



Business Overview and Scrutiny Committee

Date:	Thursday, 4 July 2019
Time:	6.00 p.m.
Venue:	Committee Room 1 - Wallasey Town Hall

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

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AGENDA

- 1. APOLOGIES FOR ABSENCE**
- 2. MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST / PARTY WHIP**

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.

Members are reminded that they should also declare whether they are subject to a party whip in connection with any item(s) to be considered and, if so, to declare it and state the nature of the whipping arrangement.

- 3. APPOINTMENT OF VICE-CHAIR**

The Committee is requested to appoint a Vice-Chair.

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

To approve the accuracy of the minutes of the meeting held on 5 March, 2019.

5. **WIRRAL'S CULTURE STRATEGY: IMAGINE WIRRAL 2018 AND BOROUGH OF CULTURE 2019 (Pages 7 - 32)**
6. **2018/19 QUARTER 4 AND YEAR END WIRRAL PLAN PERFORMANCE (Pages 33 - 68)**
7. **UPDATE ON LIVERPOOL CITY REGION DEVELOPMENTS (Pages 69 - 78)**
8. **BUSINESS O&S COMMITTEE WORK PROGRAMME (Pages 79 - 86)**
9. **APPOINTMENT OF HIGHWAYS REPRESENTATION PANEL (Pages 87 - 90)**

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BUSINESS OVERVIEW AND SCRUTINY COMMITTEE

Tuesday, 5 March 2019

<u>Present:</u>	Councillor	P Hackett (Chair)	
	Councillors	J Stapleton T Cox J McManus J Robinson	C Spriggs T Usher KJ Williams S Williams
<u>Deputies:</u>	Councillors	B Berry (In place of K Hodson) A Gardner (In place of D Elderton) M Jordan (In place of C Blakeley) C Carubia (In place of D Mitchell)	
<u>Apologies</u>	Councillors	J Bird	M Sullivan

44 APOLOGIES FOR ABSENCE

Apologies were received from Councillors Chris Blakeley, David Elderton, Kathy Hodson and Dave Mitchell, all of whom had deputies standing in for them and from Councillors Mike Sullivan and Jo Bird.

45 MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST / PARTY WHIP

Members were asked to consider whether they had 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.

Members were reminded that they should also declare whether they were subject to a party whip in connection with any item(s) to be considered and, if so, to declare it and state the nature of the whipping arrangement.

No such declarations were received.

46 MINUTES

Members were requested to receive the minutes of the Business Overview and Scrutiny Committee meeting held on 22 January, 2019.

Resolved – That the minutes of the meeting held on 22 January, 2019, be approved.

FINANCIAL MONITORING REPORT QUARTER 3 2018/19

Jenny Spick, Senior Manager, Financial Planning and Policy, introduced the report of the Director of Finance and Investment which set out the Council's revenue and capital monitoring position for 2018/19 quarter 3.

The quarter 3 revenue report showed a £0.5m overspend for Business. The quarter 3 capital report showed an expenditure to date off £10.2 million on a revised programme of £17.6 million.

Jenny Spick gave a presentation to the Committee which included further details on the forecast overspend as follows:

- Finance and Resources: IT services overspends netted down by underspends within Treasury management and Change Management.
- Highways and Transport: Combination of higher than expected Winter Maintenance costs and reduced car park income.
- Jobs and Growth: Overspend in this area due to legal costs relating to Wirral Waters One.
- Law and Order: Overspend due to enhancement payments, overtime payments and shortfall in income targets.

Responding to comments from Members, Jenny Spick stated that spend on the Windows 10 rollout was £2.3m as at the end of February, though she did not have all the details on how long it was due to take. With regard to the Highways overspend, this was due to the anticipated high cost of winter maintenance with initial forecasts being for a harsh winter which had not arisen and the associated increased costs in salt and transport. There had also been reduced levels of income from car parking charges in the autumn. She could not forecast what would happen in March and whether or not forecasts would come back on track.

Members expressed concern that neither the Cabinet Member for Highways and Transport nor the Interim Director Highways and Streetscene were present at the Committee to answer questions.

Responding to further comments Jenny Spick stated that extra staffing costs for community safety would be because some work had dropped off, such as for academy schools which no longer used this service. With regard to street lighting and the column upgrades she did not have an end date as to when this work would be completed. With regard to the reference to sustainable transport links at Duke Street, she would need to find this information out from the Interim Director Highways and Streetscene and provide a written answer.

Members also expressed concern at the length of time for street light repairs to be undertaken and the Chair also reiterated the need for the Cabinet Member to be present at this meeting to respond to comments.

Resolved – That the report be noted.

48 **2018/19 QUARTER 3 WIRRAL PLAN PERFORMANCE**

In view of Tony Williams, Head of Human Resources, being delayed at another meeting, the Chair agreed to take this item on the agenda next, before the Absence Management item.

Alan Evans, Assistant Director: Regeneration and Inward Investment introduced a report which provided the 2018/19 Quarter 3 (October - December 2019) performance report for Wirral Plan pledges under the Business theme. The Quarter 3 report was included as Appendix 1 to the report, and provided a description of the progress in Quarter 3, including available data in relation to a range of outcome indicators and supporting measures.

Responding to comments from Members, Alan Evans, stated that with regard to the road network deteriorating over the last 12 months and whether this was any more than usual and also if the additional funds for works on addressing the deterioration would mean the roads would be in a better condition than otherwise, he would need to ask Mark Smith, Interim Director Highways and Streetscene to respond to this in writing. With regard to Imagine Wirral and the Borough of Culture and creative and business development, Alan Evans commented that one of the key economic development projects was to turn the Treasury Building into a creative and digital business space and work on this had progressed and a lease agreement was due to be signed with the business which would occupy the building.

A Member referred to the good news with regard to the reduction in the indicator for those seriously injured or killed in road traffic accidents but expressed concern that no Cabinet Member or officer from highways was present to update the Committee.

In respect of the indicator on the skills gap and the reduction to 11%, Alan Evans responded to Members' comments and informed the Committee of the work undertaken with the Wirral Chamber of Commerce and with education bodies. Although Wirral was a net exporter of labour to Liverpool and the wider city region, the aim was to retain as many local knowledge based jobs as possible. He acknowledged that the Employer Skills Survey was a national survey and of the need to supplement this with the Chamber's own sector based surveys.

The Chair referred to the importance of 'skilling' up the local workforce particularly with potential large redevelopment schemes coming up as a result of the Muse / Wirral Growth Company projects.

Alan Evans responding to further comments referred to the GVA (Gross Value Added) which, although in Wirral was one of the lowest, had over the last five years shown some of the highest rises. He agreed the need to provide support to grow businesses and with regard to New Ferry and the £1.3m to be invested, this would comprise land assembly and a mixed use development of residential and businesses.

Resolved – That the report be noted.

49 **ABSENCE MANAGEMENT**

Tony Williams, Head of Human Resources, introduced a report on absence management which updated the Committee on sickness absence levels in the Council and how this was being managed and monitored.

In response to several comments, Tony Williams stated that with regard to absence, these were now recorded on the selfserve system from day one, with reduced paper processes. From this month there would be an automatic alert by email to managers for staff who had hit an absence trigger. The system would also 'flag' up if a manager had not undertaken a 'return to work' interview. He acknowledged that the public sector average figure of 8.5 days lost per full time employee per annum was ambitious, when the current figure for Wirral Council was 10.97 and had hovered around 11 days for some years. The Council was working harder than ever, with the wellbeing strategy and policy improvements to bring the figures down. The policy and triggers would be looked at again in the forthcoming municipal year.

Tony Williams also acknowledged the difficulties in understanding if there was a correlation between absence levels and organisational change. The Chartered Institute of Personnel and Development research referred to in his report stated that management style was one of the top three causes of stress for organisations in the public sector. He stated that a piece of work was due to be undertaken with the Council's occupational health provider to gain a better understanding of the different categories of the causes of stress in the Council.

Members expressed concern that these average levels of absence were far higher than those in the private sector. With regard to the trigger targets there was some concern expressed that some employees might take advantage of this by having 10 or so days off within a 12 month period, thereby just staying below the trigger level.

Tony Williams responded that managers could still identify patterns of absence even without an employee hitting a trigger. He also referred to the Employee Assistance Programme which, allied to occupational health, was there to deal with a whole range of issues independently of the Council,

including access to six sessions of counselling per annum. With regard to a company doctor there were arrangements with occupational health for a doctor, but not one employed directly by the council, as it was easier and more cost effective to manage a commissioned service.

On a motion by the Chair, duly seconded, it was –

Resolved – That Committee notes the current position in relation to employee absence within the Council and the work being undertaken to address this and that with agreement from the Chair and Party Spokespersons, Tony Williams bring an update to the Committee every six months.

50 UPDATE ON LIVERPOOL CITY REGION DEVELOPMENTS

Rose Boylan, Policy and Strategy Manager, introduced a report and gave a presentation setting out a brief overview of latest developments at the Liverpool City Region (LCR). A wide range of activity continued, and the report highlighted a small extract of achievements and priorities, which included:

- introducing half price bus travel for all apprentices under the age of 25;
- investing £8.3m in the first phase of a 372 mile walking and cycling network;
- progressing the introduction of new publicly owned trains onto the Mersey Rail network by 2021;
- providing £6m for a Mayoral Town Centre Fund to support local high streets across the City Region;
- forming the Mersey Tidal Power Commission to oversee the potential creation of sustainable energy solution that harness the power of the River Mersey;
- establishing a City Region-wide task force to tackle poor air quality;
- proposal to invest in digital infrastructure to ensure that all parts of the City Region benefit from fastest broadband speeds in the UK;
- proposed use of new Mayoral powers with respect to the bus network to ensure that bus services in the City Region worked for the benefit of bus users and the wider economy;
- investment of £200,000 to support the annual Borough of Culture programme.

Responding to comments from Members, Rose Boylan stated that she would be able to provide further details in writing regarding the proposed City Region investment in cycling and walking routes for the Wirral. The air quality task force would be looking at the issue across the region and the link to health inequalities in certain pockets of the region. 2019 was the year of the Environment for the region which had just been launched and she would be able to provide website links on a series of events scheduled for the year.

A Member welcomed the introduction of the £1 fast tag fee for City Region residents but suggested that the aim should be to make this free as it was for residents of Halton and Widnes crossing the Mersey Gateway toll bridge. Another Member expressed concern at the imbalance between Metro Mayor areas with some receiving more funding than others.

Resolved – That the report be noted.

51 **BUSINESS OVERVIEW AND SCRUTINY COMMITTEE WORK PROGRAMME**

The Committee considered a report from the Chair which explained the process of developing and managing a scrutiny work programme for the current municipal year. The report updated the Committee on the current status of items on the work programme.

An update was also provided on the Liverpool City Region Overview and Scrutiny Committee which had convened its first two scrutiny workshops in December, 2018.

Resolved – That the Business Overview and Scrutiny Committee work programme for 2018/19, be noted.



Business Overview and Scrutiny Committee Thursday, 4 July 2019

REPORT TITLE:	WIRRAL'S CULTURE STRATEGY: IMAGINE WIRRAL 2018 AND BOROUGH OF CULTURE 2019
REPORT OF:	Assistant Director: Culture and Visitor Economy

REPORT SUMMARY

This report presents the progress made in respect of implementing Wirral's Culture Strategy, with particular reference to the impact of the 2018 Imagine Wirral culture programme and the 2019 Liverpool City Region Borough of Culture programme.

Wirral's Culture Strategy is a key strategy in respect of the Wirral Plan pledge to deliver leisure and cultural opportunities for all.

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

RECOMMENDATION/S

Members of the Committee are requested to note the progress made and to consider how the Committee will inform the ongoing development of the 2019 Borough of Culture and future culture programmes.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 Members of the Committee are requested to consider how they wish to inform the ongoing development of the 2019 Borough of Culture to ensure that the programme is inclusive across all communities and to maximise opportunities for Wirral.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 A range of options for delivering outcomes related to culture were considered through the development of Wirral's Culture Strategy.

3.0 BACKGROUND INFORMATION

- 3.1 The priorities set out in Wirral's Culture Strategy are to:
- Develop creative partnerships and a cultural events programme to promote arts, culture and heritage in Wirral
 - Increase resident and visitor participation in Wirral's arts, culture and heritage offer to promote its educational, social and wellbeing benefits
 - Promote Wirral on a global stage as part of the Liverpool City Region to attract world class arts, culture and heritage events and exhibitions
 - Maximise the contribution of the arts, culture and heritage to the local economy
- 3.2 **Appendix 1** to this report provides an evaluation of how the Imagine Wirral programme in 2018 delivered against the above priorities. In summary, the 2018 cultural programme resulted in:
- Over 250,000 visitors to Wirral – including the largest ever one-day event, the Giant Spectacular which brought an estimated 80,000 visitors to New Brighton
 - Over £5m economic benefit for the local economy, benefitting local businesses and contributing to the borough's growth ambitions – every £1 spent on culture by the local authority last year delivered £25 of economic benefit
 - National and global media coverage
 - High satisfaction levels (over 80% of people who engaged with the programme rated their experience as either 'good' or 'very good')
 - Hundreds of volunteers and children and young people involved in co-creation throughout the year
- 3.3 More details relating to the evaluation of the 2018 programme and progress to date in respect of the Borough of Culture programme will be presented to the Committee.
- 3.4 The award of Liverpool City Region Borough of Culture (BoC) was introduced by the Liverpool City Region Combined Authority in 2018 as part of the 1% for

Culture programme – an annual commitment to spend the equivalent of 1% of our devolution funding from central government to support cultural activities. It reflects the ambitions and aims of the LCR Culture and Creativity Strategy to incrementally build sustainable capacity, creativity and economic growth across the city region.

3.5 Borough of Culture does not involve a competitive process but will rotate around the city region (St Helens, Wirral, Sefton, Halton, Knowsley, and Liverpool) on an annual basis, with the aim of encouraging each borough to collaboratively develop its local talent and potential and generate cultural activities across the region. A clear set of principles were agreed by the Liverpool City Region Cultural Partnership to support delivery and evaluation linked to the Borough of Culture initiative. These principles are as follows:

- **Children and young people** - accessing, enjoying, learning and thriving through culture and creative engagement with skills and talent pathways
- **Positive outcomes** - wellbeing, health, education, cohesion and future world of work
- **Communities** - increased participation, particularly the ageing society
- **Distinctiveness of place** – promoting the creative and culture offer to local people and visitors
- **Infrastructure** - leaving a legacy through better infrastructure for culture and creativity

3.6 The content of the 2018 Imagine Wirral and 2019 Borough of Culture events programmes has been influenced by a range of factors, including opportunities developed as a result of partnership working in Wirral across the Liverpool City Region.

4.0 FINANCIAL IMPLICATIONS

4.1 There are no financial implications pertaining directly to this report. Additional funding has been awarded by the Combined Authority for the Borough of Culture programme in 2019 along with significant grant funding in 2018 and 2019 from Arts Council England.

5.0 LEGAL IMPLICATIONS

5.1 There are no legal implications pertaining directly to this report. Legal advice is obtained as appropriate to support the delivery of events and projects.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 There are no resource implications pertaining directly to this report. The activities outlined in this report are delivered within existing resources.

7.0 RELEVANT RISKS

7.1 There are no risks pertaining directly to this report. Risk registers are place as appropriate for the work of the Culture and Visitor Economy Team and risk assessments are undertaken to support each event and project.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 Engagement and consultation with Wirral's communities, the arts, cultural and heritage sectors in Wirral and across the Liverpool City Region has underpinned the development of the Imagine Wirral and Borough of Culture programmes.
- 8.2 A number of sessions have been held with Elected Members to gather input to support the development of the culture programme. Dedicated workshops with hundreds of stakeholders took place in January to inform the Borough of Culture programme, along with engagement across the Liverpool City Region and presentations to all Chamber of Commerce business forums. A creative bulletin is produced monthly to disseminate information to hundreds of stakeholders in the arts and cultural sector and this includes opportunities for organisations and individuals to get involved in events and projects.

9.0 EQUALITY IMPLICATIONS

- 9.1 An Equality Impact Assessment is being published.
- 9.2 Access statements have been put in place for each event delivered as part of the Imagine Wirral and Borough of Culture programmes to ensure that they are accessible and inclusive. Targeted engagement work is also undertaken to identify opportunities to maximise access.

