

Pride in Fleetwood Board Minutes

The minutes of the Pride in Fleetwood Board meeting held on Thursday, 18 June 2026 in the Memorial Hall - Emmanuel on the Mount Church, Fleetwood.

Pride in Fleetwood Board members present:

Mark Spencer (Chair)
Councillor Ruth Duffy
Yvonne Johnstone
Karen Pratt
Holly Martinez
Jesika Pook (VC)
Lorraine Moffat
Liam Buswell
Simon Hughes
Kirsty Soper
Michael Gray
Courtney Isherwood (VC)
Fiona Bradford

Apologies for absence:

Lorraine Beaver MP
John McLellan
Amelia Sherry
Francesca Spore

Wyre Council Officers present:

Marianne Hesketh, Director of Communities
Joanne Billington, Assistant Director of Governance and Legal (Monitoring Officer)
Neil Turvey, Assistant Director of Property and Development Projects
Sara Ordonez, UKSPF Programme Manager
Marianne Unwin, Democratic Services and Scrutiny Manager

Others present:

Ian Stenson, Assistant Regional Director for Parkwood Leisure

Two members of the public or press attended the meeting.

34 **Apologies for absence, welcomes and introductions**

The Chair welcomed attendees, including Joanne Billington, Assistant Director of Governance and Legal (Monitoring Officer), who, subject to Full Council approval, had been appointed as the new Director to replace Marianne Hesketh, Director of Communities. The Chair also welcomed Ian Stenson, Assistant Regional Director for Parkwood Leisure. Board members

introduced themselves and outlined their roles or connections to Fleetwood.

35 Declarations of interest

The Chair disclosed his role as Chair of Fleetwood Trust, and Simon Hughes highlighted his role as the Executive Principle at Blackpool and The Fylde College. Both noted their connections with Fleetwood Hospital. It was **agreed** that there was no requirement for either member to withdraw from the meeting, as no financial decisions were being made in relation to these organisations.

36 Confirmation of minutes

The minutes of the Pride in Fleetwood Board meeting held on 21 May 2026 were **approved** as a correct record by those who had been in attendance, subject to the following factual amendments:

- At minute 29f, “Guild Hall Youth Hub” be replaced with “Hub Youth Group”.
- At minute 29g, the first sentence regarding Fleetwood Campus be amended to read: “focused on vocational education for 14 to 16 year olds, plus post-16 year olds”, rather than “14–16 year olds”.
- At minute 29b, “Lockwood” be replaced with “Parkwood”.

The Chair varied the order of business to bring agenda item 7, Fleetwood waterfront, forward for consideration before agenda item 4.

37 Fleetwood waterfront

Neil Turvey, Assistant Director of Property and Development Projects at Wyre Council, attended the meeting and gave a presentation on progress with the Fleetwood waterfront development proposals. Copies of the presentation were circulated to Board members and attached to the minutes.

He explained that the Waterfront Masterplan, approved by Wyre Council Cabinet in December 2024, set out a long term vision to attract visitors and support commercial development. The key workstreams included Marine Hall, the Leisure Centre, beach huts and public realm improvements.

The Board noted that Cabinet had approved proposals for part of Marine Hall on 3 June 2026, with investment of just under £1.4 million on the development of the Waterfront Bar.

The proposed improvements included additional and extended toilet provision, an extended bar area, an improved fire escape route, refurbishment of the main function room with a raised stage area, replacement windows overlooking the promenade and the reconfiguration of the large kitchen to provide a smaller commercial kitchen and a new café with a raised terrace and ramped access. Improvements to mechanical, electrical and plumbing provision were also proposed, including new air conditioning plant and sound equipment.

The planning application had been submitted, with determination anticipated

by the end of August. Technical drawings were being prepared by Cassidy & Ashton and were expected to take six to eight weeks. The main contractor was expected to be appointed by late September subject to procurement, with construction due to start in October and completion anticipated by early March 2027.

Members raised questions regarding accessibility, facilities and future development proposals associated with the masterplan. Concerns were expressed about the proposed delivery timescales and the accessibility of the seafront approach to the building. It was confirmed that accessibility had been a key consideration throughout the design process.

Clarification was sought on the location of the proposed toilet facilities and whether they would be available for general public use. Members were advised that the new facilities would be located within an extension of the existing toilet area into the colonnade and would be available only to users of the function room.

Members also highlighted feedback from residents regarding the need for additional public toilet provision along the seafront. It was confirmed that wider public toilet provision formed part of the longer term masterplan but was not included within the current phase of development.

Questions were raised regarding potential improvements to the surrounding gardens and the extent of the masterplan area. It was advised that no immediate works to the gardens were planned, although these could be considered as part of future phases of the masterplan. It was also confirmed that the pier did not form part of the masterplan site.

The Chair thanked Neil for the presentation.

Ian Stenson, Assistant Regional Director for Parkwood Leisure, attended the meeting and delivered a presentation on investment and development proposals for Fleetwood Leisure Centre. Copies of the presentation were circulated to Board members and attached to the minutes.

The Board was informed that Creating Active Futures (CAF), a subsidiary of Parkwood Leisure, had been operating Wyre Council's leisure centres since 1 April 2026. The organisation's vision was to engage local communities, provide high-quality leisure facilities and reinvest commercial profits into the centres over a ten-year period.

The presentation outlined progress made since mobilisation of the contract, including staff recruitment and development, operational improvements and capital investment projects. These included the reopening of the Splash Pad, the resumption of beach patrols and the launch of the Atlantis Splash inflatable attraction.

