

# WIRRAL COUNCIL

## SUSTAINABLE COMMUNITIES OVERVIEW & SCRUTINY COMMITTEE

23 NOVEMBER 2011

<b>SUBJECT:</b>	<b>WIRRAL MUSEUMS SERVICE FORWARD PLAN 2011-2016</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>DAVID GREEN</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>COUNCILLOR CHRIS MEADEN</b>
<b>KEY DECISION?</b>	<b>NO</b>

### 1.0 EXECUTIVE SUMMARY

- 1.1 Members are asked to agree the Wirral Museums Service Forward Plan 2011-2016.

### 2.0 RECOMMENDATION/S

- 2.1 That Committee adopts the Museums Service Forward Plan for 2011-2016.
- 2.2 That a restructure of the staffing of the Museum Service be carried out as soon as possible to support the implementation of the adopted plan.

### 3.0 REASON/S FOR RECOMMENDATION/S

- 3.1 To enable the Museums Service Forward Plan to be implemented therefore building on the current investment of £2m in capital expenditure by the Council.

### 4.0 BACKGROUND AND KEY ISSUES

- 4.1 At their meeting on 10 March 2011 (minute 133) Committee agreed that a draft business development plan for Wirral Museums Service be taken to interested groups for consultation. This consultation took place in June 2011. Two focus groups were held, one for stakeholders and existing/potential partners and one for representatives from local schools. In addition the plan was circulated to the Museums Service staff team in June and a focus group was held with the staff in October 2011. The outcomes of the consultations have informed the re-writing of the Museums Service Forward Plan.
- 4.2 One goal of Wirral Council's Corporate Plan is to provide high quality, value for money leisure and cultural facilities for Wirral residents and one of the projects is to develop the Museums Service and implement a marketing and promotions plan, with a target of increasing the visitor numbers by 10% this year.
- 4.3 Research undertaken as part of the Active People Survey between 2008 and 2010 clearly shows that Wirral has a population that enjoys visiting galleries

and museums: Wirral had the highest percentage of gallery or museum visitors in Merseyside, though those visits can have taken place anywhere. The 2009 Wirral Place Survey Findings also gave a high level of satisfaction with museums and galleries. Effective marketing and promotion should encourage increased visits to Wirral's own Museums Service.

- 4.4 The Museums Service is also planning for a change in the way it engages with its communities. The Service has always responded positively to working with the community, whether through school visits or hosting group meetings, however, for the most part, this has been reactive. The Forward Plan proposes that community engagement will become more strategic and much more proactive. The Museums Service will actively seek target groups to work with – isolated elders or young carers for example – and build partnerships that will support the continuation of successful projects.
- 4.5 This Forward Plan is predicated on a successful restructure of the staff team. This will enable the Service to maintain or increase opening hours across the sites. It will make better use of the talents and expertise within the staff team and enable them to drive the engagement agenda. At their meeting on 10 March 2011 (minute 133) Committee agreed that a review of the staffing structure of the Museums Service be carried out as soon as possible.
- 4.6 In 2010 the Museums Service was granted approximately £2 million of capital to help safeguard the buildings at Birkenhead Priory and improve the facilities at both the Priory and the Williamson Art Gallery. The resulting work is underway and is due to be completed at the end of 2012.
- 4.7 The Museums Service has recently received national awards for the exhibitions 'A Textile Dynasty: Arthur H Lee & Sons, Birkenhead', which won the National Museums & Heritage Award in 2010 as the 'Industry's Favourite', and 'Above the Clouds: Mallory & Irvine and the Quest for Everest', which was Highly Commended in the 'Project on a Limited Budget' section of the same National Awards. Both the Gallery and the Priory are fully Accredited under the national scheme overseen by the Museums, Libraries and Archives Council. In 2010 both sites had their approval renewed under the VAQAS (Visitor Attraction Quality Assurance Scheme) standard.
- 4.8 Following consultation on the Forward Plan the Mission Statement and the Core Aims have been amended.

Mission Statement: To provide opportunities for all Wirral people and visitors to engage with our collections and temporary exhibitions for inspiration, learning and enjoyment.

Core Aims:

- To continue to be an Accredited museums service.
- To collect, conserve and exhibit items of local, regional, national and international importance, to reflect Wirral's life and history, and to place that in a meaningful context.

