lower tier Authorities in England and Wales (1st being higher number of deaths). Wyre recorded 98 deaths of care home residents attributable to Covid-19.

---

<sup>26</sup> Please note CCG neighbourhood boundaries were subject to change and final updates were not clarified at time of publishing this report.

Registered deaths in Lancashire districts, Covid-19 and all causes



Source: ONS, Deaths registered weekly in England and Wales, provisional, registered up to 15 October 2021, UK Coronavirus Dashboard ONS, Deaths registered monthly in England and Wales.

The Coronavirus Job Retention Scheme (CJRS), commonly known as the furlough scheme, was launched by the Government on 20 April 2020 in order to support employers who have been unable to undertake their normal activities through the Covid-19 period. It was estimated that there were 14,700 total furloughed employment claims accepted up to July 31, 2020. After the 1 July to October 2020 employers were only able to furlough employees they had furloughed for a full three-week period prior to 30 June 2020. From 1 November 2020 to 31 March 2021, the extended Coronavirus Job Retention Scheme (CJRS) came into play.

It was estimated that 22.6% of the total working age population was [furloughed employments](#). The NW percentage was estimated at 22.7% and England at 23%.

Starting from 1 July 2020, except in certain exceptional circumstances, staff who had not already been furloughed under the scheme may not be included in claims for support. On 1 July 2020, the option was introduced for employers to furlough their employees for part of their usual hours, with the employee free to work the remainder. Please note that the following data is the provisional number of claims as at 30 September 2020. Wyre had 44,600 total eligible employments and 3,200 total employments furloughed which equates to 7% total take up rate. This was in keeping with the England and NW rates of 7%.

The Self-Employment Income Support Scheme (SEISS) provides support for self-employed individuals whose business has been adversely affected by Covid-19. From 13 May, eligible self-employed individuals could claim a grant worth 80% of their

average monthly trading profits, paid out in a single instalment covering three months' worth of profits, and capped at £7,500 in total. This first SEISS grant covered the three months of March, April and May 2020 and the second covered June, July and August.

SEISS grant take up rates for scheme 1 was 78% (10,700,000) and was marginally higher than the L-12 (77%) and equal to the England and NW rates up to 31 July 2020. For scheme 2, the take up was 68% (total value of claims 8,200,000) which was lower than the L-12, NW and England rates of 70%, 71% and 69% respectively up to 31 October 2020

Life expectancy at birth has been used as a measure of the health status of the population in England and Wales since the 1840s. Research at a national level has found that the UK has seen a large reduction in the rate of improvement of male and female LE over the second decade of the twenty-first century. At a local level, analysis has shown that overall estimates of female and male life expectancy in Lancashire-12 are not changing significantly but have decreased marginally. **Life expectancy for males** (77.8 years), has improved since 2010-2012, but is not significantly different to 2015-17. Expectancy is comparable to the NW age of 77.9, but considered significantly worse than the England rate of 79.4 years (at birth data 2018-2020). The expectancy rate for **females** is slightly better at 82.3 years and is comparable to the 81.7 years for the NW but worse than the England rate of 83.1 years. There are dramatic differences in life expectancy at birth across the borough and these generally correlate with areas of high deprivation with as much as 8.7 years lower expectancy for women between most and least deprived areas, and around 9.3 years difference for men across the Wyre wards. HLE for the **Lancashire-14 area** is consistently below retirement age, indicating degrees of ill health among the working-age population and suggesting many residents are not able to enjoy their retirement in good health.

Analysis (2013-2017) has also highlighted that these areas of deprivation across both England and Wales experience a higher number of deaths from leading causes such as heart diseases, chronic respiratory diseases and lung cancer than less deprived areas. The top 10 leading causes of death (all age) were the same for males and females in both England and Wales, although in a slightly different ranking order and the deaths were more prevalent in deprived and mid-deprived areas. Overall, the three leading causes were heart disease, dementia and Alzheimer's disease, influenza and pneumonia in that order. When looking at the top three causes according to gender the first two were the same but the third biggest killer for men was lung cancer, and for women it was cerebrovascular diseases. Risk factors identified for heart disease are poor diet and lack of exercise<sup>27</sup>.

The **NHS Health Profile for Wyre**<sup>28</sup>, 2019, highlights 11 out of 34 key indicators that have been performing significantly worse than the England average. Those being, life expectancy for both males and females, under 75's mortality rate from all causes,

---

<sup>27</sup> ONS Leading causes of death by deprivation, England and Wales Accessed via <https://visual.ons.gov.uk/deprivation-by-leading-cause-of-death/> 13/12/2019

<sup>28</sup> [Local Authority Health Profiles - Data - OHID \(phe.org.uk\)](#) accessed Dec 2021

mortality rate from cancer, and all cardiovascular diseases, suicide, estimated diabetes diagnosis rate, hospital admission rate for alcohol-related conditions, percentage of smoking during pregnancy, percentage of breastfeeding initiation.