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APPENDICES

Appendix 1 – Imagine Wirral Summary Evaluation

BACKGROUND DOCUMENTS

None

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
N/A	N/A



IMAGINE WIRRAL – EVALUATION REPORT



Report developed by the Culture and
Visitor Economy Team, in partnership with
the Wirral Intelligence Service

EXECUTIVE SUMMARY

Imagine Wirral 2018 was an unprecedented year of culture, creativity and ideas for the borough. The ambitious 2018 programme included major events and collaborations, which placed Wirral on an international stage like never before, increasing visitor numbers and participation in transformative experiences. This evaluation report provides an insight into the main findings for major events featured as part of the Imagine Wirral programme.

<p style="text-align: center;">THE CHALLENGE</p>	<ul style="list-style-type: none"> • Wirral is a borough of contrasts. Rural areas and urban and industrialised areas sit side by side in a compact peninsula of 60 square miles and 24 miles of coastline. • The most recent population figure for Wirral is 322,796, making it one of the largest metropolitan boroughs in England. • Demographically, Wirral differs slightly to England, as it has a lower proportion of younger adults and a higher proportion of older people. In addition, life expectancy varies by around 10 years between wards in the east and west of Wirral, reflecting the large inequalities which characterise the borough. • Contrasting with the affluence to be found in parts of Wirral, parts of Birkenhead and Wallasey are amongst the most deprived in England. • Cultural investment in Wirral has historically been very low. • Research from the Active Lives Survey conducted by Sport England in partnership with Arts Council England, stated that in the 12 months prior to May 2017, 32.78% of residents in Wirral spent time doing a creative, artistic, theatrical or music activity or craft (local authority average= 35.16%), indicating how engagement in arts and culture in Wirral was lower than average. <p>The Imagine Wirral programme provided an opportunity to bring cultural activity to the borough and build participation through targeted engagement.</p>
<p style="text-align: center;">ACTIVITY</p>	<p>Imagine Wirral 2018 was a landmark year for celebrating art, culture and heritage in Wirral and marked the first year that a creative programme of events had been developed for the borough, by the Council in collaboration with partners and stakeholders. The programme consisted of major events such as the Three Festivals: Tall Ships Regatta, New Brighton Revisited, Lost Castles, Giant Spectacular and River of Light, as well as an array of community events that were supported by Imagine Wirral and delivered across the year, providing residents and visitors with a variety of local and large-scale arts, culture and heritage events.</p>
<p style="text-align: center;">DESIRED OUTCOMES</p>	<ul style="list-style-type: none"> • Increase visitor numbers to Wirral through the Imagine Wirral 2018 Programme • Generate additional economic impact for Wirral over the course of the Imagine Wirral 2018 Programme • Secure external funding totalling £200,000 over the course of the Programme • Improve both residents' and visitors' perceptions of Wirral • Increase participation in arts and cultural events • Improve the wellbeing of those participating and engaging in the Imagine Wirral Programme • Build partnerships through the collaborative delivery of some Imagine Wirral events

	<ul style="list-style-type: none"> • Develop an online social media presence for Imagine Wirral, attracting 500 followers on Twitter by the end of 2018
FINDINGS	<ul style="list-style-type: none"> • Over 250,000 visitors attracted to Wirral to experience the array of amazing events across the year. • Over £5m was generated for the local economy as a result of the Imagine Wirral programme. • Over £200k of external funding secured through grant and commercial opportunities. • Secured the largest ever Arts Council England bid achieved by the Council (£77k). • Over 85% of people who engaged with the programme rated their experience at events as either 'good' or 'very good' • Local schools were engaged with and over 700 schoolchildren participated in the programme. • Hundreds of volunteers supported the delivery of the events. • Brought the largest ever one-day event to Wirral in the form of the Giant Spectacular event which attracted over 80,000 visitors to New Brighton. • Social media presence greatly increased with over 1,000 new Twitter followers secured in the first 6 months. • National/global media reach achieved - Wirral's Lost Castle was featured in The Times and on BBC One's The One Show, and further afield, New Brighton Revisited attracted media coverage from the likes of Vogue Italia, while the Giant Spectacular in New Brighton made international news, including NBC News in America.
RECOMMENDATIONS	<ul style="list-style-type: none"> • Further social impact research and analysis to be conducted or commissioned next year to complement the Imagine Wirral postcards and to capture health and wellbeing benefits and local case studies. • Survey templates to be developed for local businesses and circulated a fortnight after the event to capture their impact. (recommendation has been actioned) • Engagement with organisers of local/community cultural events to be held at the beginning of the year around evaluation and template to be developed and circulated to ensure this data is captured. (recommendation has been actioned) • Sponsorship and commercial opportunities to be identified at an earlier date for events as part of the 2019 programme and a brochure to be developed (recommendation has been actioned) • Analyse when other events are happening in the city region to see if these have any correlation with visitor numbers to events. • Future programmes should include at least one momentous event a year that will act as a particular draw to visitors and complement the rest of the cultural programme. • Analysis to be conducted to assess why spend on hotel accommodation increased for River of Light, to identify if any additional provisions could be exploited, or provided for future events. • Consider developing visitor itineraries to complement future events and to entice visitors to stay in Wirral for longer.



INTRODUCTION

2018 was a ground-breaking year for art and culture in Wirral and marked the first year that a creative programme of cultural events had been developed under the 'Imagine Wirral' brand (www.imaginewirral.com). A new Culture and Visitor Economy Team was established at the beginning of the year to drive forward the programme. The new team formed part of the Economic and Housing Growth Directorate; a reflection of the Council's ambition to bring arts and culture to the forefront of regeneration and growth plans.

THE LAUNCH OF 'IMAGINE WIRRAL'

The Imagine Wirral Programme was launched on 15th February 2018 at Birkenhead Town Hall. The event was attended by over 100 stakeholders, including creative organisations and people, local businesses, Liverpool City Region partners and external funders.

The launch signified a new era for arts and cultural activity in Wirral under the banner of 'Imagine Wirral'. The logo was designed by a local creative and was the emblem for the Imagine Wirral brand, which highlighted Wirral's ambitions to explore the art of the possible, to stimulate and bring to reality people's creative ideas and to improve perceptions of Wirral as a fantastic cultural destination.

DELIVERY OF THE IMAGINE WIRRAL PROGRAMME

The Imagine Wirral Programme was a combination of major events and collaborations across the year, as well as a celebration of community arts and cultural events. The programme was delivered by Wirral Council's Culture and Visitor Economy team, in partnership with teams across the Council, Wirral Partnership, as well as with local creatives and major arts organisations. The Culture and Visitor Economy team had three distinct roles in delivering the Imagine Wirral programme of events:

1. TO DIRECTLY DELIVER MAJOR EVENTS (MAIN FOCUS OF THE REPORT)

The Culture and Visitor Economy team worked with a range of stakeholders and partners across the Imagine Wirral year to directly deliver major events. Building on previous partnership working the Tall Ships Regatta, Giant Spectacular and River of Light were all delivered in collaboration with Culture Liverpool and the Lost Castles project; the first Liverpool City Region collaborative project, was delivered in partnership with all six of the city region boroughs: Wirral, Liverpool, Knowsley, St Helens, Sefton and Halton.

2. TO FACILITATE AND SUPPORT THE DELIVERY OF MAJOR EVENTS

The Culture and Visitor Economy team also played an integral role in facilitating and supporting major events that featured as part of the Imagine Wirral programme. These included the New Brighton Revisited photography exhibition which was delivered in partnership with Northern



Narratives and the events that took place to mark the centenary of the end of the First World War which were led by the Wilfred Owen Commemorations team and supported by the Council.

3. TO SUPPORT LOCAL TALENT AND COMMUNITY EVENTS

A key aspect of the Imagine Wirral programme was to shine a light on local talent and community events. Through the Imagine Wirral website and social media channels, such as Twitter, the team provided marketing and promotional support to an array of community-organised and partner-led events including ‘The Secret Gardens of Oxton’, ‘International Guitar Festival’, ‘Wirral Open Studio Tour’, ‘Wirral Festival of Firsts’, ‘Heritage Open Days’, ‘Wirral Earth Festival’, ‘Egremont Festival’, ‘Wirral Arts Festival’ ‘Leverhulme Grand Prix’, ‘Love New Brighton Parade’, ‘Be in Birkenhead Festival’ and ‘One Wirral 2018’.

STRATEGIC ALIGNMENT

The Imagine Wirral programme was a real flagship opportunity to demonstrate how art, culture and heritage could be integral to delivering outcomes identified as part of the Wirral Plan 2020 pledge ambitions. Over the course of 2018 the Imagine Wirral Programme contributed towards the delivery of the Culture and Visitor Economy strategies, as well as a number of the ambitions set out in Wirral’s Growth Plan. Outcomes aligned to these strategies’ priorities have been attached as appendix 1 in the ‘graphs, tables and case studies’ report and demonstrate the interdependencies between culture, the visitor economy and the associated benefits for local growth ambitions. Above and beyond the strategies that are directly aligned to the Imagine Wirral programme, it is important to recognise that the programme generated an array of positive outcomes for the priorities identified in the Wirral Plan’s ‘People’ and ‘Environment’ themes. Summaries of the outcomes achieved against these themes have been outlined in appendix 2.

IMAGINE WIRRAL PROGRAMME LOGIC MODEL

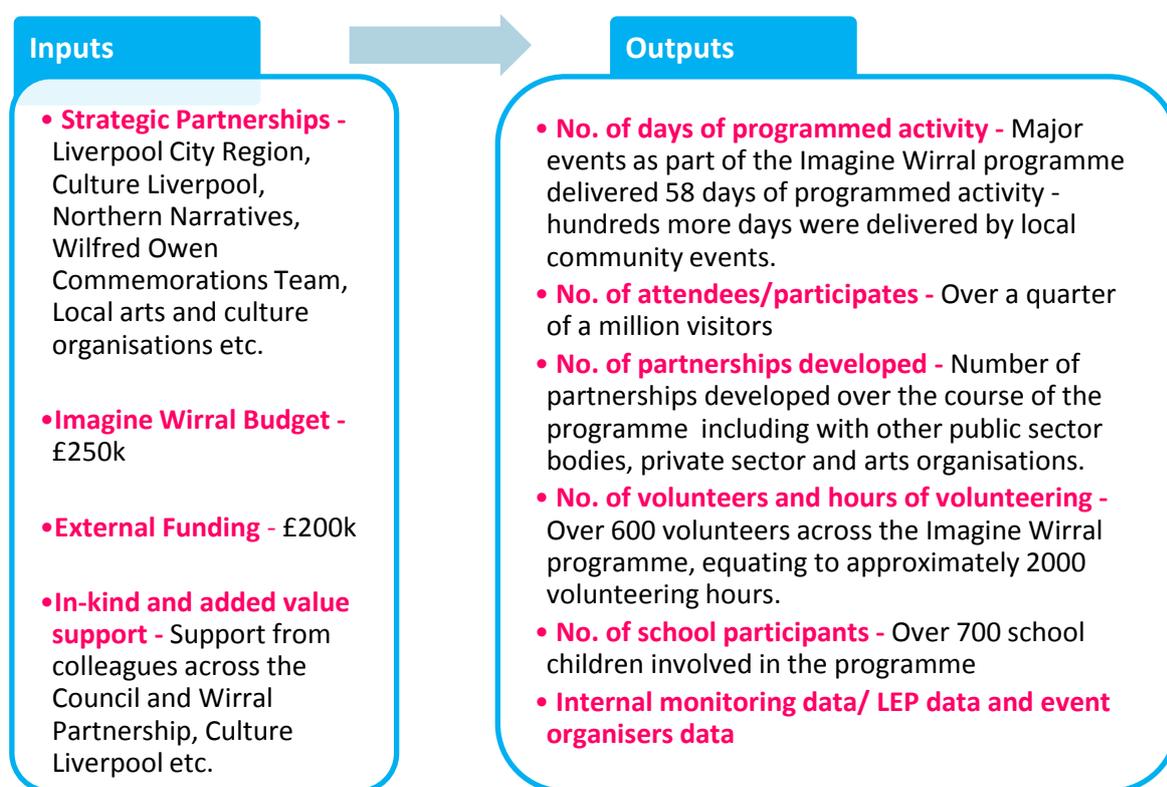
The Summary Logic Model attached as appendix 3 in the ‘graphs, tables and case studies’ report provides an overview of the key themes and desired outcomes that were measured through the Imagine Wirral Programme. These desired outcomes are reflective of the wider strategic ambitions of the Council and partners as set out in the Wirral 2020 Plan and can be categorised into the following sub-headings:

SUB-HEADING	DESIRED OUTCOMES
VISITORS	Increase visitor numbers to Wirral through the Imagine Wirral 2018 Programme
ECONOMIC IMPACT	Generate additional economic impact for Wirral over the course of the Imagine Wirral 2018 Programme Secure external funding totalling £200,000 over the course of the Programme



PLACEMAKING	Improve both residents' and visitors' perceptions of Wirral
CULTURE, SOCIETY AND WELLBEING	Increase participation in arts and cultural events Improve the wellbeing of those participating and engaging in the Imagine Wirral Programme
PARTNERSHIPS	Build partnerships through the collaborative delivery of some Imagine Wirral events
MEDIA PRESENCE	Develop an online social media presence for Imagine Wirral, attracting 500 followers on twitter by the end of 2018

The logic model includes a series of inputs outlining the resources that were required to deliver the Imagine Wirral programme and outputs that have been achieved as a product of these inputs:



IMAGINE WIRRAL PROGRAMME BUDGET ANALYSIS

The total budget for the 2018 Imagine Wirral Programme at the outset of the year was £250k. This budget was fundamental in enabling the Culture and Visitor Economy team to obtain match-funding for events from external funders such as Arts Council England. This resulted in the Council successfully securing the largest ever external grant from Arts Council England of £77k for the Three Festivals: Tall Ships Regatta event in May 2018. Funding secured from external bodies was crucial in



maximising the variety and quality of the creative programme and in bringing larger scale events to the borough.

Commercial income was also generated through food and drink concessions available at a number of Imagine Wirral events and through charging local businesses to feature their logos on Imagine Wirral banners displayed on New Brighton promenade. It is important to recognise that the 2018 Imagine Wirral programme was an opportunity to test the local authority's commercial approach and was a crucial year in enabling the Council to start building a strong track record that provided businesses and potential sponsors with confidence in the 'Imagine Wirral' brand; associating it with the ability to deliver outstanding moments and events across the borough.

The programme also benefitted from an array of in-kind contributions. For example Culture Liverpool provided in-kind support with regards to the development of the creative content for the Tall Ships Regatta, Giant Spectacular and River of Light. Contributions were also obtained from local businesses for hospitality events. These contributions included free samples such as miniature Wirral Gins.

METHODOLOGY

COMMISSIONED RESEARCH – NORTH WEST RESEARCH AND STRATEGY

Evaluation for major events within the Imagine Wirral programme, including Tall Ships, Giant Spectacular and River of Light was commissioned to North West Research and Strategy (part of the Liverpool Local Enterprise Partnership). NWRS have the expertise required to evaluate events of this nature and scale, and had previously been commissioned to conduct River of Light and Community Firework surveys in 2017, as well as the Mersey River Festival in 2017. The commission included fieldwork and the production of a research report which analysed the following objectives aligned to the Imagine Wirral logic model. Sample evaluation questions have been outlined below:

To identify and quantify the visitor element of major events

- Which of the following best describes the people you are with on this trip?
- What type(s) of accommodation are you staying in?

To develop a detailed profile of the audiences, including spend to measure economic impact

- How important was the event in your decision to visit Wirral?
- Approximately how much do you think you have/will be spending during this trip?

To obtain perceptions of the event and of Wirral as a place

- How would you rate your satisfaction of the event?
- Has this event changed your perceptions of Wirral?

To explore the legacies and impacts of events to indicate future demand

- Would you attend/ participate in similar cultural events in Wirral in the future?
- How likely are you to visit Wirral again in the future?



The research was undertaken by IQCS (Interviewer Quality Control Scheme) trained fieldwork staff via face-to-face interviews with visitors during the event. Face-to-face interviewing is one of the most widely used methods of conducting primary research and allows for more in-depth data collection and comprehensive understanding by enabling the interviewer to probe for more detailed, or expanded responses.

To ensure information gathered was managed and governed effectively NWRS used Snap Survey market research software for top line results and Statistical Package for the Social Sciences (SPSS) for depth analysis. Snap Survey software delivers innovative design, distribution and reporting tools to ensure the insight required is achieved. Research agencies use SPSS to analyse survey data and mine text data so that they can get the most out of their research projects.

