

Enriching Our Lives – Wirral’s Cultural Strategy

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Appendix i – Links with corporate objectives chart - How Enriching Our Lives, Wirral’s Cultural Strategy links with Wirral Council’s Corporate Objectives and Central Government’s Key Policy Areas

Government Key Policy Areas	Wirral’s Corporate Objectives	Wirral’s Cultural Strategy Objectives
Environmental Sustainability	Protecting and improving the environment	Protect, conserve, manage and enhance Wirral’s environment & heritage and encourage sensitive development for the benefit of future generations.
Regeneration	Encouraging employment and business opportunities	Identify different ways of funding & delivering culture and cultural activities, ensuring that they encourage personal & economic growth.
Lifelong Learning	Supporting lifelong learning & cultural activities	Listen to the cultural needs of the people of Wirral & empower them to assist in developing and expanding opportunities and services.
Public Health	Helping improve the overall health of Wirral people	Develop the use of cultural activities & culture to improve the health of the people of Wirral.
Community Safety	Helping to make Wirral a safer place to live and work	Improve the sense of security for the people of Wirral so they can enjoy cultural activities in safety.
Regeneration	Ensuring that everyone has decent housing	The strategy supports the work of the Council in ensuring everyone has decent housing.
Social Inclusion	Helping vulnerable people who need support and protection	Ensure that under-represented groups have the opportunity to fully participate in cultural activities. Encourage development and provision of cultural activities and services locally for the people of Wirral.
Social Inclusion	Ensuring an efficient and accessible transport system	Improve physical access to cultural opportunities throughout the borough and remove other barriers to participation.
Modernisation	Ensuring the delivery of effective and efficient services	Promote, celebrate, improve and develop the way culture and cultural activities in Wirral and the North West are communicated to people across the borough.

APPENDIX ii

LINKAGES BETWEEN STRATEGIES AND PLANS CHART

How will the LCS both inform and be informed, influence and be influenced by the other strategies?

NATIONAL & REGIONAL	LOCAL AUTHORITY
NW RCC Regional Cultural Strategy Regional Arts Board Plan Regional Sport England Plan Regional English Heritage Plan NW Development Agency Strategy Merseyside Local Transport Plan Merseyside Economic Forum Plan Policy Action Team 10 (Social Exclusion) Merseyside Health Action Zone DDA Regional Tourist Board Plan English Countryside Libraries Association Regional Museums Council NW Library Service Plan Bio Diversity Plan National Sports Strategy Nat. Service framework for Health Our Healthier Nation National Education Plan All Our Futures NACCE (Arts/ED) Quality Protects (Social Services)	Community Care Plan Best Value Performance Plan Crime & Disorder Strategy Drug Action Team Plan Education Development Plan Early Years Plan Housing Strategy Statement Lifelong Learning strategy Neighbour Nuisance Strategy Plan for Recycling Unitary Development Plan Economic Development Plan
OTHER NON-STATUTORY & STATUTORY PLANS	SERVICE PLANS
LA 21 SRB Strategy Objective 1 – ERDF/SPD/SSD/ESF Shoreline Management Plan Land Use Plan Local Transport Plan Health Improvement Plan Wirral Economic Development Plan Dee Estuary Plan Mersey River Plan Youth Justice Plan Sport/Education Action Zone	Annual Library Plan Sport & Recreation Plan Sports Development Plan Arts Plan Museum Plan Community Centres & Play Plan Parks and Open Spaces Plan Tourism Plan Public Halls Plan

APPENDIX III

Strategy Links Document

Links with other Strategies – Wirral’s Cultural Strategy

The following Strategies and Plans have been linked with the Wirral Cultural Strategies Priorities & Objectives;

A Sporting Future for All – Department of Culture, Media and Sport
England, the sporting nation – Sport England
Sport for Life – North West Sports Board
The Cultural Strategy for England’s North West – NW Regional Cultural Consortium
Saving Lives – Our Healthier Nation – Department of Health
Building a Fairer Sporting Society – Sport for disabled people in England – English Federation of Disability Sport
Metropolitan Borough of Wirral – Corporate Plan
Wirral Health Improvement Programme and Wirral Community Plan 2000 – 2003
Wirral’s Crime & Disorder Strategy
Youth Justice Plan – Wirral Youth Offending Team
Education Department Development Plan 2000 – 2001
Wirral’s Lifelong Learning Plan
The Wirral SEDA Integrated Development Plan – Wirral Waterfront Regeneration
Wirral Economic Regeneration Strategy 2001 – 2010
The Mersey Dee Alliance – Blueprint for Regeneration 1999/2000
Wirral’s Local Agenda 21 Strategy
The Dee Estuary Strategy
Mersey Estuary Action Programme
Merseyside Local Transport Plan – Opportunities for all 2001/2 – 2005/6
Merseyside Health Action Zone Implementation Plan
Visiting Merseyside – A five year framework for sustainable Tourism 2000 – 2005
Quality of Coastal Towns – Sustainable Tourism on Merseyside
North West Libraries – Making a difference. A prospectus from the Public Libraries of the North West
North West Arts Board – Policy Portfolio
English Heritage NW Region – Regional Plan 99/00
North West development Agency – England’s North West – A strategy towards 2020
The Power of Place – The future of the historic environment – DCMS & DETR
Valuing People – Working towards better futures for people with learning disabilities - White Paper

