



Tourism, Communities, Culture & Leisure Committee

Date:	Monday, 23 November 2020
Time:	6.00 p.m.
Venue:	on Microsoft Teams

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AGENDA

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

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

4. **MINUTES (Pages 1 - 8)**

To approve the accuracy of the minutes of the meeting held on 26 October, 2020.

5. **PUBLIC AND MEMBER QUESTIONS**

- 5.1 **Public Questions**

Notice of questions to be given in writing or by email, by 12 noon, Wednesday 18 November 2020 to the Council's Monitoring Officer and to be dealt with in accordance with Standing Order 10.

5.2 Statements and Petitions

Representations and petitions to be dealt with in accordance with Standing Order 11.

5.3 Questions by Members

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

SECTION A - KEY AND OTHER DECISIONS

- 6. GRASSROOTS FOOTBALL DEVELOPMENT (Pages 9 - 16)**
- 7. BIRKENHEAD PARK: HERITAGE PROJECT REVIEW AND UPDATE (Pages 17 - 36)**
- 8. THE DEVELOPMENT OF A SPORT AND PHYSICAL ACTIVITY STRATEGY FOR WIRRAL (Pages 37 - 74)**
- 9. LIBRARY STRATEGY AND NEW LIBRARY MODEL (Pages 75 - 204)**

SECTION B - WORK PROGRAMME / OVERVIEW AND SCRUTINY

- 10. TOURISM, COMMUNITIES, CULTURE AND LEISURE WORK PROGRAMME UPDATE (Pages 205 - 214)**

Exempt Information - Exclusion of the Press and Public

The following items contain exempt information.

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

SECTION C - EXEMPT DECISIONS

- 11. DEVELOPING LEISURE VEHICLE PROVISION ACROSS WIRRAL (Pages 215 - 230)**

TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Monday, 26 October 2020

Present:

Councillor T Anderson (Chair)

Councillors	P Stuart	B Kenny
	H Cameron	C Povall
	A Corkhill	J Walsh
	J Johnson	KJ Williams
	C Jones	

1 WELCOME AND INTRODUCTION

The Chair welcomed Members of the Tourism, Culture and Leisure Committee, Officers and viewing members of the public to the online, virtual meeting.

2 APOLOGIES

A roll call of Councillors was undertaken by Colin Hughes, Senior Solicitor. All Members of the Committee recorded as present.

3 MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

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 what they were.

No declarations of interest were received.

4 PUBLIC AND MEMBER QUESTIONS

Colin Hughes, Senior Solicitor informed the Tourism, Culture and Leisure Committee that no petitions, public questions, or requests to make a statement had been received.

Councillor Andy Corkhill tabled an urgent question on behalf of residents and athletics groups in his Ward concerning access to the outdoor running track at the Oval, Bebbington.

The Chair responded, and provided an update on the status of this particular site and other facilities on the Wirral (currently used for Covid-19 testing), and

that two of the Wirral facilities were scheduled to reopen on 24 October 2020. The Chair further informed Members of the committee that officers were working on the re-instatement of access to and use of the Oval, and other facilities by the public, at the earliest opportunity. A written summary of the proposed opening dates will be circulated to Members.

5 **MANAGEMENT OF CAMPERVANS SCRUTINY REVIEW**

Councillor Lesley Rennie introduced the report of the Director of Neighbourhood Services that set out the findings and recommendations arising from the overview & scrutiny review, chaired by Councillor Rennie, into the management of campervans in Wallasey and New Brighton. The review was commissioned as part of the Business Overview & Scrutiny Committee's work programme in 2018/19 in response to a number of resident concerns around overnight parking of campervans in Wallasey and New Brighton.

Councillor Rennie informed that how, in 2018, the Business Overview & Scrutiny Committee requested that the 'Effective Management of Campervans at Coastal Locations in Wirral' be added to the Committee work programme. She further informed that since 2014, a range of complaints had been received by residents of New Brighton and Wallasey Wards in regard to overnight parking of campervans and similar vehicles in the area, primarily along the Kings Parade and Coastal Drive areas of New Brighton. In November 2018, a Task & Finish Panel was established to undertake a detailed review of these issues.

The Tourism, Culture and Leisure Committee were apprised that the initial review scope also set out to assess the commercial opportunities available and potential for a dedicated campervan site to be established on Wirral, the objectives of the Panel were adjusted over the course of the review as it had become clear that that was a much bigger piece of work and should involve a wider group of stakeholders; as a result, the Panel looked only to review immediate resident concerns and to evaluate the effectiveness of the initial Experimental Traffic Regulation Order (ETRO) on Kings Parade and subsequent ETRO on Pilot's Way, New Brighton that had been put into place.

Initial evaluation of the effectiveness of the Experimental Traffic Regulation Order along Kings Parade and Coastal Drive showed that the prohibition of overnight parking in this area was proven to be a successful resolution to previously reported concerns. The Panel therefore recommended that the order be made permanent following cessation of the initial 18 month temporary order in May 2020. This order was subsequently made permanent following a decision of the Cabinet Member for Community Services effective from 11 June 2020.

The report also informed that an informal meeting was held with local New Brighton and Wallasey Ward Members on 14 July 2020, chaired by the

Cabinet Member for Community Services. The outcome of this meeting was that no consensus could be reached on provision of a suitable short-medium term site for campervans/motorhomes in these wards due to the recent increase in demand in coastal locations as a result of Covid-19 lockdown restrictions. The meeting agreed that a Borough-wide 'Task and Finish' study into commercial opportunities for sites with facilities, reporting into the new committee structure, would be the best way forward. This work had been picked up by the Council's Commercial Team.

The Tourism, Culture and Leisure Committee noted that following introduction of the Traffic Regulation Order (TRO) a relocation of problem parking to Sandcliffe Road, Wallasey and Sea Road, Wallasey had occurred. Members were requested to consider inclusion of an additional resolution to those contained in the report, to extend of the area covered by the existing TRO to include the two above named roads.

RESOLVED - That

- 1) the recommendations contained within the Campervans Scrutiny Review report of the Business Overview & Scrutiny Committee be noted;**
- 2) establishment of a cross-Committee working group, in consultation with relevant stakeholders, be agreed in order to explore alternative off-highway provision with dedicated facilities for motor caravans on Wirral; and**
- 3) the existing (permanent) Traffic Regulation Order be extended to include Sea Road, Wallasey and Sandcliffe Road, Wallasey.**

6 APPOINTMENT OF MEMBER CHAMPION FOR HERITAGE

The Chair introduced a report of the Director of Law and Governance that informed how, at Annual Council on 28 September 2020, Elected Members had approved the new constitution and endorsed the appointment of Member Champions in order that the council could benefit from the experience, knowledge and interests of Members, in particular thematic areas.

The report informed that it was agreed that Council and Committees may approach individual Members to take on a specific role to highlight and enhance an area of that Committee or the Council's terms of reference, namely:

- The Council or Committee holding the corresponding functions within its terms of reference may appoint a Member Champion from one of their number. This may be the Chair or any other member of the Committee; or

- Where the subject of a Member Champion covers functions across the terms of reference of more than one Committee, the Committees may jointly appoint the Member Champion from either of their Committees' number.

It was:

Moved by Councillor Tom Anderson.

Seconded by Councillor Paul Stuart.

'That Councillor Jerry Williams be appointed as Heritage Member Champion for the current Municipal Year 2020/21'

No other nominations were received.

RESOLVED – That Councillor Jerry Williams be appointed Member Champion in relation to matters concerning the Borough's heritage – Municipal Year 2020/21.

Following his appointment, Councillor Williams provided Members with a short update on key areas of current heritage-based operations on the Wirral, namely:

- Heritage Strategy
- Blue Plaques
- Funding Opportunities
- Battle of Brunneburh
- Street Naming
- Local Listings

7 **2021/22 BUDGET PROCESS**

Nicola Butterworth, Director of Neighbourhoods introduced her report that provided the Committee with a summary of the process for budget setting as a transition year for 2021/22 and described the financial position for 2021/22 as at Quarter 1 (deficit of £45m) and the actions being put in place to mitigate the gap.

The report informed that the actions included a phased approach of 5 stages and included a timeline for the 2021/22 budget setting process of when budget proposals were to be presented to the Policy and Services Committees for the recommendation to Full Council in the setting of the 2021/22 budget.

Members noted that as this was a transition year, proposals had been identified and were to be presented to the Committee by Officers due to the

tight timescale to approve the budget. However, the Committee was encouraged to identify its own proposals for Officers to work up, and if within the timescale, to be included for the 2021/22 Budget.

The Director of Neighbourhoods apprised the Tourism, Culture and Leisure Committee of 3 key considerations, namely:

The deficit breakdown.

- 17m of unachievable original savings from the 2020/21 budget as a result of delays in progression caused by Covid. These are:
 - £5.0m new Council model and structure
 - £4.55m Contract reviews and renegotiations
 - £3.75m Adult Social Care reviews and efficiencies
 - £1.27m Children's Looked After Children reductions
 - £2.5m New investments and refinancing
 - £0.64m Zero Based Budgeting pilot
- £6m residual income losses after an assumption for compensation from the government scheme for sales, fees and charges losses
- £2m of unachievable capital receipt sales as a result of delays in progression caused by Covid
- -£3m of forecast savings as a result of vacancies

Mitigation.

To mitigate this, the Council had requested permission from MHCLG to apply to HM Treasury on the Council's behalf for a capitalisation directive. This meant that the Council could charge any unmet 2020/21 and potentially 2021/22 deficits specifically incurred as a result of Covid to the capital programme; and

Options Programme.

Since June, the Strategic Leadership team had been identifying options to mitigate the overall deficit and were working through a programme of immediate actions that could be actioned immediately, and longer term actions to ensure the budget was sustainable for the future. The 'twin track' approach ensured that any immediate quick wins would not be implemented at the detriment of any longer terms proposals that would generate future income or result in future cost avoidance.

Following presentation of her report, Members questioned the Director of Neighbourhoods on a number of matters as highlighted in her report. The Director responded accordingly.

RESOLVED - That the Council's current financial position and process for the 2021/22 budget in this transition year be noted.

8 BUDGET AND PERFORMANCE MONITORING

Nicola Butterworth, Director of Neighbourhoods introduced her report informing that through the development of Wirral Council's new Governance arrangements and the approval of the Wirral Plan 2025 (currently being refreshed to reflect strategic priorities, as a result of Covid-19) the Authority had committed to developing a budget and performance monitoring framework, which honoured the Council's dedication to a more accountable, transparent way of conducting business, policy formation and decision making.

Members were apprised of the proposal that the Performance Framework was modelled on the Covid Dashboard set up at the start of the Coronavirus pandemic, enabling clear and accessible data to be presented in a timely and meaningful way. Aligned with this is the Wirral Plan 2025. The Plan was currently being refreshed to reflect the Covid-19 situation and emerging Recovery Plans. This Plan would set out what the Council wanted to achieve, working together with partners, communities, and businesses to improve the quality of life for Wirral residents.

Following receipt of the report, and brief discussion on the matter, a further recommendation was:

Moved by Councillor Tom Anderson

Seconded by Councillor Cherry Povall

'that the formal budget proposals be presented to this committee prior to submission to Policy and Resources Committee.'

RESOLVED – That

- 1) the proposals outlined in the report for shaping future Performance monitoring reports be noted;**
- 2) further discussions take place with the Committee Chair and Group Spokesperson in early November to enable the construction of monitoring reports for the purposes of Committee reporting; and**
- 3) the formal budget proposals be presented to this committee prior to submission to Policy and Resources Committee.**

9 **TOURISM, COMMUNITIES, CULTURE AND LEISURE COMMITTEE WORK PROGRAMME UPDATE**

The Chair introduced the report of the Director of Law and Governance that set out the proposed Tourism, Communities, Culture and Leisure Committee Work Programme 2020/21 as detailed in the appendix to the report.

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

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

RESOLVED - That the proposed Tourism, Communities, Culture and Leisure Committee work programme for the remainder of the 2020/21 municipal year be noted.

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TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Monday, 23 November 2020

REPORT TITLE:	GRASSROOTS FOOTBALL DEVELOPMENT
REPORT OF:	DIRECTOR OF NEIGHBOURHOOD SERVICES

REPORT SUMMARY

This report provides an update to Committee on the developing role that football has to play in the Borough.

The Council is looking to develop its offer in regard to provision of high-quality artificial grass pitch (AGP) all-weather facilities, for use by all. This is the capital finance programme development, for which we propose applying to the Football Foundation for funding.

The Council is also developing the way in which it engages local partnerships at grassroots level, in an attempt to intervene early on in the lives of vulnerable children and young people, to prevent the onset of complex needs and their associated funding requirements. This is the revenue finance programme development, for which we propose applying to the Football Foundation for funding.

RECOMMENDATION/S:

That the Tourism, Communities, Culture and Leisure Committee be recommended to approve and support:

- (1) the development of the business case and grant application process to the Football Foundation for the first two priority AGP proposed sites at Woodchurch Leisure Centre and Wirral Tennis Centre, Bidston. Subject to Council approval for the match funding from the capital programme.
- (2) the development of the business case and grant application process to the Football Foundation, for the remaining three priority sites Leasowe, Arrowe Park and Bromborough, in due course. Subject to Council approval for the match funding from the capital programme.
- (3) the revenue grant application process to the Football Foundations' 'Active Through Football' fund.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 Staff resource has recently been allocated to the development of grassroots football in Wirral. Since this resource has been allocated, the Football Foundation has selected Wirral Council as one of 22 'Beacon' authorities in England, to recognise the solidity of the partnership and the quality of work being delivered.
- 1.2 The borough has a shortage of approximately 22 football provision facilities. Demand far exceeds supply.
- 1.3 Each AGP site costs approximately £1.3m. It is anticipated that up to 80% of total cost per AGP site (approximately £1.04m) would be covered by Football Foundation external grant. The Council would be expected to match fund the remaining amount per site. For example, per facility and based on an approximate cost of £1.3m, if the Football Foundation provided 80% (£1.04m), the Council would be expected to contribute 20% (£260k) of total facility cost. There is no hard and fast rule in terms of grant allocation and resulting Council match required – each site is bespoke; the previous figures are used as an example. There may be an instance whereby a grant of 65% is offered for one site but on another, the grant may stretch to 82%. Confirmation of any Council contribution would be via a separate approved internal business case demonstrating the proposal met necessary investment criteria including affordability and then agreement of the Policy and Resources Committee.
- 1.4 Wirral Council can bid to the Football Foundation (who are managing the 'Active Through Football' fund on behalf of the National Lottery) for a share of a £10m revenue fund. This funding will be split fifteen ways across successful Local Authorities in England. The purpose of the fund is to engage, deliver physical and mental health improvement sessions, tackle deprivation and support our vulnerable children and young people in line with the developing leisure strategy.
- 1.5 Football provides a diversionary activity, which reduces the cost and social impact associated with crime, substance dependency, poor mental and physical health and other forms of deprivation. Football creates opportunity for social mobility in our deprived communities.
- 1.6 Wirral is an area of 'strategic focus' for Cheshire FA and the Football Foundation. The borough has some of the highest demand for grassroots and competitive football in the country, but equally some of the lowest available facility provision. Wirral has some of the most deprived lower social economic groups (LSEG), with associated anti-social behaviour, crime and disorder and poor health statistics. Football is seen as a way to engage affected people in these LSEGs and help reduce deprivation.
- 1.7 These pitches should not be considered primarily as commercial income generators. However, there is commercial income for the Council associated with the ownership and management of AGP, all weather pitches. A single facility can expect to generate a return of approximately £50-70k per annum, and up to £100k in best-case circumstances (depending on the area and pricing policy). Associated lifecycle management and maintenance costs need to be considered and deducted (which

are estimated at approximately £35k per annum which is split into a £25k per annum core facility infrastructure replacement sinking fund and an estimated £10k per annum ongoing management and maintenance fund for replacement of; rubber crumb; lighting components; brushing; line marking; booking management and other general upkeep works). There will be no maintenance costs in year one due to a twelve-month defect guarantee, post completion. Surplus income could be reinvested back into grassroots football, to save on-going costs the Council would otherwise incur.

- 1.8 There are associated commercial cost savings to be achieved with a successful revenue grant application to the Active Through Football fund. The revenue grant would cover, in part, the salaries of our dedicated and professional team of sports development staff, who would be delivering the projects outputs and outcomes, that would otherwise be funded directly by the Council. There are also socio-economic savings associated with the engagement of Wirral's Lower Social Economic Groups through engagement in football activity.
- 1.9 The Council is facing a period of financial difficulty and it needs to be innovative and flexible in its approach to cost saving and achieving commercial outcomes, whilst tackling the health and wellbeing
- 1.10 Where possible the Council should strategically assess any planning applications for potential s106 finance from developers, which could be allocated to artificial turf, all weather football facilities, this would alleviate the need for the required approximate 20% and upwards financial match from the Council's own funds.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 **Do not progress:** This would have a negative impact on the Council's image and reputation with strategic partners in the football community including Tranmere Rovers FC, Liverpool FC, Everton FC, Merseyside Sport, Cheshire FA and the Football Foundation. The Council would not have to invest any of its own funds, but similarly would not receive any capital or revenue grant funding. No new facilities would be developed which would significantly impact on the Council's leisure strategy. Socio-economic impacts on LSEGs would compound and there would be no commercial income from pitch bookings. Lastly, the Council would need to accept a deteriorating stock of grass pitches and increased ongoing maintenance costs.
- 2.2 **Progress only some of the five proposed priority sites:** See 2.1
- 2.3 **Permit other organisations to develop proposals:** This is a core objective for the Council, it should take responsibility and grasp opportunity to develop commercial leisure facilities. It should not be left to external organisations to manage. Where possible external organisations should be encouraged to develop proposals in partnership with the Council – in order to meet the approximately 22 facility shortage. This is being done presently and enquiries are being managed from a variety of clubs and schools).
- 2.4 **Do not pursue the Football Foundation 'Active Through Football' revenue grant (at all or as lead organisation):** This would have a negative impact on the Council's image and reputation with strategic partners in the football community

including Tranmere Rovers FC, Liverpool FC, Everton FC, Merseyside Sport, Cheshire FA and the Football Foundation. It is not often that such revenue funding becomes available and the Council should be seen to take a leading role and develop strong delivery partnerships that allow project delivery to occur in sync with the development of physical facilities. Not applying for this fund would also mean the Council does not achieve the associated cost savings with regard to employee salaries.

3.0 BACKGROUND INFORMATION

- 3.1 The Council is currently in the process of refreshing its 2016 'Playing Pitch Strategy'. In terms of the Council's responsibility in taking forward the presently identified five sites, no major changes are anticipated. The Council has also worked with the Football Foundation and Football Association to develop the 'Local Football Facility Plan'. Both documents are strategic planning framework documents and fit contextually with the 'Wirral Local Plan' and the 'Wirral Plan 2025'.
- 3.2 The demand for football in Wirral is extremely high. The Borough currently has a shortage of approximately 22 grass and/or AGP pitches, with many clubs having to travel outside of Wirral to play and train.
- 3.3 With regards to the development of 3G AGPs, there are five 'in principle' prioritised strategic sites; Woodchurch Leisure Centre; Wirral Tennis Centre Bidston; Leasowe (adjacent to the 7 waves community centre); Arrowe Park (adjacent to the existing car park) and Bromborough (Leverhulme playing fields).
- 3.4 Depending on local requirements and variabilities, each AGP facility will cost approximately £1.3m (AGP, car park, toilets/changing rooms/pavilion).
- 3.5 The Council is looking to develop capital funding packages through the Football Foundation to cover the bulk cost (approximately 80% or £1.04m) of building each facility. The council will be required to cover the remaining cost (approximately 20% or £260k) financial requirement of each facility. Any grant request to the Football Foundation will ultimately be assessed against both football and socio-economic outputs.
- 3.6 The current aim is to develop the first two sites (Woodchurch and Bidston) for build completion before end of financial year 2021 (March 2022). The remaining priority site developments (Leasowe, Arrowe Park and Bromborough) will follow with an estimated completion of all sites by end of financial year 2023 (March 2024). These are estimates and are subject to delay, given the current Liverpool City Region and national restrictions in place due to Covid-19.
- 3.7 It is estimated that once fully operational, each AGP on average can be expected to generate gross income in the region of £50-70k per annum and in best cases £100k, less costs identified in 1.7, making for a promising commercial investment. Surplus could be utilised for reducing Wirral's subsidy on grass pitches for example. There is also the positive impact on health and wellbeing, anti-social behaviour, employment and volunteering and reducing social isolation – all of which have their own associated cost savings.

- 3.8 The Council is also in the process of positioning itself as lead applicant in order to apply for revenue funding via the Football Foundation to promote grassroots football across the most disadvantaged communities in the Borough, namely; Birkenhead; Seacombe; Liscard; Woodchurch; Leasowe; Tranmere; Rock Ferry and Bidston. Successful applications will be notified in June 2021. Tranmere Rovers FC, among others, could be a strategic partner. Projects would be delivered locally in the aforementioned areas, in partnership with local organisations and beneficiaries.

4.0 FINANCIAL IMPLICATIONS

- 4.1 Ongoing management and maintenance costs are estimated at approximately £35k per annum (£25k annual facility sinking fund and £10k annual maintenance fund, the latter is not payable in the first 12 months). As outlined in 1.7.
- 4.2 A contribution would be required from income raised, to cover the Council's capital financing costs for the project. Capital per site (of no less than 20% for each AGP facility) are estimated at £260k. Capital Financing costs would therefore be circa £28K per annum if a 10 year asset life was assumed or £38K per annum if a 7 year asset life was assumed.
- 4.3 Gross income generation through booking of each built facility (approximately £50-70k per site per annum and up to £100k per annum in best cases).
- 4.4 The Football Foundation have indicated grant support in the region of between 60-80% of the overall individual facility cost. The actual % offered per site in external grant will affect the Council's capital financing costs over the life of the facility. The Council would assess each grant offer on a case by case basis, and only if the proposed facility and grant offer provided net positive benefits would the Council be prepared to invest.
- 4.5 Cost savings associated with a successful revenue grant application to the Football Foundation's 'Active Through Football' grant. Any monies received will, in part, cover the cost of salaried Council employees for the duration of the project (5 years), who would otherwise be paid from Council's own budget.
- 4.6 This is an invest to save proposal, which would also secure a significant external capital investment, and a moderate revenue surplus once running. Simultaneously the Council will be tackling the Borough's 3G pitch shortage and providing physical diversionary activities for our communities, which have their own associated cost savings.
- 4.7 If no grants are applied for, and the Council wishes to progress the development of the recommendations in the Football Facility Plan at a later date, the Council would have to pay for 100% of the costs.

5.0 LEGAL IMPLICATIONS

- 5.1 Procurement (cost and quality) and design/build would be carried out by a framework of providers outside of the Council's control. Here the Council would relinquish control to those frameworks of providers, whom have been vetted by the Football Foundation. As the Football Foundation is providing approximately 80% of the

required funds, the Council must adhere to their procurement regulations and appointments. This has to be a risk the Council is willing to accept in order to receive the approximately 80% contribution to overall cost. The alternative is to procure, pay for and contract manage in-house, without the Football Foundation providing finance.

- 5.2 The Council's Contract Procedure Rules may need to be waived if the Council uses the Football Foundation's framework of providers. The Council would have to be satisfied it was lawful having regard to the Public Contracts Regulations 2015, in the interests of the Council and value for money. This test could be applied when each individual business case was being considered.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 This work required the following resources; staff time – development and project management; staff time – management of each facility (maintenance and booking); consider implementing digital booking facility or using existing booking facility – associated cost and cost benefit; ongoing maintenance costs and replacement materials through wear and tear; staff time – accounting and financial management.

7.0 RELEVANT RISKS

- 7.1 **Programme slippage due to Covid-19 guidance and legislation change due to increased infection rates over winter.** This is largely unpredictable and will be managed from both a national and local perspective in a manner that presides over matters less important than public health.
- 7.2 **Procurement and contract management is outside direct control of the Council.** The Football Foundation has been through a rigorous tendering process and has vetted its supply chain for approved contractor status. The quality of service provided by this framework of contractors is evident across the country in many local authority areas.
- 7.3 **Failure to secure grant monies / internal capital finance match.** As with any grant application procedure there is a real risk of not being successful. However, both strategically and operationally, Wirral has positioned itself very favourably with all partners and we have given ourselves the best chance of succeeding. The only other option here is to avoid the risk of being unsuccessful by not applying, which would not put the Council in a positive light, given the level of engagement thus far, and the recommendations made in both appendices.
- 7.4 **Failure to secure planning permission.** Pre-planning discussions are gaining momentum and are positive, our assets and planning/development departments are involved and engaged in the process. Public consultation will be a main part of the grant application process. The sites are also listed with the strategic planning documents in **Section 12. Appendices 1 and 2.**

8.0 ENGAGEMENT/CONSULTATION

- 8.1 Internally, the Council will be involved in consultation at all levels of seniority across the following departments; commercial; leisure; finance; legal; procurement; assets; planning and development; children and young people; adults; public health;

democratic services and elected members representing the associated wards where development is proposed. This list is not exclusive.

- 8.2 Externally, and as part of the required grant application process (both capital and revenue), the Council will be involved in consultation with a variety of important stakeholders and partners including; Tranmere Rovers; Liverpool FC; Everton FC (and their three respective charitable arms); Merseyside Sport; Local Authorities in the Liverpool City Region and Cheshire West and Chester; Football Foundation; Cheshire FA; Wirral based grassroots organisations and charities; local primary and secondary schools; the NHS and the Police. This list is not exclusive.

9.0 EQUALITY IMPLICATIONS

- 9.1 Please see Appendix 3 Equality Impact Assessment.

EIA will be published here:

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

- 10.1 Based on the outline detail of the proposals it is anticipated that the predominant scope of potential environmental impacts will be ecology/biodiversity, and light impacts (ecological impact).
- 10.2 Woodchurch Leisure Centre – The existing site comprises overgrown amenity grassland (formerly football pitch provision) anticipated to be of low ecological value. The site is bounded on two sides by tree line and woodland which may support several protected species of flora and fauna (e.g. bats, badgers), although this would require a Phase 1 desk top study and preliminary ecological assessment (walkover) to confirm. There are no other known protective features or designations identified at a local level. Given the nature of the proposals it is unlikely that there would be any residual impacts on ecological/wildlife features except for the use of floodlighting. It may be recommended to use directional hoods to minimise lighting impacts on nocturnal species, or to limit their use at certain times.
- 10.3 Wirral Tennis Centre (Bidston) – The existing site comprises a natural regenerated/succeeded site with a mix of semi-improved grassland, trees/woodland compartments and scrub vegetation. The mixture of habitat types on the site will provide some overall value to wildlife although given the scale of the proposal, the extent of the loss would be negligible given the local context. A Phase 1 desk top study and preliminary ecological assessment (walkover) will be required to determine the baseline and potential significant ecological impacts. This will determine the presence of any protected species and enable recommendations for mitigating measures (e.g. construction works to take place outside of relevant breeding seasons). The site also holds potential to contain invasive species and particular measures will be in place to ensure no off-site contamination and appropriate disposal. Given the nature of the proposals it is unlikely that there would be any residual impacts on ecological/wildlife features except for the use of floodlighting. It may be recommended to use directional hoods to minimise lighting impacts on nocturnal species, or to limit their use at certain times. There may also be opportunities to ensure biodiversity net gain, including measures and features of the

developments that create/enhance ecological and biodiversity features within and surrounding the site (e.g. SUDS features, bat roosts, connecting features etc.).

- 10.4 Planning – Importantly, the proposals will be subject to the full planning process and will be assessed by technical experts against prevailing planning and environmental policy to ensure no significant environmental impacts occur because of the proposal. The proposal and the surrounding environments will be scoped for potential impacts on aspects such as noise, light, air, landscape, ecology, archaeology, geology, human health etc.
- 10.5 Climatic impacts – Although the climate impacts associated with the project will be negligible, they will predominantly occur during the construction phase of the proposals and will be short term. This related to transport, materials, and construction methods. Best practice has been built into the design phase and it is not anticipated that there will be any long-term residual climate impacts. Measures will be taken to ensure best practice such as the use of LED floodlighting to reduce related carbon emissions.

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APPENDICES

Appendix 1: Wirral Borough Playing Pitch Strategy (2016-2022).
Appendix 2: Wirral Borough Local Football Facilities Plan (2018).
Appendix 3: Equality Impact Assessment.

BACKGROUND PAPERS

Appendix 4: Capital grant – A guide to the AGP Framework
Appendix 5: Capital grant – Terms and Conditions

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Not applicable	Not applicable



TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Monday, 23 November 2020

REPORT TITLE:	BIRKENHEAD PARK: HERITAGE PROJECT REVIEW AND UPDATE
REPORT OF:	DIRECTOR OF NEIGHBOURHOOD SERVICES

REPORT SUMMARY

The purpose of this report is to:

- i. provide an update on progress and achievements regarding the Birkenhead Park heritage project;
- ii. set out the currently anticipated 'route map' ahead for achieving the aspirations for the Park, along with the estimated financial resource requirements;
- iii. outline the scope of the elements to be included in a future grant application to the Lottery Heritage Fund for the further conservation and improvement of the Park; and
- iv. seek approval for the future allocation and provision of Council funds to realise these ambitions.

In 2017 the Council's Cabinet and Strategic Leadership Team agreed to establish a revenue reserve budget of £244,224 to take forward its aspirations for Birkenhead Park:

- to support an application for World Heritage Site (WHS) inscription for the Park; and
- to make associated grant bids to the National Lottery Heritage Fund (NLHF) for the Park's continued improvement.

A small staff team (project manager and project officer) was subsequently engaged towards the end of 2018 for a period of two years (until the end of November 2020) to take forward these aspirations. Much progress has been made during that time, despite the recent impact of the coronavirus pandemic.

The proposals for Birkenhead Park described in this report are extremely relevant to the Council's aspirations set out in the Wirral Plan, particularly in respect to:

- looking after our environment for future generations to enjoy;
- creating economic opportunities by attracting enterprise and investment; and
- striving to close the gap in health inequalities.

Birkenhead Park is within the Claughton ward. Immediately adjacent wards are Birkenhead & Tranmere, Bidston & St. James, and Oxtan. Ultimately, the aspirations for Birkenhead Park will have a positive impact for all wards in the Borough.

This is not a key decision.

RECOMMENDATIONS

1. That Committee notes the progress made regarding the Birkenhead Park heritage project.
2. That Committee supports the proposals to progress: (i) the aspiration for Birkenhead Park's ultimate inscription as a World Heritage Site by UNESCO; and (ii) the further significant regeneration of the Park, including through the submission of a grant application to the National Lottery Heritage Fund (NLHF), as set out in this report.
3. That the Policy and Resources Committee considers submitting a Capital bid in future. This will cover the ongoing running costs associated with the NLHF Round 1 grant application and ensure that funding is secured until 2023/24.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The benefits of Birkenhead Park becoming a World Heritage Site are potentially enormous for Wirral and its communities, including:
- increase in international awareness;
 - increase in community and civic pride;
 - growth of local visitor economy;
 - increase in inward investment and significant positive impact on local regeneration;
 - as well as the protection and improved management of this unique heritage asset for future generations.
- 1.2 Birkenhead Park is historically and culturally significant not just to Wirral but to the UK and to the World. It is therefore important that it is appropriately restored, improved and maintained. Ensuring that the Park is in the best possible condition will enable local residents to feel a greater sense of pride in their area. It will also increase the number of people who visit it and will support the bid to gain WHS status.
- 1.3 An application for WHS recognition for Birkenhead Park will benefit the Wirral by placing its flagship Park on the global stage in the same category as attractions such as the Great Wall of China and the Statue of Liberty. It will consequently attract visitors from across the World. Socially, it will serve as a great source of pride in Birkenhead as all residents would live in the knowledge that they have a completely free and accessible WHS on their doorstep.
- 1.4 In June 2020 the UK National Commission for UNESCO published a report titled *'The National Value of UNESCO Designations to the United Kingdom'*. This was based on new research and reveals that UNESCO designations (most importantly World Heritage Sites) are significant contributors to the UK economy. The report states that UNESCO projects in the UK generate an estimated £151 million of financial benefit to local communities each year and help bring them together to protect and conserve some of the most important places across the country. It also shows that UNESCO projects help build a greener, more equal and more peaceful world. It is evident that continued investment in UNESCO projects is critical in helping the UK to meet the United Nations Sustainable Development Goals (SDGs).
- 1.5 A successful application for WHS status would also bolster the international brand of the Liverpool City Region, an ambition laid down in its Visitor Economy Strategy, with its target of achieving four million extra visitors, and the underpinning of jobs this will provide.
- 1.6 The beneficial impacts of achieving WHS inscription on the wider regeneration of Birkenhead should not be underestimated. The journey towards such recognition will evidence the Council's high ambitions and provide an important catalyst for regeneration, contributing to increases in local property values (particularly in the

immediate surroundings), growth in the visitor economy, and a more diverse and higher quality retail offer.

- 1.7 It is important to emphasise that the aspirations for Birkenhead Park described in this report are very much aligned to the Council's Climate Emergency Plan. The Park provides many opportunities to make significant contributions in achieving that strategy (as further outlined in 10 below). Indeed, the need for projects to address Climate Change is also of great importance to both UNESCO and NLHF and evidenced by the requirements of those organisations when developing submission documents for their consideration.
- 1.8 A critical element of the Park's heritage significance is its extensive population of trees – there are more than 4,000 trees in the Park today. The Park's continued regeneration will involve the preparation of a comprehensive and detailed, long-term tree strategy and management programme. This will seek to restore and enhance the originally intended structure of trees and attain a safe, healthy and diverse tree stock which is fit to face the challenges of our changing climate conditions. As such, the project will make a significant contribution to achieving the Council's Tree Strategy.
- 1.9 Birkenhead Park is greatly valued, particularly so by the local communities. It is currently visited by nearly 2 million people every year and, like parks and green spaces throughout the UK as well as further afield, it has been even more important in recent times, providing a much-needed sanctuary for people during the coronavirus pandemic. It has proved that it continues to serve the purpose for which it was created – supporting the public health and recreational needs of the local population. The Park already plays a significant role in delivering many elements of the Council's Leisure Strategy. With additional investment of the scale described in this report, along with the attainment of WHS status, visitor numbers will undoubtedly increase substantially and there will be an even greater impact on achieving that strategy's priorities for (i) promoting and celebrating Wirral's parks, coast and countryside for leisure activities; (ii) encouraging people to take part in sports, leisure and social activities; and (iii) increasing pride in Wirral's communities and encouraging more residents to volunteer.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 An appraisal of a range of options has been undertaken. Various levels of public investment are assumed, with a view to establishing a preferred option that maximises future benefits and outcomes.
- 2.2 Key objectives of the project are to seek to achieve WHS status and to undertake significant, high quality restoration and improvements to the historic Park – its special landscape features and heritage structures. This will enable its future protection and recognition (locally and much further afield) as a pioneer in the development of public parks in the 19th century. It will also ensure that it can perform the role of such an important park with the range of facilities, activities and events expected. Anything other than the preferred option will not address this and other key project objectives.
- 2.3 The short-listed options considered are as follows:

2.4 Option 1: Leave the Park as it is (Do Nothing).

This option assumes that current management and maintenance levels continue. This will result in the continued decline of elements of the Park's infrastructure with the associated resulting impacts on the important heritage asset as well as on the enjoyment of visitors. It would delay the inevitable time when considerable and costly remedial action is unavoidable. Consequently 'do nothing' is considered to be an unrealistic option at this time.

2.5 Option 2: A minimal project utilising existing available resources and potential external investment to refurbish the Park's fabric and facilities (Do Something).

This option is a minimal project based on retaining the existing levels of management and maintenance. Opportunities will be taken to secure external funds (e.g. Section 106/CIL funds) and other investment which may become available for the piecemeal restoration and improvement of the Park and its facilities. It assumes no additional funding from the Council. It is considered that although this option might achieve some valuable ad hoc improvements over time, it will not be sufficient in achieving the WHS ambition for the Park (and the benefits that brings), nor is it likely to achieve the continued future management and repairs required of such an importance heritage asset.

2.6 Option 3: An ambitious and comprehensive approach to regenerating the Park, which fully recognises its important heritage significance, including seeking to attain WHS status (Preferred Option).

This is further described and detailed in this report and it is proposed to take forward this option.

3.0 BACKGROUND INFORMATION

3.1 Birkenhead Park is reputed to be the World's first publicly funded municipal park. It was created for the growing population of Birkenhead using public money. It signified a critical stage in human development in response to the declining health conditions brought on by the Industrial Revolution in the mid-nineteenth century. Opened in 1847, Birkenhead Park represents innovation, both through its design (incorporating features from cultures across the world and which subsequently influenced the creation of urban parks worldwide) and through its vision of providing a community space where the barriers of social class, age, colour and creed are non-existent. It is one of the UK's most significant and important parks and is listed Grade I on Historic England's Register of Parks and Gardens of Special Historic Interest.

3.2 In recognition of its worldwide significance, the intention is to seek to achieve WHS inscription from UNESCO. A committee consisting of UK experts on WHSs, individuals from local community groups and Council staff have been in the process of earnestly pursuing this aspiration for the last three years.

3.3 Birkenhead Park is highly valued by the local community and those further afield across Wirral. It is estimated that the number of visitors to the Park each year is

nearly two million. The Park is incredibly important in continuing to provide for their enjoyment and recreational needs.

