



## Tourism, Communities, Culture & Leisure Committee

<b>Date:</b>	Thursday, 19 October 2023
<b>Time:</b>	6.00 p.m.
<b>Venue:</b>	Committee Room 1 – Birknehead Town Hall Committee Room 1 - Birkenhead Town Hall

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Please note public seating is limited therefore members of the public are encouraged to arrive in good time.

Wirral Council is fully committed to equalities and our obligations under The Equality Act 2010 and Public Sector Equality Duty. If you have any adjustments that would help you attend or participate at this meeting, please let us know as soon as possible and we would be happy to facilitate where possible. Please contact [committeeservices@wirral.gov.uk](mailto:committeeservices@wirral.gov.uk)

This meeting will be webcast at  
<https://wirral.public-i.tv/core/portal/home>

## AGENDA

1. WELCOME AND INTRODUCTION
2. APOLOGIES
3. MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

Members are asked to consider whether they have any disclosable pecuniary interests and/or any other relevant interest in connection with any item(s) on this agenda and, if so, to declare them and state the nature of the interest.

#### **4. MINUTES (Pages 1 - 6)**

To approve the accuracy of the minutes of the meeting held on 21 September 2023.

#### **5. PUBLIC AND MEMBER QUESTIONS**

Please telephone the Committee Services Officer if you have not received an acknowledgement of your question/statement by the deadline for submission.

##### **5.1 Public Questions**

Notice of question to be given in writing or by email by 12 noon, Monday 16 October 2023 to the Council's Monitoring Officer via this link: [Public Question Form](#) and to be dealt with in accordance with Standing Order 10.

For more information on how your personal information will be used, please see this link: [Document Data Protection Protocol for Public Speakers at Committees | Wirral Council](#)

Please telephone the Committee Services Officer if you have not received an acknowledgement of your question by the deadline for submission.

##### **5.2 Statements and Petitions**

Notice of representations to be given in writing or by email by 12 noon, Monday 16 October 2023 to the Council's Monitoring Officer (committeeservices@wirral.gov.uk) and to be dealt with in accordance with Standing Order 11.1.

Petitions may be presented to the Committee if provided to Democratic and Member Services no later than 10 working days before the meeting, at the discretion of the Chair. The person presenting the petition will be allowed to address the meeting briefly (not exceeding three minutes) to outline the aims of the petition. The Chair will refer the matter to another appropriate body of the Council within whose terms of reference it falls without discussion, unless a relevant item appears elsewhere on the Agenda. If a petition contains more than 5,000 signatures, it will be debated at a subsequent meeting of Council for up to 15 minutes, at the discretion of the Mayor.

Please telephone the Committee Services Officer if you have not received an acknowledgement of your statement/petition by the deadline for submission.

### **5.3 Questions by Members**

Questions by Members to be dealt with in accordance with Standing Orders 12.3 to 12.8.

## **SECTION A - KEY AND OTHER DECISIONS**

- 6. BOROUGH OF CULTURE 2024 (Pages 7 - 20)**
- 7. DESTINATION MARKETING AND LIVERPOOL CITY REGION LOCAL VISITOR ECONOMY PARTNERSHIP DEVELOPMENT (Pages 21 - 34)**

## **SECTION B - WORK PROGRAMME / OVERVIEW AND SCRUTINY**

- 8. WORK PROGRAMME UPDATE (Pages 35 - 42)**
- 9. EXEMPT INFORMATION - EXCLUSION OF THE PRESS AND PUBLIC**

The following items contain exempt information.

**RECOMMENDATION:** That, under section 100 (A) (4) of the Local Government Act 1972, the public be excluded from the meeting during consideration of the following items of business on the grounds that they involve the likely disclosure of exempt information as defined by paragraph 3 of Part I of Schedule 12A (as amended) to that Act. The Public Interest test has been applied and favours exclusion.

## **Terms of Reference**

The terms of reference for this committee can be found at the end of this agenda.

## **TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE**

Thursday, 21 September 2023  
Times Not Specified

Present: Councillor H Cameron (Chair)

Councillors P Martin G Bennett  
P Jobson J Johnson  
T Laing M Redfern  
G McManus N Graham (for R  
K Stuart Molyneux)

### 27 **WELCOME AND INTRODUCTION**

The Chair welcomed attendees and viewers to the meeting and reminded everyone that the meeting was webcast and retained on the Council's website.

### 28 **APOLOGIES**

Apologies for absence had been received from Councillor Craig McDonald  
Councillor Naomi Graham was in attendance as substitute

### 29 **MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST**

Members are asked to consider whether they have any disclosable pecuniary interests and/or any other relevant interest in connection with any item(s) on this agenda and, if so, to declare them and state the nature of the interest. No interests were declared.

### 30 **MINUTES**

The Chair requested an amendment be made to the minutes in relation to the Community Safety Strategy. It had been minuted that 'Wirral gets it's fair share' in relation to the re-distribution of assets and monies seized via the Proceeds of Crime Act 2002, however the Chair requested that this be changed to 'Wirral will try to get its fair share'.

**Resolved – that subject to the above changes, the minutes of the meeting held on 25 July 2023 be approved and adopted as a correct record.**

31 **PUBLIC AND MEMBER QUESTIONS**

There were no questions, statements or petitions from the public or Members.

32 **PUBLIC QUESTIONS**

The Chair informed Members that two public questions had been received.

Hannah Rapley asked a question regarding Disability swimming sessions at Guinea Gap, stating that they had been suspended over the school summer holidays. Hannah asked if consideration could be given to continuing disability sessions over the summer holidays.

The chair responded to say that officers from the Swim Wirral team, have taken on board this request and will endeavour to work with this user group to try and provide more swimming sessions during school holidays at Guinea Gap Leisure Centre, and to make sport and physical activity part of everyone's everyday life.

The Chair read out a question on behalf of Tigs Manley who had noted the temperature over a three-month period. Out of a possible 38 sessions 30 the temperature was reported higher than 23°C which is 79% of the time. The maximum temperature recorded was 28 degrees. The questioner asked if Leasowe Sports Hall could have better adaptability to heat temperatures and better air flow.

The Chair responded to say that during the summer, an automatic heating valve was stuck in the open position which resulted in the increased air temperature within the Sports Hall at Leasowe Leisure Centre. The fault has since been identified and the valve has been isolated.

Furthermore, during the exceptionally high temperatures in May and June, the fresh air supply fan was drawing in outside air during daylight hours which was as high as 29oC on some days, and therefore the sports hall was as hot as the outside ambient air temperature.

33 **TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE BUDGET AND BUDGET MONITORING REPORT**

The Senior Finance Business Partner presented the report which provided an update on the budgets in respect of the in-year position and the anticipated pressures for future years which were being considered within the Medium-Term Financial Plan.

Members were informed that the Medium-Term Financial Plan considered the future pressures and savings options that had been put forward as part of a

balanced budget position. The Council faced a challenging financial outlook due to inflationary and demand pressures alongside the previous significant reductions in Government funding and uncertainty around the future financial settlements. At the end of Quarter 1, there was a forecast adverse variance of £1.821m against the Committee's revised net revenue budget of £13.911m, which is equivalent to a variance of 13% from the annual budget.