Links with other strategies – Wirral’s Cultural Strategy

Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
A Sporting Future for All Department of Culture, Media & Sport		<ul style="list-style-type: none"> • More people of all ages and all social groups taking part in sport • More success for our top competitors and teams in international competition 	<ul style="list-style-type: none"> • Sport in Education - Increasing Participation by young people • Sport in the community – Lifelong participation • Sporting Excellence – Talent Development • Modernisation – A partnership with sport 	Accessibility A, B, C, D, E Sustainability F, H Communication I
England, the sporting nation – a strategy Sport England		<ul style="list-style-type: none"> • Putting young people first • A nation of active participants in sport • Performance Development • Achieving excellence 	<ul style="list-style-type: none"> • To increase curriculum time for PE • To increase the numbers of children taking part in extra-curricular sport • To increase the percentage of children taking part in out of school sport • To generate more positive attitudes to sport, especially by girls • To increase the percentage of young people taking part in a range of sports on a 'regular' basis • To increase the numbers of people taking part in regular sporting activity • To reduce the drop out in participation with age • To reduce barriers to participation • To increase the numbers of participants who are trying to improve their sporting skills • To increase the numbers of club members • To achieve improved levels of performance in terms of world ranking • For English teams to achieve success in international competition 	Accessibility A, C, D, Sustainability F, Accessibility A, B, C, D, E, Sustainability F, H Communication I Accessibility A, D Sustainability F Accessibility D Communication I
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
Saving Lives – Our Healthier Nation Department of Health		<ul style="list-style-type: none"> • To improve the health of the population as a whole by increasing the length of people’s lives 	<ul style="list-style-type: none"> • CANCER: to reduce the death rate in people under 75 by at least a fifth • CORONARY HEART DISEASE & STROKE: to reduce the death rate in people under 75 by at least two fifths 	Sustainability H, F Accessibility A, B, C, D, E Communication I

		<p>and the number of years people spend free from illness</p> <ul style="list-style-type: none"> To improve the health of the worst off in society and to narrow the health gap 	<ul style="list-style-type: none"> ACCIDENTS: to reduce the death rate by at least a fifth and serious injury by at least a tenth MENTAL HEALTH: to reduce the death rate from suicide and undetermined injury by at least a fifth 	
<p>Building a Fairer Sporting Society – Sport for Disabled People in England 2000 – 2004 English Federation of Disability Sport</p>	<p>A Sporting Future for All - DCMS</p>	<ul style="list-style-type: none"> Development Programme Marketing & Information Regional Projects Organisation Development 	<ul style="list-style-type: none"> To increase the effectiveness of existing disability sport structures To increase choice for, and increase the numbers of, disabled people involved in sport To achieve the inclusion of disabled people in all sporting communities To provide a professional first stop shop service on all matters relating to sport for disabled people 	<p>Accessibility A, B, C, D, Sustainability F, H Communication I</p>
<p>The Cultural Strategy for England's north west - North West Regional Cultural Consortium</p>	<p>DCMS – Regional and local cultural strategies required</p>	<ul style="list-style-type: none"> Culture enriches all aspects of our social and community life Culture and creativity are central to economic prosperity and growth Culture is what makes 	<ul style="list-style-type: none"> Help develop an infrastructure of activity and facilities across the public, voluntary and private sectors that ensures access to cultural opportunity is universal Encourage an understanding of the importance of culture in all aspects of life in the north west, and ensure that provision is responsive to and reflects diverse cultural needs Support opportunities for learning about, sharing and understanding culture as part of belief, the quality of life and the framework for sustainability Develop a sustainable cultural economy and build on the existing clusters of businesses in all parts of the region Ensure that more of the region's citizens gain and sustain employment in the cultural industries through promotion and export, and the exchange of ideas, skills and products Promote the benefits of culture and creative innovation to businesses and visitors including the attraction of inward investment Promote the role of culture in enhancing self-esteem and community pride Ensure that the region's rich inheritance and contemporary 	<p>Accessibility A, B, C, D, E</p> <p>Sustainability F, G, H</p> <p>Communication I</p>

		places distinctive; building on our inheritance and environment and our capacity for innovation	culture is central to the external image <ul style="list-style-type: none"> • Make culture central to the development of all aspects of our environment 	
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
Sport for Life – The Regional Statement for Sport in the North West – NW Sports Board	A Sporting Future for All – DCMS England the Sporting Nation – Sport England	<ul style="list-style-type: none"> • Creating a Strategic Network • Developing Sport • Young People • Community Development • Research & Information • Raising the profile of sport 	<ul style="list-style-type: none"> • Commonwealth Games • Progression routes • Volunteer development • Water & countryside recreation • Equity • Minority Sports • Sports facilities 	<p>Accessibility B Communication I</p> <p>Accessibility A, B, C, D Communication I</p> <p>Accessibility A, B, C, D, E Sustainability F, H Communication I</p>
Metropolitan Borough of Wirral – Corporate Plan		Jobs Services Regeneration	<p>Objectives</p> <ul style="list-style-type: none"> • Protecting and Improving the Environment • Encouraging employment and business opportunities • Supporting Lifelong Learning & Cultural Opportunities • Helping to improve the overall health of Wirral people • Helping to make Wirral a safer place to live & work • Ensuring that everyone has decent housing • Helping support and protect vulnerable people • Ensuring an efficient and accessible transport system • Ensuring the delivery of 	<ul style="list-style-type: none"> • Sustainability G • Sustainability F • Accessibility A, B, C, D, E • Communication I • Sustainability H • Accessibility E • Sustainability G • Accessibility A, B, C, D, E • Accessibility D