- 3.4 The Council's Cabinet and Strategic Leadership Team meeting in February 2017 agreed to:
- support an application for World Heritage Site (WHS) inscription for Birkenhead Park; and
 - make associated grant bids to the National Lottery Heritage Fund (NLHF) for the Park; and
 - embed these aspirations into the Council's growth plans and tourism agenda.
- 3.5 At a subsequent meeting in December 2017 Cabinet and Strategic Leadership Team agreed that a suitable dedicated resource was required to take forward these twin aspirations for Birkenhead Park, i.e. to seek WHS inscription, and to make progress in securing significant Lottery grant funds. Towards this end a revenue reserve budget of £244,224 was made available for:
- project staff support – a project manager and project officer (for a two-year period); and
 - associated costs of set-up, stakeholder engagement, promotional activities, commissioning professional support, training, etc.
- 3.6 Progress to date
- 3.7 Work towards the project's ambitions has continued, although the public health crisis has understandably had a significant effect on progress, and will no doubt continue to do so for some while to come.
- 3.8 The new team (project manager and project officer) to take the project forward were appointed and subsequently commenced in post by mid-October 2018. The following month they moved into the previously vacant North Lodge of Birkenhead Park's Grand Entrance as the team's office base. Since that time the following progress has been made:
- a comprehensive Landscape Condition Survey of the Park has been undertaken by a professional consultant. The resulting report plays an important role in informing both the case for WHS status and the development of a package of physical restoration and improvement works to be included in a grant funding application to the NLHF;
 - a draft preliminary WHS nomination document has been developed to support the application for WHS status. This is a 'working document' and has continued to be further refined and developed with a view to finalising the current version by the end of November 2020;
 - during the last 12-18 months, we have been raising awareness of the WHS intentions for Birkenhead Park with influential national and international heritage organisations. The responses have been very encouraging;
 - a formal 'expression of interest' for circa £5million grant funding was submitted to NLHF, and consequently we were invited to submit a Round 1 grant application;
 - a comprehensive Round 1 grant application to NLHF's Heritage Grants programme for circa £5million was developed and submitted in February 2020. Unfortunately, in March 2020 it was withdrawn by the funding body (along with all

applications at the time) due to the onset of the coronavirus pandemic, and the consequent need to divert its funds into emergency grants programmes. The Heritage Grants programme currently remains closed;

- a programme of community engagement has commenced which is aimed at: increasing awareness about the aspirations for Birkenhead Park; encouraging community input and gathering support; and seeking active commitment (e.g. through volunteering) in helping to make progress on the project. Amongst other things community engagement events and activities have included a successful park anniversary (172nd) celebration in April 2019 (a heritage-based family fun event) attended by over 500 people, and visits by Merseyside Civic Society and the Cheshire Gardens Trust;
- promotional activities continue to develop through a growing social media presence and the production of promotional displays, leaflets, postcards, etc. We are also currently working on the development of an improved website.

3.9 Future programme

3.10 The project timeline is included at Appendix 1 for information.

3.11 In terms of the aspiration to achieve WHS status, the first stage is to be invited onto the UK Government's Tentative List for potential WHSs. This requires a formal application once the invitation process is announced. Currently there is no firm timescale as to when this will be, although it is expected to be in early 2021. It is understood that it may then take 18 months for the applications to be reviewed and the revised Tentative List to be drawn up. We are therefore at a key stage. This is a rare opportunity as the UK's Tentative List is typically only reviewed at 10-yearly intervals.

3.12 The development of the preliminary WHS nomination document for Birkenhead Park (to support the application for WHS status) continues with the aim of 'finalising' this 'working document' by the end of November 2020.

3.13 The process for seeking a large heritage grant (£250,000 to £5million) from NLHF is a two-stage process. Although the programme is currently closed to new applications, generally NLHF has four closing deadlines each year for submissions – March, May, August, and November. We currently await news as to the reopening of the programme and are ready to make a resubmission as the comprehensive bid package of information has been prepared.

3.14 Proposed scope of future physical improvement works package for Birkenhead Park

3.15 As outlined above, an initial bid to NLHF for significant funds (circa £5million) has been developed and is ready for resubmission. Securing such a level of investment for Birkenhead Park would enable its continued restoration and development. It would also support the application for WHS status and demonstrate to UNESCO that Wirral is committed to retaining the integrity of the Park and its continued maintenance and management.

3.16 Despite previous significant Lottery Fund investment in the Park in the mid-2000s, key elements of its infrastructure and parkland elements are still in need of

comprehensive improvement and/or restoration. This will be particularly important in making a successful case for our WHS ambition. We will need to develop a new 'masterplan' of physical enhancement and improvements for the Park as part of the project's development phase. This will essentially be focused on:

- i. restoring and keeping in good repair the historic parkland and its many heritage features, so that their significance can be better appreciated and enjoyed; and
- ii. improving the range and quality of the Park's facilities for all visitors.

At the present time the range of such improvements to be considered will include the following elements:

A. Restoration works package
*Parkland tree management/replacement (succession planting strategy)
*Extensive shrub and understorey replanting programme
*Reinstatement of vegetation on eroded mounds (surrounding lakes)
*Reinstatement of marginal vegetation to lakesides
Relocation of works depot from current central position (and reinstate area as parkland) to a less sensitive area. (This will assist in regaining the physical/visual integration of Upper and Lower Parks).
*Park/neighbour boundary and gateway restoration and edge treatments (e.g. Edward Kemp Garden, East Field)
*Grand Entrance area – refurbishment of external public realm and internal drive
*Restoration of entrance treatment/surfacing adjacent to Lodges
*Restoration of Park Drive footpath (in key locations)
Lower Park Lake – replace existing timber footbridge with iron to original design
Upper Park Lake – introduce two footbridge links to the island as Paxton's original plan, along with associated footpath
*External repairs and restoration of the Grand Entrance and its two lodges
*Restoration of the Jackson Memorial
Restoration of the Warrior's Rest shelter
*'Wildlife' area management improvements (Park Road East)
B. Visitor facilities enhancement package
*Education and learning centre accommodation
Creation of an International Centre for Public Parks, and conference/function room
*Improvement of volunteer facilities and accommodation
*Provision of additional catering and refreshment facilities (Consider a range of facilities throughout the Park, including a large

café/restaurant, tea rooms, and kiosk facility adjacent to the play area)
*Provision of additional toilet facilities
Provision of a new Palm House (Such an attraction could potentially be combined with an Education facility / International Centre for Public Parks)
Existing Visitor Centre improvements (To be considered in light of its future role alongside accommodation needs listed above)
*Boothby Grounds overall redesign / improvements (including new tennis pavilion) (The future role that this area plays in the overall Park needs to be considered)
Provision of a new bandstand/performance area
*New extensive play and multi-use games facilities
Improvements to sports pitch drainage
Provision for vehicle parking arrangements (cars and coaches) (The current and future impact of vehicles in the park to be considered, and options for changes in management, e.g. car park provision)
Provision of power (and other services) to events/activities areas
*Park Drive lighting installation (in key locations)
*Additional security / CCTV installation
*Boathouse – provision of improved access and power supply
*Improvements to the ‘Forest School’ activity area
*Provision of new signage / information boards / interpretation

C. Enhancement works external to the Park

Improvements to pedestrian route and approach to the park from Birkenhead Park railway station

*Ashville Road and public realm

(Improvement of physical and visual integration of Upper and Lower Parks and Boothby Ground, reducing vehicular impact)

- 3.17 The anticipated total cost of such high-quality and extensive improvements as those listed above is yet to be fully detailed. However, it is likely to be at least £15m, depending on the specification for future accommodation needs and requirements. This level of investment may be beyond the capacity of the Council at this time and so a phased approach to delivering this scale of improvements is proposed. Such an approach should be aligned to the programme to seek WHS status. This report therefore proposes that the historical significance and wider regeneration potential of the Park are capitalised upon and used to form the basis of an initial significant grant application to the National Lottery Heritage Fund (NLHF) – that is those elements highlighted by * on the previous table.

3.18 Generally, the NLHF, through its Heritage Grants programme, awards grants of between £250,000 and £5million (and up to 90% of total project costs), through a competitive bidding process. Historic parks and gardens are among the types of heritage that NLHF will fund. The NLHF seeks to support the best restoration projects, particularly those that can be proven to provide a range of associated benefits. The restoration and improvement of Birkenhead Park would form the basis of a very strong funding application to the NLHF and this potential has already been recognised by both NLHF and Historic England.

4.0 FINANCIAL IMPLICATIONS

4.1 The project is currently funded by a revenue reserve budget of £244,224 which was made available to cover project staff support (a project manager and project officer for a two-year period), and associated costs of set-up, stakeholder engagement, promotional activities, commissioning professional support, training, etc.

4.2 NLHF’s Heritage Grants programme has been closed since March 2020 as a result of the onset of the coronavirus pandemic. It is anticipated that it will reopen at some point in the future although exactly when that will be is still unknown. However, for the purposes of this report it is assumed that the programme will be reopened for applications in March 2021.

4.3 The NLHF funding application process is in two stages. The cost of preparing the Round 1 funding bid has already been met from within the Council’s currently available project budget.

4.4 Assuming a successful outcome of a Round 1 funding bid, 24-month project development costs (including additional staff costs, and professional fees for technical work to support a subsequent Round 2 bid) are estimated to be £495,000 (see following table for details).

Table 1: Estimated revenue budget requirement for the project’s development phase

(i.e. prior to a Round 2 grant application to NLHF in 2023)

Anticipated Costs (£'000)	Financial Years			
	21/22	22/23	23/24	Total
Project staff	30	85	35	150
Specialist consultancy surveys / support	45	160	35	240
Other ancillary costs	46	0	0	46
Contingency (10%)			44	44
Sub-total	121	245	114	480
Volunteer time (non-cash)	4	8	3	15
Total	125	253	117	495
Funded by (£'000)				

NLHF Grant (80% of total costs)	100	200	95	395
Wirral Council (revenue)	21	45	19	85
Sub-total	121	245	114	480
Volunteer time (non-cash)	4	8	3	15
Total	125	253	117	495

- 4.5 A significant portion (potentially up to 90%) of these costs could be funded by the NLHF. However, bidding for such grant is a competitive process and the Council should seek to reduce the NLHF intervention level as much as possible to increase the chances of a successful bid. The figures in the table above propose seeking an 80% grant from the NLHF.
- 4.6 Funding available within the reserves will cover the required Council contribution. A revenue contribution of £85,000 could see a NLHF grant award of £395,000 for this initial development phase of the project.
- 4.7 It should be noted that the value of volunteer time can be used as ‘partnership’ funds, and although it is not actual cash, it can draw grant at the same intervention rate. Consequently, the value of volunteer time for the development phase of the project is indicated as £15,000 (which equates to circa 200 volunteer days over what is likely to be a 24-month period).
- 4.8 It is anticipated that a Round 2 grant application to NLHF could be made in August 2023 and, assuming its successful, the 5-year delivery phase of the project would commence in January 2024. The table below sets out indicative costs at this stage, both capital and revenue, of the NLHF bid and potential revenue implications of managing and maintaining the enhanced Park.

Table 2: Estimated budget requirement for the project’s delivery phase

Anticipated Costs (£'000)	Financial Years						
	23/24	24/25	25/26	26/27	27/28	28/33	Total
Capital works (incl. professional design fees)	0	500	1,400	1,517	0	0	3,417
Capital contingency (15%)	0	0	0	0	513	0	513
Capital inflation (12%)	0	60	168	180	62	0	470
Sub-total	0	560	1,568	1,697	575	0	4,400
Revenue activities	3	21	21	21	21	18	105
Project staff	12	110	110	96	60	60	448
Other ancillary costs	8	0	0	0	0	32	40
Revenue contingency (10%)	0	0	0	0	0	59	59
Revenue inflation (12%)	2	16	16	14	10	20	78
Sub-total	25	147	147	131	91	189	730

Future increased management and maintenance (max. 5 years)						300	300
Volunteer time (non-cash)	0	50	60	70	80	60	320
Total	24	693	1,603	1,663	841	564	5,750
Funded by (£'000)							
NLHF Grant (80% of total costs)							4,600
Wirral Council (capital or revenue)							530
Wirral Council (revenue commitment to future increased management and maintenance for 5 years – 2027-32)							300
Sub-total							5,430
Volunteer time (non-cash)							320
Total							5,750

Notes and assumptions

1. The maximum total NLHF grant for both development and delivery phases is £5,000,000.
2. The figures are based on a NLHF grant intervention rate of 80% of total project costs (the same as for the development phase).
3. At the time of writing the delivery phase costs and budget requirements can only be indicative. These will be comprehensively worked up during the development phase prior to the Round 2 grant application.
4. The future increase in management and maintenance costs for 5 years after the project's completion can be used as 'partnership' funds.
5. An assumed annual management and maintenance increase of £60,000 (£300,000 over 5 years), which is met by the Council (and offset by the future generation of additional income).
6. The value of volunteer time for the delivery phase of the project is indicated as £320,000 (which equates to circa 4,500 volunteer days over 5 years).

4.9 As an indication of the potential level of commitment that the Council can anticipate if a Round 2 grant application is successful, in order to draw down NLHF grant of £4.6million the Council would need to allocate funds of at least £530,000 (which can be capital or revenue) across the financial years 2023/24 – 2028/29. In addition, the Council will need to commit to covering the subsequent increased cost of managing and maintaining the Park as a result of the project for 10 years – NLHF grant terms. The value of the first 5 years of these increased costs can be used as 'partnership' funds in drawing NLHF grant.

4.10 The current budget for managing and maintaining the Park is £575,400 per annum (after budgeted income of £98,600). Whilst it is too early to be able to precisely predict the cost of maintaining the enhanced asset, there will undoubtedly be a significant additional cost resulting from the project's implementation. As a minimum this could see a 10% increase in the cost of annual management and maintenance from 2028/29, i.e. £60,000 per annum. This assumption is used as a basis for the figures in Table 2 above. It is anticipated that this cost will be offset by generating higher levels of income from realising a range of opportunities. During the project's development phase, a detailed Business Plan will need to be prepared to provide a focused approach to the park's income generation potential.

5.0 LEGAL IMPLICATIONS

- 5.1 A successful grant application to NLHF will require the Council to sign up to that organisation's 'Standard Terms of Grant' when formally accepting the grant award.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 The project team has essentially been 'in post' since October 2018 and has made good progress in supporting the preparatory work for the WHS Tentative List application process, and in developing a substantial grant funding bid to NLHF. This staff resource is currently revenue funded by the Council for two years with staff contracts ending in November 2020.
- 6.2 A successful Round 1 NLHF application will receive grant funds to develop the restoration project towards a Round 2 bid as the application requires a considerable amount of work to be undertaken by the applicant. Consequently, the development period can realistically take up to two years for a large project. The significant project development costs to be funded during this period will include the direct employment of a temporary dedicated staff resource (including a project manager and community engagement officer), and professional fees for expert technical work which will be required.
- 6.3 It will therefore be necessary to appoint new temporary staff with the appropriate skills to undertake the necessary roles.
- 6.4 At this time, it is felt that this should be a sufficient staff resource to undertake the tasks necessary to develop the NLHF project element as well as covering any commitments with regard to taking forward potential WHS requirements. Following making a formal application for the UK's Tentative List, it is understood that there is around an 18-month review period prior to the UK Government announcing the 'new' List. It is not clear how much call on staff time there may be during this time. However, if Birkenhead Park is successful in joining the Tentative List in 2022/23 there will undoubtedly be a consequent significant workload and we will need to review staff resourcing ahead of that time.

7.0 RELEVANT RISKS

- 7.1 At the present time the main risks to developing and delivering the project are considered to be those set out in the following table.

Risk	Consequence	Mitigating actions
NLHF's Heritage Grants programme is not reopened, or a Round 1 grant fund application is not successful.	The Park's restoration and improvement project cannot go ahead as planned.	Undertake prior liaison with NLHF as far as possible. Consider bid re-submission as soon as possible and amend project timetable.

		Identify other significant funding sources.
UK Government continues to delay its review of Tentative List for World Heritage Sites.	Unable to make a Tentative List application for Birkenhead Park, and consequent difficulty in resource planning.	Continue to build and maintain good relationships with influential organisations such as Historic England, World Heritage UK, and ICOMOS-UK.
Key members of project team (on short term contracts) leave their positions early.	Insufficient staff resource to undertake required roles leading to time delays.	Make contingency plans for the situation where key staff members may leave their positions - to ensure continuity in project delivery.
Anticipated level of Council partnership funds is not available (specifically commitment to significantly future increased management and maintenance costs).	Project is unable to progress.	Identify and secure all partnership funds and income generation opportunities as early in the process as possible.
Project's development phase costs (following Round 1 NLHF approval) prove to be higher than estimated.	Increased cost to the Council.	Ensure appropriate contingency is included and proactively manage finances.
Change in future political leadership of the Council and/or public sector financial pressures result in reduced project priority.	Capital and revenue funds are reduced and project stalls.	Ensure Council is fully aware of the commitment required, and the project sustains a high political profile.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 A vital part of the development of the regeneration project will be the ongoing involvement of the local community. A comprehensive programme of consultation with visitors, local people, and wider stakeholders will be undertaken to gain a thorough understanding of park use, views and perceptions. The outcome of community consultation and engagement will form a key element in the funding application submissions.
- 8.2 During 2019 consultation with visitors was undertaken by the Birkenhead Park project team as part of the whole range of events and activities which were hosted in the park, including The Tour of Britain, the Food and Drink Festival, The Witching Hour, Love Parks Week, Wirral's Heritage Open Days, and the Annual Celebration of the Park's Opening. Their response to the ambitions for the park – seeking World Heritage Site status and planning further major improvements – were overwhelmingly positive and supportive.

- 8.3 The long-established community group, the Friends of Birkenhead Park, is working extremely closely with the Council in our aspirations for the park and is fully supportive.
- 8.4 Positive conversations have been had with regional representatives of Historic England during the last couple of years regarding Birkenhead Park. That organisation clearly recognises the special heritage value of the Park and has keenly offered advice and support in developing our ambitions further.
- 8.5 In May 2019 a formal 'expression of interest' for grant funding was submitted to the NLHF, and this was subsequently 'approved'. Following that, a meeting was held with a senior regional representative of NLHF in August 2019 and we received a very positive response about the prospect of submitting a Round 1 funding application.
- 8.6 Specifically in terms of the World Heritage Site ambition, we have continued to raise awareness with, and support from, influential organisations and individuals. In October 2019 officers and the Chair of the Friends of Birkenhead Park attended World Heritage UK's annual conference in Llangollen. This was focused on those associated with the UK's World Heritage Sites and was an extremely good opportunity to network with and learn from others.
- 8.7 Also, at the end of October 2019, we gave a presentation in London to members of the Cultural Landscapes and Historic Gardens Committee of the UK's International Council on Monuments and Sites (ICOMOS), an influential body that, amongst other things, advises Governments and UNESCO on World Heritage Sites. Subsequently, in December 2019 we were invited back to present to ICOMOS-UK's World Heritage Site Committee. Both meetings went very well, and the presentations were positively received, with some very helpful advice and feedback being given.
- 8.8 Finally, formal support for the World Heritage Site aspiration has to date also been received from: Royal Liverpool Philharmonic, Lord Hall, the High Sherriff of Merseyside, Liverpool University, Cammell Laird, and the Director of the Victoria and Albert Museum.

9.0 EQUALITY IMPLICATIONS

- 9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision or activity.
- 9.2 An 'overview' Equality Impact Assessment has been developed and published for the project. It can be viewed at the following link:
<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>
- 9.3 Parks are provided for the benefit of the whole community and any programme of regeneration and improvement will be undertaken to endeavour that there is no discrimination towards any section of the community.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 At this still relatively early stage it is anticipated that the immediate restoration and improvement project will have the following impacts on the environment and climate. During the project's development phase, we will be seeking to maximise the positive impacts and mitigate the negative ones as outlined:

10.2 Energy use

The project will require greater energy use than currently. Primarily this will be associated with new accommodation for educational and volunteer use, and additional visitor facilities, such as refreshment/catering and toilets. In addition, there will be extra energy consumption associated with the future running of newly installed elements such as lighting and security provision, and power supplies for events.

A critical principal in the development of the project will be to be as energy efficient as practicable and to maximise the use of energy from renewable sources. Therefore, during the design development stage we will undertake a thorough assessment of the Park's current energy usage and efficiency and seek to achieve significant improvements where possible.

Additionally, we will explore the opportunities of all renewable energy technologies to lessen the future use of fossil fuel energy, and the introduction of ground source heat pumps is of particular interest.

10.3 Water use and disposal

The restoration and improvement project is likely to increase the use of water, most notably associated with new accommodation for educational and volunteer use, and additional visitor facilities, such as refreshment/catering and toilets.

During the design stage we will fully explore the opportunities for minimising such an increase. In terms of new (or refurbished) accommodation, low water consumption fittings will be specified (e.g. aerated taps for hand basins, waterless urinals, low volume flush WCs). For the introduction of new planting (trees and shrubs), as far as possible we will use species able to cope with dry conditions and the anticipated change in climate. We will not introduce irrigation or sprinkler systems, and any watering of plants will be done when absolutely necessary and then selectively. The potential harvesting of rainwater and 'grey' water for future use will also be explored to see if it is a viable option.

In terms of wastewater, and particularly 'grey' water, the sustainable use and/or disposal of this will be explored, as indeed will the continued drainage of rainfall throughout the Park. Existing drainage systems will be identified, and their condition surveyed. Rainwater drainage will be taken to localised soakaways and the lake system.

10.4 Building materials

As a design principal, where appropriate, we will seek to reuse building materials, and also use recycled materials. Furthermore, we will seek to use materials that are low in embodied energy and locally sourced.

In terms of specific materials, all timber used will come from verifiable legal sources and sustainably managed forests. Paints, varnishes and other finishes will preferably be natural-oil or water based, and where appropriate we will use lime-based cements, which were traditionally used in the park.

10.5 Construction waste

It is difficult to predict the likely types and quantities of waste produced during construction. However, the minimisation of waste will be an important consideration from the project development stage onwards. A Site Waste Management Plan will be developed to assist this thinking.

10.6 Soil

It is not envisaged that this will be a significant impact. The Council already has a policy of not using peat for soil amelioration. During the design and construction phases the careful management, storage and handling of existing soil resources to prevent damage to its structure will be specified. There will be a preference not to import topsoil unless necessary and to use naturally composted ameliorants instead.

10.7 Biodiversity

In order to ensure that the significance of the parkland is sustained into the future, a key focus of the improvement project will be on developing a comprehensive tree management and replanting programme, along with the associated restoration of understorey and shrub planting, and the reinstatement of lakeside marginal vegetation. This will not only significantly improve the quality and range of habitats and their related ecology but also have a wider positive impact on airborne CO₂ levels.

It is evident that the Park is currently home to a wide range of common birds, small mammals, as well as invertebrate species. They are attracted by the varying habitats which currently exist, and we will seek to protect, enhance and extend these. This will involve commissioning expert advice and surveys to gain a greater understanding of current wildlife interest and the likely impact of the project on it, both during construction and beyond.

10.8 Transport

The project is not proposing to expand the current car parking provision as the Park is considered to be very accessible, well located as it is for public transport (both bus and rail), and for walkers and cyclists.

As part of further development work, we will seek more information about how visitors travel to the Park and monitor this with a view to putting in place future measures to encourage more sustainable 'people-friendly' transport methods.

The transport of materials, people and waste to and from the Park during the construction phase will also have an impact on the environment and we will seek to minimise that as we develop the project further.

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APPENDICES

Appendix 1: Project Timeline

BACKGROUND PAPERS

UNESCO's 'Operational Guidelines for the Implementation of the World Heritage Convention', July 2019

United Kingdom National Commission for UNESCO's 'The National Value of UNESCO Designations to the United Kingdom', 2020

Wirral Council's (Draft) Preliminary Nomination Document for Birkenhead Park People's Garden, 2020

National Lottery Heritage Fund's 'Application Guidance for National Lottery Grants for Heritage £250,000–£5 million', 2019

Ryder Landscape Consultants' 'Birkenhead Park: Landscape Condition Survey', 2019

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Cabinet/SLT (Title: Resourcing required to support World Heritage Site status for Birkenhead Park)	December 2017

APPENDIX 1 – PROJECT TIMELINE

Financial Year 2018/19	
July 2018	Appointed staff to new WHS/NLHF project team
October 2018	WHS/NLHF project team staff commenced in post
November 2018	Project team moved into office accommodation in North Lodge of Grand Entrance
November 2018	Commissioned professional expertise to undertake a Landscape Condition Survey of Birkenhead Park (to inform and support both WHS and NLHF preparation work)
January 2019	First drafts of preliminary WHS nomination document elements produced
January 2019	National Lottery Heritage Fund (new name of previous Heritage Lottery Fund) issue new Strategic Funding Framework and Grant Fund guidance
February 2019	Landscape Condition Survey and associated report completed
March 2019	Draft preliminary WHS nomination document reviewed and assembled into a single document
Financial Year 2019/20	
April 2019	Anniversary celebration held to mark the Park's opening (172 years old)
May 2019	Expression of interest for grant funding submitted to NLHF. Subsequently invited to submit a Round 1 grant application
June 2019	Commenced preparation of Round 1 grant application to NLHF
September 2019	First comprehensive draft of Birkenhead Park's Conservation Area Management Plan review available.
October 2019	Completed draft preliminary WHS nomination document into first presentation format
October and December 2019	Presentations to influential ICOMOS-UK Committees regarding WHS aspirations
February 2020	Submission of Round 1 grant application to NLHF
March 2020	NLHF announce that the Heritage Grants programme has been closed due to the need to divert funds into emergency programmes to support heritage at the onset of the coronavirus pandemic. As a consequence, all grant applications made in the recent Round were withdrawn by NLHF.
Financial Year 2020/21	
April 2020 onwards	Continued development of the preliminary WHS nomination document, including its comparative analysis into second version of the presentation format Drafted a comprehensive design brief for the development of a high-

	quality website for the Park. Identified anticipated cost for website through 'market testing' with website designers.
November 2020	'Final' preliminary WHS nomination document produced
November 2020	Current end of employment contracts for heritage project staff
March 2021 (not confirmed)	Anticipated submission of application to the UK's Tentative List for World Heritage Sites.
March 2021 (not confirmed)	Anticipated resubmission of Round 1 grant application to NLHF
March 2021	Completed review of Birkenhead Park's Conservation Area Appraisal and Management Plan published
March 2021	Park's new dedicated website is launched
Financial Year 2021/22	
June 2021 (not confirmed)	Anticipated NLHF decision on Round 1 grant application
September 2021 (not confirmed)	Anticipated commencement of project development phase towards a Round 2 grant application to NLHF
Financial Year 2022/23	
April 2022	175th anniversary of the opening of Birkenhead Park
Ongoing	Continuing project development phase towards a Round 2 grant application to NLHF
December 2022 (not confirmed)	Government announces 'new' Tentative List of potential UK World Heritage Sites
Financial Year 2023/24	
August 2023 (not confirmed)	Anticipated submission of Round 2 grant application to NLHF
December 2023 (not confirmed)	Decision of NLHF on Round 2 grant application
February 2024 (not confirmed)	Commence delivery of NLHF funded restoration and improvement works
Aspirations for future Financial Years	
2029	NLHF funded restoration and improvement works are completed
2028	Birkenhead Park inscribed as a World Heritage Site



Tourism, Communities, Culture and Leisure Committee
23rd November 2020

REPORT TITLE:	The Development of a Sport and Physical Activity Strategy for Wirral
REPORT OF:	Director of Neighbourhood Services

REPORT SUMMARY

This report provides the committee with the basis for a future strategy for “Sport and Physical Activity” on Wirral (formerly the Leisure Strategy).

The key focus of the strategy is to set out the priorities for sport and leisure facilities, services and activities and seeks to redress the balance between being a provider of facilities and tackling inequality through preventative, outreach and early intervention and prevention work across services. It is not a statutory requirement to have a Sport and Physical Activity Strategy, but it is seen as good practice to outline the Council’s plans for leisure services for the period 2020-2025 based on the evidence base and emerging COVID19 landscape.

The Sport and Physical Activity Strategy will guide and influence both internal and external teams as well as external partners and investors including Planning Teams, Public Health, Constituency Team, Children’s and Adult Services, national governing bodies, local sports clubs, and community groups. It will also link, support, and complement other strategic documents across Council services - children’s, adults, and regeneration to name but a few, both established and in development.

The Vision for the Strategy is:

“To work with our residents and partners to provide accessible and affordable services that help to make physical activity a part of everyone's everyday lives”.

The strategy will therefore represent an important next step in how we help our residents to take up physical activity and remain active throughout their lives. The strategy will cover four key strategic priorities:

- Active people
- Active partnerships
- Active places
- Active open spaces

By engaging with our communities across these themes, we aim to engage with all our residents across the borough, ensuring a collaborative and inclusive approach to meet the needs of our communities. This strategy will support in the reduction of inequalities across the borough, from a sport and physical activity perspective. The Council remains ambitious about

delivering more support and services for our residents to ensure they have access to the best quality resources and facilities.

This is a key decision which affects all Wards within the Borough.

RECOMMENDATIONS

The Tourism, Communities, Culture and Leisure Committee is requested to;

- (1) Note and approve the new outline Sport and Physical Activity Strategy presented in this report and the accompanying appendix.
- (2) Authorise the Director of Neighbourhood Services to engage with residents, communities, and other stakeholders to design and deliver a fit-for-purpose and sustainable service that meets the differing needs of the communities within Wirral.
- (3) Include the strategy within the Committee's ongoing work programme.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 One of the challenges Wirral faces is reducing the stark health inequalities which exist between different parts of the borough and improving the life chances for all. Sport and physical activity can contribute significantly towards combatting this, due to its well documented and scientifically proven potential in improving a person's physical and mental wellbeing, individual development, and social and community development.
- 1.2 The Sport and Physical Activity Strategy will guide and influence both internal teams and external partners, Planning Teams, Public Health, Constituency Team, Children's and Adult Services, national governing bodies, local sports clubs, and community groups. We want any final strategy to be a consideration in planning decisions, the development of planning policy and the community funding panel decisions. The strategy will also be a key document that articulates the needs of Wirral residents as part of the Wirral Plan 2025.
- 1.3 It is not a statutory requirement to have a Sport and Physical Activity strategy, but it is seen as good practice in setting out the Council's priorities and plans for meeting sport and leisure needs. The Council's previous Leisure Strategy aligned with the Wirral Plan 2020 and placed a significant emphasis on outdoor spaces and tourism. In seeking to support the new Wirral 2025 Plan, this strategy, whilst continuing to support the benefits of outdoor space, will place a greater emphasis on inequality and the need to tackle the significant degree of health inequality across our Borough – magnified by the impacts of the COVID19 pandemic. It is not therefore a standalone strategy, but one which will be engineered towards population health.
- 1.4 The Sport England, Active Lives Survey (18/19) reports that 64% of people in Wirral are physically active (above the national average of 63.3%) with 22.6% of people physically inactive which means they do less than 30 minutes of weekly activity at a moderate level. The number of 'active' people in Wirral has been increasing since November 2014/15 from 159,500 to 168,300 and the number of inactive people has

been decreasing from 65,800 to 59,300. It is critical that as a borough we provide an offer that encourages and enables this audience to build physical activity into their everyday lives.

1.5 The benefits of our residents becoming more physically active result in a reduction in:

- The risk of diabetes by 50%
- The risk of developing mental health conditions and dementia by 30%
- The risk of Coronary Heart Disease and Stroke by 35%
- The likelihood of reduced loneliness and social isolation
- Reduced Involvement in anti-social behaviour and crime

As well as,

- Increases in skills development and academic achievement.

1.6 In 2014 it was estimated that the health cost of inactivity in Wirral related to cancer (GI), breast cancer, diabetes, coronary heart disease and cerebrovascular disease (stroke) was £7.3 million. ¹

1.7 Sport England commissioned the Sport Industry Research Centre at Sheffield Hallam University to calculate the social impact and the economic importance of sport and physical activity in England. They found that when measured against costs of engagement and providing opportunities, for every £1 spent on community sport and physical activity, a return on investment of £3.91 was created for individuals and society. Across England the combined economic and social value of taking part in community sport and physical activity was £85.5billion (2017/18) (Measuring the Social and economic value of community sport and physical activity in England, 2020).

1.8 Increasing physical activity has direct benefits for the local environment. Increasing the number of journeys made on foot or by bicycle will provide beneficial reductions in CO2 emissions that will significantly contribute to the Cool 2 climate change strategy for Wirral agenda.

1.9 This strategy will be the overarching document that supports the Draft Indoor and Built Facilities Strategy (2019) and will provide residents, external funders and all other stakeholders with the confidence in the borough's ability to work collaboratively in a range of ways to increase physical activity.

1.10 In developing a new Sport and Physical Activity Strategy which is fully aligned with the Wirral Plan 2025, we will further strengthen the working cross-working with internal and external services and partnerships to focus on prevention and intervention for better outcomes. We see this strategy as the first step in the Council becoming and being an "enabler of activity for the benefit of health and wellbeing."

1.11 The strategy will contribute towards the following outcomes within the Wirral Plan 2025:

Working for happy, active, and healthy lives, where people are supported, protected, and inspired to live independently:

¹ The Local Sport Profile Tool, (2014)

- Fewer people admitted to hospital or long-term care,
- Reduced levels of childhood obesity,
- An increase in the use of outdoor space for exercise and health,
- An increase in the number of people using the Council's leisure centres.

1.12 In order to achieve the outcomes, the strategic objectives have been defined in the following thematic areas: Active People, Active Partnerships, Active Places, and Active Open Spaces

1.13 In summary there are numerous health, social and community benefits to supporting residents live active and healthy lives.

2.0 OTHER OPTIONS CONSIDERED

2.1 By not producing a draft Sport and Physical Activity Strategy Document for consultation, would mean the Council does not have an up to date or future Sport and Physical Activity Strategy. Although it is not a statutory requirement, the absence of a strategy would mean the Council is not complying with good practice and would limit the Council's influence over internal teams and key partners activities. The Council would not have a clearly laid out strategic position around increasing physical activity.

2.2 Many external funders such as Sport England and national governing bodies of sport require a clear strategic position and evidence base that can clearly articulate how the borough is working towards increasing physical activity levels and can be a prerequisite before funding applications will be considered.

2.3 As physical activity delivers health, social, environmental, and economic benefits. It is important that Wirral approaches the challenges in a collaborative, coordinated manner.

3.0 BACKGROUND INFORMATION

3.1 In 2015 there was a major shift in central government's position regarding sport, from a focus on the number of participants, to the social good that sport and physical activity can deliver. The strategy 'Sporting Future, a new Strategy for an Active Nation' (2015), redefines what success looks like in sport, by concentrating on five key outcomes: physical wellbeing, mental wellbeing, individual development, social and community development, and economic development. This new approach informed the Merseyside Sport Partnership Strategic Framework (2017-2022), which sets out targets for reducing inactivity for children and adults within the borough. These key documents have been taken into account and will be reflected in the draft Strategy.

3.2 The health and wellbeing of Wirral will be a key factor in its ongoing success. Our ambition is to ensure that all Wirral residents have the opportunity, environment and support they need to lead active, healthy, and happier lives and to make physical activity an everyday natural choice. We want to create a fairer future for all of our residents where the supporting of healthy life choices will help our population to live their lives to the full for as long as possible.

Sport and Physical Activity Strategy for Wirral 2020 – 2025: The Priorities:

- 3.3 Four strategic priorities have been developed for the new Sport and Physical Activity Strategy.

The four strategic priorities are:

Priority 1: Active People - To increase participation in sport and physical activity among Wirral residents, working to reduce barriers and recognise the benefits of an active lifestyle by providing relevant and accessible activities targeting residents and communities with the highest identified needs.

Priority 2: Active Partnerships - To develop strong partnerships and community networks to support the delivery of a dynamic and cohesive offer that provides inclusive activities for people of all abilities.

Priority 3: Active Place - To provide modern, accessible, affordable, energy efficient facilities offering a quality experience that encourages our residents to be more active more often.

Priority 4: Active Open Spaces - Influence place shaping to ensure a network of high quality and accessible spaces that make it easier for people to be active.

- 3.4 The Strategy expands on these priorities to describe what we are aiming to achieve and deliver.
- 3.5 A high-level delivery plan has been developed to guide the work of the team to implement the strategy. A more detailed action and delivery plan will be completed following full consultation with residents, communities and other stakeholders and the development of a comprehensive needs assessment. The final strategy will be outcomes based and will be monitored and refreshed annually in recognition of the success or otherwise of delivering on its aims, objectives, and targets, changing policy landscape, resources, partnerships and ongoing COVID19 implications.

4.0 FINANCIAL IMPLICATIONS

- 4.1 To move forward with the approach recommended in this report will require cross organisational collaboration supported by organisational design and development, including the facilitation of consultation and engagement work. The expectation is that any associated costs of this activity will be met within existing budgets. Any costs that arise as a result of the implementation of this strategy, will be detailed in any future reports.
- 4.2 The absence of any strategy would significantly jeopardise any discussions with communities, stakeholders, and strategic partners. The Council is unlikely to attract or have access to any nationally available funding streams in the event that it is unable to present a sound and strategic case, that demonstrates its strategic health and activity intentions in the short, medium and long term.

- 4.3 Many of the asset-based facilities that make up the Council's Leisure estate are old, tired, underutilised and in need of significant levels of capital investment just to maintain day to day operations and ensure Health & Safety compliance. The last condition survey undertaken on Leisure assets² suggested that approximately £15 million of works were required, and condition shortfalls were further illustrated during attempts to recommission buildings during the COVID19 pandemic. The outcome of this strategic approach is fundamental in attracting inward investment from national sporting bodies, to either modernise, redesign, decommission or rebuild the Council's existing assets. Without support, it is unlikely that any new facilities would be developed, and the Council would need to continue to fund works on deteriorating assets indefinitely at a time of extreme revenue deficiencies.
- 4.4 Modern attractive facilities are critical to maximising usage and in both retaining current and attracting new members to the Council's Invigor8 schemes. The committee is advised that memberships have been reducing in previous years. In addition to being a catalyst for health activity, this strategy will be designed to maximise any future leisure provisions, ensuring that future offers are both affordable and provide value for money for residents, whilst providing a service that meets the needs of the customer, and their expectations.
- 4.5 In addition to maximising any future leisure provisions, the strategy will also contribute to cost avoidance and reducing pressures in other areas of the Council e.g. in Children, Education and Families Directorate and in Adult Care and Health Directorate.

5.0 LEGAL IMPLICATIONS

- 5.1 There are no direct legal implications arising from this report. However, legal advice will be sought where relevant, in relation to any proposed partnership arrangements, arising from the action plan.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 One of the principles of the new strategy is to make best use of available resources and community assets, and it is assumed that staffing and other costs connected with the delivery of the strategy will be contained within existing departmental revenue budgets.
- 6.2 The report produced by BWB highlighted the need for improved technology to monitor and track customer usage to help the service better understand their existing customers and improve the whole customer journey. Officers have since responded to this, and a new IT management system will be rolled out in December 2020. The report also highlighted the need for systematic market and competitor analysis, which is being undertaken, on a case by case basis.
- 6.3 Many of the assets that make up the Council's Leisure estate are old, tired, underutilised and in need of significant levels of capital investment, just to maintain day to day operations, and ensure Health & Safety compliance. The last condition survey undertaken on Leisure assets suggested that approximately £15 million of works were

² Wirral Borough Council Indoor Sports Facilities Needs Assessment- Draft Report, December 2019

required, and condition shortfalls were further illustrated during attempts to recommission buildings during the COVID19 pandemic.