Members queried the £1.44m overspend and asked if this took into account asset transfer and tennis centre. Members were assured that the Tennis Centre should break even, and the asset transfers costs are now reported to Policy and Resources Committee. Members noted that income profiles were subject to seasonality and delays to transfers. In terms of SEND transportation, Members requested that officers look at the Terms of Reference to ensure it is sitting within the right Committee. Members also raised the adverse variance in regard to the Floral Pavillion and queried plans in relation to this. Members were informed that work was being undertaken on the future options for the Floral Pavillion and Members will be consulted further at a future workshop.

**Resolved – that the report be noted.**

34 **FUTURE OPTIONS FOR THE SAIL LOFT COASTAL KITCHEN, WEST KIRBY.**

The Assistant Director for Libraries, Leisure and Customer Engagement presented a report of the Director of Neighbourhood Services. The report provided members of the Tourism, Communities, Culture & Leisure Committee (TCCL) with options and recommendations on the future operating model for the Sail Loft Coastal Kitchen, a Council owned venue, which was operated in house as a café / bistro that has its premises above the offices of the Wirral Watersports Centre in South Parade, West Kirby.

The facility was built between 2019 and 2021 and opened in July 2021 during the COVID-19 pandemic.

The venue had failed to operate at a surplus and had struggled in the current macro-economic environment, like many other establishments in the catering and hospitality sector. It was incurring losses for the Council. This report was intended to present a comprehensive evaluation of the performance and opportunities for the venue and to justify a closure decision.

Members queried if trade unions had been consulted regarding the closure and staffing implication and were assured that this would be undertaken once approval had been given by committee. A discussion was had on community wealth building, prioritising local businesses as potential leaseholders and the time scales for this.

On a motion by the Chair, Seconded by Councillor Johnson it was,

**Resolved – that,**

**1. the closure of the Sail Loft Coastal Kitchen, on 31st October 2023 be supported.**

**2. officers to identify and secure a commercial lease, to assume operation of the venue from Spring / Summer 2024, prioritising options for local organisations before expanding to a wider market and to assume operations as soon as practically possible.**

35 **SPORT AND PHYSICAL ACTIVITY STRATEGY UPDATE**

The Assistant Director for Leisure, Libraries and Engagement presented the report of the Director of Neighbourhood Services. The report highlighted the annual progress (April 2022 to March 2023) that had been made since the launch of Creating an Active Wirral 2026, the Sport and Physical Activity Strategy for Wirral.

The Chair informed Committee that the Active Wirral Team had received an award for the 'Best Health and Wellbeing Initiative (including Social Care)' category at the Association for Public Service Excellence (APSE) Service Awards 2023, for its Active Wirral Wellbeing Weight Management Project. Members also commended the team for their work on upgrading Bidston Tennis Centre.

**Resolved – that the report be noted**

36 **WORK PROGRAMME**

The Lead Consultant Lawyer presented the report of the Director of Law and Governance Committee, in co-operation with the other Policy and Service Committees, is responsible for proposing and delivering an annual committee work programme. This work programme should align with the corporate priorities of the Council, in particular the delivery of the key decisions which are within the remit of the Committee.

Members asked to be updated by Briefing Note on the Community Asset Transfer process and also requested further information on the upcoming Borough of Culture. Members were informed that a report would be brought to a future committee on this.

**Resolved – that the report be noted.**





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## TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

19<sup>th</sup> October 2023

<b>REPORT TITLE:</b>	<b>BOROUGH OF CULTURE 2024</b>
<b>REPORT OF:</b>	<b>DIRECTOR: REGENERATION AND PLACE</b>

### REPORT SUMMARY

This report presents an update on Wirral's year as Liverpool City Region Borough of Culture in 2024.

The report also requests approval from the Committee as to the delivery plan for Borough of Culture which has been developed following the previous report to the Committee in October 2022.

The activities outlined in this contribute directly or indirectly to the objectives in the Wirral Plan 2021-2026:

- Sustainable Environment
- Brighter Futures
- Inclusive Economy
- Safe and Pleasant Communities
- Active and Healthy Lives

This report represents a key decision as it will have a significant impact on communities.

The content of this report affects all Wards within the Borough.

### RECOMMENDATION/S

The Tourism, Communities, Culture and Leisure Committee is recommended to approve the programme plan for Borough of Culture set out at Appendix 1

## **SUPPORTING INFORMATION**

### **1.0 REASON/S FOR RECOMMENDATION/S**

To seek approval from Committee as to the programme plan for Borough of Culture 2024. This plan has been developed in collaboration with internal stakeholders and partners taking into account the funding available for culture and heritage activities from the Liverpool City Region (“LCR”) Combined Authority Metro Mayor’s budget, UK Shared Prosperity Fund and Town Deal.

### **2.0 OTHER OPTIONS CONSIDERED**

2.1 Other options are:

- (a) not to deliver a programme; and
- (b) to deliver a minimal programme within existing resources.

2.2 Neither alternative option is considered feasible given the reputational risk as well as the opportunity presented by the initiative to celebrate culture and heritage in Wirral and deliver economic impact, increase visitor numbers and leave a lasting legacy for the creative sector.

### **3.0 BACKGROUND INFORMATION**

3.1 A Culture and Heritage Strategy was commissioned in support of the Council’s ambitious regeneration plans and approved by Committee in March 2022. The importance of the Borough of Culture initiative as an enabler for delivering local outcomes is threaded throughout the Culture and Heritage Strategy.

3.2 The Borough of Culture initiative rotates around the Liverpool City Region (LCR) and has five broad objectives:

- Children and young people.
- Positive outcomes.
- Communities.
- Distinctiveness of place.
- Infrastructure and legacy.

3.3 An LCR Combined Authority grant for Borough of Culture of £200,000 is awarded to the host borough. This is funded by the Metro Mayor’s One Percent for Culture initiative.

3.4 Wirral was previously LCR Borough of Culture in 2019. Over 500,000 people (residents and visitors) engaged with cultural events and projects during the year with an overall economic impact of £3.8m. The programme created a fertile environment for cultural and creative industries to emerge and boosted positive perceptions of the borough.

- 3.5 As outlined in the report to Committee of October 2022, a partnership Steering Group has been established to support planning and delivery of a successful Borough of Culture programme in 2024 which delivers LCR Combined Authority objectives alongside local priorities. The Steering Group is chaired by Future Yard as Wirral's first Arts Council England funded National Portfolio Organisation and has representatives from a range of culture, heritage and community organisations. The Council's culture and heritage assets, for example the Floral Pavilion, are playing a key role in the work of the Steering Group and the development of the programme and partnership working.
- 3.6 The Steering Group has agreed a vision for 2024 which is that Borough of Culture should be a celebration of Wirral people and places and a showcase for its creative communities and the power of culture and heritage in regeneration.
- 3.7 To underpin the work of the Steering Group, four subgroups have also been established to provide additional focus on delivering outcomes relating to Inclusion, Environmental Sustainability, Heritage and Volunteering. These sub-groups provide an opportunity to extend networks in support of Borough of Culture.
- 3.8 The Chief Executive has also requested that an internal oversight group is established to ensure the Borough of Culture programme is delivered within the resources available and maximises outcomes.
- 3.9 Members of the Committee are asked to note that since the previous report in October 2022, additional resources have become available for culture and heritage activities through the UK Shared Prosperity Fund ("UKSPF") Investment Plan and associated delegated approval (ERH Committee, 7th December 2022, Minute 37). This has had a significant impact on planning activities for Borough of Culture which have focused on the following strands of activity:
- Developing and commissioning a core programme of family-friendly events.
  - Generating additional ideas and project proposals through the Steering Group in response to the opportunity presented by the additional UKSPF resources.
  - Developing ideas for heritage projects which reflect on Wirral's history and world influence and highlights the 50<sup>th</sup> anniversary of the constitution of the borough. Close working is in place with the Mayor's Office to align Borough of Culture with the civic programme where appropriate.
  - Establishing subgroups for inclusion and environmental sustainability linked to the core programme and additional projects.
  - Developing a volunteering programme as part of a wider UKSPF funded project.
  - Developing partnerships focused on targeted work with children and young people.
  - Developing legacy infrastructure projects to deploy the capital resources available via the UK Shared Prosperity Fund and Town Deal.
- 3.10 Further to the development work set out in 3.9 and the extensive consultation undertaken through the Steering Group and other stakeholders, a programme plan is set out for approval by Elected Members at Appendix 1. Careful consideration has been given to utilising the resources available to deliver targets and outcomes in relation to:

- Culture and Heritage Strategy themes and priorities (set out in the strategy approved by Elected Members in March 2022)
- LCR Combined Authority Borough of Culture grant objectives.
- UKSPF Investment Plan interventions and outputs relating to culture and heritage.

3.11 Over and above this, the events, projects and activities set out in the expenditure plan will:

- Ensure borough-wide activity in relation to Borough of Culture as well as maximising the opportunities for the regeneration programme and embedding the Left Bank narrative.
- Generate outcomes in respect of environmental sustainability and inclusion as key themes for the programme.
- Provide significant opportunities to promote Wirral as a visitor destination and contribute to Destination Marketing targets.
- Showcase Wirral's culture and heritage assets and enable the development of new ways of engaging audiences with experiences.
- Provide significant opportunities to enrich the lives and improve the health and wellbeing of participants and volunteers.

3.12 Elected Members are asked to note that the programme plan includes a number of direct grant awards to local organisations which will be fully or in part supported by UKSPF contribution which will be managed by the Culture and Visitor Economy Team working closely with the Economic Strategy Team and in line with associated monitoring requirements. Similarly, grant awards which are fully or in part supported the LCRCA Borough of Culture allocation will be robustly managed.

3.13 A more detailed programme plan has also been produced to capture event and project information, key risks and milestones. This will be regularly reviewed by the oversight group initiated by the Chief Executive to support delivery and deploy resources as needed.

3.14 As referenced in 3.10, the potential impact of Borough of Culture on tourism in Wirral is fully recognised and the Liverpool City Region Strategic Investment Fund Destination Marketing project in which the Council is a key partner will provide a mechanism and resources to promote the programme to visitors. The work being undertaken to deliver the Destination Marketing project and to engage in the establishment of a Local Visitor Economy Partnership for the region is subject to a separate agenda item.

3.15 Before the end of 2023, there are a number of activities planned to build awareness and excitement among residents and visitors for the coming year of activities. These include a handover event from St Helen's, the current Borough of Culture, and announcements about what to expect from next year's programme.

3.16 A launch campaign has been built around these opportunities reflecting the collaborative approach being undertaken with Steering Group partners to delivering the Borough of Culture programme. Within the Council, this will be supplemented by Elected Member and staff briefings.

3.17 Following the launch campaign, more concentrated marketing and communications activity will commence at the start of 2024 and a full strategy has been developed to support this. As well as promoting the funded activities set out in the expenditure plan, the marketing and communications strategy will also provide a framework for all key organisations, e.g. Eureka! Science + Discovery, to tie in their planned programmes. The Borough of Culture communications strategy will also amplify the culture-led regeneration happening along the Left Bank and how this reaches out to all parts of the borough.

#### **4.0 FINANCIAL IMPLICATIONS**

4.1 In respect of the resources available for delivering cultural programming, it has previously been noted by the Committee that, in setting the budget for 2021/22, £620k budget was permanently removed as a saving in respect of the Culture and Visitor Economy function.

4.2 An annual budget of £50,000 was retained to support development and engagement activities. This entirety of this budget in the current financial year and for the 2024-25 financial year has been earmarked for Borough of Culture development and delivery. A further budget of £15,000 is available annually specifically for heritage activities. This has already been spent in the current financial year but will be used in 2024-25 towards Borough of Culture heritage projects. £25,000 has been allocated from the Council's climate change budget in 2023-24 to deliver outcomes relating to creative approaches to engaging with local people about environmental sustainability.

4.3 A total of £665,500 of external grant funding is available for delivering the 2024 programme and its legacy via the LCR Combined Authority, UK Shared Prosperity Fund (as referred to in section 3.9 of this report) and Town Deal funding for public art as follows:

- LCR Combined Authority revenue contribution for Borough of Culture in 2024-25 - £200,000.
- UK Shared Prosperity Fund - a total of c. £317,000 for culture and heritage capital and revenue projects (across 2023-24 and 2024-25) – the broad objectives for allocating these monies to support culture and heritage and local creative activities is set out in the investment plan agreed with the Combined Authority. The Director for Regeneration and Place has delegated authority to deliver this investment plan and oversee any necessary change controls (ERH Committee, 7th December 2022, Minute 37).
- Town Deal monies for public art - £148,500 capital to be spent in line with Town Deal programme.

The total budget available to deliver the programme set out in Appendix 1 amounts to £805,500.

4.4 Given the reduced capacity within the Culture and Visitor Economy Team following the savings taken in 20/21, the outsourcing of event management and production costs for Borough of Culture has been built into the programme plan and suppliers will be procured as necessary. Organisations in receipt of UK Shared Prosperity grant awards will be similarly expected to build in any costs pertaining to project

delivery. Project leads and grant recipients will also be encouraged to seek additional funding via grant bodies and other sources to enhance delivery and outcomes.

- 4.5 The Destination Marketing programme (as referred to in a separate agenda item) which is being delivered through Strategic Investment Fund monies from the Liverpool City Region Combined Authority provides some resources for tourism campaigns within the parameters of the associated grant agreement. The Culture and Visitor Economy Team will work with partners to maximise these, including ensuring that any programming delivered by key Council cultural assets, e.g. the Williamson and Priory and Floral Pavilion is widely promoted. A marketing budget for events delivered as part of the Council programme has been identified as referenced in Appendix 1. Additional pressures in relation to communications and marketing will be managed via existing budgets and alignment with Council plans.
- 4.6 £111,000 for culture and heritage volunteering and social action from the UKSPF allocation has been incorporated into a 'one front door' project commissioned by Public Health and has not therefore been included in the total budget in 4.3 above or Appendix 1.
- 4.7 Any expenditure relating to the proposals in this report will be undertaken in line with Council procedures. Any contracts awarded in relation to the activities described in this report will comply with Wirral Council Contract Procedure Rules.

## **5.0 LEGAL IMPLICATIONS**

- 5.1 Standardised and/or one off Grant Funding Agreements with external parties for the delivery of Borough of Culture activities utilising external grant funding (i.e. LCR Combined Authority Borough of Culture grant and/or UK Shared Prosperity Fund) will be subject to Legal advice.

## **6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS**

- 6.1 To deliver the 2024 programme and legacy outcomes, staffing resources will be deployed within Regeneration and Place on a temporary basis to support the Culture and Visitor Economy Team. Dedicated support will also be put in place through the oversight group initiated by the Chief Executive.

