



Tourism, Communities, Culture & Leisure Committee

Date:	Wednesday, 3 March 2021
Time:	6.00 p.m.
Venue:	on Microsoft Teams

Contact Officer: Mike Jones
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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 - 6)**

To approve the accuracy of the minutes of the meeting held on Thursday 21st January 2021.

- 5. PUBLIC AND MEMBER QUESTIONS**

5.1 Public Questions

Notice of question to be given in writing or by email by 12 noon, Friday 26th February 2021 to the Council's Monitoring Officer (committeeservices@wirral.gov.uk) and to be dealt with in accordance with Standing Order 10.

5.2 Statements and Petitions

Notice of question to be given in writing or by email by 12 noon, Friday 26th February 2021 to the Council's Monitoring Officer (committeeservices@wirral.gov.uk) and to be dealt with in accordance with Standing Order 11.1 and 11.2.

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. **DEVELOPING LEISURE VEHICLE PROVISION ACROSS WIRRAL UPDATES (Pages 7 - 14)**
7. **WIRRAL MUSEUMS SERVICE STRATEGIC PLAN (Pages 15 - 46)**

SECTION B - BUDGET AND PERFORMANCE MANAGEMENT

8. **COVID - 19 UPDATE (Pages 47 - 52)**
9. **2020/21 REVENUE BUDGET MONITORING Q3 (Pages 53 - 60)**

SECTION C - WORK PROGRAMME / OVERVIEW AND SCRUTINY

10. **TOURISM COMMUNITIES CULTURE AND LEISURE COMMITTEE WORK PROGRAMME UPDATE (Pages 61 - 68)**
11. **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.

12. **DEVELOPING LEISURE VEHICLE PROVISION ACROSS WIRRAL UPDATES EXEMPT APPENDIX (Pages 69 - 96)**

TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Thursday, 21 January 2021

Present: Councillor T Anderson (Chair)

Councillors	P Stuart	C Povall
	H Cameron	J Walsh
	J Johnson	KJ Williams
	C Jones	A Brame (In place of A Corkhill)
	B Kenny	

21 MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

There were no declarations of interests.

22 MINUTES

RESOLVED - That the minutes of the meeting of Tourism, Communities, Culture and Leisure Committee meeting held on 23 November 201120 be approved for accuracy.

23 PUBLIC AND MEMBER QUESTIONS

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

24 CULTURE AND HERITAGE UPDATE

A report of the Director of Regeneration and Place provided an update on the culture and heritage work programme being undertaken within the Regeneration and Place Directorate. In particular, the report detailed the development of a Culture and Heritage Strategy for Birkenhead, commissioned in support of the Council's ambitious regeneration plans. The key points were presented by Chief Regeneration Officer Sally Shah and Senior Manager Culture Strategy Jane Morgan.

The Council's regeneration plans provided significant opportunities for culture and heritage as well creativity and innovation. There were particular challenges for the creative sector brought about by COVID-19 as well as this being a catalyst to look at new ways of engaging with existing and future audiences. Town Deal proposals, including the emerging Dock Branch Park (formerly Green Corridor) project, were informed by culture and heritage considerations and opportunities.

With the involvement of a wide range of stakeholders, a strategy for Birkenhead was being prepared which was to set out clear priorities for culture and heritage linked to the Council's plans. This strategy was to provide a blueprint for further work to ensure culture and heritage is embedded in local masterplans as well as bringing forward a borough-wide strategy in due course.

In questions, Members were reassured that the focus on Birkenhead in respect of regeneration plans resulted from a strategic approach to local planning and unlocking major government support for development. Members were also reassured that heritage issues were being considered as part of plans and that key partners would be consulted throughout.

RESOLVED - That the action being undertaken to deliver the culture and heritage work programme and to develop a Culture and Heritage Strategy for Birkenhead be noted.

25 COMMUNITY SAFETY STRATEGY

A report of the Director of Neighbourhood Services outlined the development process for the Community Safety Strategy for 2021 to 2025. The report detailed the thematic framework within which the strategy was to operate. These themes were: Anti-Social Behaviour; Crime and Violence Reduction; Modern Slavery; Hate Crime; Emergency Planning; Road Safety; and Community Safety.

In addition, the report presented the innovative approach to building the Strategy in a collaborative, co-produced way with partners. The Strategy would be developed by working in partnership with key organisations across the borough to ensure comprehensive buy-in across the statutory, business, voluntary and community sectors and, as a consequence, maximise the impact/outcomes of the strategy and efforts to make a difference in our communities.

Mark Camborne, Assistant Director for Neighbourhoods and Transport, spoke to the report, and informed Members that the consultations had happened via the Community Safety Partnership and that detailed plans for each theme sat beneath the main Strategy. Engagement had included Members, third sector and voluntary groups using the network built up during Covid pandemic. The intention was to bring back the Strategy for sign-off in March or April.

Police Superintendent Martin Earl demonstrated to Members the Safer Wirral Tracker which was a dashboard showing police crime figures across the Wirral, including anti-social behaviour, which had risen due to breaches in Covid rules, domestic abuse and hate crime which had risen overall, and other types of crime which had shown a decreases year on year. Some figures stood out – violence was higher in Birkenhead and peaked among 26-

35 year olds. The focus for the near future was on preventive work and improving the victim's journey through the system. The Tracker was to be provided to Members.

Members questioned the logistics of the tracker and it was confirmed that the domestic violence campaign for silent calls to 999 followed by 55 as a way to report domestic abuse was captured, as was reporting on social media.

RESOLVED: That

- 1. The contents of the report be noted**
- 2. the co-production approach to developing the strategy be endorsed.**

26 **BUDGET CONSULTATION REPORT**

This report formed part of the Council's formal budget setting process, as set out in the Constitution and in accordance with the legal requirements to set a balanced and sustainable budget for 2021/22. Policy and Resources Committee had to recommend a 2021/22 balanced budget proposal to the Council for its meeting in March 2021, and this Committee had been given 6 proposals to consider.

Gail Mooney described the work so far including a consultation which had been launched on 21 December 2020 and closed on 22 January. This had included an online portal and surveys. Almost 13,000 people had accessed the portal and about 2,600 surveys had been completed. Part of registering comments was to provide a postcode which would allow an analysis of responses by area. Many ideas and questions had been suggested and all would be considered. There had also been question and answer sessions and petitions were expected. Policy and Resources Committee on 17 February would have full details of what had been received and a summary. Officers explained that the short municipal year caused by the Covid-19 pandemic made the timescales very short, and the costs on the Council of the pandemic had created a budget deficit which needed to be covered.

Members expressed strong concerns and frustration that there were options provided that had not previously been >to this Committee for consideration.

Each proposal was then discussed and comments included:

Culture and Business Economy Savings

These had been agreed in November and Members had no issues with them.

Close Europa Pools

Members were informed that the element of Europa Pools which was more expensive to operate was the fun pool, and there had been many requests to

keep the competitive pool open as it was the only one in the borough with a grandstand and a movable floor.

Financial figures were not available which made an informed decision impossible.

There would be an effect on ability to exercise which could impact on the Leisure Strategy, where Sport England would be undertaking a detailed needs analysis.

Europa Pools was not included in the latest business plan for the redevelopment of Birkenhead but remained as an option.

There were capital works needed at the fun pool to bring it up to standard.

Pause re-opening of Woodchurch Leisure Centre

The delay was likely to be until April 2022.

There were worries that it could be regarded as 'mothballed' and the delay would be used to justify permanent closure, but Members were informed that there were plans at the site for developments including new 3G football pitches and the improvement of existing grass pitches. The pool was in good condition.

This was another element that would impact on opportunities for exercise following the pandemic, which had benefits regarding physical and mental health and activity.

Review of 4 Golf Courses

Since the development of the initial savings option based on the provision of all golf as a non-statutory service, it had transpired that Hoylake Golf Course could not be included in the review as there was a Development Agreement in place until December 2022. Furthermore, the course is committed as a support facility and practice course for the 2023 Open Championship.

In 2020 Environment Scrutiny Committee had considered the future of golf courses in detail connected with call-in of a decision and had put forward proposals. Some of these were being implemented including plans, delayed by the pandemic, to develop Arrowe Park with improved Clubhouse and a sports village, and the recruitment of a head greenkeeper.

Brackenwood was important due to archaeological finds.

There may be opportunity to generate income around the Open Championship in 2023.

Courses were being surveyed to see what was involved in bringing them up to a good standard.

There had been a surge in play after the first lockdown.

Golf was important to the Leisure Strategy and the courses were important for introducing new people to golf.

Review of Museums Service

Members were informed that £212,000 of the proposed savings of £327,000 related to the Williamson. Initial savings were based on the inclusion of the Priory and Tramway Museum however these were subsequently removed.

The Williamson had recently had lighting upgraded and was a hub of cultural activities.

Artwork could be sold to generate funds however the museum had accredited museum status and could apply for specific funding pots which may not be available if it were to sell off artwork and so may not be available to the Council. Closing could actually create a negative effect on future budgets.

Members had received many letters and emails opposing the closure of the Williamson as people found relaxation, solace and socialising there.

The venue could be marketed for corporate business use.

It was a hub of the community with international connotations.

When the pandemic ends Members would want a Wirral worth living in and the Williamson was part of that – a jewel in the crown.

There may be legal covenants preventing any other use however further investigatory work with Legal services would be required to establish the extent of this.

Royden Park Commercial Development - Phase 1

It was unclear whether the income generated by the high ropes activity planned for Royden Park would affect the budget of this Committee.