			effective and efficient services	<ul style="list-style-type: none"> • Accessibility B, C • Communication I
Wirral Health Improvement Programme + Wirral Community Plan 2000 - 2003	<p>Saving Lives Our Healthier Nation</p> <ul style="list-style-type: none"> • Improve Health of Everyone • & The Health of the worse off in particular 	<p>3 from 5</p> <ol style="list-style-type: none"> 1. Improving Health 2. Saving Lives 4. Caring for vulnerable People 	<ol style="list-style-type: none"> 1. Improving Health <ul style="list-style-type: none"> • Reduce smoking & Drug & substance misuse 2. Saving Lives <ul style="list-style-type: none"> • Coronary Heart Disease & stroke, prevention HLC's, Health Links, Exercise & Lifestyle centres 4.Caring for V People <ul style="list-style-type: none"> • Adult mental Health, • Older People services, • Children's Services, Quality protects, Sure Start, Youth Offending • Carers – young carers 	<ol style="list-style-type: none"> 1. Sustainability H Communication I 2. Sustainability H Communication I 4. Accessibility, A, C, D Communication I
Wirral's Crime & Disorder Strategy		<p>4 from 5</p> <ol style="list-style-type: none"> 1. Reduce Crime & Disorder 2. Improving public perception 4. Agency Integration 5. Increasing safety 	<ol style="list-style-type: none"> 1. Youths causing annoyance <ul style="list-style-type: none"> • Objectives, B, C, D, I, J(i,ii,iii,&iv), K, M & Z 2. Consultation ,reduction in perception of crime <ul style="list-style-type: none"> • Objective D 3. New initiatives each year <ul style="list-style-type: none"> • Objective B & D 4. By design – new initiatives <ul style="list-style-type: none"> • Objectives B & C 	<ol style="list-style-type: none"> 1. Accessibility A, B, C, D, E 2. Accessibility B Communication I 3. Accessibility E 4. Accessibility B
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
Youth Justice Plan – Wirral Youth Offending Team	<p>Youth Justice Board</p> <p>1 from 6</p> <ul style="list-style-type: none"> • Intervention which tackles the particular factors (personal, family, social, educational or health) that puts the young person at risk of offending and which strengthens protective factors 	<ul style="list-style-type: none"> • Meet the national aims by providing high quality services • Consult with communities and work with the Crime & Disorder partnership • Developing links with the communities, involving them in planning and offering help to community groups when possible 	<p>Opportunity</p> <ul style="list-style-type: none"> • Develop specific activity programmes • Partnership with YOT to develop use of cultural activities as tool. 	<p>Accessibility A, B, C, D, E Communication I</p>

Education Department Development Plan 2000 – 2001	DfEE	<ul style="list-style-type: none"> • <u>Priority five</u> To raise standards of all pupils in all subjects of the curriculum & to promote opportunities for spiritual, creative, cultural & independent learning experiences • <u>Priority six</u> Improve provision & extend opps. For specific groups of pupils including those with special educational needs in order to raise levels of achievement • <u>Priority seven</u> To improve standard & quality of early years education, childcare provision & post statutory school provision • <u>Priority eight</u> To increase inclusion in education • <u>Priority ten</u> To continuously develop high quality services to schools & community 	<ul style="list-style-type: none"> • Priority five 5.2.1 5.2.3 5.2.5 5.3.3 • Priority six 6.11.1 6.12.1 6.12.2 • Priority seven 7.1.5 7.3.1 • Priority eight 8.4.3 • Priority ten 10.34.1 10.34.2 10.34.3 10.41 	<ul style="list-style-type: none"> • Priority five Accessibility A, B, C, D Sustainability F Communication I • Priority six Accessibility A, B, C, D Sustainability F Communication I • Priority seven Sustainability H Communication I • Priority eight Accessibility A, B • Priority ten Accessibility A, B, C, D, E Sustainability H Communication I
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
Lifelong Learning Development Plan		<ul style="list-style-type: none"> • A Learning Community in Wirral • Widening Participation • ICT • Confidence Building • Basic Skills 	<ul style="list-style-type: none"> 2.1 I Wirral Learning Links 2.2 Early years Excellence centre 2.3 Family Learning 2.4 Youth Service 2.5 Wirral Learning grid 2.7 Libraries 2.8 Museums 2.9 Sport & Recreation 2.10 Parks & Open Spaces 2.14 Hamilton Quarter 2.17 Multi Cultural Centre 2.18 Health Action Zone 	<ul style="list-style-type: none"> Accessibility A, B, C, D, E Sustainability F, G, H Communication I

Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
Wirral's Economic Regeneration Strategy	Regeneration & Jobs	<p>Priority 1 Focusing on chosen areas of the district</p> <p>Priority 2 Supporting business</p> <p>Priority 3 Investing in Wirral's people</p> <p>Priority 4 Infrastructure and the environment</p>	<p>2.20 B'Head 6ⁿ Form College 2.21 Wirral Metro College</p> <p>Aim</p> <ul style="list-style-type: none"> To make sure that resources are concentrated in chosen areas and that agencies work well together for more effective regeneration <p>Aim</p> <ul style="list-style-type: none"> To provide a range of business, financial and organisational support to enable local businesses to be created, to develop and to grow. <p>Aim</p> <ul style="list-style-type: none"> To extend opportunity, to combat poverty and social exclusion and to offer a better quality of life. <p>Aim</p> <ul style="list-style-type: none"> To promote Wirral as a quality location for business development, to improve its physical fabric and to promote a better quality of life. 	<p>Accessibility D Sustainability F, G</p> <p>Sustainability F</p> <p>Accessibility A, B, C, D, E Sustainability I Communication I</p> <p>Sustainability F, G, H Communication I</p>
Wirral's Strategic Spatial Development Area (SSDA) Strategy	Regeneration & Jobs	<p>Theme 1 An Innovative, Creative and High Value Base</p> <p>Theme 2 A Responsive Business</p>	<p>1.1 Establishing the conditions for enterprise</p> <p>1.2 Exploiting the potential of sectors and clusters</p> <p>1.3 Capitalising on existing business strengths</p>	<p>Sustainability F</p> <p>Sustainability F</p> <p>Sustainability F & Communication I</p>