## **7.0 RELEVANT RISKS**

- 7.1 A key risk is the failure to progress the decisions requested which would impact substantively on planning and delivering a successful programme and legacy outcomes within the resources available. This could lead to reputational damage to the Council as well as undermining the economic and social outcomes of the regeneration programme and associated opportunities.
- 7.2 A number of key mitigations are in place to ensure successful delivery, including a robust programme and risk management approach and clear terms of reference for



the Borough of Culture Steering Group and sub-groups. Further scrutiny, particularly in respect of financial management and contingency planning, will be provided via the corporate oversight group initiated by the Chief Executive.

- 7.3 Operational risks in respect of Council events and activities taking place as part of Borough of Culture will be managed via the Wirral Event Safety Advisory Group. Delivery partners will be expected to submit event notifications as appropriate.

## **8.0 ENGAGEMENT/CONSULTATION**

- 8.1 Extensive consultation has been undertaken to develop the Borough of Culture plan and to create positive and productive partnerships with culture and heritage stakeholders.
- 8.2 The proposed approach set out in this report in respect of Borough of Culture delivery is predicated on the need to engage communities as widely as possible to ensure the programme's success. The marketing and communications strategy referenced in section 3.14 of this report sets out robust actions to engage with residents and audiences through existing channels.

## **9.0 EQUALITY IMPLICATIONS**

- 9.1 An inclusion sub-group has been set up to support and scrutinise the development of the Borough of Culture programme from an equality perspective and will make associated recommendations to the Steering Group and delivery partners. These recommendations will be monitored and reviewed throughout the year.

## **10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS**

- 10.1 An environmental sustainability sub-group has been set up to support and scrutinise the development of the Borough of Culture programme from an environmental sustainability perspective and will make associated recommendations to the Steering Group and delivery partners. These recommendations will be monitored and reviewed.

## **11.0 COMMUNITY WEALTH IMPLICATIONS**

- 11.1 Community wealth building is a key consideration for the Borough of Culture Steering Group particularly in respect of ensuring that local artists and creatives benefit from programme opportunities and can access the resources available.

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## APPENDICES

### Appendix 1 – Borough of Culture 2024 Expenditure Plan

#### BACKGROUND PAPERS

[Birkenhead Culture and Heritage Strategy](#)  
[Arts Council England Let's Create Strategy](#)

#### TERMS OF REFERENCE

The Committee is charged by full Council to undertake responsibility for the Council's role and functions: -(f) concerning tourism, the arts, culture and heritage, including provision of theatre, entertainments, conferences and events

#### SUBJECT HISTORY (last 3 years)

<b>Council Meeting</b>	<b>Date</b>
<b>Tourism, Communities, Leisure and Culture Committee</b>  <a href="#"><u>Birkenhead Culture and Heritage Strategy</u></a>	<b>21<sup>st</sup> January 2021</b>
<b>Tourism, Communities, Leisure and Culture Committee</b>  <a href="#"><u>Birkenhead Culture and Heritage Strategy and Museums Service Strategy</u></a>	<b>8<sup>th</sup> March 2022</b>
<b>Tourism, Communities, Leisure and Culture Committee</b>  <a href="#"><u>Culture and Heritage Strategy and Borough of Culture Planning</u></a>	<b>25<sup>th</sup> October 2022</b>

## PROGRAMME PLAN

Activity	Description	2023-24 Planned Expenditure and Source of Funding	2024-2025 Planned Expenditure and Source of Funding	Total Budget Allocation	Allocation by Project	Delivery
<b>Council Programme</b>	A series of activities commissioned and delivered by the Council which will be focused on family-friendly experiences in localities across Wirral which will increase access to arts and culture in all parts of the borough. The Council's cultural services – the Williamson and Priory, the Floral Pavilion and Wirral Libraries - will enhance their existing activities as part of Borough of Culture. The Council programme also incorporates heritage projects and a photography project	<b>£65,000</b> (Council annual revenue budget for culture £40,000 and contribution from climate change budget £25,000)	<b>£190,000</b> (Combined Authority Borough of Culture revenue grant £135,000, Council annual revenue budget for culture £40,000, Council heritage budget £15,000)	<b>£255,000</b>	<ul style="list-style-type: none"> <li>▪ Spring celebration event - £60,000</li> <li>▪ Wirral-wide artist-led engagement project - £60,000</li> <li>▪ Autumn celebration event - £30,000</li> <li>▪ Photography Project - £15,000</li> <li>▪ Heritage projects - £35,000</li> <li>▪ Wirral Libraries</li> </ul>	<ul style="list-style-type: none"> <li>▪ Creative briefs and detailed budgets being developed.</li> <li>▪ Appointment of artists and creatives for individual events and projects to be undertaken in line with creative briefs. This will involve call outs to local artists and creatives as appropriate. Artist fees will be benchmarked in line with good practice and to</li> </ul>

Activity	Description	2023-24 Planned Expenditure and Source of Funding	2024-2025 Planned Expenditure and Source of Funding	Total Budget Allocation	Allocation by Project	Delivery
	highlighting the people of Wirral to celebrate the 50 <sup>th</sup> anniversary of the constitution of the borough.				activities - £10,000 <ul style="list-style-type: none"> <li>▪ Floral Pavilion activities - £10,000</li> <li>▪ Williamson and Priory activities - £15,000</li> <li>▪ Council programme marketing – £20,000</li> </ul>	maximise social value. <ul style="list-style-type: none"> <li>▪ Event design and management support for Council events to be commissioned / contracted from the budget available in line with procurement regulations and thresholds.</li> <li>▪ Contingency for events will be built into detailed budgets.</li> </ul>
<b>Partner Events / Activities</b>	Applications submitted via Borough of Culture Steering Group have been assessed on the basis of alignment to UKSPF and LCR Combined Authority grant funding	<b>£80,000</b> (UKSPF Revenue £80,000 <sup>1</sup> )	<b>£65,000</b> (Combined Authority Borough of Culture revenue grant £65,000)	<b>£145,000</b>	<ul style="list-style-type: none"> <li>▪ Future Now Festival Development (Future Yard) - £40,000</li> <li>▪ New Brighton</li> </ul>	<ul style="list-style-type: none"> <li>▪ Direct grant awards to projects recommended in line with agreed UKSPF Investment Plan outcomes and</li> </ul>

<sup>1</sup> All UKSPF figures in Appendix 1 have been rounded up to the nearest £1,000 for the purposes of presentation.

Activity	Description	2023-24 Planned Expenditure and Source of Funding	2024-2025 Planned Expenditure and Source of Funding	Total Budget Allocation	Allocation by Project	Delivery
	objectives, value for money and deliverability. The direct awards will deliver significant content for the Borough of Culture programme whilst adding value to and increasing the reach of existing projects and stimulating new partnerships.				<ul style="list-style-type: none"> <li>Multi-Disciplinary Arts Festival (C Change Creativity Collaborative) - £40,000</li> <li>▪ The Town is the Gallery (Convenience Gallery) - £25,000</li> <li>▪ Make Fest Wirral (Make Fest Wirral) - £10,000</li> <li>▪ Creative Sustainability Projects (MAKE Hamilton) - £15,000</li> <li>▪ Reading Project (The Reader) £15,000</li> </ul>	Combined Authority Borough of Culture revenue grant objectives. <ul style="list-style-type: none"> <li>▪ All direct grant awards are subject to Grant Funding Agreement, defrayal of funding to be determined by timescale for delivery of project and legacy outcomes.</li> </ul>
<b>Community</b>	A Borough of Culture small	<b>£87,000</b> (UKSPF	<b>£60,000</b> (UKSPF	<b>£147,000</b>	▪ Dependent on	▪ Small grants