RESOLVED:

That Policy and Resources Committee in February 2021 consider the comments on the budget proposals which fall under the remit of the Tourism, Communities and Leisure Committee.

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

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 was to align with the corporate priorities of the Council, in particular the delivery of the key decisions which were within the remit of the Committee.

RESOLVED: That the work programme be noted.

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TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Wednesday, 3 March 2021

REPORT TITLE:	DEVELOPING LEISURE VEHICLE PROVISION ACROSS WIRRAL UPDATES
REPORT OF:	DIRECTOR OF NEIGHBOURHOODS

REPORT SUMMARY

This report seeks agreement on developing business cases for identified sites for the Council to develop leisure vehicle provision across Wirral. Appropriate leisure vehicle provision across Wirral can complement the ambition in the Wirral 2025 Plan to “*Promote Wirral regionally, nationally and internationally as a world-class visitor destination*”, which will help Wirral to become a thriving tourist destination, so that it supports local jobs and puts money directly into hundreds of local businesses. For the purposes of this report, leisure vehicles will mainly be used to cover campervans, caravans, tourers, motorhomes and any other larger motorised vehicles that facilitate recreational use (overnight stays).

RECOMMENDATION/S

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

1. Agree to authorise the Director of Neighbourhoods to continue working on developing proposals for the leisure vehicle provision at four potential sites, Leasowe Lighthouse Car Park; Woodside Ferry Car Park; Price Street Car Park; and Perch Rock Car Park.
2. Agree to authorise the Director of Neighbourhoods to develop a business case for leisure vehicle provision at the Wirral Country Park Car Park site.
3. Agree to authorise the Director of Neighbourhoods to develop a business case for leisure vehicle provision at the Derby Pool site.
4. Agree to authorise the Director of Neighbourhoods to develop a business case for leisure vehicle provision at the Circus Field site.
5. Agree to authorise the Director of Neighbourhoods to bring back relevant recommendations on detailed proposals for leisure vehicle provision, following agreed business case developments, taking account of consultation, to a future Tourism, Communities, Culture and Leisure Committee.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The Council must set a balanced budget for 2021/22 and beyond and is seeking ways to ensure this through efficiency savings and generating more income for the Council. There are potential income generating opportunities because of identified reduced local provision for leisure vehicles and a growing national demand for such provision.
- 1.2 The Tourism, Communities, Culture and Leisure Committee agreed on November 23rd 2020 to accept the recommendations to:
- 1. Approve the vision and the 4 key principles for the Council to develop leisure vehicle provision across Wirral as set out in Appendix 1 of the report.*
 - 2. Approve the range of business model options for consideration for leisure vehicle provision in Appendix 1 of the report.*
 - 3. Approve the review process for determining the proposed leisure vehicle sites for development outlined in Appendix 1 of the report.*
 - 4. Agree to establish a member workshop, in order to review potential sites for leisure vehicle provision against an agreed list of business model options and types of provision, and then ultimately make recommendations back to a future Tourism, Communities, Culture and Leisure Committee.*
- 1.3 To fulfil recommendation 4 from the Committee on November 23rd 2020, a workshop was held on Monday 25th January 2021 with members of the Tourism, Communities, Culture and Leisure Committee and other interested members. The subsequent report and recommendations from that workshop are contained in Appendix 1. This included a consensus at the workshop across members on officers continuing with the work on developing four of the sites, Leasowe Lighthouse Car Park; Woodside Ferry Car Park; Price Street Car Park; and Perch Rock Car Park.
- 1.4 A consensus could not be reached on the other three sites proposed at the workshop to continue work on Wirral Country Park Car Park, Derby Pool and the Circus Field potential sites. Therefore, it was requested to bring further information on these three sites to the next Tourism, Communities, Culture and Leisure Committee.
- 1.5 Recommendations 2,3 and 4 of this report do not commit the Council to developing these sites but recommend further business case development before decisions are reached.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 Traffic Regulation Orders (TRO) have been trialled and subsequently made permanent in the Kings Parade and Coastal Drive areas of New Brighton and have been extended recently to deal with overnight parking of campervans and similar

vehicles in the area. It has been noted that displacement of these vehicles has occurred because of the Traffic Regulation Orders and caused similar issues in alternative areas of New Brighton. Therefore, the review and use of Traffic Regulation Orders will continue to deal with overnight parking of campervans and similar vehicles in certain areas.

- 2.2 This report continues to take a phased approach to decision making on leisure vehicle provision. The workshop considered a variety of options for next steps including bringing all sites back to committee for decision to proceed and also to not bring certain sites back to Committee at all.

3.0 BACKGROUND INFORMATION

- 3.1 A workshop was held on 25 January 2021 in response to several agenda items brought to the Business Overview & Scrutiny Committee and Tourism, Communities, Culture and Leisure Committee.
- 3.2 A scrutiny review into the Management of Campervans was commissioned as part of the Business Overview & Scrutiny Committee's work programme in 2018/19, in response to residents' concerns around overnight parking of campervans in Wallasey and New Brighton. The recommendations from this review were brought to the Tourism Communities, Culture and Leisure Committee in October 2020.
- 3.3 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, 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.
- 3.4 The report also advised 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 review 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.
- 3.5 Further to this review, in November 2020, the Director of Neighbourhoods presented a report to Committee which sought agreement on a set of key principles, business model options and a process for determining sites for the Council to develop leisure vehicle provision across Wirral. Members were informed of a growing leisure vehicle market and commercial opportunities for in house leisure vehicle provision.
- 3.6 The draft minutes of the Committee meeting in November 2020 state that Members discussed the report and options, with deterrents for people avoiding the sites, but the secondary spend and increases in people staying in this country for holidays

would provide opportunities for increased visitors and potential revenue for the Council and local businesses.

- 3.7 It was agreed that a workshop be established, in order to review potential sites for leisure vehicle provision against an agreed list of business model options and types of provision.

Workshop Overview

- 3.8 Members of the Committee received a background paper in advance of the workshop which informed that 2020 had proved to be a difficult year for the tourism and hospitality sector, with operators finding it extremely hard to adjust to the ever-changing situation and restrictions relating to the pandemic. Prior to 2020 there had been growth in the leisure vehicle sector both in sales and visits.
- 3.9 However, it was noted that after the roll out of the national vaccination programme by late 2021, there is now an expectation from the sector of a rapid growth in demand as soon as the restrictions are lifted as seen after the first lockdown in 2020. The market leader Caravan and Motorhome Club recorded a 14% increase in new members after travel restrictions were eased in June 2020. Similar trends had been reported in Wirral, especially around use of bicycles for leisure.
- 3.10 Members were presented with 7 possible sites and were asked to give officers a steer as to which sites were considered viable, and which ones needed more work. The possible sites were:
- Wirral Country Park Car Park
 - Leasowe Lighthouse Car Park
 - Derby Pool
 - Circus Field
 - Woodside Ferry Car Park
 - Price Street Car Park
 - Perch Rock Car Park
- 3.11 In order to inform the discussion, members were appraised of customer segments through applying principles of traditional demographic or life-stage based segmentation in combination with geography based and behavioural segmentation, focusing on needs and wants of the future customer. Members were also provided with an overview of each proposed site with a scoring on the strategic value, financial value, environmental value, commercial value and value management of each site.

Detailed information on Wirral Country Park Car Park, Derby Pool and the Circus Field potential sites

- 3.12 Detailed information on Wirral Country Park Car Park, Derby Pool and the Circus Field potential sites is contained in Appendix 2.

4.0 FINANCIAL IMPLICATIONS

- 4.1 There could be potential investment required for leisure vehicle provision depending on the options chosen to take forward. This investment could be internal or external depending on the business model option chosen. This will be detailed in business cases. Some initial figures were shared at the workshop and are in Appendix 2. No business case will result in a pressure on the Council's budget, as all costs of investment will be offset with income in the same year of being incurred.
- 4.2 There may be a cost for the consultation set out in 8.1 depending on the nature of the agreed consultation.

5.0 LEGAL IMPLICATIONS

- 5.1 Under the Localism Act 2011 and other relevant acts, the Council has powers to charge for services. If the Council wishes to make a surplus from these services, then it should establish a separate trading entity to run these services. This is covered under the options section of the report.
- 5.2 There is currently no national guidance for local authorities in the UK regarding the development of motorhome facilities, nor is there a consistent approach nationally. Each individual authority is responsible for the provision of services for motorhomes. Many countries in Europe have wide networks of approved stopovers for motorhomes most of them with motorhome service points offering CDP (toilet waste disposal), wastewater disposal and fresh water supply. Currently, none of Wirral's closest neighbouring authorities provide dedicated overnight camping sites for motorhomes, nor any formal policy for the provision of services to campervan users.
- 5.3 Depending on the options chosen for leisure vehicle provision, planning permission may be needed.
- 5.4 Relevant health and safety guidance, insurance cover, workforce statute and other statute and guidance affecting leisure vehicle sites will be researched and adhered to.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 These will be detailed in the business cases for the sites for consideration and options chosen.

7.0 RELEVANT RISKS

- 7.1 These will be detailed in the business cases for the sites for consideration and options chosen. Some of the challenges and possible mitigations are referenced for each site in Appendix 2.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 Relevant stakeholders will be consulted which would include affected residents. If the business cases are agreed to be developed, then for each of the three potential sites, Wirral Country Park Car Park, Derby Pool and the Circus Field, engagement

consultation workshops will be held for local residents and businesses. These will include, the rationale for developing leisure provision and advantages and disadvantages; the proposal for the site; options considered; summary of the business case evidence; challenges and potential mitigation. There may be a cost for this consultation depending on the nature of the agreed consultation.