7.0 RELEVANT RISKS

- 7.1 As referred to above, the absence of any strategy would significantly jeopardise any discussions with communities, stakeholders, and strategic partners. The Council is unlikely to attract or have access to any nationally available funding streams in the event that it is unable to present a sound and strategic case, that demonstrates its strategic health and activity intentions in the short, medium and long term.
- 7.2 With the ambition of supporting the residents of Wirral to live active and healthy lives, the reputational risk to the Council, would be substantial if we were not to move forward with the development of a strategy.
- 7.3 There are growing health inequalities across the borough, with COVID19 only enhancing these, and there would be a substantial risk to the Council if there was no intervention to support residents become more physically active. The costs relating to physical inactivity would only increase.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 Some stakeholder engagement has already taken place as part of the 'Wirral Borough Council: Re-imagining Libraries, Leisure, Parks and Cultural Services' report produced in 2017, and within the Draft Indoor and Built Facilities Strategy produced in 2019, as a requirement for the Local Plan. This feedback was used to inform the needs assessment and the development of the Sport and Physical Activity Strategy.
- 8.2 Engagement has taken place with Sport England and The Football Foundation, as such the draft strategy and plans have been shared with them. Our strategy is aligned to their current strategy document – Towards an Active Nation, as well as their Strategic Outcomes Planning Guidance, and the four pillars of outcomes, insight, interventions, and commitment have been incorporated within the creation of the Strategy.
- 8.3 Upon approval to progress the strategy, further engagement will take place at community level to test out the findings from the generic engagement and needs analysis, and to build a further understanding of the specific needs within each area. This engagement will also be used to seek ideas and suggestions for partnership arrangements, and to develop a network of community leaders and influencers to collaborate with to increase engagement with the service.
- 8.4 We will engage closely with local Ward Councillors in the development and establishment of the locally preferred options.

9.0 EQUALITY IMPLICATIONS

- 9.1 The Sport and Physical Activity Strategy is designed to increase participation and uptake from those groups that currently use the service least whilst having the highest needs. The strategy is aimed at reducing inequalities across the Borough and has been based on a full needs assessment; it aims to increase participation in areas of greatest need where the take-up is currently low, by providing services and activities that are relevant to, and valued by those communities.
- 9.2 As set out under the Equality Act 2010 and the Public Sector Equality duty (PSED), an equalities impact assessment was carried out during the development of the strategy.
- 9.3 An Equality Impact Assessment has been completed, as is available at the following link, <https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

- 10.1 Modernising the leisure centres will reduce the environmental impact whilst investment will result in more attractive buildings which will enhance the local townscape.
- 10.2 Keeping leisure provision within local communities and increasing our outreach offer, will all serve to minimise emissions from car usage. Our leisure centres will all have cycle storage.
- 10.3 Where possible we will invest in environmentally friendly solutions and designs when we modernise our buildings, purchase new equipment in order to reduce our carbon footprint by supporting the outcomes of the Cool 2 climate change strategy for Wirral.
- 10.4 As a result of the initiatives outlined above, the content and recommendations contained within this report are expected to reduce emissions of greenhouse gases.

11.0 NEXT STEPS

- 11.1 The first meeting with Sport England to discuss the strategy and plans has taken place and following approval from members, the next step is to begin consultation with investors, stakeholders, community groups, sports clubs, and residents.
- 11.2 A final Strategy document will be created and presented back to members for final adoption following all consultation and engagement work.
- 11.3 The finalised strategy document will be ready to be published at the beginning of the next financial year, along with a detailed annual action plan with regular monitoring and evaluation.

REPORT AUTHOR:

Sarah Robertson
Commercial Management

APPENDICES

Appendix 1 – Sport and Physical Activity Strategy for Wirral 2025

BACKGROUND PAPERS

Wirral Borough Council Indoor and Built Facilities Strategy, draft report October 2019.

Wirral Playing Pitch strategy and Action Plan, 2016.

The Local Sport Profile Tool, 2014

Sport England Strategy, Towards an Active Nation 2016 – 2021.

Wirral Borough Council: Re-Imagining Libraries, Leisure, Parks and Cultural Services, Phase 2 Report, October 2017.

Measuring the Social and economic value of community sport and physical activity in England, 2020.

Sport England – Strategic Outcomes Planning Guidance 2019.

Wirral Borough Council Indoor Sports Facilities Needs Assessment- Draft Report, December 2019

SUBJECT HISTORY (last 3 years)

Council Meeting	Date

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CREATING AN ACTIVE WIRRAL

A sport and physical activity strategy for Wirral 2020-2025
DRAFT - October 2020

**Keep.
Wirral.
Well.**



Building on success

- **PARTICIPATION** – **3.8million** visits to leisure centres, **540k** swims, **60%** residents classed as ‘active’
- **INNOVATION** - Over **1million** minutes viewed of online fitness classes – reaching new audiences supporting mental health, physical health and giving people the opportunity to try something new on their own
- **HEALTH AND WELLBEING** - The community Macmillian wellbeing team reduced number of GP appointments needed by **80%** and reduced medication use by **60%**
- **CRIME & ANTI SOCIAL BEHAVIOUR** –Pathfinder programme reduces the number of young people who are at risk of being drawn into crime and antisocial behaviour.
- **NATIONAL CITIZEN SERVICE** – **104** community projects planned and delivered by young people
- **LONG TERM CONDITIONS** – The We Are Undefeatable project is **removing barriers** to physical activity for people with long term conditions
- **SWIMMING** – **2,200** learn to swim with the Swim Wirral programme, the largest learn to swim programme in the Liverpool City Region



Our Current Situation

- **No legal duty to deliver leisure services**

- **Our challenges:**
 - An aging stock of facilities that are not fit-for-purpose with increasing maintenance costs and health and safety commitments
 - Health inequalities across the borough. East to West poverty divide, life expectancy for men +/-11.8 years
 - Second highest income earner for the Council (£8.5M) with pressure on financial targets
 - Emphasis on provision for the 'active', rather than the 'inactive'
 - Growing private gym market targeting active residents, under supply of leisure activities for less active residents
 - Growing number of barriers to physical activity
 - Speed to implement change
 - Political appetite to retain leisure centres
 - Impact of COVID19 widening the gap in inequalities and reducing levels of physical activity

The Case for Change

- **Sport and physical activity is proven to strengthen communities and contributes directly to the health and wellbeing of residents***
 - for every £1 spent on community sport and physical activity, an economic and social return on investment of £3.91 is generated
 - physical health benefits, mental wellbeing uplifts, reduction in crime, improved community cohesion and wealth building and economic development through training and employment

- **Children and young people**
 - improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status

- **Adults**
 - protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation
 - delivers cost savings for the health and care system and has wider social benefits for individuals and communities

**Measuring the Social and Economic Impact of Sport in England, Sheffield Hallam University & Sport England 2020*

2025 VISION

To work with our residents and partners to provide accessible and affordable services that help to make physical activity a part of everyone's everyday lives.



Image of female swimming instructor

2025 MISSION

To ensure that all Wirral residents have the opportunity, environment and support they need to lead active, healthy and happier lives. We will work with our partners to transform attitudes and behaviours to make physical activity part of the everyday lives of our residents.



Image of male holding a football

Policy Framework

National Sports					
	 Towards An Active Nation 2016-2020	 FA Strategic Plan 1996-2020	Lawn Tennis Association - Tennis Opened Up 2019-2023 Royal Yachting Association – Strategic Plan 2017-2021	 Towards a National Swimming 1997-2021	 Insight into action 2017
National	 Sporting Future: 2015 Merseyside Sports Partnership	 UK Chief Medical Officers' Physical Activity Guidelines 2019	 Tackling obesity 2020		
Regional	 Strategic Framework 2017-2022	 Strategic Delivery Plan 2018-2020			
Local	 Local Football Facilities Plan	 Active Lives			
Wirral Council Strategies & Plans	Wirral Plan 2025	Ageing Well Children, Young People and Families Healthier Lives Wirral Together Growth Plan	Ensuring Wirral's Neighbourhoods are Safe Love Wirral Assets Strategy Visitor Economy	Indoor And Built Facilities Strategy (DRAFT) 2019 Playing pitch strategy	Public Health Annual Report 'Expect Better'

Context: National picture

 <p>Sporting Future: A new strategy for an active nation (2015)</p>	 <p>Towards an Active Nation (2016)</p>	 <p>UK Chief Medical Officers' Physical Activity Guidelines (2019)</p>	 <p>Tackling obesity: empowering adults and children to live healthier lives (2020)</p>
<p>The Government’s strategy for sport confirms its recognition and understanding that sport makes a positive difference and states its intention that the sector will deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development.</p>	<p>In Sport England’s strategic response to the Government it states that it will invest in:</p> <ul style="list-style-type: none"> • Tackling inactivity. • Children and young people. • Volunteering – a dual benefit. • Taking sport and activity into the mass market • Supporting sport’s core market. • Local delivery. • Facilities. <p>Increasing participation in sport and physical activity and the health and wellbeing benefits delivered are key drivers for Sport England and partners. It places particular emphasis on getting the inactive active and targeting interventions at under-represented groups.</p> <p><i>**Sport England are in the process of developing their strategy ready for 2021 and we will need to align our strategy once it is released.</i></p>	<p>In children and young people, regular physical activity is associated with improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status. In adults, there is strong evidence to demonstrate the protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation. Regular physical activity can deliver cost savings for the health and care system and has wider social benefits for individuals and communities. These include increased productivity in the workplace, and active travel can reduce congestion and reduce air pollution.</p>	<p>The Government’s strategy for tackling obesity will empower adults and children to live healthier lives through the PHE’s new Better Health campaign that will urge people to take stock of how they live their lives in the wake of the COVID-19 pandemic, promoting evidence-based tools and apps with advice on how to lose weight and keep it off. They will also expand weight management services so that more people get the support they need to lose weight and offer all Primary Care Networks the opportunity to equip their staff to become healthy weight coaches though training delivered by Public Health England.</p>

Physical activity for early years (birth – 5 years)

Active children are healthy, happy,
school ready and sleep better

 BUILDS RELATIONSHIPS & SOCIAL SKILLS	 MAINTAINS HEALTH & WEIGHT	 CONTRIBUTES TO BRAIN DEVELOPMENT & LEARNING
 IMPROVES SLEEP	 DEVELOPS MUSCLES & BONES	 ENCOURAGES MOVEMENT & CO-ORDINATION

Every movement counts

Aim for at least
180
Minutes
per day
for children 1-5 years

Under-1s at least 30 minutes across the day	 OBJECT PLAY	 DANCE	 GAMES	 PLAY
	 TUMMY TIME	 SWIM	 WALK	 SCOOT
	 BIKE	 MESSY PLAY	 THROW/CATCH	 SKIP
	 JUMP	 CLIMB	 PLAYGROUND	

Get Strong. Move More. Break up inactivity

Image of UK Chief Medical Officers' Physical Activity Guidelines, (2019), outlining recommended activity for 0-5 yrs.

Physical activity for children and young people (5–18 Years)

BUILDS CONFIDENCE & SOCIAL SKILLS
DEVELOPS CO-ORDINATION
IMPROVES CONCENTRATION & LEARNING

STRENGTHENS MUSCLES & BONES
IMPROVES HEALTH & FITNESS

MAINTAINS HEALTHY WEIGHT
IMPROVES SLEEP
MAKES YOU FEEL GOOD

Be physically active

Spread activity throughout the day

Aim for an average of at least **60** minutes per day across week

All activities should make you breathe faster & feel warmer

PLAY **RUN/WALK** **BIKE** **ACTIVE TRAVEL**

SWIM **SKATE** **SPORT** **PE**

SKIP **CLIMB** **WORKOUT** **DANCE**

Activities to develop movement skills, and muscle and bone strength **ACROSS WEEK**

Get strong **Move more**

INACTIVITY

Find ways to help all children and young people accumulate an average of at least 60 minutes physical activity per day across the week

UK Chief Medical Officers' Physical Activity Guidelines, 2019

Image of UK Chief Medical Officers' Physical Activity Guidelines, (2019), outlining recommended activity for 5- 18 yrs

Physical activity for adults and older adults

<ul style="list-style-type: none"> Benefits health Improves sleep Maintains healthy weight Manages stress Improves quality of life 	Reduces your chance of	<ul style="list-style-type: none"> Type II Diabetes -40% Cardiovascular disease -35% Falls, depression etc. -30% Joint and back pain -25% Cancers (colon and breast) -20%
Some is good, more is better	Make a start today: it's never too late	Every minute counts

Be active

at least **150** minutes moderate intensity per week
increased breathing
 able to talk

OR

at least **75** minutes vigorous intensity per week
breathing fast
 difficulty talking

or a combination of both

Build strength
 To keep muscles, bones and joints strong

on at least **2** days a week

Swim, Walk, Cycle, Gym, Carry heavy bags, Run, Stairs, Sport, Yoga, Bowls, Tai Chi

Minimise sedentary time
 Break up periods of inactivity

Improve balance
 For older adults, to reduce the chance of frailty and falls
 2 days a week

Dance

Image of UK Chief Medical Officers' Physical Activity Guidelines, (2019), outlining recommended activity for older adults.

Context: Local Picture

- **325,000** people living in Wirral
- **28%** have **no access to a car**
- **35%** residents living in **most deprived** area
- 60.8% **‘Active’**
- 13.5% **‘Fairly Active’**
- 25.7% **‘Inactive’**
- **23%** adults obese
- **10%** children obese

 Population	There are 323,235 people living in Wirral
 Vulnerable groups	20% of children are living in poverty in Wirral compared with 17% across England
 Access & transport	28% of households have no car in Wirral compared with 26% across England
 Health & wellbeing	23% of people have a limiting long-term illness in Wirral compared with 18% across England

Local Insight; Wirral (2020)

Context: Local Picture – Cost of inactivity

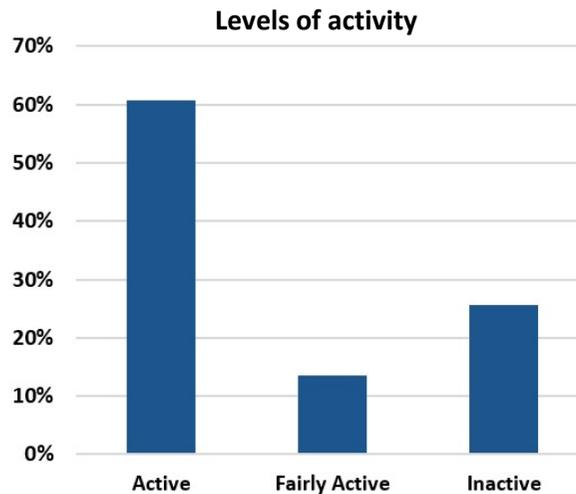


Image of a graph indicating levels of Activity within Wirral.

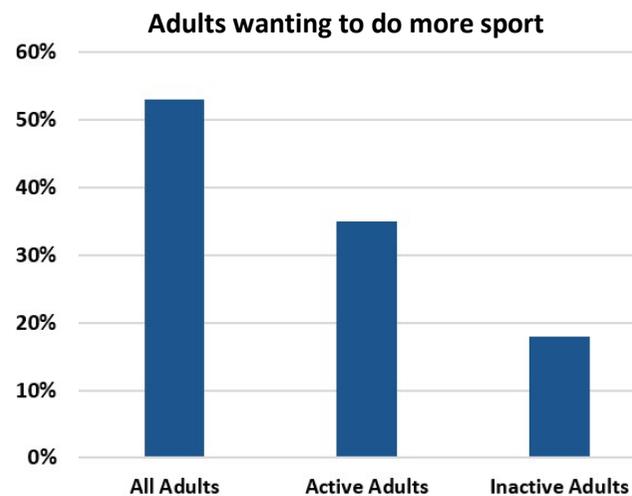


Image of a graph indicating amount of adults wanting to do more sport, within Wirral.

Preventable deaths by increasing levels of physical activity among 40-79 year olds

Percentage more active	Wirral
25%	9
50%	100
75%	192
100%	283

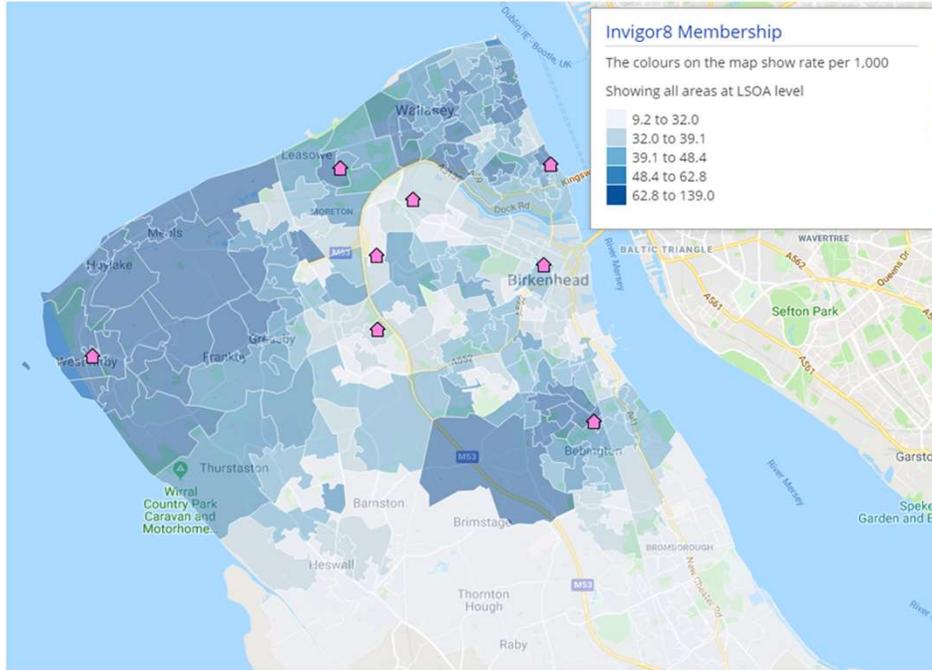
Health costs of physical inactivity

Disease category	Wirral
Cancer lower GI e.g. bowel cancer	£374,240
Breast Cancer	£317,570
Diabetes	£1,254,300
Coronary heart disease	£4,360,110
Cerebrovascular disease e.g. stroke	£1,041,720
Total Cost	£7,347,940
Cost per 100,000 population	£2,366,533

First image shows how % increase of population undertaking physical exercise would equate to total number of lives saved. Second image shows cost of inactivity totalling £7.3 million.

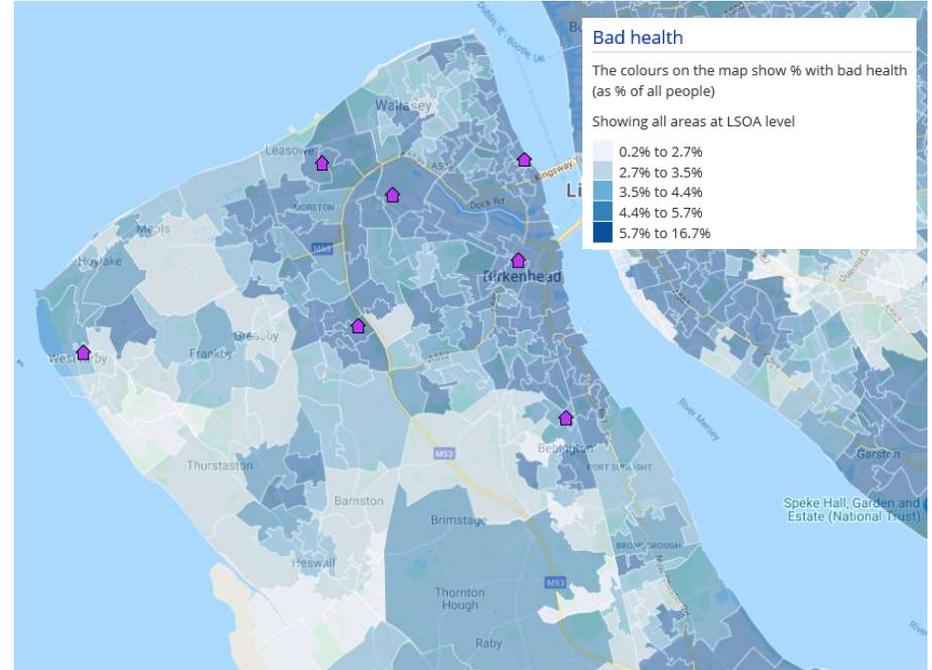
Local Sport Profile Tool, (2014)

Context: Local Picture



Darker colour- greater levels of membership

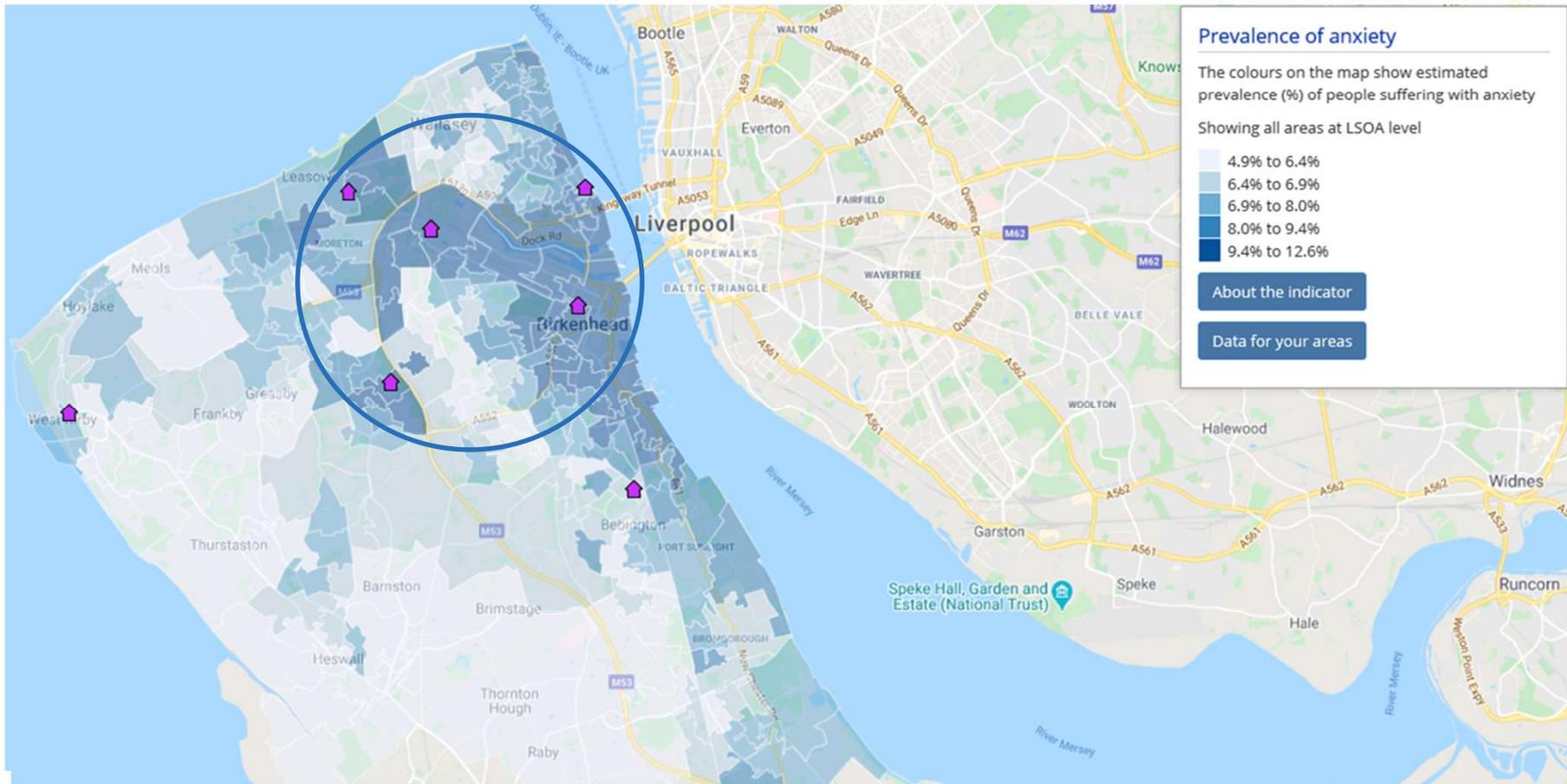
Image of Wirral with shading representing the spread of Invigor8 memberships.



Darker colour- greater levels of bad health

Image of Wirral with shading representing levels of bad health.

Wirral Council Intelligence, (2020)



Context: Local Picture

Ward	IMD	Crime		Child Health		Health				Place and Open Space					
		ASB	Violent Crime & Sexual offences	Child Obesity (reception)	Child Obesity (Yr6)	Myocardial Infarction	Adult Obesity	Anxiety rates	Adult inactivity	Leisure Centre	Community Centre	Library	Children's centre	Park	Open Space
Bidston and St. James	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Birkenhead and Tranmere	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Seacombe	X	X	X		X	X	X	X	X	X	X	X	X	X	X
Rock Ferry	X		X	X	X	X	X	X	X	X	X	X	X	X	X
Leasowe and Moreton East		X				X		X		X	X		X	X	
Liscard	X		X				X				X		X	X	
New Brighton				X	X						X	X	X	X	X
Upton				X					X		X		X	X	
Hoylake and Meols		X									X	X		X	X

Chart above shows the wards within Wirral, alongside the Crime and Health issues, as well as the current Leisure facilities.

VISION. To work with our residents and partners to provide accessible and affordable services that help to make physical activity a part of everyone's everyday lives.

MISSION. To ensure that all Wirral residents have the support, opportunity and environment they need to lead active, healthy and happier lives. Working as a whole system, collaboratively we will seek to transform attitudes and behaviours and make physical activity part of their everyday lives.

CREATING AN **ACTIVE WIRRAL**

PEOPLE.

AMBITION. To increase participation in sport and physical activity among Wirral residents, working to reduce barriers and recognise the benefits of an active lifestyle by providing relevant and accessible activities targeting residents and communities with the highest identified needs.

- Engaging with groups with the highest identified needs to codesign services that they will want to use
- Continuously reviewing our offer to ensure that it remains exciting and attractive to a broad cross-section of users
- Developing an offer that caters for all sections of the community, ensuring that there is something for everyone
- Encouraging positive behavioural change and increased activity through campaigns and targeted outreach work
- Maximising income to fund initiatives that address highest identified priorities

PARTNERSHIPS

AMBITION. To develop strong partnerships and community networks to support the delivery of a dynamic and cohesive offer that provides inclusive activities for people of all abilities.

OBJECTIVES.

- Establishing strong links with key stakeholders to meet nationally and locally identified priorities
- Collaborating with key partners to deliver an offer that supports the delivery of shared outcomes around physical health, mental wellbeing and individual, social and community development.
- Supporting community partners to deliver place-based targeted activities designed around the needs and preferences of local people
- Seeking out new partnerships and investment into physical activity

PLACES.

AMBITION. To provide accessible, affordable, energy efficient facilities offering a quality experience that encourages our residents to be more active more often.

OBJECTIVES.

- Working with key partners to develop a strategic facility plan for Wirral that creates fit-for-purpose, accessible and sustainable facilities that meet residents' needs
- Maximising funding opportunities to revitalise existing facilities and invest in new facilities that meet both social and commercial aspirations
- Provide facilities, activity programmes and pricing structures to encourage Invigor8 memberships and maximise income to ensure the sustainability of the service
- To provide a quality customer experience at all touch points

OPEN SPACES.

AMBITION. Influence place shaping to ensure a network of high quality and accessible spaces that make it easier for people to be active.

OBJECTIVES.

- Using our professional expertise and resident insight to positively influence planning developments to encourage increased participation in community sport and physical activity
- Providing localised opportunities for physical activity and sport in local open spaces
- Engaging with communities to develop flexible solutions to locally identified needs
- Partnering with colleagues to support the branding of Wirral as a destination for sport and activity.



PEOPLE.

AMBITION:

To increase participation in sport and physical activity among Wirral residents, working to reduce barriers and recognise the benefits of an active lifestyle by providing relevant and accessible activities targeting residents and communities with the highest identified needs.

WE WILL DO THIS BY:

1. Engaging with groups with the highest identified needs to codesign services that they will want to use
2. Continuously reviewing our offer to ensure that it remains exciting and attractive to a broad cross-section of users
3. Developing an offer that caters for all sections of the community, ensuring that there is something for everyone
4. Encouraging positive behavioural change and increased activity through campaigns and targeted outreach work
5. Maximising income to fund initiatives that address highest identified priorities



Image of a male, with scar on his chest smiling, with 'We Are Undefeatable' overlaid.



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4. Seeking out new partnerships and investment into physical activity



Image of two females, sitting on a bench, smiling.



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Image of a CGI modern building.



OPEN SPACES.

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Influence place shaping to ensure a network of high quality and accessible spaces that make it easier for people to be active.

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4. Partnering with colleagues to support the branding of Wirral as a destination for sport and activity



Image of a female on a piece of outdoor exercise equipment.

Summary

'To work with our residents and partners to provide accessible and affordable services that help to make physical activity a part of everyone's everyday lives.'

- ✓ Opportunity to play a key role through early intervention to use sport and physical activity to deliver outcomes for wider council services
- ✓ Benefits from joint initiatives, codesigned by residents to increase levels of physical activity and participation in community sport
- ✓ Provides the platform for a new leisure facilities strategy, creating leisure centres to meet the needs of the community
- ✓ Utilising parks and open spaces in a new way through a COVID19 lens.
- ✓ Using a whole council approach to reduce savings to the council

4. Moving forward

ACTIVE WIRRAL

STRONGER HEALTHIER HAPPIER



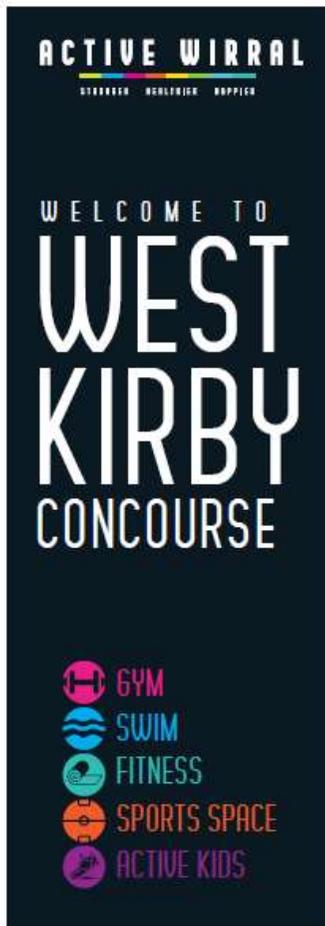


Image of CGI model of West Kirby Leisure centre

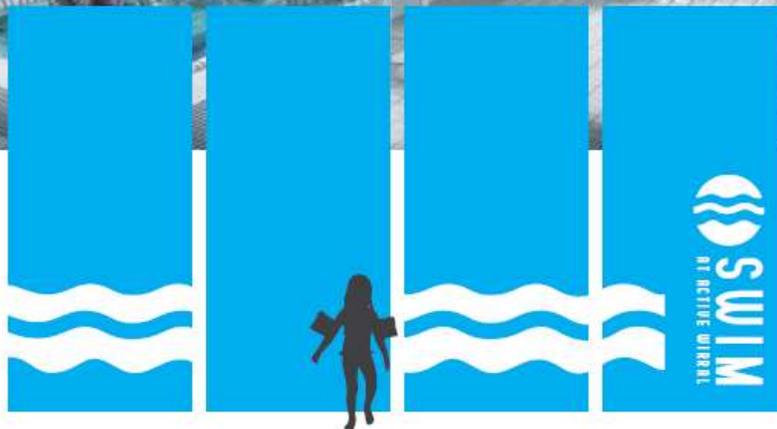


Image of CGI Leisure centre with Active Wirral branding



Image of Active Wirral branding.

NEXT STEPS

- ✓ Feedback collated
- ✓ Needs Analysis and Strategy formally signed off by Committee
- ✓ Approach needs to be accepted by the Council with a recommendation that
‘The Assistant Director Leisure, Libraries and customer engagement is instructed to consult with communities on options for completing the strategy’



TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Monday, 23 November 2020

REPORT TITLE:	LIBRARY STRATEGY AND NEW LIBRARY MODEL
REPORT OF:	NICOLA BUTTERWORTH: DIRECTOR OF NEIGHBOURHOOD SERVICES

REPORT SUMMARY

This report proposes a way forward for Wirral Council’s Library Service to deliver a new model that will drive the delivery of the Library Strategy.

The key focus of the draft strategy is to provide library services that address increased service take-up in areas of greatest need by providing attractive and relevant facilities and services, thus reducing inequalities around literacy, skills for work, digital inclusion, health and community cohesion. An effective library service has the capacity to support the delivery of every one of the council’s priorities for 2025.

The Plan for 2025 sets out how we will create a partnership with local people, being more collaborative and working in a new way with local people. *‘Where they can get involved more, we will encourage and empower them’* – we want local people to get involved, to be at the heart of the library service and to support the delivery of the library strategy.

The new model for the library service sets out an ambitious plan to work with local residents, community groups, partner organisations and stakeholders to co-design and co-deliver the library service. We will work with them to determine the best option for each library to provide an attractive, relevant, modern and flexible library service that they will want to use and that belongs to them. This will mean that each library will deliver services and activities that are focussed on addressing local needs. Our ambition is to create vibrant community facilities that are well-used and that local residents truly value.

In response to Covid our library buildings were closed, but our online offer has continued to grow in take-up as well as in range. Our library service is thus available 24/7 and we will continue to explore partnership arrangements and innovations such as developing our Home Reader Service and Order and Collect offer to extend the service more widely, which will lay the foundations for our new library model. There is also the potential for Order and Collect and other library services to be available in a broader range of sites.

This is a key decision which affects all Wards within the Borough.

RECOMMENDATION/S

- 1.The Tourism, Communities, Culture & Leisure Committee is requested to note the new draft Library Strategy and model outlined in this report.
2. To authorise the Director of Neighbourhood Services to commence consultation on the proposals contained in the draft Library Strategy and model ,with residents, service users and stakeholders in order to design and deliver a modern and sustainable service that meets the needs of different communities across Wirral and report back to a future meeting of the Committee the outcome of that consultation.

SUPPORTING INFORMATION

1.0 REASONS FOR RECOMMENDATIONS

Background

- 1.1. Wirral Council has a statutory obligation to provide a comprehensive and efficient library service and over recent years Wirral's Library Service has been subject to a number of reviews and service changes, all aimed at delivering an integrated portfolio of services that better meet local needs. However, these initiatives have done little to address the variation in library usage seen across the Wirral, or to encourage those with higher levels of need to make better use of the services available.
 - 1.2. Many of our libraries, particularly those in areas of greatest need, are underused, with an average cost per visit in the worst performing library as high as £11.94 whilst the average cost per book issue reached £31.99. A summary of the performance of each library in 2019 is outlined in the pen pictures at appendix 1.
 - 1.3. Persistent funding reductions in budget year on year have led to a lack of investment in the library buildings, resulting in old fashioned spaces, a lack of modern facilities such as coffee areas and interactive facilities, an outdated and clunky IT offer, and a book stock fund that struggles to adequately resource 24 libraries including 4 central libraries. Some of our libraries are in the wrong places and some are in buildings that are unsuited to delivering the services needed by today's communities and the communities of the future. Condition surveys of the library buildings carried out in 2016 indicated that almost £4.5million would need to be invested just to keep the buildings safe and weatherproof, modernising the facilities to provide more flexible space would require further capital funding.
- #### **Developing our strategic aims**
- 1.4 Wirral's Library Service is not alone in facing these challenges, and the Government established a Libraries Taskforce to implement the DCMS Independent Library Report for England (2014). In their report 'Libraries Deliver: Ambition for Public

Libraries in England', the Libraries Taskforce identified seven outcomes that libraries contribute to:

- Cultural and creative enrichment
- Increased reading and literacy
- Improved digital access and literacy
- Helping everyone achieve their full potential
- Healthier and happier lives
- Greater prosperity
- Stronger, more resilient communities

- 1.5 Recognising that Local Authorities were struggling to interpret their statutory requirement and had concerns around challenge and judicial review, the Department for Digital, Culture, Media and Sport (DCMS) provided guidance to councils considering changes to their library offer, advising that they should develop their library services using 7 common design principles, so that they:
- meet legal requirements
 - are shaped by local needs
 - focus on public benefit and deliver a high-quality user experience
 - make decisions informed by evidence, building on success
 - support delivery of consistent England-wide core offers
 - promote partnership working, innovation and enterprise
 - use public funds effectively and efficiently
- 1.6 It states that, at a local level, councils need to take a strategic, long-term approach to transforming their library service to strengthen their organisational and financial resilience. Decisions should be made based on an assessment of need, and actively managed with the community and library professionals. These proposals for a new library model have been developed using this approach.
- 1.7 Libraries Connected is a charity that has evolved from the Society of Chief Librarians and is funded by the Arts Council as the Sector Support Organisation for libraries. As such it has developed a set of Universal Library Offers - the key areas that library stakeholders see as essential to a 21st century library service. These are:
- reading
 - information and digital
 - culture and creativity, and
 - health and wellbeing.
- 1.8 Our draft library strategy (Appendix 2) is shaped around these four key deliverables, and outlines an ambition to deliver a library service that supports the Council to deliver on its priorities, reducing inequalities in these areas by focussing resources on areas of highest identified need.
- 1.9 The Covid pandemic has regrettably highlighted some of the inequalities that the draft library service strategy seeks to address. The ability to access and navigate online tools and services has meant that many residents and businesses have been able to continue to work, shop, do business and socialise online. Those without the skills or tools to get online have been disadvantaged. Likewise, it is anticipated that educational attainment gaps will also have widened between those children who

can access resources and support at home and those who cannot. In many cases the crisis has strengthened communities and informal support networks, however there have been those who have felt very isolated, and anxiety and a lack of social interactions are likely to have led to an increase in mental health issues among adults and children. Many employees, especially those in hospitality and asset-based trades, will have been made redundant and will be looking for support to develop new skills for work, whilst others may be prompted to start their own businesses and need support in doing so. The draft library strategy addresses these issues and outlines how it will offer relevant services and support through engagement and partnership arrangements.