Activity	Description	2023-24 Planned Expenditure and Source of Funding	2024-2025 Planned Expenditure and Source of Funding	Total Budget Allocation	Allocation by Project	Delivery
programme	grants programme will enable local organisations to deliver a lasting legacy. Cultural, heritage and community sector organisations across Wirral will be invited to submit applications to develop and deliver events and activities of all kinds in their localities and/or make improvements to their spaces or venues to open up access to local cultural and heritage experiences.	Revenue £37,000 and UKSPF Capital (£50,000)	Capital)		allocation of small grants.	programme to be launched by end of calendar year 2023, expenditure from April 2024.
<b>Children and young people's programme</b>	A targeted young people's programme made by them will celebrate Wirral's people and places through thought-provoking and immersive experiences for young people. The programme will be targeted to increase access to arts and culture amongst marginalised groups. Schools and education providers will	<b>£10,000</b> (Council annual revenue budget for culture)	<b>£30,000</b> (UKSPF Revenue)	<b>£40,000</b>	<ul style="list-style-type: none"> <li>▪ Young People's Project (Open Door) - £30,000 E4</li> <li>▪ Young People's Creative Manifesto (Council led) - £10,000</li> </ul>	<ul style="list-style-type: none"> <li>▪ Direct grant award to Open Door in line with agreed UKSPF Investment Plan outcomes and Combined Authority Borough of Culture revenue grant objectives, award subject to Grant Funding</li> </ul>

Activity	Description	2023-24 Planned Expenditure and Source of Funding	2024-2025 Planned Expenditure and Source of Funding	Total Budget Allocation	Allocation by Project	Delivery
	be fully engaged in the delivery of the Council programme and an artist-led young people's manifesto for culture will also be commissioned.					Agreement.
<b>Legacy infrastructure project – permanent public art</b>	An advisory group will be established to develop the scope for permanent public art project or projects on the Left Bank utilising the capital funding available. The advisory group will consider the views and aspirations of local people and their ambitions to honour iconic Wirral people and places. This work will be commissioned during 2024.	-	<b>£208,500</b> (Council annual revenue budget for culture £10,000, £50,000 UKSPF Capital, £148,500 Town Deal Capital)	<b>£208,500</b>	-	<ul style="list-style-type: none"> <li>▪ To be commissioned / contracted in line with procurement regulations and thresholds (during 2024)</li> </ul>

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## TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

19<sup>th</sup> October 2023

<b>REPORT TITLE:</b>	<b>DESTINATION MARKETING AND LIVERPOOL CITY REGION LOCAL VISITOR ECONOMY PARTNERSHIP DEVELOPMENT</b>
<b>REPORT OF:</b>	<b>DIRECTOR OF REGENERATION AND PLACE</b>

### REPORT SUMMARY

This report presents an update on the Liverpool City Region Destination Marketing project. Wirral Council's participation in this project was approved by the Committee on 17<sup>th</sup> November 2021.

The report also presents an update on the Liverpool City Region position in relation to visitor economy strategy development and partnership working.

The activities outlined in this report contribute directly or indirectly to the objectives in the Wirral Plan 2021-2026:

- Sustainable Environment
- Brighter Future
- Inclusive Economy
- Safe and Pleasant Communities
- Active and Healthy Lives

This report does not represent a key decision.

### RECOMMENDATION/S

The Tourism, Communities, Culture and Leisure Committee is recommended to

- (1) Note progress in respect of the Destination Marketing project.
- (2) Endorse the Council's engagement in the development of the Liverpool City Region Local Visitor Economy Partnership and agree to receive future updates and proposals in respect of this work.

## **SUPPORTING INFORMATION**

### **1.0 REASON/S FOR RECOMMENDATION/S**

To seek endorsement from Committee as to Wirral's continued engagement in the Destination Marketing project and Liverpool City Region visitor economy strategy development and partnership working.

### **2.0 OTHER OPTIONS CONSIDERED**

2.1 Other options are:

(a) to withdraw from the Destination Marketing project and future Liverpool City Region developments.

2.2 This option is not considered feasible given the financial and reputational risk.

### **3.0 BACKGROUND INFORMATION**

3.1 In 2019, prior to the COVID-19 pandemic, the Liverpool City Region Visitor Economy Group, of which Wirral is a member, developed an evidence based proposal for funding from the Liverpool City Region Combined Authority's (LCRCA) Single Investment Fund to promote tourism across the city region. The proposal was revised in 2021 and £1.5m of funding for a Destination Marketing project to help rebuild the region's visitor economy following the pandemic was approved by the LCRCA in July of that year.

3.2 In November 2021, this Committee delegated acceptance of Wirral's Destination Marketing grant funding allocation to the Director of Regeneration and Place with authority to put in place an associated Grant Funding Agreement. Wirral Council's allocation amounted to c. £350,000 over three financial years commencing in 2021-22. £150,000 of Council match funding was approved for the same duration.

3.3 The delivery plan for Destination Marketing project brought together marketing plans developed for Liverpool, Wirral and Southport as the main destination brands for the Liverpool City Region with a key objective of integrating marketing plans and maximising tourism outcomes across all parts of the city region. Priorities for the Destination Marketing project as set out in the report to Committee in November 2021 included developing new visitor markets (including those emerging as a result of the pandemic), supporting local businesses in the hospitality, retail, attraction and cultural sectors and promoting emerging destinations which are being transformed through regeneration schemes across the city region.

3.4 Once mobilisation issues were addressed at the City Region level, significant and concentrated activity commenced and gained momentum throughout the 2022-23 financial year. A one year review of the project prepared by the Growth Platform programme management team is attached as Appendix 1. This provides an overview of the project workstreams as well as highlighting key outputs and

outcomes. Multiple tourism partners are engaged in the project and working alongside city region local authorities. These include ACC Liverpool, Liverpool One and Liverpool John Lennon Airport.

3.5 A significant piece of work undertaken through the project in the last 12 months is investment in the destination websites for Sefton, Wirral and Liverpool. These are now vastly improved and provide a world class user experience through enhanced navigation, search criteria and dynamic content. The new Visit Wirral website went live in May 2023. Launching a new website can temporarily have a negative impact on overall visitor traffic, so while it is too early to assess how the improved site has impacted on this metric, there are already positive indicators as follows:

- An increase in the amount of content that visitors are reading on the website – pages visited per session have increased by 23% (2.05 pages per visit vs 1.66 pages – 4 May-31 July 2023 vs. same period in 2022)
- More visitors coming to Visit Wirral through social media, from declining to an increase of 106% (1483 vs 719 over the periods stated above).

3.6 As well as being a key partner in city region project activity and website development, a number of dedicated Visit Wirral campaigns and activities utilising Destination Marketing resources have taken place over the course of the last year.

- ‘A Place Made for Discovery’ branding was relaunched in Spring 2023, with a campaign encouraging visitors to discover and rediscover Wirral and a further campaign leading up to The Open and Summer 2023 emphasised outdoor activities.
- A promotional video created to showcase Wirral and encourage repeat visits as part of our presence at The Open
- Influencer partnerships were utilised as part of the Spring and Summer campaigns for the first time including Wirral Olympian Sam Quek, resulting in greater awareness of Wirral’s visitor offer and direct engagement with Visit Wirral website and social media channels.
- 35,000 people were reached through Visit Wirral social channels during The Open.