The rate of in low-income families (under 16), violent crime hospital admission for violence, new cases of TB, new sexually transmitted infections are significantly better than the England and regional averages.

The projected prevalence of **diabetes** in 16+ year olds (10.1%) is higher than the national average (8.9%) and there are an estimated 14,430 people with diabetes on GP register. The 2020 data highlights the percentage of over 65 year olds with diabetes in Fylde and Wyre CCG area (27.3%) as being higher than any other CCG area in the NW region, and second highest in England (17.5%) behind NHS Isle of Wight (28.3%). The higher than average predicted increase in the proportion of older people expected over the next ten years is also likely to result in a higher than average rate of increase in the prevalence of diabetes as it is with many other diseases affecting older people (including dementia, circulatory disease, chronic obstructive pulmonary disease, osteoarthritis and cancer). Before the GP neighbourhood areas changed to include Torentum it only had three neighbourhoods and WIN also included Thornton practices. Across the three diabetes mellitus (age 17+) was most prevalent in Fleetwood and WREN both of which were above the England rate, with WIN not significantly different. The percentage of people receiving a diagnosis for diabetes against the estimated rate (74.2%) is significantly below the England average and the 81.1% in the NW.

**Under 75 mortality all causes** rate per 10,000 population 2018-2020 shows an increase since the 2011-13 data, and is reported at 397 (actual count of 1,466). This is significantly worse than the national rate (337). On a GP neighbourhood level Fleetwood is a major contributor to this outturn with 47.9/10,000 population with WREN at the lower end of the CCG with 28.7.

**Cardiovascular diseases** (CVD), sometimes referred to as circulatory diseases, are diseases of the heart and blood vessels, including coronary heart disease (CHD), heart attack and stroke. CVD is caused by reduced blood flow to the heart, brain or body caused by atheroma or thrombosis and is common in people aged over 60. The main causes of CVD are [tobacco use](#), [physical inactivity](#), an [unhealthy diet](#) and [harmful alcohol use](#).

Whilst cardiovascular disease **premature mortality (under 75's)** has generally seen a reduction on trend over twenty years, it accounted for around 44% of deaths per 100,000 population in the 2017-19 data for the NHS Fylde and Wyre CCG area. In Wyre, the deaths have shown an increase (334 deaths) which is the highest it has been since 2005-07 data reports.

The expected number of cases in the six CCG's in the Lancashire and South Cumbria STP with diagnoses of Atrial Fibrillation (AF) is 40,760. In the Fylde and Wyre CCG



area, there are 6,650 and it represents the fourth highest value (3.7%) in the 191 CCG's in England, and is significantly above the England average of 2.5%.

**High blood pressure** (hypertension) is one of the leading risk factors for premature death and disability and can lead to conditions including stroke, heart attack, heart failure, chronic kidney disease and dementia. A blood pressure reading over 140/90mmHg indicates hypertension. Hypertension is the most prevalent of the cardiovascular conditions in Wyre and trend analysis shows that since 2009/10 the number of people on the Lancashire and South Cumbria's hypertension diseased register has increased to 18.4% (40,917). For the Fylde and Wyre CCG surgery cluster, diagnosed hypertension for 2020-21 highlighted 52,490 people (32.7% of registered lists). This is significantly higher than the 26.2% rate for England. The lifestyle risk factors for hypertension are obesity, lack of exercise and excess alcohol drinking.

\*there is a data quality issue with this/these value(s). NHS Digital is working towards resolving this issue, at this time no date for correction has been given. This means the current data cannot be directly compared with previous years.

There are over 200 different types of **cancer** and it is one of the leading causes of premature deaths. Some of the known causes of cancer are excessive alcohol consumption, exposure to asbestos, an unhealthy diet, physical inactivity, being overweight or obese, being exposed to natural and man-made radiation, smoking and tobacco use, ultraviolet light (including sun exposure and use of sun beds) and viruses such as human papilloma virus (HPV). The latest figures (2019/20) indicate that there are 52,000 known cases of cancer across the six CCG's in the Lancashire-12 area. Looking at the individual CCG's, Fylde and Wyre has the highest proportion of cancer, accounting for 4.6% of the total registered population of the six CCGs, all of which recorded a prevalence significantly above the England average (3.1%).

Reducing premature [cancer mortality](#) (persons under 75) is a major priority. The rate of people under 75 dying of cancer in the Wyre area is 145.5 per 100,000 population which is fifth highest rate in the L-12, not significantly different to the NW rate of 142.4 but significantly worse than the England rate of 129.3 per 100,000. Further, under 75 mortality rate from cancer considered preventable (2019 definition) for Wyre is 58.3% (n=225) which is also higher than the England rate of 54.1% but lower than the NW rate of 65.3%. In addition, [Cancer survival rates](#) are second lowest in the Fylde and Wyre CCG area (74.1%) but are not significantly different to the England rate of 73.9%.

Despite more women being screened for breast cancer, a smaller proportion of the eligible females (aged 50-70) were screened compared to England rates. Of particular concern are that Wyre district figures highlight that the number of women being screened (71.6%) has declined<sup>29</sup> to the lowest percentage in the 10-year data viewable. It is also lower than the NW (72.7%) and England rate (74.1%).