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 Equality Impact Assessment was produced for the original report on Developing Leisure Vehicle Provision Across Wirral for the November 2020 Committee. This Equality Impact Assessment is still relevant for this report and has not been amended apart from referencing this meeting and is available at <https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

- 10.1 Promoting Wirral as a leisure vehicle destination if successful will likely increase associated traffic. At present, the majority of leisure vehicles are fossil fuelled. An increase in such traffic will thus increase local greenhouse gas emissions and other air pollutants. In contrast, by better catering for the leisure vehicle market there could be a decrease in emissions associated with flying as people choose leisure vehicle holidays rather than flying to a holiday destination.
- To achieve climate objectives there is a need to move away from fossil fuel use. At present, there is a small but growing number of electric vans coming onto the market including some leisure conversions. It will be important to 'future proof' local leisure vehicle sites by ensuring suitable charging facilities can be provided to cater for the shift to plug in vehicles.

To minimise negative impacts the leisure vehicle provision will:

- Look to market ourselves digitally and use as little paper as possible.
- Design any buildings to try and minimise energy use and encourage local management to reduce waste and consumption. We will also look to use renewable energy sources where possible.
- Provide recycling facilities at our sites.
- Look to enhance the local environment of our sites including increasing tree cover.
- Encourage visitors to the sites to use local and seasonal food.

The content and/or recommendations contained within this report are expected to reduce emissions of greenhouse gases.

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APPENDICES

Appendix 1 - Local Provision of Leisure Vehicles Workshop report
Appendix 2 - Detailed information on Wirral Country Park Car Park, Derby Pool and the Circus Field potential sites
Appendix 3 - Background paper for Leisure Vehicles Workshop

BACKGROUND PAPERS

Wirral Council Plan 2025
Localism Act 2011
2020/21 Budget Report 2020/21
Quarter 1 Budget Monitoring Report
Wirral Council Visitor Accommodation Development Strategy
Visit Wirral website
National Caravan Council website
Pitching the Value 2019 Economic Benefit Report: Holiday Parks and Campsites representative study using data of largest UK leisure vehicle membership organisations and think-tanks. <https://www.ukcca.org.uk/wp-content/uploads/2019/02/SC6407-00-Holiday-Park-Econ-Impact-Wales-Final-Report.pdf>

Visit Scotland Insight Department Paper: An Overview of Our Target Segments
<https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/external-segmentation-paper-full-document2.pdf>

Office for National Statistics
<https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/articles/travel-trends/2019>

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Tourism, Communities, Culture and Leisure Committee	23 rd November 2020
Tourism, Communities, Culture and Leisure Committee	26 th October 2020
Business Overview & Scrutiny Committee – Scrutiny Review Panel	March 2020
Business Overview & Scrutiny Committee	5 th November 2018

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TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Wednesday 3 March 2021

REPORT TITLE:	WIRRAL MUSEUMS SERVICE STRATEGIC PLAN
REPORT OF:	DIRECTOR OF NEIGHBOURHOOD SERVICES

REPORT SUMMARY

This report outlines the proposed strategic direction for Wirral Museums Service and updates the committee on the progress of two Capital Programme funded projects.

The service plan for Wirral Museums Service builds on the achievements of the Wirral 2020 plan, creating more opportunities for our residents, regardless of age or income, to enjoy cultural events and supporting the tourism offer through programming of good quality exhibitions and events.

This matter affects all Wards within the Borough.

This is not a key decision.

RECOMMENDATION/S

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

- (1) note and endorse the plans and aspirations of Wirral Museums Service in the context of the Wirral 2020 Pledges and the emerging Wirral 2025 plan,
- (2) support the exploration of opportunities for developments at Birkenhead Priory offered by the investment from central Government.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 To maintain Accredited Museum Status the accompanying Service Plan requires endorsement by this Committee. Endorsing the Service Plan demonstrates that the plan will meet the needs of Wirral residents.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 If this plan is not endorsed, an alternative plan would need to be developed. This option is unlikely because the proposed plan builds on previous success and reflects the learning through Covid of the value of digital engagement. The plan outlines approaches to ensure that Wirral Museums Service is supporting the most vulnerable in the borough.
- 2.2 If we do nothing Williamson Art Gallery & Museum and Birkenhead Priory will lose their Accredited Museum status, which would exclude Wirral Museums Service from significant national funding streams. It would also make borrowing pieces from other museums more difficult and make the Gallery less attractive as a venue for temporary exhibitions.

3.0 BACKGROUND INFORMATION

- 3.1 Wirral Museums Service is responsible for the management and operation of Williamson Art Gallery & Museum and Birkenhead Priory. In addition, the legal responsibility and some budget is held by the Service for the Wirral Transport Museum and Birkenhead Heritage Tramway.

Birkenhead Priory is the oldest standing building on Wirral and on Merseyside. The oldest building on the site, the Chapter House, dates to about 1150. The site is a Scheduled Monument, giving it protections similar to Stonehenge, with Grade I, II* and II Listed Buildings. The Museums Service manages the whole site as a visitor destination, working with key stakeholders to create an animated and interesting visitor experience. The Chapter House is owned by the Diocese of Chester and houses an active chapel, part of the Priory Parish. In the Scriptorium, above the Chapel, the Friends of HMS Conway volunteers have a museum and hold commemorative events there.

There is a small museum in the Undercroft, an events/exhibition space in the Refectory, and the remains of the guest hall and cloister precinct. The tower from the first parish church of Birkenhead, St Mary's, offers spectacular views over the Mersey and as far as Bidston windmill and Frodsham to the south. The 1939 sinking of the Cammell Laird-built submarine, Thetis, is commemorated within the tower with a plaque naming each man who lost his life by each of the 101 steps of the Tower.

We have an active and engaged group of volunteers who lead guided tours and help care for the grounds. The site is the venue for touring theatre productions, art installations, school visits, concerts and fairs. The church is active with prayer vigils and regular services.

3.2 **Williamson Art Gallery & Museum** is a Grade II purpose-built gallery and museum, opened in 1928, on the ward boundary between Oxton and Claughton. The gallery stores the majority of Wirral's varied art and historic museum collections. These include the largest public collection Della Robbia Pottery, made in Birkenhead, in the world; local artists including the internationally important Philip Wilson Steer; a reference collection of British watercolourists from 1750 to 1920 including five by JMW Turner; the design archive of Birkenhead company A H Lee and Sons who provided soft furnishings for the first class accommodation on Cunard liners; ship models from the Alabama to a modern gas platform and many from Cammell Lairds; furniture from Arrowe Hall and more.

The exhibition programme includes nationally and internationally recognised artists such as Henry Moore and Christian Furr, as well as local artists such as Steve des Landes. The team works with local practitioners to support the development of exhibitions, host Wirral Met College degree shows each year and have an annual open art and photography exhibition.

The Gallery hosts art classes, lectures, music concerts, meetings, family workshops, school visits. The Gallery shop carried the work of 64 local artists and makers and housed four small businesses.

In 2019 the service commenced a Capital Programme funded project to digitise our collections and documentation so that more information could be made easily accessible and available to the public. This project has been supported by volunteers. The digitised collections and associated documentation will be held on a searchable database. An example of how this could work can be found at the Ashmolean Museum, click <https://collections.ashmolean.org/> to explore their collections online.

In recent years the Williamson has received approximately £1.5m investment from the Capital Programme. This investment has improved the offer for visitors and stakeholders and has delivered:

- additional office and storage space enabling us to bring closed galleries back into use,
- new lighting to reduce power consumption and solar panels to support the Council response to the Climate Emergency,
- a new roof,
- a reconfigured entrance hall,
- a café.

3.3 **Wirral Transport Museum & Heritage Tramway** is operated by volunteers from Merseyside Tramway Preservation Society. The Museums Service has collections on the site in Taylor Street, Birkenhead. The building is in council-ownership and

there is a small budget associated with it that is intended to cover utility and insurance costs.

The operation of the tramway is determined by an Act of Parliament, Wirral Tramway Light Railway Order 1994, and there are very specific roles and requirements that need to be fulfilled under the terms of the Act. This includes the restriction that the tramway cannot be used as 'people-mover'.

Wirral Transport Museum and Birkenhead Heritage Tramway have been identified as a potential community asset transfer, although the Council will have to retain the legal responsibility for the operation of the tramway. There are items from Wirral's museum collections in the Transport Museum.

The **Williamson & Priory Friends** are a Charitable Incorporated Organisation that supports the work of the Museums Service. They do this in a number of ways, including:

- paying the fee for a freelance Publicity Officer
- funding the Summer Art Programme
- funding the Sunday Serenade concert series
- covering hospitality expenses for exhibition private views
- helping with the purchase items for the collection.

In the last few years, the Friends raised over £45,000 to turn an unused quadrangle in the centre of the building into a garden.

3.4 **SERVICE PLAN**

The Museums Service has begun to process of developing a new five year plan, Appendix 2. Below are the mission statements for each site and the 2030 vision. Strategic objectives can be found in draft plan.

3.5 **Birkenhead Priory**

Mission Statement

Birkenhead Priory will tell the story of the Christian heritage of the site and the history of faith practice in Wirral; teach visitors about the history of Birkenhead; tend the site and its buildings to preserve them for future generations; transform the visitor experience by providing opportunities for contemplation and reflection; and treasure the environment by promoting sustainable living.

2030 Vision

Our ambition is to enhance the programme of events, exhibitions and commissions, create opportunities for personal reflection and contemplation; look back to the history of the site, its town and the changing religious practice across Wirral; promote sustainable living and respect for the environment. This will be achieved within the constraints of the site as a Scheduled Monument with Listed Buildings, protecting the site for future generations.