3.7 Prior to these 2023 activities, the independent STEAM and hotel occupancy data now available for 2022 shows positive signs of recovery in Wirral’s tourism sector post-COVID. In 2022, compared to 2021:

- Visitors increased by 34.8% (7.48million in 2022, 5.55million in 2021)
- Economic impact increased by 41% (£442.49million in 2022, £313.72million in 2021)
- Full-time equivalent (FTE) employment increased by 30.5% (4650 FTE in 2022, 3562 in 2021)
- Hotel occupancy increased by 25% (78.5% in 2022, 62.8% in 2021)

More analysis will be undertaken as to the impact of the campaign work outlined in 3.6 but it is anticipated that the Destination Marketing project will further drive this

positive trajectory especially given the particular opportunities for promoting Wirral to visitors which will arise from the Borough of Culture programme.

- 3.8 Significant developments are now also underway to embed and continue the collaborative work which underpins the Destination Marketing project at the City Region level. Following approval of an application to government by the Liverpool City Region Combined Authority to be one of the first Local Visitor Economy Partnerships (LVEPs) in the country, work has been undertaken to design governance arrangements for the Liverpool City Region LVEP and start to develop an LVEP Growth Plan.
- 3.9 The role of the LVEP will be to provide region wide strategic management and additionality and coherence to destination marketing activities. The overarching purpose of the Liverpool City Region LVEP will be to provide additionality and coherence to destination marketing activities with the following objectives:
- Strengthening public-private sector partnership arrangements to provide leadership and management of the LCR as a destination.
  - Promoting the city region at national and international levels, raising visibility, attraction and driving tourism growth.
  - Maximising the contribution of the Visitor Economy to wider placemaking, levelling up and economic growth.
  - Helping shape and deliver national strategy and activities through enhanced strategic relationships with Visit England, DCMS and wider government.
- 3.10 The Combined Authority will be the accountable body for the LVEP and robust governance arrangements will be established through the creation of an LVEP Board. Work is underway to recruit a high-profile independent Chair and, following appointment of the Chair, recruitment will commence for the wider Board with membership reflective of the functions and expertise required for the LVEP, ensuring appropriate representation from the regional visitor economy sector including the boroughs which operate Destination Management Organisation (DMO) functions, including Wirral.
- 3.11 The work to establish the LVEP is being undertaken in a phased way from now until April 2024 when the partnership is expected to be operational. The initial phase is focused on supporting the establishment of the LVEP Board, including induction of the Chair and Board members, followed by work to develop a funding model and ways of working. Wirral is proactively contributing to this work through representation on an officer working group.

#### **4.0 FINANCIAL IMPLICATIONS**

- 4.1 It has previously been noted by the Committee that, in setting the budget for 2021/22, £620k budget was permanently removed as a saving in respect of the Culture and Visitor Economy function. This did not impact on the monies available for the Destination Marketing project.

## **5.0 LEGAL IMPLICATIONS**

- 5.1 There are no legal implications pertaining to this report. A further report will be brought to Committee in respect of any governance implications pertaining to the formal establishment of the Liverpool City Region Local Visitor Economy Partnership and associated arrangements.

## **6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS**

- 6.1 This work is being delivered within existing resources. Resource implications and options for Wirral pertaining to the formal establishment of the Liverpool City Region Local Visitor Economy Partnership and associated arrangements will be explored and reported to Committee in due course.

## **7.0 RELEVANT RISKS**

- 7.1 A number of key mitigations are in place to ensure successful delivery of the Destination Marketing project, including a robust programme and risk management approach supported by the Combined Authority.

## **8.0 ENGAGEMENT/CONSULTATION**

- 8.1 Extensive consultation is being undertaken to develop the Liverpool City Region Local Visitor Economy Partnership.

## **9.0 EQUALITY IMPLICATIONS**

- 9.1 Destination Marketing campaign activities are delivered with due regard to equality and diversity considerations.

## **10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS**

- 10.1 Sustainable tourism is a key consideration for the Liverpool City Region Destination Marketing Board and a dedicated workstream and network has been established to support this.

## **11.0 COMMUNITY WEALTH IMPLICATIONS**

- 11.1 Community wealth building is a key consideration in respect of ensuring that local visitor economy businesses have the opportunity to grow and thrive as part of the city region offer.

**REPORT AUTHOR: Jane Morgan**  
**Senior Manager Culture**

email: janemorgan@wirral.gov.uk

## **APPENDICES**

**Appendix 1 – Destination Marketing One Year Review**

## **BACKGROUND PAPERS**

**[Report to TCC&L November 2021 – Destination Marketing \(see below\)](#)**

## **TERMS OF REFERENCE**

The Tourism, Communities, Culture and Leisure Committee has responsibility for matters:-

(f) concerning tourism, the arts, culture and heritage, including provision of theatre, entertainments, conferences and events

## **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
<b>Tourism, Communities, Leisure and Culture Committee</b>	<b>17<sup>th</sup> November 2021</b>
<b>Destination Marketing (Minute Ref 46)</b>	

# One Year Review



LIVERPOOL  
CITY REGION  
COMBINED AUTHORITY

METRO MAYOR  
LIVERPOOL CITY REGION

STRATEGIC INVESTMENT FUND

# SIF Destination Marketing Project



# About the project

The SIF Destination Marketing Project is a coordinated programme of destination marketing activity for the City Region. By combining the pulling power of Liverpool with the City Region boroughs we are able to demonstrate the diverse range of outstanding experiences that the region has to offer.

The project is delivered across six key workstreams:



**Destination Marketing**  
delivering the priorities of the City Region's destination marketing strategies

MARKETING  
**LIVERPOOL**



**Digital Development**  
improving the region's DMO websites

**growth platform**  
Liverpool City Region Growth Company



**Destination Welcome**  
enhance visitor information to support the visitor dispersal strategy

LiverpoolJohn LennonAirport   
Faster. Easier. Friendlier.



**Research & Evaluation**  
deliver primary visitor destination research and invest in segmentation modelling

**NorthWest Research**



**Route Development**  
increase inbound passengers to the region and strengthen the appeal of the airport among new carriers

LiverpoolJohn LennonAirport   
Faster. Easier. Friendlier.



**Programme Management**  
facilitating project delivery and project board meetings

**growth platform**  
Liverpool City Region Growth Company



# Outputs – achieved year 1

Integrated customer relationship management with new DMO websites launched – May 2023

Sustainable funding model developed through the creation of the Accommodation BID – Nov 2022

# Outputs – on target

Direct increase of 805,440 visitors by 31st March 2025

Direct increase of 1,446,541 visitor days by 31st March 2025

Direct increase of £77,421,714 in net GVA generated by visitor expenditure by 31st March 2025

# Project Chair

“The project has demonstrated the positive impact of good working relationships between the public and private sector to deliver destination marketing activity, and by combining the resources and investment from our key stakeholders we are able to maximise the buying power of our assets when compared to the impact of individual marketing activity.

Investment from the project has revolutionised digital platforms to provide the region’s much improved family of destination websites. The DMO websites for Sefton, Wirral and Liverpool now provide a world class user experience through enhanced navigation, search criteria and dynamic content. This will also support the delivery of marketing campaign activity.”

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**Donna Howitt**  
Place Strategy Director, Liverpool ONE



# Workstream Updates

## Destination Marketing

To enhance collaboration and effectiveness, Marketing Liverpool appointed a SIF Destination Marketing Campaign Manager Pam Carroll in October 2022 and have developed an agile strategic marketing group to develop campaign ideas in the first instance.