A New Library Model

- 1.10 In its publication 'Delivering local solutions for public library services. A guide for councillors', the LGA states that:

'Libraries are trusted spaces, free to enter and open to all. In them, people explore and share reading, information, knowledge and culture. We know that people value the range of books, digital and other resources available, as well as the trained staff who help them. But how people use libraries is changing. If we want our services to continue to be at the heart of communities for generations to come libraries must change as well.'

'Library services can achieve more impact by working in partnership with other agencies in the public, private and voluntary sectors, and the adoption of new service delivery models is helping many to reduce costs, share risks and generate new sources of income.' (LGA, August 2017)

Our new library model is based on a comprehensive assessment of the needs of residents, as well as an assessment of existing usage. A desktop analysis of residents' needs by Ward as well as of library service metrics was used as the basis for extensive engagement with key library service stakeholders. Benchmarking data and best practice and lessons learned by other authorities also guided our thinking.

- 1.11 We have consulted with Elected members, residents, partners and library users in 2017 and will do so again on approval of the recommendations, and we believe that this model provides a service that will meet the needs of local residents and deliver community hubs that provide access to a breadth and depth of services and support and operate as a gateway for physical and digital information with literacy and reading at the heart.
- 1.12 The crisis caused by the pandemic and the associated temporary closure of libraries has demonstrated that to some extent a library service can be delivered independent of the library buildings. There has been a significant increase in the take-up of our e-book offer, and library activities such as reading groups, story times and the Summer Reading Challenge have been delivered online. We are now exploring options for making our books and library activities available in

accessible community settings whilst our library buildings remain closed. This provides an early opportunity to test out and refine our new model.

- 1.13 The new library model proposes a programme of work with local residents and stakeholders to co-design and co-deliver a bespoke offer for each area making the best use of available Council and community assets. These conversations will be honest and unprejudiced and will explore alternative options for each library, including co-location with another community service and co-delivery. In this way we will develop a model for each area that is attractive and relevant to local people, building community capital and meeting residents' needs.
- 1.14 Our proposed model is outlined in the slide deck at appendix 3 - it proposes no service closures, while enabling the opportunity to consolidate council buildings, and builds on the excellent partnership work that has been developed over recent years to extend our library offer and join up our services.
- 1.15 The model incorporates an outreach service that will be focussed on needs and addressing inequalities, a comprehensive digital offer that builds on the take-up of the online library service, and a suite of library touchpoints where books, digital services, activities and advice can be accessed.
- 1.16 We will deliver a central library for Wirral in Birkenhead, and 8 neighbourhood libraries, aligned to the 9 Health neighbourhoods. These libraries will provide an enhanced library service and multi-use facilities to provide vibrant neighbourhood hubs with an offer that reflects local needs. We will work with Council colleagues to align these with the neighbourhood model. Our libraries will be accommodated in welcoming and accessible buildings in the heart of neighbourhoods, and we will ensure provision of flexible spaces that will meet current and future needs as well as facilities to meet emerging needs such as cycle storage facilities and lockers, charging points and coffee areas.
- 1.17 Our community libraries will be delivered differently and will reflect the needs of local residents. They may be co-located with appropriate partners in the area, making best use of the public estate and creating vibrant community facilities. They may be delivered by community organisations supported by library staff, building on arrangements already in place. We will work flexibly with local residents and communities to determine the best options, and will ensure that however they are delivered, our libraries remain welcoming and accessible to all.
- 1.18 Take-up of our e-book offer is increasing whilst traditional book-borrowing is reducing. The library today is about so much more than books, and our library spaces need to change to accommodate today's needs. There may be fewer book shelves and more space for creative and digital activities. We will design our libraries to be dementia-friendly, a place where people can spend time without having to spend money; they will be our indoor public spaces reducing social isolation and inequalities.
- 1.19 The draft library strategy and model will support the Council's emerging target operating model where investment in preventative activities and services will reduce the requirement for more expensive and complex interventions further

down the line, thus reducing the costs of children's, adults' and health services in the longer term.

- 1.20 The Council's recent Youth Review has also presented an opportunity to work with Children's Services to deliver a consistent branded youth offer across the Borough. Making use of the library accommodation and facilities we plan to work with Children's Services to deliver a modern and attractive offer that is relevant to both sets of users. This will include meeting spaces, activity spaces, coffee areas, IT facilities, quiet study zones and outdoor space where possible, all of which can be used by library users during the day and young people in the evenings.
- 1.21 This new library model will be affordable, modern, sustainable and relevant and will support the delivery of our draft library strategy as well as our corporate priority to reduce our estate; we will share resources where possible to reduce costs, improve sustainability and join up services.

2. OTHER OPTIONS CONSIDERED

- 2.1. The library service has been in a state of continuous scrutiny since 2009 when library closures were proposed as a result of a strategic asset review. Since then a number of options have been considered including creating a leisure and culture community interest company or charity, which was discounted on the grounds that the library service should be re-modelled before consideration could be given to handing over delivery to an arm's length company.
- 2.2. We have carefully monitored the levels of success of other local authorities who are all struggling to provide an affordable library service with reducing usage and dwindling budgets. Some Councils have succeeded in handing over some libraries to community delivery, although this has generally been as an alternative to threatened closure. Others have joined together with partner organisations such as leisure centres or health centres to provide a joint facility to share costs.
- 2.3. Most Councils however have taken a more pragmatic approach, availing themselves of opportunities for co-locating, partnership working and re-providing as and when they have arisen. This has allowed them to work with communities to provide a more sustainable service.
- 2.4. Maintaining the current provision 'as is' is not a viable option if we want to be able to deliver on the ambitions set out in our draft library strategy to reduce inequalities across the Borough. The service is expensive, many libraries are underused, staffing is stretched and there is a shortage of funding for books, IT facilities and building maintenance and modernisation.
- 2.5. Library service closures are also not a viable option; the fundamental issue is that libraries in the areas of lowest needs tend to be the best-used, whilst those in areas of high need tend to be the least-used – especially in terms of book borrowing. This does not, however, preclude library services moving out of their current accommodation and into other community buildings.

- 2.6. Partnering with leisure and culture has been explored but not progressed. The two services have been brought together within the same area of the Council so that partnership opportunities can be exploited. Co-location works very well at West Kirby, providing a vibrant and well-used community hub, but is not feasible elsewhere. For example, in Bebington, the Oval Leisure Centre and Bebington Central Library could only be co-located with considerable investment and the closure or repurposing of one of the facilities. Opportunities to combine the library service with the Health offer have not presented themselves and would require considerable planning to deliver as a coherent offer across the Borough. Partnering the library offer and the youth offer has some merits, as both services require many of the same facilities such as a coffee / chillout / reading area, IT facilities, wifi, meeting rooms, activity space and an outdoor area, and use their facilities at different times (youth in the evenings and weekends, whilst the libraries are currently shut).
- 2.7. Increasing library income to offset against costs has been fully explored and, while there may be some opportunities to charge some business customers more for certain services, the premise of the library service is that it is a community asset and is free to use. The facilities are generally tired and are not serviced, so we cannot charge commercial rates for their use; investing in them would be very unlikely to provide a return on that investment.
- 2.8. Finally, an extensive piece of work was done to deliver a business case for creating an alternative delivery model for the library service such as a charity, which may benefit the service by rendering it eligible for some grant funding among other benefits. However the business case did not stack up, and the service has since been very successful in working with partners to secure supplementary funding, attracting additional income of over £54,000 over the last 3 years to be spent on library activities, resources and services.
- 2.9. What has been learned over this period is that one size does not fit all. Our libraries serve communities with differing needs, interests, and alternative community facilities. We want to work with those communities to complement the other services available to them, and to provide accessible local library services that they will use and that will enhance their lives and their neighbourhoods

3. **BACKGROUND INFORMATION**

- 3.1. Under the Public Libraries and Museums Act 1964, every Local Authority is required to provide a 'comprehensive and efficient' library service for all persons. It must do so in a way which meets the needs of local library users taking into account the resources available.
- 3.2. A Library Inquiry in 2009 of Wirral's plan to close 11 of its 24 libraries found that in making these proposals, the Council had 'failed to make an assessment of local needs in respect of library services'.
- 3.3. Guidance suggests this must be done:
- in consultation with their communities

- through analysis of evidence around local needs
- in accordance with their statutory duties

- 3.4. A comprehensive library needs analysis has been carried out and this has informed the development of our draft library strategy.
- 3.5. In 2013 six One Stop Shop services were co-located in libraries in a move to reduce management costs, increase footfall and provide local access to council and partner services.
- 3.6. Our libraries are currently delivered using a blend of approaches including direct delivery, volunteer run 'library light' sessions, colocation and partner run sessions and community led activities based in libraries to compliment the Council offer. Some libraries, such as Pensby Library, benefit from extensive volunteer and community-delivered services that local residents have developed around local needs and preferences. Other libraries such as Seacombe Library have developed an extensive range of services being delivered by partner and voluntary organisations – again based around local needs.
- 3.7. There are opportunities to further develop these partnership arrangements, exploring colocation, partner delivery and community delivery services to deliver accessible, joined-up, relevant and affordable services and facilities that local residents value and feel a part of. We will work with Children's and Adult Services as well as colleagues in Culture and Archives to deliver local responses to identified needs and to bring these offers into the heart of local communities.
- 3.8. The Council is currently exploring the development of neighbourhood hubs and it is anticipated that these would be aligned to our neighbourhood library model, thus reducing accommodation costs and contributing to the development of vibrant facilities that are well-used and accessible.
- 3.9. The recent Covid pandemic has led to an increase in the uptake of the library's digital offer and we intend to exploit this to enhance and promote our digital offer further, providing 24/7 library services. We will also be developing our Home Reader Service and Order and Collect offer as a response to the pandemic in providing a new way to access services

4. **FINANCIAL IMPLICATIONS**

- 4.1. We anticipate that there will be financial benefits from the development of a mixed model of community and partner delivery, led and supported by the service, with strong outreach and digital elements.

The level of savings is dependent on the level of community support and colocations. The full financial implications will follow the development of the model and will be a consideration for the success of the model. The focus of this re-modelling is primarily to deliver a fit for purpose modern and future-proof library offer that delivers flexible accommodation to promote a range of uses.

5. LEGAL IMPLICATIONS

- 5.1. Under the Public Libraries and Museums Act 1964, the Council has a statutory obligation to deliver a comprehensive and efficient library service available to everyone, to promote this service, and to lend books and other written materials free of charge. This model and draft strategy ensure that our library service is not only comprehensive but also efficient, and that it is based on an assessment of local library needs.

6. RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1. One of the aims of the new library model is to make best use of the public sector estate and reduce costs by sharing accommodation with relevant partner services thus reducing unnecessary costs as well as reducing its carbon footprint.
- 6.2. Over time it is anticipated that the new library model may lead to a reduction of staffing although initially any staff resources made available through sharing accommodation will be redirected to provide outreach services and build community capacity.
- 6.3. The library service offers access to essential IT for those who cannot afford it and support for those who need it. It is essential that this equipment is kept refreshed to ensure it is compatible with school and business IT software allowing young people homework facilities and adults access to facilities to search and apply for work.

7. RELEVANT RISKS

- 7.1. There is a risk associated with community delivered libraries in that volunteer support may not be sustainable, leaving the council with no option but to step back in to provide the service.
- 7.2. There is a further risk that colocations could result in empty buildings; plans for their repurposing or disposal will need to be integrated into this project.

8. ENGAGEMENT/CONSULTATION

- 8.1. Significant stakeholder engagement has taken place using consultants from BWB, Shared Intelligence and C.Co to inform the needs assessment, the development of the draft library strategy and new model.
- 8.2. We have engaged with Department for Culture, Media and Sport (DCMS) representatives with whom we have shared our draft strategy and plans for the development of a new model, and who are comfortable with our proposals for taking the service forward.

- 8.3. Upon approval to progress the new library model, further engagement will take place at a community level to test out the findings of the generic engagement and needs analysis, and to build a further understanding the specific needs of each area and will follow four principles. The consultation will be at a time when proposals are at a formative stage; it will allow those consulted to give intelligent consideration and response; those consulted will be made aware of the factors that are of decisive relevance to any decision and adequate time will be given for consideration and response. This engagement will also be used to seek ideas and suggestions for partnership arrangements and colocation opportunities and to develop a network of community leaders and influencers to collaborate with to increase engagement with the service.
- 8.4. We will engage closely with local Ward councillors in the development and establishment of the locally preferred option for each library.

9. EQUALITY IMPLICATIONS

- 9.1 The draft Library Strategy and New Model are designed to increase participation and uptake from those groups that currently use the service least whilst having the highest needs. The draft strategy is aimed at reducing inequalities across the Borough and has been based on a full library needs assessment; it aims to increase participation in areas of greatest need where the take-up is currently low by providing services and activities that are relevant to and valued by those communities.

An Equality Impact Assessment has been provided.

10. ENVIRONMENT AND CLIMATE IMPLICATIONS

- 10.1. Modernising the libraries and sharing buildings will reduce the environmental impact whilst investment will result in more attractive buildings which will enhance the local townscape.
- 10.2 Keeping libraries within local communities and increasing our outreach service and online offer will all serve to minimise emissions from car usage. Our libraries will all have cycle storage and water fountains.
- 10.3 Where possible we will invest in environmentally friendly solutions and designs when we modernise our buildings to reduce their carbon footprint.
- 10.4 As a result of the initiatives outlined above, the content and recommendations contained within this report are expected to reduce emissions of Greenhouse Gases.

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APPENDICES

- Appendix 1 - Library Pen Pictures
- Appendix 2 - Library Strategy (Final Draft) 2020-25
- Appendix 3 - Future Library Model
- Appendix 4 - Equality Impact Assessment

BACKGROUND PAPERS

- A Local Inquiry into the Public Library Service Provided by Wirral Metropolitan Borough Council (Sue Charteris; September 2009)
- Achieving a sustainable library service for Wirral: results of an independent needs assessment (Shared Intelligence; January 2017)
- Wirral Borough Council: Re-Imagining Libraries, Leisure, Parks and Cultural Services (Bates Wells Braithwaite; October 2017)
- Libraries Deliver: Ambition for Public Libraries in England 2016 to 2021 (Department for Digital, Culture, Media & Sport; updated September 2018)
- Universal Library Offer Handbook (Libraries Connected; September 2020)

SUBJECT HISTORY (last 3 years)

Council Meeting	Date

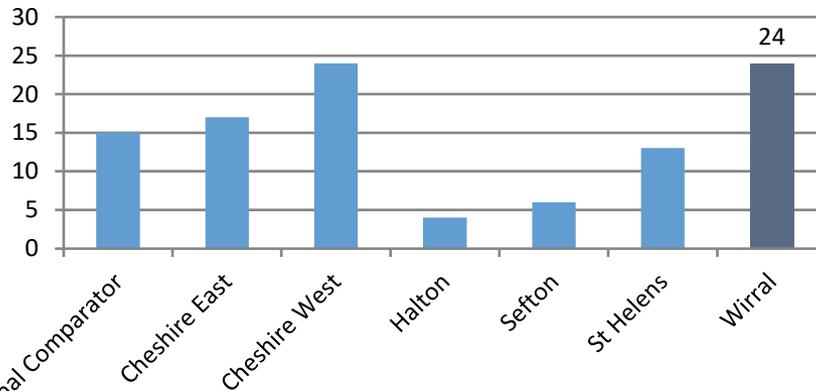
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Wirral Libraries

Page 87

Service offer comprehensiveness

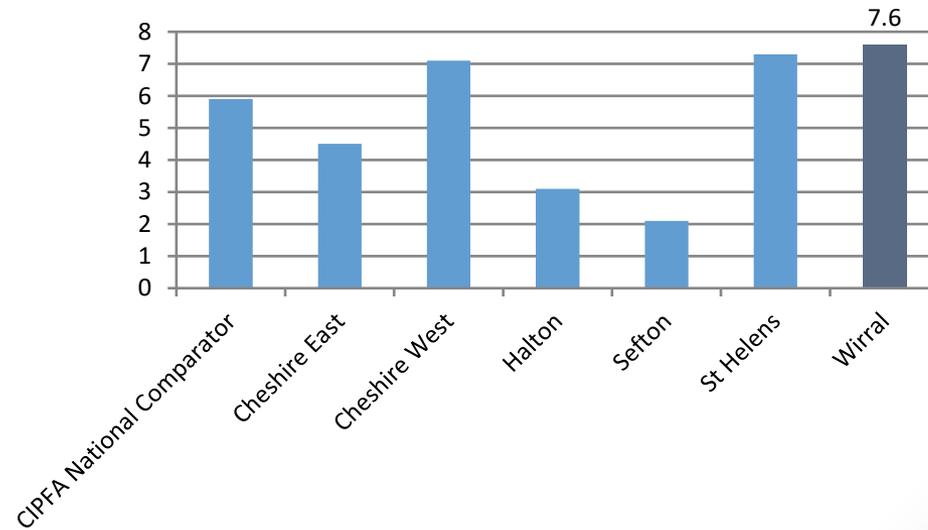
No. of Libraries



Page 88

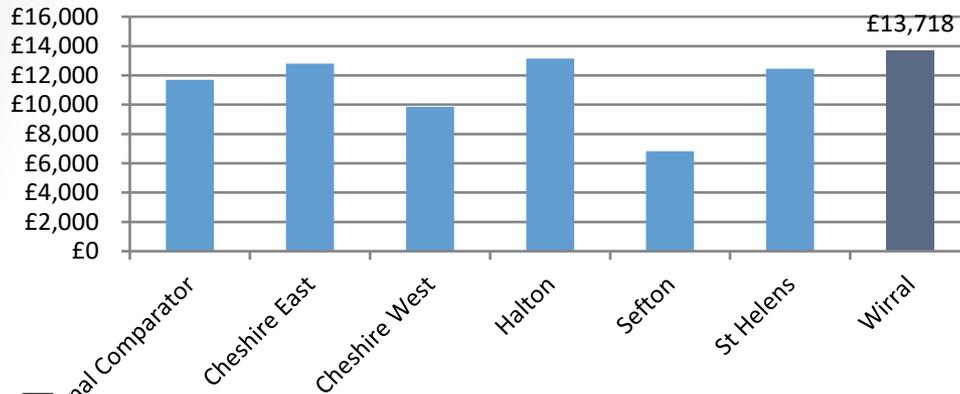
CIPFA

Libraries per 100,000 pop.



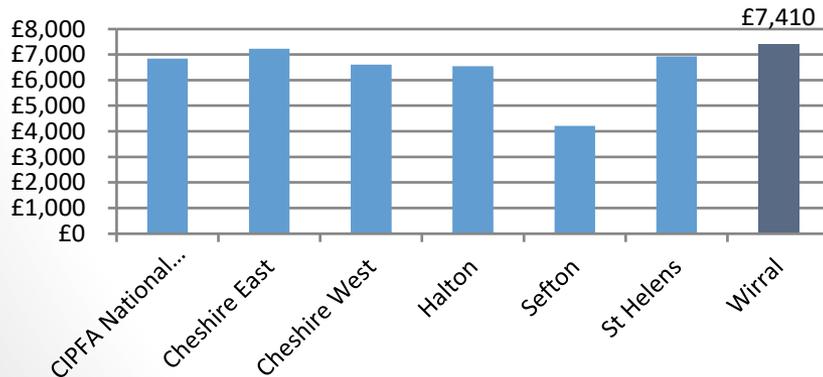
Service offer efficiency

Net expenditure per 1,000 pop.

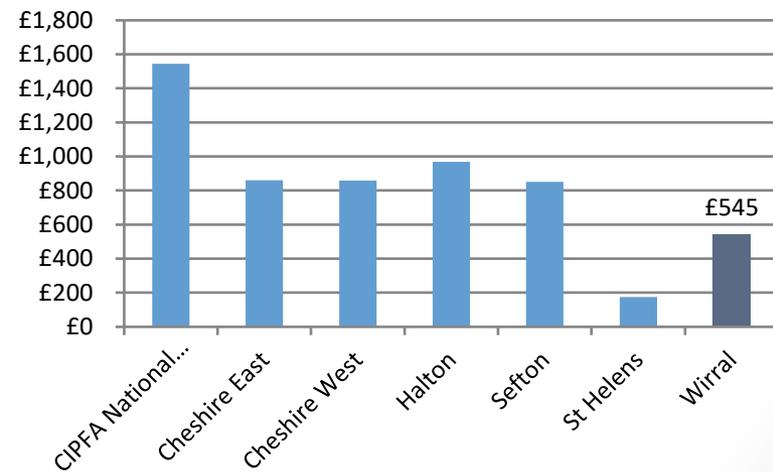


Page 89
CIPFA

Library staffing costs per 1,000 pop.

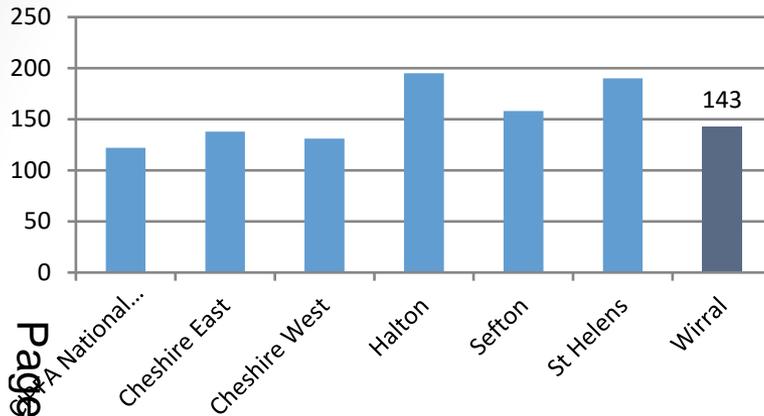


Revenue income per 1000 pop.

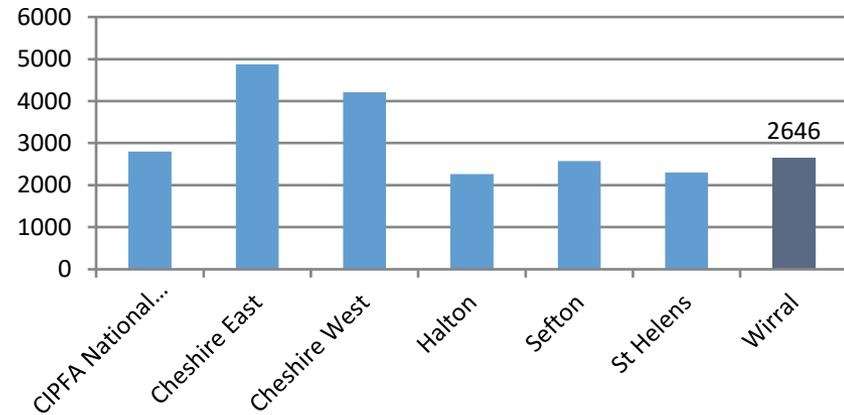


Service offer usage

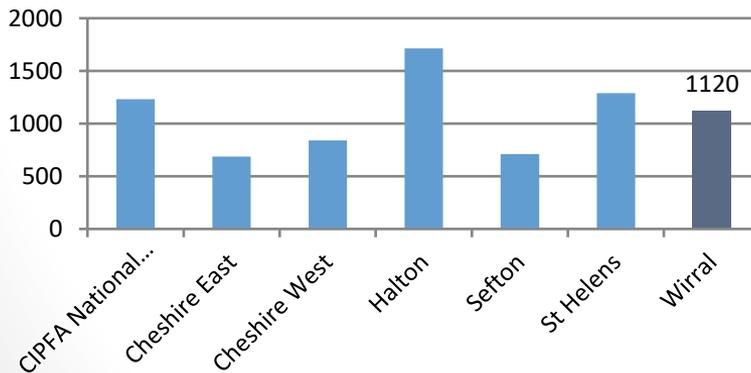
Active Borrowers per per 1,000 pop.



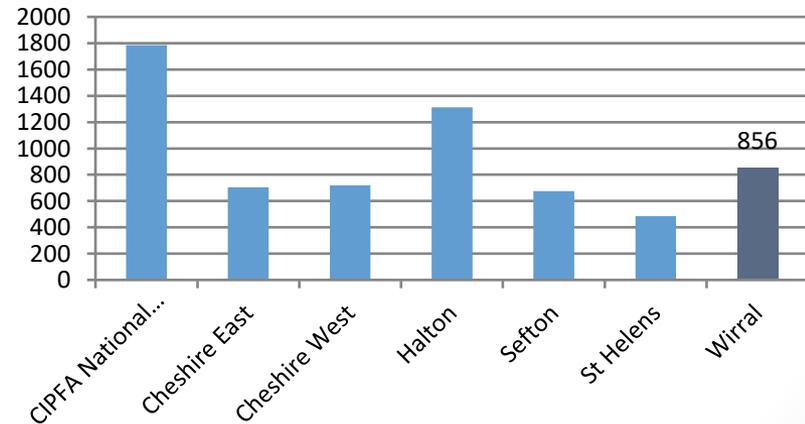
Book Issues per 1,000 pop.



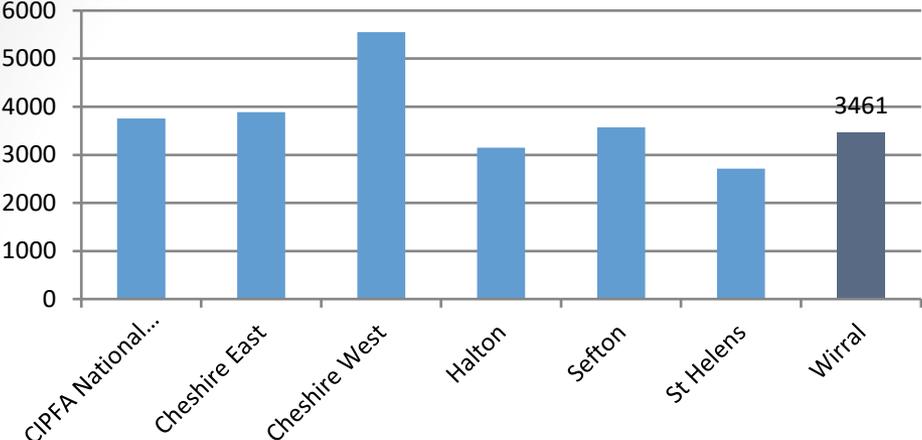
Public Access PC Hours per 1,000 pop.



Web Visits per 1,000 pop.

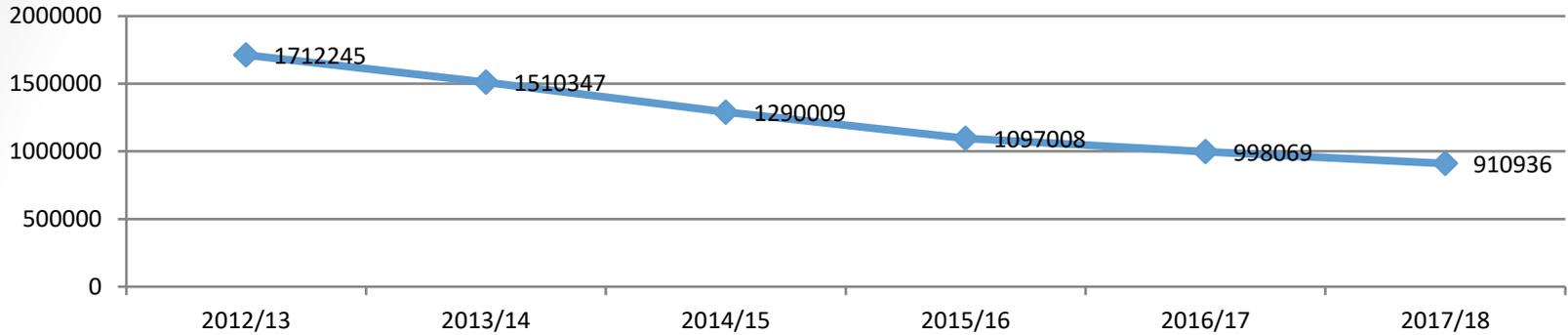


Physical visits per per 1,000 pop.



Wirral usage data

Total Issue/Renewals – inc. Web, Home Reader & Call Centre



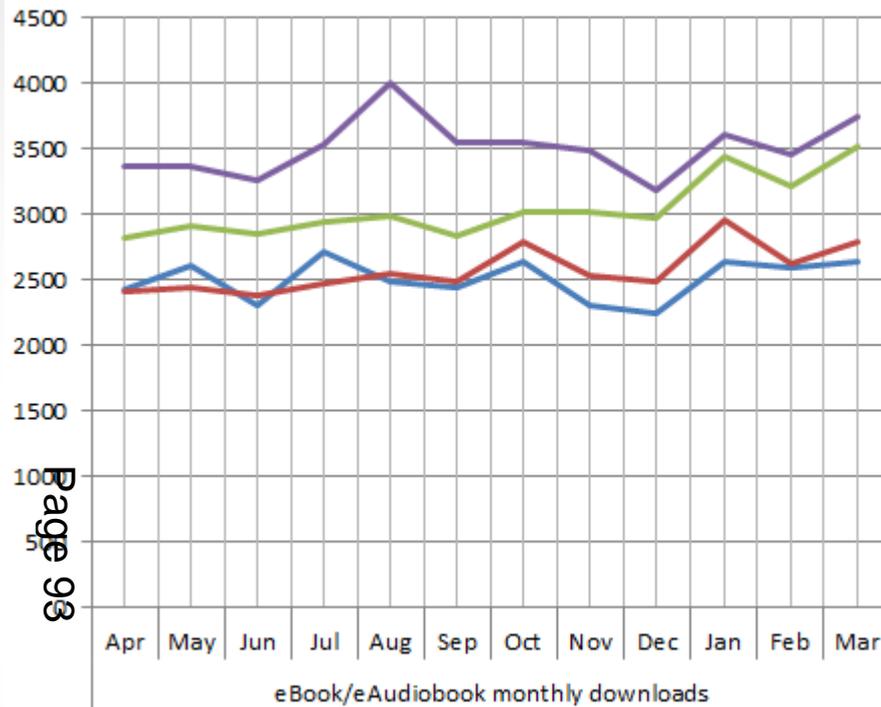
Page 92

RFID Kiosk Usage - % of transactions going through Kiosks

includes Issue/Renewal/Discharge but excludes AV (@all sites) - and YP too @BE, and @WC (from Feb17)

	BE	BI	BR	GR	HE	HO	MO	PE	RF	SE	UP	WC	WV	WK
Jan-19	57%	44%	55%	59%	71%		63%	68%	63%			37%		52%
Feb-19	59%	44%	56%	57%	69%	11%	63%	66%	64%	7%	5%	36%	6%	54%
Mar-19	60%	48%	51%	55%	70%	8%	60%	61%	59%	10%	4%	35%	7%	55%
Apr-19	61%	46%	56%	61%	74%	9%	63%	59%	49%	10%	4%	34%	6%	53%
May-19	59%	43%	58%	60%	68%	6%	65%	66%	52%	7%	4%	36%	8%	54%
Jun-19	60%	44%	55%	62%	66%	10%	63%	62%	49%	7%	2%	36%	4%	54%
Jul-19	62%	41%	52%	59%	65%	9%	62%	60%	47%	5%	3%	36%	4%	53%
Aug-19	62%	37%	49%	58%	62%	9%	54%	60%	54%	5%	5%	36%	3%	46%
Sep-19	57%	43%	51%	58%	69%	10%	61%	64%	55%	7%	4%	34%	4%	51%
Oct-19	58%	41%	54%	65%	68%	9%	61%	62%	51%	5%	4%	35%	6%	53%
Nov-19	58%	42%	56%	60%	71%	15%	62%	61%	53%	1%	3%	35%	6%	53%
Dec-19	54%	44%	53%	62%	69%	7%	62%	62%	49%	3%	4%	37%	5%	54%

E-Book/E-Audio monthly downloads



Library Rankings

- Based on Issues/Renewals per hour by visiting the library (excludes website renewals)
- Excludes volunteer days/issues (*)

	2018-19	
	YEAR TOTAL	
	Group Rank	Overall Rank
Community Libraries		
Beechwood	13	21
Bromborough	3	7
Greasby*	2	4
Higher Bebington	9	16
Hoylake	5	10
Irby*	7	13
Leasowe*	14	22
Pensby*	6	12
Prenton	8	15
Seacombe	10	17
St James*	12	20
Upton	1	2
Wallasey Village	4	9
Woodchurch	11	18
Merged Libraries		
Eastham	3	14
Heswall	1	8
Moreton	2	11
Rock Ferry	4	19
Central Libraries		
Bebington Central	3	5
Birkenhead Central	4	6
Wallasey Central	1	1
West Kirby	2	3

Data Explained

Library Usage

- Visits – the number of people visiting the library
- Issues – the number of individual items borrowed
- Borrowers – the number of unique borrowers
- IT Logins – the number of public access PC sessions provided. This does not include the self-serve PCs.

Opening Hours

- “Library Express” – hours in which volunteers are able to offer some but not all of services provided by staff

Library Costs

ation and general supplies (but does not include costs such as the book fund)

Staffing costs are calculated based on the following levels:

- Community libraries – 2 Ds x 18 hours
- Merged libraries – 3 Ds at 36 hours
- Central libraries – 6 Ds and 1 x F at 36 hours

Band B Saturday assistants replace 1 Band D on Saturdays.

Apportioned support staff costs have been added for Peripatetic, Strategic management and Support Staff (IT, Driver, admin etc)

The central and merged sites have extended opening hours and thus an increased staffing cost including peripatetic, which is reflected in the weightings of support staff costs.

Recharges relate to central support costs such as HR, IT and Finance and cannot be controlled or reduced by the library service.

Note : A reduction in sites would lead to an increase in the apportioned management and support staff costs in the remaining sites.

Summary

- A high level overview of the library designed to provide information and data to support the library and culture review.

User Demographics

- Information based on book issue figures, activities and anecdotal information from the library staff.

Facilities and Access

- Information about building layout and accessibility, including what changes would be needed to ensure the library is fit for purpose.
- Information about nearby facilities which blend with the library offer is also provided.

Asset Implications

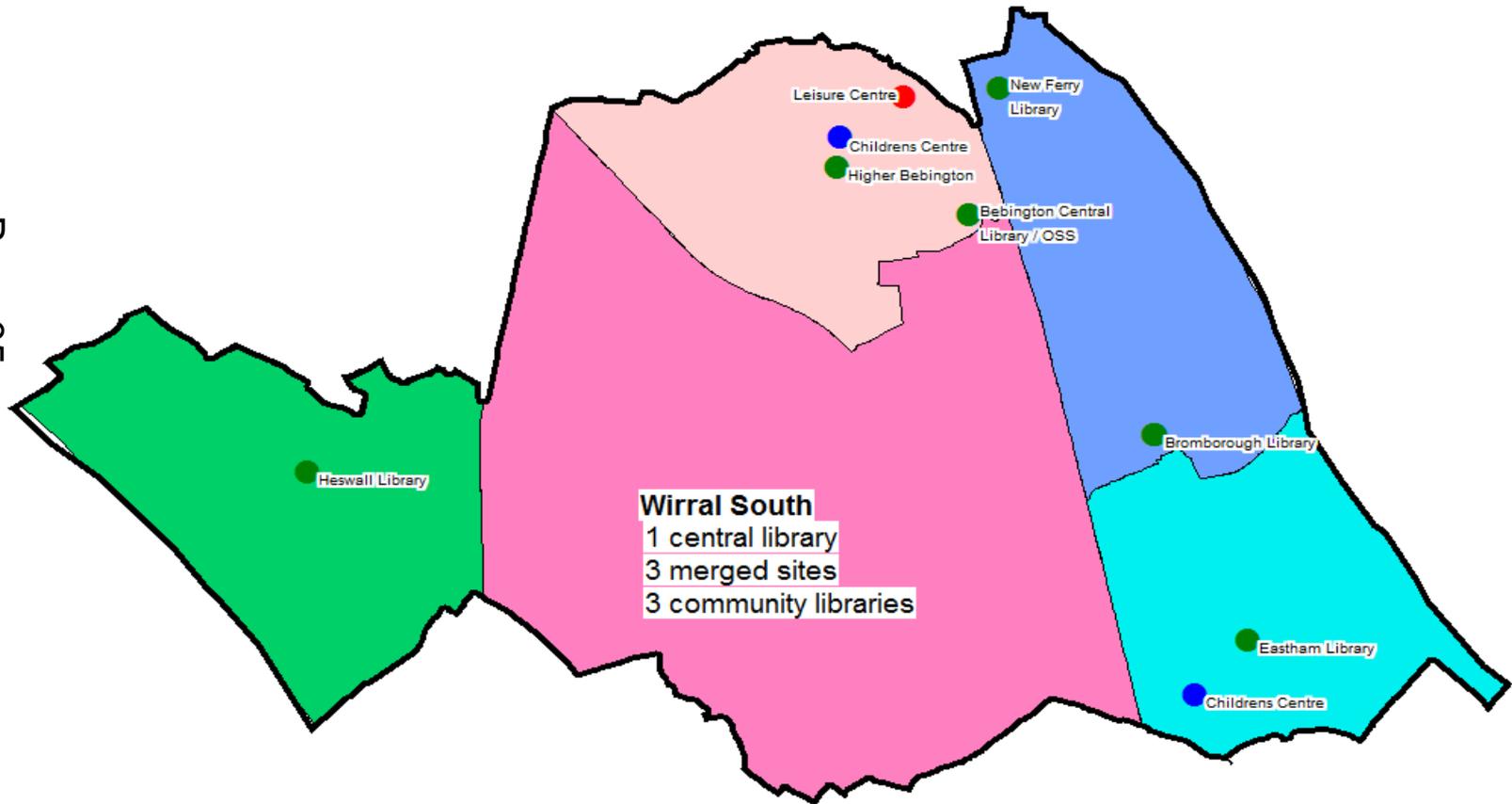
- Details of the planning restrictions, land value, lease costs and restrictions etc that may impact on any decision as to the disposal of the property.

Options

- An initial outline of the options for alternative service delivery, which will be brought together into a strategic approach.