- To encourage and enable access to activities within the museums by all sections of society.
- To run an active exhibition programme bringing the best of work from other public and private collections for display.
- To ensure the on-going development of the learning opportunities within the Museums Service.
- To continue to develop the sites and venues of the Museums Service through an on-going capital investment programme and to secure external investment.
- To attract visitors and tourists to the Borough through the promotion of the Museums Service.

These core aims will be achieved by;

- increased levels of engagement over each site
- becoming a key community hub embedded in its local neighbourhood,
- further developing a vibrant cultural resource enjoyed and valued by Wirral residents and visitors to the borough,

4.9 The Forward Plan for Wirral Museums Service has not made reference to Wirral Transport Museum or the Heritage Tramway. The tendering process that will enable transfer of ownership for these heritage assets is ongoing. Therefore, it was deemed inappropriate to plan for their future within the Museums Service.

## **5.0 RELEVANT RISKS**

5.1 Not exploiting all funding opportunities.

## **6.0 OTHER OPTIONS CONSIDERED**

6.1 None at this stage.

## **7.0 CONSULTATION**

7.1 Stakeholders, existing and potential partners, volunteers, local schools and the staff have been consulted.

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

8.1 The service is seeking to increase the involvement of volunteers, the local community and faith groups.

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

9.1 Further to the decisions made in the SAR process and post-EVR a staffing re-structure has become necessary. The original staff structure covering multiple sites is inappropriate and staff resources require to be effectively deployed across the remaining service to support the development proposals of the Forward Plan.

There is a budget of £691,800 for the Museum Service for 2011/12 (including a heritage budget of £135,000).

## 10.0 LEGAL IMPLICATIONS

10.1 There are none arising from this report.

## 11.0 EQUALITIES IMPLICATIONS

11.1 The Williamson Art Gallery & Museum is fully accessible to all members of the community, however access issues will be addressed at Birkenhead Priory & St Mary's Tower during the capital works programme.

11.2 Equality Impact Assessment (EIA)

(a) Is an EIA required? No (*delete as applicable*)

## 12.0 CARBON REDUCTION IMPLICATIONS

12.1 The improvements to the Williamson Art Gallery will assist in carbon reductions.

## 13.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

13.1 There are none arising from this report.

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## APPENDICES

Appendix 1 Wirral Museum Service Forward Plan 2011-2016

## REFERENCE MATERIAL

### SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Sustainable Communities OSC	10 March 2011

(Author: Please see overleaf)

<b>Corporate Services Briefing</b>	
<b>Title:</b>	Assessing impact of policy and funding decisions
<b>Date:</b>	17 February 2011
<b>To:</b>	Chief Officers
<b>Author:</b>	Jacqui Cross – Corporate Equality Manager

## **Context**

The Equality Duty 2010 places general and specific duties on public organisations:

1. General Duties (legal requirement)
  - (1.1) To eliminate unlawful discrimination, harassment and victimisation
  - (1.2) To advance equality of opportunity
  - (1.3) To foster good relations between different groups of people
  
2. Specific Duty (legal requirement)
  - (2.1) Publish sufficient information to demonstrate compliance with general duties **by 30 July 2011**, including:
    - (2.1.1) Information on the effect that policy / funding decisions will have / have had on protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership).
    - (2.1.2) Evidence of analysis undertaken.
    - (2.1.3) Evidence of information used in analysis.
    - (2.1.4) Details of any engagement undertaken (internal and external)

## **Implications for Chief Officers**

To ensure compliance with the legal requirements of the Equality Act 2010, Chief Officers must give due consideration to protected groups when making policy and / or funding decisions which will affect services, the workforce or communities. Such consideration must be documented (for example, within minutes, reports, equality impact assessments).

Therefore, please find a template overleaf for Chief Officers to use as a prompt when assessing impact.

## **Assessing Impact of Policy and Funding Decisions**

1. What is being proposed?
2. Is the proposal part of the Corporate Plan? If so, which objective?
3. Has a criteria been drawn up for making a decision? If so, what are the criteria?
4. Have you consulted or taken advice from anyone (internal or external) to inform your decision? If so please state who.
5. What information, data or research have you used to inform your decision?
6. Will the proposal have a favourable or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?
7. What is your decision?
8. Please document the details of this impact assessment in a memo, set of minutes, in a report, or equality impact assessment and send a copy to Kevin Adderley, who will store the information confidentially and organise the relevant details for publishing on the internet in conjunction with the Corporate Equality Manager.