

## Tourism Recovery in Wyre task group – Update February 2023

Recommendations	Progress Update
<p>1. That the council concentrates on the promotion of Wyre as a tourist destination.</p>	<p>We have appointed a part-time marketing officer for tourism. This officer is responsible for all aspects of tourism promotion for Wyre. The communications and visitor economy team is now responsible for the social media accounts for Discover Wyre and regularly share posts about what's on in the area and what attractions we have. We have also launched our We are Wyre campaign to create an identity which outlines what Wyre is all about – beautiful coastlines, amazing countryside, family friendly, accessible and more. We have started to produce video reels to increase engagement on our Instagram profile.</p> <p>We have utilised the video and photography that we commissioned across our digital media and will use this in a range of print planned for next year.</p> <p>We have launched the new AR trail for Cleveleys and the festive trail for Fleetwood and will promote any further trails that are introduced.</p> <p>We are also working on a new visitor guide for Wyre and a printed range of itineraries for key attractions and things to do in Wyre around a number of themes e.g. family friendly activities, accessible Wyre, places to walk etc. Our great outdoors campaign, including the printed brochure and online events is also being promoted to encourage visitors to enjoy Wyre.</p> <p>We also continue to promote Wyre's visitor attractions including markets and theatres to increase visitor numbers.</p>
<p>2. That the Discover Wyre website be brought in-house.</p>	<p>This is complete.</p>
<p>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.</p>	<p>The new Discover Wyre website is now live and we are able to update it as we wish.</p> <p>We have created a new <a href="#">What's on</a> area to showcase events across the borough plus our own Great Outdoors calendar, Garstang Walking Festival and Wyre's theatre shows.</p>

	<p>We have created an area for each town and the itineraries we are putting together for print will also go in here. We now have events, attractions and things to do on the site and will keep adding to this.</p>
<p>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.</p>	<p>We still have a lot of work to do to our own marketing of Wyre, however this is something that we will look into as part of a wider economy strategy for 2023/34.</p>
<p>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.</p>	<p>This is incorporated into our Visitor Economy Plan.</p>
<p>6. That there is a continued collaborative working relationship between the Tourism, Events and Communication teams.</p>	<p>The new communications and visitor economy team has been in place since 1 December 2021. Together the team has put on a number of events for local people and visitors including the Queen's Jubilee, free theatres shows across Wyre, Creatival and events at Fleetwood Market.</p>
<p>7. That coach industries and businesses be invited back to Wyre to see what coach offer/packages Wyre can offer.</p>	<p>A familiarisation trip took place in October in Fleetwood. This was organised by Alex Holt who is now working in a new position as Heritage and Audience Development manager based at Marine Hall. This trip went well and was attended by coach companies from Wales, Yorkshire, Manchester and Birmingham.</p> <p>We have improved our database for coach tour operators and have an enewsletter which we use to keep in touch with them. We promoted the free parking in Cleveleys for coaches over summer and are now working with the engineering team to identify a new location for coaches to use in Cleveleys in 2023.</p>
<p>8. That the Garstang and Fleetwood Information Centres continue to be</p>	<p>We are reviewing our tourist information points across Wyre.</p>