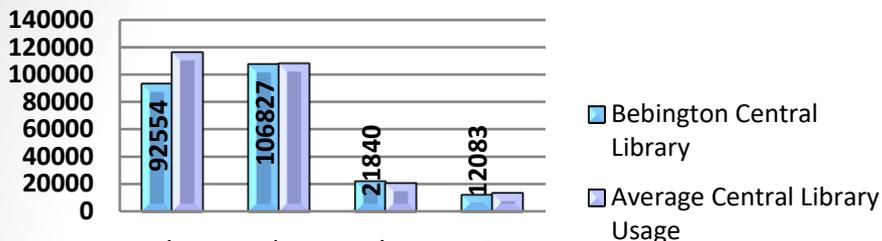
Wirral South Constituency

Page 95



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Library Usage January 19 – December 19



Cost per issue: £3.74
Cost per visit : £4.32

Opening Hours

Opening hours 55 hours per week

Monday: 9am - 8pm
 Tuesday: 9am - 8pm
 Wednesday: 10am - 5pm
 Thursday: 9am - 8pm
 Friday: 9am - 5pm
 Saturday: 9am - 1pm, 2pm – 5pm
 Sunday: CLOSED

Facilities

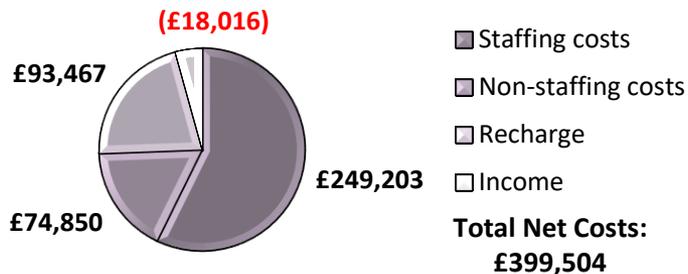
- **Public access computers:** 20
- **WiFi:** Yes
- **RFID:** 2 Kiosks (54% transactions go via kiosks)
- **Reference library**
- **Sound and Vision library**
- **Photocopier and FAX facilities**

Activities

- Baby Bounce & Rhyme:** Thursday weekly 10.30am
- Family History Helpdesk:** 1st and 3rd Thursday 10-12.30pm
- Friends of Bebington Central Library:** meets regularly throughout the year
- Adult Reading Group:** Tuesday weekly 2:00-4:00pm
- Knitting Group:** Friday weekly 2-4pm
- Reachout:** Tuesday weekly 10am – 12noon
- Reading Group:** Thursday monthly 6:15 - 7.15pm
- Children’s Reading Group:** Thursday monthly 6-7pm
- Storytime:** Monday weekly 10am
- Tai Chi classes:** Saturday weekly 10 - 11 am
- Creative Writing Group:** Saturday weekly 2-4pm
- Lego/board games :** Saturday monthly
- Film Club:** Saturday monthly 2-4pm Saturday
- Wirral Lifelong & Family Learning Services:** varies
- Reading group (HI):** weekly
- Mayer Trust :** monthly **MacMillan Support**

Page 97

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot

Activity	Count	Average central library monthly activities
Employment and Skills	12	65
Reading	5	
Leisure and Culture	14	
Community, Info & Advice	2	
Children’s	11	
Monthly activities:	44	

Summary

- Across the wider locality this is a popular central library, well-served by public transport, with a co-located one stop shop service. A high proportion of adult and junior library members take out an average number of books but there is comparatively low demand for ICT facilities. Compared to other central libraries, costs per customer are above average across all periods of demand. Wide range of activities available. It also has a very active friends group.

User Demographics

- Junior borrowers and children's activities and events. Some regular older newspaper readers.

Facilities and Access

- The library is a Grade 2 listed and is co-located with the civic centre which has community facilities. The library is wheelchair accessible, but the customer lift needs improving to increase viability of use as the current lift is not really fit for purpose. The children's library is housed in a separate (adjoining) room on the ground floor, and the one stop shop area is within the main library. There are office and meeting rooms upstairs and a large basement area with separate access. There is an adjacent car park. With regards to energy efficiency the heating system is an old oil fired system which was due to be replaced which is less efficient and minor works would also be needed to make it more energy efficient – current issues with windows etc. There are outstanding cosmetic repairs and also issues with regards to the roof which may need further investigation.

Planning Implications

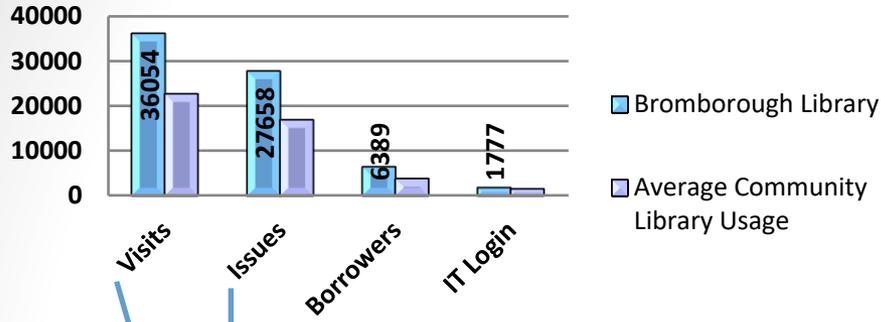
- Grade II listed building and part of UDP Primarily Commercial Area. Potential re-use for A1 retail (that would not undermine existing centres), A2 financial/professional services, B1 businesses including offices, non-residential institutions e.g. day nursery, medical services, education, church and other community facilities.

Options

- There is potential for the library to be developed into the community hub for Wirral South. Asset management is leading a project to consider this development.
- Consideration could also be given to remodelling of the children's area/entrance to library – possible options are removal of certain walls to open up area with removal or replacement of staff desk in the children's area.
- There is also the potential to explore having a Café within the footprint and the service has already been approached by a local company. Current income streams for the building could be reviewed to see if smarter and better promotion would lead to increased revenue.

Bromborough Library (Community)

Library Usage January 19 – December 19



Cost per issue: £4.17
Cost per visit : £3.20

Opening Hours

Opening hours 22 hours per week

Monday: 9am-1pm 2-5pm
 Tuesday: 9am - 1pm ("Library Express")
 Wednesday: Closed
 Thursday: 9am – 1pm 2-5pm
 Friday: Closed
 Saturday: 9am - 1pm
 Sunday: Closed

Facilities

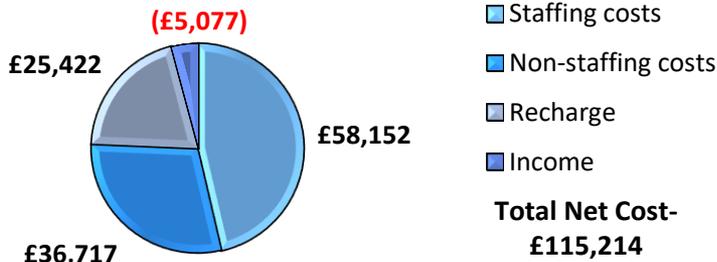
- **Public access computers:** 14
- **WiFi:** Yes
- **RFID:** 1 Kiosk (53% transactions go via kiosks)
- **Photocopier and FAX facilities**
- **Talking books on cd**

Activities

Reading Group: weekly
Storytime: Monday weekly 2.15-2.45pm (volunteer)
Health walks : starting at library
Coffee morning and book sale: monthly
Reading group: monthly

Page 99

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot

Activity	Count
Employment and Skills	5
Reading	11
Leisure and Culture	2
Community, Info & Advice	4
Children's	4
Monthly activities:	11
Average community library monthly activities:	12

Summary

- A popular and well-used library with above average book borrowing and ICT usage. Despite significantly high non-staffing costs, the level of demand at this site means average costs per customer remain comparatively low. Limited activities given that visits, book issues and borrowers are well above average.

User Demographics

- Junior and senior borrowers. Older people reading newspapers and children's activities.

Facilities and Access

The library is located on the ground floor of the Bromborough Civic Centre, with good transport links and parking, and a range of other community facilities. There is a Children's Centre nearby.

Planning Implications

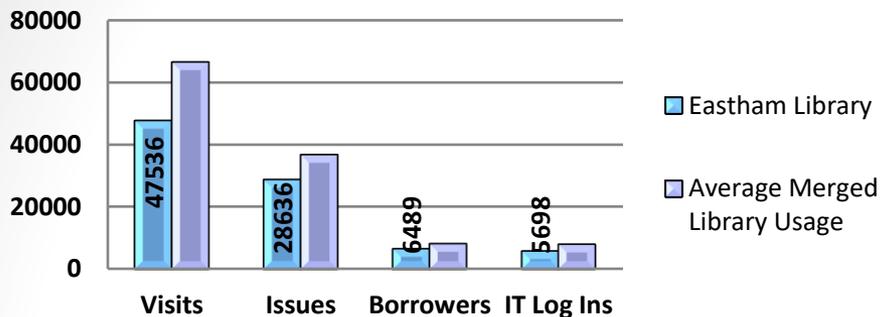
- Part of UDP Primarily Commercial Area, potential for A1 retail (that would not undermine existing centres), A2 financial/professional services, B1 businesses including offices, hot food & drinking establishments, non-residential institutions e.g. day nursery, medical services, education, church and other community facilities.

Options

- The Friends could support the library opening, but the accommodation costs are high. There are retail units nearby, which could accommodate a library building.

Eastham Library (Merged)

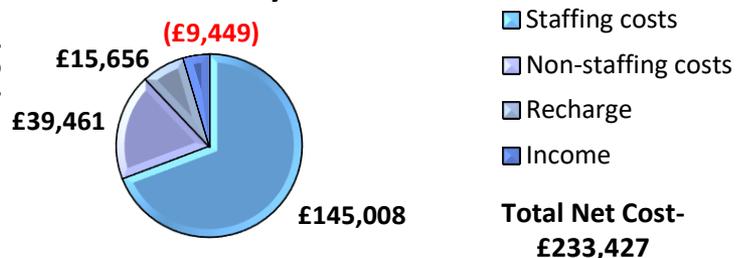
Library Usage January 19 – December 19



Cost per issue: £8.15
 Cost per visit : £4.91

Page 101

Library Costs 2019-20



Opening Hours

Opening hours 46 hours per week

Monday: 9am - 5pm
 Tuesday: 9am - 5pm
 Wednesday: 10am - 5pm
 Thursday: 9am - 5pm
 Friday: 9am - 5pm
 Saturday: 9am - 1pm & 2pm - 5pm
 Sunday: Closed

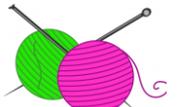
Facilities

- Public access computers: 12
- WiFi: Yes
- RFID: No
- Photocopier and FAX facilities

Activities

Adult Reading Group: Monday monthly 3.45-4.45pm
Adult Reading Group: weekly
Reachout Work Club: 2nd and 4th Wednesday of the month 10-12 noon
Police surgery: varies
Councillor: Tuesday weekly 11-1pm

Monthly Library Activities (December 2019) Snapshot

				
Employment and Skills	Reading	Leisure and Culture	Community, Info & Advice	Children's
2	5		5	
Monthly activities: 12		Average merged library monthly activities :22		

Summary

- Within the immediate locality this is a comparatively under-utilised community library with a co-located one stop shop. There is below average demand for book borrowing and ICT facilities. Compared to other merged sites Eastham has slightly above average costs per customer. Some activities available.

User Demographics

- Junior borrowers and families.

Facilities and Access

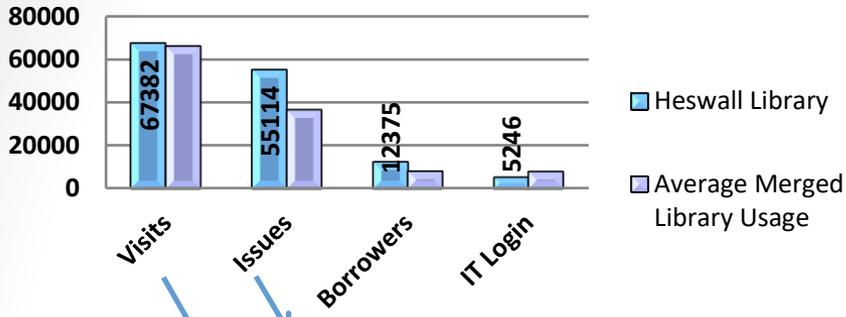
- Eastham Library One Stop is a fully accessible library with parking. Eastham Children's Centre and Delamere Community Centre are nearby, offering a range of community activities.

Options

- Could be included in community transfer offer; alternatively the book stock could be offered to the children's centre and / or community centre for an honesty library. Consideration would need to be given to the provision of IT facilities should community transfer not be successful. Presently in a good state of repair but would need confirming if any planned maintenance due by Asset Management.

Heswall Library (Merged)

Library Usage January 19 – December 19



Cost per issue: £4.45
 Cost per visit: £3.64

Opening Hours

Opening hours 46 hours per week

Monday: 9am - 5pm
 Tuesday: 9am - 5pm
 Wednesday: 10am - 5pm
 Thursday: 9am - 5pm
 Friday: 9am - 5pm
 Saturday: 9am - 1pm & 2pm - 5pm
 Sunday: Closed

Facilities

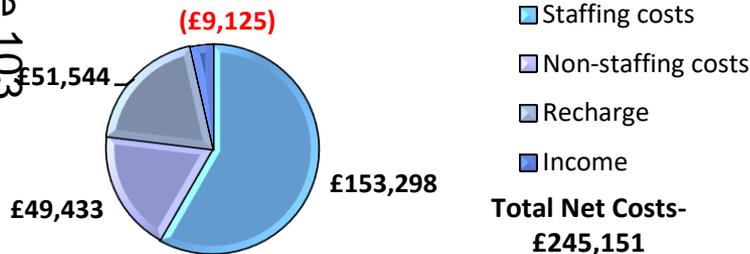
- **Public access computers:** 6
- **WiFi:** Yes
- **RFID:** 2 kiosks (69% transactions go via kiosks)
- **Photocopier and FAX facilities**
- **Talking books on cd**

Activities

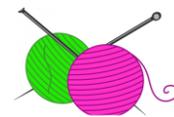
Family History Group: drop-in session 1st Monday of every month 10-1pm
Exhibitions: Heswall Library holds regular exhibitions and displays in our exhibition room
Craft group: U3A Monday monthly 10-12noon
Knit n Knatter: Wednesday fortnightly 10-12.30pm
Scrabble: Monday fortnightly 2-4pm

Page 103

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot

				
Employment and Skills	Reading	Leisure and Culture	Community, Info & Advice	Children's
	5	1		
Monthly activities:	6	Average merged library monthly activities: 22		

Summary

- Within the immediate locality this is a comparatively well-used merged library with a co-located one stop shop service. There is above average demand for book borrowing but below average usage of ICT facilities. Compared to other merged sites, costs per customer remain below average throughout the day. Limited range of activities but it does have a Library User Group.

User Demographics

- Senior borrowers and regular daily newspaper readers. Small number of regular job searchers using IT facilities.

Facilities and Access

- The library is housed in an accessible two-storey building, with the IT facilities and study space as well as a meeting room upstairs and a large room that is used for exhibitions, training events and meetings. There is a customer lift. Customer parking is to the rear of the building in a Pay and Display car park and the bus station is nearby. The one stop shop service is located within the ground floor library space. The Police are interested in moving into the building. Heswall Hall, a community venue with a wide range of activities, is located next door.

Planning Implications

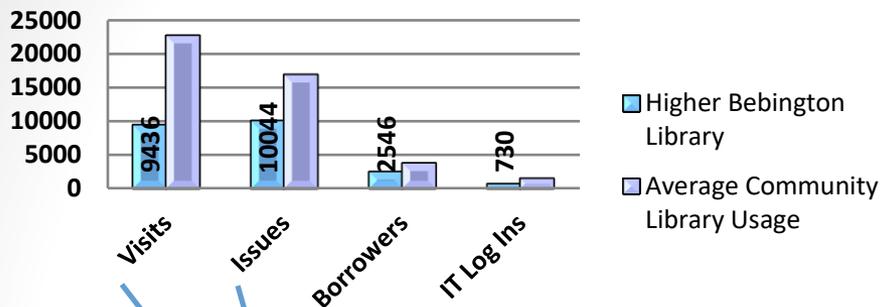
- Part of UDP Urban Greenspace and Part Primarily Commercial Area. Potential re-use for A1 retail (that would not undermine existing centres), A2 financial/professional services, B1 businesses including offices, hot food & drinking establishments, non-residential institutions e.g. day nursery, medical services, education, church and other community facilities.

Options

- Potential to be included in a community asset transfer offer. Alternatively explore the possibility of co-locating a reduced service into Heswall Hall. Consideration to be given to the provision of IT facilities if the service were to close. Presently in a good state of repair but would need confirming if any planned maintenance due by Asset Management.

Higher Bebington Library (Community)

Library Usage January 19 – December 19



Cost per issue: £9.58
Cost per visit: £10.20

Page 105

Library Costs 2019-20



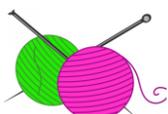
Monthly Library Activities (December 2019) Snapshot



Employment and Skills



Reading



Leisure and Culture



Community, Info & Advice



Children's

Monthly activities: 1
Average community library monthly activities: 12

Opening Hours

Opening hours 18 hours per week

Monday: Closed
Tuesday: 9am-1pm 2-5pm
Wednesday: Closed
Thursday: Closed
Friday: 9am -1pm 2-5pm
Saturday: 9am - 1pm
Sunday: Closed

Facilities

- Public access computers: 2
- WiFi: Yes
- RFID: No
- Photocopier and FAX facilities

Activities

Reading Group: WI reading group monthly

Summary

- An under-utilised community library with significantly below average book borrowing and ICT usage, and relatively high average costs per customer. Limited range of activities available focussing on reading.

User Demographics

- Retired people borrowing books and bringing grandchildren to story times etc.

Facilities and Access

- A fully accessible single storey building, this library is located within a mile of Bebington merged central library which is co-located with a community hall. There is a children's centre nearby, and the nearby fully accessible Christ Church Community Centre 'was planned as a neighbourhood facility which would bring people together for a variety of activities to build up 'community spirit' in Higher Bebington', and offers a range of community activities. There is a regular bus route to Bebington Central library.

Planning Implications

- Part of UDP Primarily Residential Area. Potential re-use for small scale non-residential institutions e.g. day nursery, medical services, and other community facilities subject compatibility with residential area. Also potential for up to 2 dwellings if redeveloped. Stone boundary wall to be retained.

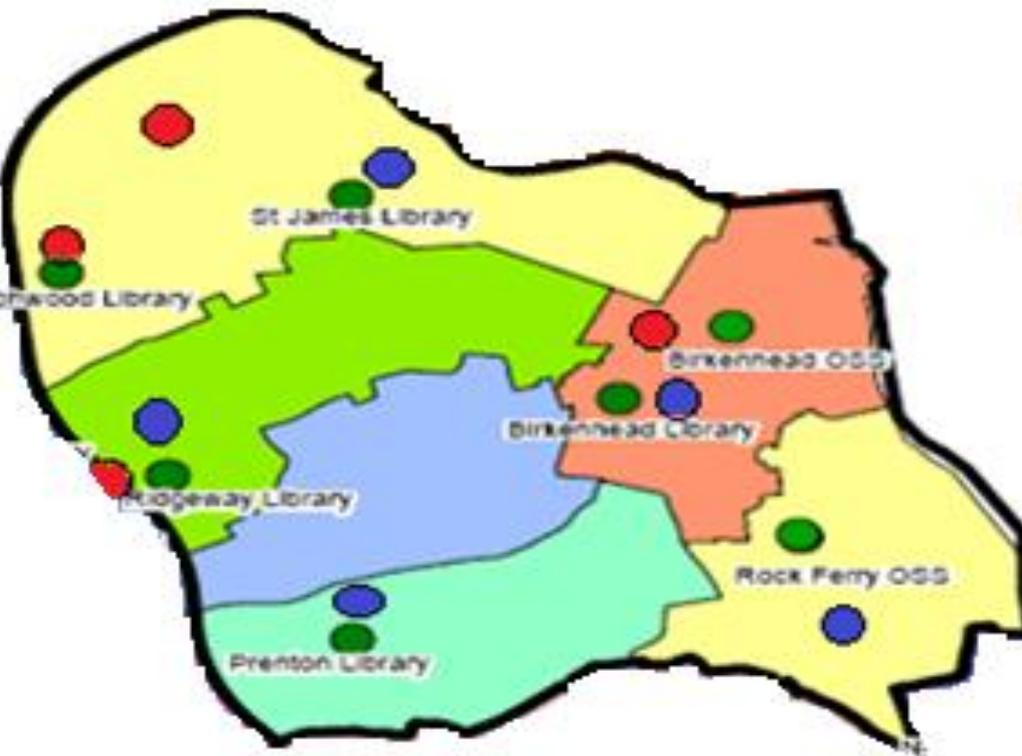
Options

- There is no Friends group at Higher Bebington, but there may be interest in community transfer. Alternatively the collection could be offered to a children's centre or Christ Church Community Centre for honesty libraries.

Birkenhead Constituency

- One stop shop
- Children's centre
- Leisure centre

Page 107

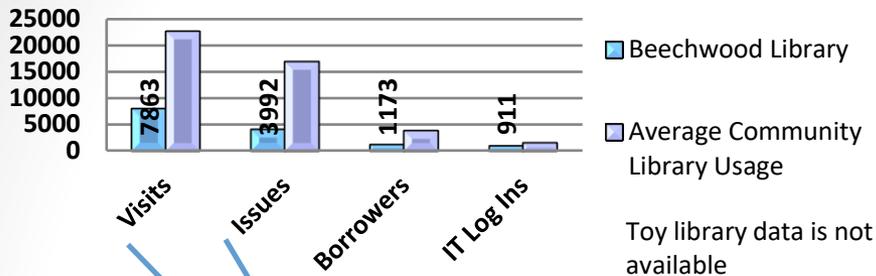


Birkenhead

- 1 (central) OSS
- 1 central library
- 1 merged site
- 4 community libraries

Beechwood Library (Community)

Library Usage Jan 19 – December 19



Cost per issue: £26.40
Cost per visit: £13.40

Page 108

Library Costs 2019-20



Opening Hours

Opening hours 18 hours per week

Monday:	Closed
Tuesday:	9am-1pm 2-5pm
Wednesday:	Closed
Thursday:	Closed
Friday:	9am -1pm 2-5pm
Saturday:	9am - 1pm
Sunday:	Closed

Facilities

- **Public access computers:** 6
- **WiFi:** Yes
- **RFID:** No
- **Photocopier and FAX facilities**

Activities

Reachout: Weekly

Councillor: 2nd Saturday of the month 10-20-11.30pm

Family connector: weekly

Monthly Library Activities (December 2019) Snapshot



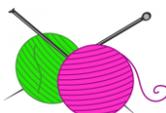
Employment and Skills

4



Reading

9



Leisure and Culture



Community, Info & Advice

5



Children's

Average community library monthly activities: 12

Summary

- An under-utilised library, despite significant efforts to attract new users. Book borrowing is significantly below average and consequently average costs per customer are significantly higher. Activities are limited.

User Demographics

- Get into Reading group and Toy Library users are the principle users.

Facilities and Access

- The library is on one level and there is parking available.

Planning Implications

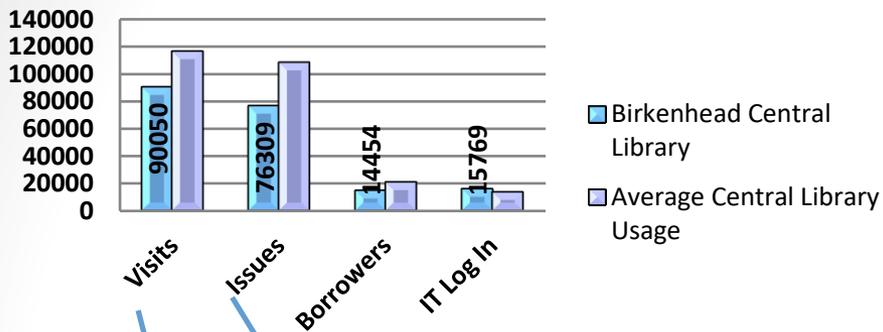
- The library building is leased by the Council from BBCHA at no cost. The 99 year lease was granted in 2005, and there is a break provision (6 months' notice is required).
- Business rates are £6100 per annum

Options

- The library is situated on a large housing estate by Beechwood and Ballantyne Community Housing Association. The BBCHA offices are nearby, as are a co-located leisure and community centre which could accommodate a small library facility. There are limited nearby transport links.

Birkenhead Central Library

Library Usage January 19 – December 19

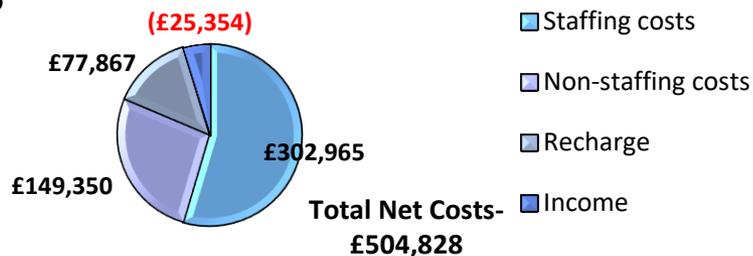


Cost per issue: £6.62

Cost per visit: £5.61

Page 110

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



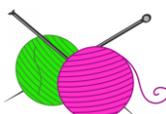
Employment and Skills

24



Reading

17



Leisure and Culture

6



Community, Info & Advice



Children's

7

Monthly activities: 54

Average central library monthly activities: 65

Opening Hours

Opening hours 48 hours per week

Monday: 9am - 8pm
 Tuesday: 9am - 8pm
 Wednesday: Closed
 Thursday: 9am - 8pm
 Friday: 9am - 5pm
 Saturday: 9am - 1pm & 2pm - 5pm
 Sunday: Closed

Facilities

- **Public access computers:** 25
- **WiFi:** Yes
- **RFID:** 2 kiosks (44% transactions go via kiosks)
- **Reference library**
- **Sound and Vision library**
- **Photocopier and FAX facilities**

Activities

- Adult Reading Group (Shared) weekly:** Mondays 10.30am and 1.30pm, Thursday 10.30am, Friday 11am
- Baby Bounce and Rhyme:** weekly 10am – 10.30am
- Friends of Birkenhead Central Library:** meet regularly throughout the year
- Handicrafts:** 1st and 3rd Saturday every month 10.30am—12.30pm
- Reachout:** Thursdays 10:00am to 12:00noon
- Reading Group:** Thursday monthly 2-.15-3.30pm
- Wirral Lifelong & Family Learning services:** numerous courses
- Age UK IT :** weekly
- Mencap IT courses :** weekly
- Baby Sing + Rhyme:** monthly
- Macmillan Support:** by appointment daily
- Remploy :** weekly
- Lego Club :** fortnightly

Summary

- Attracting active members from across the wider locality this is a relatively less-visited central library. An above average proportion of active adult members record a comparatively high demand for ICT facilities but below average book borrowing. Compared to other central libraries, costs per customer remain above average across all demand periods. Limited range of activities available .

User Demographics

- Unemployed using IT facilities and Job Club. Vulnerable people (homeless, alcoholics, drug addicts). People from outside the immediate vicinity.

Facilities and Access

- The library is accessible to the immediate community it serves, although is a distance from the main shopping centre and train links. Several bus routes pass the library. There is limited disabled parking adjacent to the library, but generally customer parking is located on the other side of Borough Road. The ground floor of the library is fully accessible, and there is an IT suite in a separate ground floor room. The reference library is upstairs and is not therefore accessible to all customers. There is a large ground floor room currently used for back office work space. The library has a kitchen for cookery workshops, which can also be used for meeting space; this is accessed via a small flight of stairs. There is a large basement and plenty of upstairs back office space which could accommodate agile working. A large reference section is held in back office space and made available to customers on demand. The archive service is also located within Birkenhead Ward (Cheshire Lines Building), and there are overlaps between the archive service and reference library service. The Birkenhead One Stop Shop service is housed in the Conway Centre which is due to be vacated later this year.

Planning Implications

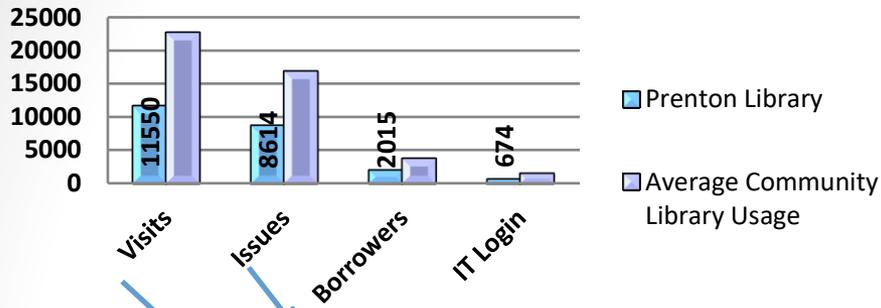
- Part of UDP Primarily Residential Area. Land mark building - potential for use as non-residential institutions e.g. day nursery, medical services, education, church and other community facilities etc.; subject to compatibility with residential area. Suitability for conversion could also be checked (potential for up to 28 flats). Potential capacity for up to 20 new houses if redeveloped.

Options

- A decision needs to be made as to whether this building is to be retained as a Council asset. If so, the One Stop Shop could move into the library and the rooms should be reconfigured to create a fully accessible library facility with office and meeting space above to create the Birkenhead 'Hub'. Investing in the library could result in additional income (eg from a café facility or as a wedding venue / meeting room space). Parking issues would have to be addressed. Alternatively a library for Birkenhead could be sited in the proposed Town Centre Plan, sharing accommodation with an art gallery and museum, archive and one stop shop service and linked to the leisure centre.

Prenton Library (Community)

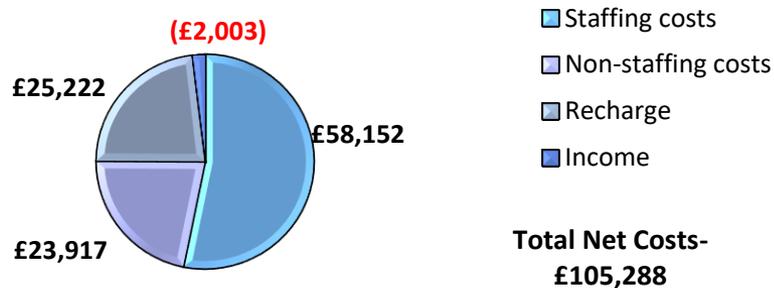
Library Usage January 2019 – December 19



Cost per issue: £12.22
Cost per visit: £9.16

Page 112

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



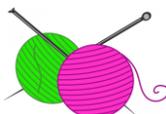
Employment and Skills

1



Reading

5



Leisure and Culture

10



Community, Info & Advice

Average community library monthly activities: 12



Children's

4

Opening Hours

Opening hours 18 hours per week

Monday: Closed
Tuesday: 9am-1pm 2-5pm
Wednesday: Closed
Thursday: Closed
Friday: 9am -1pm 2-5pm
Saturday: 9am - 1pm
Sunday: Closed

Facilities

- Public access computers: 4
- WiFi: Yes
- RFID: No
- Photocopier and FAX facilities

Activities

Reading Group: Friday monthly 3-4.30pm and weekly

Baby Bounce: Tuesday weekly 10.30am

Reachout : appointment only

Summary

- A well visited community library, with below average book borrowing, though ICT usage is above average. Good range of activities available.

User Demographics

- Junior borrowers and reading activities.

Facilities and Access

- The library is situated in a row of shops in a Magenta Housing estate. There is a tenants' shop in the same row. Birkenhead Library can be reached quite easily by bus, but there are few community facilities within the immediate vicinity.

Planning Implications

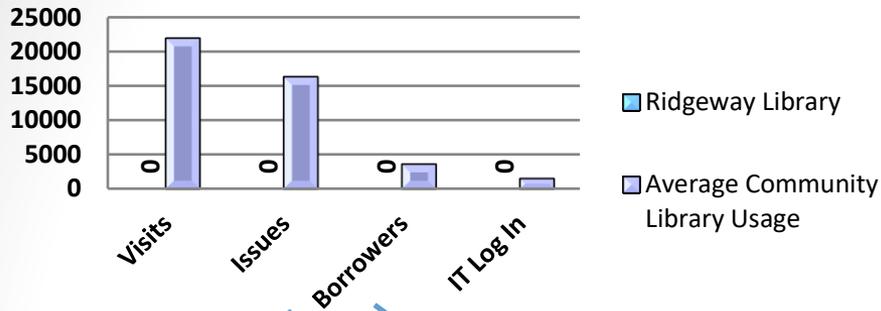
- Part of UDP Primarily Residential Area at end of small shopping parade. Potential re-use for compatible small scale non-residential institutions e.g. day nursery, medical services, and other community facilities. Potential for A1 retail or A2 offices subject to national town centre tests.

Options

- Potential for community transfer to the Tenants and Residents Association under shared accommodation, or relocated into the VCAW facility.

Ridgeway Library (Community)

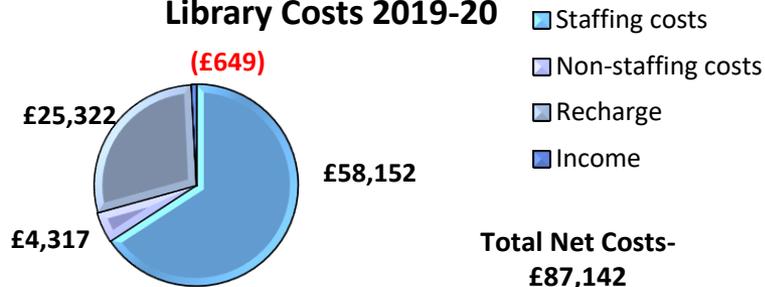
Library Usage



Cost per issue: £0.00
Cost per visit: £0.00

Page 114

Library Costs 2019-20



Monthly Library Activities Snapshot



Monthly activities:

Average community library monthly activities:

Opening Hours

Temporarily closed from 11/9/17 for building work

Monday:	9.30am-3.30pm
Tuesday:	9.30am-3.30pm
Wednesday:	9.30am-3.30pm
Thursday:	9.30am-3.30pm
Friday:	9.30am-3.30pm
Saturday:	9am - 1pm
Sunday:	Closed

Facilities

- Public access computers: 4
- WiFi: Yes
- RFID: No
- Photocopier and FAX facilities

Activities

Summary

- An under-used community library with below average book borrowing and ICT usage. Compared to other community libraries, costs per customer remain significantly above average. Limited number of activities available. Staffed by High School on weekdays

User Demographic

- Secondary aged children.

Facilities and Access

- The library is co-located with Ridgeway High School, accessed through the school yard but with its own entrance. Outside of school hours, therefore, there is plenty of parking. There is a large IT suite.

Planning Implications

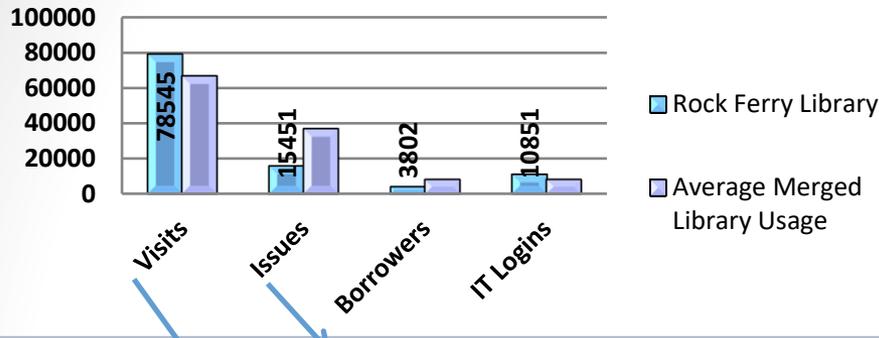
- Site designated as UDP School Playing Field in the UDP. Potential for re-use for purposes compatible with existing school.

Options

- Ridgeway School has already taken over responsibility for the provision of the service apart from on Saturdays, and work needs to continue to complete the hand-over.

Rock Ferry Library (Merged)

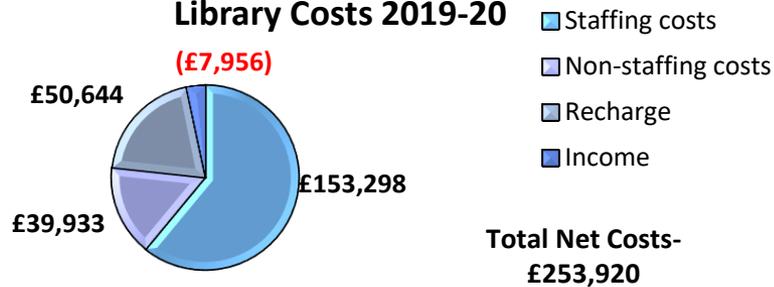
Library Usage January 19 – December 19



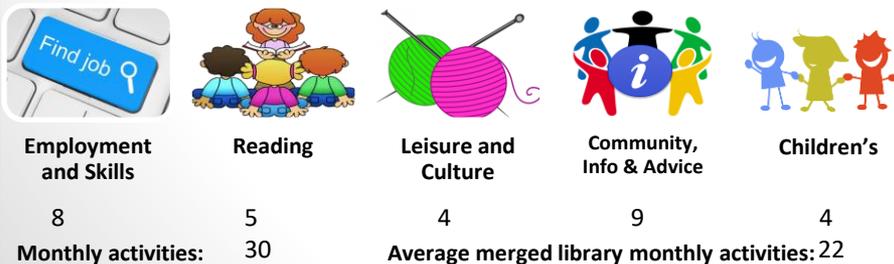
Cost per issue: £16.43
 Cost per visit: £3.23

Page 116

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



Opening Hours

Opening hours 46 hours per week

Monday: 9am - 5pm
 Tuesday: 9am - 5pm
 Wednesday: 10am - 5pm
 Thursday: 9am - 5pm
 Friday: 9am - 5pm
 Saturday: 9am - 1pm & 2pm - 5pm
 Sunday: Closed

Facilities

- **Public access computers:** 12
- **WiFi:** Yes
- **RFID:** 2 kiosks (49% transactions go via kiosks)
- **Photocopier and FAX facilities**

Activities

- **Adult Reading Group:** 3rd Thursday afternoon of the month at 2pm
- **Adult Reading Group:** Thursday weekly 10-12noon
- **Ferries group:** Tuesday weekly 12.30-3.30pm
- **Career Connect:** appointment only
- **Councillor:** Fridays 4.30pm to 6.00pm
- **Residents Association :** monthly
- **Ask Us Wirral CAB :** twice yearly event
- **Wirral Lifelong Learning :** limited number of courses
- **Saturday Club :** Kids club- lego, craft and board games

Summary

- Within the immediate locality this is a popular but comparatively under-utilised merged library,. There is a greater demand for the ICT facilities than book borrowing and a high proportion of active junior members. Wide range of available activities.

