



## Cabinet Minutes

The minutes of the Cabinet meeting of Wyre Borough Council held on Wednesday, 12 January 2022 at the Council Chamber, Civic Centre, Poulton-Le-Fylde.

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### **Cabinet members present:**

Councillor David Henderson, Leader of the Council  
Councillor Roger Berry, Neighbourhood Services and Community Safety Portfolio Holder  
Councillor Lynne Bowen, Leisure, Health and Community Engagement Portfolio Holder  
Councillor Simon Bridge JP, Street Scene, Parks and Open Spaces Portfolio Holder  
Alice Collinson, Planning Policy and Economic Development Portfolio Holder  
Councillor Michael Vincent, Deputy Leader and Resources Portfolio Holder

### **Apologies for absence:**

None

### **Other councillors present:**

Councillor Le Marinel (Chairman of the Tourism Recovery in Wyre Task Group)  
Councillor Lady D Atkins

### **Officers present:**

Garry Payne, Chief Executive  
Mark Billington, Corporate Director Environment  
Marianne Hesketh, Corporate Director Communities  
Clare James, Corporate Director Resources and Section 151 Officer  
Duncan Jowitt, Democratic Services Officer  
Marianne Unwin, Democratic Services Officer

No members of the public or press attended the meeting.

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### **CAB.24    Declarations of interest**

None.

### **CAB.25    Confirmation of minutes**

The minutes of the meeting of 1 December 2021 were approved as a correct record.

**CAB.26 Public questions**

None

**CAB.27 Tourism Recovery in Wyre task group final report**

The Chairman of the Tourism Recovery in Wyre Task Group and Corporate Director Communities submitted a report to Cabinet detailing the work of the Tourism Recovery in Wyre Task Group.

**Decisions**

Cabinet agreed the following recommendations (numbered as per the report).

*3.1 That the council concentrates on the promotion of Wyre as a tourist destination.*

A new communications plan was being prepared and it would include a campaign focused on the visitor economy which we recognised as being more important than ever as part of Covid-19 recovery.

Utilising Welcome Back Funding, a promotional video and photography had been commissioned to showcase what Wyre has to offer as a destination and some outdoor theatre had been organised during the forthcoming half term at Poulton and Garstang.

*3.2 That the Discover Wyre website be brought in-house.*

The team have already given notice to New Mind, the current provider of the Discover Wyre website and a new website was under development using Jadu, the same system used for the Council website. This would provide greater ownership of the layout and content of the website and the plan was to launch a new Discover Wyre website in April 2022.

*3.3 That improvements be made to the Discover Wyre website and for it to concentrate on promoting the individual towns within the borough, ensuring all areas are covered equally.*

As part of the new Discover Wyre website, consideration would be given to how to each individual town could be better promoted as part of Wyre's visitor offer.

*3.5 That a digital marketing strategy for the council's various digital platforms be created, in order to benefit the wider tourism strategy. In addition, report the defined objectives of this strategy back to the Overview and Scrutiny Committee (O&S).*

As part of the Communications Plan, a Campaigns Plan would be developed for the Visitor Economy Campaign. As part of this plan,

there would be a focus on how digital marketing tools such as social media and e-newsletters could be better utilised. Once developed, the Campaigns Plan could be shared with O&S.

*3.6 That there is a continued collaborative working relationship between the Tourism, Events and Communication teams.*

The council had implemented a structure change on 1 December 2021 and created a new service, Communications and Visitor Economy, bringing together communications, marketing, tourism and events, which was led by Emma Lyons as the new Service Manager.

*3.7 That coach industries and businesses be invited back to Wyre to see what coach offer/packages Wyre can offer.*

Welcome Back funding had been allocated to work proactively with coach companies to focus on encouraging them to bring more visitors to Wyre. The Tourism Development Officer was leading on this and the first coach group tour had been booked for 12 February.

*3.10 To explore options that will enhance the Civic Centre, including the Members Lounge, to make it a more attractive venue for weddings and other events.*

A small budget had been allocated to undertake decoration of the Members Lounge and officers had been tasked with producing a business case. The feasibility of this would be considered as part of the Visitor Economy campaigns plan.

