

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
CHAIRMAN	TOURISM AND LEISURE COMMITTEE	9 SEPTEMBER 2021	7
CORPORATE PLAN PROGRESS REPORT			

PUBLIC ITEM

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

SUMMARY

An update on progress against the actions scheduled for completion in the Corporate Plan relevant to the Tourism and Leisure Committee.

RECOMMENDATIONS

1. To approve and sign off the progress update for each of the actions from the corporate plan that are scheduled for completion by the end of quarter 2 (30th September).
2. To reschedule any actions that have not been completed including a date for a further progress update to the committee.

SUMMARY OF PREVIOUS DECISIONS

None

CORPORATE PRIORITIES

Economy – To create a vibrant and healthy economy	✓
Environment – To deliver services customers expect	✓
Efficiency – By spending money in the most efficient way	✓
Tourism – To create a great place to live and visit	✓

REPORT

1. The 2020-2024 Corporate Plan sets the strategic agenda for the council over the period of the plan, it is approved by Full Council and reviewed on annual basis. Actions in the plan are allocated by committee with a deadline date for progress reporting to the committee as part of the monitoring process. The progress updates provided below are for the actions scheduled for completion or progress reporting for quarter two July 1st to September 30th, 2021.
2. The actions relating to the Tourism and Leisure Committee in quarter two are set out below:

- Pursue museum accreditation of LSA art collection with Arts Council England and explore options available for display with partners. Outcome: Progress made towards submitting the full application for accreditation - High Q2 2021-2022.
- Deliver an events programme that covers the coast and countryside including:
 - Strengthening our existing events.
 - Investigating new opportunities.
 - Marketing and promoting events.
 - Supporting galas, club days and carnivals.

Outcome: A comprehensive events list has been made available online, scheduled up until November 2022 - High Q2 2021-2022.

- Explore opportunities for income generation from use of natural assets i.e. location filming, event hire. Outcome: A directory of filming locations has been created for the tourism website, showing a range of locations - Medium Q2 2021-2022.
- Develop coast and countryside walks and pathways, improving signage and incorporating ranger events. Outcome: A number of initiatives have been provided by Rangers - Medium Q2 2021-2022.

Progress/achievement of these actions are outline below.

PURSUE MUSEUM ACCREDITATION OF LSA ART COLLECTION WITH ARTS COUNCIL ENGLAND AND EXPLORE OPTIONS AVAILABLE FOR DISPLAY WITH PARTNERS

3. There has been continued support from the member Arts Working Group who have met several times to review collection management policies and procedures and establish recommendations which have been ratified by the Tourism & Leisure Committee.
4. To date, Fylde Council has ratified the Forward Plan, collecting themes, a number of conservation goals, several access goals, and completed the refurbishment of the art store. Fylde Council is now working in line with Spectrum, which is the UK collection management standard and also used around the world, and the cornerstone of accreditation.
5. The Covid-19 pandemic has had a nation-wide impact on the accreditation scheme and the application portal was closed. In that time, we have focused on designing an access programme, organising national and international loans, and finalising the Collections Management Policy. In the next 12 months we will roll out the aforementioned access plan, further develop our conservation plan for the collection, and implement the policies and plans that are integral to accreditation. Once we have collected enough data to demonstrate the successful implementation of policy and procedures, access opportunities, and conservation and risk management strategies, we will be in a good position to submit the full application for accreditation.

DELIVER AN EVENTS PROGRAMME THAT COVERS THE COAST AND COUNTRYSIDE

6. An events list is available on <https://www.discoverfylde.co.uk/events/> and currently holds known events up to November 2022. The listing is updated regularly and has an option for organisers to submit their event. Events listed are within Fylde and also some key events outside Fylde such as the Blackpool Illuminations which may will have a benefit to Fylde. Events will link to those third-party websites or social media pages for further information. A Google search currently brings this event listing on page one.

EXPLORE OPPORTUNITIES FOR INCOME GENERATION FROM USE OF NATURAL ASSETS I.E. LOCATION FILMING, EVENT HIRE

7. A filming directory has been designed and has been placed on the Discover Fylde website which shows a range of filming locations across coastal and rural Fylde which may be of interest to filming companies and location scouts. This is a brief overview of potential filming locations and the call to action is to contact the Estates and Assets Manager, Marie Percival for further information. More locations can be added as and when these become available. (<https://www.discoverfylde.co.uk/fylde-filming-locations/>)

DEVELOP COAST AND COUNTRYSIDE WALKS AND PATHWAYS, IMPROVING SIGNAGE AND INCORPORATING RANGER EVENTS

8. The Ranger Service has led on a number of initiatives designed to improve and encourage active use of Fylde's public right of way on both rural, urban and coastal public spaces. Focus is primarily on improving existing coastal and green space networks, with a view to attracting and ensuring accessibility for a wider audience.
9. A capital scheme to develop new sand dune entrances, paths, waymarking and interpretation is currently being planned for installation October 2021. The Ranger Service are also working in partnership with St. Annes Town Council to develop waymarked trails with associated seating and wildflower zones within the semi-rural Wildings Lane area. The scheme will be completed October 2021. A number of other green space improvement schemes have also been rolled out with local friends and community groups in particular at Green Drive Woodland and Crescent Gardens, St Annes Square. Staff and volunteers are focussed on improving and expanding path networks and associated signage to improve access for visitors, residents and school children.
10. A National Curriculum linked Outdoor Education Pack has been designed by the Parks and Coast Service and is targeted at schools to promote greater educational use of Fylde's green spaces and ecological areas. The pack contains a detailed menu of classes and workshops on subjects such as habitats, coastal ecology, plant science and wildlife. The pack has been sent to schools across the region and will be more actively implemented and promoted now that Covid-19 restrictions have been lifted.
11. An annual programme of guided walks and children's events has been delivered since 2018 by the Rangers and Fylde Sand Dunes Project team. The walks and events occur in both rural and urban Fylde, encouraging the use and enjoyment of undiscovered right of way routes that were previously underpromoted. Covid-19 has affected the programme throughout 2020-2021, however staff reconvened events from May 2021 and they continue to be extremely popular with all age groups.

IMPLICATIONS	
Finance	There are no implications.
Legal	There are no implications.
Community Safety	There are no implications.
Human Rights and Equalities	There are no implications.
Sustainability and Environmental Impact	There are no implications.
Health & Safety and Risk Management	There are no implications.

LEAD AUTHOR	CONTACT DETAILS	DATE
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BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
None		