User Demographics

- Job seekers and others using IT facilities.

Facilities and Access

- A newly redesigned library located on the ground floor of an office building. It has disabled access with parking and is well-served by transport links. It has a co-located one stop shop service and a community room with a number of activities offered. There are a number of community centres and facilities in the Ward, but none very close to this facility. The Police have expressed an interest in relocating to the building.

Planning Implications

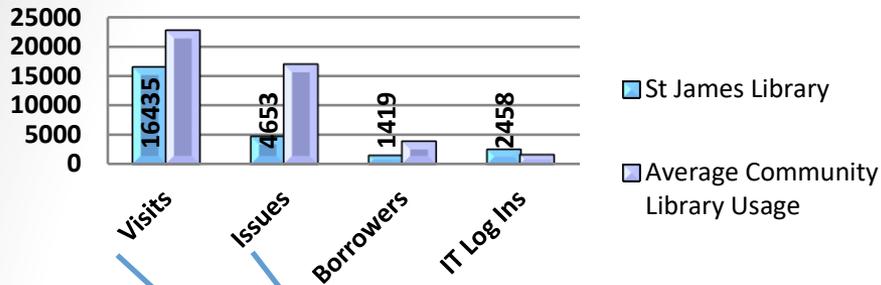
- Part of UDP Traditional Suburban Centre, potential for A1 retail, A2 offices, hot food and drinking establishment and community facilities etc.

Options

- This is a flagship site and it is therefore logical to retain it as a Council asset. Explore options around increasing income from health and government grants.

St James Library (Community)

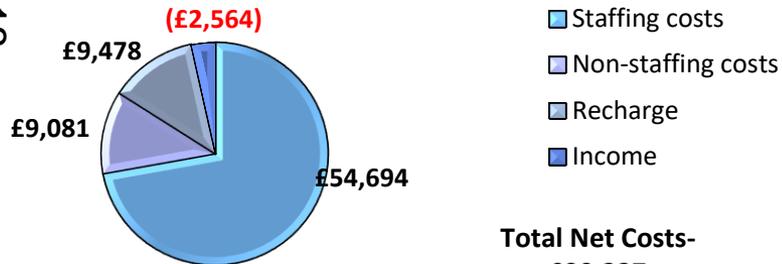
Library Usage January 19 – December 19



Cost per issue: £19.40
Cost per visit: £5.49

Page 118

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



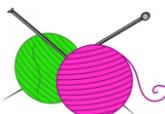
Employment and Skills

4



Reading

4



Leisure and Culture



Community, Info & Advice



Children's

4

Monthly activities: 12 Average community library monthly activities: 12

Opening Hours

Opening hours 22 hours per week

Monday: 9am -1pm & 2-5pm
Tuesday: 9am-1pm ("Library Express")
Wednesday: Closed
Thursday: 9am -1pm & 2-5pm
Friday: Closed
Saturday: 9am - 1pm
Sunday: Closed

Facilities

- Public access computers: 6
- WiFi: Yes
- RFID: No
- Photocopier and FAX facilities

Activities

Adult Reading group: Thursday weekly 10-12noon

Jolly Tots : Monday weekly

Reachout: Tuesday weekly 9 -10am

Summary

- An under-used library with visitor numbers and book borrowing significantly below average but ICT usage above average. Costs per customer remain above average. Available activities are limited. 4 hours per week volunteer hours

User Demographics

- Unemployed customers using the computers, and some regular elderly borrowers.

Facilities and Access

- Situated on the ground floor of the St James Centre. Very limited parking nearby. The nearby Gaultby Road Community Centre offers free public access PCs. Brassey Gardens Children's Centre serves the same community.

Planning Implications

- Part of UDP Primarily Residential Area. Potential use for non-residential institutions e.g. day nursery, medical services, education, church and other community facilities etc.; or up to 8 dwellings if redeveloped.

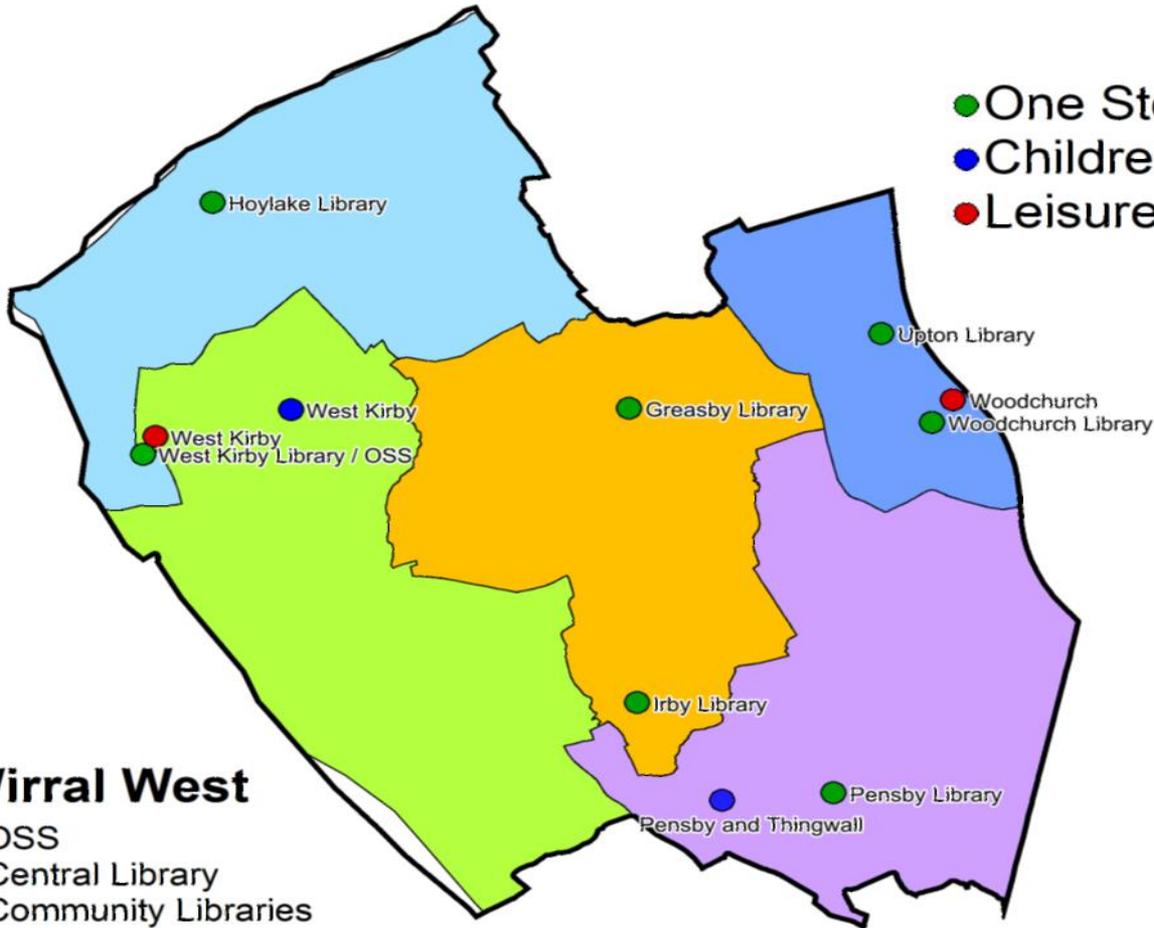
Options

- The library is situated within the St James Centre which is managed by the North Birkenhead Development Trust which has already expressed an interest in supporting the library as part of its management of the Centre but is looking for significant funding to do so.

Wirral West Constituency

Page 120

- One Stop Shop
- Children's Centre
- Leisure Centre

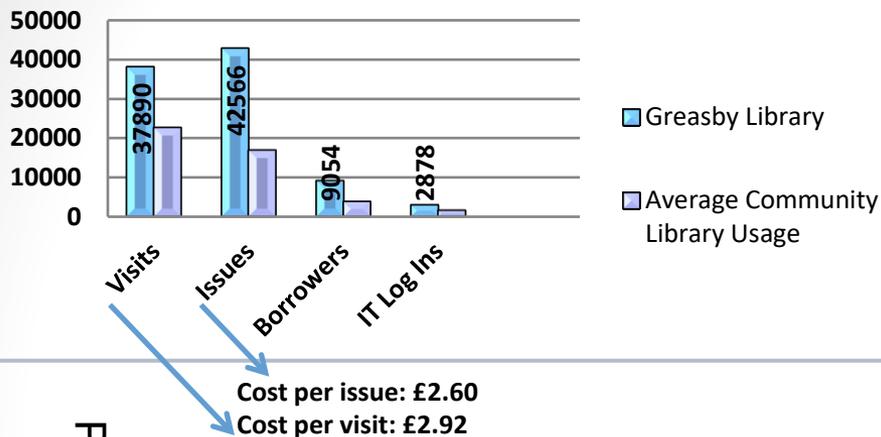


Wirral West

1 OSS
1 Central Library
6 Community Libraries

Greasby Library (Community)

Library Usage January 19 – December 19



Opening Hours

Opening hours 26 hours per week

Monday: 9am -1pm & 2-5pm
 Tuesday: 9am-1pm ("Library Express")
 Wednesday: Closed
 Thursday: 9am -1pm & 2-5pm
 Friday: 9am-1pm ("Library Express")
 Saturday: 9am - 1pm
 Sunday: Closed

Facilities

- **Public access computers:** 12
- **WiFi:** Yes
- **RFID:** 1 kiosk (62% transactions go via kiosks)
- **Photocopier and FAX facilities**
- **Talking books on cd**

Activities

Reading groups:

Adult reading group: Thursday weekly 2-3pm
 U3A Reading group: Thursday monthly 10.30-12noon

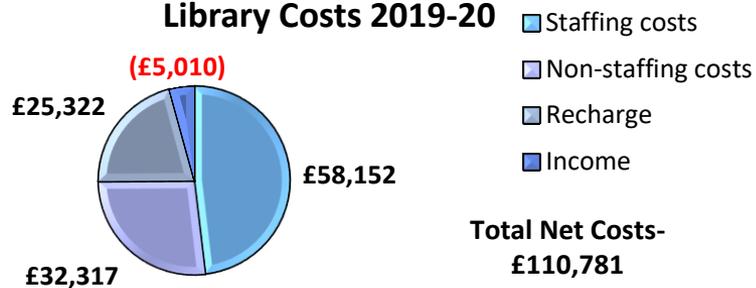
Baby Bounce: Thursday weekly (term time)

Knit n Knatter: Thursday 3 times a month 10.30-12.30pm

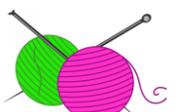
Friends of Greasby Library: meet regularly throughout the year

Page 121

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot

				
Employment and Skills	Reading	Leisure and Culture	Community, Info & Advice	Children's
	2	3		4
Monthly activities: 9 Average community library monthly activities: 12				

Summary

- A very popular and well-used community library with above average book borrowing and ICT usage, a wide range of activities and an active Friends Group.

User Demographics

- Older people for books, activities and IT.

Facilities and Access

- The library is situated in a large fully accessible building. There is parking adjacent to the library although it is shared with the health centre. It is in a small retail area.
- Within the same complex is a large health centre and Greasby Community Centre. The community centre was transferred in May 2012, and is an active community asset offering a range of activities for all age-groups.

Planning Implications

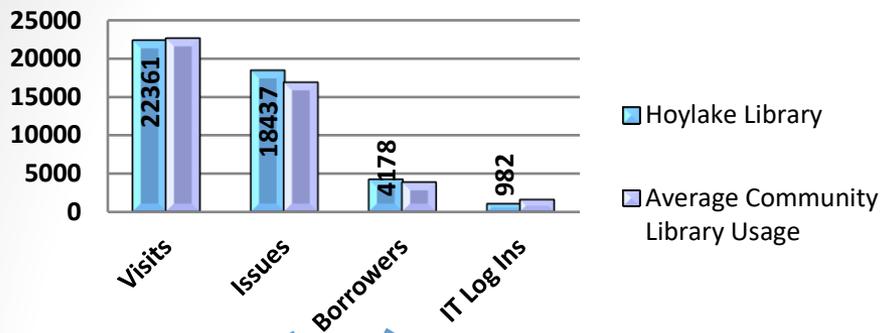
- Part of UDP Primarily Residential Area, also in location earmarked for future local centre in emerging Core Strategy. Potential for retail, office (subject to national town centre tests) and other community facilities. Important trees and open space to be retained.

Options

- Community transfer or relocation of the library may be possible as the nearby community centre has expressed an interest in supporting the delivery of a library service. Consideration would need to be given to the provision of public access IT facilities in the area if the library were to close.

Hoylake Library (Community)

Library Usage January 19 – December 19



Cost per issue: £5.13
Cost per visit: £4.23

Opening Hours

Opening hours 18 hours per week

Monday: 9am -1pm 2-5pm
 Tuesday: Closed
 Wednesday: Closed
 Thursday: 9am -1pm 2-5pm
 Friday: Closed
 Saturday: 9am - 1pm
 Sunday: Closed

Facilities

- **Public access computers:** 4
- **WiFi:** Yes
- **RFID:** Yes 1 kiosk
- **Photocopier and FAX facilities**

Activities

Get crafty: Thursday fortnightly 2-3.30pm
In stitches: Saturday fortnightly 10.30-12noon
Reading Group : shared group weekly Monday am

Page 123

Library Costs 2019-20



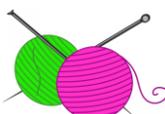
Monthly Library Activities (December 2019) Snapshot



Employment and Skills



Reading



Leisure and Culture



Community, Info & Advice



Children's

4

8

4

Average community library monthly activities: 12

Summary

- A relatively popular and well-used community library with above average book borrowing and ICT usage. Costs per customer are below average. A good range of activities are available from the library which has an active Friends Group.

User Demographics

- Junior borrowers.
- Senior borrowers

Facilities and Access

- The library is situated amid retail outlets on the high street in Hoylake. The ground floor is accessible and there is only a small reference section on the first floor.
- Other well used community buildings are Melrose Hall, The Old Town Hall, The Parade Community Centre and a significant number of churches offering community activities.
- West Kirby central library is less than 2 miles away and accessible by public transport.

Planning Implications

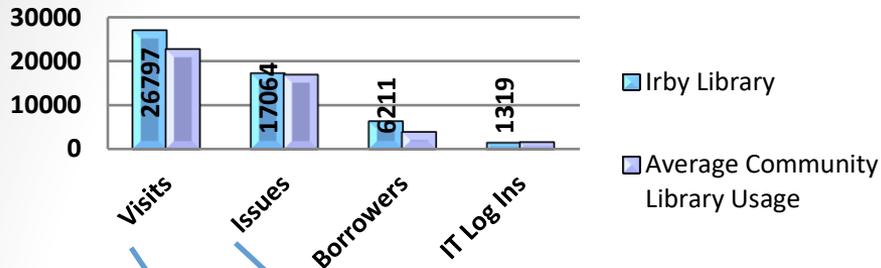
- Part of UDP Key Town Centre, potential for appropriate town centre uses – A1 retail, A2/B1 offices and businesses, community facilities etc.

Options

- Community Transfer or alternative accommodation within an existing community facility.

Irby Library (Community)

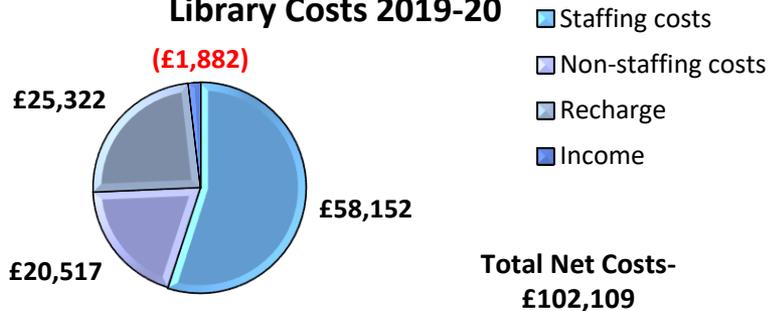
Library Usage January 19 – December 19



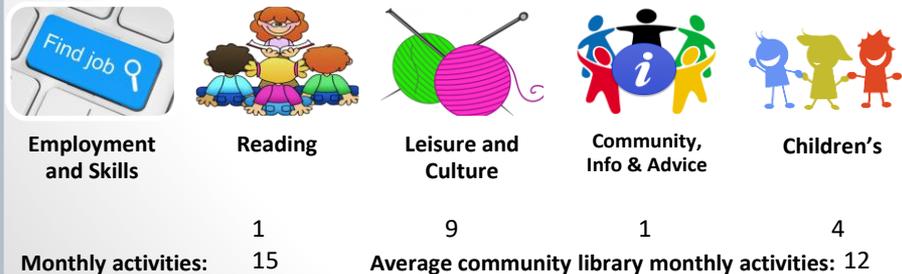
Cost per issue: £5.98
Cost per visit: £3.81

Page 125

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



Opening Hours

Opening hours 27 hours per week

Monday: 9am -1pm & 2-5pm
 Tuesday: 9.30-12.30pm & 2-5pm ("Library Express")
 Wednesday: Closed
 Thursday: 9am -1pm & 2-5pm
 Friday: 9.30-12.30pm & 2-5pm ("Library Express")
 Saturday: 9am - 1pm
 Sunday: Closed

Facilities

- Public access computers: 3
- WiFi: Yes
- RFID: Yes
- Photocopier and FAX facilities

Activities

WI

Friends of Irby Library: meet regularly throughout the year

Storytime: Tuesdays 2-3pm volunteer term time only

Art Group: fortnightly

Community Coffee morning: monthly

Crafty Group: fortnightly

Dementia Afternoon: monthly

Flower Club: fortnightly

Scrabble: fortnightly

Summary

- An under-used community library with below average book borrowing and ICT usage. Limited range of activities available. Low non-staffing costs. Active Friends group. 7.5 hours per week Volunteer hours

User Demographics

- Junior and senior borrowers

Facilities and Access

- A single storey accessible building close to the Irby high street.
- Deasby and Pensby community libraries are both less than 2 miles away, and Heswall Library can be easily reached by bus. There is a Village Hall and St Chad's Church Hall (both well used) and the Methodist Church runs two toddler group sessions per week and a weekly lunch club.

Planning Implications

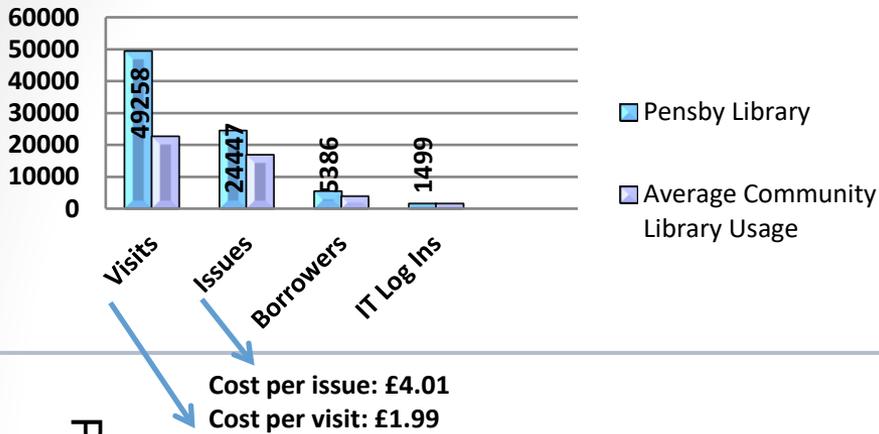
- Part of UDP Traditional Suburban Centre, potential for A1 retail, A2 offices, community facilities etc. Could also have potential for residential development up to 6 houses if justified. Important trees to be retained.

Options

- Community Transfer or relocation to a community centre is a possibility.

Pensby Library (Community)

Library Usage January 19 – December 19



Opening Hours

Opening hours 34 hours per week

Monday: 9am - 5pm ("Library Express")
 Tuesday: 9am - 1pm & 2pm - 5pm
 Wednesday: Closed
 Thursday: 9am - 5pm ("Library Express")
 Friday: 9am - 1pm & 2pm - 5pm
 Saturday: 9am - 1pm
 Sunday: Closed

Facilities

- Public access computers: 4
- WiFi: Yes
- RFID: 1 kiosk (62% transactions go through kiosk)
- Photocopier and FAX facilities
- Talking books on cd

Activities

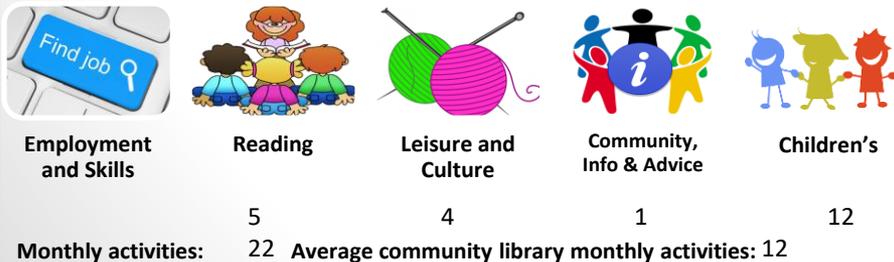
Baby Bounce: Tuesday weekly 10.30-11am
Storytime: Tuesday weekly 2.15pm and weekly volunteer session
Knit n Knatter: Tuesday weekly 2-5pm
Reading group: 3rd Friday of the month 2-3pm and shared reading group weekly
Councillor surgery: Saturday weekly 10-11am
Friends of Pensby Library: meet regularly throughout the year
Volunteers of Pensby Library: meet regularly throughout the year

Page 127

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



Summary

- A popular and well-used community library with book borrowing above average but below average ICT usage. Below average costs per customer. Limited range of activities available. 17 hours per week volunteer hours

User Demographics

- Senior borrowers

Facilities and Access

- The library is in an accessible single storey building with parking. Heswall Library can be easily reached by bus. A weekly internet café and family activities are hosted in a nearby church. Kylemore and Pensby community centres are located within the Ward, as well as the Hope Centre, and Pensby and Thingwall Children's Centre is also nearby.

Planning Implications

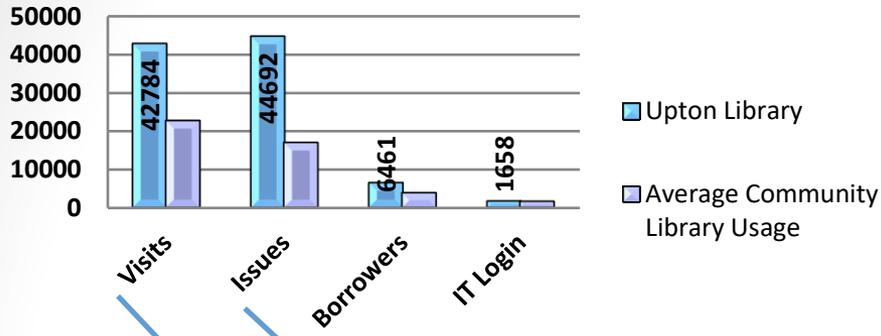
- Part of UDP Primarily Residential Area at end of small shopping parade. Potential re-use for small scale non-residential institutions e.g. day nursery, medical services, and other community facilities, compatible with residential area. Potential for A1 retail or A2 offices subject to national town centre tests. Also potential for up to 2 new dwellings if redeveloped.

Options

- The library could be offered out to community transfer. Alternatively a community hub could be developed by co-locating the library and the Children's Centre.

Upton Library (Community)

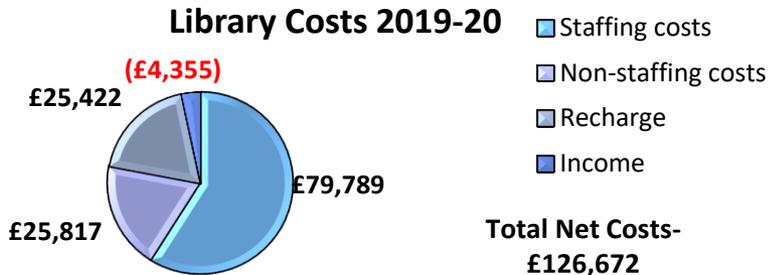
Library Usage January 19 – December 19



Cost per issue: £2.83
Cost per visit: £2.96

Page 129

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



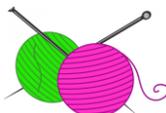
Employment and Skills

4



Reading

1



Leisure and Culture



Community, Info & Advice

1



Children's

4

Monthly activities: 10 Average community library monthly activities: 12

Opening Hours

Opening hours 18 hours per week

Monday: Closed
Tuesday: 9am-1pm 2-5pm
Wednesday: Closed
Thursday: Closed
Friday: 9am -1pm 2-5pm
Saturday: 9am - 1pm
Sunday: Closed

Facilities

- Public access computers: 4
- WiFi: Yes
- RFID: Yes 1 kiosk)
- Photocopier and FAX facilities

Activities

Baby bounce: Friday weekly 10.30-11.15am
Reading group: Tuesday monthly 2-3.30pm
Family History Helpdesk: Appointment only
Reachout : weekly 10am Tuesday

Summary

- A well-used community library with visitor numbers; book borrowing and ICT usage all above average. Compared to other community libraries, costs per customer remain below average. Very limited range of available activities.

User Demographics

- Senior borrowers

Facilities and Access

- Ground floor, disabled access with limited parking and good transport links. This Carnegie library is situated between Woodchurch Library and Overton Children's Centre.

Planning Implications

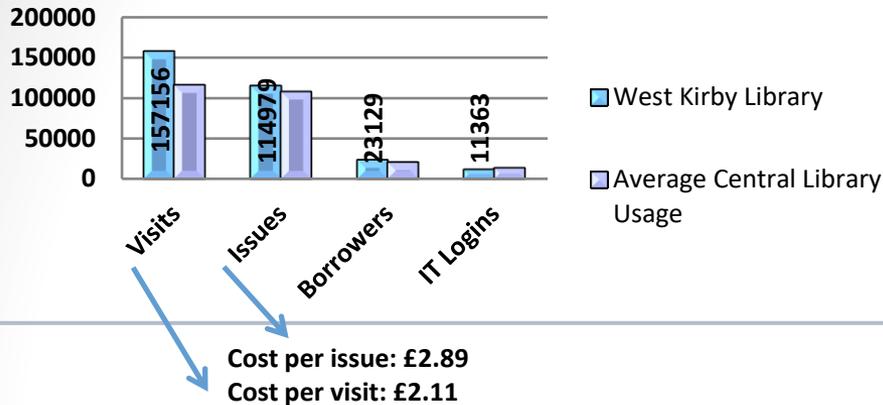
- Part of UDP Primarily Residential Area. Site could be affected by major hazard – intermediate pressure gas pipe line. War memorial on site. Land mark building - potential re-use for compatible small scale non-residential institutions e.g. day nursery, medical services, and other community facilities. Suitability for conversion could be checked (potential for up to 5 flats). Potential for up to 3 dwellings if redeveloped and constraints can be addressed.

Options

- Community delivery or community asset transfer.

West Kirby Library (Central)

Library Usage January 2019 – December 19



Opening Hours

Opening hours 51 hours per week

Monday: 9am - 7.30pm
 Tuesday: 9am - 5pm
 Wednesday: 10am - 5pm
 Thursday: 9am - 7.30pm
 Friday: 9am - 5pm
 Saturday: 9am - 1pm & 2pm - 5pm
 Sunday: CLOSED

Facilities

- **Public access computers:** 12
- **WiFi:** Yes
- **RFID:** 2 kiosks (54% transactions go via kiosks)
- **Sound and Vision library**
- **Photocopier and FAX facilities**

Activities

Reading/Poetry/Play/Literature groups:

Monday weekly 10.30-12noon and 1.45-3.45
 Tuesday monthly 2.30-4pm
 Thursday monthly 10-12 noon (U3A)
 Thursday monthly 10-12noon
 Thursday monthly 6-7pm
 Friday weekly 10am-11.30am

Scrabble: monthly Fri 2pm and tri-monthly Tuesday 2pm

Knit n knatter: Friday weekly 10.30-12noon

Adult colouring: Wednesday weekly 10-11.30am

Creative writing: Wednesday weekly 1.45-3.45, Thursday monthly 10-12noon

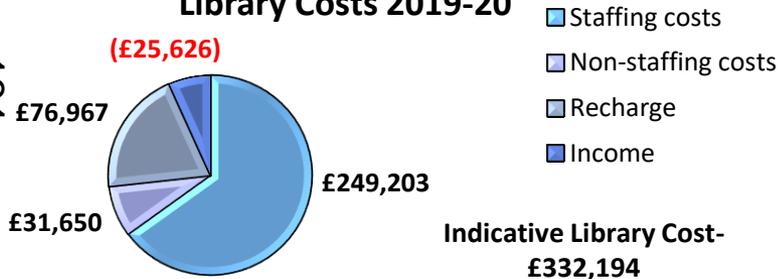
Needlework: weekly Thu 2-4pm

Craft and Chat : weekly Monday 1-3pm

cont. over..

Page 131

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot

Activity	Count	Average central library monthly activities
Employment and Skills	4	79
Reading	19	79
Leisure and Culture	38	65
Community, Info & Advice	1	65
Children's	17	65

Activities

Art group: weekly Monday 2-4pm

Friends History Group: Tuesday weekly 10-12noon

Reachout: Tuesday weekly 9-10am

Family History Helpdesk: Monday monthly 10-1pm

Incredible edible: Thursday monthly 2pm

Discussion Group : “What the papers say” Thur am

Baby Bounce: Tuesday weekly 10am

Storytime: Monday weekly 2.30pm

Creative Writing (children): Tuesday and Thursday weekly 4-5.30pm

Dementia Friendly activity : 4th Monday pm

Friends of West Kirby and Hoylake Library: meet regularly throughout the year

Lego Club : Saturday pm fortnightly

Macmillan support : regularly

Summary

- One of the busiest sites and numerous activities/events, the library has a co-located one stop shop. There are a high proportion of active adult members with an average number of books being issued but low ICT usage. Compared to other central libraries, costs per customer remain below average. There is an active Friends group.

User Demographics

- Junior borrowers and audio visual borrowers

Facilities and Access

- The library is co-located with the leisure centre and a medical centre, and has recently undergone substantial refurbishment. It is fully accessible with a customer lift and parking. It has excellent transport links. There are a number of community assets and an active volunteer network providing a range of activities for all ages in the area.

Planning Implications

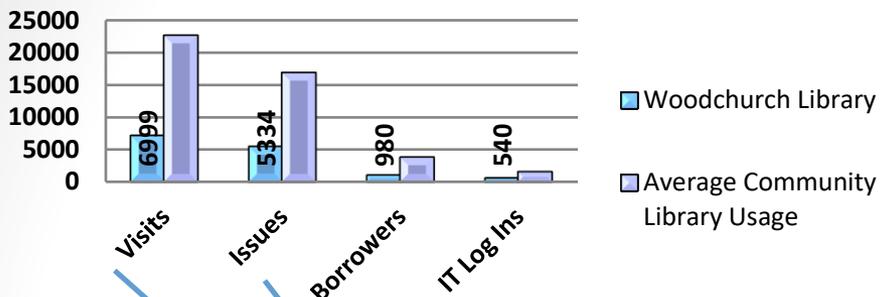
- Part of UDP Primarily Commercial Area, within existing complex. Potential for A1 retail (that would not undermine existing centres), A2 financial/professional services, B1 businesses including offices, hot food and drinking establishments, non-residential institutions e.g. day nursery, medical services, education, church and other community facilities.

Options

- This building could provide a customer hub for access to council and partner services and wider health and wellbeing issues. The library service could be developed to reduce dependence on library staff through the use of ICT and volunteers. The complex is due to be considered under an asset management area review.

Woodchurch Library (Community)

Library Usage January 19 – December 19



Cost per issue: £19.24
Cost per visit: £14.67

Opening Hours

Opening hours 18 hours per week

Monday:	Closed
Tuesday:	Closed
Wednesday:	9am - 1pm & 2-5pm
Thursday:	Closed
Friday:	9am - 1pm & 2-5pm
Saturday:	9am - 1pm
Sunday:	Closed

Facilities

- Public access computers: 2
- WiFi: Yes
- RFID: No
- Photocopier and FAX facilities

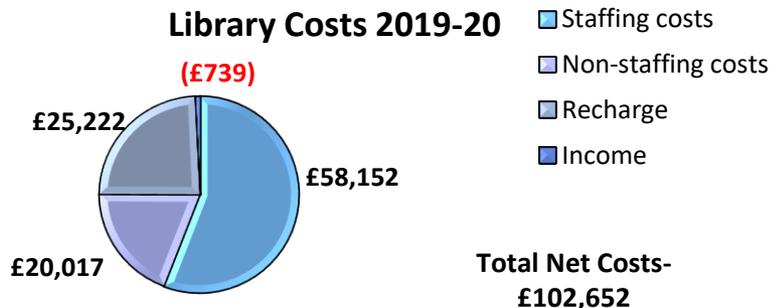
Activities

Class Visits from school

Stories and Rhymes : weekly Friday (term time)

Page 133

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



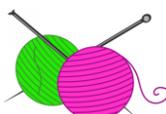
Employment and Skills

0



Reading

4



Leisure and Culture



Community, Info & Advice



Children's

4

Monthly activities:

Average community library monthly activities: 12

Summary

- An under-utilised community library with book borrowing and ICT usage both significantly below average. Compared to other community libraries, costs per customer remain significantly above average. Activities largely centre around classroom visits for story time, some of which continue to be available without direct library support.

User Demographics

- Children's groups and class visits.

Facilities and Access

- This fully accessible single-storey library is co-located with Ganney's Meadow Children's Centre in the complex of Fender Primary School. The area it serves has high levels of worklessness and child poverty. The Woodchurch Leisure Centre and a community centre are nearby. Magenta Housing also provides a 'Hub' community asset, with ICT provision on the estate. There is good parking and good transport links.

Planning Implications

- Part of UDP Primarily Residential Area. Appears to be part of school complex. Potential for re-use of building for health services and other community uses compatible with existing school and neighbouring residential area.

Options

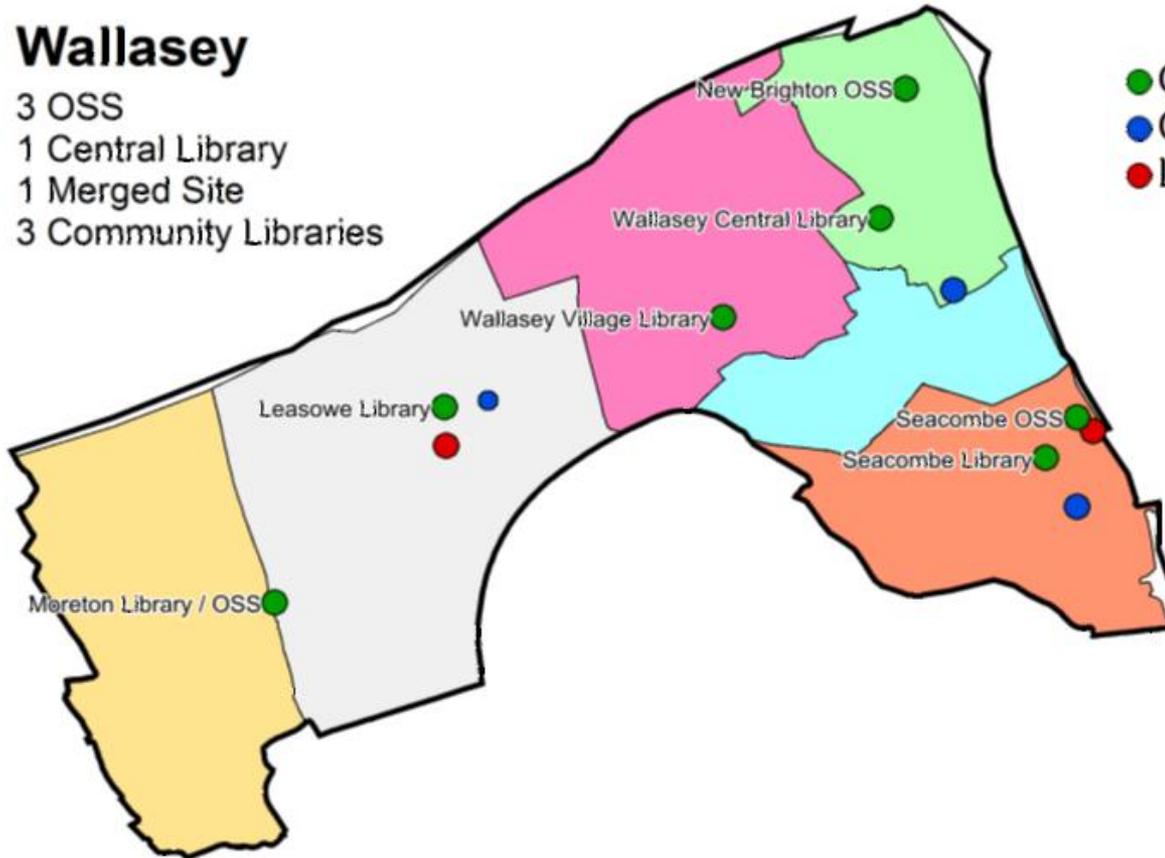
- Consider relocating the library into one of the community facilities; either Fender School which has done a lot of community work, or the Magenta community building.