Through reviewing CCTV coverage of these events and measuring the number of visitors within a metre-squared (at different event locations to ensure the calculation incorporated highly dense visitor areas and lower dense areas), the Culture and Visitor Economy Team calculated the estimated total number of visitors for each of the major events. This figure was provided to North West Research and Strategy to feature within the report findings and to enable them to assess overall economic impact of events.

IMAGINE WIRRAL POSTCARDS

The evaluation reports produced by NWRS predominately collated quantitative data, providing statistical analysis of major events. Imagine Wirral postcards were created to complement this data set and to capture qualitative feedback. The postcards asked questions such as 'Could you please describe how participating in this event made you feel? What was your favourite part of the event? And why?' The postcards enabled the events to be seen more holistically and captured attendees' perceptions of the event in emotive language, which referenced how attendees felt, providing 'the human factor' to the evaluation process.

OTHER MAJOR EVENT EVALUATIONS

An alternative approach to capturing data was conducted for New Brighton Revisited photography exhibition due to this event being led by Northern Narratives, in partnership with the Council. Northern Narratives captured their data thorough commissioning MA students from the University of Central Lancashire (UCLAN) to conduct and collate primary research consisting mainly of audience questionnaires, but also from observations and general conversations with visitors to the exhibition. The students assembled their research findings and conducted further analysis outlined within their research report. The report encompassed findings that aligned with the majority of the Imagine Wirral logic model desired outcomes, but differed with regards to the types of questions asked to attendees and didn't incorporate questions to capture the estimated economic impact of the event.



EVALUATION FINDINGS

Findings captured for each of the major events featured as part of the Imagine Wirral programme have been analysed below. The findings have been sub-sectioned into headings that correspond with the logic model themes and desired outcomes. All graphs, tables and case studies referred to within the report are available in the 'graphs, tables and case studies' report which accompanies this evaluation.

VISITORS

Desired outcome: Increase visitor numbers to Wirral through the Imagine Wirral 2018 Programme



VISITOR NUMBERS

Wirral's tourism data highlights that the peninsula currently attracts over 8.8 million day and short break visitors each year. The Imagine Wirral programme enhanced Wirral's tourism offer, bringing an additional 250,000 residents and visitors to the borough to attend major events as part of the 2018 programme.

A breakdown of audience numbers for major events is outlined in table 1.

Tall Ships Regatta - The Tall Ships Regatta event attracted nearly 100,000 visitors to the New Brighton waterfront to enjoy the three days of creative programming and activities to celebrate the fleet of international Tall Ships. The figure demonstrated an increase of 146% since the Mersey River Festival in 2017, which attracted approximately 40,000 visitors to Wirral. The vast majority of visitors attended on the Bank Holiday Monday for the Parade of Sail and Song, which saw the magnificent Tall Ships leave the River Mersey to begin the first leg of their race to the port of Dublin. Graph 1 demonstrates a steady incline of visitor numbers from day one, which could be attributable to 'word-of-mouth', greater social media presence and more people becoming aware of the event over the course of the weekend.

New Brighton Revisited - A total of 8,091 visitors attended the New Brighton Revisited exhibition. Graph 2 demonstrates how the number of visitors peaked over the opening weekend. As expected weekends were the exhibition's busiest time, due to this being the optimum time for people to utilise their 'free time'. Following week 2 visitor numbers plateaued at slightly fewer than 1,000



visitors a week. Visitor numbers for the exhibition exceeded expectations for a similar photography exhibition of this nature. This could be attributable the Liverpool Biennial being opened during the same weekend as New Brighton Revisited, enabling visitors to the Biennial to also seize the opportunity to come to Wirral to visit the exhibition whilst in the Liverpool City Region.

Lost Castles - Over 8,000 visitors participated in the Lost Castles workshops, or attended the weekend of events. Graph 3 provides an overview of visitor numbers over the Lost Castles weekend. It is important to recognise that in addition to the numbers in graph 3 approximately 100 people participated in the Lost Castles workshops the week prior to the event, 250 people participated in the Lost Castles build day on Thursday 9th August and 220 people participated in the demolition.

Giant Spectacular - The Imagine Wirral programme also brought the largest ever one-day event to Wirral, which attracted an estimated 80,000 visitors to New Brighton.

River of Light - The final event of the 2018 Imagine Wirral programme attracted 53,536 visitors to the New Brighton waterfront. This figure was similar to visitor numbers recorded for River of Light in 2017; demonstrating that the event continues to bring in crowds of 50,000 plus a year.

It is important to note that the total number of visitors attracted to Wirral through the Imagine Wirral programme will have been greater than 250,000, as the number of visitors who attended local/community events promoted through Imagine Wirral platforms have not been recorded within this evaluation.

VISITOR PROFILE

Table 2 provides an overview of the profiles of visitors attending Imagine Wirral events.

Tall Ships Regatta - Attracted the most visitors from across the city region and elsewhere in the North West and UK (46% of attendees). This may have been attributable to both the nature of the event attracting Tall Ships fanatics to Wirral specifically to see the ships on the River Mersey and could also be due to the event being held in the summer and in the seaside resort of New Brighton, which meant that visitors could combine the event with additional seaside activities in New Brighton e.g. 'going to the beach'.

Giant Spectacular - A large proportion of attendees were Wirral residents, with the remaining visitors travelling an average drive time of 20 minutes to the event; originating from elsewhere in the city region, or came from neighbouring Cheshire.

New Brighton Revisited - Had the greatest attraction for international visitors, which as aforementioned may be attributable to the event opening on the same weekend as the Liverpool Biennial. The Liverpool Biennial features a number of commissions from international artists, hence why this event may have attracted greater numbers of visitors from outside of the UK.

Lost Castles and River of Light - More localised events, with the vast majority of attendees being Wirral residents, or from the Liverpool City Region. This may be due to Lost Castles being more



of a community-based event hosted in partnership with the city region and River of Light being an annual event which conflicts with other local areas bonfire night celebrations.

VISITOR INFLUENCES AND MOVITATORS

Table 3 provides an insight into visitor influences and motivators for each of the Imagine Wirral events. Feedback collated from visitors on the day of the events highlighted that over 70% of visitors came to Wirral specifically to attend the event in question, demonstrating the importance of the Imagine Wirral programme in bringing additional visitors to the borough to experience and participate in cultural events. This was particularly the case for the Giant Spectacular event, whereby 98% of visitors came to Wirral to attend the event. Visitors may have been more influenced to attend this event due to it being the first time the Giants had been part-hosted in Wirral and due to the event marking the end of the Giants trilogy to Liverpool. This signifies the importance of ensuring that unique, one-off events feature as part of future cultural programmes, as evidence demonstrates that these types of events act as a greater draw to visitors who want to be part of history and something extra special.

VISITOR SATISFACTION

Table 4 provides an overview of visitor satisfaction levels for each of the Imagine Wirral events. Feedback collated from visitors on the day of the events highlighted high levels of satisfaction for all Imagine Wirral events with over 80% rating their overall enjoyment of events highly, with the Giant Spectacular event scoring a record 100% satisfaction level. Visitor satisfaction levels may have also been higher for events such as the Giant Spectacular and the River of Light as these events were shorter in duration and incorporated big outstanding moments e.g. the Giant route and the firework display; whereas the creative content for other Imagine Wirral events was more sporadic and across a number of days.

ECONOMIC IMPACT

Desired outcome: Generate additional economic impact for Wirral over the course of the Imagine Wirral 2018 Programme and secure external funding totalling £200,000 over the course of the Programme

VISITOR EXPENDITURE

The Visitor Economy in Wirral has enjoyed sustained growth in recent years and is currently worth over £426 million annually; an increase of over 36% since 2012. The Wirral Plan for 2020 and the Wirral Visitor Economy Strategy seeks to drive the borough's visitor economy to £450 million by 2020.

The Imagine Wirral programme has contributed towards this ambition by generating an additional £5m for the local economy as a direct result of the Imagine Wirral programme, resulting in a return on investment for the Council of £25 for every £1 invested. The economic impact was deduced



by calculating what spend would have occurred over and above what would have happened anyway if the events had not taken place (the additionality). Based on this rationale graph 4 provides a breakdown of economic impact for each Imagine Wirral event.

Tall Ships Regatta - Generated an economic impact of £1.7m over the course of the late May Bank Holiday weekend. On average Wirral residents spent approximately £17.92 per person at the event, day visitors spent £23.89 per person and staying visitors spent £50.04 per person.

Giant Spectacular – Generated the greatest economic impact of £2.3m over the course of just one day. This was attributable to a higher level of visitor spending, when compared to other events and was due to attendees planning their visit as part of longer day itineraries as they followed the Giant on his route along the New Brighton promenade and at alternative times throughout the day to correspond with the Giant route schedule. On average Wirral residents spent approximately £18.22 per person at the event, day visitors spent £26.35 per person and staying visitors spent £90.19 per person.

River of Light – Generated an economic impact of £1.03m over the course of the evening. This figure was up 34% on last year (£770k). This was predominately due to the rise in figures relating to staying visitors. The overall accommodation spend had increased effecting the total impact (e.g. spending £90 in 2018 compared to £70 in 2017). On average Wirral residents spent approximately £15.95 per person at the event, day visitors spent £9.12 per person and staying visitors spent a staggering £355 per person on accommodation, travel, food and drink, as well as on other activities during their stay in Wirral.

A breakdown of mean spend per person, dependent on the type of visitor (resident, day visitor or staying visitor) for these three Imagine Wirral events have been outlined in graphs 5, 6 and 7.

IMPACT ON BUSINESSES

Throughout the Imagine Wirral programme engagement was undertaken with local businesses prior, during and post events, enabling them to plan and maximise on event opportunities and the associated increased footfall to the area.

Case study 1 provides an overview of the impact of the Giant Spectacular event on the Floral Pavilion. The Floral Pavilion was a key stakeholder in the Imagine Wirral programme and hosted three Imagine Wirral hospitality events: Tall Ships Regatta, Giant Spectacular and River of Light. These hospitality events provided an opportunity to showcase the Floral Pavilion as a suitable and ideal venue for business conferences and events to VIPs attending the event (including local businesses, Liverpool City Region partners etc.). For all of these events the Floral Pavilion also generated income through providing an additional offer for the public and visitors, through for example selling tickets for ‘afternoon tea’ to correspond with the event timetables.

Further engagement with local businesses in New Brighton following the Giant Spectacular event revealed that on average businesses rated the Giant Spectacular event ‘9 out of 10’, with 1 being



poor and 10 being excellent. Local businesses also noted the following positive impacts on their business as a result of the event:

'Increased footfall and staff morale was also high and encouraging'

'Increased footfall, income generation and new regular customers after the event'

'Income was up on concessionary items by 57% compared to the same equivalent day last year.'

Hospitality events also provided a perfect opportunity for local businesses to not only network and develop new contacts, but to also showcase Wirral's local suppliers and products. For example, Wirral Gin and Peerless Brewery beer were served and promoted during events to VIPs and local business 'ACE Audio Visual' provided technical expertise at events.

Procurement exercises conducted when commissioning food and drink offers to complement events also ensured that tenders would have to demonstrate how they were sourcing from the locality first, ensuring local businesses and the local economy benefitted from Imagine Wirral events foremost, before opportunities were offered to businesses outside of the borough.

PLACEMAKING

Desired outcome: Improve both residents' and visitors' perceptions of Wirral



PERCEPTIONS OF PLACE

A number of large-scale Imagine Wirral events, such as the Tall Ships Regatta, New Brighton Revisited, Giant Spectacular and the River of Light were hosted in key locations such as Birkenhead and Wallasey. These areas historically have poor reputations and higher levels of deprivation, including some of the most deprived areas in the UK and were therefore focal areas for the cultural programme. Within these areas, on average over 50% of people stated that they felt better about Wirral as a place and where they lived as a result of attending and engaging in the event. The remaining 50% stated that they felt the same about Wirral as a place (no-one stated that they felt any worse about Wirral as a place as a result of the events).



In addition, through bringing arts and culture to these areas the programme contributed towards the Council's growth ambitions for the borough; transforming and enhancing the visitor and cultural offer in these locations. For example the Animated Square festival optimised the use of Wirral's fantastic public and historic spaces (Hamilton Square) and showcased Birkenhead Town Hall in a new light, demonstrating the potential of the place and bringing additional footfall to the area beyond the usual 9am-5pm; ensuring the area was a brighter, safer place where residents and visitors enjoyed spending time.

Many residents highlighted the pride they felt in the area. Two examples of resident feedback from the Tall Ships Regatta event are provided below:

'Participating in this event made me feel happy and proud that my roots are here in New Brighton and Birkenhead. My favourite part was the Animated Square because it was beautiful and was very interesting.'

'Very excited and proud of New Brighton! It is wonderful after the decline of this iconic resort to see it coming back to life. It's great to see the clean sandy, the historic fort and lighthouse being the backdrop to a festival of fun events.'

During the Lost Castles event over 80% of visitors and participants stated that they felt more positive about Wirral as a place. This may have been attributable to this event being more of a participatory experience for the local community, enabling local residents and visitors to come together to build and demolish the huge cardboard castle structure in Ashton Park. Many residents who participated in this event highlighted how they had met their neighbours for the first time and had made new friendships, contributing to their improved perceptions of place.

Graph 8 highlights how the vast majority of visitors across all Imagine Wirral events stated that they would return to Wirral following the event, demonstrating the positive impression that visitors had of Wirral as a place during events. This is particularly beneficial in relation to bringing visitors back to Wirral in the future to experience cultural events as part of the 2019 Borough of Culture programme

CULTURE, SOCIETY AND WELLBEING

Desired outcomes: Increase participation in arts and cultural events and improve the wellbeing of those participating and engaging in the Imagine Wirral Programme



INCREASE PARTICIPATION AND IMPROVING WELLBEING

Opportunities to participate - The Imagine Wirral programme has been centred on the philosophy that every Wirral resident has the right to participate in arts and culture, regardless of their age, ability or socio-economic background. Extensive engagement work was undertaken with Wirral's creative communities to secure support for delivery of the events programme and maximise their involvement. This ranged from providing opportunities for organisations and individuals to perform at events, to opening up a design competition for the Imagine Wirral logo and facilitating workshops with local forums to inform the content of exhibitions. The Imagine Wirral programme was also used as a platform to promote the work and projects of local artists and creatives. Organisations were given the opportunity to use the Imagine Wirral branding to show their involvement in the extended programme. Case study 2 demonstrates how participation was made possible for the Lost Castles project.

Attendees of events also engaged with the programme over social media: Imagine Wirral Twitter page and Wirral Council Facebook page. There was a sense of wide support for the programme and there were many examples of positive reviews both from residents and from visitors from further afield. Case study 3 demonstrates how a local resident felt after participating in the Tall Ships Regatta event.

Children and young people - Children and young people were a key focus of the Imagine Wirral Programme. Local school children and youth groups were encouraged to participate and engage in the creative programme throughout the year. Prior to the Tall Ships Regatta, local school children were engaged in a 'Message in a Bottle' workshop, where they learnt about plastic pollution in a thriving, fun and exciting environment. Case study 4 also highlights how local schools and youth organisations maximised opportunities that were created to enable their young people to engage in the Giant Spectacular event.

Children and young people were also included in the Imagine Wirral programme as performers at events, from choirs through to dance troupes, providing them with an opportunity to showcase their talents. It is worth noting that children and young people also made up many of the visitors to the year's events, with engagement activities designed to engage them on the day. For example, many young children enjoyed creative activities such as building their own fish and jellyfish on a stick at the Tall Ships event, as well as partaking in circus skills workshops. Many children were also involved in both the workshops and build elements of the Lost Castles event.

Some young people also volunteered as part of Imagine Wirral events. Wirral Metropolitan College circulated volunteering opportunities to their students and a group of students volunteered for the Giant Spectacular event, providing them with an opportunity to build their confidence and communication skills.

Older residents - Over a third of residents stated that they would have stayed at home if Imagine Wirral events, such as the Tall Ships Regatta, or Giant Spectacular weren't on. This demonstrates the importance of the programme in encouraging social interaction outside of the home. This is particularly important for Wirral's ageing society. For example over a third of respondents



(43%) who attended the Tall Ships Regatta were aged 55 years or above, with the highest concentration being those aged 65 years or above, some of whom attended on their own. This indicates how the programme contributed towards tackling loneliness and social isolation, by bringing people out of their homes and into the community, improving health and wellbeing, sense of place and having a beneficial impact on social cohesion.