The Board also received an update on future plans for Fleetwood Leisure Centre, including refurbishment of the gym and reception areas, investment in energy efficiency measures to support carbon neutrality, redecoration

throughout the centre and improvements to wet changing facilities. New programmes planned for delivery included a junior gym membership scheme for 11 to 16 year olds, a GP referral scheme later in 2026 and the introduction of the Good Boost programme, delivered in partnership with the MSK Hub.

Potential opportunities for joint working between Parkwood Leisure and Pride in Fleetwood were also outlined. These included the management and maintenance of proposed beach lockers, discounted gym memberships for young people, dedicated SEND splash sessions, the rollout of the GP referral and Good Boost programmes, and future developments such as sensory enhancements to leisure facilities and other accessibility improvements.

During discussion, Board members welcomed the investment being made in Fleetwood's leisure facilities and highlighted opportunities for collaborative working. Members emphasised the importance of retaining residents within the town for leisure activities, including through improved leisure provision and extended opportunities for participation. Concerns were also raised regarding the affordability of swimming lessons for children from disadvantaged backgrounds and the cost of accessing the Splash Pad compared with the former paddling pool.

The Board discussed opportunities to gather community feedback through the leisure facilities and noted that Parkwood Leisure collected customer satisfaction and usage data, which could be analysed by postcode area. It was agreed that such information could help inform the Board's future engagement and investment priorities. The Chair also highlighted opportunities for the Board to work with Parkwood Leisure on both short-term initiatives and longer-term development proposals.

The Chair thanked Ian for the presentation.

38

Action log and matters arising not on the agenda

The Board considered the action log and matters arising from previous meetings. The Chair provided members with a status update on each action. The Chair confirmed that a "Meet the Board" event would be held on 8 July 2026 from 5pm to 7pm at Emmanuel on the Mount Church, providing an opportunity for residents to meet Board members and discuss local priorities. The Chair also advised that recruitment for the support posts were due to be advertised shortly.

The Board received verbal updates from the leads of the established sub-groups on progress since the previous meeting.

Engagement

The Board was advised that the sub-group was increasing its focus on engagement with young people and was seeking to expand its membership. It was also noted that the Board's social media presence continued to develop across a number of platforms.

Quick wins

The sub-group reported that following the discussions this evening it was likely that progress would be made on proposals for beach lockers outside Fleetwood Leisure Centre. Work was also ongoing to develop a proposal for SEND swimming provision, with further discussions required regarding costs and delivery options. Proposals relating to a coffee van in Memorial Park were being developed.

It was noted that Parkwood Leisure had suggested dedicated SEND swimming sessions and that further discussions would take place to explore this opportunity. Members also expressed a desire to have projects delivered during the summer holiday period where possible.

Accessibility

The Board received an update on a public engagement event being organised by Lorraine Beavers MP's office on 24 June 2026 at the North Euston Hotel. The event would focus on accessibility issues within Fleetwood. It was noted that a draft survey would be circulated to Board members following the meeting and that promotional support had been offered through the MP's social media channels.

An update was also provided on proposed improvements to play facilities at Memorial Park, including consideration of artificial grass surfaces and accessible pathways.

The Board discussed ongoing work to map community assets, activities and facilities across Fleetwood. It was noted that Wyre Council and Lancashire County Council were undertaking related work and that findings would be shared with the Board when available.

Lord Street

The sub-group reported on discussions relating to the regeneration of Lord Street. Members were advised that a range of potential initiatives were being explored on the shutter art scheme and the list of target uses for vacant shops. This also included public realm improvements, heritage led regeneration, pop-up business units, public art and improvements to vacant properties. A presentation on proposals relating to vacant premises and target uses would be brought to the August Board meeting.

An update was provided on the fire damaged building on Lord Street. Structural scaffolding was due to be erected to make the building safe, enabling the road to reopen. The building owner was leading on the required works. Members noted that the Board may wish to consider future opportunities for the site and engage with the owner once the immediate safety works had been completed.

The Board also considered the accessibility implications of any potential pedestrianisation of Lord Street and discussed the importance of ensuring any future proposals reflected the needs of disabled residents and visitors.

Families and young children

The sub-group reported on proposals to produce a social media engagement video involving local school children, noting that the necessary permissions were being sought. Progress was also being made on proposals for a trail activity and an outdoor cinema event. Members supported the proposals and noted that a funding proposal would be developed once further details had been finalised.

The Board also discussed obtaining contact details for the local lifeboat service to support engagement and health and safety arrangements for future waterfront events. It was agreed that the relevant contact information would be shared with the sub-group.

Young people

The Board received an update on discussions with Lancashire County Council youth groups and the need to improve support for young people, including SEND and mental health provision. Concerns were raised that some young people currently had to travel outside Fleetwood to access appropriate services. Members noted that some provision already existed within Fleetwood and that improved signposting of available services would be beneficial.

The Board also heard about wider engagement work with Lancashire County Council, including opportunities to engage with isolated residents and associated events.

Tram Sunday

The Board discussed opportunities for Pride in Fleetwood to engage with residents during Tram Sunday on 19 July 2026. Proposed activities included community engagement and promotional activities, including banners, face painting and free refreshments, based on the costings considered at the previous meeting. It was noted that arrangements for gathering public feedback at the event were being developed.

