

Report of:	To:	Date	Item No.
Cllr. Lynne Bowen, Leisure and Culture Portfolio Holder	Council	20 July 2017	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. Arts, Events and Volunteering

- 2.1** It was a very busy weekend last weekend with thousands of residents and visitors enjoying the Great Eccleston Show, Tram Sunday and our Big Gig in Jean Stansfield Park. I would like to thank all of our community organisers and volunteers, as well as our own staff and teams for the important roles they played in ensuring that these events showcased the best of Wyre and were safe and successfully run.
- 2.2** **Happy Healthy HeArts Project** - In the lead up to Tram Sunday our Happy Healthy HeArts Project at Fleetwood Market proved very successful. One element of it involved resident artist Linda Copeland developing an installation of forty individually designed life sized mannequins. These were seen as a 'market crowd' and were scattered around Fleetwood leading up to and on the day of Tram Sunday on Sunday 16th July. Over seventeen community groups took part in helping to create the installation. The market traders were also on board, getting creative and helping to promote the programme of activities. The project was about bringing people together and we have had very positive feedback from participants who enjoyed getting involved and the sense of achievement they felt. Other elements of this arts and wellbeing pilot project saw a community programme of performances and workshops at the market including folk music from Mike Fairclough, the Fylde Ukulele Network and local poet Adele Robinson.
- 2.3** **The Final Homecoming** - During 2014, the first year of the First World War Centenary, an event called 'The Homecoming' took place in Fleetwood which involved over 650 local young people and children, as well as 200 local people from various community groups. It was heralded as a great success. Next year is the close of the Centenary and planning has started to host a bigger and bolder event – 'The Final Homecoming'. This will involve a week of reflections, including music concerts, re-enactment sessions, poster making, a mid-week parade through

Fleetwood Town Centre and a celebration on Memorial Park. On Sunday 11th of November there will be a Beacon Lighting on the top of The Mount, to nationally recognise the closure of the Centenary.

2.4 Mythic Coast Project - Following the completion of the sea defence work at Rossall, an application will be made to Arts Council England, to create a promenade project which will be a mass participation 'immersive theatre experience'. The Mythic Coast Project will include a mythic walk from Cleveleys to Fleetwood stopping along the way to interact with a number of mythical characters and watch performances. It is proposed that this project will be a combination of both local talent and professional actors, dancers and musicians.

2.5 Boom in Community Events - So far this year our Events Team have received 43 formal applications for use of council land to hold events. Interest from local communities and partner organisations for events in Wyre continues to grow and anecdotally many groups are reporting increasing visitor numbers on previous years. We suspect the successful use of social media to promote the events has played a key part.

3. BBC Music Day at Marine Hall

3.1 BBC Music Day on 15 June saw the Marine Hall host BBC Music Day and the celebration of Alfie Boe's musical career with a Blue Plaque. Across the country 47 Blue Plaques were unveiled commemorating people or places that have influenced the musical landscape across the country.

3.2 BBC Radio Lancashire's Blue Plaque commemorated Marine Hall in Fleetwood where internationally renowned tenor and musical theatre star Alfie Boe made his first appearance aged 14. The plaque was unveiled by Alfie's friend and collaborator, singing star Michael Ball. Alfie (who used to be a technician at Marine Hall in his youth) attended the ceremony along with members of his family. Alfie and Michael then performed a handful of songs to an invited audience of 250 people.

3.3 BBC Radio Lancashire broadcast live from the venue from 6am until lunchtime. The early part of the morning included live performances from Thornton and Cleveleys Brass Band, Thornton and Cleveleys Operatic Society, Blackpool Male Voice Choir and Shakespeare Junior School Choir. There were also interviews with Alfie's friends and family sharing their memories of Alfie when he was growing up and performing with local singing groups in the area.

3.4 The event was a huge success with press and media present such as BBC Radio Lancashire, BBC North West Tonight, Blackpool Gazette and That's Lancashire TV. Mayor Alice Collinson, Cllr Peter Gibson and Garry Payne also featured on interviews with BBC Radio Lancashire and That's Lancashire TV. The Blue Plaque is now up in the foyer of the Marine Hall for all visitors to come and see.

3.5 The feedback from the event has been tremendous with wonderful compliments received from Alfie and Michael, Alfie's family, the BBC, local performers who took part, invited guests and local fans who watched the plaque unveiling from outside and waited to catch a moment with Alfie as he left the venue. The event generated an incredible amount of interest with one video that we posted of the unveiling ceremony on facebook attracting over 20,000 views.

3.6 **Graduation Ceremony for Blackpool and Fylde College, Nautical College Campus** - A Celebration of 125 years Graduation Ceremony for Blackpool and Fylde College, Nautical College Campus was held at Marine Hall on 30th June. We were extremely proud to have hosted this event where 360 guests were served afternoon tea.

4. Sports development

4.1 **Cycling** - Working in partnership with British Cycling, a number of free guided bike rides across Wyre are being delivered over the next few months. Free cycle leader training courses are also available to help encourage more people from across Wyre to become ride leaders. The assessed one-day course qualifies people to deliver guided bike rides for groups of beginner and intermediate level adults and accompanied children on roads and cycle paths. More information about the guided rides and cycle leader training can be found at www.letsride.co.uk/

4.2 **More Positive Together** - Lancashire Sport (Wyre Council contribute to this partnership) have successfully led a partnership bid into Lancashire European Social Funding. "More Positive Together" has received just over £4m as part of the 2014-2020 European Structural and Investment Funds Growth Programme. The project is designed to address the needs' of Lancashire residents who are furthest from the labour market and to help them to improve their employment prospects. The Project will work with Regenda Housing to engage people aged 15+ between now and December 2019 from our communities living in the 20% most deprived Lower Super Output Areas.

4.3 Many residents have multiple and complex barriers to accessing work – these may include substance misuse, mental and physical health problems, offending issues, caring responsibilities, poverty and debt. The programme will aim to reach out to such residents via 1 to 1 support and via a programme of engagement that includes sports, environmental and arts activities. There will be opportunities to get involved in work experience, volunteering and training that will help participants become better prepared for work.

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.