

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

The strategy objectives are:

1. To promote, celebrate and communicate the value of the heritage of Wirral as a source of national significance and local civic and community pride;
2. To identify, recognise and give an understanding of Wirral's heritage, which will inform future management and development;
3. 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;
4. To ensure the highest standards of stewardship and protection of heritage assets, including buildings, natural or man-made landscapes and art and historical collections;
5. To promote community participation in heritage and to maximise the contribution heritage makes to education, lifelong learning and social development;
6. 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.

Obj	Action	Timescale	Lead	Support/Partners	Funding	Milestones
4	STEWARDSHIP AND PROTECTION					
	Champion the value of heritage and the retention and enhancement of the historic	2011 - ongoing	Heritage Champion	Council Conservation Team Wirral Archives WHHA Conservation Areas	Within existing resources.	Reduction in buildings/sites considered to be 'at risk'; heritage assets respected and

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

	environment as an essential part of successful and sustainable development.			Wirral Civic Society		enhanced in new developments.
	Ensure that as many as possible of the borough's historic buildings, sites and structures are statutorily protected through the listing process.	2011 - ongoing	Conservation Officer	WHHA EH	Within existing resources.	Work with voluntary sector to identify buildings worthy of listing.
	Ensure that all Conservation Areas within the borough have a formally adopted Management Plan.	2011 - 2012	Conservation Officer	Conservation Areas	Within existing resources	All conservation areas having an adopted management plan by 2012.
	Explore the practicalities of compiling a non-statutory 'Local List' for Wirral and support the work of local organisations and individuals in identifying buildings of local interest and merit.	2011 - 2012	Conservation Officer	WHHA/Amenity Societies	Resource implications to be assessed.	A means of identifying and promoting the interests of buildings of local interest in place by end of 2012.
	Continue to work with English Heritage and	2011 - ongoing	Conservation Officer Regeneration teams	EH HLF	Within existing resources	Removal of buildings/sites from Heritage at Risk

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

	property/site owners to seek creative solutions and funding packages for buildings and sites on the 'Heritage at Risk' Register to ensure their long-term sustainability.					Register. Explore opportunities for managing buildings/sites through Building Preservation Trusts.
	Identify funding for the restoration of Flaybrick Memorial Gardens and new end use for the chapels.	2011 - 2012	Parks and Countryside Division	EH/Friends of Flaybrick	Heritage Lottery Fund	Agreed proposal to HLF for funding package.
	Ensure that the significance of historic parks, gardens, landscapes and cemeteries are recognised and understood and that their importance is reflected in management strategies and action plans.	2011 - ongoing	Parks and Countryside Division	HLF EH Friends of Parks	Within existing resources	Agreed management strategies/action plan in place.
	Support Charles Dawson Brown Group proposals to	2011 - 2013	Charles Dawson Brown Group		Majority of funding has been raised.	Re-opening of enlarged museum and redisplay of

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

	improve display and interpretation of collections.					collections.
	Increase access to Wirral's archive collections through programmes of digitisation and greater on-line access,	2011 - ongoing	Wirral Archives		Within existing resources but external funding sources will be explored.	Improved catalogues and digital images to be added to Wirral Archives web-site.
	Clear Museum backlog of documentation by 2012.	2012	Museums Service		Within existing resources	Backlog cleared.
3	REGENERATION					
	Ensure that developers and investors are made fully aware of the importance of Wirral's heritage and the social and economic benefits of retaining and enhancing heritage within regeneration projects.	2011 - ongoing	Planning division Inward investment team	Conservation Officer	Within existing resources	Heritage embedded into regeneration projects.
	Ensure that major long-term developments	2011 - ongoing	Strategic Investment	Conservation Planning Regeneration	Within existing resources.	Heritage embedded into regeneration projects.

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

	such as Wirral Waters and the Mersey Coastal Park Strategy maximise the opportunities to conserve, enhance and promote key heritage assets.					
	Work with communities to ensure that the Hoylake, West Kirby, Deeside and the Mersey Coast regeneration proposals reflect and interpret local heritage.	2011-2014	Special Initiatives	Planning Conservation Local community groups including the local Civic Societies	Funding packages to be identified.	Funding packages in place with view to complete projects by 2014.
	Identify a funding package which will deliver the visitor interpretation centre at Thurstaston.	2011 - 2012	Special Initiatives team	Parks Development Friends of Thurstaston	Partial funding in place	Match funding identified
	Raise the profile of heritage as a visitor attraction and explore opportunities to promote Wirral as a heritage destination.	2011 - ongoing	Tourism/Place Marketing	Tourism and Marketing Museums Service TMP NML	Within existing resources	

