

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
CHIEF EXECUTIVE	TOURISM AND LEISURE COMMITTEE	9 JUNE 2022	8
CORPORATE PLAN ACTION UPDATE			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY OF INFORMATION

The purpose of the report is to provide the committee with the latest progress against the corporate actions relevant to the committee that are scheduled for completion at the time of the meeting.

SOURCE OF INFORMATION

Relevant officers responsible for delivery of the Corporate Plan action / outcome.

LINK TO INFORMATION

[The 2020-2024 Corporate Plan](#)
<http://fyldeperformance.inphase.com>
[Corporate Plan 2020/24 Prioritisation Log](#)

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

This information is provided to inform the committee about progress against the key strategic objectives the council has set out in the corporate plan.

FURTHER INFORMATION

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Actions / Outcomes due for completion by 31st March 2022.

Develop coast & countryside walks and pathways, improving signage and incorporating ranger events (Outcome: Completion of agreed signage improvements)

Action Completed – There is an established programme of annual events delivered every season through the Coast and Countryside Ranger service which has now become part of the service offer. Signage on the walks and pathways has been upgraded, improved, and replaced, the maintenance and regular review of the pathways, walks and signage will be part of the service going forward.

Implement the signage strategy to create greater awareness of what is available and enhance our reputation (Outcome: delivery of the agreed programme of signage improvements).

Action Completed – The action to develop a signage strategy has been achieved however, the strategy covers assets and activities across the council not just those T&L related. The actions in the strategy will be delivered through the communications and technical services teams which operate corporately supporting all service areas and will be included as part of the operational service plans.

Deliver an events programme that covers the coast and countryside including: (Action split as below)

1. Strengthening our existing events (Outcome: Review existing support provided).

Action Completed – Almost all events have returned post pandemic and have been reviewed with a view to improving the planning, delivery, and evaluation of events. All events are reviewed in partnership with stakeholders, with a view to improve the planning and delivery. Support is available from the provision of advice to direct resource provision on the day. Most established events are currently well supported by community-based organisers.

2. Investigating new opportunities (Outcome: Investigate possible new opportunities for a events).

Action Completed - Additional events have included the Global Rugby, an extended Fairhaven Lake programme and Jubilee activities this year. Several new and different events are being considered including wind sports activities, additional use of the beach as well as themed festivals.

3. Supporting galas, club days and carnivals (Outcome: Provide support and assistance towards galas/club days/carnivals).

Action Completed – Extensive support arrangements are in place for the traditional club day, galas, fetes etc. including the provision of physical resources (bunting, chairs, staging, signage), event management advice and training particularly on road safety. Further support is provided on marketing and cleansing.

Note: The three actions linked to events above are continuous activities which form part of the events function. Officers will continue to review and improve the events offer whether delivered directly by the council or a third party organiser.

Represent the council on Lowther Trust ensuring the purpose of the Trust and the council's interests are protected (Outcome: Attend regular monthly meetings).

Action Completed - The council has three nominated representatives that attend the Trust meetings. A councillor is formally elected to represent the Trust through Full Council with the Head of Culture and the Head of Governance (solicitor) providing advice and support in person at the meetings. There is representation at every Trust meeting and associated meetings related to strategic aspects of the Trust where the council has an interest. The attendance at the meeting is established and will be standard practice for as long as the council is Trustee and / or has a stake in the theatre or the gardens at Lowther.

Completing the National Lottery Heritage Fund (NLHF) project, including i.e. café, car parking, kiosk etc. (Outcome: Completion of physical project improvements).

Action Completed – The delivery of the building and landscape capital projects phase of the NLHF was completed earlier this year and the improvements are in place with full occupancy of the concessions on the lake. The lake package of improvements will commence in Autumn 2022. There are further capital projects outside of the Heritage

Lottery Funding that are part of the established project management process at Fylde. The onsite operation elements of the NLHF are also in place with a new management and operational team now in place. posts appointed to and the golf, boats, water All activities and events in the Activity Development Plan are being delivered.

Work in partnership with Lytham Hall to enhance and preserve the Grade 1 listed asset (Outcome: Continue ongoing liaison and support to Lytham Hall).

Action Completed – In terms of the stated outcome to sign off this action it is something that has been in place for many years and something that has continued. However, it can be stated with confidence that with the support made available through COVID grant schemes, the development of the events programme at The Hall, discussions over the arts collection, car parking support, and organisational changes at Heritage Trust North West, the relationship between the council and The Hall has improved and strengthened and will be maintained.