3.6 **Williamson Art Gallery & Museum**

Mission Statement

Williamson Art Gallery & Museum will show the best of Wirral's historic and contemporary artists and makers; celebrate Wirral's history and create high quality cultural experiences for residents and visitors. We will be relevant to, and engaged with, all of Wirral's communities and be a vibrant part of Wirral's day-to-day life and its tourism offer, bringing a range of exhibitions and events to its unique spaces.

2030 Vision

During the next decade, the Williamson will expand its role as a vibrant community cultural hub using the art and museum collections to empower Wirral's communities. Staff time and expertise will be used proactively to support and celebrate existing and emerging artists and makers of Wirral and its diaspora.

3.7 Wirral Transport Museum & Heritage Tramway

Mission Statement

Wirral Transport Museum will celebrate the pioneering place Birkenhead had in the development of public transport in Britain and reflect the history of public transport in the area. Vehicles will be kept in working order and restoration and conservation will take place in public view with an effort to pass skills to the next generation.

2030 Vision

By 2030 Wirral Transport Museum and Birkenhead Heritage Tramway will be operated by a third sector organisation, supported by the Council:

- to meet the requirements under law for the operation of a heritage tramway,
- by providing relevant museums' collections on long term loan,
- to provide advice and guidance on the care of these collections.

3.8 Supporting our children, young people and adults

One key aspect of the plan is the emerging internal partnerships with Children's and Adult Services, embedding Wirral Museums Service in the delivery of services for vulnerable children, young people and adults.

Wirral Museums Service will do this by offering activities, such as den building at the Priory and art workshops at the Gallery; creating digital content that we can take into care settings alongside handling collections; creating safe neutral spaces for social workers and other professionals to work with individuals or groups; co-create exhibitions from our collections with groups of residents, to tell their stories and respond to the needs of other council teams in the delivery of their services.

This is important because there is strong evidence that high quality cultural engagement is beneficial for positive mental health and it ensures that we, as a Service, are responding to the needs of those residents. This builds on a history of effective project work that has informed ways of working and future activity.

3.9 Central Government investment in Birkenhead and Wirral

Birkenhead has secured significant inward investment from central government in the form of the Town Deal. Birkenhead Priory, Wirral Transport Museum and the Heritage Tramway are integral to the plans for the waterfront of Birkenhead and the developing tourism infrastructure of the town.

The Williamson is a key asset in the cultural landscape of Wirral and an integral part of the visitor economy of Birkenhead and wider Wirral and the attraction of high quality inward investment.

4.0 FINANCIAL IMPLICATIONS

4.1 There are expected to be no financial implications arising from this report as the expenditure required for accreditation and consultation are contained within existing budgets.

5.0 LEGAL IMPLICATIONS

5.1 There are no legal implications associated with this report.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 There are no additional resource requirements directly associated with this report.

7.0 RELEVANT RISKS

7.1 *Loss of Accreditation:* the loss of Accredited Museum Status would result in exclusion from key grant regimes and would be difficult to get back. An agreed service plan is a requirement of Accreditation.

7.2 *Non-statutory service:* as the financial situation worsens for the Council non-statutory services become increasingly vulnerable. A lack of service plan that demonstrates relevance and value would exacerbate this risk. Closure of the service does not deliver a full cost saving as the costs of storing the collections will incur significant costs over time, estimated at £200,000 in the first year and subsequent annual costs estimated at £100,000.

7.3 *Missed opportunities:* there is significant inward investment in Birkenhead in the next few years. An endorsed service plan, with clear and ambitious objectives, increases the chances of benefitting from those regeneration monies. Museums Service staff are in discussions with colleagues from Regeneration and Place about the opportunities presented by inward investment such as Town Deal and Levelling Up.

8.0 ENGAGEMENT/CONSULTATION

8.1 To support the Accreditation process we will undertake a limited consultation on the proposed strategy with stakeholders. Written responses, evaluation forms and focus groups will be used. The feedback will inform the final plan which will be brought back to Committee for approval.

8.2 Stakeholders include, but are not limited to:

- staff
- local residents and neighbours
- visitors
- user groups eg U3A
- Williamson & Priory Friends
- other Council Teams
- partners
- key funders
- volunteers
- Wirral Metropolitan College
- local arts societies and studios
- elected members.

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 Equality Impact Assessment has been provided to support this report.

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

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 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.

10.2 Where possible we will invest in environmentally friendly solutions and designs when we modernise our buildings to reduce their carbon footprint.

10.3 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: [Wirral Museums Service Outline Strategic Plan 2020-2025](#)

BACKGROUND PAPERS

[Museums Change Lives](#)

[Wirral Plan 2020](#)

[Museums Accreditation Scheme](#)

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Not applicable	Not applicable

WIRRAL MUSEUMS SERVICE STRATEGY 2020-2025

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FOREWORD

Museums can increase our sense of wellbeing, help us feel proud of where we have come from, can inspire, challenge and stimulate us, and make us feel healthier.

David Fleming
Director, National Museums Liverpool
President, Museums Association 2017

Wirral Museums are free to enter and open to all. In the last ten years our sites have transformed into vibrant community hubs, offering high quality cultural experiences for residents and visitors alike.

The next decade will be equally transformational. We will continue to offer high quality cultural experiences, contributing to the growth of the visitor economy and the positive health and well-being of Wirral residents. We will embed the work we do with communities in the plans and strategies of partners and collaborators, responding strategically to the needs of our most vulnerable residents and communities.

Our plans for the Priory are ambitious – improving the visitor facilities and generating significant growth in visitor numbers. The site is at the heart of the emerging Priory Quarter and the opportunities for collaboration and joint working with other organisations in the area are exciting.

At the Williamson we will work more strategically to support emerging and established artists and craftspeople living and working in Wirral. We are developing a model of co-creation within our exhibition programme, working with groups of residents to tell their stories with our collections and we are increasing access to our collections using digital technologies.

We will complete the community asset transfer for Wirral Transport Museum and embed this and the Heritage Tramway into the tourism infrastructure.

INTRODUCTION

Wirral Museums Service is responsible for the management and operation of the Williamson Art Gallery & Museum and Birkenhead Priory and the care of Wirral's art and museum collections. In addition, the Service carries the council's legal responsibility for the operation and infrastructure of the Birkenhead Heritage Tramway and for Wirral Transport Museum.

The Williamson Art Gallery & Museum and Birkenhead Priory are both Accredited Museums, which ensures that museums management and collections care meet agreed national standards and gives access to national funding streams. The Williamson is a Grade II Listed building. The Priory is a Scheduled Monument (subject to exactly the same protections as other monuments, like Stonehenge for instance) and has Grade I, Grade II* and Grade II Listed buildings on the site. The Chapter House at the heart of the Priory site, dating to about 1150 and the oldest standing building in Merseyside, is owned by the Church of England and is an active chapel. The Friends of HMS Conway occupy the first floor of this building and have a museum of Conway artefacts in this room.

Arts Council England is the national regulatory agency for museums and Historic England is the regulatory body for the parts of Birkenhead Priory in Council ownership. The Museums Development Network is the development agency for museums.

WHAT WE KNOW

Data – a snapshot of 2019

Birkenhead Priory

- 14000 visitors
- 7248 visitors to Priory events
- 1660 art class participants
- 595 to watch theatre
- 500 visitors for Heritage Open Days
- 100 school children
- 2 exhibitions

Williamson Art Gallery & Museum

- 50,000 visitors
- £18,000 in shop sales
- 1800 children watching theatre
- 1500 people listening to 29 talks
- 1294 attendances at art classes
- 71 meetings for community groups
- 57 business meetings
- 50+ local artists and makers in the Gallery shop
- 45 school visits
- 41 concerts
- 22 exhibitions
- 5 art works on loan
- 2 weddings

2020 – A year of digital engagement

Birkenhead Priory

Website	the virtual tour has had almost 2000 views this year
Facebook	followers grew from 2922 in March to 4285 in December

Williamson Art Gallery & Museum

Website	15000 visitors to online exhibitions since March
Facebook	followers grew from 3299 in March to 3989 in December

Wirral Museums Service

Instagram	as of December 1100 followers
Twitter	as of December 3393 followers

WIDER STRATEGIC CONTEXT

- Wirral 2020 Pledges:

- *Leisure and cultural opportunities for all*
We will encourage more people to enjoy the wide range of leisure, culture and sporting opportunities on offer across Wirral. We will listen to residents' ideas and requests, and by 2020, will have increased access to events and activities to all our residents, regardless of age or income.
- *Vibrant tourism economy*
We are proud of our home and will work to promote and grow the borough's tourism offer, making Wirral a place even more people enjoy visiting.
- The emerging Wirral 2025 plan.
- The emerging Green and Blue Infrastructure Strategy.
- The ambition to make better use of the River Mersey as a key asset for the visitor economy is supported by the Priory as visitor destination.
- Birkenhead Regeneration Framework.
- Birkenhead Priory is an anchor destination in the development of the waterfront.
- Birkenhead Priory and Wirral Transport Museum are located near to jumping off points of the Green Corridor proposals in the Town Deal.
- Williamson Art Gallery & Museum, Birkenhead Priory and Wirral Transport Museum and Birkenhead Heritage Tramway all support the cultural offer integral to the Town Investment Plan.
- The Priory is a key component of the emergent Priory Quarter.
- Children's Services.
- Working with colleagues to support vulnerable children and young people to become active and engaged citizens.
- Library Strategy.
- Working in partnership with Library colleagues to deliver programmes to support people living with dementia and their carers, and adults from deprived communities to develop functional skills and improve employability.
- Adult Services.
- Supporting colleagues in the development of strength-base practice, using local assets to support the care of vulnerable adults.
- Sport and Physical Activity Strategy

THE 2025 STRATEGY

Birkenhead Priory

Mission Statement

Birkenhead Priory will tell the story of the Christian heritage of the site and the history of faith practice in Wirral; teach visitors about the history of Birkenhead; tend the site and its buildings to preserve them for future generations; transform the visitor experience by providing opportunities for contemplation and reflection; and treasure the environment by promoting sustainable living.

