

## **CABINET MEMBER - LEISURE AND TOURISM**

### **CABINET BRIEFING - 15<sup>th</sup> APRIL 2010**

#### **CROSBY LAKESIDE ADVENTURE CENTRE AWARDED IFI ACCREDITATION**

Crosby Lakeside Adventure Centre has been awarded Inclusive Fitness Initiative (IFI) status for its inclusive facilities. The centre features a fully accessible fitness suite, water sports facilities, conference and teaching facilities as well as residential accommodation, which has been tailored to the needs of disabled users throughout. The centre was judged on access, fitness equipment, staff training, inclusive marketing, range of physical activity opportunities and policies

#### **INSPIRE MARK**

'Active Sports' have been awarded the Inspire Mark, the badge of the London 2012 Inspire programme. The London 2012 Inspire programme recognises innovative and exceptional projects that are directly inspired by the 2012 Olympic and Paralympic Games.

Seb Coe, Chairman of the London Organising Committee of the Olympic Games and Paralympic Games said "I am proud that with the help of partners such as Sefton Council we are delivering on the vision to use the power of the games to boost participation in sport

Active Sports enhances existing sport and physical activity programmes, placing a focus on specific activities that will promote participation in the Olympic and Paralympic Sports

#### **FREE SWIM INITIATIVE**

The Sport and recreation team have been successful in an application to the ASA for funding to offer free swimming lessons across Sefton. Available to anyone aged 11+ who is not able to swim, the free swimming lessons will be available at Bootle Leisure Centre, Crosby Leisure Centre, Dunes Spalsh World, Meadows and Formby Pool. A huge borough wide marketing campaign will launch the initiative in April.

#### **BACK TO NETBALL**

Due to the popularity of the two 'Back to Netball' courses that the Active Workforce and 5 x 30 Teams organised towards the end of last year, the new 'Back to Netball League' is well underway at Bootle Leisure Centre. Over 80 Women have registered to come along and implement the skills learnt over the refresher courses into match games. Ten teams from a variety of organisations including Aintree University Hospitals, SMBC, NHS Sefton and Arvato will be competing against each other across the 12 week league.

#### **UPDATE ON SOUTHPORT LIBRARY**

Following the decision to provide Southport with a temporary library service, a number of other decisions and plans have taken place, as follows:

- The library will close for business on Saturday 17<sup>th</sup> April, 2010

- The temporary library at the Visiter Office will be provided mid to end of June, once the planning application has been approved, legal documents signed and the works undertaken to the building
- From 19<sup>th</sup> April until the temporary library is open, the mobile library will stop in Tulketh Street (in the taxi rank by the former Waitrose). It will stop there on Mondays 10am – 1pm; Tuesdays 2 – 5 pm; Saturdays 1-4pm
- A smaller Local History Service will be provided from Formby library as from 8<sup>th</sup> May 2010

## **MARKETING**

A series of four media familiarisation trips for regional travel journalists are being organised in 2010, the first of which will take place over the weekend of 23-25 April. A familiarisation trip for Scottish golf / sports journalists is being hosted over the weekend of the Grand National (8-11 April). Southport's website is moving to a new platform, design is underway and the new site should go live in May. Two major pieces of print have been delivered – the Conference Portfolio (used at Confex last month) and the Travel trade Guide (for group travel organisers and coach operators). Production of the conference delegate passport and the next edition of Conference Times are underway. Promotional activity to support Sefton's golf offer is being planned in conjunction with the Ricoh Womens British Open which is being held at Royal Birkdale 29 July – 1 August.

## **DISPERSAL OFFICER**

ICT - In process of moving [www.visitsouthport.com](http://www.visitsouthport.com), Conference and Sefton's Natural Coast website to the Enterprise Platform and introducing Bluetooth boxes and digital signage for visitors.

Southport Ambassador Awards - Successful event took place 3 March, with over 250 guests attending and winners announced on the night.

The Mersey Partnership Awards - taking place on Thursday 10th June 2010 at the BT Convention Centre, Liverpool. Shortlist to be announced soon and will include the Southport Ambassador Awards Winner of Winners, Stuart Cockburn (Formby Hall Golf Resort and Spa) who will go forward to represent Sefton in the "Excellence in Customer Service" award.

## **EVENTS**

Final planning is now underway for the Southport Food and Drink Festival, Full programme of activity with many new events such as an Italian Market, Chocolate event and Whiskey events. New for 2010 are Gala Awards celebrating all that's good about food and drink in Southport.

Southport International Jazz Festival now programmed – currently producing publicity programme. Due to the current closure of the Arts Centre headline gigs are now taking place at the Prince of Wales Hotel, Scarisbrick Hotel and Christ Church.

Southport Summer Classics now programmed – Friday, Magic of Soul and Motown, Saturday is traditional proms style concert with the Northern Chamber Orchestra Sinfonia.

Lord Street Celebrates – new events funded by partners for growth, will raise the profile of the recently refurbished garden areas and Town Hall Gardens / Bandstand. Still in early planning stages - themes for entertainment will be music, performance, street theatre and arts and crafts.

Southport Air show – operational planning meetings taking place regularly. Working with Liverpool John Lennon Airport again – currently in negotiations with operators from the airport to try and get a commercial passenger craft to display at the show.

British Musical Fireworks Championships – this year's competitors all attended the first event briefing / site meeting last month where the rules of the event and health and safety requirements were explained.

Crosby Music Festival – Taking place 29<sup>th</sup> to 30<sup>th</sup> May. Full consultation has taken place with Environmental Protection and Merseyside Police to ensure the issues encountered with the event in 2009 have been resolved.

Centenary Flying Event – Small scale event is being developed in conjunction with RAF Woodvale, Manchester Science & Industry Museum, the National Trust, Southport Shore Interest Group and the Formby Civic Society to celebrate 100th anniversary of flight from Formby Beach. Planned activity includes flypast of 6 heritage air craft, exhibition at Formby Library and events at Victoria Road.

### **VISITOR ECONOMY**

Visitor Economy Strategy – Final version is being taken to Cabinet for approval on 15<sup>th</sup> April.

Partners for Growth – Project is currently on track to deliver outputs and forecast expenditure targets. Officers are currently working with Liverpool over 08 legacy events activity in Sefton.

### **BUSINESS TOURISM**

Maxine McCarthy, Conference & Corporate Sales Manager recently elected to take early retirement effective from 1 April 2010. Remaining team members have made great progress selling the improved STCC facilities as evidenced by a bumper 4<sup>th</sup> quarter Jan – March, when 17 conferences confirmed for future years equating to an estimated economic impact of almost £13m.

Destination attended International Confex in London in February as a joint venture with Liverpool Convention Bureau and ACC Liverpool – all agreed that this was an excellent start to collaborative exhibiting and will be built upon for next year's show.