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

5	LEARNING					
	Strengthen links between the Council, education bodies and other heritage providers to ensure that local heritage plays a central role in the formal school curriculum and in life-long, community and family learning programmes.	2011 - ongoing	Learning and Participation Manager	Learning Officers Schools Colleges Universities Child minders	Within existing resources	Increased numbers of school visits to museums and other heritage sites; increased numbers of visits by childminders.
	Develop a range of learning packages which link heritage into different areas of the national curriculum, including literacy, numeracy and citizenship.	2011- ongoing	Learning and Participation Manager/Archivists	Learning Officers Advisory Teachers	Within existing resources	Minimum of one new package produced each year.
	Work closely across Council departments, particularly those promoting	2011 - ongoing	Learning and Participation Manager/Heritage Outreach Officer	Learning Officers Freelance artists DASS Community Engagement	Within existing resources	Establishment of inter-departmental meetings to identify areas where heritage can be used to help

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

	community development and the interests of young and elderly people, to use heritage learning to help to deliver a range of corporate objectives.					deliver social agendas.
	Address the skills deficit by bringing together education, training and learning organisations to consider skills development in the heritage sector, particularly traditional craft skills.	2011 - 2014	Learning and Participation Manager/Heritage Outreach Officer/Archivist/Conservation Officer	Colleges and Higher Education establishments	Initially within existing resources – potential for HLF	Agreed plan for skills development by 2014
5	PARTICIPATION					
	Implement the Museums Service Community Engagement Programme	2011 -- 2014	Learning and Participation Manager		Big Lottery	Employment of a range of staff to promote community engagement starting with appointment of Learning Officers in 2011.
	Continue to support the work of local history, heritage and	2011 - ongoing	Heritage Outreach Officer	Conservation Officer/ Learning and Participation	Existing resources/HLF	Initiate a minimum of two new externally funded heritage projects each year.

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

	amenity groups, through helping with skills development and funding advice, so that they can maximise their work within local communities.			Manager		Organise skills development workshops starting in 2011.
	Maintain and regularly update an audit of heritage activities throughout the borough, to identify gaps and areas where additional support is needed.	2011 - ongoing	Heritage Outreach Officer	Local groups and societies	Within existing resources	Audit completed during 2011. Audit updated.
	Help to develop the profile of the Wirral History and Heritage Association as an independent networking organisation which is recognised and supported by local societies throughout the borough.	2011 - 2012	WHHA	Conservation Officer Heritage Outreach Officer Principal Museums Officer	Within existing resources/possible HLF bid	WHHA web-site fully operational and maintained by end of 2011. Explore opportunities for skills development to ensure sustainability of the organisation.
	Support	2011 -	Heritage Outreach	Community Groups	Within existing	Establish agreed

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

	community-led heritage initiatives which are realistic, achievable and which contribute to the delivery of corporate objectives and the heritage strategy.	ongoing	Officer/ Lotteries Officer		resources	criteria for assessing and prioritising projects for funding purposes.
	Review existing heritage interpretation throughout the borough and identify new opportunities for creative interpretation, including web-based and virtual solutions.	2011 - 2012	Heritage Outreach Officer/Learning and Participation Manager	Community Groups	Within existing resources/HLF	A prioritised heritage interpretation plan for the borough.
	Build inter-generational links within communities by bringing together older people, community organisations, schools and young people to explore family, local and community history.	2011 - ongoing	Heritage Outreach Officer/Library Service/Archives	Community Groups	Within existing resources/HLF	Pro-active approach to promoting inter-generational projects with at least one new project each year.

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

	Specifically target heritage and outreach projects towards excluded groups and work with them to devise projects which directly meet their physical, intellectual and cultural needs.	2011 - ongoing	Heritage Outreach Officer/Leaning and Participation Manager	Community Groups	Within existing resources/HLF	Prioritise heritage outreach to meet the needs of excluded groups.
	Support and encourage community archaeology projects which enable local people to work alongside professional archaeologists, are appropriately recorded and which contribute to regional and local research priorities.	2011 - 2013	Conservation Officer/Heritage Outreach Officer	Universities/Community Groups	HLF	One project 2012-2013
1	CELEBRATION					
	Work with partners to promote and celebrate Wirral's heritage, to	2011 - ongoing	Principal Museums Officer/Tourism and Destination Marketing	Learning and Participation Manager/Audience	Within existing resources	Increased heritage tourism.

HERITAGE STRATEGY: ACTION PLAN 2011 - 12

	increase tourism and improve the image of the borough.			Development Manager		
	Ensure that individual and collective memories are captured and celebrated through supporting reminiscence and recording projects.	2011 -12	Heritage Outreach Officer/Wirral Archives/Libraries	Community Groups	Within existing resources/HLF	Establish a programme of reminiscence by March 2012.
	Explore the potential for training volunteer 'Heritage Ambassadors' to promote heritage throughout the borough.	March 2012	Heritage Outreach Officer/Tourism		Within existing resources/HLF	Ambassadors 'working' across Wirral promoting their local area's heritage and history.

HERITAGE STRATEGY: ACTION PLAN 2011 - 12