VISIT  
**LIVERPOOL.COM**

The Liverpool Get Away to it All spring campaign launched in 2023 targeting the family audience for half term.

The sustainability strategy is underway with GDS commissioned and an independent consultant appointed to develop Liverpool City Region's sustainability offer.

Liverpool gained significant profile with 9 partners confirmed for the British Tourism and Travel Trade Show.

## Digital Development

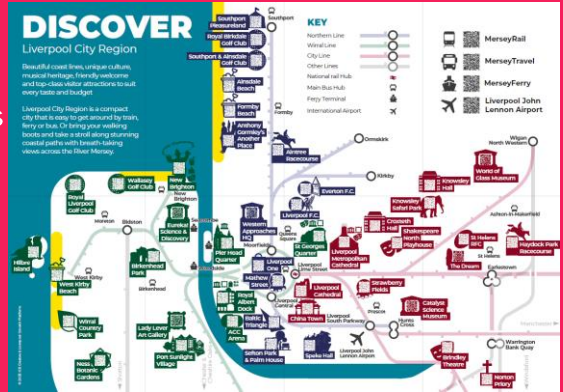


The workstream has made significant progress in year 1 starting with the appointment of SimpleView in July 2022, who were awarded the contract to develop the three DMO websites. Three new tourism websites have been re-launched – [visitliverpool.com](http://visitliverpool.com), [visitsouthport.com](http://visitsouthport.com) and [isitwirral.com](http://isitwirral.com).

# Workstream Updates

## Destination Welcome

In Q1 last year questionnaires were issued to key stakeholders to gain a better understanding of the current visitor welcome across the region, providing valuable feedback to shape the proposal for destination welcome activity including integrating with existing project work to redefine the wayfinding for walkers and cyclists in the City Region and Eurovision. The next steps now are to work with LJLA to finalise the workstream strategy and ensure that it is integrated in other opportunities and projects across the region.



Liverpool ONE together with Marketing Liverpool worked with PropTech software developers Mallcomm to develop a Eurovision app, providing a digital point for visitors to highlight all of the activities and events taking place around the event period. The app includes different features such as specific profile for visitors, event promotion, notifications as things happen, Google map integration and can be adapted to different events happening around the region.

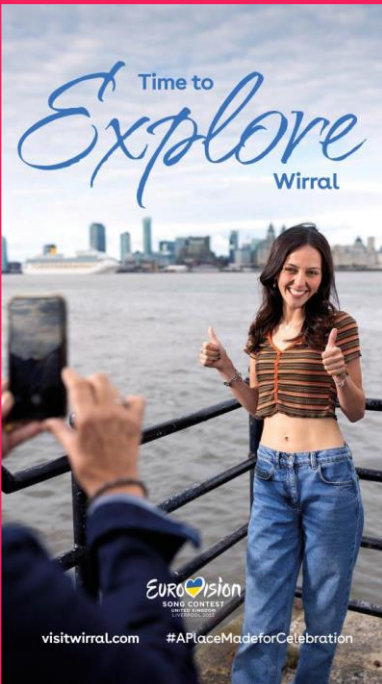


# Workstream Updates

## Programme Management

The project welcomed on board new partners - Southport BID, Knowsley Borough Council and Knowsley Estate. Growth Platform undertook a review of its programme management and governance structures to improve performance and make efficiencies, and as a result merged the destination welcome and route development workstreams to take advantage of the synergies of these complimentary areas of activity. Going into year 2, delivery partners are now developing their year 2 proposals, outlining key deliverables and milestones for activity.

Due to a slight delay to the start of the project, there was an underspend in activity for year 1. This has been allocated towards years 2 and 3.



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## **TOURISM, COMMUNITIES, CULTURE AND LEISURE COMMITTEE**

Thursday, 19 October 2023

<b>REPORT TITLE:</b>	<b>TOURISM, COMMUNITIES, CULTURE AND LEISURE WORK PROGRAMME</b>
<b>REPORT OF:</b>	<b>DIRECTOR OF LAW AND GOVERNANCE</b>

### **REPORT SUMMARY**

Tourism, Communities, Culture and Leisure Committee, in co-operation with the other Policy and Service Committees, is responsible for proposing and delivering an annual committee work programme. This work programme should align with the corporate priorities of the Council, in particular the delivery of the key decisions which are within the remit of the Committee.

It is envisaged that the work programme will be formed from a combination of key decisions, standing items and requested officer reports. This report provides the Committee with an opportunity to plan and regularly review its work across the municipal year. The work programme for the Tourism, Communities, Culture and Leisure Committee is attached as Appendix 1 to this report.

### **RECOMMENDATION**

The Tourism, Communities, Culture and Leisure Committee is recommended to note and comment on the proposed Tourism, Communities, Culture and Leisure Committee work programme for the remainder of the 2023/24 municipal year.

## **SUPPORTING INFORMATION**

### **1.0 REASON/S FOR RECOMMENDATION/S**

- 1.1 To ensure Members of the Tourism, Communities, Culture and Leisure Committee have the opportunity to contribute to the delivery of the annual work programme.

### **2.0 OTHER OPTIONS CONSIDERED**

- 2.1 A number of workplan formats were explored, with the current framework open to amendment to match the requirements of the Committee.

### **3.0 BACKGROUND INFORMATION**

- 3.1 The work programme should align with the priorities of the Council and its partners. The programme will be informed by:

- The Council Plan
- The Council's transformation programme
- The Council's Forward Plan
- Service performance information
- Risk management information
- Public or service user feedback
- Referrals from Council

### **Terms of Reference**

The Tourism, Communities, Culture and Leisure Committee has responsibility for customer contact, community development and community services, including all of those functions related to community safety and also those regarding the promotion of community engagement. The Committee is charged by full Council to undertake responsibility for the Council's role and functions:-

(a) for customer and community contact services, including various offices and meeting points, customer contact centres and advice and transaction services

(b) community engagement, incorporating the Council's approach to equalities, inclusion communities, neighbourhoods and the voluntary and charitable sector, community wealth building and social value;

(c) in considering options and develop proposals for neighbourhood arrangements, including capacity building, use of assets and devolving powers and services to neighbourhoods;

(d) for the provision and management of leisure, sports and recreation facilities;

(e) for delivery of the authority's library and museums services, including but not limited to art galleries, historic buildings and their gardens and the functions of the Council regarding public records, and the Council's



(f) concerning tourism, the arts, culture and heritage, including provision of theatre, entertainments, conferences and events;

(g) in relation to bereavement services and support to the Coroner's service;

(h) regarding community safety, crime and disorder and all associated matters;

(i) for trading standards and environmental health, including but not limited to:

(i) consumer protection;

(ii) product safety;

(iii) fair trading;

(iv) metrology;

(v) food standards and animal health;

(vi) air pollution control;

(vii) health and safety at work (except in so far as it relates to the Council as an employer);

(viii) public conveniences

food safety; and

(x) control of nuisances;

(j) in respect of emergency planning and community resilience (community, regulatory and asset services);

(k) providing a view of performance, budget monitoring and risk management in relation to the Committee's functions; and

(l) undertaking the development and implementation of policy in relation to the Committee's functions, incorporating the assessment of outcomes, review of effectiveness and formulation of recommendations to the Council, partners and other bodies, which shall include any decision relating to the above functions.