Wallasey Constituency

Wallasey

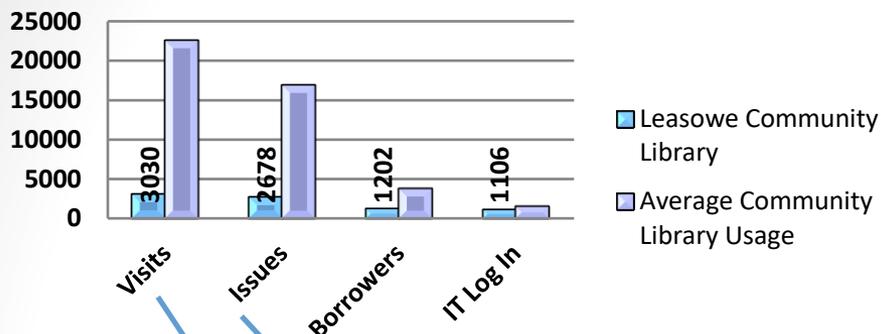
- 3 OSS
- 1 Central Library
- 1 Merged Site
- 3 Community Libraries

- One Stop Shop
- Children's Centre
- Leisure Centre



Leasowe Library (Community)

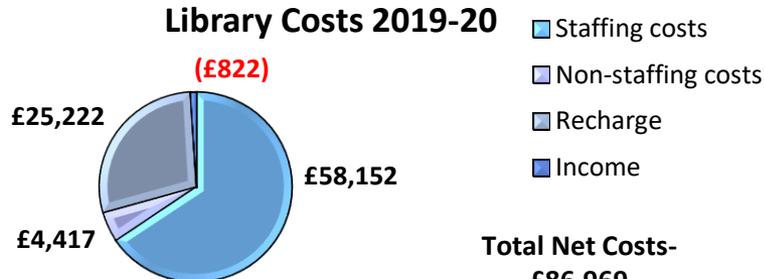
Library Usage January 19 – December 19



Cost per issue: £32.47
Cost per visit: £28.70

Page 136

Library Costs 2019-20



Opening Hours

Opening hours 43 hours per week

Monday: 9am – 1pm & 2-5pm
 Tuesday: 9am - 5pm ("Library Express")
 Wednesday: 9am - 5pm ("Library Express")
 Thursday: 9am – 1pm & 2-5pm
 Friday: 9am - 5pm ("Library Express")
 Saturday: 9am - 3pm ("Library Express")
 Sunday: Closed

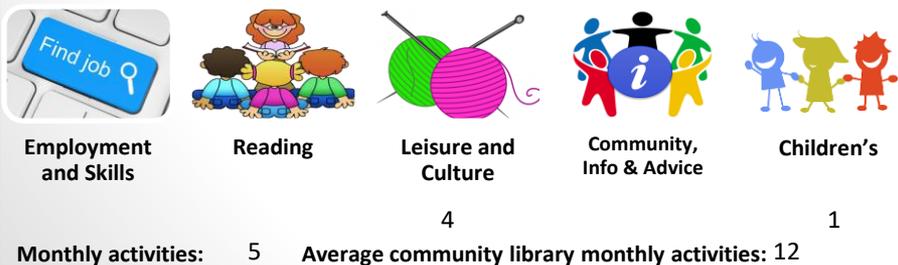
Facilities

- **Public access computers:** 4
- **WiFi:** Yes
- **RFID:** No
- **Photocopier**

Activities

Craft : weekly
Storytime : monthly

Monthly Library Activities (December 2019) Snapshot



Summary

- An under-utilised library with a clear preference for ICT usage over book borrowing. Average costs per customer remain comparatively high, despite negligible non-staffing costs. A limited range of available activities because those relating to employment and skills are offered next door to the library. 32 hours per week volunteer hours

User Demographics

- Young children for craft activities.

Facilities and Access

- The Library is located within Leasowe Millennium Centre, which is managed by Leasowe Community Trust, and is shortly to become the 'Hub' for Wirral West. The facility is fully accessible, and the library has been opened up to enable the Connexions Service to share the space.

Planning Implications

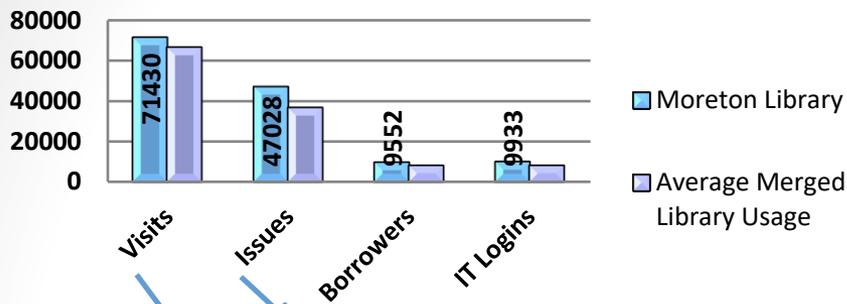
- Part of UDP Primarily Residential Area. Potential re-use for small scale non-residential institutions e.g. day nursery, medical services, and other community facilities, subject to compatibility with residential area. Part of wider complex which could have potential for up to 32 dwellings if redeveloped. Flood risk and national sequential test to be addressed.

Options

- The library service is already being enhanced by Leasowe Community Trust, and there is a possibility that this could be extended although the Trust is currently seeking significant support to do so.

Moreton Library (Merged)

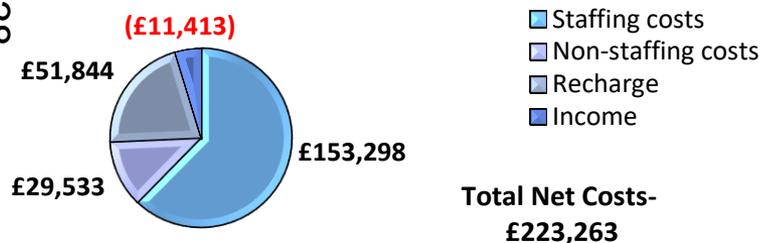
Library Usage January 19 – December 19



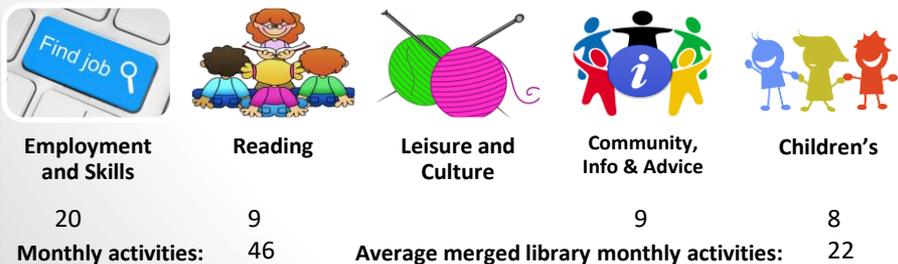
Cost per issue: £4.75
Cost per visit: £3.13

Page 138

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



Opening Hours

Opening hours 46 hours per week

Monday: 9am – 5pm
 Tuesday: 9am - 5pm
 Wednesday: 10am - 5pm
 Thursday: 9am – 5pm
 Friday: 9am - 5pm
 Saturday: 9am - 1pm & 2-5pm
 Sunday: Closed

Facilities

- **Public access computers:** 14
- **WiFi:** Yes
- **RFID:** 2 kiosks (62% transactions go via kiosks)
- **Photocopier and FAX facilities**
- **Talking books on cd**

Activities

Reachout: Monday weekly 10am
Art Class: Age UK Monday weekly 10.30am
Reading groups:
 Moreton Day care centre group Tuesday 1pm
 Get into Reading weekly Wednesday 10am
 Monthly reading group Thursday 11am
 Get into reading group weekly Friday 10.30am
Storytime : Monday 9.30 weekly
Baby Bounce: Monday 10am weekly
MP surgery: Saturday monthly 10.30am
Wirral Lifelong & Family Learning services: various courses
Moreton Day Centre: Friday weekly computer courses
Ask Us Wirral: x 2 weekly

Summary

- This is a comparatively well-used merged library; there is above average demand for both book borrowing and ICT usage. Compared to other merged sites, costs per customer remain significantly below average throughout the day. Good range of available activities focussing on employment and skills.

User Demographics

- People looking for advice and support (Job Club, CAB, Health, OSS etc.)

Facilities and Access

- The library has good parking and is well-served by transport links, with a co-located one stop shop service in a ward with a limited range of other community facilities available. Moreton Community Centre is nearby and offers a wide range of activities.

Planning Implications

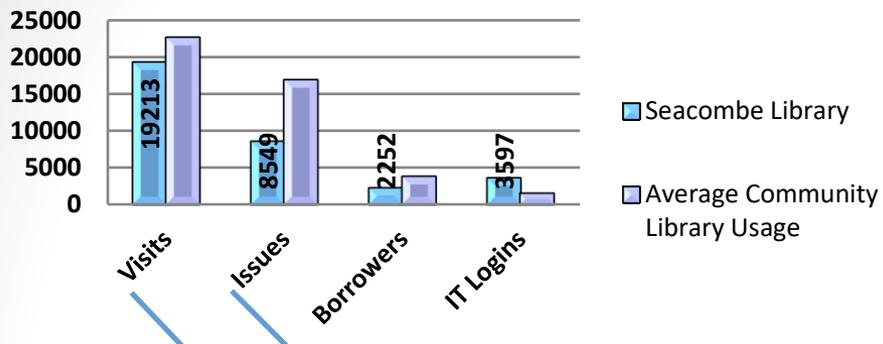
- Part of UDP Primarily Commercial Area, potential for A1 retail (that would not undermine existing centres), A2 financial/professional services, and B1 businesses including offices; hot food & drinking establishments, non-residential institutions e.g. day nursery, medical services, education, church and other community facilities.

Options

- Could be considered in community transfer offer. If this were not to succeed consideration would need to be given to the continued provision of IT and reading and learning facilities, especially given the profile of the neighbourhood it serves. Presently in a good state of repair but would need confirming if any planned maintenance due by Asset Management.

Seacombe Library (Community)

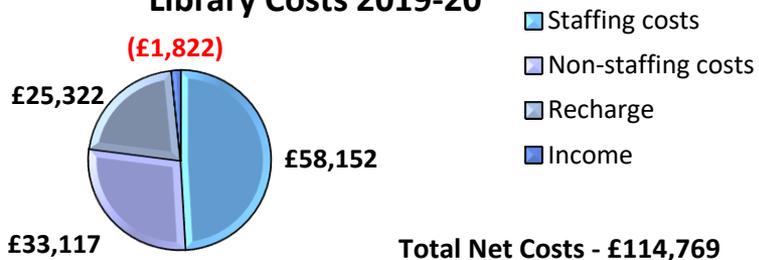
Library Usage January 19 – December 19



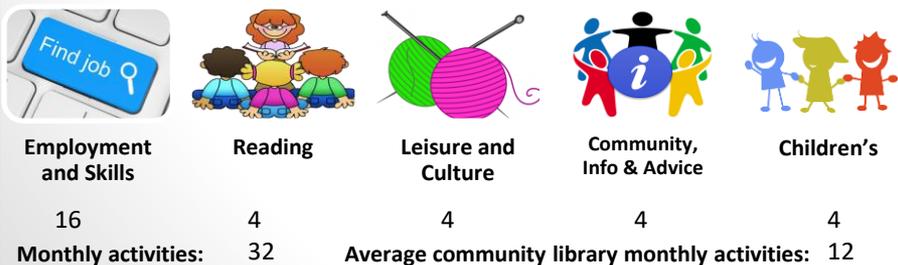
Cost per issue: £13.42
Cost per visit: £5.97

Page 140

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



Opening Hours

Opening hours 18 hours per week

Monday: Closed
 Tuesday: 9am – 1pm & 2-5pm
 Wednesday: 9am – 1pm & 2-5pm
 Thursday: Closed
 Friday: Closed
 Saturday: 9am - 1pm
 Sunday: Closed

Facilities

- Public access computers: 12
- WiFi: Yes
- RFID: Yes
- Photocopier

Activities

Reachout: Tuesday 9.30am weekly
Connexions: Tuesday and Wednesday all day
Knit n Knatter: Tuesday 2.30pm weekly
Book and Breakfast (GIR): Wednesday 10am weekly
Bounce & Rhyme : Tuesday 10am weekly
Friends of Seacombe Library: host a selection of daytime activities
 Additional activities held outside staffed opening hours including Age UK and Wirral Lifelong Learning
Energy Projects Plus : Weekly

Summary

- Within the immediate locality this is a popular and well-utilised community library with above average visits and particularly high demand for ICT. Compared to other community libraries, costs per customer are significantly below average. Good range of activities available and there is a Friends group.

User Demographics

- Junior borrowers and job seekers and others using IT facilities.

Facilities and Access

- The library is a single storey accessible building with good parking and good transport links. Wallasey Town Hall, including Seacombe One Stop Shop, and Guinea Gap Leisure Centre and Seacombe Community Centre are nearby. Seacombe Children's Centre is a little distance further.

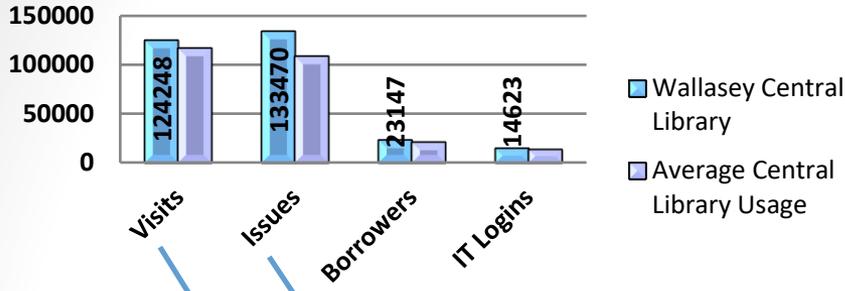
Planning Implications

- Part of UDP Primarily Commercial Area, potential for A1 retail (that would not undermine existing centres), A2 financial/professional services, B1 businesses including offices, non-residential institutions e.g. day nursery, medical services, education, church and other community facilities. Could also have potential for residential development up to 8 houses if justified.

Options

- This library could be co-located with the Children's Centre or the community centre. It is important that consideration is given to the provision of a library service and digital facilities in this deprived area.

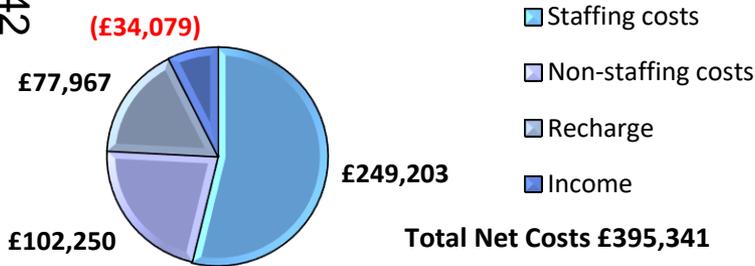
Library Usage January 19 – December 19



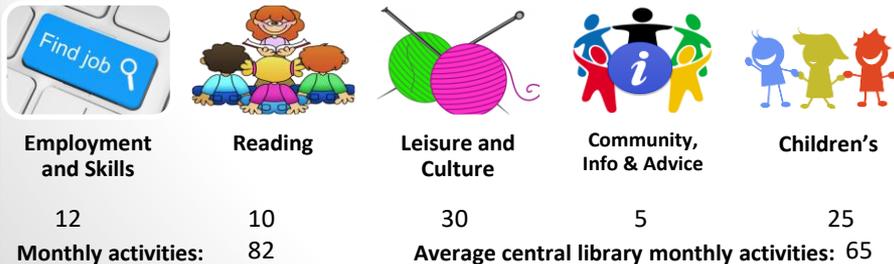
Cost per issue: £2.96
 Cost per visit: £3.18

Page 142

Library Costs 2019-20



Monthly Library Activities (December 2019) Snapshot



Opening Hours

Opening hours 48 hours per week

Monday: 9am - 8pm
 Tuesday: 9am - 8pm
 Wednesday: CLOSED
 Thursday: 9am - 8pm
 Friday: 9am - 5pm
 Saturday: 9am - 1pm & 2pm - 5pm
 Sunday: CLOSED

Facilities

- Public access computers: 19
- WiFi: Yes
- RFID: 2 kiosks (37% transactions go via kiosks)
- Reference library
- Sound and Vision library
- Photocopier and FAX facilities

Activities

Adult Reading Groups (Shared)

-Get Into Reading 1.30pm weekly

Reading Groups:

- First Monday of every month 6pm - 7pm
- First Tuesday of every month 6pm - 7pm
- First Thursday of every month 2-3pm
- Last Thursday of every month 6.45
- **Family History Help Desk:** 2nd and 4th Friday of every month

Friends of Wallasey Central Library: meet regularly throughout the year

Wirral Lifelong & Family Learning Services: various courses

Reachout: Thursday weekly 10-12noon

Baby Bounce and Rhyme: every Thursday 2.30-3pm cont. over..

Activities

Storytime: every Thursday 10am -10.30am

Wallabies (craft and play): every Monday 11.00am - 12.00pm

After school storytime: every Friday 3.45-4.15pm

Spanish for children: every Thursday 4.15

Code club: 8 sessions per month (Thursday 6.30 / Saturday 11am)

Board games club : monthly

Macmillan : daily by appointment

Other regular groups at Wallasey Central Library:

• Mondays

Crafty chatty weekly 1-3pm

Art Group weekly 10-12noon

Art Group weekly 1.30-3.30pm

French weekly 6.45-7.45

Friends of Rake Lane 1st Monday of the month

• Tuesdays

Bridge weekly 10-12noon

Remploy weekly 1-2.30pm

Film club fortnightly 7.30-9.30pm

• Thursdays

U3A art class fortnightly 10-12noon

U3A art group monthly 2-4pm

Wallasey Historical Society 7.30-9.30pm twice monthly

• Fridays

Wallasey Leisure painters weekly 10-12pm

• Saturdays

Wallasey Arts monthly 9.30-12.30

Summary

- Across the immediate locality this is the most popular and best-utilised central library. There is a significantly high proportion of active adult library members and consistently above average book borrowing/ICT usage across available opening hours. Wallasey records lowest average costs per customer for any central library. Wide range of activities available, focussing on leisure and culture and including a film club, and an active Friends group.

User Demographics

- Most sections of the local population. A lot of local elderly residents attending for cultural activities and groups. Busy Bounce and Rhyme group in the Children's Library. Popular audio visual library.

Facilities and Access

- This Carnegie Library building has a separate children's library with historical significance. It is fully accessible with a customer lift to the upstairs rooms. Free Parking opposite the library. New Brighton One Stop Shop and community centres are located at a distance from the library in a more accessible and less affluent area.

Planning Implications

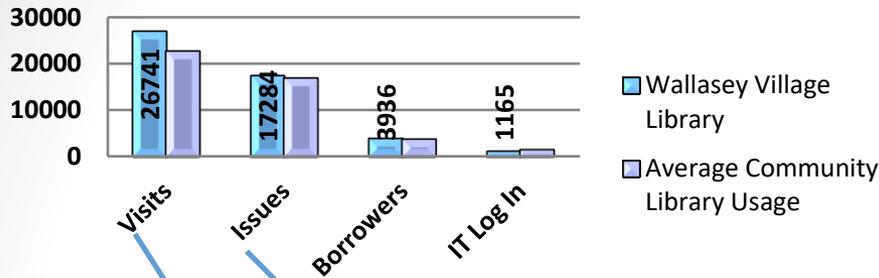
- Part of UDP Primarily Residential Area. Land mark building - Potential use for non-residential institutions e.g. day nursery, medical services, education, church and other community facilities etc; subject to compatibility with residential area. Suitability for conversion could be checked (potential for up to 24 flats). Potential for up to 8 new houses if redeveloped. Archaeological issues may need to be addressed.

Options

- The building is not ideally located to become a hub, and is too large and important to be offered for community asset transfer. Therefore income generation should be considered, and the library would make a good venue for weddings and meetings and there is space for a café facility.
- Consideration could be made to relocate the children's section into the main library to remove lone worker issues and also a review of reference section to remove items of interest/value would leave the ability to run unstaffed with customer queries redirected to lending counter.

Wallasey Village Library (Community)

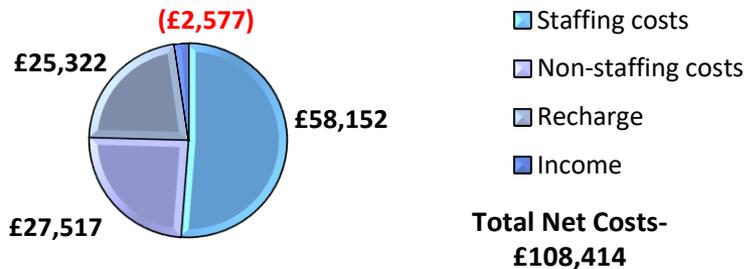
Library Usage January 19 – December 19



Cost per issue: £6.27
Cost per visit: £4.05

Page 144

Library Costs 2019-20



Opening Hours

Opening hours 18 hours per week

Monday: Closed
 Tuesday: 9am – 1pm & 2-5pm
 Wednesday: Closed
 Thursday: Closed
 Friday: 9am – 1pm & 2-5pm
 Saturday: 9am - 1pm
 Sunday: Closed

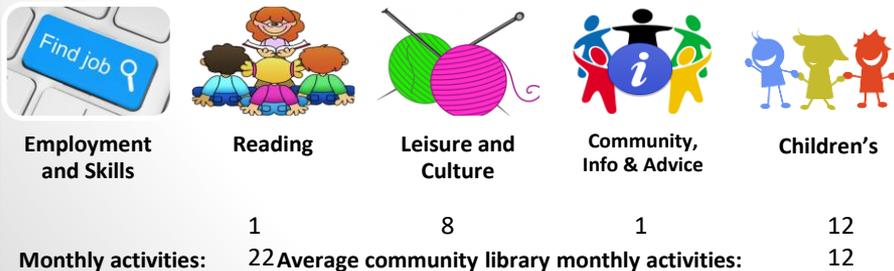
Facilities

- Public access computers: 3
- WiFi: Yes
- RFID: Yes
- Photocopier and FAX facilities

Activities

Baby bounce: Friday weekly 10-11am
Storytime: Monday weekly 2.30pm
Book Club : Friday monthly 11-12noon
Friends of Wallasey Village Library: meet regularly throughout the year and hold activities on days the library is not staffed. Also organise health walks from the library
Volunteer led groups: yoga, mini yoga, tai chi, gardening club, cross stich, parents together, coffee mornings

Monthly Library Activities (December 2019) Snapshot



Summary

- Within the immediate locality this is an under-utilised community library with book borrowing and ICT usage both significantly below average. Compared to other community libraries, average costs per customer remain relatively low. Limited range of activities available but it has a newly re-formed Friends group.

User Demographics

- Mainly elderly residents. Children for Bouncing Babies and storytelling.

Facilities and Access

- This fully accessible library has good transport links. There are a range of community venues nearby including a community café with free Wi-Fi and churches with community outreach. Wallasey central library is less than 2 miles away but is not easily reached by public transport.

Planning Implications

- Part of UDP Primarily Residential Area. Land mark building. Potential use for non-residential institutions e.g. day nursery, medical services, education, church and other community facilities etc.; subject to compatibility with residential area. Suitability for residential conversion could be checked (potential for up to 6 flats). Potential for up to 6 new houses if redeveloped. Important trees to be retained.

Options

- Consider community asset transfer.

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LIBRARY SERVICE STRATEGY 2020-2025 (DRAFT)

Contents

	Foreword	3
1	Introduction	5
2	What we know	6
2.1	Data	6
2.2	Context	8
3	The Strategy	9
3.1	Our vision		
3.2	Our values		
3.3	Our design principles		
3.4	Our strategic priorities		
4	Strategic priorities	10
4.1	Strategic priority one: Reading	11
4.2	Strategic priority two: Information and Digital	13
4.3	Strategic priority three: Culture and Creativity	15
4.4	Strategic priority four: Health and Wellbeing	18
5	What next and how will we know if we are getting it right?	20
6	References	21

Foreword

Public libraries are trusted, free to enter and open to all, they are safe spaces and are gateways to information, knowledge, and opportunities. Public libraries play a crucial role in ensuring the social, cultural, and economic wellbeing of individuals and communities. They help jobseekers find opportunities, offer courses and digital skills training, provide essential support to people applying for welfare benefits, and provide spaces in which people can be creative. They can act as venues for concerts, exhibitions, or performances, and enable groups with shared interests to meet. Public libraries can provide information about health and health services, and reading well programmes, as well as being neutral spaces for third sector organisations to provide information and advice. Our new Wirral Council Plan 2025 sets out what we will do to make Wirral a place that residents are proud of. We aim to deliver better outcomes for local people. We want to work together with partners across the public sector to target our resources to promote and protect wellbeing for all; working with communities to co-design services that will make a real impact, listening and involving the community in decisions that affect their lives and neighbourhoods.

Wirral Libraries are central to this, and we have plans to modernise our libraries to ensure that they meet today's needs, targeting our resources to promote and protect wellbeing for all. We want to ensure that we deliver best value through pooling resources across the public and voluntary sector wherever possible. We will create community hubs where the library plays a key role, working with our public service partners, communities, and other partner organisations. We want to explore co-locations, volunteer run, and volunteer supported libraries; a mixed approach working with local communities addressing local needs. Through the delivery of community hubs, with libraries as an integral part, services for our communities will be enhanced and resident's lives enriched.

The Covid pandemic has regrettably opened up some of the inequalities that the library service strategy seeks to address. The ability to access and navigate online tools and services has meant that many residents and businesses have been able to continue to work, shop, do business and socialise online. Those without the skills or tools to get online have been disadvantaged. Likewise, it is anticipated that educational attainment gaps will also have widened between those children who can access resources and support at home and those who cannot. In many cases the crisis has strengthened communities and informal support networks, however there have been those who have felt very isolated, and anxiety and a lack of social interactions are likely to have led to an increase in mental health issues among adults and children. Many employees, especially those in hospitality and asset-based trades, will have been made redundant and will be looking for support to develop new skills for work, whilst others may be prompted to start their own businesses and need support in doing so.

The library strategy addresses these issues and outlines how it will offer relevant services and support through engagement and partnership arrangements.

We are proud of our library service and our new strategy reflects our ambition and commitment to delivering a modern and sustainable service.

DRAFT

1. Introduction

1.1 In response to the Libraries Connected review of the Universal Offers in 2019, we have refreshed our library strategy and taken the opportunity to align it to the Wirral Council Plan 2025. This new strategy will ensure that the service continues to provide relevant services that meet the needs of local people and support the council to deliver its priorities.

1.2 In 2017 we carried out significant research and developed a detailed needs analysis and strategic analysis. It provided us with local evidence and insight to help shape our previous strategy. We also recognised that many of our libraries were vibrant community facilities but others were underutilised and in need of investment and revitalisation. Wirral's libraries, like many others across the UK, have seen a decline in the traditional usage of book issues and visits, whilst e-lending has increased.

1.3 Increasing access to the services, facilities and opportunities on offer at our libraries is a key part of improving outcomes, particularly amongst some of our most vulnerable communities and groups. As previously noted, variety in resident usage of libraries across Wirral persists. To deliver the outcomes we want to achieve, we need to do things differently; adapting what we do to meet the needs of different communities in Wirral and modernising the way in which we work to reflect the impact of COVID-19 and the changing world in which we live in.

1.4 Over recent years we have developed our partnership and community networks. We want to build upon those relationships to encourage increased participation in the delivery of the service. This will support the development of an increasingly strategic and responsive library service, with local communities having more of a voice and a greater role in developing the library offer, whilst working closely with our public sector partners (including youth, health and culture). This means listening more carefully, and using data and intelligence in more sophisticated ways to deliver improved outcomes and opportunities for residents.

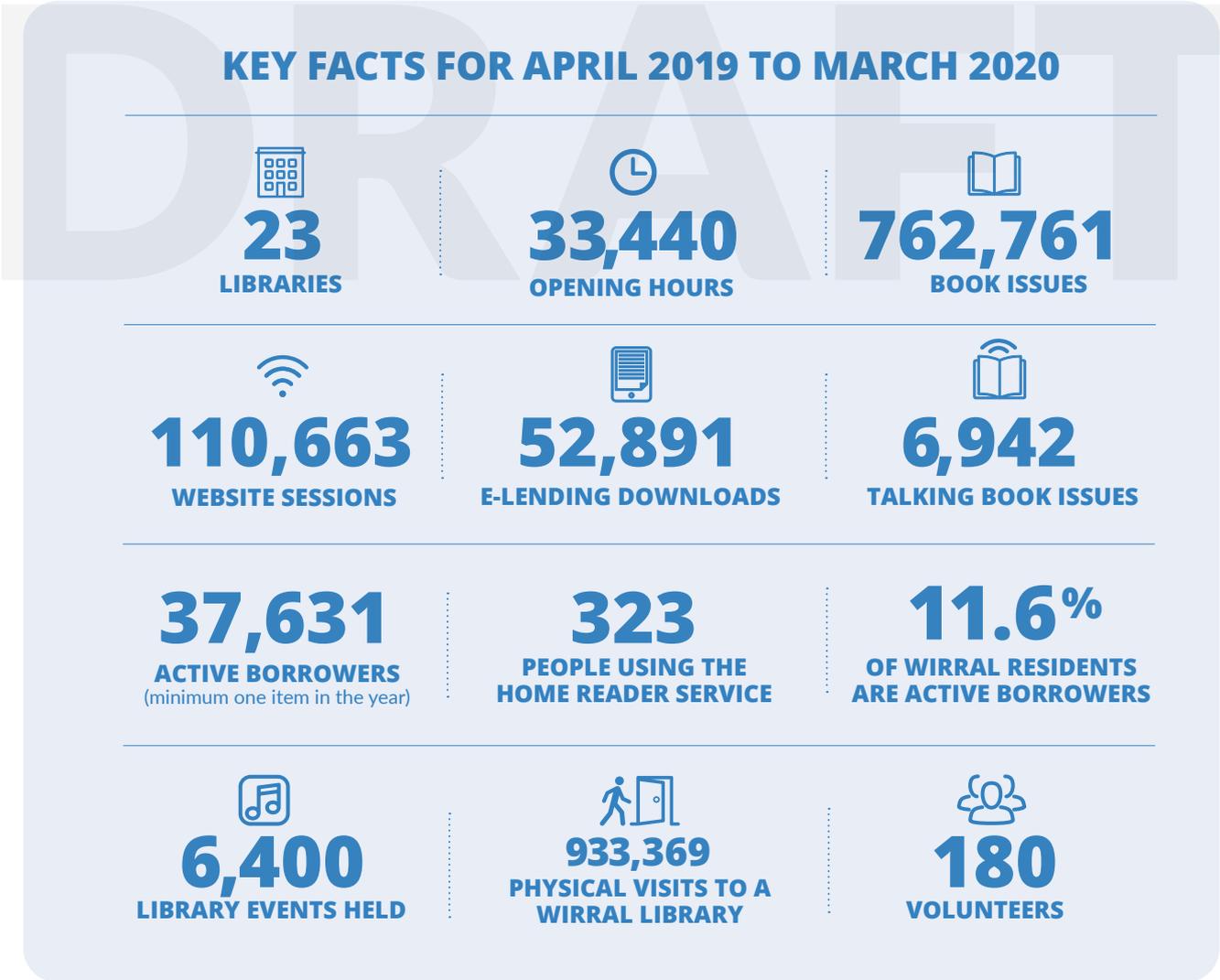
1.5 This strategy sets out our priorities and objectives for the service, outlining the key elements for residents and partners.

2. What we know

2.1 Data

Wirral Libraries is a statutory service of 23 libraries and a home reader service.

Benchmarking data provided by the Chartered Institute of Public Finance and Accountancy (CIPFA) shows that Wirral’s library service has an above average cost per head of population and has more service points per head of population than the national average, whilst Wirral’s opening hours at the busiest library are below the national average. Visits per annum at the busiest service point are also below the average visits per annum figure at the busiest service points nationally. Wirral’s library service has an above-average number of active library borrowers.



The Covid pandemic crisis and the associated closure of libraries has led to a significant increase in the take-up of our online offer, including e-lending and our online activities such as storytimes and bounce and rhyme sessions.

THE COVID RESPONSE

E-LEARNING SERVICES

18.03.20 – 30.09.20



28,037

E-BOOK ISSUED



14,499

E-AUDIO BOOKS ISSUED



42,536

E-LENDING ITEMS ISSUED

2,056

NEW ONLINE
LIBRARY
MEMBERS

+71%

E-LENDING
ISSUES

+117%

ACTIVE USERS
BORROWBOX
(E-Lending service)

+50%

ACTIVE USERS
OVERDRIVE
(E-Lending service)

% increases are compared to the same period in 2019

SUMMER ACTIVITIES FOR CHILDREN

20.07.20 – 31.08.20



23,000

FACEBOOK REACH
OF ONLINE ACTIVITIES



6,000

FACEBOOK VIEWS
OF ONLINE ACTIVITIES



40

ONLINE ACTIVITIES
SESSIONS FOR CHILDREN

Children's Online Summer Reading Challenge 2020

Wirral Libraries compared to other NW authorities

5TH

FOR ACTIVE USERS

5TH

FOR PARTICIPATION

2ND

FOR COMPLETERS

2.2 Context

Local Authorities have a statutory duty to deliver a public library service. The main obligation is to provide a 'comprehensive and efficient' service available to everyone, to promote this service, and to lend books and other written materials free of charge.

The national development agency for libraries is Arts Council England (ACE) and Libraries Connected provides strategic support to the library sector. In 2013 Libraries Connected launched The Universal Offers to demonstrate the power of public libraries and their ability to enrich the lives of individuals and the communities they serve. Furthermore in 2016, the national Libraries Taskforce published "Libraries Deliver: Ambition for Public Libraries in England 2016-2021" in which it set out the strategic vision and commitment for public libraries in England, recognising the challenge councils face running library services, calling for a different way of thinking and acting to transform library services. The Universal Offers were reviewed in 2019 and relaunched to create a new framework. In addition, "The Children's Promise" developed with The Association of Senior Children's and Education Librarians (ASCEL) underpins the Universal Offers, with Libraries Connected also developing the "Six Steps Promise" with RNIB (Royal National Institute of Blind People) and Share the Vision to ensure libraries support people with reduced vision.

The new Universal Library Offers are outlined in the second column of the diagram below:

Together the outcomes and offers outlined by Libraries Connected provide a robust framework for the development of an efficient and strategic library service that is relevant and accessible.



3. The Strategy

3.1 Our vision

“Our vision is to provide first-rate reading, digital, learning and cultural opportunities for our residents; creating vibrant community hubs to inspire and enrich our residents’ lives and enhance community belonging and wellbeing”

3.2 Our values

Wirral Council staff work to a clear set of values. Our values define how we work with each other, how we work with members and residents, and how we go about our daily business to give Wirral residents the best possible service.

We are:

- **Customer focused** - We put our customers’ needs first and listen to their views to make informed decisions
- **Accountable** - We are answerable for our actions and the actions of our team and will be accountable for the delivery of this strategy
- **Ambitious** - We strive to innovate and focus on the best ideas to deliver exciting, relevant and varied programmes and services that raise the aspirations of our users
- **Professional** - We are open, honest and respectful with our colleagues, customers and stakeholders. We are enthusiastic and optimistic about our service.

3.3 Our design principles

In developing our future library service, we will use the following design principles so that it:

- is designed with residents and partners
- makes best use of available resources and community assets
- promotes partnership working, innovation and enterprise
- maximises funding to ensure best value for money
- is sustainable
- targets those residents whose library needs are greatest and reflects local priorities

4. Strategic Priorities

A set of four key priorities underpin this strategy. They are designed to ensure a modernised library service which seeks to respond and align to the Wirral Council Plan 2025 and the Council's emerging target operating model. Taking account of our differing community needs across the Borough, we will work with public service partners (such as health, youth and culture), third sector partners and residents to co-design our modernised library service and target our outreach services at those residents whose library needs are greatest.





4.1 Strategic priority one Reading

Engage, Imagine, Discover

We will deliver resources and activities to build literacy skills at all levels and ages and promote a love of reading within libraries, community settings and via online platforms.

We know that lacking vital literacy skills holds a person back at every stage of their life, and we want our service to support children and adults to develop reading skills for school, leisure and work.

Research also suggests that children and adults who read are healthier, happier and more confident than those who do not, whilst reading for pleasure has been found to be important for children's cognitive development.

CASE STUDY

Summer Reading Challenge

The Summer Reading Scheme was created by The Reading Agency to help children avoid falling into the summer holiday literacy dip. The Summer Reading Challenge involves children reading 6 books during the summer holidays and is supported by a programme of activities and events. In 2019, 4062 children across Wirral took part, with nearly 64000 books being issued to children during the challenge period.

Feedback from Wirral participants

"I thought as he had no homework over summer... it was a great idea. Great concept and really got Harrison excited to read, plus we joined the library for the first time"

"I wouldn't have read anything this summer if I hadn't entered"

"My boys loved the challenge. They do like reading, but often, they tend to end up on video games! The challenge however, excited them to read more to complete the challenge"

"The challenge stimulated our 8-year-old to read to both her siblings and the 4-year-old copied by reading to the 2-year-old. The 2-year-old made up stories as she read"

"The Summer Reading Challenge is fantastic; it keeps my child reading over the summer and she tells me she reads big books now!"

Objective: Offer children of all ages an opportunity to read and discover**Actions:**

- Provide affordable and engaging interactive sessions and resources for pre-school children aimed at ensuring school readiness and reducing geographical developmental attainment gaps
- Work in partnership with schools, focusing on areas where uptake and attainment levels are lower, to demonstrate the value of creative reading activities and supported programmes such as the Summer Reading Challenge to impact on literacy attainment and wellbeing to reduce geographical variations
- Design, develop and review, with key partners, diverse and inclusive literacy resources, supported programmes of work virtually, within libraries and community settings, with a specific focus on targeted audiences

Objective: Provide affordable and engaging resources and activities to promote and celebrate reading for pleasure for adults**Actions:**

- Use national and regional initiatives to promote reading for pleasure
- Work with volunteers and reader development organisations to grow reading for pleasure activities and initiatives in accessible community places, ensuring they are appealing and relevant, whilst supporting resident led groups and community adhesion
- Support resident led reading and creative writing groups to be resilient within libraries and community settings

Objective: Provide an engaging and diverse book stock and reading focused materials for all ages and abilities**Actions:**

- Encourage resident involvement in the book selection for their library and ensure that the book stock is managed effectively to ensure greatest value and evolves to reflect local community need
- Provide access (physically and remotely) to a range of inclusive and diverse books in accessible formats to allow engagement with reading, and work with partners to support adults to engage in reading
- Implement inspiring, imaginative book and reading-focused promotions within our libraries and community settings, whilst employing complementary social media campaigns



4.2 Strategic priority two Information and Digital

Inform, Inspire and Innovate

We will support digital skills learning and deliver activities and resources to ensure that all residents have access to quality information and digital services.

Information literacy has relevance for everyday life, citizenship, health, education and the workplace and libraries have a key role to play in supporting individuals to access accurate and unbiased information.

