

Report of:	To:	Date	Item No.
Cllr L Bowen, Leisure and Culture Portfolio Holder	Council	22 January 2015	20(f)

<b>Executive Report January 2015: Leisure and Culture Portfolio Holder</b>
--

**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** WYSAG. Wyre Safety Advisory Group met in December to review events held in 2014 50 of which the Council helped to support, enable and deliver. The group also adopted a revised terms of reference and membership structure.

**3. Tourism and the visitor economy**

- 3.1** Garstang Victorian Festival took place on 8 and 9 December. The award winning Visit Garstang Centre opened with other Garstang retailers to celebrate the event and we hosted a number of craft demonstrations and retailers on the night. Performance was good on both nights. Visitor numbers were up by 33.8% over the two nights despite inclement weather on the Tuesday.

- 3.2** As part of the Coastal Communities Funding a series of training courses for small to medium sized businesses working in the tourism and hospitality sector has been programmed. The first course took place on 4 December and was about Social Media. The course had 13 attendees and feedback was favourable. The next course will be held on 22 January.

- 3.3** The Christmas period at the Marine Hall was extremely busy. The annual Christmas Market attracted 63 stalls and over 4,500 visitors. This was an increase from 45 stalls and 3,500 visitors in 2013. The pantomime, Cinderella, attracted 2,130 patrons in 2014, a slight increase from 2,036 in 2013. The Christmas Party in 2014 had an 80's and 90's theme and 188 people from local businesses attended. This was an increase of 46 from 2013. Bar income remained similar over both years, at just under £2,500.

#### **4. Sports development**

**4.1** Two community sports coaches and 1 volunteer have recently qualified as Run Leaders. They will now use these qualifications to deliver a new beginners running group based at Memorial Park in Fleetwood.

**4.2** Recently the Sports Development team in partnership with the Fleetwood Multi-Stars delivered a Disability Sport Open Day at Fleetwood High School with 14 participants. There were numerous sports and adapted games on offer such as Trampolining, Boccia, New Age Kurling, Basketball and Table Tennis. The event was also successful in attracting funding from Lancashire Sports Inclusive Funding.

**4.3** The team have submitted a Sportivate bid to Lancashire Sport which, if successful, will enable the delivery of rock climbing to the Fleetwood Multi-Stars Club. This sport proved very popular with participants in the recent consultation.

**4.4** The team have also recently been successful in securing 'Football Mash-Up' funding from the Football Association. 'Football Mash Up Clubs' aim to increase participation for young people that are not currently participating regularly in football supporting them to improve their self-esteem, social skills, physical development and football skills and to impact positively on their lifelong participation in football. Each club is required to run a minimum of 1 hour a week for 26 weeks between September and June 2014-15 running out of school hours.

Initial funding is £1000 in Year 1 plus £300 worth of Nike equipment and opportunities to engage in FA Workshops / Training. If targets are met then funding can continue for 4 years.

#### **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.