

# WIRRAL COUNCIL

## SUSTAINABLE COMMUNITIES

10<sup>TH</sup> MARCH 2011

<b>SUBJECT:</b>	<b>WIRRAL HERITAGE STRATEGY</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>DAVID GREEN</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>COUNCILLOR DAVID ELDERTON</b>
<b>KEY DECISION?</b> ( <i>Defined in paragraph 13.3 of Article 13 'Decision Making' in the Council's Constitution.</i> )	<b>NO</b>

### 1.0 EXECUTIVE SUMMARY

- 1.1 Members are asked to note the Draft Wirral Heritage Strategy 2011-2016 ('the Strategy') and agree for it to be distributed for consultation and comments before being referred to Cabinet.

### 2.0 RECOMMENDATION/S

- 2.1 That the Committee notes the contents of the Wirral Heritage Strategy 2011-2016 and agrees to its circulation for consultation and comment amongst interested groups.

### 3.0 REASON/S FOR RECOMMENDATION/S

- 3.1 To enable a heritage strategy to be agreed following a period of consultation.

### 4.0 BACKGROUND AND KEY ISSUES

- 4.1 Wirral's Heritage is distinctive and diverse ranging from unique historic and natural landscapes, through outstanding model village to the vast complex of 19<sup>th</sup> century dockland structures. The purpose of the Strategy is to set out a comprehensive and integrated heritage framework for Wirral which will form the basis for heritage activities in the short and medium term and establish principles to be followed in the longer term.
- 4.2 Heritage is a cross cutting issue for the corporate plan contributing to community engagement, tourism and conserving Wirral's historic environment.
- 4.3 The Strategy will assist those investing in and/or seeking funds for heritage projects, funding partners and allow local heritage and community groups to influence the policy and priorities for heritage development in Wirral.

4.4 The aim of the Strategy is to ensure that Wirral's heritage is protected, managed, enhanced and used to meet the educational, recreational, tourism and regeneration needs of local people, visitors and investors in the borough.

4.5 The Strategy objectives are;

- To promote, celebrate and communicate the value of the heritage of Wirral as a source of national significance and local civic and community pride;
- To identify, recognise and give an understanding of Wirral's heritage, which will inform future management and development;
- To actively promote the role and opportunities presented by heritage in terms of the wider regeneration, economic and tourism development of the borough and to provide a framework for investment;
- To ensure the highest standards of stewardship and protection of heritage assets, including buildings, natural or man-made landscapes and art and historical collections;
- To promote community participation in heritage and to maximise the contribution heritage makes to education, lifelong learning and social development;
- To ensure that Wirral's heritage is widely accessible and to develop positive strategies for ensuring that heritage is enjoyed and understood by the widest possible audience, particularly those who have traditionally been excluded from heritage activity.

## **5.0 RELEVANT RISKS**

5.1 Without a Heritage Strategy Wirral could fail in properly protecting its heritage assets and/or lose out on the opportunity to secure available funding for heritage restoration and preservation.

## **6.0 OTHER OPTIONS CONSIDERED**

6.1 There are none arising from this report.

## **7.0 CONSULTATION**

7.1 The contents of the document have been discussed with the Wirral History and Heritage Association who are an umbrella organisation for heritage groups in Wirral and who will assist with the next phase of the consultation.

## **8.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

8.1 There are a large number of voluntary groups with heritage issues and who will be supported by the development of the Strategy.

## **9.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

9.1 There are no resource implications arising directly from this report but the action plan will require support funding.

There is a budget of £135,000 (2011/12) for heritage related projects which is also used to support the post of the Heritage Officer.

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## **10.0 LEGAL IMPLICATIONS**

10.1 There are none arising from this report.

## **11.0 EQUALITIES IMPLICATIONS**

11.1 There are none arising from this report.

## **12.0 CARBON REDUCTION IMPLICATIONS**

12.1 There are none arising from this report.

## **13.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

13.1 The Heritage Strategy may outline future planning applications.

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## **APPENDICES**

Appendix 1 Draft Wirral Heritage Strategy 2011-2016

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

<b>Council Meeting</b>	<b>Date</b>