Accessibility - Thorough consideration was given to equality and diversity and ensuring accessibility for everybody prior to all Imagine Wirral events. For the Tall Ships Regatta event, Blue Badge parking was provided and there was a free shuttle bus to the Floral Pavilion in New Brighton. The site was fully accessible for Animated Square and on street car parking was also available. The same applied for Lost Castles; additionally for this project, workshops were made fully accessible for those with reduced mobility. There was Blue Badge parking again in place for the both the Giant Spectacular and the River of Light events

Special provisions were also organised wherever possible. A separate picnic space was organised at the Giant Spectacular event which enabled two visually-impaired children to be escorted and interact with the Giant when he was at rest. This provided exclusive access that would not otherwise have been possible and enabled the children to explore the sheer size of the Giant through touch and enjoy the event as much as sighted visitors. Case study 5 focuses on how families and young people with autism were also able to access and enjoy the River of Light event.

Imagine Wirral volunteers - Over the course of the Imagine Wirral Programme there were over 600 volunteers (majority from the Lost Castles event) who gave their time to participate and support the delivery of events. Volunteers provided a friendly meet and greet to visitors, filled out Imagine Wirral feedback postcards with attendees and completed a range of other tasks, such as giving directions to visitors and even providing tannoy announcements of the event's creative schedule.

Feedback from volunteers was incredibly positive, with comments demonstrating how volunteers had not only gained great satisfaction from their experience of being an Imagine Wirral volunteer, but had also made new connections and friendships, as well as developed their skills and confidence. Case study 6 provides an overview some of the positive comments that were received from volunteers who were involved in the delivery of the Tall Ships Regatta event. The Imagine Wirral volunteers became an extension of the Culture and Visitor Economy team and often stated '*how they felt like a member of the team*'. This was reflected in the findings from Imagine Wirral volunteer surveys, whereby volunteers gave their volunteering experience the highest possible rating for both the Tall Ships Regatta and Lost Castles.

PARTNERSHIPS

Desired outcome: Build partnerships through the collaborative delivery of some Imagine Wirral events

The Imagine Wirral programme was paramount in developing existing partnerships and forging new relationships and collaborations.





Tall Ships Regatta, River of Light and Giant Spectacular - Building on the success of partnership working in previous years, Imagine Wirral continued to maximise on bringing waterfront events to the River Mersey in collaboration with Culture Liverpool. Drawing on Culture Liverpool's expertise of bringing world-class events to Liverpool and their legacy of being the European Capital of Culture in 2008, the Imagine Wirral programme benefitted from in-kind support from Culture Liverpool in relation to the development of the creative content for the Tall Ships Regatta and the River of Light. The partnership also encompassed bringing the final part of Liverpool's Giants trilogy to the New Brighton waterfront; an unmissable event of major scale that generated a significant economic return for the local economy and attracted international attention, including a feature on NBC News in America.

Lost Castles - The Imagine Wirral programme also featured the first-ever Liverpool City Region collaborative cultural project, Lost Castles. The project was a huge success and was rewarded by winning the 'Community Event of the Year' award at the 2018 Echo Awards. The project also marked a new era for working in partnership on city-region wide cultural events, which will be hosted annually and will be a particular highlight of future cultural programmes.

New Brighton Revisited - New partnerships were also forged with arts organisations such as Northern Narratives, an arts initiative offering opportunities to experience and enter the world of photography, and Open Eye Gallery, an independent, not-for-profit contemporary photography gallery. Northern Narratives, in partnership with Open Eye Gallery led on the delivery of the New Brighton Revisited exhibition with funding from Arts Council England and in-kind support provided by Imagine Wirral in the form of providing the venue for the exhibition (New Brighton Sailing School). The success of the exhibition and partnership developed will act as legacy for Wirral's Borough of Culture year, with collaborative projects planned with Open Eye Gallery, which will continue to socially engage the local community in photography.

Liverpool City Region - Partnerships were further developed through joint working at the Liverpool City Region Cultural Partnership and the Liverpool City Region Borough of Culture sub-group. These groups bring together each of the local authorities, major arts organisations, local universities and media, as well as other public service leads to drive forward the Liverpool City Region Culture and Creativity Strategy.

Wirral Cultural Partnership – The partnership continued to drive forward the delivery of Wirral’s Culture Strategy and was fundamental in providing feedback, which helped to shape the Imagine Wirral programme.

Wirral Partnership - The partnership was fundamental in providing support for the Imagine Wirral programme. Key partnerships during events included working collaboratively with Merseyside Police to ensure adequate event safety procedures and security were in place for all events as part of the programme, and working in partnership with Wirral Met College to provide opportunities for local young people and students to participate in the programme. The Imagine Wirral team also worked closely with Wirral Chamber of Commerce to ensure local businesses were engaged in the programme of events and invited to hospitality events.

Local Businesses - The team worked particularly closely with local businesses such as Cammell Laird, Biffa and Veolia. Cammell Laird inputted into the development of the incredible Animated Square projection show, which showcased the history of the shipbuilding yard, alongside the wider story of Wirral’s unique history and Biffa was also a key partner throughout the programme, ensuring that the local environment was clean and safe for visitors during the event, improving residents’ and visitors’ impressions of Wirral as a place. Case Study 7 provides an overview of the partnership developed with Veolia for the Tall Ships Regatta event.

External Funders - The Imagine Wirral programme would not have been possible without the support of external funders such as Arts Council England. The Imagine Wirral programme successfully secured the largest ever Arts Council England bid achieved by the Council (£77k), which was used to maximise on the scale and quality of the creative content for the Tall Ships Regatta event. Arts Council England also supported the Lost Castles project, the Giant Spectacular and New Brighton Revisited. This funding was pivotal in ensuring Imagine Wirral 2018 was a memorable and transformative year.



LESSONS LEARNT AND RECOMMENDATIONS

Following the successful delivery of the 2018 Imagine Wirral programme there have been several points of learning which will need to be taken into consideration for Wirral's 2019 Borough of Culture year. The table below highlights the key lessons learnt and the associated recommendations:

LESSON LEARNT	RECOMMENDATIONS
The LEP evaluation provides visitor insight and analyses economic impact, but does not capture social impact, or impact on local businesses.	Further social impact research and analyse to be conducted or commissioned next year to complement the Imagine Wirral postcards and to capture health and wellbeing benefits and local case studies. Survey templates to also be developed for local businesses and circulated a fortnight after the event to capture their impact. (Recommendation actioned - template has been developed for Borough of Culture)
The impact of the Imagine Wirral programme on local community events has not been recorded within this evaluation as a process was not developed to capture this data.	Engagement with organisers of local/community cultural events to be held at the beginning of the year around evaluation and template to be developed and circulated to ensure this data is captured. (Recommendation actioned – engaged with local organisers)
More marketing 'lead in time' required for attracting sponsorship/commercial income	Sponsorship and commercial opportunities to be identified at an earlier date for events as part of the 2019 programme and a brochure to be developed, presented and circulated to potential sponsors for Borough of Culture at the beginning of the year to provide necessary lead in time. (Recommendation actioned – sponsorship brochure developed and event hosted for local businesses)
Visitor numbers tended to be impacted by other events in the local area or city region	Analyse when other events are happening in the city region to see if these have any correlation with visitor numbers to events.
Visitor satisfaction levels were much higher for events that were of significant scale and of a one-off nature.	Future programmes should include at least one momentous event a year that will act as a particular draw to visitors and complement the rest of the cultural programme.
The River of Light event resulted in a significant economic impact compared to the previous year due to an increase in staying visitor spend	Analysis to be conducted to assess why spend on hotel accommodation increased for River of Light, to identify if any additional provisions could be exploited, or provided for future events.



<p>Visitor expenditure on food and drink was the highest area of spend (apart from travel and accommodation for staying visitors) and was particularly high for Tall Ships due to the scale of the food and drink provision and potentially due to the commission of the continental market.</p>	<p>Scale of food and drink offer to be considered for each event and extra provision to be provided if required.</p>
<p>Visitor expenditure on other attractions was low for the majority of events</p>	<p>To maximise on this spend in the future visitor itinerary options could be developed for events that cover the whole day, or span a number of days enabling visitors to make the most of their time in Wirral by combining their visit with other attractions e.g. Wirral Museums</p>

EVALUATION CONCLUSION

Imagine Wirral 2018 was a huge success, attracting substantial footfall to the borough, showcasing Wirral on a regional, national and international platform like never before, generating a staggering economic impact for the borough and providing a real flagship opportunity to demonstrate how arts, culture and heritage could be integral to delivering the outcomes identified as part of the Wirral Plan pledge ambitions.

Special moments over the course of this year have included the Tall Ships festivities, New Brighton Revisited photography exhibition, the Lost Castles project which saw incredible historic structures built across the city region from cardboard boxes, the Giant Spectacular – the largest one day event ever brought to Wirral – and the third River of Light celebrations.

Imagine Wirral 2018 delivered above and beyond our ambitions and aspirations for the year and is now the name behind delivering world-class cultural events to the residents of Wirral and beyond. In 2019, the borough is building on the success of its 2018 programme with another extraordinary line-up of events and creative projects as it becomes Borough of Culture for Liverpool City Region, awarded by the Combined Authority.



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Business Overview and Scrutiny Committee
Thursday, 4 July 2019

REPORT TITLE:	2018/19 Quarter 4 and Year End Wirral Plan Performance
REPORT OF:	Corporate Director Delivery Services (Assistant Chief Exec)

REPORT SUMMARY

This report provides the 2018/19 Quarter 4 (January - March 2019) performance report for the Wirral Plan pledges under the remit of the Business Overview and Scrutiny Committee.

Relevant Wirral Plan 20/20 pledge(s) are:

- Greater job opportunities in Wirral
- Workforce skills match business needs
- Increase Inward Investment
- Thriving small businesses
- Vibrant Tourism Economy
- Transport and technology infrastructure fit for the future
- Assets and buildings are fit for purpose for Wirral’s businesses

The report, which is included as Appendix 1, provides an overview of the progress in Quarter 4 and available data in relation to a range of outcome indicators and supporting measures.

The Year End closedown report is included as Appendix 2 and provides a summary analysis of performance against measures and Wirral Plan delivery of Pledge strategy actions at year end.

This matter affects all Wards within the Borough.

RECOMMENDATION

That the Business Overview and Scrutiny Committee note the content of the report and highlight any areas requiring further clarification or action.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 To ensure Members of the Business Overview and Scrutiny Committee have the opportunity to scrutinise the performance of the Council and partners in relation to delivering the Wirral Plan.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 This report has been developed in line with the approved performance management framework for the Wirral Plan. As such, no other options were considered.

3.0 BACKGROUND INFORMATION

- 3.1 The Wirral Plan is an outcome-focussed, partnership plan which has 18 supporting strategies that set out how each of the 20 pledges will be delivered. For pledges partnership groups have been established to drive forward delivery of the action plans set out in each of the supporting strategies.
- 3.2 Wirral Plan Performance Management Framework has been developed to ensure robust monitoring arrangements are in place. The Wirral Partnership has a robust approach to performance management to ensure all activity is regularly monitored and reviewed.
- 3.3 Data for the identified indicators is released at different times during the year. As a result of this, not all Pledges will have results each quarterly reporting period. Some indicators can be reported quarterly and some only on an annual basis. Annual figures are reported in the quarter they become available against the 2018/19 year end column.
- 3.4 For each of the indicators, a trend is shown (better, same or worse). In most cases, this is determined by comparing the latest data with the previous reporting period i.e. 2017/18 year end. In some cases, i.e. where data accumulates during the year or is subject to seasonal fluctuations, the trend is shown against the same time the previous year. This is indicated in the key at the end of the report.
- 3.5 For some indicators, targets have been set. Where this is the case, a RAGB (red, amber, green, blue) rating is provided against the target and tolerance levels set at the start of the reporting period, with blue indicating performance targets being exceeded.
- 3.6 All Wirral Plan performance reports are published on the performance page of the Council's website. This includes the high-level Wirral Plan overview report and the detailed pledge reports which include updates on progress on all activities set out in the supporting strategy action plans. The link to this web page is set out below:

<https://www.wirral.gov.uk/about-council/council-performance>

3.7 Each of the Wirral Plan Pledges has a Lead Commissioner responsible for overseeing effective delivery. The Lead Commissioners for the Pledges in the report at Appendix 1 are as follows:

- Greater job opportunities in Wirral – Paul Satoor
- Workforce skills match business needs – Paul Satoor
- Increase Inward Investment – Paul Satoor
- Thriving small businesses – Paul Satoor
- Vibrant Tourism Economy – Paul Satoor
- Transport and technology infrastructure fit for the future – Mark Smith
- Assets and buildings are fit for purpose for Wirral’s businesses – Paul Satoor

4.0 FINANCIAL IMPLICATIONS

4.1 There are no financial implications arising from this report.

5.0 LEGAL IMPLICATIONS

5.1 There are no legal implications arising from this report.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 There are none arising from this report.

7.0 RELEVANT RISKS

7.1 The performance management framework is aligned to the Council’s risk management strategy and both are regularly reviewed as part of corporate management processes.

8.0 ENGAGEMENT/CONSULTATION

8.1 The priorities in the Wirral Plan pledges were informed by a range of consultations carried out in 2015 and 2016 including the Wirral resident survey.

9.0 EQUALITY IMPLICATIONS

9.1 (a) Yes and impact review can be found at:
<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments/equality-impact-assessments-2014-15/chief>

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APPENDICES

Appendix 1: Wirral Plan Business 2018-19 Quarter 4 Pledge Report

Appendix 2: Wirral Plan Business 2018-19 Year End Closedown Report

BACKGROUND DOCUMENTS

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Business Overview and Scrutiny Committee	13 September 2016
Business Overview and Scrutiny Committee	29 November 2016
Business Overview and Scrutiny Committee	29 March 2017
Business Overview and Scrutiny Committee	4 July 2017
Business Overview and Scrutiny Committee	19 September 2017
Business Overview and Scrutiny Committee	29 November 2017
Business Overview and Scrutiny Committee	27 March 2018
Business Overview and Scrutiny Committee	4 July 2018
Business Overview and Scrutiny Committee	18 September 2018
Business Overview and Scrutiny Committee	28 November 2018
Business Overview and Scrutiny Committee	5 March 2019

Appendix 1

Wirral Plan Business Theme 2018-19 Quarter 4 Reports

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Growth Plan

Greater job opportunities in Wirral

Overview from Lead Cabinet Member

Delivery of the Growth Plan continues to progress well with year end indicators on track to meet 2020 targets, with a full schedule of planned activities to support growth

Key activity highlights for Quarter 4 include:

EMPLOYMENT: Locally commissioned employment support programmes continue to perform well, engaging the most disadvantaged communities across Wirral, tackling mental health issues, raising ambitions and supporting people back into education or work.

WORKFORCE SKILLS: The end of year key performance indicator for workforce skills in Wirral shows significant improvement, with the National Employer Skills Survey finding that Wirral businesses reported some of the lowest levels of skills gaps in the City Region.

INVESTMENT: Progress with Wirral Waters housing and industrial unit developments with Cabinet approval of Wirral Waters Investment Fund for MEA Park Phase II and legal negotiations close to conclusion for the Wirral Waters One Housing scheme.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Increase the number of jobs created and safeguarded (via Wirral Chamber Data Reporting)	Quarterly Higher is better	970.0 (2014-15)		3,122.0 (2015-18)	Red Actual: 46.5 Target: 140.0 (Apr-Jun 2018)	Blue Actual: 419.5 Target: 280.0 (Apr-Sep 2018)	Blue Actual: 632.5 Target: 420.0 (Apr-Dec 2018)	Green Actual: 922.5 Target: 939.0 (Apr 18 - Mar 19)	Green Actual: 4,045.0 Target: 4,061.0 (2015-19)	Better	Across the year, performance has remained healthy with business support interventions capturing safeguarded jobs (50) and continued recruitment (873) of jobs as an indicator for growth. This indicator remains on track to meet the 2020 target to safeguard / create 5,000 jobs.
Increase the employment rate in Wirral	Quarterly Higher is better	66.7 (2014-15)	England: 75.4 (Jan-Dec 2018) North West: 73.8 (Jan-Dec 2018)	72.6 (Jan 17-Dec 17)	73.8 (Q1 2018-19)	74.8 (Q2 2018-19)	74.2 (Q3 2018-19)	74.5 (Q4 2018-19)	74.5 (Jan 18-Dec 18)	Better	Performance, as reported by National Survey Data, has increased 0.3 percentage points since the last quarter, and remains at an all time high above 74% at year end.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend	Comment
Percentage of working age people claiming out-of-work benefits (economic in-activity)	Quarterly Lower is better	(n/a)	North West: 10.10% (Nov 2016)		13.46% (Q1 2018-19)	13.10% (Q2 2018-19)	13.57%	13.48%	13.48% (2018-19)	Better	This proxy figure has been locally calculated using the latest benefit datasets available. Elements of this dataset are calculated using Universal Credit data - as Universal Credit Full Service is rolled out in particular areas, the number of people recorded as being on the Claimant Count is therefore likely to rise. The national indicator set is still subject to change. A new national methodology has been provisionally released this month; this data is classed as experimental and subject to revision for the first 3 months. Subject to confirmation of national roll-out, this new dataset will be adopted for the 2019-20 performance year to re-enable benchmarking.