Members also discussed opportunities to promote the event through Coastal Radio and **agreed** that further work would be undertaken on marketing and communications arrangements.

Following discussion, the Board **agreed** to earmark up to £10,000 to support engagement activities associated with Tram Sunday, with detailed proposals to be developed by the relevant officers and Board members.

Post-16 education

The Board received an update on the development of proposals relating to post-16 education provision in Fleetwood. Members were advised that work remained on track, with a detailed proposal expected to be developed during July and August in partnership with Blackpool and The Fylde College, including consideration of match funding opportunities. Any formal proposal would be brought back to the Board for approval.

Board members were also informed that Blackpool and The Fylde College were exploring opportunities for the joint use of space at Fleetwood Hub with

Lancaster University Medical School. The Medical School had commenced a community engagement exercise to explore how adopting the Hub as part of its campus could benefit the town. The outcome of this exercise would be reported to the Board once it had been completed.

The sub-group updates were noted.

39 Decision register

The Board considered their decision register.

The decision register was noted.

40 Expenditure log

The expenditure log was noted.

41 ICON visit

The Chair confirmed details of the forthcoming ICON visit. A session for residents and service providers would take place from 11am to 1pm, followed by a meeting between ICON representatives, Board members and officers from 2pm to 4pm.

42 Any other business

None.

43 Date and time of the next Pride in Fleetwood Board meeting

The next meeting was scheduled for Thursday 16 July 2026 at 5:30pm.

The meeting started at 5.30 pm and finished at 7.18 pm.

Date of Publication: 26 June 2026.

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Fleetwood Waterfront Leisure Masterplan

Masterplan Report

Submitted to Wyre Council



August (Revision 04)
2024



**Considered All of Fleetwood
Seafront**

**Considered All Possible
Options**

**Wide Stakeholder
Engagement**

**Narrowed Focus to Four
Key Projects**

Adopted by Cabinet 2024

**Progress Outline Business
Cases for Four Projects**

16 June 2026

Background

Wyre Council has a long-term vision to **revitalise Fleetwood's Waterfront** by exploring opportunities for family-oriented visitor attractions and commercial developments that complement the existing Marine Hall and local leisure facilities. Prior to this Outline Business Case, Wyre Council, in June 2009, conducted a significant wider reaching feasibility exercise and published "Fleetwood Seafront Masterplan – A delivery framework". Wyre Council as part of the Masterplan framework identified a clear and precise vision:

To create a sustainable and distinctive seafront with a mix of facilities, good quality of life, and connectivity, built around enhancing the key assets of the Marine Hall and the open setting".

June 2009

Fleetwood Seafront
Masterplan:
A Delivery Framework

April 2023

Development Options
Appraisal of the land
at Fleetwood Leisure Centre

September 2023

Public
Consultation

November 2023

Levelling Up
Funding Readiness
Assessment

December 2023

Marine Hall: Fleetwood
Leisure Centre
Development Opportunities
interventions report