---

<sup>29</sup> [Public Health Profiles: results for: cancer](#) accessed 31/10/2021

The prevalence of [chronic kidney disease](#) for those over 16 in Wyre is 8.2% and more prevalent in females than males and in the over 75 age group. The percentage is above the England rate of 6.1%.

Respiratory disease is another top cause of premature deaths (under 75) and consists of diseases of the airways and lungs. In Wyre, asthma and **Chronic Obstructive Pulmonary Disease (COPD)** are key indicators. [Asthma](#) prevalence data for the Wyre CCG surgeries for 2020-21 is 7.74%, which is above the 6.38% rate for England<sup>30</sup>. Fleetwood has the highest prevalence rate of the three neighbourhood areas with a rate of 8.1%, with WIN at 6.8% and WREN, 6.5%.

The prevalence of COPD is 3.05% for the Wyre CCG surgeries against the England rate of 1.93%. Wyre at 395 per 100,000 population is below England's rate of emergency admissions for COPD at 415, and is not significantly different to England for death rates attributable to COPD.

Under 75 mortality rate from [respiratory disease](#) is higher in Wyre (38.5/100,000 directly standardised rate) than the England rate (34.2) but is lower than the NW rate of 45.4.

District level **under 75 mortality rate from stroke** has been levelling over the past 3 years and for 2017-19 data is 13.8 per 100,000 population. This is higher than the England rate of 12.5 but lower than the NW rate of 15.2. Estimated stroke prevalence, all ages, suggest that Fylde and Wyre (2.7%) has the highest prevalence in the eight CCG's in the L-14 area. Trend line analysis shows that the prevalence is increasing since 2012.13, whilst nationally it has remained consistent.

In the L-12 area, there are 12,406 persons with a diagnosis of **severe mental illness** (includes schizophrenia, bipolar affective disorder or other psychoses), accounting for 1.01% of the total registered population.\* This is higher than the England prevalence of 0.93%.

There are an estimated 138,317 adults aged 18 plus in the Lancashire area and 20,910 in the Fylde and Wyre CCG area that have confirmed **depression** both accounting for 14.1% of the total 18+ registered population.\* This is higher than the England prevalence of 11.6%.\*. The figures are rising but compare to a number of other sub-regional CCG areas.

\*There are data quality issues with the estimation values. It is not known when this will be rectified.

---

<sup>30</sup> [Quality and Outcomes Framework \(QOF\) 2020-21](#) accessed 29/10/21

**Personal Wellbeing** in the UK 2020/21 data taken from the annual population survey shows how people rate their own well-being across 4 themes and compares to 2018/19. Life satisfaction (increase to 8.0 out of 10), feeling what you do in life is worthwhile (no significant change, 8.0 out of 10), happiness (no significant change, 7.8 out of 10) and anxiety (decrease to 2.8 out of 10). Looking at the trend since 2011/12 across all the themes, the average scores show slight increases. All scores are better than the UK averages.

**Stress** has the biggest negative impact on residents' wellbeing, with nearly a third of those responding to the Life In Wyre Resident Survey 2018 (32%) indicating this. It appears to be more of an issue for those aged 44 or under (47%). Lack of money also appears to be an issue for this age group<sup>31</sup>.

The emergency [hospital admissions for intentional self-harm](#) in Wyre is decreasing but is above the England value of 192.6 admissions per 100,000 population. In 2019/20, there were 202.7 hospital admissions per 100,000 of Wyre population. Self-harm is an expression of personal distress and it can be the result of a wide range of psychiatric, psychological, social or physical problems. Self-harm can be a risk factor for subsequent suicide, but not everyone who self-harms is suicidal. Only, West Lancashire, Hyndburn, Burnley and Preston had higher rates in L-12. The wards that are above the England rate in order of the most amount of admissions are Pharos, Park, Jubilee, Warren and Rossall.

The proportion of deaths from **suicide and injury** of undetermined intent in Wyre was higher in the 40% least deprived areas. Suicide is a major issue for society and a leading cause of years of life lost. In England, approximately 75% of suicides are men and male suicide rates are on average three times higher than the female rates. In England, the age group with the highest suicide rate is 45-49 years for males and females, though the 2020 data shows a decrease in overall suicide rate it has increased by 3.1% in people aged 35-39 years ([Samaritans' Suicide Statistics Report 2020](#)).

Wyre has the 8<sup>th</sup> highest [suicide rate](#) in the NW region (39 local authority areas). The suicide rate (2018-20) at 15.0 per 100,000 population has increased to its highest level since 2008-2010. This figure is significantly worse than the England rate at 10.4 per 100,000. The rates are higher for males (24.1, n=33) than females (n=7 rate not available).