		Environment Theme 3 Attracting and retaining Expenditure	2.1 Securing modern business infrastructure and locations 2.2 Achieving enhanced accessibility 3.1 Creating a competitive Birkenhead Town Centre and district centres 3.2 Capitalising on tourism and leisure opportunities	Accessibility D & Sustainability F Accessibility D & Sustainability F Accessibility D, Sustainability F & Communication I Accessibility A, B, C, D, E Sustainability F, G Communication I
Mersey Dee Alliance Blueprint for regeneration 1999/2000	Regeneration & Jobs		3.2 Tourism & The Leisure Industry 3.3 Lifelong Learning 3.4 Business Investment 3.5 Transport	Sustainability F, G Communication I Accessibility B, C, D Sustainability F Sustainability F Accessibility D, E Sustainability G Communication I
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
Wirral's Local Agenda 21 Strategy	UK's Sustainable Development Strategy	Vision <ul style="list-style-type: none"> • Meeting social needs • Protecting and enhancing the environment • Promoting economic success 	<ul style="list-style-type: none"> • Issue 1 – Cutting down on waste and promoting recycling • Issue 2 – Less polluted & car dominated environment • Issue 3 – Use resources efficiently – water/minerals/energy • Issue 4 – Healthy people – safer places • Issue 5 – A caring environment for everyone • Issue 6 – Maintain & enhance Wirral's natural, managed & built environments 	Accessibility A, B, C, D, E Sustainability F, G, H Communication I

			<ul style="list-style-type: none"> • Issue 7 – Jobs in a strong local economy • Issue 8 – Education towards sustainability by community involvement 	
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
The Dee Estuary Strategy A management strategy to safeguard the future of the Dee Estuary	DoE & English Nature Estuaries Initiative	<ul style="list-style-type: none"> • Goal 8a – To ensure that the historic environment of the DESZ is appreciated, protected, conserved and where appropriate, enhanced • Goal 11a – To promote the enjoyment and development of sport and recreation activities within the DESZ that are compatible with other uses and the environment • Goal 11b – Tourism opportunities that promote a wider appreciation, respect and sustainable use of the natural resources of the DESZ will be encouraged 	<ul style="list-style-type: none"> • Guiding Principles 8.3.a 8.4.a 8.5.a 8.6.a • Guiding Principles 11.2.a 11.3.a 11.4.a 11.5.a • Guiding Principles 11.6.b 11.6.c 	<ul style="list-style-type: none"> • Accessibility D • Sustainability G • Communication I • Communication I • Sustainability F, G, H • Accessibility D • Communication I • Sustainability F, G • Accessibility B, D
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
Mersey Estuary – Action Programme. Implementation & Review 2000	DoE & English Nature	<p>Estuary Resources</p> <p>Economic Development</p> <p>Recreation</p>	<p>EST8</p> <p>ECO2 ECO5</p> <p>REC1 REC2</p>	<p>Sustainability G</p> <p>Sustainability F, G Communication I</p> <p>Sustainability F, H Accessibility A, B, C, D,</p>

		Understanding & Monitoring	REC3 REC4 REC5 REC6 REC7 UND1 UND6	E Communication I Communication I
Merseyside Local Transport Plan – Opportunities for all 2001/2 – 2005/6		Objective 4. To enhance the quality of life of those who live in, work in and visit Merseyside	Theme <ul style="list-style-type: none"> Inclusiveness – the transport network must be accessible to all sectors of the community, businesses, shoppers and visitors 	Accessibility C, D, E Sustainability F, G, H Communication I
Merseyside Health Action Zone Implementation Plan		HAZ Guiding Principles <ul style="list-style-type: none"> Equity Engaging communities Person centred Involving staff Partnership working Evidence based approach Whole systems approach 	Goal 1 <ul style="list-style-type: none"> Reduce levels of poor health, preventable death, impairment and disability through modernising and improving health and social care Goal 2 <ul style="list-style-type: none"> Promote healthy employment opportunities <ul style="list-style-type: none"> -Through increasing employability, particularly of young people -Promote healthier workplaces -Improving access to employment -Supporting vulnerable groups in training and into employment Goal 3 <ul style="list-style-type: none"> Increase the proportion of people who have an active independent life Goal 4	Accessibility A, B, C, D, E Sustainability F, G, H Communication I Accessibility A, B, C, D, E Sustainability F, G, H Communication I Accessibility A, B, C, D, E Sustainability F, G, H Communication I Accessibility A, B, C, D, E

			<ul style="list-style-type: none"> Enhance quality of life 	Sustainability F, G, H Communication I
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
Visiting Merseyside A five year framework for sustainable Tourism 2000 - 2005		<p>Themes</p> <ul style="list-style-type: none"> Investment in a Quality Tourism Product Focusing on Customers Towards a sustainable Industry 	<p>Priorities</p> <ol style="list-style-type: none"> Build on strengths – Urban & Coastal Tourism Sustaining our attractions Improving quality and range of accommodation Investing in the people of Tourism A customer led approach to marketing A customer led approach to information provision Making Merseyside easier to book Encourage social and community responsibility Maximising the Economic benefits Making the best use of available funds 	Accessibility A, B, D, Sustainability F, G Communication I
Quality of Coastal Towns Sustainable Tourism on Merseyside		<p>Overarching Themes</p> <ul style="list-style-type: none"> Nature Conservation Landscape & seascape Recreation & access provision Information & Interpretation Public transport 	<p>Common principles</p> <ul style="list-style-type: none"> Sustainability Distinctiveness Quality Co-ordination Inclusiveness Competitiveness 	Accessibility B, D, E Sustainability F, G Communication I
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
North West Libraries – Making a difference A Prospectus from the Public Libraries of the North West		<p>Aims</p> <ul style="list-style-type: none"> Actively work together with other sectors and partners in creating & supporting a single, coherent regional voice for libraries and information services of all 		Accessibility B, C Communication I Sustainability F