May 2024

Fleetwood
Waterfront Market
Assessment

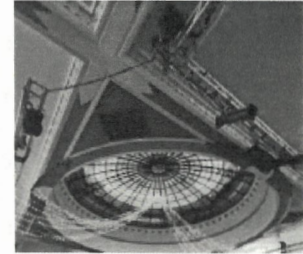
July 2024

Fleetwood Waterfront
Leisure Masterplan

Masterplan Project 1 - Redevelopment of Marine Hall

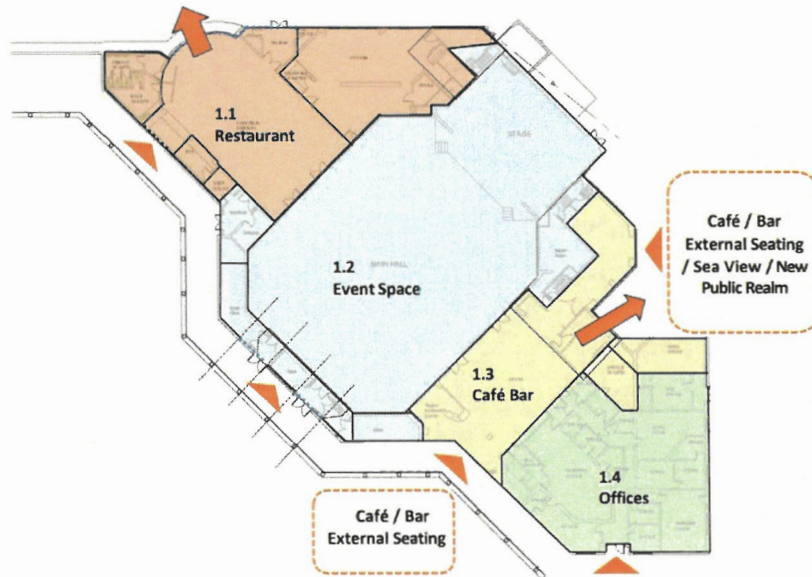
wyre
council

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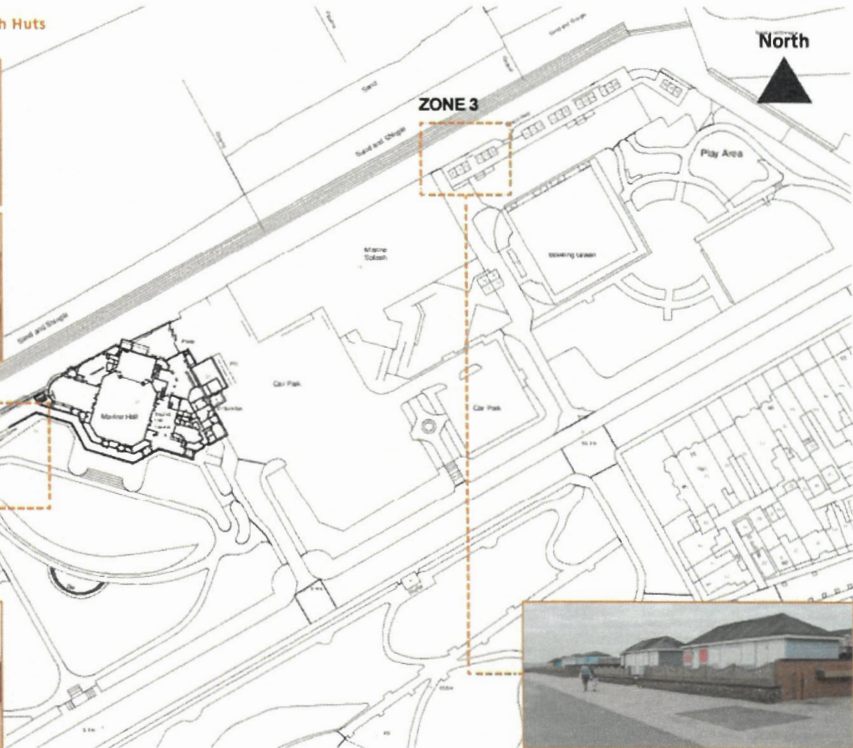
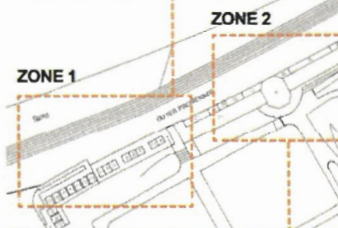
Masterplan Project 1 - Marine Hall

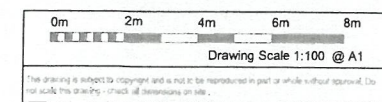


Masterplan Project 4 - Development of Beach Huts

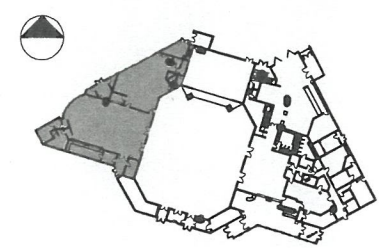


Masterplan Project 4 – Development of Beach Huts





NB: Drawing based upon PDF drawing information provided by others and check key measurements. Dimensions to be checked prior to any commencement of work on site.



