METROPOLITAN BOROUGH OF WIRRAL

CULTURE AND COMMUNITY SERVICES SELECT COMMITTEE - 8 JANUARY 2002

ENRICHING OUR LIVES - WIRRAL'S CULTURAL STRATEGY

1.0 **EXECUTIVE SUMMARY**

1.1 This report informs the Members of the completion of Wirral's Cultural Strategy and presents for approval the summary, background document and appendices, Enriching Our Lives.

2.0 BACKGROUND

- 2.1 In June 2000 it was reported to the Leisure Services Committee that the production of a Cultural Strategy for Wirral was being undertaken. The background to Cultural Strategies was presented and a time scale was proposed with a completion date for September 2001.
- 2.2 In January 2001 it was reported to the Culture and Community Services Select Committee of the introduction of the Leisure Services and Tourism Department's Position Statement Document - Enriching Our Lives which set the scene for the future Cultural Strategy.
- 2.3 In June 2001 it was reported to the Culture and Community Services Select Committee of the progress of the Cultural Strategy to date and the presentation of the draft summary document.
- 2.4 An extensive consultation progress has underpinned the Strategy which was reported in June 2001 to the Culture and Community Services Select.

3.0 THE WIRRAL'S CULTURAL STRATEGY

- 3.1 The Strategy consists of a cultural vision for Wirral, cultural themes, priorities, objectives and an action plan that all link with the Corporate Objectives (see Appendix i). In addition the Background Document provides the local regional and national context details of the scope of the consultation undertaken and a picture of cultural life in Wirral. (See Appendix ii).
- 3.2 The Cultural Strategy Action Plan incorporates several 'Flagship' actions that will hold priority status. Details of this are shown within the background document, executive summary. (See Appendix ii).
- 3.3 The Action Plan will form the context for the work for the Cultural Services Division and will demonstrate how Culture and Cultural activities can contribute to the wider cross cutting agendas Social Inclusion, Regeneration, Lifelong Learning, Health, Community Safety and Environment. It will be reviewed and reported annually from April 2003 and reported via an annual report.

- 3.4 The appendices document gives details of organisations consulted, links with other strategies and plans, key funding, links with the corporate objectives and results of consultation undertaken. (See Appendix iii and iiia).
- 3.5 A plan is being developed to market and promote the Cultural Strategy. The launch plan will include:
 - Summary document published and deceminated January 2002
 - Wirral Now information exchange February 2002
 - Public Flier March/April 2002
 - Cultural Forum Launch April/May 2002
 - Continued Consultation Ongoing
 - Series of presentations, interviews and talks Ongoing

4.0 FINANCIAL AND STAFFING IMPLICATIONS

4.1 There are none arising directly from this report.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

5.1 Enriching Our Lives - Wirral's Cultural Strategy demonstrates how it will support and promote fair access for all through its accessibility objectives and actions, addressing and benefiting all equal opportunity issues.

6.0 LOCAL AGENDA 21 IMPLICATIONS

6.1 The Enriching Our Lives - Wirral's Cultural Strategy takes into consideration Local Agenda 21 issues and will have a positive impact on all areas.

7.0 LOCAL MEMBER SUPPORT IMPLICATIONS

7.1 Enriching Our Lives - Wirral's Cultural Strategy will have an impact on all wards generally.

8.0 BACKGROUND PAPERS

8.1 There are no additional background papers.

9.0 PLANNING IMPLICATIONS, HUMAN RIGHTS IMPLICATIONS, COMMUNITY SAFETY

9.1 There are no implications arising from this report.

10.0 **RECOMMENDATIONS**

10.1 Members are asked recommend that the Wirral Cultural Strategy be adopted by the Cabinet.

CHRIS RICE

DIRECTOR OF EDUCATION AND CULTURAL SERVICES JANUARY 2002