Five of the six clinical commissioning groups (CCGs) in Lancashire record a **dementia prevalence** significantly above the England average (3.97%), NHS Fylde and Wyre (1.31%) which is ranked first for recorded prevalence followed by NHS Morecambe Bay (1.1%) and NHS West Lancashire (1%) and NHS Chorley and South Ribble (0.9). Dementia prevalence is higher in women (64%) than in men (36%).

---

<sup>31</sup> Life In Wyre Survey 2018

In Wyre alone, the estimated prevalence of [dementia](#) in over 65's (63.1%/ 1,163 persons, 2021) is not significantly different to the England estimate of 61.6%.

By 2025, it is predicted that Wyre will have 33,400 over 65's with 11,536 (38%) living alone. With there being 10,108 over 65's needing help with at least **one domestic task** and 9,991 that will be unable to manage at least one self-care activity on their own across Lancashire<sup>32</sup>. It is also estimated that Wyre will have 9,084 people aged over 65 with a **long-term illness** whose day-to-day activities are limited a little, and 9,272 who are limited a lot. Wyre will have the highest number of people who are limited a little and a lot in Lancashire-12.

[Smoking](#) remains one of the most significant contributors to premature mortality and ill health through heart disease, stroke, pulmonary disease and cancer. The estimated prevalence of adults in Wyre that smoke (13.1%) is lower but not significantly different than the England value (14.4%). Wyre has a population of about 11,964 adult smokers<sup>33</sup>. It is estimated (2019) that each year in Wyre smoking costs the NHS an estimated £6.1m (£2.3m is due to 1,340 hospital admissions for smoking related conditions, and £3.7m is due to treating smoking-related illness via primary and ambulatory care services).

The percentage of women **smoking status at the time of delivery** (14.7%, n=98) is significantly worse than England (10.4%) and the NW (12.2%). Wyre is ranked as 5th out of the Lancashire-12 and 14th out of the 39 NW authorities.

**Alcohol** consumption in England is one of the biggest causes of premature deaths. Regular heavy drinking and binge-drinking behaviours are associated with a whole range of issues including anti-social behaviour, and an increased risk of physical and mental health problems. Long-term alcohol misuse is linked to a range of cancers, chronic liver disease, coronary heart disease, diabetes and stroke, and can have a massive impact on the social wellbeing of a person, their family and friends.

There were 51.4/100,000 population admissions to hospital for **mental and behavioural disorders due to alcohol** in Wyre in 2018/19. The rate has seen a decrease, and is significantly better than the England rate of 75.6.

The latest **alcohol specific mortality rates**<sup>34</sup> are higher than the national values at a rate of 43.2 per 100,000 population for Wyre (n=58) against the England rate of 37.8 but below the NW rate of 45.7. There is a greater difference in female mortality rate between the England and Wyre rate. As this measure has new attributes, it is not comparable with previous data.

---

<sup>32</sup> [www.poppi.org.uk](http://www.poppi.org.uk) accessed on 01/11/2021

<sup>33</sup> [ASH Ready Reckoner - Action on Smoking and Health](#) accessed 29/10/2021

<sup>34</sup> Public Health England: Local Alcohol Profiles for England /Mortality accessed 31/10/2021

2019/20 data saw an increase to 691 persons per 100,000 population (actual 830) admitted to hospital for [alcohol specific conditions](#), which were not classed as significantly different to the England rate of 644. Wyre's rates were the 9<sup>th</sup> highest in L-12. The rates for males in Wyre (986/100,000) are considered significantly worse than the England rates (894).

The highest recorded counts of [admission episodes for alcohol related conditions](#) are in the over 65's (1,041 per 100,000 population) which is the fourth highest amongst the 39 NW authorities (England, 839 per 100,000). Overall the rate is decreasing and getting better.

Hospital admissions rates due to liver disease in Wyre (137.3 per 100,000) is above but not significantly different to the England rate (131.2). Admissions rates are higher amongst men than women. Premature mortality from **liver disease** in Wyre (23.8) is significantly higher than England's rate of 18.5 per 100,000.

Percentage of adults over 18 classified as [overweight or obese](#) (62.7%) has decreased despite a spike in 2018/19, from the 2016/17 figures (67.7%) but is still higher than the 2015/16 data (61.2%). This has now met the England rate of 62.8% and is lower than the NW percentage of 65.9%. To be included in the Quality Outcomes Framework **obesity register** a patient must be aged 18 or over and have a record of a BMI of 30 kg/m<sup>2</sup> or higher in the previous 12 months.

The latest Lancashire and Cumbria NHS area figures for 2019/20 suggests that there are 166,055 individuals on the obesity registers of the eight CCGs in that NHS cluster area (Fylde and Wyre has 19,721), with all but one of the eight CCGs recording a higher prevalence rate than is the proportion in England (10.5%). These being Blackpool (14.6%), Fylde & Wyre (13.3%), East Lancashire (12.5%), Blackburn with Darwen (11.9%), Chorley (11.7%), West Lancashire (10.8%), and Greater Preston (10.2%). Morecambe Bay was below at 9.3%. This could be interpreted as a positive finding, indicating that the CCGs in question have effective screening and diagnosis practices that are successfully at identifying and supporting patients with obesity. On a neighbourhood level Fleetwood has the highest obesity levels (18.3%, n=4,123) followed by WREN (12.7%) and WIN (12.5%), all above the England average at 10.5%.