2030 Vision

Our ambition is to enhance the programme of events, exhibitions and commissions, create opportunities for personal reflection and contemplation; look back to the history of the site, its town and the changing religious practice across Wirral; promote sustainable living and respect for the environment. This will be achieved within the constraints of the site as a Scheduled Monument with Listed Buildings, protecting the site for future generations.

Vision aims and objectives

Upgrade the visitor facilities.

Objectives

- Create a visitor centre with catering offer, learning and retail space
- Refresh the museum displays and interpretation

Work in partnership with the Diocese and Parish to support the refurbishment of the Chapter House

Objectives:

- Identify funding opportunities
- Support funding applications
- Work with them to develop new interpretation for the building

Contribute to the regeneration of Birkenhead through the development of an exciting programme of events in line with the Mission Statement, delivered in partnership with other organisations in the Priory Quarter.

Objectives

- Grow the emergent events programme
- Programme contemporary arts exhibitions/installation

Williamson Art Gallery & Museum

Mission Statement

Williamson Art Gallery & Museum will show the best of Wirral's historic and contemporary artists and makers; celebrate Wirral's history and create high quality cultural experiences for residents and visitors. We will be relevant to, and engaged with, all of Wirral's communities and be a vibrant part of Wirral's day-to-day life and its tourism offer, bringing a range of exhibitions and events to its unique spaces.

2030 Vision

During the next decade, the Williamson will expand its role as a vibrant community cultural hub using the art and museum collections to empower Wirral's communities. Staff time and expertise will be used proactively to support and celebrate existing and emerging artists and makers of Wirral and its diaspora.

Vision aims and objectives

Contribute to the growth of the visitor economy by delivering an exciting programme of exhibitions and events.

Objectives:

- co-creation of exhibitions with groups of Wirral residents,
- creation of a local/social history gallery,
- continue to attract exhibitions from nationally and internationally renowned artists and makers.

Increase collections accessibility using digital content and new technology.

Objectives:

- 90% of the collection available online via MODES,
- development and deployment of an online schools offer,
- development and delivery of an online offer for care settings.

Deliver economic development opportunities for Wirral's artists and makers.

Objectives:

- offering space and support for established and emerging artists to exhibit work for sale,
- development of an online shop available to Wirral artists and craftspeople,
- a programme of advice, support and training for Wirral artists and makers.

Grow the income generated by the café.

Objectives

- develop an evening offer,
- create an in-house wedding catering offer.

Wirral Transport Museum and Birkenhead Heritage Tramway

Mission Statement

Wirral Transport Museum will celebrate the pioneering place Birkenhead had in the development of public transport in Britain and reflect the history of public transport in the area. Vehicles will be kept in working order and restoration and conservation will take place in public view with an effort to pass skills to the next generation.

2030 Vision

By 2030 Wirral Transport Museum and Birkenhead Heritage Tramway will be operated by a third sector organisation, supported by the Council:

- to meet the requirements under law for the operation of a heritage tramway
- by providing relevant museum's collections on long term loan
- to provide advice and guidance on the care of these collections.

Merseyside Tramway Preservation Society will have their own priorities and objectives for the operation of the museum and tramway. The priorities below are the priorities of the Museums Service for the site.

Vision aims

Maximise the opportunities presented by the public investment in Birkenhead.

Complete the Community Asset Transfer of the site to Merseyside Tramway Preservation Society or a similar organisation.

Secure appropriate support for the management and operation of the museum and tramway.

Secure appropriate support, guidance and advice for care of the transport collections.

MEASURES OF SUCCESS

- Annual visitor survey
- Collection of visitor numbers:
 - for Birkenhead Priory
 - for Williamson Art Gallery & Museum
 - for Wirral Transport Museum and Birkenhead Heritage Tramway
 - for Priory website
 - for Gallery website
 - for events
 - for school vis
- Conversion of browsing to sales in the online shop
- Outreach visits
- Participants in outreach visits
- Evaluations of individual programmes
- Annual stakeholder survey
- The Museum Service embedded in strategic and delivery plans of other council services.
- To be recognised across the Liverpool City Region and beyond as a vital part of the cultural landscape.

WIRRAL COUNCIL VALUES

In Wirral Museums Service we are...

Customer Focused

- We are responsive to our customers' needs and listen to their feedback on the work we do.
- We work hard to make our sites and what happens within them accessible to all.

Accountable

- We are proud of our Service and what we provide for residents and visitors.
- We take responsibility when things go wrong and continually strive to improve.
- We recognise our responsibilities as Council officers to respond quickly and effectively to senior officers and elected members.

Professional

- We treat members of our team with respect and acknowledge their contribution to the delivery of a customer-focused service.
- We treat colleagues across the council with respect and aim to respond efficiently and effectively to all requests.

Ambitious

- We are ambitious for our service and make every effort to continually improve.
- We support the continuing personal and professional development of all staff.

APPENDICES

- Appendix 1: [Historical background](#)
Appendix 2: [SWOT Analysis](#)
Appendix 3: [Location Map – Williamson Art Gallery & Museum](#)
Appendix 4: [Location Map – Birkenhead Priory](#)
Appendix 5: [Collections overview](#)

REFERENCES

- [Museums Change Lives](#)
[Wirral Plan 2020](#)
[Museums Accreditation Scheme](#)



Wirral Museums Service



2020
to
2025

Museums can increase our
sense of wellbeing,
help us feel proud of
where we have come from,
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stimulate us,
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—oo0oo—

7248 visitors to
Priory events

—oo0oo—

1660 art class
participants

—oo0oo—

595 to watch
theatre

—oo0oo—

500 visitors for
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Days

—oo0oo—

100 school children

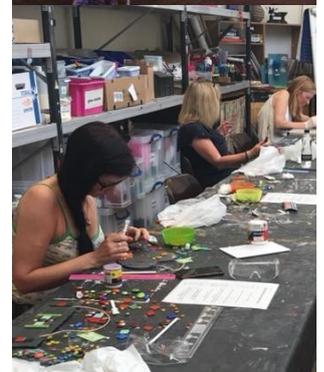
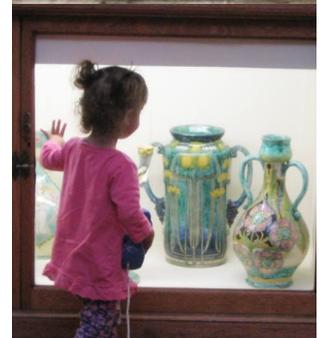
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2 exhibitions

What we know — Birkenhead Priory a snapshot of 2019



WILLIAMSON ART GALLERY & MUSEUM



What we know—Williamson Art Gallery & Museum a snapshot of 2019

50,000 visitors

- £18,000 in shop sales
- 1800 children watching theatre
- 1500 people listening to 29 talks
- 1294 attendances at art classes
- 71 meetings for community groups
- 57 business meetings
- 50+ local artists and makers in the Gallery shop
- 45 school visits
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2020—A year of digital engagement



the virtual tour has had almost 2000 views this year



followers grew from 2922 in March to 4285 in December



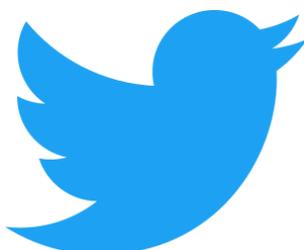
15000 visitors to online exhibitions since April



followers grew from 3299 in March to 3989 in December



as of December 1100 followers



as of December 3393 followers

WIDER STRATEGIC CONTEXT

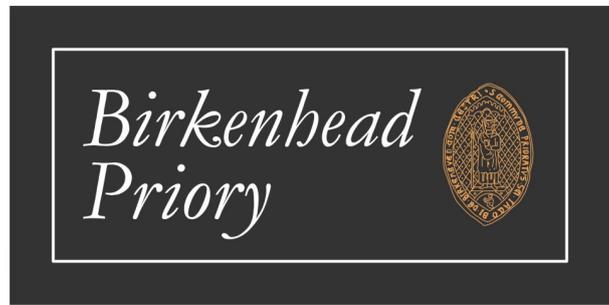
- Wirral 2020 Pledges:
- **Leisure and cultural opportunities for all**
We will encourage more people to enjoy the wide range of leisure, culture and sporting opportunities on offer across Wirral. We will listen to residents' ideas and requests, and by 2020, will have increased access to events and activities to all our residents, regardless of age or income.
- **Wirral 2020 pledge: vibrant tourism economy**
We are proud of our home and will work to promote and grow the borough's tourism offer, making Wirral a place even more people enjoy visiting.
- The emerging Wirral 2025 plan.
- The emerging Green and Blue Infrastructure Strategy.
- The ambition to make better use of the River Mersey as a key asset for the visitor economy is supported by the Priory as visitor destination.
- Birkenhead Regeneration Framework.
- Birkenhead Priory is an anchor destination in the development of the waterfront.
- Birkenhead Priory and Wirral Transport Museum are located near to jumping off points of the Green Corridor proposals in the Town Deal.
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- The Priory is a key component of the emergent Priory Quarter.
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- Working with colleagues to support vulnerable children and young people to become active and engaged citizens.
- Library Strategy.
- Working in partnership with Library colleagues to deliver programmes to support people living with dementia and their carers, and adults from deprived communities to develop functional skills and improve employability.
- Adult Services.
- Supporting colleagues in the development of strength-base practice, using local assets to support the care of vulnerable adults.
- Sport and Physical Activity Strategy



THE 2025 STRATEGY

Mission Statement

Birkenhead Priory will tell the story of the Christian heritage of the site and the history of faith practice in Wirral; teach visitors about the history of Birkenhead; tend the site and its buildings to preserve them for future generations; transform the visitor experience by providing opportunities for contemplation and reflection; and treasure the environment by promoting sustainable living.