		kinds <ul style="list-style-type: none"> • Positively make the case for local authority public libraries and their services in the context of local, regional and national agendas • Consistently develop and support joint working, partnership and alliances, both among public libraries and with other sectors within libraries and information domain • Increasingly seek opps. For collaboration with all cultural domains, in partnership with the other library and information sectors 		
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
North West Arts Board Policy Portfolio		Areas <ul style="list-style-type: none"> • Arts for Disabled People • Broadcasting • Community Arts • Dance • Education • Equal Opportunities • Festivals & Celebrations • Film & Video • Literature • Marketing • Music • Rural Arts • Theatre • Touring • Visual Arts 	Too Much to list!	Accessibility A, B, C, D Sustainability F, G, H Communication I
English Heritage NW Region Regional Plan	DCMS Objectives Objective 2 – Access		Objectives 1. Conserve and enhance the	Sustainability G

99/00	Objective 3 – Education Objective 4 – Excellence Objective 6 - Regeneration		<p>historic environment for present and future generations</p> <p>2. Encouraging physical and intellectual access to all the resources of the historic environment</p> <p>3. Increasing understanding of the historic environment, it's management and it's interpretation</p> <p>4. Maximising the impact of funds available for the historic environment</p>	<p>Accessibility A, D</p> <p>Communication I Accessibility B, C</p> <p>Sustainability F</p>
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
North West Development Agency England's North West A strategy towards 2020		<p>Guiding Principles</p> <ul style="list-style-type: none"> • Competitiveness • Sustainable communities & social inclusion • Environmental • Objectives • Opportunity & need • Information & communications • Creating a lifelong learning culture • Subsidiary and partnership • Better use of resources 	<p>Themes</p> <p>1. Investing in business and ideas</p> <ul style="list-style-type: none"> • Develop world class clusters of businesses, which offer outstanding employment and growth potential • Pursue business excellence in existing businesses • Accelerate new business development <p>2. Investing people and communities</p> <ul style="list-style-type: none"> • Develop the skills of the people • Deliver urban renaissance • Tackle social exclusion <p>3. Investing in infrastructure</p> <ul style="list-style-type: none"> • Secure clear physical plans • Strengthen strategic communications • Support regional cultural & 	<p>Accessibility C, D, Sustainability F, G Communication I</p> <p>Accessibility A, B, C, D, E Sustainability F Communication I</p> <p>Sustainability F Accessibility D Communication I</p>

			sports infrastructure 4. Investing in image & environment <ul style="list-style-type: none"> • Protect a positive image • Restore environmental deficit • Promote quality design and energy conservation 	Sustainability F, G Communication I
Power of Place – The future of the historic environment DCMS & DETR	English Heritage		Recommendation 4 <ul style="list-style-type: none"> • Provide more support for rural, coastal and marine environments Recommendation 5 <ul style="list-style-type: none"> • Promote good design that enhances its context Recommendation 8 <ul style="list-style-type: none"> • Place the historic environment at the heart of education Recommendation 9 <ul style="list-style-type: none"> • Remove barriers to access Recommendation 10 <ul style="list-style-type: none"> • Enable more people to participate 	Sustainability G Sustainability G Accessibility B Accessibility A & D Accessibility C, E & I
Strategy/Plan	Linking National Priorities	Linked Themes/Priorities/Issues	Linking Objectives	Links to Cultural Objectives
Valuing People: A New Strategy for Learning Disability for the 21 st Century. Health Authority White Paper		Objective 1 <ul style="list-style-type: none"> • To ensure that disabled children gain maximum life chance benefits from educational opportunities, health care and social care, while living with their families or in other appropriate settings in the community where their assessed needs are adequately met and reviewed. 	Objective 1 <ul style="list-style-type: none"> • Play, leisure, culture & sport - Through Quality Protects Programme the numbers of disabled children involved in leisure and play activities will be increased. • 13% of New Opportunities Fund places will go to Children with special needs • All Sure Start areas will be required to have good access to good quality play opportunities, including one to one support and adapted toys and equipment. 	Accessibility A, B, C & D Sustainability H

		<p>Objective 7</p> <ul style="list-style-type: none"> To enable people with learning disabilities to lead full and purposeful lives in their communities and to develop a range of friendships, activities and relationships 	<p>Objective 7</p> <ul style="list-style-type: none"> Leisure & Relationships – The Government expects local councils to ensure that their local cultural strategies and service plans encompass the needs of people with learning disabilities, including physical access to leisure resources 	<p>Accessibility A, B, C, D, E Sustainability F, H Communication I</p>
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APPENDIX iv – Service specific action plans

PENDING

This appendix will include services specific action plans when available from (for example);

Sport & Recreation Section

Parks & Open Spaces Section

Library's, Arts & Museums Section

Sports Development

Health Links

Wirral Healthy Communities

Youth & Community Section

**APPENDIX v.
Funding Opportunities Chart**

Regeneration, economic, health, environment and social inclusion in Wirral is funded and supported in the following ways:

- From the Partners own budgets (of which a principal funding source may be Government)
- From Government funds specifically designated for economic development, social inclusion and regeneration
 - These have traditionally been drawn down through the Single regeneration Budget (SRB) programmes and from English Partnerships. The North West Development Agency (NWDA) is now responsible for both of these sources of funding.
- From European funds
 - Merseyside enjoys Objective 1 status under the European Union’s regional policy and a range of training, business support, information technology, environment, land development and infrastructure projects attract both European Regional Development Fund (ERDF) and European Social Fund (ESF) grant assistance. £844m of EU aid has been allocated for the next programme period from 2000 – 2006.
- From National Lottery opportunities, which presently are:
 - The Arts Council, the National Lottery Charities Board, the Heritage Lottery Fund, the Millennium Commission, the Lottery Sports Fund, and the New Opportunities Fund.
- From partnership with other organisations in the public, private, voluntary and community sectors.

Programme/Initiative	Programme/Initiative
Awards for All – Lottery	Charities Lottery Fund
Objective 1 Programme 2000 – 2006 ESF &ERDF	Sports Lottery Fund
Merseyside Health Action Zone	New Opportunities Lottery Fund
Hamilton Quarter (SRB1)	Heritage Lottery Fund
Lairdside (SRB2)	National Charities Lottery Board
New Wallasey Regeneration (SRB3)	Sure Start
New Opportunities on Wirral (SRB4)	On-Track/Youth Inclusion
Wirral Waterfront (SRB6)	Excellence in Cities
NWDA – Land & Property	Neighbourhood Renewal Fund
Art Lottery Fund	New Deal for Communities
	Positive Futures

The table above sets out in greater detail the funding opportunities, in addition to the mainstream provision, which present themselves at the time of writing to support regeneration, health, environment and social inclusion activity in Wirral.

APPENDIX vi – List of Private/Public/Community & Voluntary organisations consulted

Seminar Workshop Invitation List Social Inclusion	Friday 2 nd March 2001 Health	Other
Wirral Advocacy Group Wirral Association Disability Wirral Pathways Youth Offending Team Wirral Play Council WCVS Multicultural Centre Laidside Community Trust Youth Service Wirral Action Probation Service Wirral Churches Together YMCA Community Centres Reps x2 Tranmere Community Project Tranmere Alliance Merseyside police Drug Action Team Community Services Division	Director of Public Health Director of Nursing & Primary Care Beb & West Wirral PCG Birkenhead PCG Wallasey PCG Healthlinks	Government Office NW Wirral Lottery Office Planning & Economic Regeneration Education Social Services Engineers Property Services Housing & Environmental Protection Personnel & Policy Borough Solicitor & Secretary Finance Chair Select Committee, Culture & Community Services Special Initiative Team The Mersey Partnership Cabinet Member Culture & Community Services

Seminar Workshop Invitation List Economic/Tourism	Friday 2 March 2001 Environment/Heritage	Lifelong Learning
Hamilton Quarter Laidside New Wallasey New Opportunities Wirral Waterfront Wirral Direct Wirral Chamber of Commerce WIN Euro Wirral Sub Group WIN Community Sub Group WIN Urban Regeneration Sub Group Careers Connections CEWTEC Employment Service Wirral Pentra Services Wirral CABx Welfare to Work Lever Faberge Mobil Oil ltd Shell UK Strategic Alliance Group NWTB Chester Tourism Unit Tourism Division	Groundwork Wirral Merseytravel Mersey Basin Campaign English Heritage Dee Estuary Strategy Parks representative Cheshire Wildlife Trust NW Museums National Museums & Galleries Merseyside Parks & Open Spaces Division LA21 Community Forum Museums Rep	B'Head 6 th Form College L'Pool John Moores Uni Merseyside Sport Wirral Metro College NW Arts Board Sport England NW Wirral Sports Council Arts Groups reps x2 Libraries reps x2 NW Libraries Sports Development Sport & Recreation Division Libraries, Information & Cultural Activities Arts Service

APPENDIX vii.
Enriching Our Lives Survey April 2001 report

Please see attached report

APPENDIX viii.
SWOT Analysis of themes

ENVIRONMENT

ISSUES/DRIVERS FOR THE CULTURAL STRATEGY

- ❖ **Ownership/pride ‘enabling’ by local community**
- ❖ **Marketing – ‘across Wirral & beyond – quality products**
- ❖ **Young people key educate & engage**
- ❖ **Access – cost & location**
- ❖ **Biodiversity – conflict between protecting & promoting**

ENVIRONMENT SWOT

STRENGTHS

- ❖ Everyone has an environment – it is an issue for all
- ❖ Wirral has a high quality environment
- ❖ Strong support by Local Authority
- ❖ History of involvement by other agencies + voluntary sector
- ❖ Importance + value of coast and open spaces by local people
- ❖ Town and country close – all in one small area, ease of access
- ❖ Already considerable (but unmeasured) day visit tourism to open spaces & museums etc.