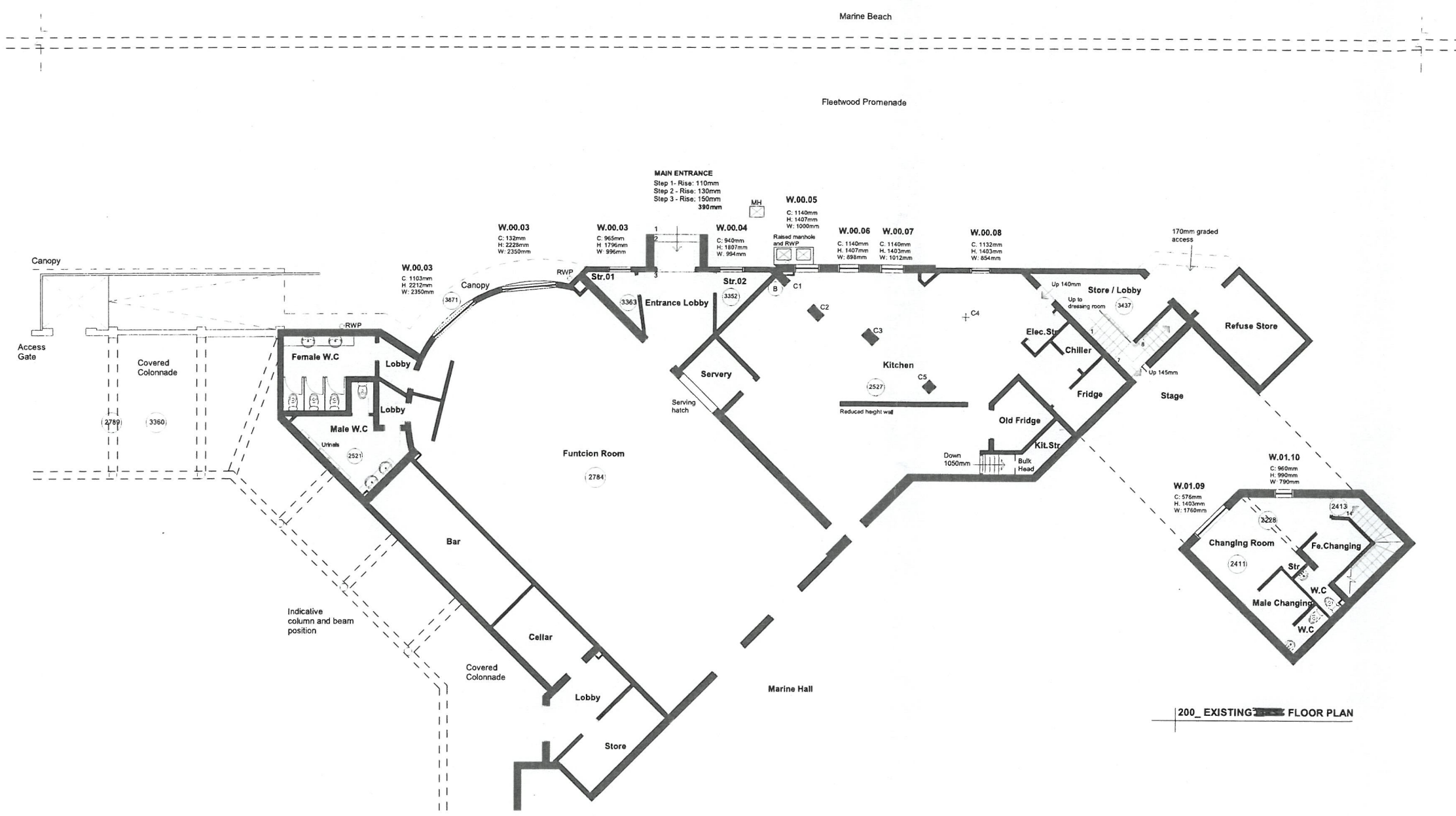
EXISTING MARINE HALL REFERENCE PLAN
NTS

EXISTING PLAN KEY

- Existing Wall / Structure
- Existing Floor to Ceiling Height
- Existing Boiler position
- Existing kitchen column position as per Structural Engineer's information

EXISTING STAIRS

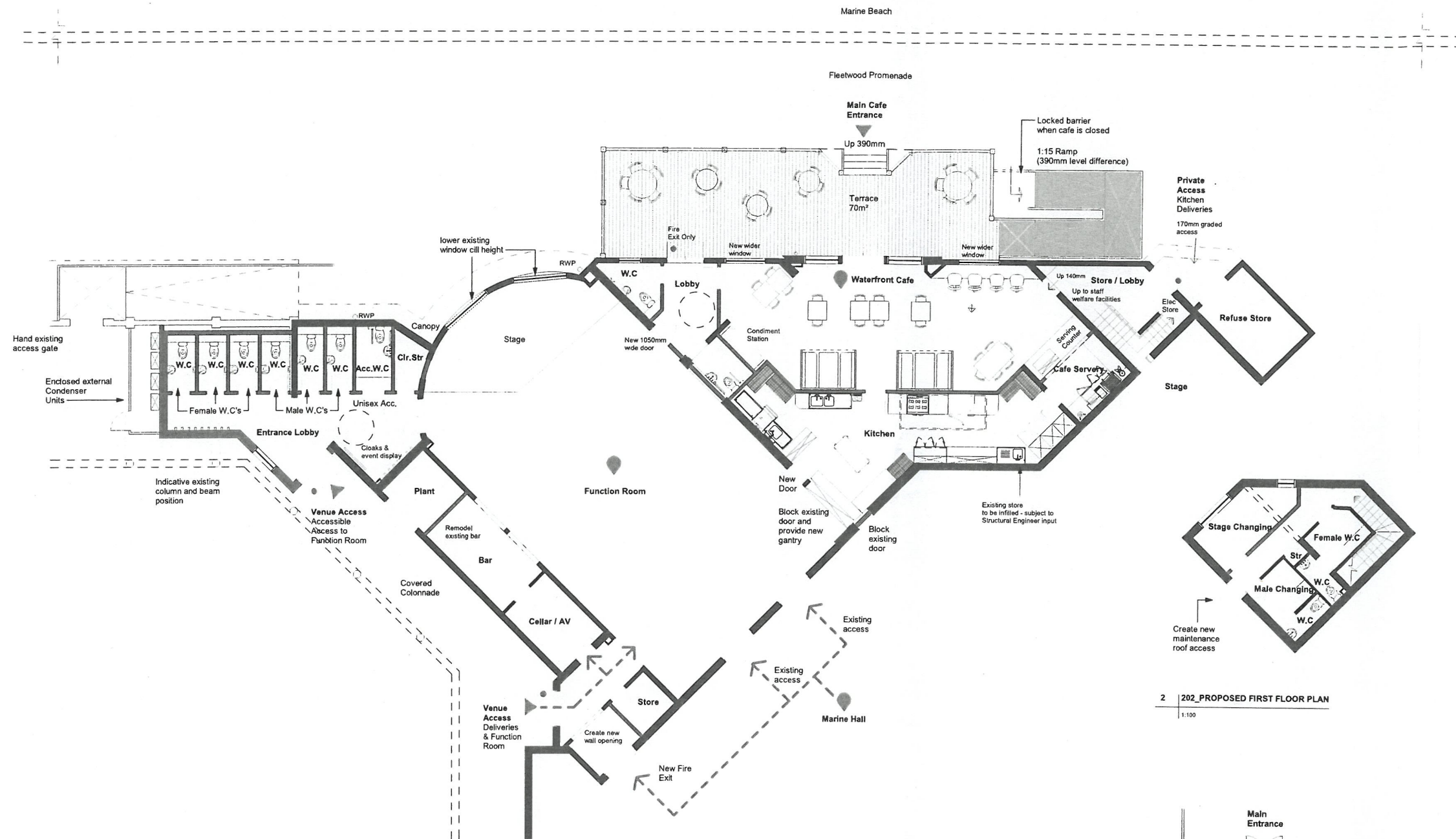
Lobby - First Floor Dressing Room
No. Risers: 14
Rise: (1-7 = 170mm) - (8-14 = 175mm)
Going: 260mm