Workforce skills match business needs

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Reduce the Employer Skills Gap in Wirral	Annual Lower is better	15.0% (2015)							11.0% (2017)	Better	This indicator shows results from the bi-annual Skills Survey. 2017 outcome released with corrections in October 2018. The Employer Skills Survey 2017 found that 11% of Wirral establishments reported skills gaps within their workforce. Not only does this show a reduction and therefore improvement over each of the four Employer Skills Surveys since 2011, Wirral also has the lowest skills gap percentage across the Liverpool City Region bar St. Helens. No further information is forecast for future publications but it is likely that the next series will be due for release in 2020, referencing the 2019 data capture.

Increase inward investment

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Total investment secured into Wirral developments	Annual Higher is better	£38,044,660 (2014-15)		£147,533,345 (2017-18)						n/a	2018/19 data will be available May 2019.
Gross Value Added per head of population	Annual Higher is better	£12,482 (Jan-Dec 2013)	England: £27,060 (Jan - Dec 2016) North West: £22,899 (Jan - Dec 2016)	£15,051 (Jan-Dec 2016)					£15,164 (Jan-Dec 2017)	Better	This annual indicator reveals a 0.8% improvement on last years outturn figure as reported in 2017..

Thriving small businesses

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Deliver a net additional 250 new businesses over the life of this Plan	Annual Higher is better	7,400 (2014-15)		8,705 (2017-18)					8,550 (2018-19)	Worse	The national trend reveals a decreasing annual trend and the annual indicator for Wirral returns a 1.81% decrease in new businesses since the last reporting period in at year end 2017-18. The 2020 target remains on track; this years figure represents a 13.4% increase on the 2014-15 baseline figure of 7,400.

Vibrant tourism economy

Overview from Lead Cabinet Member

Through the delivery of the actions within the Wirral Visitor Economy Strategy with partners, progress has been made in Quarter 4 to achieve the Vibrant Tourism Economy pledge, which is a key element of the Wirral Growth Plan.

The development of a three-year Destination Marketing Strategy is now complete and has been approved by the WVEB (Wirral Visitor Economy Board). Work continues now to deliver the strategy, starting with digital, campaign and brand development. In order to make significant improvements to the user experience and traffic for visitwirral.com, a website refresh is underway to better promote major events, reflect new branding and enhance Wirral's destination profile. An outline business case has also been submitted by the LCR LEP (Liverpool City Region Local Enterprise Partnership) to the SIF (Single Investment Fund) for a city region Destination Marketing bid on behalf of city region partners. This would provide additional support to the delivery of the Wirral Destination Marketing Strategy.

The Wirral Visitor Economy Board (WVEB) is making significant progress in driving forward the key actions of the Wirral Visitor Economy Strategy, and is currently finalising its work programme.

The Borough of Culture event programme is underway this quarter with an estimated 10,000 people attending the first major event of this year, Animated Square at Hamilton Square in March, which was approximately three times the figure for last year's event. The success of Animated Square has made a significant contribution to the profile of Wirral as a visitor destination for outstanding arts and cultural events.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Increase visitor numbers each year based on the 2014 baseline (m)	Annual Higher is better	7.59 (Jan-Dec 2014)		8.50 (Jan-Dec 2016)					8.79 (Jan-Dec 2017)	Better	Performance for 2017 has confirmed that total visitor numbers have increased in Wirral by an average of 5.3% p.a. since 2014. This data comes from Global Tourism Solutions via the Local Enterprise Partnership. It is based on the STEAM model which quantifies the local economic impact of tourism, from both staying and day visitors using a range of visitor economy measures.
Increase value of tourism economy by at least 5% each year (£m).	Annual Higher is better	£355.00 (Jan-Dec 2014)		£402.40 (Jan-Dec 2016)					Green Actual: £426.35 Target: £411.49 (Jan-Dec 2017)	Better	Performance for 2017 has confirmed an average increase of 6.6% p.a. since 2014. This data comes from Global Tourism Solutions via the Local Enterprise Partnership. It is based on the STEAM model which quantifies the local economic impact of tourism, from both staying and day visitors using a range of visitor economy measures.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend	Comment
Increase overnight stays & hotel occupancy by 5% by 2020 based on the 2016 baseline	Annual Higher is better	77.75% (Jan-Dec 2016)		77.62% (2017)					80.60% (2018)	Better	Wirral hotel occupancy was 80.6% in 2018. This is an increase of 3.7% on the baseline of 77.75%, and therefore on track to achieve the increase of 5% by 2020.
Increase the numbers of Wirral Visitor Economy Network members	Annual Higher is better	85 (Jan-Dec 2016)		73 (2017)					88 (2018)	Better	The WVEN (Wirral Visitor Economy Network) now has 88 members, which is an increase of 3.5% on the baseline and an increase of 20% on last year.

Transport and technology infrastructure fit for the future

Overview from Lead Cabinet Member

"I am delighted to report that by working with our partners in the Combined Authority we have been able to secure significant investment in our transport infrastructure. In March 2019 Cabinet approved the acceptance of over £3.7 million of funding to bring about real improvements in our transport network. The quality of roads and footways is a big priority for our residents, and therefore I am delighted to report that this funding will support the delivery of the transport pledge and enable us to improve the condition of our roads and improve the safety and efficiency of our network. I am also pleased that this year we approved our first Wirral Road Safety Plan and by working with our partners have reduced the number of people killed and seriously injured on our roads from 127 to 99. Whilst I am a firm believer that Wirral should not have any road deaths we must be pragmatic in what we can control. Over the past year we have continued to develop a wide range of road safety initiatives - as well as engineering schemes we are delivering programmes such as Bikesafe workshops, and business engagement programmes such as Mind your Business. We continue with our important ethos of "Shared roads...Shared responsibility"

Other key highlights for the year include:

- A significant rise in cycling, especially commuter cycling, which has been delivered with the support of investment in new infrastructure such as shared cycle and pedestrian routes along the A41 and North Bank East.
- Approval by Cabinet of a £4.6 million investment programme to modernise and improve the borough's street lighting network which will mean that by 2021 all our street lights will be LED therefore improving energy efficiency and reliability.
- Works to complete a rail station platform/train interface programme to ensure that the new fleet of Merseyrail trains will have level access at all our stations to improve accessibility for all residents.

We do of course recognise that there are areas we still need to progress. We are continuing to develop plans to provide increased opportunity for residents to use electric vehicles through on street charging facilities and recently have sought views in a survey to ensure we will meet resident's needs. We are also very conscious that despite significant investment in the network the public perception of our highways maintenance service has reduced from last year. Despite Wirral being slightly higher than the national average I am keen to work hard to address this.

Whilst reflecting on progress to deliver this pledge over the past year I would like to emphasise the importance of the partnership. We are making real progress to deliver this pledge and this is only being made possible due to the commitment and enthusiasm of the partners who continue to the delivery of this pledge."

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Increased the volume percentage of people cycling	Annual Higher is better	0% (index for 2013-14)		11% (2016-17)					59% (2017-18)	Better	Wirral Council has introduced more cycle counters within the borough which has enabled the council to widen the coverage of routes monitored. These sites have helped to develop a more holistic understanding of cycling on the network and growth in cycling. The increase recorded in cycle usage is constant with the growth demonstrated on a month by month basis in 2016 and 2017. However, the increase was most substantial during this year's hot summer months. This growth is in comparison to a decrease in usage across the city region, except in Knowsley..
Reduce the number of people killed or seriously injured in road traffic accidents	Quarterly Lower is better	140 (2014)	English Metropolitan Authorities: 107 (2013-15) North West: 90 (2013-15)	127 (2017)	22 (Jan-Mar 2018)	0 (Oct-Dec 2018)	69 (Jan-Sep 2018)	99 (Jan-Dec 2018)	99 (2018)	Better	The number of people killed or seriously injured in road traffic collisions has improved by 29% since the start of the plan in 2014-15 and by 22% compared to last year. We have continued to develop and implement a wide range of initiatives including the progression of safety engineering schemes together with educational/engagement events such as regular motorcycle safety engagements and Bikesafe workshops. Using an additional grant from the Road Safety Trust we are developing new road safety initiatives aimed at improving safety for taxi use and also aimed at small businesses that utilise vans. All KSI casualty totals are provisional until final verification with Merseyside Police during Q4. Further benchmarking data not yet available..
Maintain the condition of Wirral's strategic network – Principal Roads	Annual Lower is better	1.40% (2014-15)	English Metropolitan Authorities: 4.00% (2015-16) North West: 4.00% (2015-16)	1.30% (2016-17)					1.90% (2017-18)	Worse	Additional funding has been provided by the DfT and the Liverpool City Region to undertake repairs in the financial year 2019/20. Condition surveys to be undertaken by Merseytravel in 2019 for the Key Route Network in the summer of 2019 and by Wirral Council for the remainder of the principal road network with condition data and performance indicators data available at the latest November 2019..
Maintain the condition of Wirral's strategic network – Non-principal Roads	Annual Lower is better	2.20% (2014-15)	English Metropolitan Authorities: 5.00% (2015-16) North West: 6.00% (2015-16)	1.30% (2016-17)					1.65% (2017-18)	Worse	Additional funding from the DfT and Council maintenance funding will be used to undertake repairs from April 2019. Next available data November 2019. Condition surveys to be undertaken in Autumn 2019 following the completion of the structural maintenance programme with condition data and performance indicators available at the latest December 2019..

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend	Comment
% levels of satisfaction overall with transport and highway services.	Annual Higher is better	56.7% (2015)	National Highways and Transport Survey: 54.0% (2017)	56.0% (2017)					54.0% (2018)	Worse	Although the percentage has decreased from last year, satisfaction levels in Wirral are still slightly above the national average which is 53%. The NHT survey was sent to a sample of 3300 households with 770 responses (23%).
Increase levels of public satisfaction with public transport	Annual Higher is better	64% (2015)	National Highways and Transport Survey: 61% (2017)	63% (2017)					64% (2018)	Better	This indicator reflects all public transport modes; train, bus and ferry. Wirral has higher levels of public satisfaction than the national average of 61%.
Increase levels of public satisfaction with walking/cycling facilities	Annual Higher is better	56% (2015)	National Highways and Transport Survey: 55% (2017)	55% (2017)					52% (2018)	Worse	This percentage has decreased from last year and is lower than the national average of 54%. This is disappointing given that there has been significant investment in infrastructure to support active travel..
Travel Training – Number of successfully travel trained young people (Integrated Transport)	Annual Higher is better	26 (2014-15 Acad Year)		23 (2017-18 Acad Year)						n/a	Data available end of academic year.

Assets and buildings are fit for purpose for Wirral's businesses

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
£m Income generation from investment properties and underperforming space	Annual Higher is better	£1.6 (2015-16)		£1.6 (2017-18)					Amber Actual: £1.4 Target: £1.5 (2018-19)	Worse	Performance has been impacted by the sale of a number of income generating assets using an opportunity given by central government to utilise capital receipts to fund vital transformation projects. This is considered a corporate priority. The future direction of the investment portfolio will be driven in part by the activities of the Growth Company and more general strategic asset requirements including One Public Estate in respect of regeneration and commercial growth. A number of key strategic acquisitions were made in 2018/19 which will help shape the Birkenhead Commercial District and support the Council's Medium Term Financial Strategy. Until the BCD programme is determined the income streams have not been reflected as part of this performance indicator.
£m Capital Receipts generated by the disposal of Wirral Council's surplus assets	Annual Higher is better	£1.28 (2015-16)		£2.82 (2017-18)					Blue Actual: £5.60 Target: £4.50 (2018-19)	Better	A pipeline of surplus assets has continued to be disposed of in a consistent manner. These include those large development sites that had become protracted in previous reporting. We will work with finance colleagues over the coming months to determine the future requirements for capital receipts from the sale of assets.
Commercial asset space available for release (m2)	Annual Higher is better	5,711 (2015-16)		31,203 (2017-18)					Red Actual: 39,600 Target: 87,500 (2018-19)	Better	The monitoring process is now embedded in the corporate system, enabling users to report on the performance measure(s) associated to each property transaction. Two large sites have been released for residential development, which once completed will make a significant contribution to the socio-economic growth of Wirral.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend	Comment
Reduction in Wirral Council's corporate emissions of carbon dioxide (CO2) due to energy use (tonnes)	Annual Lower is better	31,999 (2013-14)		28,106 (2016-17)					Green Actual: 26,463 Target: 30,173 (2017-18)	Better	Corporate performance over the 2017/18 financial year has exceeded the 2017/18 emissions target by 12.3%. To date, we have reduced emissions of CO2 by 19,018 tonnes from a 2008/09 baseline of 45,481 tonnes, a reduction of 41.8% over 8 operational years. The year-on-year reduction is 5.85%. Next annual update due September 2019.
Number of multi-use of assets through shared / alternative use	Annual Higher is better	4 (as at April 2016)		12 (as at March 2018)					15 (2018-19)	Better	Performance is calculated as a cumulative figure from the baseline data e.g. the number of new/additional assets brought into multi-use within each financial year (added to the baseline figure) to give a cumulative total over the life of the Plan. The monitoring process is now embedded in the corporate system, enabling users to report on the performance measure(s) associated to each property transaction. The number of multi-use assets continues to grow and will be further improved by the opportunities generated by the Wirral Growth Company and the Birkenhead Commercial District.

Report Key

Trend - Performance is shown as Better, Same or Worse compared with the last reporting period except for Increase the number of jobs created and safeguarded (via Wirral Chamber Data Reporting), Increase the employment rate in Wirral and Number of People Killed or Seriously Injured which is compared with same period the previous year.

Target - Where targets apply, these are shown as either Blue, Green, Amber, Red based on the agreed tolerance range for individual measures.

Action - These are shown as either:

Green (on track to deliver on time)

Amber (off track but action being taken to deliver on time)

Red (off track and won't deliver on time)

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Wirral Plan - Business

2018-19 Year End Report

Wirral Plan Year End Report 2018-19 - Business

BUSINESS SUMMARY

GROWTH PLEDGES

- Since the start of the Wirral Plan 4,045 jobs have been created and safeguarded: 81% of 2020 target of 5,000 has been achieved.
- Employment rate continues on an upward trajectory with all-time high of 74.5% compared to 66.7% at the start of the Wirral Plan.
- The 2017 Employer Skills Survey found 11% of establishments reported skills gaps in their workforce compared to 15% in 2015.
- Progress with Wirral Waters housing and industrial unit developments with Cabinet approval of Wirral Waters Investment Fund for MEA Park Phase II and legal negotiations close to conclusion for the Wirral Waters One Housing scheme.
- 1.81% decrease in new businesses since 2017. However, this year's figure of 8,550 represents a 13.4% increase on baseline figure of 7,400

VIBRANT TOURIST ECONOMY

- Wirral hotel occupancy increase from 77.75% to 80.6% in 2017; on track to achieve the increase of 5% by 2020.
- The Borough of Culture event programme is underway with an estimated 10,000 people attending the first major event of this year, Animated Square at Hamilton Square in March, which was approximately three times the figure for last year's event.
- Page views for the Visit Wirral website are at 696,362, down 7% on the baseline of 751,983 but up 0.5% on the last quarter. We anticipate that the overall downturn in page views of the website is linked to the functionality and the navigation of the website.

TRANSPORT AND TECHNOLOGY INFRASTRUCTURE FIT FOR THE FUTURE

- The number of people killed or seriously injured in road traffic collisions has improved by 29% since 2014-15 and by 22% compared to last year.
- The Cycle Parking Infrastructure Improvement Programme was identified with programme completion in May 2019
- Levels of satisfaction with transport and highways services have reduced since the start of the plan with 54% satisfaction compared to 56.7% in 2015.

