

Heritage and Culture Strategy

Summary document
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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.



Wyre's Heritage and Culture Strategy 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.

Consultation with our businesses and communities

To ensure our strategy is distinctive, ambitious, relevant and deliverable, a range of work was undertaken to provide the evidence base for the approach we are taking. We reviewed local, regional and national policies and plans that could influence our strategy and gathered information about recently completed capital projects, as well as those currently under development in Wyre. We consulted widely, through a number of 1-1 (approximately 30) interviews, workshops and a public survey which had 223 responses. This all took place between April and December 2025.



Our strategic priorities

Whilst the Strategy includes short, medium and long term priorities, this summary focuses on actions that will be short term only, the definition of which are those actions that are already underway or can be accomplished between 3-6 months via existing resources.

We hope that everyone in our towns, villages and communities in the years to come will feel the impact of this Strategy as we realise our ambitions and take essential steps to sustain and where possible grow our heritage and cultural assets and better tell the story of Wyre for generations to come.

Natural heritage

Protecting and enhancing the environment.

Built heritage

Protect, conserve and sustainably promote Wyre's historic buildings, structures and heritage infrastructure.

Culture and creativity

Strengthening and supporting community-led culture organisations to enhance the quality of life and wellbeing in our towns and villages.

Creative placeshaping

Creating a place where people want to be.

Connectivity

Support the sector to work collaboratively.

Creative enterprise and skills

Create a diverse workforce and voluntary sector.

New places for heritage and culture

Supporting and developing new spaces for heritage and culture, ensuring Wyre's residents can experience heritage and culture in their local areas.

Heritage and culture leadership

Driving forward awareness and advocating for the Heritage and Culture sector.

Capturing value

Monitoring and evaluating the positive effects of this Strategy and heritage and culture in Wyre.

Natural heritage

Our commitment

Support the year round Great Outdoors programme and other natural environment initiatives that connects people with our natural environment and inspires them to protect and enhance it.

Short term actions

Link with a range of nature, tourism and cultural organisations to understand the current offer and enhance the exiting programme, connection heritage, culture and nature where possible.

Work in synergy with Wyre Council's Climate Change Strategy as well as key stakeholders to engage in national conversations about climate change. Where possible enable and support awareness raising events.

Invest in initiatives which work closely with communities in creative and innovative ways to connect local people with nature and the challenges in preserving it, especially with communities not currently engaging.



Photograph by Mike Coleran

Built heritage

Our commitment

Protect, conserve, enhance and promote out historic buildings, structures and heritage infrastructure with the appropriate usage and activities with them which will better tell our heritage story and communities within it.

Short term actions

Establish and manage a local heritage list (by which locally cherished and significant assets and collections are included) Include mechanism to manage the list.

To be a central point for the collective Wyre Heritage Open Days Programme that would include both Council run heritage buildings, events and activities as well as those run by heritage trusts, organisations and volunteers.



Culture and creativity

Our commitment

Nurture existing collaborations and form new ones where possible to encourage new cultural initiatives that can support growth with the sector.

Short term actions

Link the culture and creative sectors with recognised organisations to inform both the cultural industry and local communities and visitors about the local cultural offer.

Support new cultural and creative product development to attract a variety of visitors throughout the year by working with key cultural partnerships to arts and craft classes, performance art, traditional crafts, workshops, links with food, wellbeing, sustainability and nature.

Work with independent promoters and other key cultural organisations to maximise the impact from notable events. Complement this with a joined-up marketing and communications plan.

Update and maintain Wyre's profile of district filming locations and buildings/structures on the database held by Creative England.

Maintain and analyse annual local filming data to determine the success and popularity of filming in Wyre, to support the allocation of funding and resources.



Creative placeshaping

Our commitment

Focus on how space functions and integrates art and culture into community development.

Short term actions

Map people, places, organisations and activities to determine the range of existing creative activities across Wyre. Consider gaps in provision and any joint partnership opportunities.

Foster a collaborative approach that involves understanding a places context, strength and weaknesses with the aim of establishing local place-based heritage and cultural plans to deliver opportunities specific to our local towns.



Connectivity

Our commitment

Extend the reach of the existing 'Wyre Creative Network' to include heritage and support other arts and culture networks and identify and gaps.

Short term actions

Support exiting heritage and culture strategic partnerships and practitioners.

Create and audit of local heritage, culture and creative networks and champions that can be grown and promoted and can offer a supporting role in the delivery of the Heritage and Culture Strategy. Identify any gaps and the feasibility of developing a Fylde Coast network.



Creative enterprise and skills

Our commitment

Develop opportunities for people (particularly in remote locations) to learn and apply heritage, creative and cultural skills.

Short term actions

Work with volunteer recruitment teams to co-ordinate a programme of volunteering opportunities across heritage and culture organisations.



Photograph by Mike Coleran

New places for heritage and culture

Our commitments

Strengthen and further develop the activities and heritage buildings in Fleetwood's Heritage and Cultural Quarter.

Promote Market House Studios as a creative and business hub as part of the Heritage and Cultural Quarter.

Integrate cultural spaces and opportunities into community spaces, particularly in remote areas.

Short term actions

Link with Future Fleetwood and key stakeholders to audit and understand current provision and local needs to shape a delivery plan.

Work with partners to better utilise Market House Studios and Gallery space to become more commercial creative space.

Work with partners to develop a targeted approach to hiring out the community and gallery spaces at Market House Studio.

Implement the Market House Studio Business Plan.

Work with local remote/rural stakeholders and communities to understand heritage and culture needs with the aim of developing a heritage and cultural offer suited to those communities.



Heritage and cultural leadership

Our commitment

Provide leadership to drive the Strategy forward.

Short term actions

Establish and grow the Heritage and Culture Working Steering Group to develop collaborative projects where possible.



As we work to deliver on our actions, we will continue to listen to our communities and local heritage and culture sector, and tailor our provision and approach so that we deliver for Wyre and make a real difference.

To find out more, contact
heritage@wyre.gov.uk

View the full strategy online at
www.wyre.gov.uk/arts-events-1/heritage-culture-wyre