



Report of:	To:	Date
Councillor Lynne Bowen, Leisure, Health and Community Engagement Portfolio Holder	Council	27 October 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 Life in Wyre Survey** - The biennial Life in Wyre survey is open for all residents to take part in and will close on Thursday 17 November. The survey seeks responses to a number of questions about life in Wyre including questions about the area itself, services, communications and also a section about the impact of the coronavirus pandemic and the cost of living. The survey can be accessed via www.wyre.gov.uk/lifeinwyre. Postal copies of the survey have also been sent out to a random sample of 3,750 residents. The respondent has the option to be entered into a prize draw to win a free MOT, two tickets to a choice of upcoming shows at Marine Hall and Thornton Little Theatre or an annual YMCA membership.
- 2.2 PASTA Programme** - We are delighted that Lancashire County Council's public health team will be extending our PASTA programme for a further 12 months until April 2024. PASTA (Play activities at Tea time) has worked really well in Wyre in partnership with Healthy Heads and Fleetwood Town Community Trust and provides support and practical sessions for families to eat healthily and become more active. Many families have attended the programme in primary schools in the Fleetwood area and have told us how much they have enjoyed the programme and benefitted from it. We are looking to extend the PASTA programme into our holiday club offer at Christmas.
- 2.3 Wyre Weight Management** - We are pleased to also report that our adult weight management contract has been extended for a further 12 months, taking our contract until April 2024. This means that we will be extending our extremely successful partnership with Slimming World for a further 12 months, with adults with a BMI of 30-45 being able to benefit

from 12 weeks of free Slimming World at one of the many Wyre based Slimming World groups. On average, over 62% of adults complete the programme and lose over 12lbs during the 12 weeks.

2.4 Holiday Activity and Food Programme - The holiday programme that we provided this summer with our nine partners across Wyre provided 17 different camps and supported 463 children on benefits related free school meals over the six weeks of the summer holidays. Of these children, 57 had special educational needs or a disability. Altogether there were just under 3,000 attendances, a fantastic result. We had some really good feedback from the children and their parents and carers. Fylde Coast YMCA, one of our main providers, was able to provide children with extra swimming lessons as part of the programme this year, which will really help children to stay safe in the water. Lancashire County Council have confirmed that they will be extending our funding for a further two years – until April 2025, which is great news.

2.5 Wyre Sports Awards - The awards are back for the first time in three years, in partnership with Active Lancashire. The awards recognise individuals and clubs who have made a real difference in our communities to help people become more physically active or take up sport. We had over 30 applications for the different awards, with much competition in the categories. Awards being given include Club of the year, Young Achiever of the year and Contribution to Active Communities. The Wyre winners attended a celebration event with the Mayor on the 5 October at the Civic Centre. They will go on to represent Wyre at the Active Lancashire awards in November in Blackburn.

2.6 Arts and Health - A new activity session, 'Craft and Chat' has started up weekly at Thornton Library, Thursday mornings 10am – 12pm and is going really well with one of our new volunteers. A Just Reminiscing session was held at Cleveleys Library on 13 September and was well attended by about 15 local residents who spent time looking at the artefacts and decades scrapbooks and shared some really interesting memories. Also 'Creative Wellbeing' our new eight week arts for positive mental health project has begun at the Market House Studios in Fleetwood. This runs every Thursday morning 10am – 1pm and is now fully booked with eight participants who all thoroughly enjoyed the first session on 29 September.

3. Tourism and Events

3.1 Discover Wyre website - this month we have launched our new tourism website – www.discoverwyre.co.uk. The site showcases Wyre's town centres as well as our great outdoors. On there you will find ideas of places to go, attractions to visit and events to attend. It's a great place to look for both visitors planning a trip and local people looking for things to do.

3.2 Video and Photography - In the past 12 months, we have been out and about with photographers and videographers, capturing the essence of Wyre and developing a library of film and imagery that we can use to promote the area. A new video launched last week to kick start 'We Are Wyre', a brand new tourism campaign to showcase all that our wonderful

borough of Wyre has to offer. Our campaign aims to encourage more visitors to the area and to showcase to visitors and residents alike what a fantastic range of events, entertainment, heritage and local businesses we have here in Wyre. This will run across our social media platforms, outdoor digital screens and on our website. As part of our campaign, we have also developed three additional shorter videos showcasing three primary themes, using additional footage not seen in the primary video. We are also working on hosting our photography and film footage online so that local businesses can make use of the assets we have developed. From filmed footage of the local area, to photography of Wyre's high streets, anything businesses go on to share will help to promote Wyre as a place to work, live, visit and shop.

- 3.3 Cleveleys AR trail** - Our new augmented reality mobile app for Cleveleys is out now. You can download the app for free on Google Play and Apple's App Store and experience the mythic coast tale in a fun, creative way. By holding your phone up at each sculpture including Mary's Shell, the Ogre, the Paddle, the Shipwreck and the Sea Swallows, you will reveal a new reality of sights and sounds to bring the story to life.

4. Theatres and Marsh Mill

- 4.1** Heritage open days were well attended at Marine Hall and Marsh Mill. Over 220 people visited the free exhibition and displays at Marine Hall. Over 133 people enjoyed a free visit to Marsh Mill where the sails turned for the first time since the pandemic.
- 4.2** The Fleetwood Beer and Cider Festival, organised by CAMRA, returns to Marine Hall 27 – 29 October for the first time since 2019.

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.