supported, especially as we emerge out of Covid-19 lockdowns.	<p>Garstang tourist information is in the process of moving over to Garstang Library and we are reviewing the information on offer to ensure we have lots of print about the local area and what's on. This includes both our own print and leaflets from local businesses.</p> <p>We hope to open further tourist information points, including at Poulton train station as this was lost some time ago when work was done on the station.</p> <p>We are also installing digital screens in our towns. We have one in Cleveleys and a second screen to be fitted, one in Fleetwood and further screens to go up in Poulton and Garstang.</p>
9. That the TV screens at the Garstang Information Centre and Fleetwood Information Centre (Marine Hall) be fixed.	<p>The screens at Fleetwood are now fixed.</p> <p>The tourist information point at Garstang will include an interactive touch screen kiosk. This is being installed w/c 13 February.</p>
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.	<p>This action has not been progressed due to staffing capacity within the building maintenance team. It will be actioned during 23/24.</p>
11. To explore the possibility of holding large outdoor-ticketed events to be held in areas such as Marine Hall Gardens, for example.	<p>This year the communications and visitor economy team has run a number of events. These have been free to encourage footfall to our town centres as well as to reach out to our more rural communities.</p> <p>Events in 2022 included:</p> <ul style="list-style-type: none"> <li>- Alice in Wonderland free theatre shows at the Mount gardens, Milenium Green in Garstang and Vicarage Community Centre in Poulton</li> <li>- Beacon lighting at the Mount in Fleetwood and the Jubilee Tea Party at the civic centre</li> <li>- Frozen free theatre shows in Vicarage Park, Poulton</li> <li>- Creatival – free arts and live music at Fleetwood Market and Cleveleys Plaza</li> <li>- Jubilee – Be Royal for the Day at Fleetwood Market including free carriage rides</li> </ul>

- Tram Sunday – we supported Spare Parts and introduced an event at Fleetwood Market including an inflatable bar to bring visitors down to the market
- Free Easter, Halloween and Christmas events at Fleetwood Market including mascot characters (dinosaurs, transformers and a large walk in snow globe), craft workshops, trails and more.
- Twitchy Witch Halloween free theatre show in Forton Village Hall and Hambleton Village Hall
- Older persons event – whilst this was targeted at residents it still brought many people into Poulton Town Centre on the day.

The team has also worked with the economic development team on the Wyre Business Awards, the Marine Hall team on the Food Festival in summer and the Christmas Festival and teams across the council on Heritage Open Days.

The team is also supporting the countryside team on Garstang Walking Festival and for the first time tickets will be on sale online. This will allow us to promote the event much further afield as people no longer have to call or visit the TIC to book. We hope to see increased visitor numbers this year. A launch event is being held on Saturday 15 April in Cherestanc square called Walk this way. We are also planning a special coronation walk as part of the festival to mark this historic occasion.

In 2023 the communications and visitor economy team, parks team and countryside team will work on an outdoor event for Wyre Estuary Country Park in the summer focusing around Love Parks Week or Big Green Week.

We will continue to enable and support events hosted by local event organisers across the borough and continue to chair and develop, LEON – the Local Event Organisers' Network.

We will also support town centre partnership boards in events they deliver through UKSPF.

The Theatres team has hosted, co-ordinated and managed many events outside of Marine Hall and in Marine Gardens over the last year.

	<p>These have included:</p> <ul style="list-style-type: none"> <li>• The Fylde Coast Food and Drink Festival in August - which has now expanded from one to two days.</li> <li>• The Fleetwood Festive Weekend in November, which includes the Fleetwood Christmas Lights Switch On and Lantern Parade, working in partnership with the Festive Lights Committee and Fleetwood Town Council. The event also launches the start of Santa's Grotto up at The Mount Pavilion, which runs through December. Santa's Grotto is a ticketed event which has proved very popular as a new annual Christmas event.</li> <li>• Over 3000 people attended the picnic celebrations held in Marine Gardens for the Queen's Platinum Jubilee. The event was organised by Fleetwood Rotary and Fleetwood Festive Light's committee, with support from Wyre Theatres, and was funded by Fleetwood Council.</li> <li>• Fleetwood Carnival also returned to Marine Gardens in June 2022, as a free community event.</li> </ul> <p>The Terrace area outside of Marine Hall is licensed and is now serviced by a new bar area that was developed in 2021. This area is enjoyed by many weddings that hire the venue, - for drinks and entertainment.</p> <p>Other ticketed events have taken part on The Garden Terrace over the last few years, including a small arts festival and a folk music event.</p> <p>Officers have recently been approached about staging a large event for the King's Coronation at Marine Hall and in Marine Gardens.</p>
<p>12. That the implementation of those recommendations agreed by Cabinet be reviewed by the Overview and Scrutiny Committee after 12 months.</p>	<p>Completed.</p>