WEAKNESSES

- ❖ Lack of information
- ❖ Poor communication
- ❖ Lack of marketing strategy
- ❖ Tourism tends to focus on Liverpool
- ❖ River Mersey is a divide
- ❖ Not enough made of Wirral’s Natural & Historical Built environment
- ❖ Lack of investment in facilities i.e. Footpaths, cycle-ways, bridle-paths, historical buildings/landscapes.
- ❖ Lots of good strategies but lack of action on the ground
- ❖ Lack of co-ordination between the various agencies
- ❖ Poor design standard in new build

- ❖ Lack of protection of Heritage resources – Natural & Built

OPPORTUNITIES

- ❖ Better provision of information/interpretation
- ❖ New technology – leaflets & websites
- ❖ Improve the image of Wirral ‘Hidden Gem’
- ❖ The ‘Open’ putting Wirral on the Map
- ❖ Sustainable Tourism
- ❖ Commitment to quality design

THREATS

- ❖ Lack of investment over time
- ❖ Over use of sensitive areas

HEALTH

ISSUES/DRIVERS FOR THE CULTURAL STRATEGY

- ❖ **All Disadvantaged Communities**
 - ❖ – poverty – disability – locality (target groups) – children in care – offenders – young/elderly
- ❖ **Personal Development/Empowerment**
 - ❖ Enable the individual – mental & physical
- ❖ **Transport/ Local Access**
 - ❖ Location of facilities
- ❖ **Communication/Information**
 - ❖ Identify needs – advise opportunities – network between agencies & groups
- ❖ **Workforce Well Being – Inc. volunteers & carers**
 - ❖ Major % of population – influence most others

HEALTH

SWOT

STRENGTHS

- ❖ Number of facilities, leisure centres, pools, community centres, libraries etc.
- ❖ Coast line, parks etc.

- ❖ Natural environment
- ❖ Ease of access to natural environment in terms of distance
- ❖ Health Authority links
- ❖ Multitude of agencies
- ❖ Joint Agency work
- ❖ Initiatives e.g.– New Opps – Healthy Living Centres & HAZ – Exercise & Lifestyle Programme
- ❖ Wirral microcosm of the UK
- ❖ Health Action Zone
- ❖ Recent corporate/Government joined up thinking
- ❖ Special Initiative Area: objective 1 ERDF/ESF, SRB's

WEAKNESSES

- ❖ Health Action Zone
- ❖ Industrial heritage
- ❖ Historical housing
- ❖ Normality of deprivation
- ❖ 3/4th generation unemployed
- ❖ Lack of awareness of factors influencing own health
- ❖ Endemic culture of decay
- ❖ Lack of motivation to improve health
- ❖ Parental influence
- ❖ Access to opportunities
 - ❖ Transport, information, cost, time, motivation, safety
- ❖ High work force sickness levels

OPPORTUNITIES

- ❖ Own house in order, improve health of workforce and enable them to become health advocates for their own families, friends etc.
- ❖ Innovative ways to increase health of workforce needed
- ❖ Discounts to facilities – review passport scheme
- ❖ Funding initiatives, HLC's etc.
- ❖ Information & communication re. Health – change perceptions and raise expectations through cultural activities
- ❖ Marketing

THREATS

- ❖ Political need to spread actions – fairness with funding
- ❖ Loss of Objective 1 status (in wider E.C)
- ❖ Medical sole ownership of 'Health Services'
- ❖ Reduced spending on non-statutory local services
- ❖ Young children – inactivity = obesity
- ❖ Peer pressures e.g. young women smoking

COMMUNITY SAFETY

KEY ISSUES/DRIVERS FOR THE CULTURAL STRATEGY

- ❖ **Ensuring a wide range of activities**
- ❖ **Encourage engagement of families & varied age groups**
 - ❖ Links between young and elderly
- ❖ **Encouraging local cultural activities**
- ❖ **Safe cheap reliable transport**
- ❖ **Safety & security**

COMMUNITY SAFETY

SWOT

STRENGTHS

- ❖ Inclusion – becoming involved
- ❖ Encourage activity & people
- ❖ Diverse social activities
- ❖ Focus on facilities
- ❖ Encourage young people –
 - ❖ cultural activities – involve them
- ❖ Families need to interact

WEAKNESSES

- ❖ Security measures
 - ❖ CCTV & Police
- ❖ Safe transport/environment

- ❖ Offer what young people want – More consultation
- ❖ Tolerance of young people in their activities
- ❖ 'Linking' requirements/activities
- ❖ More locally based activities
- ❖ Communities need to influence their own neighbourhood/facilities.

OPPORTUNITIES

- ❖ Reduce perception of crime - communication
- ❖ Encourage people to use areas
- ❖ Safe facilities & environments
- ❖ Improve range of activities
- ❖ Engage with people
- ❖ Flexible approach to provision
- ❖ Cater for unplanned opportunities
- ❖ Greater use/improve use for school sites for the community
- ❖ Further consultation with young people

THREATS

- ❖ Image given by the media

LIFELONG LEARNING

KEY ISSUES/DRIVERS FOR THE CULTURAL STRATEGY

- ❖ **Engaging the local community in quality activities**
 - ❖ Target groups important
- ❖ **Sustain engagement**
 - ❖ Long term strategy
- ❖ **Resources**
- ❖ **Ensure that we build on the skill base and aspirations of the local community**
- ❖ **Improve communication and barriers**

LIFELONG LEARNING

SWOT

STRENGTHS

- ❖ Wide diversity of cultural activities available on the Wirral
- ❖ Number of facilities on Wirral
- ❖ Development of ICT suites
- ❖ Range of local resources and facilities
- ❖ Partnership links

WEAKNESSES

- ❖ Lack of shared resources
- ❖ Need to install sense of – confidence, co-operation & community spirit
- ❖ Communities not feeling safe
- ❖ Lack of community empowerment
- ❖ Promotion of activities

OPPORTUNITIES

- ❖ Participation in LL to be encouraged
- ❖ Learning can improve health
- ❖ Learning can increase job prospects
- ❖ Engage people in a variety of ways
- ❖ Cultural activities can also engage people who aren't literate
- ❖ 'Local Places' needed for communities to identify with e.g. Grange Road West

LIFELONG LEARNING CONTI.