According to the Active Lives survey report from November 2019/20, [adult inactivity levels](#) (less than 30 minutes a week) at 31.5% (29,700 persons) have risen from the previous year, and are significantly higher than the England percentage (27%). There are significantly more inactive females (32.3%) than males (30.4%), with higher percentage of inactive males 28.6% than females 27.8%.

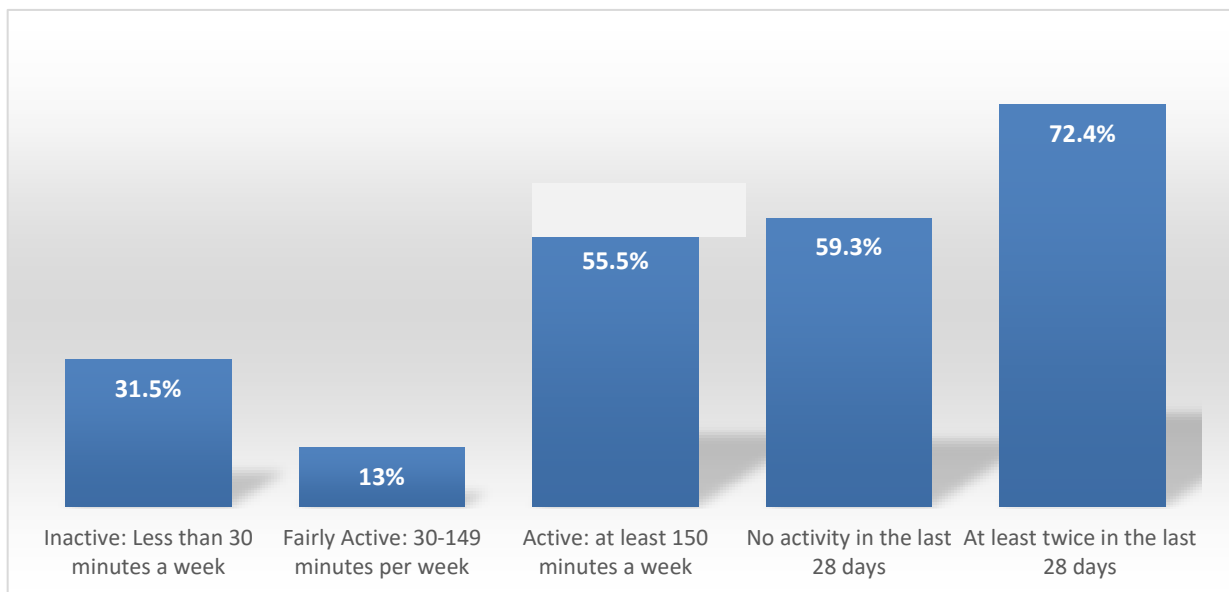
[Fairly active](#) i.e. 30-149 minutes per week (13%) has increased marginally in the 2019/20 results and is slightly above the national percentage of 11.5%.



The levels of people that are **active** more than 150 minutes a week has decreased to 55.5%, which is lower than the national rate of 61.4%. A higher percentage of men are partaking than women (57.5% and 53.8% respectively). For those in employment a higher percentage of this cohort do more than 150 minutes a week i.e. 63.1%. Mainly the 16-34 (68.3%) are the most active followed by 35-54 age range (61.9%).

Physical **activity levels in children** (ages 5-16) show that the majority 45.8% are active (an average of 60+ minutes a day), followed by 28,8% fairly active (average of 30-59 minutes a day) and 25.5% are less active (less than an average of 30 minutes a day).

### Summary of Levels of Activity and Inactivity in Wyre



Source: Sport England November 2019/20 Active Lives profiles

Of those considered inactive, 72.4% had engaged in some form of activity, at least twice, over 28 consecutive days. 59.3% have not engaged in activity over the last 28 days. The levels of inactivity are similar for males and females at 4.2% and 4.4%.

The Department of Transport data (2019/20) for adults that **walk and cycle** by frequency and for any purpose decreased on the previous year. Wyre (77.1%) had a lower walking rate than the L-12 average (78.6%) and England rate of 79.6%. For the cycling rate, Wyre did better in comparison to the L-12 (13.8%), but was still lower than the England rate of 16.6%.

Falls are one of the largest causes of emergency hospital admissions for older people, and significantly impact on long-term outcomes, e.g. being a major precipitant of people moving from their own home to long-term nursing or residential care. The 2019/20 number of emergency **hospital admissions due to falls** in persons aged 65 plus (1,611 per 100,000) is improving and is the lowest rate since 2010/12. It is lower than the England rate (2,222), and has second lowest admission rate across Lancashire.