*3.12 That the implementation of the recommendations agreed by Cabinet be reviewed by the Overview and Scrutiny Committee after 12 months.*

A report would be prepared for O&S in 12 months' time to provide an update.

Cabinet did not agree the following Task Group recommendations (also numbered as per the report) for the reasons stated below.

*3.4 To support the continuation of advertising local businesses on the Discover Wyre website and consider the feasibility of introducing an appropriate nominal fee (per annum) for businesses where they will receive more promotion.*

Past experience indicated that this was not cost effective, given the low level of income achievable, once officer time was factored in. Also, as web sites such as TripAdvisor now dominated the market, consumers now saw them as the go-to source of information rather than a council / destination website. The Leisure, Health and Community Engagement Portfolio Holder said that this option would however be reconsidered once the new website was in operation and the digital marketing

strategy had been developed, in the event that circumstances changed.

*3.8 That the Garstang and Fleetwood Information Centres continue to be supported, especially as we emerge out of Covid-19 lockdowns.*

Whilst there was support for tourist information centres / points, Cabinet considered that they were only one way in which the council was supporting the visitor economy. Councillor Bowen said that Cabinet would remain open minded about how visitors accessed information about the borough and would continue to explore opportunities to adapt and meet changing demand.

*3.9 That the TV screens at the Garstang Information Centre and Fleetwood Information Centre (Marine Hall) be fixed.*

This issue had already been reported to ICT.

*3.11 To explore the possibility of holding large outdoor-ticketed events to be held in areas such as Marine Hall Gardens, for example.*

The Leisure, Health and Community Engagement Portfolio Holder said that the feasibility would be considered as part of the Visitor Economy Campaign's plan.

*3.13 That the Overview and Scrutiny Committee consider a further focused review of the theatres (Thornton Little Theatre and Marine Hall) and other council run facilities, with the aim to explore the feasibility of a different business model to help them run on a more commercial basis.*

Cabinet declined to support this, as this was for O&S to determine as part of their work programme planning and to be scoped if deemed appropriate.

## **CAB.28 Capital Programme Review and Monitoring Report (third quarter)**

The Resources Portfolio Holder and Corporate Director Resources submitted a report asking Cabinet to

- consider the review of the 2021/22 Capital Programme and the progress of schemes for the nine month period, covering April 2021 through December 2021, undertaken by spending officers and noting amendments to the Capital Programme since last reported to Cabinet on 20 October 2021 and the financial impact over the term of the Programme, through to the end of 2026/27.
- agree the latest Capital Budget 2021/22 and the Capital Programme for the financial year 2022/23 onwards.

## **Decisions**

### **Cabinet**

- noted the progress of, and expenditure incurred on, capital schemes for the first nine months of the 2021/22 financial year.
- approved the Revised Capital Programme, and its funding, for the 2021/22 financial year totalling £15,042,598, noting the following specific amendments:
  - £65,748 expenditure on Improvements to Queen Elizabeth II Playing Field at Catterall with funding from Section 106 monies;
  - £160,417, additional expenditure on the Acquisition of Fish and Food Processing Units with funding from the Property Investment Reserve;
  - £55,440 expenditure on CCTV improvements and related works at Fleetwood Market, and;
  - Re-profiling of the Wyre Beach Management scheme over the life of the project where the lifetime cost of the scheme remains unchanged.
- approved the Capital Programme over the five year term from 2022/23 through to the end of 2026/27, totalling £53,218,046.
- agreed that the financial implications of the Capital Budget and future Capital Programme be reflected in the draft Revenue Estimates which would be considered by Cabinet at their meeting on 16 February 2022 and be subject to approval by Full Council at the meeting on 10 March 2022.

The meeting started at 5.00 pm and finished at 5.14 pm.

**Date of Publication:** 13 January 2022

### **Options considered but rejected**

Any alternative options that were considered but rejected, in addition to the reasons for the recommendations that were made, are included in the full reports.

### **When will these decisions be implemented?**

All decisions will be put into effect five working days from the date of publication, unless a decision is “called-in” by any three members of the council within that period.

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