- ❖ Overarching promotion of events under Cultural Strategy policy banner – education the community as to the rationale of the strategy

THREATS

- ❖ Safety fears
- ❖ Lack of funding & investment
- ❖ Government initiative overload
- ❖ Transport access & cost
- ❖ Bid driven not needs driven

SOCIAL INCLUSION

KEY ISSUES/DRIVERS FOR THE CULTURAL STRATEGY

- ❖ **Consult** with local communities, find out what they want, how to break down the barriers and provide opportunities which will enrich their
- ❖ **Create** a sense of ownership, provide examples of models of good practise i.e. community management, friends of park groups
- ❖ **Communicate** and promote what is available, avoid duplication and involve all sections of the community to limit segregation
- ❖ **Consistent** approach across the borough so that all areas have an equal opportunity to access cultural provision and provide consistent quality
- ❖ **Creative** ways in which the services are delivered and how people are informed and involved in their inception.

SOCIAL INCLUSION

SWOT

STRENGTHS

- ❖ Range of opportunities available
- ❖ Access cultural activities can be life changing in a positive way not only life enhancing
- ❖ Children's play help foster social inclusion

SOCIAL INCLUSION CONTI.

- ❖ Wealth of knowledge and experience available on Wirral through different agencies

WEAKNESSES

- ❖ Lack of information/communication out to segregated groups – two way communication
- ❖ Lack of activities locally i.e. on street corners
- ❖ Barriers to participation
- ❖ Access
- ❖ Cost
- ❖ Transport routes, lighting, cost
- ❖ Limited resources
- ❖ Fear of own safety
- ❖ Segregation of groups
- ❖ Some groups marginalised

OPPORTUNITIES

- ❖ Make opportunities more localised to reach people with additional needs
- ❖ Engage & breakdown perceptions through the use of cultural activities
- ❖ Improve accessibility for those on low income
- ❖ Participation from ethnic minorities through sharing cultural diversity
- ❖ More outreach development officer on the ground
- ❖ Children's play/ sport/ art etc. offers a non-threatening way to enter & engage with local communities
- ❖ Creative consultation through cultural activities
- ❖ Foster cultural, historical & local diversity through cultural activities

THREATS

- ❖ Co-ordination amongst agencies
- ❖ Lack of resources/Funding available time restraints

REGENERATION

KEY ISSUES/DRIVERS FOR THE CULTURAL STRATEGY

- ❖ **Creation of quality employment**
- ❖ **Communication & information**
- ❖ **Raise profile /pride/identity of Wirral**
- ❖ Play to strengths
- ❖ **Access to opportunities**
- ❖ **Identify opportunity and needs**

REGENERATION

SWOT

STRENGTHS

- ❖ Objective one funding area
- ❖ CityLands – project Tennis Centre
- ❖ Social Regeneration Budgets
 - ❖ Hamilton Quarter, New Wallasey, Laidside
- ❖ Wirral can stay open all year round
- ❖ Day tripper destination

- ❖ Area available for development

WEAKNESSES

- ❖ Static population, resistance to change
- ❖ Being reactive rather than proactive
- ❖ Lack of quality job creation
- ❖ Lack of appropriate sites for attracting leisure projects
- ❖ Location competition with Manchester/Liverpool
- ❖ Lack of information/communication
- ❖ Perceptions of being an objective one area
- ❖ Disparity in Wirral, wealth & poverty
- ❖ Developments & activities don't change quality of life, people need jobs – income needed for quality of life
- ❖ Perception that money is only being spent in Birkenhead, if a reason it's not communicated properly

OPPORTUNITIES

- ❖ Wirral Waterfront project
- ❖ Royal Liverpool Golf Open
- ❖ Attract initiatives to create right jobs
- ❖ Quality of employment
- ❖ Developments to be sensitive to environment
- ❖ Perception changes needed through communication
- ❖ When people see investment in area and people visiting physiological uplifting affect
- ❖ Promote Wirral to local residents – pride in area to attract day/short term visitors who are family and friends
- ❖ Council strategy on regeneration, communicate why investment in Birkenhead

THREATS

- ❖ Funding restrictive to areas and activities and comes with 'strings' attached
- ❖ Short term initiatives, when funding stops projects stop
- ❖ Competition for developments from rest of NW
- ❖ Time restrictions on bids, become reactive

COMMON PRIORITY ISSUES

Accessibility

Transport
Safety
Local facilities/activities
Target groups

Communication – two way

Marketing
Consultation
Target groups

Sustainability

Quality/consistency
Target groups

**APPENDIX ix -
KEY PLAYERS CHART
OTHER PARTNER ORGANISATIONS/DEPARTMENTS**

How will the LCS both inform and be informed, influence and be influenced by these other organisations/agencies?

PRIVATE/COMMERCIAL	VOLUNTARY & FUNDED
Business Link Wirral Wirral Metro College Wirral Partnership Wirral Investment Network Wirral Chamber of Commerce B'Head 6 th Form College Merseyside Partnership Merseyside Tourism Board The Strategic Alliance (Neston, Chester & Ellesmere Port) L'Pool Philharmonic Tranmere Rovers Wirral Investment Network	Ground work Wirral Pathways WCVS Wirral Partnership SRB 1,2,3,4,& 6/7 WEA Workers Education Association CAB – Citizens Advice Bureau Wirral Sports Council Wirral Arts Council
LOCAL AUTHORITY	OTHER PUBLIC
Social Services Education/Youth Service/Cultural Services Planning & Economic Development Property Services Housing & Environmental Protection Construction Services Engineers Department Finance Department Personnel & Policy Dept Wirral Partnership Wirral Investment Network	Health Police Mersey Travel Probation Fire Service