

| Report of:  | To:     | Date            | Item No. |
|---|---------|-----------------|----------|
| Cllr L Bowen<br>Leisure and Culture<br>Portfolio Holder | Council | 16 October 2014 | 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** The Discover Wyre volunteer opportunity is set to start at the beginning of October. A video has been provided for the Council's YouTube channel. Volunteer applications for Wyre Council remain high.
- 2.2** Planning is well underway for the Homecoming event in Fleetwood on 11 November to help commemorate the Centenary of the First World War. An estimated 1000 people will join the parade which will leave the Marine Hall Gardens at 11.15 and reach Memorial Park by noon, where there will be a number of authentic features on site and performances of songs from the era.
- 2.3** Sixteen members of LEON, the Local Event Organisers Network, will undergo accredited training for marshalling road closures at next year's galas and carnivals. The training is being delivered by Road Safety Services.
- 2.4** The section is working in partnership with Fleetwood Rotary on this year's Firework Extravaganza. Last year's event brought around 7,000 people to enjoy the entertainment, which included street theatre, local bands and an impressive 15 minute display.
- 2.5** Youth arts will feature in planning for 2015 events, with a programme of activity in the Marine Hall Gardens called Rock Garden which will showcase local young bands.
- 2.6** Funding from the Arts Council's Creative People and Places Programme has been used by Leftcoast to run a series of workshops from the Mount Pavilion with the aim of increasing participation in the arts. Leftcoast are currently running a competition, closing date Friday 17th October, to design a bird or bat box which will be installed in Memorial Park, Fleetwood.

### **3. Tourism and the Visitor Economy**

- 3.1** As part of the successful Coastal Communities Fund (CCF) project there will be training for both unemployed people who wish to upskill within the tourism and hospitality industry and training for owner/operators and staff of tourism and hospitality businesses in the area. Working in partnership with Blackpool and the Fylde College and Vie, training is scheduled to take place from 4 December. There will be a range of business development and customer service courses on offer. As part of the project unemployed people attending the courses will 'give back' 20 hours in voluntary work within Wyre Council.
- 3.2** As part of the recent Heritage Open Days in September 2014 Marsh Mill was open to the public for free tours. As part of the event there was a Meccano workshop running in partnership with LeftCoast. The event also provided an opportunity to showcase the renovation works taking place. Plans are being put in place for the 220<sup>th</sup> Anniversary celebrations happening between 24 October and 26 October.
- 3.3** Visit Garstang TIC, our multi award winning Information Centre, has just made the final in the Customer Service Category of the Lancashire Tourism Awards 2014. The event will take place at Blackpool Tower Ballroom on 6 November. The next stage of the process will be an interview. Wyre has 13 tourism businesses which have made the final this year.
- 3.4** On 18 September Visit Wyre (Tourism at Wyre Council) and Marketing Lancashire presented to around 25 tourism and hospitality businesses in Wyre, who are members of Marketing Lancashire. The purpose of the event was to highlight the close working relationship between the two organisations, joint projects and any good news stories for PR opportunities.

### **4. Sports Development**

- 4.1** A sports apprentice is currently being recruited to assist in the delivery of sports programmes across the borough. This new role will work alongside existing community sports coaches within the team.
- 4.2** The shape up programme delivered on Memorial Park in Fleetwood throughout the summer helped 34 people who previously did no or little exercise has now been programmed for a further 6 weeks in September and October. This is being funded by Sport England.
- 4.3** The service recently supported the "fun café" event in Fleetwood by providing the opportunity for disabled people to try out our adapted bikes. A total of 34 people had a go on the day with many expressing interest in joining the weekly Wyre Wheels sessions.

- 4.4** The TrySport Summer Scheme ran from 11 - 22 August at Cardinal Allen High School and Fleetwood Rugby Club. The scheme was delivered by Sports Development Coaches and specialist external coaches and provides Young People from across the borough the opportunity to access free sports and leisure activities. These include Football, Dodgeball, Cricket, Hockey, Rounder's, Street Dance, Free Running, Skate Boarding and Martial Arts. The delivery of the scheme has been assisted through funding from Regenda Housing Association and the Government's Personal Independence Payment (PIP) programme. There were 658 visits in the two weeks

## **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.