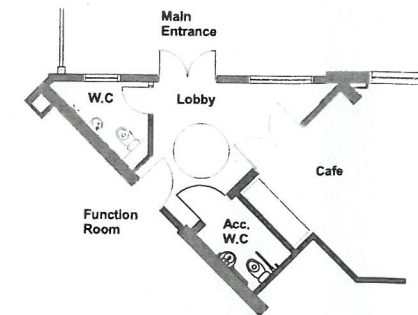
200_EXISTING FLOOR PLAN

1 200_EXISTING GROUND FLOOR PLAN
1:100

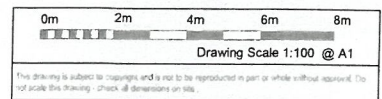
P1	Initial Issue (RIBA Stage 3)	GB	28.10.2025
Rev	Description	By	Date
Cassidy+Ashton www.cassidyashton.co.uk			
Architecture + Building Surveying + Town Planning			
7 East Cliff, Preston, Lancashire, PR1 3JE T: 01772 255 356 10 Hunters Walk, Canal Street, Chester, CH1 4EB T: 01244 462 966 St Andrews Business Centre, Mold, Flintshire, CH7 1XB T: 01352 796 246			
Client Wyre Council			
Project Marine Hall Function Room / Cafe Proposed Refurbishment			
Drawing Title EXISTING GA PLANS			
Drawn by	GB	Checked by	AB Date 01.07.2025
Scale	S0 - WORK IN PROGRESS Scale @ A1		
13362	MHF-CAA-V1-01-D-A-200	As indicated	P1
C+A JOB NO.	PROJECT - ORIGINATOR - VOL - LEVEL - TYPE - ROLE - NUMBER	REV.	



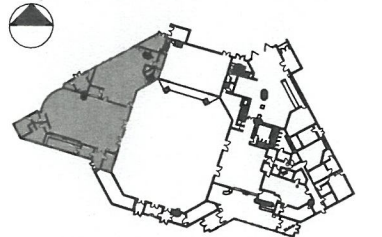
1 202-PROPOSED GROUND FLOOR PLAN
1:100



3 ALTERNATIVE LOBBY LAYOUT
1:100



NB: Drawing based upon PDF drawing information provided by others and check key measurements. Dimensions to be checked prior to any commencement of work on site.



EXISTING MARINE HALL REFERENCE PLAN
NTS

GA PLAN KEY

- Existing Wall / Structure
- Proposed Wall / Structure
- Building Access / Egress
- Function Spaces
- Final Exit Fire Door

* Existing structural columns in cafe area shown removed are subject to further Structural Engineer's design.

WATERFRONT CAFE / KITCHEN LAYOUT

Kitchen layout as per CKS Catering Equipment design.

Waterfront Cafe Occupancy:

Indoor: 30 persons indoor
Outdoor:

EXTERNAL RAMP DESIGN

New ramp from promenade to proposed external terrace

Gradient: 1:15 Ramp
Rise: 390mm
Distance: 5850mm + 1500mm Level Landings
Width: 1500mm
Handrail Height: Minimum 900mm

* Level difference based upon existing stepped access from the Promenade

FUNCTION SPACE CAPACITIES:

Function Room: 110 persons
Cafe / Restaurant: 50 persons (TBC)

No. OF W.Cs

	Existing	Proposed Function Room	New Cafe
Accessible W.C	0	1	1
Male	1	3	-
Male Urinals	4	0	-
Female	3	3	-
Unisex W.C	-	-	1

P1	Initial Issue (RIBA Stage 3)	GB	28.10.2025
Rev	Description	By	Date

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Architecture + Building Surveying + Town Planning

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10 Hunters Walk, Canal Street, Chester, CH1 4EB T: 01244 462 960
St Andrews Business Centre, Mold, Flintshire, CH7 1XB T: 01352 706 246

Client
Wyre Council

Project
**Marine Hall Function Room / Cafe
Proposed Refurbishment**

Drawing Title
PROPOSED GA PLANS

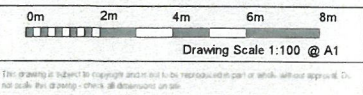
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Suitability S0 - WORK IN PROGRESS Scale @ A1 As indicated