2030 Vision



Our ambition is to enhance the programme of events, exhibitions and commissions, create opportunities for personal reflection and contemplation; look back to the history of the site, its town and the changing religious practice across Wirral; promote sustainable living and respect for the environment.

This will be achieved within the constraints of the site as a Scheduled Monument with Listed Buildings, protecting the site for future generations.



Vision aims and objectives



Upgrade the visitor facilities.

Objectives

- Create a visitor centre with catering offer, learning and retail space
- Refresh the museum displays and interpretation

Work in partnership with the Diocese and Parish to support the refurbishment of the Chapter House

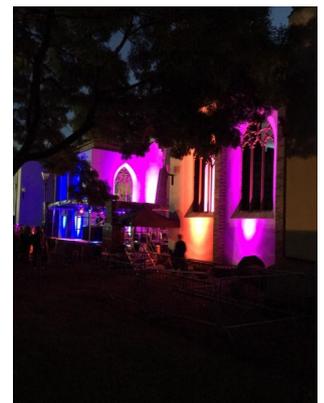
Objectives

- Identify funding opportunities
- Support funding applications
- Work with them to develop new interpretation for the building

Contribute to the regeneration of Birkenhead through the development of an exciting programme of events in line with the Mission Statement, delivered in partnership with other organisations in the Priory Quarter.

Objectives

- Grow the emergent events programme
- Programme contemporary arts exhibitions/installation



THE 2025 STRATEGY

Mission Statement

Williamson Art Gallery & Museum will show the best of Wirral's historic and contemporary artists and makers; celebrate Wirral's history and create high quality cultural experiences for residents and visitors. We will be relevant to, and engaged with, all of Wirral's communities and be a vibrant part of Wirral's day-to-day life and its tourism offer, bringing a range of exhibitions and events to its unique spaces.

2030 Vision

WIRRAL ART GALLERY & MUSEUM WILLIAMSON



During the next decade, the Williamson will expand its role as a vibrant community cultural hub using the art and museum collections to empower Wirral's communities. Staff time and expertise will be used proactively to support and celebrate existing and emerging artists and makers of Wirral and its diaspora.

Vision aims and objectives

Contribute to the growth of the visitor economy by delivering an exciting programme of exhibitions and events.

Objectives

- co-creation of exhibitions with groups of Wirral residents,
- creation of a local/social history gallery,
- continue to attract exhibitions from nationally and internationally renowned artists and craftspeople.

Increase collections accessibility using digital content and new technology.

Objectives

- 90% of the collection available online via MODES,
- development and deployment of an online schools offer,
- development and delivery of an online offer for care settings.

Deliver economic development opportunities for Wirral's artists and makers.

Objectives

- offering space and support for established and emerging artists to exhibit work for sale,
- development of an online shop available to Wirral artists and craftspeople,
- a programme of advice, support and training for Wirral artists and makers.

Grow the income generated by the café.

Objectives

- develop an evening offer,
- create an in-house wedding catering offer





THE 2025 STRATEGY

Mission Statement

Wirral Transport Museum will celebrate the pioneering place Birkenhead had in the development of public transport in Britain and reflect the history of public transport in the area. Vehicles will be kept in working order and restoration and conservation will take place in public view with an effort to pass skills to the next generation.

2030 Vision

By 2030 Wirral Transport Museum and Birkenhead Heritage Tramway will be operated by a third sector organisation, supported by the Council:

- to meet the requirements under law for the operation of a heritage tramway
- by providing relevant museum's collections on long term loan
- to provide advice and guidance on the care of these collections.

Merseyside Tramway Preservation Society will have their own priorities and objectives for the operation of the museum and tramway. The priorities below are the priorities of the Museums Service for the site.

Vision aims

Maximise the opportunities presented by the public investment in Birkenhead.

Complete the Community Asset Transfer of the site to Merseyside Tramway Preservation Society or a similar organisation.

Secure appropriate support for the management and operation of the museum and tramway.

Secure appropriate support, guidance and advice for care of the transport collections.



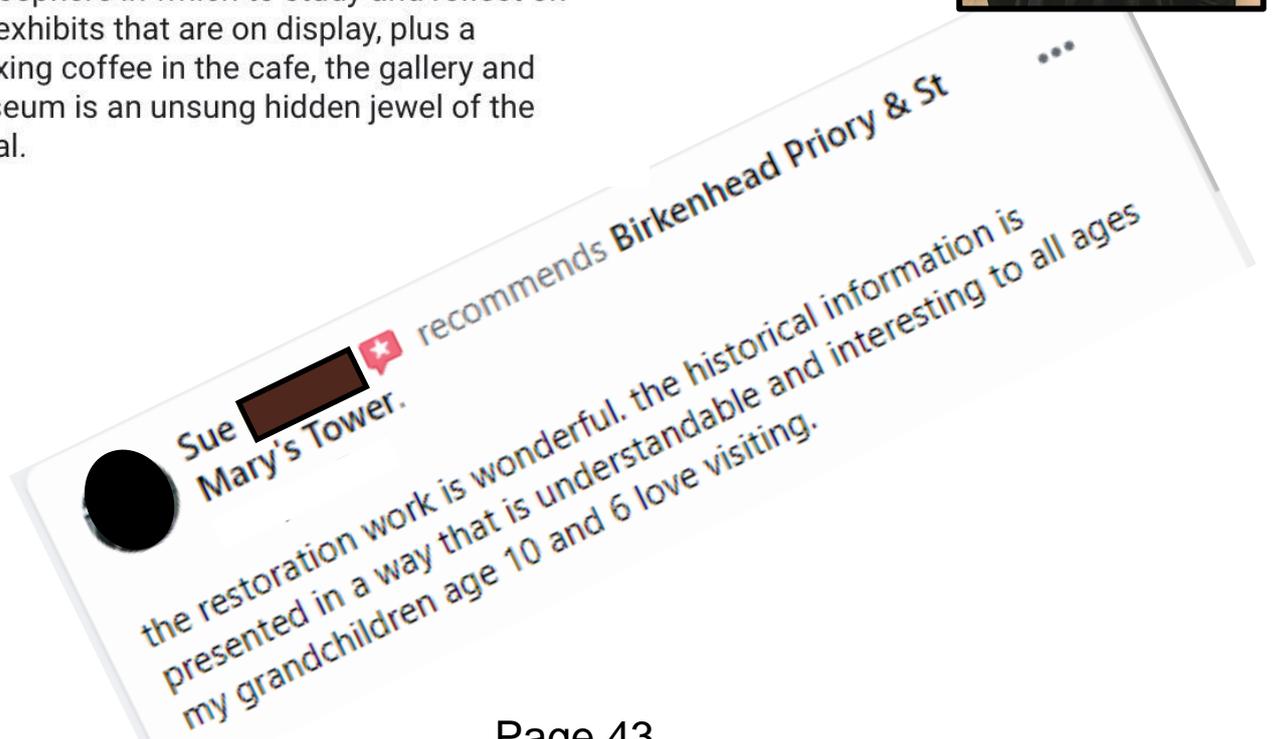
MEASURES OF SUCCESS

Success measures will include:

- Annual visitor survey
- Collection of visitor numbers:
 - for Birkenhead Priory
 - for Williamson Art Gallery & Museum
 - for Wirral Transport Museum and Birkenhead Heritage Tramway
 - for Priory website
 - for Gallery website
 - for events
 - for school visits
- Conversion of browsing to sales in the online shop
- Outreach visits
- Participants in outreach visits
- Evaluations of individual programmes
- Annual stakeholder survey
- The Museums Service embedded in strategic and delivery plans of other council services.
- To be recognised across the Liverpool City Region and beyond as a vital part of the cultural landscape.

Williamson Art Gallery & Museum

★★★★★ A thoroughly enjoyable, informative experience, a relaxed atmosphere in which to study and reflect on the exhibits that are on display, plus a relaxing coffee in the cafe, the gallery and museum is an unsung hidden jewel of the Wirral.



WIRRAL COUNCIL VALUES

In the Wirral Museums Service we are...

Customer Focused

We are responsive to our customers' needs and listen to their feedback on the work we do.

We work hard to make our sites and what happens within them accessible to all.

Accountable

We are proud of our Service and what we provide for residents and visitors.

We take responsibility when things go wrong and continually strive to improve.

We recognise our responsibilities as Council officers to respond quickly and effectively to senior officers and elected members.