As individuals increasingly use digital devices and the internet, not all individuals will be able to go online. Some may also lack the skills, confidence and motivation to use such devices. Libraries can break down some of these barriers to increase digital inclusion, by increasing awareness, improving the design of its digital services and enable users to have the skills and motivation to confidently go online and unlock more opportunities.

CASE STUDY

Code Club

Code Clubs are a worldwide network of volunteers, educators and partners who run free coding clubs aimed at children 9-13 years old, encouraging the next generation to have the opportunity to learn code and share their ideas.

Wirral Libraries currently has 3 successful Code Clubs run by volunteers at Wallasey Central and West Kirby library. On average 40 children a week attend the clubs, with Wirral Code Club receiving star club status. For one of the club activities, children participated in the Astro Pi Challenge which involved writing computer programs to run on Raspberry Pi computers for experiments aboard the International Space Station.

Feedback from Wirral participants

“My son loves the Coding club. It’s a great way to get him and his dad working together. The staff who run the club are excellent, supporting and getting the group engaged. It’s giving my dyslexic son a reason to read..”

“Absolutely fantastic! The guys who run it are very helpful and friendly and my little girl has taken to it like a duck to water.”

“.. really impressed by Wirral Code Club, great way for our kids to learn new things.”

Objective: Provide a range of resources and activities that promote digital inclusion and support residents with their digital skills

Actions:

- Use local and national programmes to offer digital activities to encourage digital inclusion, particularly in areas of identified need, using our network of staff, partners, volunteers and online resources
- Ensure that the library conducts outreach work in areas of identified need by working with partners and those that have an existing presence within communities, to provide inspiring learning offers
- Work in partnership with digital and technology providers to increase digital skills learning online and within libraries and community settings

Objective: Provide access to quality information and digital services

Actions:

- Develop and refine our online services to ensure they are relevant and accessible
- Work with partners and volunteers to provide excellent research support
- Develop and implement a digitisation programme to increase accessibility to Wirral Libraries local history collection
- Continue to develop an imaginative programme of workshops and exhibitions with other public services and partner organisations



4.3 Strategic priority three Culture and Creativity

Explore, Create, Participate

We will support an increase in cultural and creative experiences bringing culture to communities and inspire residents to connect with culture.

A recent report by Wirral Public Health (2019) supported the case that engagement and participation in arts and culture supports health and wellbeing. Libraries can reach audiences from all backgrounds and ages and provide a focal point for cultural and creative activities within local communities, whilst also supporting the development of the local cultural economy.

CASE STUDY

Make It!

Wirral Libraries received funding from Arts Council England, and part of a wider programme was to deliver four artists in residence for adults and young people aged 16-24 years old with low library and artistic engagement. Make It! encouraged participants to learn new artistic skills and practices through artist led workshops. Each resident artist was also asked to produce locally themed merchandise, either collaboratively with the group or by taking inspiration from the workshops and the local area. The Williamson Art Gallery and Museum held a launch event for the resulting pop-up exhibition tour.

Feedback from Wirral participants

“in my country libraries are such serious places, you cannot talk or feel relaxed and safe. It is amazing to see it being used like this.”

“I haven’t done “art” since leaving school at 15 years old, never mind have my artwork displayed in a gallery.... It has been fantastic doing something for myself and being able to say to my family “I did that”. I feel so proud, thank you....”

CASE STUDY

Get It Loud in Libraries

Get It Loud In Libraries (GILIL) is a unique award-winning project designed to give people who love music, the chance to see top-notch artists in their local library. Since 2018, Birkenhead Central Library has been a gig venue, with many events sold out. We also support the Get It Loud In Libraries Academy, which provides unique learning opportunities for young people to engage with live music through workshops, mentoring and work placements.

Feedback from Wirral participants

“What a wonderful way to spend a Sunday afternoon, this is my kid’s first gig and it won’t be their last.... more gigs wanted asap!”

“That rocked the library, quality music in Birkenhead.... boss Sunday”

“... I have suffered with anxiety for the past 6 or 7 years... Once a frequent gig-goer I hadn’t been to one for a while because of the fear of an attack... As a keen music lover and not wanting to be held back anymore by the fear of an attack, I cautiously agreed (to go). When the band came on, I was blown away by their sound and performance! I still can’t get over the fact that I was able to see such a first-rate band in a library! Attending (that) gig has had such an incredibly positive impact on me... GILIL has allowed me to embrace my love of live music again”

Objective: Provide opportunities for residents to engage in inclusive cultural and creative experiences, amongst audiences of targeted need within local communities

Actions:

- Work with partners and volunteers to develop new ways of engaging targeted groups through cultural and creative activities via online platforms and within libraries
- Develop a programme of works with volunteers and partners to create a comprehensive and inspiring living social archive
- Encourage opportunities which will support young people's participation and talent development

Objective: Encourage the growth of local cultural groups and events to further enhance the use of library space for cultural and creative activities

Actions:

- Provide and market resources and space within libraries to cultural groups, which will encourage participation in cultural and creative activities, with an emphasis on targeted need
- Support local cultural groups to grow by curating and promoting information about their cultural and creative community activities and events
- Engage with local artists and cultural groups to share programmes and understand how the service can best support them to deliver community based activities
- Develop a community maker space for local creative groups and residents

Objective: Develop strong partnership working to deliver joined up working around culture and creativity

Actions:

- Share programmes of work with key partners including Wirral's Culture team and Liverpool City Region library authorities to identify areas of collaboration
- Being aware of opportunities for Wirral Libraries to participate in national and regional cultural initiatives and identify and maximise external funding opportunities
- Forge new partnerships with health services, further and higher education, third sector organisations and technological and commercial industries to deliver new initiatives
- Identify success stories to promote Wirral Libraries locally and further afield and apply for awards to recognise achievements and best practice to support future funding applications and partnership working



4.4 Strategic priority four Health and Wellbeing

Healthier, Happier, Connected

We will provide access to trusted health information and resources and will support the development of connected communities to improve wellbeing.

Libraries have long been a trusted destination for information, including information about health conditions, their treatment and prognosis. Keeping people well and supporting people to manage their illnesses through accessible information, signposting to additional support and reading for wellness & self-care, promotes healthy living and self-management.

Research from the Reading Agency has also found that the benefits of reading include, increased empathy, better relationships with others, reduced symptoms of depression and dementia, and improved well-being throughout life. It is also widely recognised that social connection improves physical health and psychological well-being, with strong social connection leading to a 50% increased chance of longevity.

CASE STUDY

Reminiscence Box Scheme and Memories Afternoons

A partnership with the Wirral University Teaching Hospital NHS Foundation Trust Library and Knowledge Services Outreach team offers reminiscence boxes for loan to local care settings. Each box in our reminiscence box collection covers a different theme, including 'Washday memories', 'A man's world', 'School days' and 'Toys and games'. Items are specially selected to provide a sensory experience for the user, so as well as objects that stimulate the sense of touch (clothes brush, knitted baby clothes, Bakelite telephone), we also have items to evoke memories from smells (lavender, shoe polish, carbolic soap) and sounds (music CDs, school bell). In conjunction Memories Afternoons are hosted within our libraries and are supported by Dementia Together Wirral. Residential and nursing homes, as well as the general public are invited to share in refreshments, singing, and sometimes even dancing with music provided by local choirs.

Feedback from Wirral participants

"So lovely to see John join in with the singing. He struggles to hold a conversation but comes to life when the music starts"

"...our ladies' faces light up and their mood changes, whilst singing and talking about past memories from things found in the box, superb idea..."

CASE STUDY

Health and Wellbeing marketplace

Every year, as part of Health and Wellbeing week, Wirral Libraries host a multi-agency health & wellbeing marketplace within one of its libraries. A variety of agencies, such as Age UK, Wirral University Teaching Hospital NHS Foundation Trust Library and Knowledge Services Outreach team, Dementia Together Wirral, Healthwatch Wirral, Macmillan Community Wellbeing, Public Health nurses, Wirral Autistic Society and community pharmacies attend. The event provides visitors with the chance to access health information and support in a relaxed nonclinical environment. Feedback has shown great success with many referrals to support agencies.

Feedback from Wirral participants

“I just had my blood pressure taken and the nurse advised on how it could be lowered, all done in my local library.... amazing”

“Oh wow, I didn’t know this existed (about Wirral Autistic Society support available)”

Objective: Promote access to trusted information on a range of health issues including specific medical conditions and public health issues and provide self-management support

Actions:

- Innovate and share existing programmes that support physical and mental health, and develop new initiatives with volunteers, third sector and public health partners to deliver resources and services to people with physical and mental health conditions
- Continue to develop and provide accessible, high-quality health information and signpost and offer extended support for public health initiatives
- Work with key partners to provide staff and volunteers with relevant health training sessions

Objective: Provide a range of reading opportunities and creative and social activities, within homes and accessible trusted spaces, which engage and connect communities, to reduce loneliness and improve wellbeing

Actions:

- Work with partners and volunteers to increase the offer of creative and social activities for all ages, building capacity in areas with few community networks
- As part of the development of the social prescribing approach currently being developed, we will work with health partners to design an offer connected to libraries that supports health and wellbeing
- Recruit volunteers to our services, whilst proactively encouraging and supporting people with health and wellbeing needs
- Develop dementia friendly libraries when buildings are refurbished, and deliver autism friendly initiatives

5. What next and how will we know if we are getting it right?

5.1 An implementation plan for the delivery of this strategy will be developed upon approval of this document. A set of measures will be included in the plan to monitor progress and success. The delivery will be overseen by our Management Board. The Board will receive quarterly reports to monitor our progress.

5.2 Progress and success will be measured in several ways including:

- CIPFA key performance indicators
- Strategic priority 1 - Reading
 - Support reading attainment in areas of identified need
 - Increase in community and resident led reading initiatives and activities in areas of identified need
 - Increase in book issues for targeted areas of stock (physical and electronic)
- Strategic priority 2 - Information and Digital
 - Increase of and attendance at digital activities and events in areas of identified need
 - Increase in uptake of library online services
 - Increase in the usage of the local history digitised collections
 - Increase in engagement satisfaction
- Strategic priority 3 - Culture and Creativity
 - Increase of and attendance at cultural and creative activities and events in areas of identified need
 - Increase in community usage of libraries by local cultural groups in areas of identified need
 - Increase in new partnerships and externally funded initiatives in areas of identified need
- Strategic priority 4 - Health and Wellbeing
 - Increase in health and wellbeing book issues
 - Increase in activities and events that have a health and wellbeing focus in areas of identified need
 - Increase in dementia and autism friendly facilities

5.3 We will also see people benefiting from a joined-up Wirral Council offer aligned to the Wirral Council Plan 2025, in which we will work with other public services from youth, culture and health to secure the best opportunities and outcomes for residents whilst supporting the Council's emerging target operating model. We will do this by devising new ways to measure preventative activities and services and demonstrate the added value that the Library Service can bring.

6. References

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DRAFT

LIBRARY STRATEGY AND NEW LIBRARY MODEL

LIBRARY STRATEGY 2020 - 25

Page 170

We are proud of our library service and our new strategy reflects our ambition and commitment to delivering a modern and sustainable service.

STRATEGIC PRINCIPLES

1. READING
2. INFORMATION AND DIGITAL
3. CULTURE AND CREATIVITY
4. HEALTH AND WELLBEING

READING

Engage, Imagine,
Discover

Page 173

INFORMATION AND DIGITAL

Inform, Inspire and
Innovate

CULTURE AND CREATIVITY

Explore, Create,
Participate

Page 175

HEALTH AND WELLBEING

Healthier, Happier,
Connected

'Stronger and better
services for local
people'

MODERNISING WIRRAL LIBRARIES

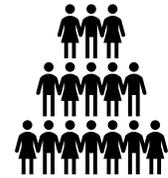
OUR CURRENT SITUATION - THE CASE FOR CHANGE

- Legal duty under Public Libraries and Museums Act (1964) to provide a 'comprehensive and efficient' library service.
- Our challenges:
 - Underused buildings and high cost of reopening post Covid
 - Old fashioned spaces
 - Lack of welcoming refreshment/ coffee facilities
 - High costs per visit/ book issue at £28.70/£32.47
- Our opportunities:
 - Increased take-up of the online service
 - New order and collect service
 - Emerging neighbourhood model
 - Increasingly strategic approach to asset management



24
libraries

90.4 FTE
staff



Cost of
£4.76m
per
annum

THE MODERN LIBRARY

'So much more than Buildings and Books'

multiuse venues | part of a vibrant community hub | welcoming and accessible | flexible space supporting community cohesion | internet access | hosting a range of services | community engagement | co-designed | partnership working | outreach work | online offer | research and information | learn new skills | cultural encounters | online resources | outreach service



SUPPORTING RESIDENTS

'A service without boundaries'

Accessible services that support:

- ✓ Community cohesion, engagement, equality and diversity and social inclusion
- ✓ Residents to find a range of services that meet their needs
- ✓ Residents to access the internet
- ✓ Residents to enjoy a range of activities
- ✓ Residents to learn new skills
- ✓ Cultural enjoyment





PARTNERSHIP WORKING

Better use of our Assets through partnership working and colocation

Safe spaces working in partnership with:

- ✓ Schools - promoting reading
- ✓ Adult education providers - teaching life skills and skills for work
- ✓ Health services - promoting health & wellbeing
- ✓ Government services - championing digital inclusion
- ✓ Community connectors - enhancing community cohesion
- ✓ Children's services – supporting learning and literacy
- ✓ Adults Services – providing creative and social opportunities

OUR VISION

Providing first-rate reading, digital, learning and cultural opportunities for our residents; creating vibrant community hubs to inspire and enrich our residents' lives and enhance community belonging and wellbeing



Digital



Culture



Signposting



Reading



Wellbeing



Learning

BUILDING BLOCKS

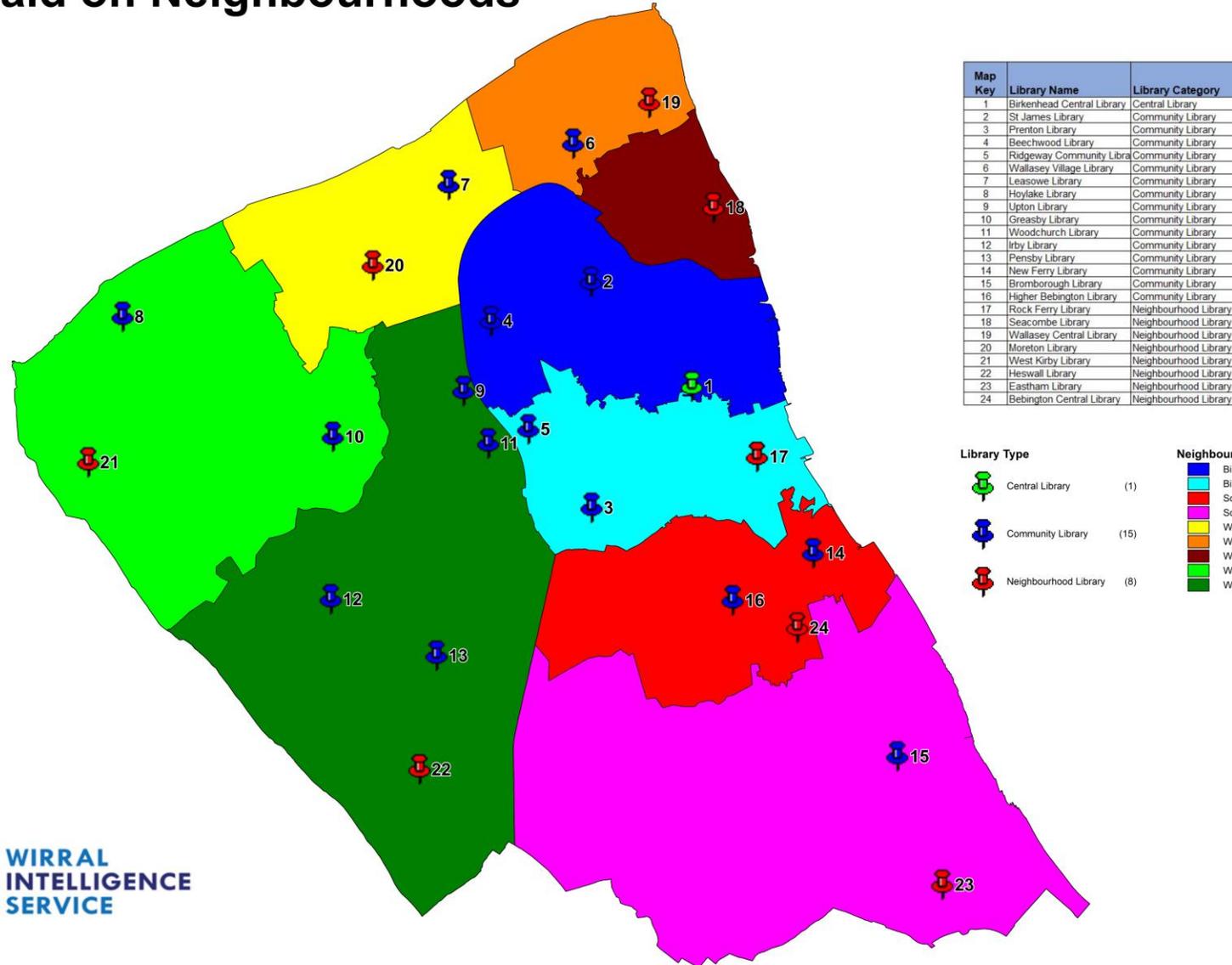
What are our next steps?

- ✓ **Expanded outreach** programme making communities aware of our offer including pop-up libraries in community settings
- ✓ **Collaboration** with partner services and organisations to maximise outcomes
- ✓ **Capital investment programme** to ensure accommodation and facilities are fit for purpose and meet the modern needs of residents
- ✓ **Investment in new technologies** to support increased engagement with the service, such as a fully integrated and accessible e-library
- ✓ **Work across the Liverpool City Region** library offer to enhance customer choice
- ✓ **Maximisation of commercial and funding opportunities**



Wirral Libraries Overlaid on Neighbourhoods

Page 183



Central library,
Neighbourhood libraries,
Community libraries,
Virtual library

CENTRAL LIBRARY

New Central library would require member sign off

- ✓ A flagship, modern site attracting visitors from inside and outside the borough
- ✓ Part of the Birkenhead Commercial District Development in the town centre
- ✓ Central and accessible visitor destination
- ✓ A new community location for Birkenhead residents, and a place where residents from across Wirral can access the services and facilities provided by a first-rate modern library



NEIGHBOURHOOD LIBRARIES

Bebington | Eastham | Heswall | Moreton
| Rock Ferry | Seacombe | Wallasey | West Kirby

- ✓ Based in key locations, one in each neighbourhood area – not necessarily Council buildings in all cases.
- ✓ Larger than a community library
- ✓ Enhanced library service
- ✓ Multi-use buildings to provide vibrant neighbourhood hubs
- ✓ Space for council and partner surgeries (eg Police, Health etc.)
- ✓ Offer reflects local needs
- ✓ Potential to provide extensive community spaces, wellbeing centres for skills development
- ✓ Possibility to change buildings – community engagement will identify potential colocation opportunities

COMMUNITY LIBRARIES / HUBS

Working with communities to update and strengthen our offer. Community libraries to be delivered differently.

- ✓ Co-location with appropriate partners in the area
- ✓ May be re-located to more dynamic (mixed use) venues within the local area
- ✓ The right option determined for each individual location through community engagement
- ✓ Supported by Council Library staff
- ✓ Funding available - depending on the delivery arrangements
- ✓ Outreach service to complement the offer
- ✓ Being open to Community Managed Libraries

COMMUNITY MANAGED LIBRARIES (CMLS)

Community led and delivered libraries, with some ongoing Council support, but only where a community group has the support to make this work

Support to Community Managed Libraries (CMLs) will include:

- ✓ **Community Libraries and Volunteer coordinator role** working with groups and across the partnership with groups such as Community Action Wirral
- ✓ **Capital investment** to improve buildings and assist groups with income generation opportunities
- ✓ **Use of Social Value Act to** support and reinforce volunteering offer as appropriate
- ✓ **Access to library and other council staff** for advice, guidance and expertise as agreed
- ✓ **Access to library (lending and book purchase)** and other appropriate systems
- ✓ **Provide opportunities using the Council's 'Connective Capital'** for wider networking and support and access to the social economy
- ✓ **Support with funding applications** led by the CML

COMMUNITY LIBRARIES OFFER

Beechwood | Bromborough | Greasby | Higher Bebington | Hoylake | Irby | Leasowe | New Ferry | Pensby | Prenton | Ridgeway | St James | Upton | Wallasey Village | Woodchurch

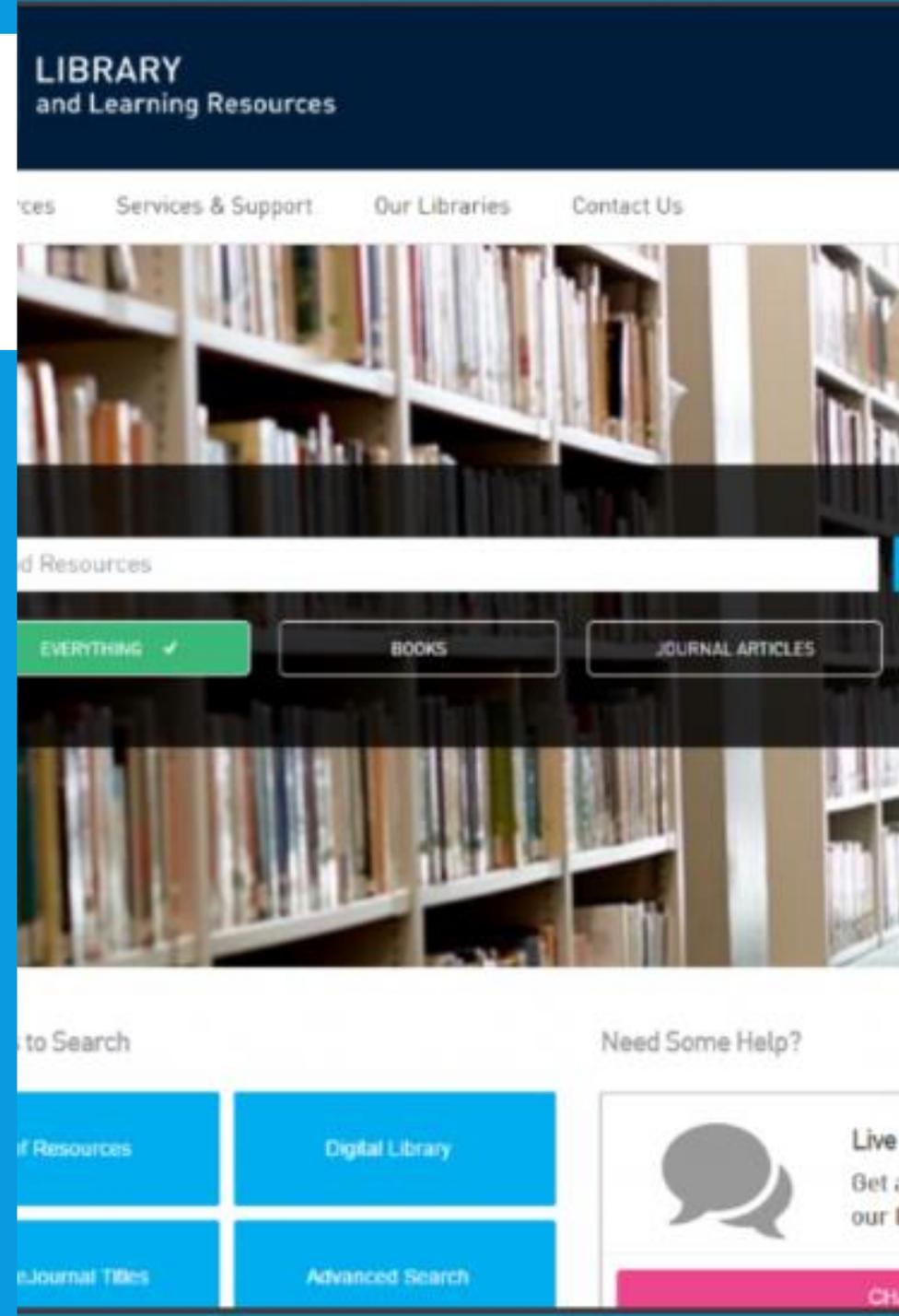


VIRTUAL LIBRARIES

An accessible and convenient service meeting modern needs

- ✓ A virtual library is an on-line space that delivers library services and is accessible 24/7 via the internet.
- ✓ Our virtual library (digital offer) includes:
 - ✓ searching, requesting and renewing books online
 - ✓ e-books, e-magazines and e-comics to download free of charge
 - ✓ on-line reference resources such as news resources, online encyclopedia and other general reference resources, genealogy resources such as Ancestry.com etc.
 - ✓ on-line learning such as citizenship training and driving test theory
 - ✓ on-line story time and reading group sessions

Page 189



OUTREACH SERVICE

Reaching out to residents whose library needs are greatest

- ✓ Our outreach activities will ensure that our library service is accessible to all.
- ✓ Our outreach library includes:
 - ✓ Home reader service delivering books to those who can't get to a library
 - ✓ Pop-up library bookshelves in community settings
 - ✓ Taster library activities in community settings
 - ✓ Working with schools to promote the service
 - ✓ Reading groups in community settings catering for those with greatest needs
 - ✓ Providing resources and expertise to partners and volunteers to support them to deliver reading and digital activities in community settings





SUMMARY

Wirral needs a modern, fit for purpose, sustainable library service which meets residents' needs

- ✓ Potential opportunity for a flagship new Central Library in Birkenhead which residents will be proud of and use
- ✓ Provides a platform for a new neighbourhood model
- ✓ A network of improved and modernised libraries throughout the borough – in better community locations
- ✓ An extensive network of Community Libraries designed to meet the needs of local residents, and outreach activities that are relevant and accessible to target groups
- ✓ Benefits from joint initiatives with the Liverpool City Region library offer including 'Library Light' and potential Open Plus Technology
- ✓ A thoroughly modern virtual library available to every resident every day
- ✓ Potential savings through reduced accommodation costs and the natural departure of staff

NEXT STEPS

- ✓ Library Strategy to be launched
- ✓ The approach, as outlined, needs to be accepted by the Council with a recommendation that '*The Assistant Director Leisure, Libraries and Customer Engagement is instructed to engage with communities on options for developing a modern Library service in their area*'.
- ✓ A three year programme of individual library reviews, engagement, consultation and implementation be adopted in order to carry forward this recommendation.



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Equality Impact Assessment Toolkit (March 2017)

Section 1: Your details

EIA lead Officer: Toni Bosworth

Email address: tonibosworth@wirral.gov.uk

Head of Section: Andrew McCartan

Chief Officer: Nikki Butterworth

Directorate: Delivery

Date: 17th August 2020

Section 2: What Council proposal is being assessed?

The new library model and strategy

Section 2a: Will this EIA be submitted to a Cabinet or Committee meeting?

Yes / No **If 'yes' please state which meeting and what date**

Tourism, Communities, Culture and Leisure Committee 23/11/2020

Please select hyperlink to where your EIA is/will be published on the Council's website (please select appropriate link & delete those not relevant)

Delivery (Customer Services, Adult & Disability Services, Community Services, Merseyside Pension Fund, Environmental Services)

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>

Navigate to Equality Impact Assessments since 2017 – then Delivery Services

Section 3: Does the proposal have the potential to affect..... (please tick relevant boxes)

- Y **Services**
- Y **The workforce**
- Y **Communities**
- Y **Other** (Partners, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing)

Section 4:

Could the proposal have a positive or negative impact on any protected groups (age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
<p>ALL GROUPS</p> <p>STRATEGIC PRIORITY READING</p>	<p>Literacy skills are an important part of a person’s development at every stage of life. We recognise that people with protected characteristics can experience barriers to literacy skills and attainment. Our new Library Model and Strategy aims to help raise this level across all sectors of the community.</p> <p>People with protected characteristics may experience barriers when engaging with their library service and to influence choice and availability.</p>	<p>We will provide affordable and interactive resources to pre-school children aimed at school readiness</p> <p>We will work with schools to identify areas where attainment levels and use supported programmes like Summer Reading Challenge</p> <p>The new model will aim to ensure that equality, diversity and inclusion is incorporated into service development. We will incorporate a welcoming and inclusive atmosphere,</p>	<p>Strategic Leadership Team</p>	<p>By 2025</p>	

		<p>which will be a requirement if services are delivered by community bodies</p> <p>We will work with key partners within the community to develop inclusive literacy programmes that can target resources to specific audiences</p> <p>We will actively engage with the local community around reading selection and availability which will greater reflect local need.</p> <p>We will ensure that all our promotions and social media campaigns are accessible and relevant</p>			
<p>ALL GROUPS</p> <p>STRATEGIC PRIORITY INFORMATION & DIGITAL</p>	<p>We recognise that not all people have access to or the skills to access information in a digital format and this can have a particular impact on people with protected characteristics</p>	<p>We need to support digital learning and offer support and resources to those who have little or no access to digital services.</p> <p>We will use local and national programmes to encourage and support digital inclusion.</p> <p>Libraries will play an important part in signposting to relevant support services</p>	<p>Strategic Leadership Team</p>	<p>By 2025</p>	

		<p>to encourage and develop digital skills within the community.</p> <p>Equality issues will be incorporated into any workshops and exhibitions</p>			
<p>ALL GROUPS</p> <p>CULTURE & CREATIVITY</p>	<p>People of certain backgrounds and cultures can feel that libraries do not reflect their heritage and does not provide a focal point for cultural activities.</p>	<p>We will work with partners within the community to grow the library offer and develop cultural activities.</p> <p>We will provide and support library spaces for the use of community groups to encourage creative activities.</p> <p>We will work collaboratively with Wirral Culture Team and the LCR region authorities to identify areas for cultural and creative development.</p> <p>Success stories will be promoted throughout community groups to encourage new partnerships and participation.</p>	<p>Strategic Leadership Team</p>	<p>By 2025</p>	
<p>ALL GROUPS</p>	<p>Libraries can be an important part in supplying relevant, reliable and trusted</p>	<p>Signposting to relevant, trusted services is an</p>		<p>By 2025</p>	

HEALTH & WELLBEING	health and wellbeing information. Access to this information can be problematic for people with protected characteristics.	<p>important part of the library model and we will grow the “ Health & Wellbeing Marketplace “ and reminiscence box initiatives to encourage community participation and to promote a wide range of support services available.</p> <p>Health partners will play a role in the development of social prescribing initiatives and equality implications will be a theme running through these services and signposts.</p> <p>We will offer support and space to community groups to provide targeted health and wellbeing services to targeted cohorts within the community.</p>	Strategic Leadership Team		
ALL GROUPS ACCESSIBILITY	Accessibility issues, both physical and digital, can be a barrier to using library services. Language and translation issues can also make services less accessible.	We will take access into account when refurbishing or changing the physical space within a library service, including lighting, colour schemes, quiet areas/times and disability access.	Strategic Leadership Team	By 2025	

		<p>Any Council website that is used to publicise or utilise the service will comply with the WCAG accessibility guidelines.</p> <p>Physical access guidelines can be viewed at this website: https://www.accessable.co.uk/</p> <p>We will also be able to provide some general information in different languages/formats on request within a reasonable timeframe.</p>			
LIBRARY STAFF	Some of the more long-standing members of library staff may feel it more challenging to move away from the traditional library offer and may not feel comfortable supporting the digital offer.	<p>Change management activities and resources will be secured to support staff through this change.</p> <p>Digital skills training be made available to all library staff.</p>	Library Management Team	April 2021	Org Dev resources

Section 4a: Where and how will the above actions be monitored?

Regular monitoring of the library strategy implementation plan will ensure that the ambitions contained therein are achieved.

Regular routine partnership meetings aimed at monitoring the MOU and addressing any issues promptly and collaboratively.

It is anticipated that all library complaints will be visible to the library service who can use this as an additional monitoring tool (on top of routine visits and observations)

Section 5: What research / data / information have you used in support of this process?

A comprehensive library needs analysis has been developed that considered the needs of different members of the community that are relevant to a library service.

Section 6: Are you intending to carry out any consultation with regard to this Council proposal?

Yes

If 'yes' please continue to section 7.

Section 7: How will consultation take place and by when?

The new library strategy and model will not be subject to consultation, however local consultation will take place if there are any proposed changes to any of the 24 libraries in our network. For example, consultation would take place with the local community before the relocation of a community library to establish whether the relocation would impact negatively on any element of the community, and to put mitigations in place if this were to be the case.

We will ensure that we invited representation from all protected groups in any further engagement activity.

Before you complete your consultation, please email your preliminary EIA to engage@wirral.gov.uk via your Chief Officer in order for the Council to ensure it is meeting it's legal publishing requirements. The EIA will need to be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 4. Then email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing.

Section 8: Have you remembered to:

- a) **Select appropriate directorate hyperlink to where your EIA is/will be published** (section 2a)
- b) **Include any potential positive impacts as well as negative impacts?** (section 4)
- c) **Send this EIA to engage@wirral.gov.uk via your Chief Officer?**
- d) **Review section 4 once consultation has taken place and sent your updated EIA to engage@wirral.gov.uk via your Chief Officer for re-publishing?**

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TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Monday, 23 November 2020

REPORT TITLE:	TOURISM, COMMUNITIES, CULTURE AND LEISURE WORK PROGRAMME UPDATE
REPORT OF:	DIRECTOR OF LAW AND GOVERNANCE

REPORT SUMMARY

The Tourism, Communities, Culture and Leisure Committee, in co-operation with the other Policy and Service Committees, is responsible for proposing and delivering an annual committee work programme. This work programme should align with the corporate priorities of the Council, in particular the delivery of the key decisions which are within the remit of the Committee. It is envisaged that the work programme will be formed from a combination of key decisions, standing items and requested officer reports. This report provides the Committee with an opportunity to plan and regularly review its work across the municipal year. The work programme for the Tourism, Communities, Culture and Leisure Committee is attached as Appendix 1 to this report.

RECOMMENDATION/S

The Tourism, Communities, Culture and Leisure Committee are invited to agree or otherwise determine the content of the Tourism, Communities, Culture and Leisure Committee work programme which is proposed in this report for the remainder of the 2020/21 municipal year.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

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

2.0 OTHER OPTIONS CONSIDERED

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

3.0 BACKGROUND INFORMATION

- 3.1 The work programme should align with the priorities of the Council and its partners. The programme will be informed by:
- The Council Plan
 - The Council's transformation programme
 - The Council's Forward Plan
 - Service performance information
 - Risk management information
 - Public or service user feedback
 - Referrals from Council

Terms of Reference

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

- (a) for customer and community contact services, including various offices and meeting points, customer contact centres and advice and transaction services
- (b) community engagement, incorporating the Council's approach to equalities, inclusion communities, neighbourhoods and the voluntary and charitable sector, community wealth building and social value.
- (c) in considering options and develop proposals for neighbourhood arrangements, including capacity building, use of assets and devolving powers and services to neighbourhoods.
- (d) for the provision and management of leisure, sports and recreation facilities.
- (e) for delivery of the authority's library and museums services, including but not limited to art galleries, historic buildings and their gardens and the functions of the Council regarding public records

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

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

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

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

(i) consumer protection;

(ii) product safety;

(iii) fair trading; (iv) metrology;

(v) food standards and animal health;

(vi) air pollution control;

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

(viii) public conveniences;

(ix) food safety; and

(x) control of nuisances;

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

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

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

4.0 FINANCIAL IMPLICATIONS

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

5.0 LEGAL IMPLICATIONS

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

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

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

7.0 RELEVANT RISKS

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

8.0 ENGAGEMENT/CONSULTATION

8.1 Not applicable.

9.0 EQUALITY IMPLICATIONS

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

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

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 This report is for information to Members and there are no direct environment and climate implications. However, there may be implications arising as a result of work programme items.

REPORT AUTHOR: **Anna Perrett**
(Anna Perret, Scrutiny Officer)
email: annaperret@wirral.gov.uk

APPENDICES

Appendix 1: Tourism, Communities, Culture and Leisure Committee Work Programme

BACKGROUND PAPERS

Council Constitution

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Tourism, Communities, Culture and Leisure Committee	26th October 2020

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TOURISM, COMMUNITIES, CULTURE AND LEISURE COMMITTEE

WORK PROGRAMME 2020/21

Contact Officer/s: MIKE JONES
ANNA PERRETT

PROPOSED AGENDA FOR TOURISM, COMMUNITIES, CULTURE AND LEISURE COMMITTEE

23rd November 2020

Item	Key Decision	Lead Departmental Officer	Wirral Plan Priority
Woodchurch/Grassroots football	Yes	Andy McCartan	Healthy and active lives
Leisure Strategy	Yes	Andy McCartan	Healthy and active lives
Library strategy	Yes	Andy McCartan	Healthy and active Lives
Birkenhead Park Heritage Status	No	Colin Clayton	Healthy and Active Lives
Developing Leisure Vehicle provision across Wirral	No	Shaer Halewood	Healthy and Active Lives
Work Programme update	No	Anna Perrett	All

KEY DECISIONS

Item	Approximate timescale	Lead Departmental Officer	Wirral Plan Priority
Woodchurch Redevelopment	2020/21	Andy McCartan	Healthy and Active Lives
World Heritage Status	2020/21	Colin Clayton	Healthy and Active Lives
Golf Service update	2020/21	Andy McCartan	Healthy and Active Lives
Leisure Strategy	2020/21	Andy McCartan	Healthy and Active Lives
Floral Pavilion	2020/21	Andy McCartan	Healthy and Active Lives
Library Strategy	2020/21	Nicki Butterworth	Healthy and Active Lives

ADDITIONAL AGENDA ITEMS – WAITING TO BE SCHEDULED

Item	Approximate timescale	Lead Departmental Officer
Battle of Brunanburh	2021	Alan Evans
Culture update	2021	Sally Shah

STANDING ITEMS AND MONITORING REPORTS

Item	Reporting Frequency	Lead Departmental Officer
Performance Monitoring	TBC	Rose Boylen
Financial Monitoring	TBC	Shaer Halewood

WORK PROGRAMME ACTIVITIES OUTSIDE COMMITTEE

Item	Format	Timescale	Lead Officer	Progress
Working Groups/ Sub Committees				
Task and Finish work				
Spotlight sessions / workshops				
Corporate scrutiny / Other				

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