

INFORMATION ITEM

REPORT OF	MEETING	DATE	ITEM NO
CHIEF EXECUTIVE	TOURISM AND LEISURE COMMITTEE	8 SEPTEMBER 2022	6
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

Contact: Alex Scrivens alex.scrivens@fylde.gov.uk

Actions / Outcomes due for completion by 30th June 2022.

Museum accreditation application submitted (March 31st, 2022 – revised target)

Following Member approval, Lytham Hall is now the chosen option to display the art collection. With this decision, several the policies within the accreditation suite of documents will have to be revisited with Members before a formal application to Arts Council England (ACE) is submitted. It is envisaged to develop the Long Gallery in the Autumn / Winter for the display of the Collection for launch in Spring 2023, the revised target this action.

Strategy for leisure offer along the coast to cater for residents and visitors all year round (June 30th)

Work has been developed on 'extending' the season with a focus on events from September to March, the most recent being the bike event on the beach. The council has worked with organisers including Lytham Hall, Lowther Gardens, local clubs, charities, and others to provide Autumn and Winter events in particular Halloween, Bonfire Night and Christmas. Dates have been identified when the beach is accessible without sea interference for a weekend period during which events or activities can be held e.g. sports, festivals, motor cycles etc. these will be pro-actively marketed to attract additional and different events to the coast. Several ideas have emerged from a recent workshop on 'All Things Beach' that will be incorporated into the leisure offer along the coast. The approach needs to be tested and other opportunities explored and will be reported back to committee in September 2023.