Wirral Plan Year End Report 2018-19 - Business

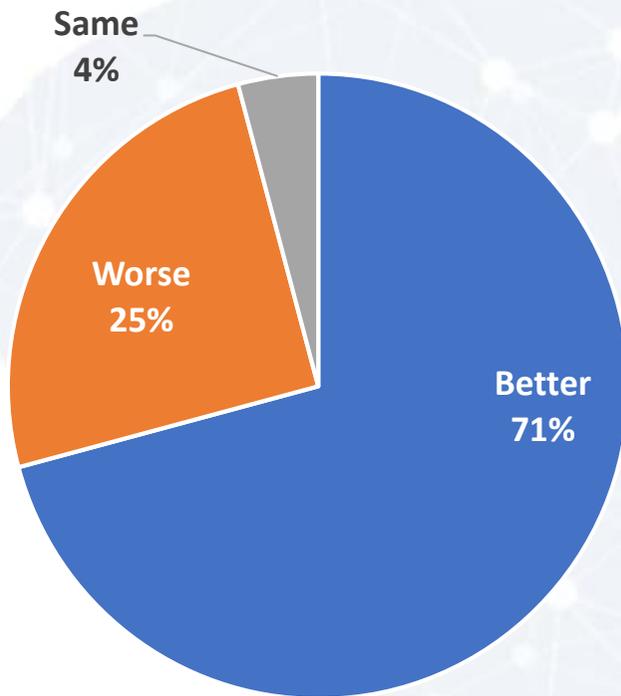
ASSETS AND BUILDINGS ARE FIT FOR PURPOSE FOR WIRRAL'S BUSINESSES

- A number of key strategic acquisitions were made in 2018/19 which will help shape the Birkenhead Commercial District and support the Councils Medium Term Financial Strategy. The knowledge of office occupancy has supported a number of projects delivered over the past 12 months and will help support emerging projects such as Worksmart and in preparation for the Birkenhead Commercial District.
- Very good progress has been made in applying the Councils' Asset Management System and is resulting in more efficient Estate Management capabilities, increased governance and significant improvement in Legislative Compliance records, as well as providing key asset performance and reporting information. This work will continue in 2019/20.
- 33,889m2 more Commercial Asset Space has become available for release since the start of the Wirral Plan. 39,600m2 is now available, compared to 5,711m2 in 2015-16.
- Corporate emissions of carbon Dioxide due to commercial use have reduced by 5,536 tonnes since Wirral Plan start, down to 26,463 tonnes from 31,999 tonnes in 2015-16.
- £5.6m of capital receipts have been generated by 2018-19 YE, compared to £1.28m at plan start.
- £1.4m income has been generated from Investment properties, which is a reduction from the £1.6m generated at Plan Start.
- Whilst the progress on a number of work streams has been disappointing; the production of Development Plans by the Wirral Growth Company will help to move the projects forward.

Wirral Plan Year End Report 2018-19 - Business

TREND COMPARED TO WIRRAL PLAN START

Trend compared to Wirral Plan Start



Business Trend Compared to Wirral Plan Start		
Trend	Number	%
Better	17	71%
Worse	6	25%
Same	1	4%
Not available	0	0%
Total	24	100%

71% of the Measures and Indicators monitored under the Business theme have improved compared to the start of the Wirral Plan (or the earliest measurable date). 25% have become worse and 1 measure (4%) has neither improved nor worsened

Wirral Plan Year End Report 2018-19 - Business

GROWTH PLEDGES

Pledge Name	PI Code	Description	WP Start or earliest available	Q4 2018/19	YE 2018/19	Trend	Trend Vs Plan Start or earliest available.
Greater job opportunities in Wirral	OI08001	Increase the number of jobs created and safeguarded (via Wirral Chamber Data Reporting)	970	922.5	4045	✓	Better
Greater job opportunities in Wirral	OI08002	Increase the employment rate in Wirral	66.7	74.5	74.5	✓	Better
Greater job opportunities in Wirral	SM08501	Percentage of working age people claiming out-of-work benefits (economic in-activity)	12.70%	13.48%	13.48%	✗	Worse
Workforce skills match business needs	OI09001	Reduce the Employer Skills Gap in Wirral	15.0%		11.0%	✓	Better
Increase inward investment	OI10001	Total investment secured into Wirral developments	£38,044,660		£147,533,345	✓	Better
Increase inward investment	OI10002	Gross Value Added per head of population	£12,482		£15,164	✓	Better
Thriving small businesses	OI11001	Deliver a net additional 250 new businesses over the life of this Plan	7400		8550	✓	Better

Wirral Plan Year End Report 2018-19 - Business

VIBRANT TOURIST ECONOMY

Pledge Name	PI Code	Description	WP Start or earliest available	Q4 2018/19	YE 2018/19	Trend	Trend Vs Plan Start or earliest available.
Vibrant tourism economy	OI12001	Increase visitor numbers each year based on the 2014 baseline (m)	7.59		8.79	✓	Better
Vibrant tourism economy	OI12002	Increase value of tourism economy by at least 5% each year (£m).	£355.00		£426.35	✓	Better
Vibrant tourism economy	SM12501	Increase overnight stays & hotel occupancy by 5% by 2020 based on the 2016 baseline	77.8%		80.6%	✓	Better
Vibrant tourism economy	SM12502	Increase the numbers of Wirral Visitor Economy Network members	85		88	✓	Better

Wirral Plan Year End Report 2018-19 - Business

TRANSPORT & TECHNOLOGY INFRASTRUCTURE FIT FOR THE FUTURE

Pledge Name	PI Code	Description	WP Start or earliest available	Q4 2018/19	YE 2018/19	Trend	Trend Vs Plan Start or earliest available.
Transport and technology infrastructure fit for the future	OI13001	Increased the volume percentage of people cycling	19%		59%	✔	Better
Transport and technology infrastructure fit for the future	OI13002	Reduce the number of people killed or seriously injured in road traffic accidents	140	99	99	✔	Better
Transport and technology infrastructure fit for the future	OI13003	Maintain the condition of Wirral's strategic network – Principal Roads	1.4%		1.9%	✘	Worse
Transport and technology infrastructure fit for the future	OI13004	Maintain the condition of Wirral's strategic network – Non-principal Roads	2.2%		1.7%	✔	Better
Transport and technology infrastructure fit for the future	SM13501	% levels of satisfaction overall with transport and highway services.	56.7%		54.0%	✘	Worse
Transport and technology infrastructure fit for the future	SM13502	Increase levels of public satisfaction with public transport	64.0%		64.0%	!	Same

Wirral Plan Year End Report 2018-19 - Business

TRANSPORT & TECHNOLOGY INFRASTRUCTURE FIT FOR THE FUTURE CONT

Pledge Name	PI Code	Description	WP Start or earliest available	Q4 2018/19	YE 2018/19	Trend	Trend Vs Plan Start or earliest available.
Transport and technology infrastructure fit for the future	SM13504	Increase levels of public satisfaction with walking/cycling facilities	56.0%		52.0%	✘	Worse
Transport and technology infrastructure fit for the future	SM13505	Travel Training – Number of successfully travel trained young people (Integrated Transport)	26		23	✘	Worse

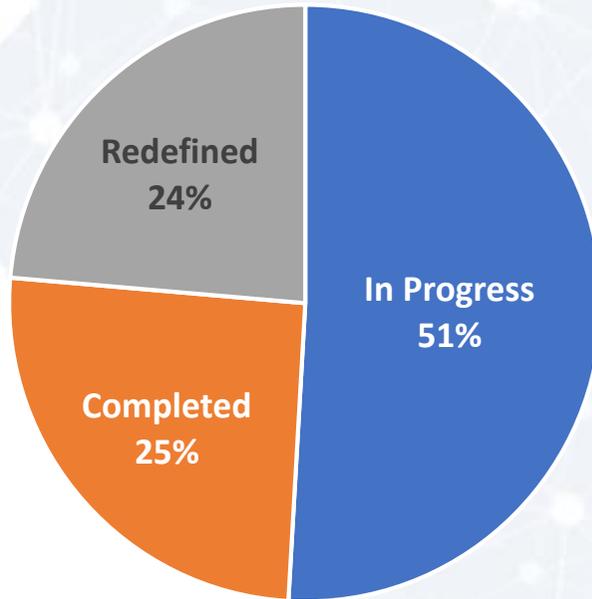
Wirral Plan Year End Report 2018-19 - Business

ASSETS & BUILDINGS ARE FIT FOR PURPOSE FOR WIRRAL'S BUSINESSES

Pledge Name	PI Code	Description	WP Start or earliest available	Q4 2018/19	YE 2018/19	Trend	Trend Vs Plan Start or earliest available.
Assets and buildings are fit for purpose for Wirral's businesses	OI14001	£m Income generation from investment properties and underperforming space	£1.6m		£1.4m	✘	Worse
Assets and buildings are fit for purpose for Wirral's businesses	OI14002	£m Capital Receipts generated by the disposal of Wirral Council's surplus assets	£1.28m		£5.60m	✔	Better
Assets and buildings are fit for purpose for Wirral's businesses	OI14003	Commercial asset space available for release (m2)	5,711 m2		39,600 m2	✔	Better
Assets and buildings are fit for purpose for Wirral's businesses	SM14501	Reduction in Wirral Council's corporate emissions of carbon dioxide (CO2) due to energy use (tonnes)	31,999		26,463	✔	Better
Assets and buildings are fit for purpose for Wirral's businesses	SM14502	Number of multi-use of assets through shared / alternative use	4		15	✔	Better

STATUS OF ACTIONS YEAR END

Year End Action Status



Business Year End Action Status		
Trend	Number	%
In Progress	28	51%
Completed	14	25%
Withdrawn	0	0%
Redefined	13	24%
Total	55	100%

25% of actions across the business theme have been completed during 2018-19, whilst 12% continue into 2019-20. 24% of actions have been redefined, either to alter the timescales or reframe wording

Wirral Plan Year End Report 2018-19 - Business

BUSINESS – STATUS OF 2018-19 ACTIONS

PLEDGE 8: GREATER JOB OPPORTUNITIES IN WIRRAL

Priority 01: Increasing Employment – Greater Job Opportunities			
Action	Timescale	Status	Rationale
Deliver the Health Related Worklessness Programme to support residents furthest from the labour market	Feb 2017 - Mar 2020	In Progress	
Deliver the Ways to Work programme to support residents to access employment opportunities	Jul 2016 - Dec 2018	Redefined	The timescales have been refreshed in line with business priorities and action progress during 2018-19
Maximise devolution/regional/ national funding opportunities to bring forward employment programmes which support pledge outcomes	Apr 2016 - Mar 2020	In Progress	

Wirral Plan Year End Report 2018-19 - Business

PLEDGE 9: WORKFORCE SKILLS MATCH BUSINESS NEEDS

Priority 01: Workforce Skills Match Business Needs			
Action	Timescale	Status	Rationale
Increase local skills infrastructure by capitalising on devolution/ regional/ national funding opportunities	Apr 2016 - Mar 2020	In Progress	
Raise Awareness of the Science, Technology, Engineering & Maths (STEM) Centre to increase STEM skills across the LCR linking them to businesses and industry	Apr 2018 - Mar 2019	Completed	
Shape skills delivery through regional/national funding & devolution projects	Apr 2016 - Mar 2020	In Progress	

PLEDGE 10 : INCREASE INWARD INVESTMENT

Priority 01: Local Physical Infrastructure			
Action	Timescale	Status	Rationale
Implement the Wirral Strategic Regeneration Framework including a focus on growth plan spatial priority regeneration areas	Apr 2017 - Mar 2020	Redefined	The action was too large so it has been reframed into two new activities

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Priority 03: National/International Inward Investment			
Action	Timescale	Status	Rationale
Ensure our strategic areas and sectors are promoted and investment opportunities maximised	Apr 2017 - Mar 2020	In Progress	
Facilitate jobs growth and investment through the provision of grants, loans and investment funds	Apr 2018 - Mar 2019	Redefined	The timescales have been refreshed in line with business priorities and action progress during 2018-19

EDGE 11: THRIVING SMALL BUSINESSES

Priority 01: Growing Competitive Businesses			
Action	Timescale	Status	Rationale
Deliver the Liverpool City Region Growth Hub in Wirral to drive business growth in key sectors and encourage greater use of commercial support	May 2018 - May 2018	Redefined	The timescales have been refreshed in line with business priorities and action progress during 2018-19
Deliver the Wirral Business Support Service to support thriving small business growth including sector networking, start-up and growth support, and workforce development	Jun 2017 - May 2020	In Progress	

Wirral Plan Year End Report 2018-19 - Business

Provide a rolling programme of business-led pilot projects in town centres in support of the 'Prosperous High Street' Pledge	Jun 2017 - May 2020	Redefined	The wording of the action has been made more specific to ensure clarity of delivery
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PLEDGE 12 : VIBRANT TOURISM ECONOMY

Priority 01: Developing Wirral's tourism marketing strategy and positioning the peninsula as an outstanding destination

Action	Timescale	Status	Rationale
Demonstrate an increase in growth in the use of tourism web and social media channels	Apr 2018 - Mar 2021	In Progress	
Develop and deliver a 3 year marketing strategy targeting leisure and business visitors	Jun 2017 - Mar 2021	In Progress	

Priority 02: Generating greater benefit from conferences, business meetings and events

Action	Timescale	Status	Rationale
Develop and deliver a 3 year business plan to attract more conferences, exhibitions and events	Apr 2018 - Mar 2021	In Progress	
Develop and deliver a digital destination venue directory hosted on Visit Wirral	Apr 2018 - Mar 2021	In Progress	

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Priority 03: Develop Wirral's tourism assets and experiences to increase competitiveness			
Action	Timescale	Status	Rationale
Develop a hotel development strategy to attract multi-day conferences and develop key leisure markets	Apr 2018 - Jun 2018	Completed	
Develop & deliver a commercially led events model to focus on key events space in Wirral	Apr 2018 - Mar 2021	In Progress	

Priority 04: Establishing a Sustainable and Accessible Visitor Economy			
Action	Timescale	Status	Rationale
Develop a Wirral wide volunteer programme to support the Visitor Economy	Apr 2018 - Mar 2019	Completed	
Review conservation and heritage plans to ensure the appropriate measures are in place to support the visitor experience and safeguarding assets	Apr 2018 - Mar 2019	Completed	

Wirral Plan Year End Report 2018-19 - Business

PLEDGE 13 : TRANSPORT AND TECHNOLOGY INFRASTRUCTURE FIT FOR THE FUTURE

Priority 01: Keep traffic moving safely and efficiently			
Action	Timescale	Status	Rationale
Achieve Level 2 in the Department for Transport Highways Asset Management Self-Assessment Process to demonstrate efficient and effective working practices in highways maintenance.	Apr 2017 - Jun 2018	Completed	
Achieve Level 3 in the Department for Transport Highways Asset Management Self-Assessment Process to demonstrate efficient and effective working practices in highways maintenance.	May 2018 - Dec 2019	In Progress	
Delivery of the Docks Bridges Replacement Programme (new 'A' and 'C' bridges) to provide a new fit for purpose structure and minimise the potential of future closures due to maintenance issues.	Jun 2016 - Jun 2018	Completed	
Develop a Wirral Road Safety (WRS) strategy to support the delivery of the Liverpool City Region (LCR) Road Safety Strategy	Apr 2017 - Jun 2018	Completed	

Wirral Plan Year End Report 2018-19 - Business

Priority 01: Keep traffic moving safely and efficiently cont.			
Action	Timescale	Status	Rationale
Development of an integrated transport infrastructure plan (Strategic Transport Framework) for East Wirral to ensure transport supports regeneration and growth proposals and opportunities in Wirral.	Apr 2017 - Sep 2018	Completed	
Development of a Strategic Outline Case as part of development of Major Scheme Business Case (MSBC) to support funding applications for the transport infrastructure that is required to support the delivery of the Hoylake Golf Resort.	Apr 2017 - Dec 2018	Completed	
Implementation of a marketing and communication programme to improve the perception of the condition of the transport infrastructure and encourage the use of sustainable transport.	Apr 2017 - May 2020	In Progress	
Street Lighting across the Borough; launch of Phase 2 LED lighting to modernise and improve the street lighting stock and improve energy efficiency.	Apr 2018 - Mar 2021	In Progress	

Wirral Plan Year End Report 2018-19 - Business

Priority 02: Reliable and Affordable Public Transport			
Action	Timescale	Status	Rationale
Continue delivery of the Long Term Rail Strategy to improve accessibility and ensure that rail supports economic growth.	Jun 2016 - Mar 2020	In Progress	
Deliver marketing and communications programmes to encourage new and existing users and change the perception of bus travel, including the development of a dedicated point of contact.	Oct 2016 - Mar 2020	In Progress	
Deliver a simpler and easier to understand smart ticketing package to ensure value for money.	Oct 2016 - Mar 2020	In Progress	
Deliver new rolling stock to the Merseyrail network to provide a modern fit for purpose rail system.	Apr 2018 - Mar 2021	In Progress	