Professional

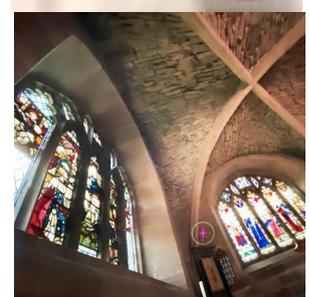
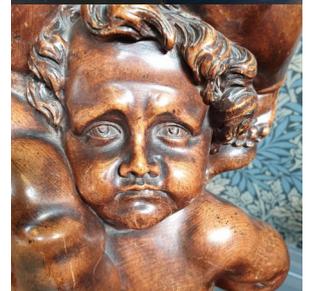
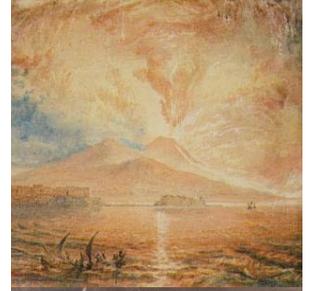
We treat members of our team with respect and acknowledge their contribution to the delivery of a customer-focused service.

We treat colleagues across the council with respect and aim to respond efficiently and effectively to all requests.

Ambitious

We are ambitious for our service and make every effort to continually improve.

We support the continuing personal and professional development of all staff.



APPENDICES

- Appendix 1: [Historical background](#)
- Appendix 2: [SWOT Analysis](#)
- Appendix 3: [Location Map – Williamson Art Gallery & Museum](#)
- Appendix 4: [Location Map – Birkenhead Priory](#)
- Appendix 5: [Collections overview](#)

REFERENCES

[Museums Change Lives](#)

[Wirral Plan 2020](#)

[Museums Accreditation Scheme](#)

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TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Wednesday, 3 March 2021

REPORT TITLE:	COVID - 19 UPDATE
REPORT OF:	DIRECTOR OF NEIGHBOURHOOD SERVICES

REPORT SUMMARY

This report provides the Committee with an update on surveillance data and key areas of development in relation to Wirral's COVID-19 response and delivery of the Outbreak Prevention and Control Plan.

This matter affects all wards within the Borough; it is not a key decision.

This report is for information purposes only and whilst the content provided will be relevant to all wards within the Borough, no decisions are required.

RECOMMENDATION/S

The Tourism, Communities, Culture and Leisure Committee are recommended to note the contents of the report and associated presentation and support the ongoing work associated with COVID-19 response.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 This report supports a presentation to give Members of the Committee an overview of how the Neighbourhoods Directorate are working to Keep Wirral well and help protect residents from the impact of COVID-19. It provides an update on services within the Neighbourhoods directorate relevant to the Tourism, Communities, Culture and Leisure Committee.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 The report is for information and as such, no other options have been considered.

3.0 BACKGROUND INFORMATION

- 3.1 On 22 May 2020, the government asked all Councils to develop local COVID-19 Outbreak plans. Wirral published its Outbreak Prevention and Control Plan in June 2020, setting out:
- how Wirral will prevent transmission of COVID-19 within the community
 - how Wirral will ensure we have an effective and coordinated local approach to managing COVID-19 outbreaks across different settings within the Borough
 - how Wirral will ensure vulnerable people are protected
 - how Wirral will link with national and regional systems to ensure we get maximum benefit for the population of Wirral.
- 3.2 In December 2020, Wirral Council published an update to this plan highlighting the progress that has been made to date along with a dynamic strategy for how we will continue to protect our communities from the impacts of COVID-19, as well as the wider effects on the health, wellbeing and livelihoods of Wirral residents. The updated plan can be found on the Wirral Council website:
- 3.3 Currently Wirral Council are again facing a challenging picture in relation to COVID-19 both nationally and locally. We undertake daily and weekly surveillance to understand the local picture – Up to date information on COVID-19 in Wirral is available here: COVID19 statistics for Wirral | www.wirral.gov.uk
- 3.4 Due to Coronavirus cases rising rapidly across the country and growing pressure on the NHS the Prime Minister announced on the 4 January, that the country would be put back into a national lockdown. Details of Current National Guidance is available here: <https://www.gov.uk/government/collections/coronavirus-covid-19-list-of-guidance>
- 3.5 As part of the committee work programme members requested an update on the service areas within the Neighbourhoods directorate and how they are responding to the ongoing situation. Details of Neighbourhoods Directorate response are highlighted within the presentation and focus on areas affecting Leisure, Tourism, Culture and Communities Committee, whilst there has been a significant impact due

to closure of many of these services areas associated with Leisure, Libraries, Museums, the Council has responded by increasing its digital and online offers for residents, including online fitness classes, digital reading materials and cultural streaming events.

- 3.6 Through our humanitarian work, the Council has worked in partnership with over 50 Wirral 3rd sector and community organisations to help residents in need, establishing the Emergency Food Hub. We have delivered over 20,000 food hampers to feed circa 50,000 people. We have supported hundreds experiencing economic hardship as a result of Covid - with emergency fuels cards, debt support, central heating repairs and clothing – many things which were historically supported through Local welfare Assistance.
- 3.7 The chart below outlines the timeline and breadth of activity that falls within the Humanitarian Cell’s remit in terms of the emergency response to food and welfare support.

Date	Work stream
30 March 2020	Emergency Food Hub commenced
15 May 2020	Financial assessment for food and utilities (transferred from Local Welfare Assistance scheme)
21 July 2020	DEFRA Emergency Assistance Grant delivery commenced
31 July 2020	Emergency Food Hub ceased
9 September 2020	Financial Support for Welfare Needs Scheme commenced (temporarily replacing the Local Welfare Assistance scheme)
12 October 2020	DHSC Test & Trace Support Payments commenced
1 December 2020	DWP COVID Winter Grant Scheme delivery commenced
11 January 2021	Emergency Food Hub re-commenced

- 3.8 Covid has presented challenges to everyone in society but increasingly there is clear evidence that it significantly affects those individuals and families who are socially and economically challenged.

4.0 FINANCIAL IMPLICATIONS

- 4.1 This report is for information purposes and there are no direct financial implications arising from it. There may be financial implications for the Neighbourhoods directorate as a result of the pandemic but these are reported on in quarterly finance reporting.

5.0 LEGAL IMPLICATIONS

- 5.1 This report is for information to Members and as a result there are no legal implications.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 This report is for information to Members and as a result there are no resource implications

7.0 RELEVANT RISKS

7.1 It should be noted that data relating to the operational management of the COVID-19 response is frequently changing and as a result, some of the information contained within the committee update is likely to become outdated quickly.

8.0 ENGAGEMENT/CONSULTATION

8.1 No direct public consultation or engagement has been undertaken in relation to this report. However, community engagement is a key priority in ensuring an effective response to the COVID-19 pandemic.

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 Equality considerations were a key component of the actions noted in 3.1 of this report, however there are no further direct equality implications arising.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 There are no direct environment and climate implications arising from this report.

REPORT AUTHOR: **Anna Perret**
(Anna Perret)
email: annaperret@wirral.gov.uk

APPENDICES

There are no appendices - presentation to be given at committee.

BACKGROUND PAPERS

Wirral Outbreak Prevention and Control Plan December 2020

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Tourism Communities Culture and Leisure Committee	26 November 2021
	23 November 2021
	21 January 2021

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TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Wednesday, 3 March 2021

REPORT TITLE:	2020/21 REVENUE AND CAPITAL BUDGET MONITORING FOR QUARTER THREE (APR - DEC)
REPORT OF:	DIRECTOR OF NEIGHBOURHOODS

REPORT SUMMARY

This report provides a summary of the projected year-end revenue and capital position for Tourism, Communities, Culture and Leisure Committee as at the end of Quarter 3 (December 2020) of the 2020/21 financial year.

The Council's response to the Covid-19 pandemic continues to present financial risk due to uncertainty and fluidity in the external environment.

The overall financial position for the Council remains challenging, and a number of actions are in progress to mitigate the overall forecast position presented at quarter 3, including limiting spending to essential areas of service delivery only, with Corporate Directors supported to mitigate the risk of overspending. This is not a key decision.

RECOMMENDATIONS

That the Tourism, Communities, Culture and Leisure Committee are recommended to:

1. Note the adverse year-end forecast position presented at Quarter 3 of £9.662m.
2. Note the impact of funding and expenditure as a direct consequence of Covid-19, including the additional funding sources which have been identified, but as yet, not received.
3. Note the year-end forecast capital position for Tourism, Communities, Culture and Leisure Committee presented at Quarter 3.

SUPPORTING INFORMATION

1.0 REASONS FOR RECOMMENDATIONS

- 1.1 Regular monitoring and reporting of the Revenue Budgets, Capital Budgets and savings achievements enables decisions to be taken in a timely manner, which may produce revenue benefits and will improve financial control of Wirral Council.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 Other reporting frequencies could be considered, but quarterly reporting is standard practice.

3.0 BACKGROUND INFORMATION

- 3.1.1 This report provides a summary of the projected year-end revenue position as at the end of Quarter 3, Month 9 (December 2020) of 2020/21 financial year.
- 3.1.2 The year-end forecast recorded as part of December's financial monitoring activity represents an adverse variance from budget of £9.662m for this Committee.

