

Report of:	To:	Date
Councillor Lynne Bowen, Leisure, Health and Community Engagement Portfolio Holder	Council	15 September 2022

Executive Report: Leisure, Health and Community Engagement 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, Health and Community Engagement Portfolio, as set out below.

2. Active Lives and Community Engagement Update

- 2.1 PASTA Programme** - In partnership with Healthy Heads we have been providing a Play Activities at Teatime (PASTA) programme at two local primary schools in the Rossall ward of Fleetwood. The programme is aimed at children and their families who are overweight and it has worked really well and has been very popular with local families. Attendance was really good with families saying how much they enjoyed the programme and the difference it had made to their lives. Fitbits were awarded at the end of the programme, which was a touch all the participants loved.
- 2.2 Wyre Weight Management** - We have been working closely with our providers, Slimming World, Man v Fat and Fleetwood Town FC Community Trust on our adult weight management offer for Wyre. We currently have three programmes on offer, including a new programme called Choose to Lose with Fleetwood Town FC. Our main offer with Slimming World continues to be really successful with 318 people joining the programme since April 2022. Over 62% of people complete the programme ie attend at least 10 out of 12 sessions and the average weight loss is over 12lbs during their 12 weeks. 97% of all people who started the programme have lost 3% of their Body Mass Index (BMI), which we are delighted with. We are now looking at the retention of that weight loss at the six month point and offering incentives for people to join and exercise at Fylde Coast YMCA.
- 2.3** Our Man v Fat programme started in February 2022 and has so far seen over 40 men sign up and lose weight on the first 14 week football season. The club takes place on a Friday night at Poolfoot Farm, Fleetwood Town FC's excellent training facility and involves a weigh in,

healthy eating advice and a game of 5 a-side football. It is a great way of encouraging men to attend and help them to lose weight. We look forward to continuing to work with all our providers to support adults who want to lose weight in Wyre.

2.4 Holiday Activity & Food Programme - The Wyre Holiday Activity & Food Programme continues to go from strength to strength and this summer has provided 17 summer camps across five weeks. Nine different local providers including Fylde Coast YMCA, Fleetwood Town FC Community Trust, Sportscool, Fylde Coast Holiday Club and Fleetwood Amateur Boxing Club have provided the camps for children and young people aged 5-16 years. The camps, providing free holiday activities and food for children on benefits related free school meals have benefitted from local artists and nutrition specialists going in to the clubs, providing healthy snacks and arts & crafts activities. This has complimented the sporting and physical activities that take place each day such as swimming, football, dodgeball and rounders. Altogether we had just under 4000 bookings on to the camps and it has been a pleasure to see the children enjoying themselves so much in the nice weather. The food for each of the camps was provided by local businesses.

3. Tourism, Visitor Services and Events

3.1 Marsh Mill -Marsh Mill Windmill was pleased to support the judges of Wyre in Bloom during their visit to the floral displays on 4 August by opening Marsh Mill Windmill and turning its iconic sails. A heritage tour was delivered especially for the judges and they also viewed the three exhibitions inside the Mill itself. The fact the sails were turning created a great talking point for the judges who were viewing and then judging the floral displays in Marsh Mill Square itself.

3.2 Tram Sunday - It was great to see Tram Sunday return to Fleetwood and see so many people in the town centre enjoying the day. We were pleased to support the promotion of this great event. We organised a range of attractions at Fleetwood Market to increase footfall and add to the event, this included an inflatable pub, family discos, a free bouncy castle, face painting and hair braiding, creative activities, character appearances including the acts from the Spare Parts Festival and street food in the outdoor market, all of which proved extremely popular.

3.3 Frozen - On Saturday 30 July, despite the traditional British weather, we hosted live outdoor theatre performances of Frozen at Jean Stansfield Park in Poulton. Families came along and enjoyed the free shows and were able to sing along and have photos taken with the characters. We are planning further family shows at other locations in October half term.

4. Marine Hall and Thornton Little Theatre

4.1 August was an exceptionally busy time for Wyre Theatres. In the first two weeks we hosted a nine day British Championship Competition organised by Theatre and Dance Council International, involving over 130 young competitors from across Britain. This was followed by three

nights of sold out performances by Phyllis Davies Dance School, showcasing the very best of local dance talent.

- 4.2** We then celebrated the Tenth Anniversary of the Fylde Coast Food and Drink Festival by expanding the event from one day to two days. This worked well over a very sunny weekend with around 5,000 visitors attending across the two days.
- 4.3** During the same two weeks, we also hosted four wedding ceremonies at The Mount Pavilion, as well as several regular community bookings at Thornton Little Theatre and four 'Harmony and Health' singing groups across the two Theatres. A further two weddings and a large Anniversary Party took place at Marine Hall at the end of August /beginning of September; alongside several afternoon Tea Dances and the first 'Home Show' for Highbury Morris Dancers, where they welcomed competition troupes from across the North West.
- 4.4** Thornton and Cleveleys Operatic Society return to Thornton Little Theatre at the end of September. This will be their first show back with us since before the Pandemic.
- 4.5** We are excited to share the news that The Mount Pavilion has been shortlisted for 'Wedding Venue of the Year' in the Marketing Lancashire Tourism Awards.

5. Comments and questions

- 5.1** 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.