Wirral Plan Year End Report 2018-19 - Business

Priority 03: Encourage Healthy Active Travel			
Action	Timescale	Status	Rationale
Deliver a cycle parking infrastructure improvement programme to support access to local centres and key destinations.	Jun 2018 - Mar 2019	Redefined	The timescales have been refreshed in line with business priorities and action progress during 2018-19
Delivery of the Cycling and Walking to Work fund pilot project to support access to employment opportunities for job seekers.	Oct 2017 - Oct 2018	Completed	
Delivery of the Tower Road Project to implement major public realm improvements to provide high quality facilities for pedestrians and cyclists and reduce traffic speed.	Mar 2018 - Mar 2020	Redefined	The timescales have been refreshed in line with business priorities and action progress during 2018-19
Develop a prioritised programme for cycle parking to support access to local centres and key destinations.	Apr 2017 - Jun 2018	Completed	
Explore the potential for an electric vehicle expo event and undertake a best practice review of On Street Charging Policies with a view to developing a Wirral Policy.	Apr 2018 - Mar 2019	Completed	
Support the development of a Local Journeys Strategy Action plan to support access to key destinations within the Liverpool City Region (LCR).	Jan 2017 - Mar 2019	Completed	

Wirral Plan Year End Report 2018-19 - Business

Priority 04: Inclusive integrated transport that supports our residents needs			
Action	Timescale	Status	Rationale
Capital investment in the Assisted Travel in-house vehicle fleet to improve safety and quality standards.	Apr 2018 - Sep 2018	Completed	
Implementation and development of on line portal to enable improved access to information for transport providers, parents, carers, schools, colleges and day care centres.	Apr 2018 - Mar 2019	Redefined	The timescales have been refreshed in line with business priorities and action progress during 2018-19 The wording of this action has been made more specific to ensure clarity of delivery
Undertake a review of transport policies to develop an all age travel policy to support our residents' needs.	Apr 2018 - Mar 2019	Redefined	The timescales have been refreshed in line with business priorities and action progress during 2018-19 The wording of this action has been made more specific to ensure clarity of delivery
We will work to develop an all age travel training service and more people will be supported to travel independently to school, college, work or to their chosen activities.	Apr 2018 - Sep 2019	Redefined	The timescales have been refreshed in line with business priorities and action progress during 2018-19 The wording of this action has been made more specific to ensure clarity of delivery

Wirral Plan Year End Report 2018-19 - Business

PLEDGE 14: ASSETS AND BUILDINGS ARE FIT FOR PURPOSE FOR WIRRAL'S BUSINESSES

Priority 01: Place Shaping			
Action	Timescale	Status	Rationale
Develop plans for 6 key geographical areas to enable opportunities for socio-economic growth and asset rationalisation considering the LCR One Public Estate and the Wirral Growth Company delivery programme.	Feb 2017 - Mar 2020	In Progress	
Implement an asset assembly programme to facilitate a development pathway for partner organisations within the One Public Estate.	Apr 2018 - Mar 2020	In Progress	

Priority 02: Asset Policy and Strategy			
Action	Timescale	Status	Rationale
Asset Management System: Develop a strategic model to enable decision makers to deploy asset decision responsibilities effectively and drive transformation	Apr 2017 - Mar 2020	In Progress	

Wirral Plan Year End Report 2018-19 - Business

Implement accommodation requirements to facilitate alternative service delivery and major transformation projects, including; CYPD, adult/child disabilities, Cheshire Wirral Partnership	Apr 2017 - Mar 2020	In Progress	
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Priority 03: One Wirral Public Estate

Action	Timescale	Status	Rationale
Develop a partnership approach to collectively identify current and future asset needs to enable effective service delivery	Apr 2018 - Mar 2020	Redefined	The timescales have been refreshed in line with business priorities and action progress during 2018-19
Initiate and develop a programme to identify asset requirements of the Wirral Property Board within the new Birkenhead Commercial District (including Civic Offices)	Apr 2017 - Mar 2022	In Progress	
Utilise One Public Estate 6 Bid delivery funds to provide resources and enable outputs in support of Birkenhead Commercial District project	Apr 2018 - Mar 2020	In Progress	

Wirral Plan Year End Report 2018-19 - Business

Priority 04: Financial Efficiency			
Action	Timescale	Status	Rationale
Implement approved Strategic Business Cases to realise identified financial benefits through disposal, transfer or alternative use; ensuring pace of conclusion	Apr 2018 - Mar 2020	In Progress	
Implement Asset path proposals as part of the Commercial Assets Optimisation Review Programme; in line with other Council strategies	May 2017 - Mar 2020	In Progress	
Produce Strategic Business Cases to release essential capital receipts, reduce overheads and drive the alternative delivery model within pre-determined timescales.	May 2017 - Mar 2020	In Progress	

Priority 05: Maintaining the Corporate Estate			
Action	Timescale	Status	Rationale
Direct the programme of capital works to ensure the effectiveness of the Wirral Estate	Apr 2017 - Mar 2020	In Progress	
Implement a programme of condition surveys to inform capital works	Apr 2018 - Mar 2020	Redefined	The timescales have been refreshed in line with business priorities and action progress during 2018-19

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**Business Overview and Scrutiny Committee
Thursday, 4 July 2019**

REPORT TITLE	UPDATE ON LIVERPOOL CITY REGION DEVELOPMENTS
REPORT OF	ROSE BOYLAN, POLICY & STRATEGY MANAGER

REPORT SUMMARY

This report sets out a brief overview of the Liverpool City Region (LCR) landscape, including an overview of the Combined Authority members, roles and responsibilities, and current activity underway to implement the City Region devolution deal.

This matter affects all Wards within the Borough.

This is not a key decision.

RECOMMENDATION/S

Committee is requested to note and comment on latest developments.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

Committee have requested regular updates and consideration of LCR developments.

2.0 OTHER OPTIONS CONSIDERED

N/a

3.0 BACKGROUND AND CONTEXT

Liverpool City Region Combined Authority (LCRCA) is the Combined Authority of the Liverpool City Region, an area that covers the metropolitan county of Merseyside and the adjacent Borough of Halton in the North West of England. It was established on 1 April 2014 by statutory instrument under the provisions of the Local Democracy, Economic Development and Construction Act 2009. The Combined Authority drives the devolution agenda for the City Region.

Devolution means the transfer of decision-making powers and funding from national government to the Liverpool City Region. It is important because it ensures that decisions are made closer to the local people, communities and businesses they affect. Devolution provides greater freedoms and flexibility at a local level, meaning councils and other partners can work together – through the Combined Authority – to make a difference to the people who live and work in our area.

The Liverpool City Region's initial Devolution Agreement in November 2015 secured an extra £900 million of funding over 30 years and identified a number of priority areas where resources and decision making would be controlled locally, including employment and skills, housing and planning, transport, innovation, business growth and support, energy, culture and finance. Devolution is also helping to secure hundreds of millions of pounds in extra investment.

The Combined Authority is led by Metro Mayor Steve Rotheram and brings together the five local authority leaders of Halton, Knowsley, Sefton, St Helens and Wirral Councils, the elected Mayor of Liverpool City Council and the Chair of the Local Enterprise Partnership. Warrington and West Lancashire Councils are Associate Members of the CA.

The purpose of the Combined Authority is to work together to drive the devolution of powers and resources to have a real impact on the City Region's communities, in areas such as economic development, education and skills, transport, employment, culture, digital and housing.

The key priorities and deliverables are set out in more detail within the CA Corporate Plan 2018-20. The annual review of Combined Authority progress, achievements and upcoming priorities recently took place, and is summarised in section 3.8 below.

Further detail and updates can be found here <https://www.liverpoolcityregion-ca.gov.uk>

3.1 LCR Combined Authority Membership

At its annual meeting on 26th May 2019, the Combined Authority agreed the following memberships and appointments.

	Appointment	Substitute appointment
Halton Council	Councillor Rob Polhill	Councillor Mike Wharton
Knowsley MBC	Councillor Graham Morgan	Councillor Sean Donnelly
Liverpool CC	Mayor Joe Anderson OBE	Councillor Wendy Simon
Sefton MBC	Councillor Ian Maher	Councillor John Fairclough
St Helens MBC	Councillor David Baines	Councillor Sue Murphy
Wirral MBC	Councillor Pat Hackett	Councillor Anita Leech

3.2 LCR Local Enterprise Partnership (LEP)

The Liverpool City Region LEP and Combined Authority work together to deliver the Growth Strategy for the City Region. The LEP provides strategic advice and guidance on economic development priorities. Private sector knowledge and expertise from the LEP ensures that strategic, business-led economic growth helps to drive the economy for LCR.

The LCR Local Enterprise Partnership (LEP) nominates a member and substitute member to the Combined Authority. The member nominated by the LEP is a statutory non-voting Member of the LCR Combined Authority.

	Appointment	Substitute appointment
LCR Local Enterprise Partnership	Mr Asif Hamid MBE	Mr Paul Corcoran

3.3 Combined Authority Associate Members

	Appointment	Substitute appointment
Warrington BC Councillor	Russ Bowden	Councillor Cathy Mitchell
West Lancashire BC	Councillor Ian Moran	Councillor Yvonne Gagen

3.4 LCR Portfolio Holders

In order to deliver the overarching priorities of the City Region, there are several sub-themes that form the following portfolios. Each of the Local Authority Leaders have lead responsibility for a portfolio as follows.

Portfolio	Appointment
Policy, Reform and Resources	Metro Mayor Steve Rotheram
Education, Employment and Skills	Mayor Joe Anderson OBE
Digital Connectivity and Inclusion	Councillor David Baines
Housing and Spatial Framework	Councillor Graham Morgan
Low Carbon and Renewable Energy	Councillor Rob Polhill
Culture, Tourism and the Visitor Economy	Councillor Ian Maher
Inclusive Economy and Third Sector	Councillor Pat Hackett
Business Support and Brexit	Mr Asif Hamid MBE
Transport and Air Quality	Councillor Liam Robinson *
Criminal Justice	Rt Hon Jane Kennedy *

***Indicates non-voting co-opted member**

3.5 Deputy Portfolio Holders

To support the Portfolio Holders in the delivery of their policy objectives the following deputies have been appointed. These do not have voting rights on the Combined Authority.

The deputies now play an active part with the Portfolio Holders through attending various meetings and offering their specific or general expertise and/or experience on their portfolio subject.

Deputy Portfolio Holders have a standing invitation to attend all meetings of the Combined Authority, where they can speak but not vote.

Deputy Portfolio	Nomination
Policy, Reform and Resources	Councillor Carla Thomas
Education, Employment and Skills	Councillor Pauline Sinnott
Digital Connectivity and Inclusion	Councillor Laura Robertson-Collins
Housing and Spatial Framework	Councillor Trisha Hardy
Low Carbon and Renewable Energy	TBC
Culture, Tourism & Visitor Economy	TBC
Inclusive Economy and Third Sector	Councillor Kate Groucutt
Business Support and Brexit	TBC
Transport and Air Quality	Councillor Nathalie Nicholas
Criminal Justice	TBC

3.6 Mayoral Advisors

Mayoral Advisors have been appointed by the Metro Mayor, and their appointment runs co-terminus with the Mayoral term of office and ends on 7th May 2020.

Mayoral Advisor	Specialism
Professor Dame Janet Beer	Higher Education
Gideon Ben-Tovim OBE	Natural Environment
Barbara Spicer	Social Housing Growth
Sara Wilde-McKeown	Visitor Economy
Kate Farrell	Homelessness
Rev Canon Dr E Loudon	Community & Voluntary Sector
Lynn Collins	Chair of Fairness & Social Justice Board (FASJAB)

3.7 LCR Combined Authority Strategic Priorities

The Combined Authority has ambitious aims to grow the City Region economy and attract more residents and businesses to live, work, study, visit and invest here. Collectively, we are helping to deliver this by ensuring that funding and resources are being targeted at the right issues for our region.

The CA aims to deliver sustainable economic growth which benefits all across the City Region, delivering added value to the individual efforts of Local Authorities through creating the conditions for increases in the number and quality of jobs and the level of local employment. Commitments include investing £400 million to create 9,000 jobs and 5,500 apprenticeships and support households back into employment.

In 2018, the CA set out the strategy for achieving this shared vision, built around eight high level priorities, objectives and key activities within its Strategic Plan for 2018-20. These are summarised below.

- A dynamic, prosperous, inclusive economy which benefits every part of the city region
- Jobs, skills and career opportunities for all
- High speed digital network that connects the whole region to the world
- A transport network that connects people, goods and business
- Good quality and affordable housing
- A greener and cleaner place to live
- A world class culture and visitor experience
- More decisions taken locally

3.8 2019 Review of CA progress and achievements

At its recent Annual Meeting, the Combined Authority considered a review of progress towards these strategic priorities. A summary of CA achievements is set out below and the full end of year Review can be found here

<https://modern.gov.merseytravel.gov.uk/ieListDocuments.aspx?CId=364&MId=1974&Ver=4>

LCR Combined Authority Key achievements 2018-19

Inclusive economic growth

Digital Innovation Factory - Single Investment Fund approval for £5m. The project will deliver a new build facility on the University of Liverpool's campus; a Centre of Excellence in simulation and virtual reality;

Cruise Liner Terminal - CA agreed a Single Investment Fund contribution to the project;

An additional £4.4million allocated to the "Ways to Work" Programmes at each of the Liverpool City Region's constituent authorities;

CA awarded £8,348,493 of ERDF funding for the provision of cycling and walking infrastructure across the Liverpool City Region;

ERDF award of £1,959,767 was granted which allowed the purchasing of low emission vessels which would utilise electric power in addition to diesel thus reducing fuel costs and emission levels;

Successfully applied for £25m of ERDF to establish the Liverpool City Region Urban Development Fund, to provide loans to support, research and development, construction of modern, highly energy efficient premises and workspaces across the City Region and improve the SME business base;

Town Centres Fund - £6m to support town centres in each of the 6 Local Authorities

Digital Innovation

CA is leading the collaborative deployment of a 222km, full fibre network that will provide ultrafast connectivity across the region. This will create a resilient core network, interlinking all six constituent council areas and respective primary economic development sites;

"Dig Once" approach is already being implemented, taking advantage of cycle way and key route network improvements across the region;

Extensive engagement with the business community to understand and respond to digital needs.

Green energy

Mersey Tidal - significant progress on creating a sustainable and robust business case to support the City Region's ambition to effectively harness the tidal power potential in the Mersey and Liverpool Bay;

Liverpool City Region (LCR) Energy Strategy commissioned during 2018/19. Key areas of opportunity centre around marine energy generation opportunities, (tidal and offshore wind), and developing a viable hydrogen economy;

North West Energy Hub became fully operational. The City Region was awarded funds from BEIS to establish one of five regional centres covering the UK to provide expertise and project support to deliver clean energy systems such as solar, CHP and battery storage.

Culture and Visitor Economy

CA funded £5m to a Programme of Cultural Events, crucial to economic growth and development across the City Region, through increasing visitor number and spend; and for showcasing and extending a contemporary cultural offer. Events included:

- Terracotta Army - more than 600,000 people viewed China's First Emperor and the Terracotta Warriors at the World Museum between February – October 2018. This exhibition contributed almost £80 million to the Liverpool City Region's economy;
- Giants - the Giants brought approximately 1.3m visitors to the City Centre and Wirral, and generated a massive £60.6m for the local economies;
- Tall Ships/Mersey River Festival welcomed the Tall Ships Regatta 2018 and also hosted the finishing stage of the 2017/18 Clipper Round the World Race. It was complemented by a programme of maritime and cultural activities on the river and its banks in Liverpool, Sefton and Wirral to exploit associated business, training and cultural opportunities.

Jobs and skills

Apprentices - increasing the number of apprentices in the City Region is a priority for the Combined Authority

- CA has introduced "Be More", a UCAS style apprentice portal to make it easier for people to apply for apprenticeships
- Skills Brokers have been refocused to work with employers to create more apprenticeships and facilitate transfers of apprenticeship levy

Households into Work Programme:

- engaging with more than 800 households to address the barriers which prevent them from getting into or closer to work. Delivered in conjunction with constituent councils, this innovative programme has seen significant progression for those households involved, adding value to other local employment programmes;
- The Heseltine Institute at University of Liverpool is completing a qualitative evaluation which will be brought to the Combined Authority in Summer 2019.

