

Report of:	To:	Date	Item No.
Cllr. Lynne Bowen, Leisure and Culture Portfolio Holder	Council	8 September 2016	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. Tourism and Visitor Services

- 2.1 Tourism at Wyre was promoted at Fleetwood Festival of Transport (Tram Sunday) on 17 July. The Tourist Information 'i-bus' was on site and over 400 visitors came onto the bus to ask about things to see and do in the area. The event was a great opportunity to showcase family orientated events and activities throughout the year.
- 2.2 Ensuring we capitalise on the current 'Pokemon Go' craze which is sweeping the world, we have developed its first in a set of Pokemon Go walking trails, with a trail at Fleetwood which identifies 'Poke Stops, and Poke Gyms' as well as places to eat, drink, visit and shop along the way. Visitors are also asked to help identify any poke stops missed and to inform us using the discoverwyre.co.uk platform or through discover wyre social media. The campaign is digital and each week a new Wyre Pokemon Go Trail will be revealed to visitors.

4. Sports Development

- 4.1 The new TrySport Programme recorded 1,773 participant visits in the first quarter. The new programme has a much more varied programme of activities in place and is currently looking towards new ways of marketing the activities on offer.
- 4.2 British Cycling, along with a partnership of organisations including Wyre Council has scheduled a number of programmes of cycling in Lancashire. As part of national campaigns to get more people cycling for fun and fitness, Sky Ride Local, Breeze Rides and Ride Social offer a fantastic range of cycling activity within the borough. Go to <http://www.goskyride.com/> for more information.

5. Garstang Leisure Centre and Swimming Pool

- 5.1** Refurbishment works commenced as planned at the leisure centre on 4 July. The internal existing layout has been reconfigured. New male and female changing rooms and a much larger gym area have been created. The new gym equipment was installed during the third week of August.
- 5.2** The refurbishment works at the swimming pool commenced as planned on 18 July. The internal layout has been reconfigured and now provides a larger shower area, new changing cubicles and lockers.
- 5.3** The works at both sites are on schedule and budget.

6. Marine Hall

- 6.1** The Marine Hall has had a busy few months. The venue hosted The Searchers, One night with Elvis, The Dressing Room with Cannon and Ball and the Everly Brothers Tribute Show. The total number of seats sold for these four shows was 1,300. In addition, the new indoor car boot sale sold out all available stall space. During August the venue hosted a six day dance festival attracting hundreds of entries from all over the country. The event was so successful; the organisers have booked for 2017 and extended the event to seven days.

7. Comments and Questions

- 7.1** 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.