

Report of:	To:	Date	Item No.
Cllr Lynne Bowen, Leisure and Culture Portfolio Holder	Council	18 January 2018	8(f)

Executive Report: Leisure and Culture Portfolio Holder

1. Purpose of report

- 1.1** To inform Council of progress on key objectives and the current position on issues within the Leisure and Culture Portfolio, as set out below.

2. Arts, events and volunteering

Fleetwood Market – Arts and Events Residencies

- 2.1** December was a very busy time at Fleetwood Market. Linda Copeland completed the arts installation, 'A Cosy Living Room', using a void unit and transforming it into a room at the time of Christmases past. Drop in reminiscence sessions were held, which proved very popular, with visitors handling household objects of the past and sharing anecdotes.

- 2.2** The market also hosted professional street theatre walkabouts on Saturdays and hosted choirs during the week. This was all aimed at visitors and traders engaging with the arts and having an uplifting and inclusive experience.

The Final Homecoming

- 2.3** A grant application has been made to the Heritage Lottery Fund for a major Wyre Project that will take place in November 2018, to mark the end of the Centenary of the First World War. The climactic part of the project being a mass participation community parade through Fleetwood involving 1,000+ people from Wyre. An application to the Arts Council will also be submitted.

Volunteering

- 2.4** During the course of November and December the volunteer service has supported the council's Engineering Team with their car park survey. The volunteers completed 73 surveys at Poulton and Cleveleys car parks. This work together with the completed online surveys has proved to be a valuable exercise for the council.

3. Sports development

Trysport

- 3.1** Leaflets for the January to Easter Trysport Programme are being delivered to all schools in Wyre. To view the programme visit wyre.gov.uk/trysport or visit the facebook page named WyreTrysport.

Satellite Clubs

- 3.2** Following on from a number of information sharing events with our delivery partners we are now undertaking consultation with young people in Fleetwood to help understand how best to establish new Satellite Clubs in 2018.

- 3.3** Funded by Sport England, Satellite Clubs are local sport and physical activity clubs designed around the needs and motivations of young people to provide them with positive, enjoyable experiences that make it easy for them to become active or to develop more regular activity habits. The clubs are targeted at young people who are inactive and Fleetwood has been identified as a Sport England priority area.

Club Matters

- 3.4** Since it launched in February 2015 Sport England's Club Matters has sought to provide free guidance, support and learning on all the aspects of running a sports club. Club Matters is a unique, one stop shop that can help sport clubs to grow and develop. They offer a range of support services, from e-learning modules to workshops, on a vast array of relevant club topics. We are undertaking work with Sport England to promote the offer.

4. Marine Hall and Thornton Little Theatre

- 4.1** More than 3,000 local people were either involved in or came to see this year's Pantomime at Marine Hall. We sold a record number of tickets. Local children were also able to take part in the performance.

- 4.2** This year's family Christmas show at Thornton Little Theatre was 'Santa's Christmas Wish'. Its first performance sold out and a second show was added so as not to disappoint local families.

- 4.3** The Christmas Market at Marine Hall was our most successful ever with over 90 stalls and thousands of visitors. Many stallholders have already booked their places for next year's event.

- 4.4** The 'Harmony and Health' singing group performed at Fleetwood Market as part of this year's festive programme of events. This was the first time that the group had performed in public and it was extremely well received by shoppers and stallholders. Marine Hall held a celebration event for everyone involved in this successful community singing project on Tuesday 19th December. Further Harmony and Health sessions will run at Marine Hall in the New Year and there are plans to develop a new group at Thornton Little Theatre.

5. Tourism

Discover Wyre Visitor Guide 2018

- 5.1** The new guide for Wyre in 2018 will be launched in January 2018 and will be town and village led. Promoting events, places to stay, eating and drinking and attractions. The guide will have a strong healthy living feel promoting rural and coastal Wyre walks as well as key tourism assets to encourage visitor spend. The guide will initially be promoted through a direct mail campaign to 42,000 national households with a view to encourage short breaks to Wyre, as well as an online campaign.

The Cleveleys to Fleetwood Trail

- 5.2** Using local artist Leona Beth, a creative tourism trail will be launched in January 2018 and will promote walks, cycling and accessibility for wheelchair users on the coast from Cleveleys to Fleetwood. Key tourism attractions are promoted en-route to encourage visits and spend from visitors and local people. The main focus of the trail is to promote The Mythic Coastline in Cleveleys and the Five for Fleetwood assets.

6. Comments and questions

- 6.1** In accordance with procedure rule 11.3 any member of council will be able to ask me a question or make a comment on the contents of my report or on any issue, which falls within my area of responsibility. I will respond to any such questions or comments in accordance with procedure rule 11.5.