(m) in respect of the Police and Justice Act 2006, the functions to:

(i) review or scrutinise decisions made or other action taken, in connection with the discharge by the responsible authorities of their crime and disorder functions; and

(ii) make reports or recommendations to the local authority with respect to the discharge of those functions

## **Overview and Scrutiny**

The Committee's role includes an overview scrutiny approach to its responsibilities which shall be conducted in accordance with the overview and scrutiny means of working set out at Part 4(4)(B) of this Constitution. As part of its work programming the Committee shall consider:

(a) Overview and Policy Development -The Committee may undertake enquiries and investigate the available options for future direction in policy development and may appoint

advisors and assessors to assist them in this process. They may go on site visits, conduct public surveys, hold public meetings, commission research and do all other things that they reasonably consider necessary to inform their deliberations.

(d) Overview and Scrutiny – The Committee holds responsibility:

(i) for scrutinising and reviewing decisions made or actions taken by the Authority in so far as they have an impact on the role or functions of the Committee, its policies, budget and service delivery;

(ii) for the overview and scrutiny of external organisations whose services or activities affect the Borough of Wirral or any of its inhabitants where this does not fall within the role or remit of another service Committee or where it relates to cross cutting issues; and

(iii) for those overview and scrutiny functions in respect of crime and disorder as set out in paragraph 6.4(m) above which are to include the establishment and

functioning of joint arrangements as set out at paragraph 15 of this Section

**Stakeholder Engagement** - The Committee may invite stakeholders to address the committee on issues of local concern and/or answer questions in so far as it impacts directly or indirectly on the role of functions of the committee.

#### **4.0 FINANCIAL IMPLICATIONS**

4.1 This report is for information and planning purposes only, therefore there are no direct financial implication arising. However, there may be financial implications arising as a result of work programme items.

#### **5.0 LEGAL IMPLICATIONS**

5.1 There are no direct legal implications arising from this report. However, there may be legal implications arising as a result of work programme items.

#### **6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS**

6.1 There are no direct implications to Staffing, ICT or Assets.

#### **7.0 RELEVANT RISKS**

7.1 The Committee's ability to undertake its responsibility to provide strategic direction to the operation of the Council, make decisions on policies, co-ordinate spend, and maintain a strategic overview of outcomes, performance, risk management and budgets may be compromised if it does not have the opportunity to plan and regularly review its work across the municipal year.

#### **8.0 ENGAGEMENT/CONSULTATION**

8.1 Not applicable.

#### **9.0 EQUALITY IMPLICATIONS**

9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision or activity.

This report is for information to Members and there are no direct equality implications.

## **10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS**

10.1 This report is for information to Members and there are no direct environment and climate implications.

## **11.0 COMMUNITY WEALTH IMPLICATIONS**

11.1 This report is for information to Members and there are no direct community wealth implications.

**REPORT AUTHOR:** Anna Perrett  
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email: annaperret@wirral.gov.uk

## **APPENDICES**

Appendix 1: Tourism Communities Culture and Leisure Committee Work Programme

### **BACKGROUND PAPERS**

Wirral Council Constitution  
Forward Plan  
The Council's transformation programme

### **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
<b>Standing Item</b>	

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## **TOURISM, COMMUNITIES, CULTURE AND LEISURE COMMITTEE**

**WORK PROGRAMME 2023/24**

**Contact Officer/s:** Anna Perret/Joe D’Henin

### **UPCOMING KEY DECISIONS – WAITING TO BE SCHEDULED**

<b>Item</b>	<b>Lead Departmental Officer</b>	<b>Wirral Plan Priority</b>
Smoke Control Orders (January)	Jennifer McKeown	Jennifer McKeown
Heritage and Conservation Strategy (Feb/March)	Jane Morgan	Healthy and Active Lives

### **ADDITIONAL AGENDA ITEMS – WAITING TO BE SCHEDULED**

<b>Item</b>	<b>Approximate timescale</b>	<b>Lead Departmental Officer</b>
Coroners Annual Report	Winter 2023	Steve Fox
THIRD SECTOR COMMISSIONING AND COMMUNITY, VOLUNTARY AND FAITH SECTOR (CVF) SUMMARY UPDATE REPORT	December 2023	David Armstrong
Battle of Brunanburh	TBC	
Thornton Hough Public Convenience	TBC	David Ball
Update on Customer and Community Contact	TBC	Andy McCartan

(Revenue and Benefit)		
Trading Standards update	TBC	
Playing Pitch update strategy	TBC	David Ball/ Andrew Frazer

#### STANDING ITEMS AND MONITORING REPORTS

Item	Reporting Frequency	Lead Departmental Officer
Liverpool and Wirral Coroner Area Annual Report	Annually	Director of Law & Governance
Financial Monitoring	Quarterly	Sarah Cox
Performance reports	6 monthly	Nancy Clarkson
Third Sector Report	6 monthly	D Armstrong

#### WORK PROGRAMME ACTIVITIES OUTSIDE COMMITTEE

Item	Format	Timescale	Lead Officer	Progress
<b>Spotlight sessions / workshops</b>				
Floral Pavilion	Workshop	2023	Andy McCartan	Upcoming
Budget Monitoring	Workshops	2023	All	Ongoing
<b>Corporate scrutiny / Other</b>				
Risk	Workshop	TBC		

## Tourism, Communities, Culture and Leisure Committee – Terms of Reference

The Tourism, Communities, Culture and Leisure Committee has responsibility for customer contact, community development and community services, including all of those functions related to community safety and also those regarding the promotion of community engagement.

The Committee is charged by full Council to undertake responsibility for the Council's role and functions:-

- (a) for customer and community contact services, including various offices and meeting points, customer contact centres and advice and transaction services
- (b) community engagement, incorporating the Council's approach to equalities, inclusion communities, neighbourhoods and the voluntary and charitable sector, community wealth building and social value;
- (c) in considering options and develop proposals for neighbourhood arrangements, including capacity building, use of assets and devolving powers and services to neighbourhoods;
- (d) for the provision and management of leisure, sports and recreation facilities;
- (e) for delivery of the authority's library and museums services, including but not limited to art galleries, historic buildings and their gardens and the functions of the Council regarding public records, and the Council's
- (f) concerning tourism, the arts, culture and heritage, including provision of theatre, entertainments, conferences and events;
- (g) in relation to bereavement services and support to the Coroner's service;
- (h) regarding community safety, crime and disorder and all associated matters;
- (i) for trading standards and environmental health, including but not limited to:
  - (i) consumer protection;
  - (ii) product safety;
  - (iii) fair trading;
  - (iv) metrology;
  - (v) food standards and animal health;
  - (vi) air pollution control;
  - (vii) health and safety at work (except in so far as it relates to the Council as an employer);
  - (viii) public conveniences;
  - (ix) food safety; and
  - (x) control of nuisances;
- (j) in respect of emergency planning and community resilience (community, regulatory and asset services);
- (k) providing a view of performance, budget monitoring and risk management in relation to the Committee's functions; and
- (l) undertaking the development and implementation of policy in relation to the Committee's functions, incorporating the assessment of outcomes, review of effectiveness and formulation of recommendations to the Council, partners and other bodies, which shall include any decision relating to the above functions.
- m) in respect of the Police and Justice Act 2006, the functions to:

- (i) review or scrutinise decisions made or other action taken, in connection with the discharge by the responsible authorities of their crime and disorder functions; and
- (ii) make reports or recommendations to the local authority with respect to the discharge of those functions