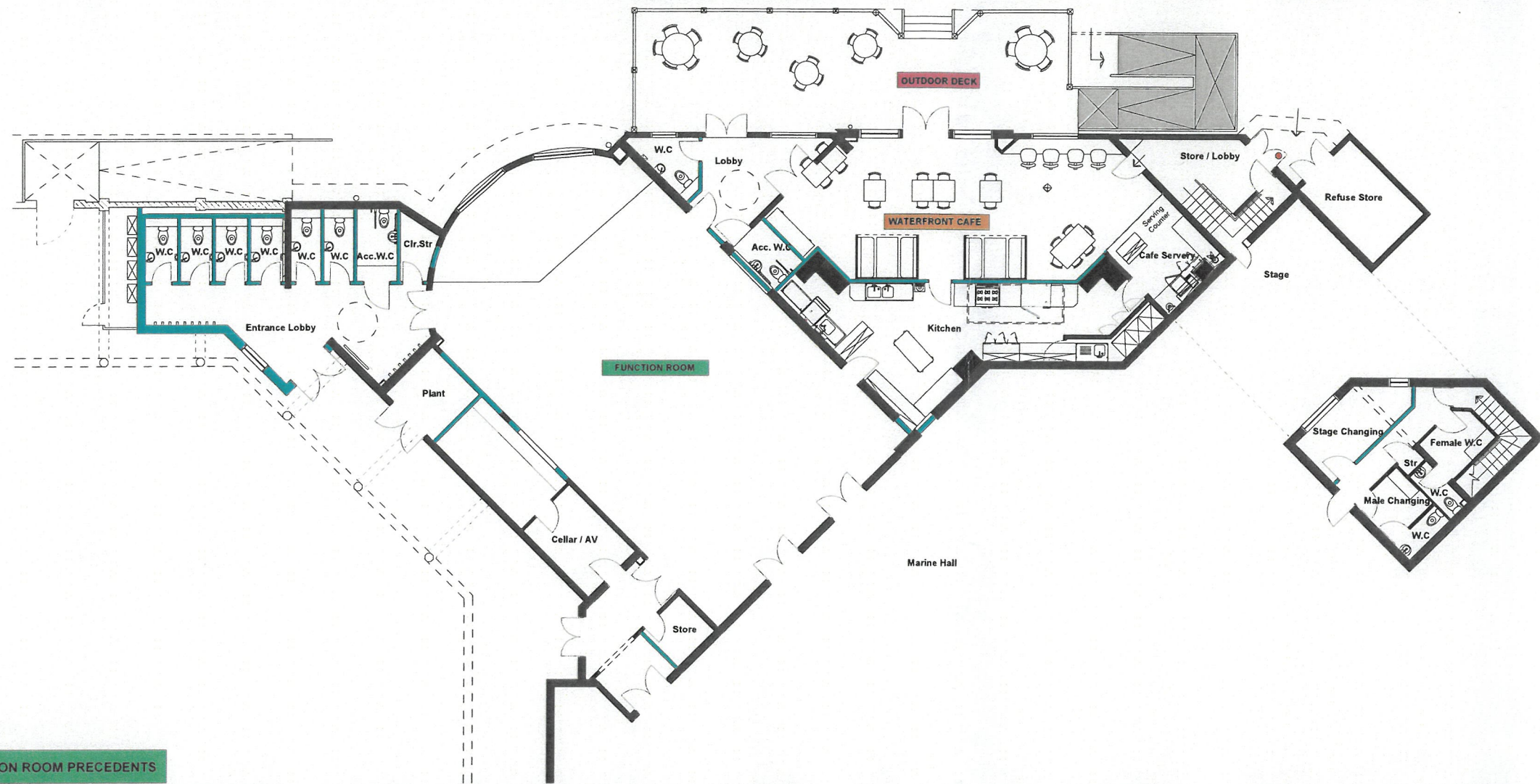
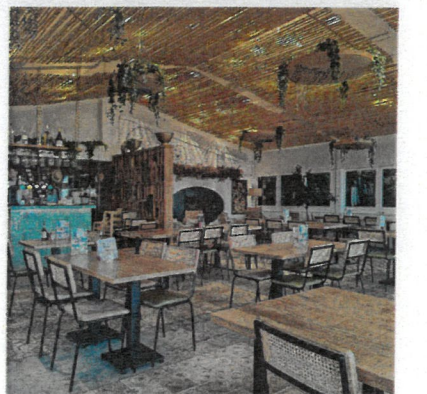
13362 MHF-CAA-V1-00-D-A-202 P1

C+A JOB NO. PROJECT-ORIGINATOR-VOL-LEVEL-TYPE-ROLE-NUMBER REV.

OUTDOOR DECK PRECEDENTS



CAFE PRECEDENTS



FUNCTION ROOM PRECEDENTS



PI	Initial Issue	GB	06.11.2025
Rev	Changes	By	Date
Cassidy+Ashton www.cassidyashton.co.uk Architecture + Building Surveying + Town Planning 7 Elm Cliff, Foston, Leicestershire, PP1 3JE T 01772 216 155 10 Hunters Walk, Canal Street, Chester, CH1 4EB T 01244 402 900 St Andrew's Business Centre, Mold, Flintshire, CH7 1XB T 01352 706 246			
Wyre Council Project Marine Hall Function Room / Cafe Proposed Refurbishment Drawing Title INTERIOR / EXTERIOR PRECEDENTS Drawn by GB Checked by AB Date 28.10.2025 Status S0 - WORK IN PROGRESS Scale @ A1 1 : 100 13362 MHF-CAA-V1-00-D-A-500 P1 C+A JOB NO. PROJECT - CLIENT - VOL. - LEVEL - TYPE - ROLE - NUMBER REV			

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PRIDE IN FLEETWOOD

Who are Creating Active Futures

We are a Community Benefit Society with charitable status

.Our Mission - At our core, we strive to enhance accessibility to our facilities, by all sections of the community, including a focus on individuals with disabilities. We are dedicated to:

- Expanding access to our facilities, ensuring equitable opportunities for all members of the community.
- Continuously pursuing avenues to extend our mission to encompass additional sports and leisure facilities.

Our Vision - To operate community-based sports and leisure facilities, enhancing accessibility for all individuals to engage in diverse physical activities. Specifically, we aim to empower:

- Individuals to overcome barriers to participation in sports and leisure.
- Those facing financial constraints, limited opportunities, or lacking necessary support to fully engage in sporting activities.

So far....

