



Wyre Council Heritage and Culture Statement

2025 – 27

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wyre
council

Our Vision for Heritage and Culture

Wyre is a place where our heritage and culture are celebrated, contribute to our growing tourism economy and underpin a sense of pride in our borough. We will make sure that Wyre's heritage and culture is cherished, shared, understood and enjoyed. We will inspire and encourage creativity and flair and enable cultural connections to flourish. We will be recognised for our glorious heritage and vibrant culture that appeals to, represents and engages with people who live, work, visit or study within the community.

Defining Heritage and Culture

Wyre Council defines our natural and built heritage as our parks and gardens, museums and heritage attractions as well as public sculptures and memorials.

Wyre Council defines our culture as social practices like gala days and agricultural fairs, or it can be knowledge about nature and traditional crafts or oral traditions and expressions such as performing arts or talks about local heritage.

Culture and Heritage also encompasses the sum of habits, skills, traditions, customs, religion, and beliefs of our past and present communities. All of these can often be part of our everyday life in some way and are subsequently passed to us by our immediate family or our ancestors and often have a historic, cultural or social significance be it locally, regionally or nationally. It is important that heritage and culture engages as wide an audience as possible through a variety of historic and creative industries.



Heritage Open Days at Marine Hall



Lower Lighthouse



Mount Pavilion, Fleetwood

We will:

- Maximise opportunities to cherish, grow and promote our heritage to the local community and visitors.
- Recognise the importance of heritage, culture and creativity in:
 - Placeshaping (creating a sense of place)
 - Economic growth and development
 - Physical and mental health and wellbeing
- Celebrate the creativity and diversity of Wyre's communities and organisations.
- Use heritage and culture to drive innovation, partnerships and joint projects.
- Promote and create cultural events, activities and experiences to foster community, enjoyment and shared experiences.

Key Commitments:

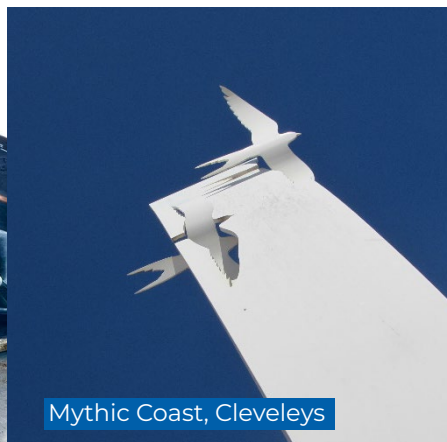
Our key commitments to heritage and culture will shape our Heritage and Culture Strategy and our shared aims for the sector in the borough.

Our key commitments are to:

- Increase awareness, participation and engagement in all things heritage and culture related in Wyre, working with key partners wherever possible.
- Incorporate heritage and culture within key strategic discussions and strategies.
- Create opportunities to share best practice and project ideas across the Fylde Coast, Lancashire and the North West.



Fleetwood Mural by Christian Fenn



Mythic Coast, Cleveleys



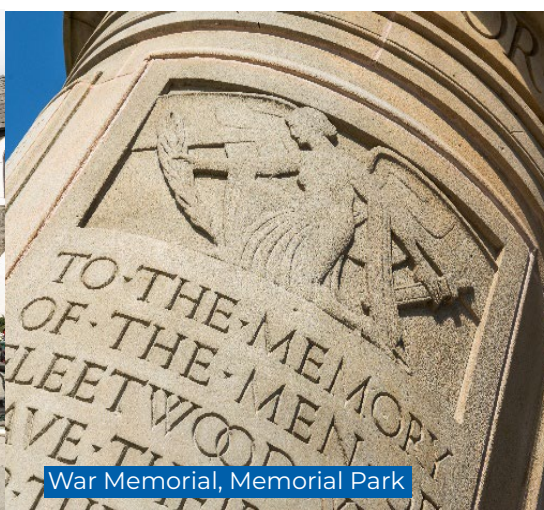
Preesall Gala Day

Our next steps are as follows:

- Create a Heritage and Culture Internal Working Group that manages this statement of intent and supports its delivery aims with the long-term aim of producing a Heritage and Culture Strategy for Wyre.
- Complete a borough-wide audit of Wyre's Heritage and Cultural assets that can be used to raise awareness and consider opportunities for future heritage and culture growth.
- Create a shared story of Wyre's heritage, culture and creative landscape that contributes to its vibrancy and promotes Wyre as a great place to live, work, study and visit.
- Embed environmental sustainability in projects and contribute to Wyre Council's net zero and environment objectives.
- Develop external funding bids with key partners that deliver heritage and culture projects.



Garstang Arts Centre



War Memorial, Memorial Park



Lowry Sculpture, Knott End-on-Sea