As an L-12 district, Wyre is estimated to have 6.1% households (n=3,037) at relative risk of [social isolation](#) and is ranked second in its proportion of socially isolated households just below Fylde. If Wyre is broken down into service planning areas (SPA's) across the county then Thornton Cleveleys has the highest total number, and third highest percentage, of socially isolated households in Wyre. Fleetwood has the highest percentage and Wyre rural has the 5<sup>th</sup> highest percentage of socially isolated households out of the 34 SPA's. It is worth noting that place based characteristics are not captured in the calculation i.e. existing amenities, activities, services and other assets; deprivation, rurality; lack of (or limited) public transport; other elements of community (including social capital / community spirit). If they were, the results may be different. The mosaic group used in these calculations and are most at risk of social isolation are F24 whose average age is 73 own their own property, living alone or caring for a partner, living on retirement income and light users of the internet but prefer to deal face to face.

The Active Lives Adult Survey by Sport England 2019/20 also captures the percentage of **adults who feel lonely** and found 23.5% do often/always or some of the time. This compares to the NW percentage of 22.9% and England's rate of 22.26%.

Social Finance and Age UK Herefordshire and Worcestershire has combined best practice and on-the-ground experience to develop a model focusing on loneliness, in which they used national averages for baseline service usage of older people. They estimated that increases in service usage create a cost to the public sector of on average £12,000 per person over 15 years. These direct costs are borne due to people being:

- 1.8 times more likely to visit their GP;
- 1.6 times more likely to visit hospital Accident and Emergency department;
- 1.3 times more likely to have emergency admissions;
- 3.5 times more likely to enter local authority-funded residential care

[Dental health in adults](#) shows that for the Wyre and Fylde CCG area 61.2% of patients (as a percentage of the population) have seen a dentist within the previous 24-month period (June 2017) which is the highest percentage in the Lancashire-14 area. The CCG also has the highest rate of courses of treatment performed (90,554 per 100,000 population) when compared to the seven other CCG's and with the England rate of 72,874 per 100,000.

## **Crime and safety**

The strategic assessment 2018 highlights the **main threats** that should be prioritised for Wyre and across Lancashire, those being

- Violence against the person (assaults etc.)
- Domestic abuse

- Sexual Offences incl. child sexual exploitation
- Burglary
- Road safety

The assessment also acknowledges and identifies health, and vulnerability factors amongst a range of age groups as risks.

Living in Lancashire<sup>35</sup> reported that for Wyre, 93% of **residents considered their local area to be safe**. By contrast, crime levels were identified as the second most important from a list of 16 local aspects that need improving, according to the Life In Wyre resident survey 2018. When asked how much of a problem certain issues are in local areas, 43% of respondents indicated that irresponsible drivers and road safety are a problem. This was followed by 22% of respondents suggesting people using or dealing drugs is a very or fairly big problem in their area, and this **perception** was significantly higher in Fleetwood (49%) compared to other areas of Wyre.

Wyre has the sixth lowest **overall crime rate** in the Lancashire-14 area (Sep 2020 to Aug 2021). There has been a 10.7% increase in all crime reported (Sep 2020 –Aug 2021) compared to the same period 2019/20, that is 681 more crimes. This was higher than the Lancashire-14 area average, which saw a decrease of -2.7%. The crime survey for England and Wales 2021 states that patterns of crime have been significantly affected by the Covid-19 pandemic and government instructions to limit social contact. While there were decreases across a range of individual crime types, particularly theft offences, these were offset by rises in fraud and computer misuse offences. Improvements to recording processes and practices by the police, expansions of the recorded crime collection to include new offences, variations in police activity, more victims reporting crime, and genuine increases in some types of crime, have made substantial contributions to rises in recorded crime over the last five years.

Pharos, Park, Rossall and Mount wards in Fleetwood have more than double the borough average number of recorded crimes, with the two with the highest number, Park and Pharos having a higher annual percentage change than the borough average (Park 16.7% and Pharos 13.8%).

---

<sup>35</sup> STRATEGIC ASSESSMENT LOCAL PROFILE, Wyre 2018 produced for Wyre Community Safety Partnership. Available upon request from the partnership.

**Table 5: Key Crime categories**

Wyre	Number reported Sep 19- Aug 20	Number reported Sep 20 - Aug 21	Change on previous year %	L-14 change on previous year %	Rank L-14 (1 = lowest crime rate per 1000 population)
<i>All recorded crime</i>	6,363	7,044	10.7%	-2.7%	6
Violence against the person	2,635	3,106	17.9%	2.6%	6
All sexual offences	176	215	22.2%	3.5%	5
Domestic abuse crimes	1,120	1,420	26.8%	11.2%	6
All domestic assaults	585	734	25.5%	5.9%	7
High impact acquisitive crime	367	294	-19.9%	-16.4%	4
Vehicle offences	349	327	-6.3%	-73.2%	7
Theft from a vehicle	250	14	-94.4%	-90.4	4
All burglary	479	387	-19.2%	-21.5%	4
Criminal damage and arson	870	948	9%	-2%	6