Contract Mobilisation & Progress Update (April – June 2026)

Since mobilising the contract on April 1, 2026, we have achieved significant milestones:

Team Development and culture

- Successfully onboarded new team members across all key departments:
 - Fitness Management and Staff
 - Sales Managers
 - Reception Teams
 - Swimming Instructors
 - Healthy Communities Manager
- Implemented comprehensive staff training, including integration into Parkwood Leisure Learning Management System (LMS).
- Initiated a cultural shift focused on fostering pride and ownership within the facilities.

So far....continued

Operations & Capital Investment

- Successfully reopened the Splash Pad, which had been non-operational for over a year..
- Resumed Beach Patrol services at Fleetwood and Cleveleys.
- Launched the Atlantis Splash inflatable at Fleetwood Leisure Centre.
- Launched capital improvement projects with new gyms and decorations at the Poulton and Thornton Health and Fitness centres.
- Started work on the new three tier soft play and Tag X at Thornton Health and Fitness.
- Upgrading the ITC infrastructure.
- Rebranding of all the centres (removed the clutter).
- It has been a productive and busy two and half months, with many more developments to come.

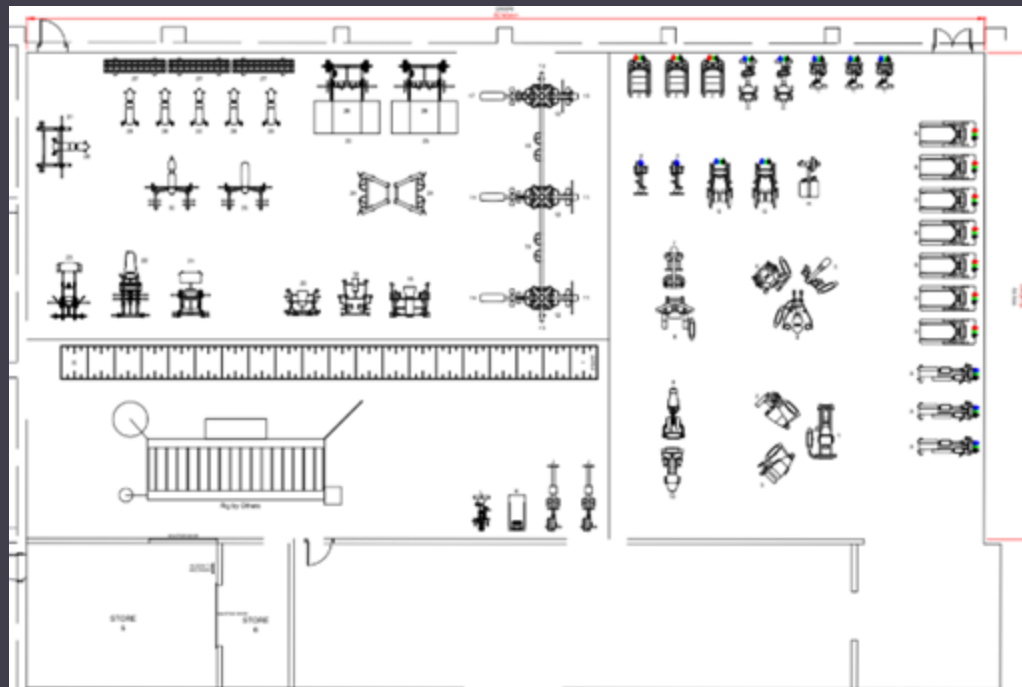
What's planned for Fleetwood

- £871,698 capital investment
 - Atlantis Splash Inflatable - Completed
 - Innerva Suite
 - Gym Refurbishment
 - Energy Investment to make the facility more carbon friendly
 - Reception refurbishment
 - Wet changing rooms refurbishment
 - External redecoration
- Reopen the Splash Pad - Completed
- Agree long term agreement with FBK - Completed
- Introduce a Junior Gym Membership.
- All Lockers repaired in the changing rooms
- Decorating throughout the Centre, making it fresh.
- Drive revenue footfall across all segments of the business.

Capital Investment

Fleetwood Leisure Centre - Potential Fitness Equipment Layout

- New equipment and more of it.
- New flooring throughout
- Decorating throughout the hall
- New Lighting
- Enhanced group exercise classes



What's planned for Fleetwood

Following our consultations and ongoing discussions, we believe there is a shared opportunity to collaborate on addressing several key requests.

Current Proposals

- Locker Maintenance: We are willing to manage the lockers, provided we can establish a mutually agreed upon maintenance plan funded by Pride Fleetwood.
- Funded Gym Passes (Fleetwood): We can offer monthly, 3-monthly, or annual passes for the gym at a corporate rate of £14 per month for under 16
- Atlantis Splash Private SEND Sessions: We propose adding a dedicated SEND session immediately following our standard operating hours at £300 a reduction of £200 on normal prices
- Launch of GP referral scheme later in 2026
- Launch on MSK Hub Goodboost programme for water and land based classes in the next 2 months.

Future Development Concepts

- Sensory Enhancements: Upgrading the splash pad and surroundings of the learner pool with new sensory equipment.
- Targeted Soft Play: Implementing exclusive soft play sessions for young families at the new Thornton Health and Fitness Centre, distinct from general public sessions.
- New windows into current sports hall so users overlook the sea which will improve the promenade look and

Sensory Ideas for Splash Pad and Pool



Summary

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We are just beginning our journey to enhance the leisure facilities in Fleetwood. We would welcome the opportunity to work in direct partnership with you to effectively meet the needs of the local community.

Any Questions?

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