Skills Capital:

- Extreme Low Energy Project – Delivered at Wirral Metropolitan College this project provided two heat and power storage facilities in two of Wirral Met College's sites as well as a combined heat and power unit and new condensing boilers to improve energy efficiency and reduce carbon

Housing and Homelessness
Secured £7.7million Housing First funding from Govt, as one of three national pilots. Working with each LA and key stakeholders to tackle homelessness;
Strategic Transport and Infrastructure
<p>Transport for the North (TfN) launched its Strategic Transport Plan (STP) in January 2019, accompanied by a long-term investment plan (LTIP) that will guide the North of England along the way to the transformed transport network that will enable the Northern Powerhouse;</p> <p>STP will support significant transport investments for the LCR and wider Northern regions bringing all the cities of the north closer together; improvements to the Major Road Network; improved access to ports and airports for passengers and freight;</p> <p>Specific schemes highlighted in LCR Long Term Rail Strategy as strategically important include improvements to Liverpool Central, transport improvements to Liverpool John Lennon Airport, and faster journeys on the Wrexham-Bidston line;</p> <p>Rolling Stock - £460m project to deliver a new, locally owned fleet for the Merseyrail network. Manufacturing of the first new trains with testing and delivery to Liverpool due in the autumn of 2019.</p>

3.9 Combined Authority headline priorities 2019-20

An extensive programme of activity and delivery of strategic projects will continue in the coming months. Summary commitments for 2019/20 include:

- (a) A £1 fast tag for City Region residents;
- (b) The infrastructure to provide ultra-fast broadband speeds for the LCR;
- (c) Continue the review to make the best use of the powers that exist within Bus Service Act 2017;
- (d) The delivery of the £50million+ Adult Education Budget; launch the next £18m Skills Capital fund to enable local colleges and learning providers to improve their facilities.
- (e) Delivery of the next generation of Mersey Ferries;
- (f) A new smart ticketing system to replace the Walrus Card;
- (g) The introduction of a City Region apprenticeship portal;
- (i) Continued support for LCR Borough of Culture and high profile visitor events;
- (j) Significant investment to grow the economy through the SIF

Conclusion

Further updates on all of the above will be brought back to this Committee as further detail emerges in the coming months. As previously stated, the above is just a short snapshot of LCR activity, and further detail on all of the most recent developments can be found here <http://liverpoolcityregion-ca.gov.uk/>

4.0 FINANCIAL IMPLICATIONS

The Devolution arrangements set out the devolution of financial resources to LCR.

5.0 LEGAL IMPLICATIONS

N/a

6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

N/a

7.0 ENGAGEMENT/CONSULTATION

Wirral, along with City Region partners, continues to brief members and officers; circulate information and raise awareness of LCR developments through a wide range of approaches and communications.

8.0 EQUALITY IMPLICATIONS

There are no direct equality implications associated with this report as it deals with the issue of devolution at a strategic level. Equality analysis will be carried out as part of the detailed implementation as appropriate.

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SUBJECT HISTORY (last 3 years)

Council Meeting	Date
P&P Regeneration & Environment Committee	18 January 2016
P&P Regeneration & Environment Committee	2 March 2016
Council	13 September 2016
Cabinet	14 November 2016
Council	8 December 2016
Business Overview & Scrutiny Committee	6 December 2016
Business Overview & Scrutiny Committee	24 January 2017
Business Overview & Scrutiny Committee	29 March 2017
Business Overview & Scrutiny Committee	4 July 2017
Business Overview & Scrutiny Committee	19 September 2017
Business Overview & Scrutiny Committee	29 November 2017
Business Overview & Scrutiny Committee	23 January 2018
Business Overview & Scrutiny Committee	27 th March 2018
Business Overview & Scrutiny Committee	4 th July 2018

Business Overview & Scrutiny Committee	September 2018
Business Overview & Scrutiny Committee	November 2018
Business Overview & Scrutiny Committee	January 2019
Business Overview & Scrutiny Committee	March 2019



Business Overview and Scrutiny Committee
Thursday, 4 July 2019

REPORT TITLE:	BUSINESS OVERVIEW & SCRUTINY COMMITTEE - WORK PROGRAMME UPDATE
REPORT OF:	HEAD OF INTELLIGENCE (SCRUTINY TEAM MANAGER) BUSINESS SERVICES

REPORT SUMMARY

This report explains the process of developing and managing the scrutiny work programme for the municipal year. The Business Overview & Scrutiny Committee, in cooperation with the other three Overview & Scrutiny Committees, is responsible for proposing and delivering an annual scrutiny work programme. This work programme should align with the corporate priorities of the Council, in particular the delivery of the Wirral Plan pledges which are within the remit of the Committee.

RECOMMENDATION/S

Members are requested to:

1. Note the contents of the Committee’s Work Programme for 2019/20.
2. Consider any additional items to be included on the Committee’s work programme for 2019/20 and prioritise as appropriate.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

To ensure members of the Business Overview & Scrutiny Committee have the opportunity to contribute to the delivery of the annual work programme.

2.0 OTHER OPTIONS CONSIDERED

Not Applicable

3.0 BACKGROUND INFORMATION

3.1 THE SCRUTINY WORK PROGRAMME AND THE WIRRAL PLAN

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

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

The Wirral Plan pledges and strategies of particular relevance to the Business Overview & Scrutiny Committee are:

Pledge	Plans & Strategies
Greater job opportunities in Wirral	Wirral Growth Plan
Workforce skills match business need	Wirral Growth Plan Skills Strategy (In development)
Increase inward investment	Wirral Growth Plan
Thriving small Businesses	Wirral Growth Plan
Vibrant tourism economy	Growth Plan Wirral Visitor Economy Strategy
Transport & technology infrastructure fit for the future	Transport Strategy Digital Strategy

3.2 PRINCIPLES FOR PRIORITISATION

Good practice suggests that, in order to maximise the impact of scrutiny, it is necessary to prioritise proposed topics within the work programme. Members may find the following criteria helpful in providing a guideline towards ensuring that the most significant topics are prioritised:

Principles for Prioritisation	
Wirral Plan	Does the topic have a direct link with one of the 2020 pledges?
	Will the review lead to improved outcomes for Wirral residents?
Public Interest	Does the topic have particular importance for Wirral Residents?
Transformation	Will the review support the transformation of the Council?
Financial Significance	Is the subject matter an area of significant spend or potential saving?
	Will the review support the Council in achieving its savings targets?
Timeliness / Effectiveness	Is this the most appropriate time for this topic to be scrutinised?
	Will the review be a good use of Council resources?

By assessing prospective topics using these criteria, the Committee can prioritise an effective work programme that ensures relevance and the highest potential to enhance outcomes for residents.

3.3 DELIVERING THE WORK PROGRAMME

It is anticipated that the work programme will be delivered through a combination of:

- Scrutiny reviews undertaken by task & finish groups
- Evidence days and workshops
- Committee reports provided by officers
- Standing committee agenda items, for example, performance monitoring and financial monitoring
- Spotlight sessions
- Standing panels (where deemed necessary)

As some of the selected topics may cut across the Wirral Plan themes, it is anticipated they may be of interest to members of more than one committee. In these circumstances, opportunities for members of more than one committee to work jointly on an item of scrutiny will be explored.

Regular work programme update reports will provide the committee with an opportunity to plan and review its work across the municipal year.

4.0 SCRUTINY WORK PROGRAMME ITEMS

4.1 Camper Vans Task & Finish Scrutiny Review

Members of the task & finish group have now reviewed key background issues around campervan parking at coastal locations; including relevant case studies and policy at other local authorities across the UK. It is envisaged that, following review of the panel membership, a series of focus groups will take place with relevant stakeholders and interest groups from New Brighton and Wallasey, before any recommendations are brought back to Committee.

4.2 Review of Council's Overview & Scrutiny Arrangements

At the Council meeting held on 14th May, 2019, Council agreed the following resolution:

'Business Overview & Scrutiny Committee conducting a review of the Council's overview and scrutiny committee arrangements, in consultation with the Committee Chairs and group representatives, to consider the number of committees and their respective terms of reference to report back on suggested steps to improve the arrangement in sufficient time for them to be received and considered by the Standards and Constitutional Oversight Committee at its meeting in September.'

The scoping of this review will be discussed with the Chair and Party Spokespersons of the Committee and Members will be briefed following this.

4.3 Special Meeting / Scrutiny Workshop – Celtic Manor Golf Resort

A scrutiny workshop to be held in relation to the Celtic Manor Golf Resort has been arranged for June 17th and is open to all Overview & Scrutiny Members. The workshop will include a question and answer session on the background of the development agreement and progress to date.

A Special Meeting of the Committee will also convene on 27th June, as per the requirements of the Council Resolution on 25 February 2019 on the Celtic Manor Golf Resort.

5.0 LCRCA OVERVIEW & SCRUTINY

5.1 The role of the LCRCA Overview and Scrutiny Committee is to:-

- Scrutinise the decision and actions taken by the Combined Authority or the Metro Mayor;
- Provide a 'critical friend to policy and strategy development;
- Undertake scrutiny reviews into areas of strategic importance for the people of the Liverpool City Region; and
- Monitor the delivery of the Combined Authority's strategic plan

- 5.2 The Committee is made up of 3 elected Members from each of the constituent Local Authorities of the LCR Combined Authority, along with one elected Member from both the Liverpool City Region Liberal Democrat Group and the Liverpool City Region Conservative Group. The three Members from Wirral Council are Cllrs. Jean Stapleton, Adrian Jones and Helen Cameron.
- 5.3 The LCRCA Overview & Scrutiny Committee will meet five times during the municipal year with all meetings now webcasted. The work programme for the municipal year will be agreed at the first meeting of the Committee on 19th June. Work programme updates and copies of relevant scrutiny reports will be sent to all Committee Members for information. For information, the meeting schedule and agenda details are available on the link below:

[LCRCA O&S Meeting Schedule and Agenda](#)

6.0 FINANCIAL IMPLICATIONS

Not Applicable

7.0 LEGAL IMPLICATIONS

Not Applicable

8.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

The delivery of the scrutiny work programme will be met from within existing resources.

9.0 RELEVANT RISKS

Not Applicable

10.0 ENGAGEMENT/CONSULTATION

Not Applicable

11.0 EQUALITY IMPLICATIONS

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

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APPENDICES:

Appendix 1: Business Overview & Scrutiny Committee – Work programme

BACKGROUND PAPERS

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
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AGENDA ITEMS – Thursday 4th July 2019

Item	Format	Officer / Councillor
Appointment of Vice Chair to the Committee		
New Ferry – Lessons Learnt	Report / Presentation	David Ball - Assistant Director Major Growth Projects and Housing Delivery
Wirral’s Culture Programme	Report / Presentation	Jayne Morgan – Senior Manager (Culture)
2018/19 Quarter 4 and Year End Wirral Plan Performance Report	Report /Presentation	Shaer Halewood - Director of Finance and Investment David Armstrong - Corporate Director for Delivery Services / Assistant Chief Executive
Liverpool City Region Combined Authority Update	Officer Report / Presentation	Rosemary Boylan, Policy and Strategy Manager (External)
Scrutiny Work Programme Update	Report	Chair of the Committee

STANDING AGENDA ITEMS

Item	Format	Officer / Councillor
2019/20 Quarterly Finance Monitoring Report	Report / Presentation	Finance to present report
2019/20 Quarterly Wirral Plan Performance Report	Report	Shaer Halewood - Director of Finance and Investment David Armstrong - Corporate Director for Delivery Services / Assistant Chief Executive
Liverpool City Region Combined Authority Update	Report / Presentation	Rosemary Boylan, Policy and Strategy Manager (External)

WORK PROGRAMME ACTIVITIES OUTSIDE COMMITTEE

Item	Format	Timescale	Lead Departmental Officer	Progress / Comments
Camper Vans Scrutiny Review	Task & Finish	September 2019	Mark Smith	Focus groups to be arranged with relevant stakeholders.
Review of Scrutiny Arrangements	TBC	July / August 2019	TBC	
Celtic Manor Golf Resort	Workshop	June 17 th , 2019	Shaer Halewood	
Budget Scrutiny	TBC	December 2018 / January	TBC	
Reality Check Visits	Site Visit	TBC	TBC	

SPECIAL MEETINGS / CALL-IN MEETINGS CONVENED

Item	Format
Celtic Manor Golf Resort 27 th June, 2019	Special Meeting



Business Overview and Scrutiny Committee
Thursday, 4 July 2019

REPORT TITLE:	APPOINTMENT OF THE HIGHWAYS REPRESENTATION PANEL
REPORT OF:	DIRECTOR OF GOVERNANCE AND ASSURANCE

REPORT SUMMARY

The purpose of this report is to enable this Committee to undertake a review of the Highways Representation Panel and to appoint members to serve on that panel if it is to be retained in 2019-2020. Standing Order 33 (1) requires that Committees should keep the need for panels under review and, in particular, the position must be reviewed at the first meeting of a Committee in each municipal year.

Unless appointed as full members, the Leaders and Deputy Leaders of the three largest political groups represented on the Council are entitled to attend meetings of all Committees, Sub-Committees and Panels, with the right to speak at the invitation of the Chair (Standing Order 25(5)).

RECOMMENDATION/S

The Committee is requested –

- (1) to confirm that the Highways Representation Panel be re-appointed for 2019-2020 with the terms of reference identified with four Members.
- (2) to appoint members to serve on the Highways Representation Panel in 2019-2020, including the appointment of the Chair and named deputies.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

To enable the appointment of a Highways Representation Panel to consider objections and unresolved petitions relating to all highway and traffic management matters.

2.0 OTHER OPTIONS CONSIDERED

No other options were considered beyond those outlined in the report.

3.0 BACKGROUND INFORMATION

3.1 The Panel's terms of reference are as follows:

(i). To consider objections relating to all highway and traffic management matters governed by the Road Traffic Regulation Act 1984, whether subject to a traffic regulation order or otherwise, including (but not limited to) the following:

- waiting and parking restrictions;
- speed limits;
- one way traffic orders;
- weight limits
- prohibiting or restricting the use of heavy commercial vehicles;
- signalised and non-signalised pedestrian/cycle/horse crossings;
- provision of off street parking and parking on roads, footpaths, pavements and verges;
- traffic signs and traffic signals
- bus lanes and taxi ranks

(ii). unresolved petitions relating to highway and traffic management matters.

(iii). and to then make recommendations to the Business Overview and Scrutiny Committee.

3.2 Membership

The membership of the Highways Representation Panel, since its establishment in 2009 has been three members, the Chair of the relevant Scrutiny Committee and usually the two Party Spokespersons, or their nominees. With the Independent Group having a place on the Committee it is recommended that four Members be appointed to the Panel. In 2018-2019 the membership appointed was as follows:

Members

1 Conservative Steve Williams (Chair)

Deputies

Chris Blakeley
Tony Cox

David Elderton
Kathy Hodson
Mary Jordan
Andrew Gardner
Tom Anderson
Bruce Berry

1 Labour Mike Sullivan

Pat Hackett
Anita Leech
Sharon Jones
Julie McManus
Jean Stapleton
Tony Cottier
Jerry Williams
Gillian Wood

1 Liberal Democrat Dave Mitchell

Allan Brame
Chris Carubia
Phil Gilchrist
Stuart Kelly

3.3 The Panel is an advisory panel and therefore does not need to be politically proportionate.

3.4 The Panel's recommendations are referred to the Business Overview and Scrutiny Committee for consideration. The Committee may approve, amend, substitute or reject a Panel's recommendation(s). All approved and / or amended recommendations by the Committee are referred to the relevant Cabinet Member for a formal decision to be made.

3.5 Members should note that the panel usually meets during the daytime and in 2018/19 met once.

4.0 FINANCIAL IMPLICATIONS

There are no implications arising directly from this report.

5.0 LEGAL IMPLICATIONS

There are no implications arising directly from this report.

6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

There are no implications arising directly from this report.

7.0 RELEVANT RISKS

The Panel was first appointed in June 2009 (minute 6 refers) to enable the streamlining of the decision making process and to hear public representations and receive officer reports.

8.0 ENGAGEMENT/CONSULTATION

It is for political groups to decide how they wish to allocate their Panel places.

9.0 EQUALITY IMPLICATIONS

No because there is no relevance to equality.

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APPENDICES - None

BACKGROUND PAPERS

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Business Overview and Scrutiny Committee	4 July 2018
Business Overview and Scrutiny Committee	4 July 2017
Business Overview and Scrutiny Committee	4 July 2016