Source: Multi Agency Data Exchange [accessed 26/10/2021]

From the list of crimes in Table 5, **violence against the person** is the most reported crime followed by domestic abuse and criminal damage. Pharos, Mount, Park and Rossall wards had the highest incidents of violence against the person. Assault without injury had a higher annual percentage increase (16%) than violence with injury (13%), which relates to the area where the audit commission said under-recording was taking place. The crime survey for England and Wales 2018 says that lower harm violent crimes are stable but there is some evidence that the lower volume but higher harm crimes are rising. From **ambulance and accident and emergency data** for Wyre, there is little evidence that these higher harm crimes are rising in the borough. Ambulance call outs for assault, rape, stabbing, and gunshot wounds increased by 3.8% (109 incidents) between September 2020 and August 2021 compared with the same period 12 months earlier. Records from Accident and Emergency Departments in Lancashire show that 92 Wyre residents attended there due to an assault between September 2020 and August 2021, which is a similar figure to the numbers recorded in the previous 12 months but around half the figures seen a few years ago.

There were 39 more **sexual offence** crimes recorded in the period September 2020 to August 2021 than in the previous 12 months. The 22% increase was more than six times the Lancashire-14 increase of 3.5%. A third of these crimes took place in Pharos, Rossall and Park wards where 15% of Wyre's residents live.

Half of the **criminal damage and arson crimes** recorded September 2020 to August 2021 were in Pharos, Rossall, Mount and Park wards, where 19% of Wyre's population reside. The 11% year on year increase was above that seen in the Lancashire-14 area as a whole, which saw a reduction of -2%.

**Vehicle crime** fell by 70% in Wyre, broadly in line with the Lancashire-14 area, which saw a reduction of 73%.

Recorded crimes with a **domestic abuse qualifier** have risen by 26.8% in Wyre, higher than in the Lancashire-14 area as a whole where it rose by 11.2%. Like violence against the person, some of the increase will be due to improvements in crime recording practice by Lancashire Constabulary. It is not clear whether any of this increase can be directly attributed to the pandemic. The number of Multi-Agency Risk Assessment Conferences held has stayed relatively constant over the last two years in Wyre. Referrals to Victim Support for Domestic Abuse also stayed relatively constant in Wyre, 2019/20 (1,111) compared with 2020/21 (1,095).

**Anti-social behaviour** in Wyre has increased by 13.8%, September 2020 to August 2021 compared with the previous 12 months, which was broadly in line with the increase across the Lancashire-14 area of 11.5%. Nearly a third of ASB complaints were recorded in Pharos, Jubilee and Mount wards. It is hard to draw any conclusions from this data because there have been several reclassifications of offences over the last couple of years. Some types of ASB are now recorded as public order and from March 2020, breaches of Covid-19 rules have been recorded as ASB.

**Knife crime**<sup>36</sup> figures have not been published at Community Safety Partnership level. In the Lancashire-14 area there were 1,136 in 2019/20 and 1,020 in 2020/21. What is interesting, but possibly not significant, is that the percentage of crimes involving a knife has crept up from 4% to 6% in the last 2 years.

The data for [Road traffic collisions](#), (2020 latest data) which includes killed or seriously injured and slight injury have reduced when compared to the 2019 data. Over a 5 year period slight injury numbers are lowest than they have been since 2016 data. The killed or seriously injured numbers have reduced compared to 2019, but are higher than previous years over the five-year period from 2016. There were three fatalities in 2020.

There were no fatalities but 24 injuries in **dwelling fires** in the year ending October 2019, similar to the previous 12 months. There were 15 deliberate primary fires and 67 deliberate secondary (ASB) fires in the same period. 24% of deliberate ASB fires took place in Pharos ward. Wyre was ranked 5<sup>th</sup> lowest for deliberate ASB fires in the Lancashire-14 area.

---

<sup>36</sup> [Crime in England and Wales: Police Force Area data tables - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk/crime-in-england-and-wales-police-force-area-data-tables)



## ENGAGING ORGANISATION

58% of residents in the 2018 **Life In Wyre** resident survey said that Wyre Council keeps residents well informed, and equal to than the national Local Government Association poll in October 2018. Wyre Voice, the Council's e-newsletter and social media appeared to be the most effective methods for **keeping residents well informed** about council business, news and events.

With the growth of **digital communications**, an increasing number of our residents use the internet (88%). The majority of surveyed residents said they would prefer to receive information about the council via the Wyre Voice residents' magazine (56%) followed by electronic newsletter (36%).

Through the **Channel Shift programme** (i.e. helping transition relevant services from paper and voice only to computer transactions where possible), the percentage of e-contacts as a percentage of total contacts including payments is up to 84.39% at September 2021. This is a significant increase, and in part is down to Covid-19 closures, new website, and enhanced portal for residents' development.

**Social Media:** the council has 12,588 Twitter followers, 12,200 Facebook followers, 1,780 Instagram followers and 2,400 LinkedIn followers. An increase on all channels.

