

Report of:	To:	Date	Item No.
Cllr L Bowen Leisure and Culture Portfolio Holder	Council	adjourned from 27 November 2014 to be considered on 22 January 2015	5(f)

**EXECUTIVE REPORT NOVEMBER 2014: 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. Arts, Events and Volunteering**

- 2.1 Volunteer Wyre has approached the local Supermarkets with regard to promoting volunteering on their car parks and the I-Bus will be visiting Fleetwood Asda & Thornton Co-Op this month to provide information and to respond to enquiries from potential volunteers.
- 2.2 The Arts, Events and Tourism Team has worked in partnership with other organisations to help deliver the successful Fleetwood Firework Extravaganza, which 10,000 people attended.
- 2.3 The Homecoming Event was attended by every school in Fleetwood. This community parade is part of the commemoration of the centenary of the First World War and the ongoing celebrations of the restoration of Memorial Park.
- 2.4 The Arts and Events Development Officer met with Arts Council North to discussed opportunities for arts and creativity in the district.
- 2.5 Two training days were delivered By Road Safety Services to support Wyre volunteers gain accreditation for marshalling galas and carnivals in the borough. A total of 16 people attended.

**3. Tourism and the Visitor Economy**

**3.1 Lancashire Tourism Awards 2014**

Following the recent applications for the Lancashire Tourism Awards 2014, Visit Garstang was nominated in the Customer Service Category. The ceremony took place 6 November and was hosted at Blackpool Tower. Wyre had 12 finalists in this year's awards and one winner for the 'New Business Award Category' for Brickhouse Cottages in Hambleton.

### **3.2 Nature Tourism – Morecambe Bay**

Wyre has been working with partners from Lancashire and Cumbria Districts on the 'Doorstep Guides' to areas for visitors to visit. Wyre is included in the project with a guide called 'Wyre and Around' and available online for visitors – [www.morecambebaynature.org.uk](http://www.morecambebaynature.org.uk). It is anticipated to continue to develop projects with the group into 2015

### **3.3 Promotional Exhibitions**

Wyre exhibited at the recent Britain in Bloom Awards 24 October and again at the 'end of season' event at Blackpool's Winter Garden in October. The aim is to promote and showcase events in Wyre for 2015.

### **3.4 Marsh Mill – 220<sup>th</sup> Anniversary Celebrations**

On the weekend of 24 October, Marsh Mill opened its doors to celebrate its birthday. The Mill has now closed for refurbishment until Easter 2015.

## **4. Sports Development**

### **4.1 TrySport**

The programme is changing from January 2015, following a consultation with participants and parents across the borough. The new programme will see the introduction of new partnership working and sessions have been established with Fleetwood Town Community Trust, Young Peoples Services and Tommy's Club for Young People. In the build up to the re-launch we will be promoting the programme through leaflets, media, social media and schools taster days. We will also be using a recent marketing video which will be available on the Council's YouTube channel as well as other social media sites.

**4.2** The new sports apprentice is now in post and is working alongside the existing community sports coaches within the team. On completing the 2-year programme the apprentice will gain invaluable experience as well as a host of nationally-recognised qualifications, including Level 2 Sports Leaders Award, Level 3 NVQ Certificate in Supporting Learning in Physical Education and School Sport, level 2 NVQ Certificate in Activity Leadership and FA Level 2 Certificate in Coaching Football. The education package is being provided free of charge through Lancashire Football Associations apprenticeship scheme.

## **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.