3.2 2020/21 COMMITTEE REVENUE BUDGET

- 3.2.1 The budget for the Tourism, Communities, Culture and Leisure Committee is included within the Neighbourhoods and Regeneration & Place Directorates.
- 3.2.2 The Tourism, Communities, Culture and Leisure Committee is predicting an adverse budget variance of £9.662m at year-end. This is because of income losses within Leisure Centres and Floral Pavilion, due to temporary closures and suspension of these services from the beginning of the year, due to the outbreak of Covid-19. Income generated from services affected by Covid-19 has been minimal for the first 3 quarters. The majority of income losses in this committee are, in part, mitigated by the Sales, Fees and Compensation scheme, which is recorded as a separate and distinct funding stream within the report presented to Policy & Resources Committee on 17 February.
- 3.2.3 Plans for the phased reopening of Leisure Centres, Libraries and Museums were delayed until the necessary work was carried out to make them Covid-19 secure. The work was completed in some Leisure Centres in September and some sites reopened for a brief period. However subsequent government guidance and restrictions has meant that services were only open for a short period in Quarter 3 and there is uncertainty around whether anything will reopen in the final Quarter. This impacts on income generation across the service, with all forecasts now assuming there will be no Quarter 4 income.
- 3.2.4 The service partially mitigated the losses earlier in the year by maximising income generation from activities that are permitted and there were plans to continue with this in the final quarter. However, at present it is unclear as to whether any activities can recommence before the end of the financial year. The service has worked to achieve some limited savings relating to utilities and premises costs.
- 3.2.5 Many of the staff have been redeployed onto Covid-19 emergency response functions such as the Food Hub, PPE Distribution and the Covid-19 Helpline, meaning that the costs incurred in Neighbourhoods directorate remain high even though income and core activity has fallen. Work is being undertaken to see if the cost of employment of re-assigned staffing can be funded by Covid-19 funding streams to mitigate these pressures.

TABLE 1 2020/21 – Tourism, Communities, Culture and Leisure Committee Revenue Budget & Forecast

	Full Year				Adv/Fav
	Budget	Forecast	Variance (+ Fav, - Adv)		
	£000	£000	£000	%	
Community Development	12,014	21,680	-9,666	-80%	Adverse
Promotion of Community Engagement	1,293	1,289	4	0%	Favourable
Total Surplus / (Deficit)	13,307	22,969	-9,662	-73%	Adverse

3.2.6 **Neighbourhood Safety & Transport:** An adverse variance of £0.276m is projected as at Quarter 3. This is mainly due to an under achievement of income within Community Patrol following the loss of several contracts in previous years, resulting in an adverse variance of £0.134m. Employees is projecting an adverse variance of £0.82m due to Community Patrol and Transport Depot. The remaining adverse variance of £0.60m relates to payments to Suppliers. The service has attempted to seek additional income generation opportunities for new clients, however there is an insufficient market for this. The service is also exploring the possibility of utilising Covid-19 funding to mitigate some of the additional costs against employees with Community Patrol. Most of these costs have arisen because of increased pressure on the service due to a rise in footfall and anti-social behaviour within the local area directly related to the ongoing pandemic.

3.2.7 **Leisure, Libraries and Customer Engagement:** This area covers Leisure Centres, Golf Courses, Libraries, Museums and the Floral Pavilion. All income associated with these services ceased from 23rd March due to Covid-19 restrictions. Government guidance allowed for these services to recommence from the end of July, however planned reopening was delayed so that work could be carried out to make them Covid-19 secure at significant additional costs. The planned remobilisation of these service has been interrupted by the constant changes in government guidance and restrictions in the form of the Tier System and further national lockdowns. This has severely limited income generation opportunities.

As a result of this, the area is projecting an adverse variance of £9.39m. This is predominantly due to loss of income within Leisure Centres (£7.55m) because of their temporary closure. The service has worked to mitigate losses through premises and contracts savings. Work is also being carried out to maximise income generation from Golf, outdoor football, and outdoor exercise classes. There are plans to recommence these services again in accordance with Government guidance.

In future the service may be limited further in the amount of income generated from Leisure Centres as several sites are currently being used as vaccination sites and the Food Hub has recently been reinstated at one site. Additional income may be

available from partnership agencies to fund the additional costs of running these centres.

The Floral Pavilion is projecting an adverse variance due to underachievement of income of £2.2m. This assumes that the service will not fully reopen for live shows for the remainder of the financial year. The service has partially mitigated this through savings against Supplies and Third-Party payments to production companies.

A small amount of income is projected relating to the catering offer. There are smaller income losses expected relating to Libraries (£0.177m), One Stop Shops (£0.095m) and Museums (£0.021m), with none of these services projected to achieve any of their income targets this year. Capital projects which were planned to improve income generation in these areas have been delayed due to Covid-19. They are unlikely to recommence this financial year, however there may be plans to continue with them later in 2021/22 subject to review. The Commercial team has been consolidated within Finance & Investment, causing a budget movement from Neighbourhoods.

3.2.8 Regeneration: This reflects the Tourism and Visitor Economy area of the budget within Regeneration. A £0.406m adverse forecast position has occurred as a result of the in-year delay to the strategic restructure for the Regeneration and Place team. In the original plan for this service, it had been agreed to fund growth to ensure a sustainable service could be delivered. In light of the difficulties for the organisation caused by Covid-19, this plan has been rephased to 2021/22, releasing funds to support the wider organisational budget gap. However urgent activity did need to be conducted, and this is being delivered by locum staff, the expense of this shows within this service. The Tourism and Visitor Economy area is not contributing to the overall adverse position and is currently projecting a small favourable variance.

3.3 2020/21 COMMITTEE CAPITAL BUDGET

TABLE 2 2020/21 – Tourism, Communities, Culture and Leisure Committee Capital Budget & Forecast

Programme	Budget £m	Forecast £m	Variance £m	Variance £m
Tourism, Communities, Culture & Leisure	0.774	1.499	0.72	94%

3.3.1 Table 1 provides an update on the 2020/21 capital Programme. A number of significant variations have arisen since the programme was agreed in March 2020. These include the re-profiling of expenditure into and out of the 2020/21 financial year, inclusion of additional grant funded schemes, variations to spend forecasts and the inclusion of potential new capital schemes that are seeking funding via this report. Further detail is provided below.

3.3.2 Given the budgetary pressures that the Council faces, which have been exacerbated by the COVID-19 outbreak, a review of the programme continues to try and identify

schemes that may no longer be financially viable, essential or deliverable. This review has resulted in scheme reductions totalling £5.81 million and the reprofiling of budget into future years of £61.56 million. It is anticipated that further reductions and/or deferrals of budget will be made as the review continues. Such deferrals will reduce the borrowing costs incurred during 2020/21 (the effects of which are included within the Quarter 3 revenue monitoring) and also delays the resultant Minimum Revenue Position (MRP) charges into future years.

4.0 FINANCIAL IMPLICATIONS

- 4.1 This is the Quarter 3 budget monitoring report that provides information on the forecast outturn for the Council for 2020/21. The Council has robust methods for reporting and forecasting budgets in place and alongside formal Quarterly reporting to Policy & Resources Committee, the financial position is routinely reported at Directorate Management Team meetings and corporately at the Strategic Leadership Team (SLT). In the event of any early warning highlighting pressures and potential overspends, the SLT take collective responsibility to identify solutions to resolve these to ensure a balanced budget can be reported at the end of the year.

5.0 LEGAL IMPLICATIONS

- 5.1 The provisions of section 25, Local Government Act 2003 require that, when the Council is making the calculation of its budget requirement, it must have regard to the report of the chief finance (s.151) officer as to the robustness of the estimates made for the purposes of the calculations and the adequacy of the proposed financial reserves. This is in addition to the personal duty on the Chief Finance (Section 151) Officer to make a report, if it appears to them that the expenditure of the authority incurred (including expenditure it proposes to incur) in a financial year is likely to exceed the resources (including sums borrowed) available to it to meet that expenditure.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 There are no implications arising directly from this report.

7.0 RELEVANT RISKS

- 7.1 The possible failure to deliver the Revenue and Capital Budget is being mitigated by:
1. Senior Leadership / Directorate Teams regularly reviewing the financial position.
 2. Availability of General Fund Balances.
 3. Review of existing services and service provision.
 4. Capitalisation directive.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 No consultation has been carried out in relation to this report.

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 has no impact for equality implications at this stage, however any associated actions may require an assessment.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 This report is essentially a monitoring report on financial performance.

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BACKGROUND PAPERS

Policy and Resources Committee Wednesday, 17 February
2020/21 Revenue Budget Monitoring for Quarter 3
2020/21 Capital Budget Monitoring for Quarter 3

SUBJECT HISTORY (last 3 years)

Committee Meeting	Date
Tourism, Communities, Culture and Leisure Committee	26 October 2020
Tourism, Communities, Culture and Leisure Committee	23 November 2020
Tourism, Communities, Culture and Leisure Committee	21 January 2021

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TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Wednesday, 3 March 2021

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

UPCOMING KEY DECISIONS – WAITING TO BE SCHEDULED

Item	Approximate timescale	Lead Departmental Officer	Wirral Plan Priority
Community Safety strategy	June/July 2021	Mark Camborne	Safer Communities
Leisure Vehicle Provision	TBC -2021	Stuart Bellerby	Inclusive Economy

ADDITIONAL AGENDA ITEMS – WAITING TO BE SCHEDULED

Item	Approximate timescale	Lead Departmental Officer
Battle of Brunanburh	TBC	Keith Keeley
Golf Service Update	TBC	Andy McCartan
Update on the sports England report	June/July	Andy McCartan
Review of Golf (budget)	June/July	

STANDING ITEMS AND MONITORING REPORTS

Item	Reporting Frequency	Lead Departmental Officer
Financial Monitoring	TBC	Shaer Halewood

WORK PROGRAMME ACTIVITIES OUTSIDE COMMITTEE

Item	Format	Timescale	Lead Officer	Progress
Working Groups/ Sub Committees				
Alternative Campervan Provision	Workshop	Jan 2021	Stuart Bellerby	Completed
Task and Finish work				
Spotlight sessions / workshops				
FA Workshop	Workshop	Jan 2021	Andy McCartan	Completed
Corporate scrutiny / Other				

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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