Information from the Ofcom Communications Market Report 2019: The **speed of internet connections** has increased. Seventy-eight per cent of residential broadband lines had an average download speed of 30 Mbit/s or higher in 2020, up from 69% in 2019. More than four-in-five lines are now at least part fibre (including cable connections), and the mean average speed of UK home broadband connections grew by 25% to over 80 Mbit/s in 2020. However, 8% of **residential broadband connections** still receive average download speeds of only 10 Mbit/s or less.

The **volume of data** used on fixed and mobile connections both grew significantly in 2020. Average monthly data use per fixed broadband connection increased by 36% to 429 GB, while average use per mobile data user was up by 27% to 4.5 GB per month. Although those that are online are getting faster connections and using more data, 6% of households are not online.

The average UK household spent £79.08 per month on **telecoms services** in 2020, a decrease of 26 pence since 2019 and equivalent to 3.1% of average monthly household spend.

**Outgoing call minutes** from landlines increased for the first time since 2003, up by 15%, while calls from mobile phones increased by 18% during the year.

The time spent viewing live **broadcast television** resumed its declining trend after a pandemic related uptake in 2020. People in the UK watched an average of 3 hours and 12 minutes of broadcaster television (live, recorded and catch-up) each day in 2020. As

well as watching TV, UK internet users on average spend 3 hours and 37 minutes online. A large proportion (39%) of this was spent on Google and Facebook-owned sites (including YouTube, Instagram and WhatsApp).

Messaging appears to be moving online as SMS and MMS use continues to decline. The average mobile connection sent 51 messages per month in 2020, 17 fewer than in 2019. The main driver of this decline is the popularity of online messaging services like WhatsApp, Facebook Messenger and Instagram.

Visits to government websites increased in March 2020 in line with the start of the spring 2020 lockdown. 29m online adults visited gov.uk websites in March 2020, up from 19m the previous month

Advertising is the key revenue source for many online businesses and has grown by around 78% in the past 5 years, with the UK online advertising market generating £16bn in 2020.

Full details of the Communications Marketing Report can be found [here](#).

Ofcom's [Online Nation Report](#) 2020 highlights the league table of top mobile apps ranked by unique visitors:

- **YouTube** 41.97 million
- **Facebook** 41.4 million
- **Twitter** 27.5 million
- **Instagram** 23.1 million
- **Snapchat** 22.7 million
- **Facebook Messenger** 22.3 million
- **WhatsApp** Messenger 21 million
- **Tick Tok** 3.17 million

**Other COVID-19 related communications data**<sup>37</sup> shows that:

Most internet users use **online messaging and calling** services and use increased during the coronavirus pandemic.

In February 2020, 73% of UK adult internet users used online text messages, 54% use online voice calls, 35% use video calls and 55% use emails, at least weekly. Nine in ten adult internet users used any of those four services at least weekly.

The level of use of WhatsApp for text messaging was very similar to the use and reach of SMS among adult internet users. Although more adult internet users report having used SMS (94%) than WhatsApp (71%) for text messaging in the last 12 months, on a

---

<sup>37</sup> Accessed via [Ofcom online nation report 2020](#)

daily basis they are using WhatsApp (40%) and SMS (41%) to a similar extent.

Until early in 2020, online **video calling** was used much less than other online communication services, with 35% of online adults using online video calling at least weekly in the 12 months to February 2020. In May 2020, this had doubled to 71% of online adult consumers using online video calling services at least weekly, with 38% using them at least daily. Research suggests that 7% of adult internet users used video calling for the first time because of the coronavirus pandemic.

There is a 71% satisfaction rate with the council's service that is **keeping public land clear of litter and fly-tipping**. There have been 271 reports of **dog fouling**. In 2020/21 which has decreased by over 30% since 2018/19, and the Borough wide high profile patrols undertaken by external enforcement company could be a contributory factor in the decrease, as there is now an increased possibility of irresponsible dog owners being issued Fixed Penalty Notices for not removing dog fouling.

Wyre Council currently has 225 **volunteers**. The total number of volunteer hours between April-September 2021 equates to 8,244, an increase by 2,820 hours or 52% from last year's volunteer total (5,424). As we move out of Covid-19 restrictions more services are now again providing volunteer opportunities such as, Wyre Theatres and Rossall Point, along with new opportunities being created for example on The Mount, Fleetwood.

Over the year 2020/21, 982 **handy man jobs** were carried out for residents through the Care & Repair service throughout Wyre, and an additional £460,000 additional income was generated for residents through Attendance Allowance applications with 34 cases still awaiting outcomes.

163 completed adaptations have been delivered through **Disabled Facilities Grants** (DFG) to a value of £1,346,820. A further 473 minor adaptations were completed throughout Wyre. These figures have been lower than previous year due to Covid-19 and therefore the ability to carry out the work.

Orsted's (formerly known as Dong Energy) [Walney Extension Community fund](#) has also provided many local projects with aid. In the eleven application rounds to September 2021 (two per year), Wyre specific projects have been awarded around £240,545.