



COUNCILLOR CHRIS MEADEN

CABINET

MONDAY 21 MARCH 2016

**WIRRAL PLAN: A 2020 VISION
UNDERPINNING STRATEGIES:
LEISURE STRATEGY**

Councillor Chris Meaden Cabinet Member - Leisure and Culture, said:

“Wirral is a fantastic place for people to live, work and enjoy their leisure time. I am extremely proud of the diverse opportunities available in our borough and I am delighted to introduce this five-year leisure strategy developed in collaboration with a range of partner organisations.

This leisure strategy is designed to help us deliver our ambition to secure a range of quality and diverse leisure activities for our residents and visitors to enjoy for many years to come.

In the Wirral Plan we set out the following pledge: *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.*”

REPORT SUMMARY

The Wirral Plan: A 2020 Vision sets out a shared partnership vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan are underpinned through the development and implementation of a set of key strategies.

This report provides Cabinet with the Leisure Strategy; a key strategic document which articulates ambitions related to the Wirral Plan Environment Priority:

“Wirral has an attractive and sustainable environment, where good health and an excellent quality of life is enjoyed by everyone who lives here”

This matter affects all Wards within the Borough and is therefore a key decision.

RECOMMENDATION/S

Cabinet is requested to approve the Leisure Strategy which is appended to this report

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The Leisure Strategy has been developed to deliver the Wirral Plan pledge to encourage more residents and visitors to enjoy leisure and culture opportunities on offer across the borough.

The strategy has been developed with residents, partners and stakeholders to ensure that there has been extensive engagement in the development of the strategy and its priority areas.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 No other options have been considered.

3.0 BACKGROUND INFORMATION

- 3.1 A five year Wirral Plan received unanimous approval at the meeting of full Council on 13th July 2015 and has been adopted by all strategic partners from the public private and third sectors.

The plan contains twenty pledges to be achieved by 2020; the first of the pledges under the environment theme is to ensure access to leisure and culture opportunities for all and sets out the following commitment:

“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.”

To deliver this pledge there will be a leisure strategy and a separate culture strategy to deliver our ambitions.

Both strategies will complement each other and will also link to the other Wirral Plan pledges such as Tourism, Healthier Lives and the Growth Plan.

The Leisure strategy is the first of its kind for Wirral and its purpose is to ensure that all Wirral residents and visitors are aware of the diverse, inclusive and accessible range of leisure opportunities which are fit for purpose and sustainable for the future.

The strategy has been developed through a partnership steering group chaired by the Council’s Strategic Director of Families and Wellbeing and includes a set of partnership actions to be delivered over the course of the five year strategy. The strategy will be reviewed on an annual basis with regular performance reporting taking place through appropriate governance arrangements.

4.0 FINANCIAL IMPLICATIONS

- 4.1 As projects to deliver the strategy are developed the financial implications will be identified as part of the project plan.

5.0 LEGAL

5.1 There are no legal implications arising directly from this report. As projects to deliver the strategy are developed the legal implications will be identified as part of the project plan.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 The Leisure Strategy will be co-ordinated in partnership by existing staff resource. Any additional resource requirements will be identified as a detailed deliver plan is developed.

7.0 RELEVANT RISKS

7.1 The Corporate Risk Register will be refreshed in line with the new Wirral Plan developments to ensure that any risks to delivery are understood and mitigating actions are put in place as appropriate.

8.0 ENGAGEMENT / CONSULTATION

8.1 The Leisure Strategy has been developed through a partnership steering group and has been subject to wider consultation with residents, partners and other stakeholders.

A stakeholder event took place on 27th January 2016 and feedback from the event was used to inform the final draft of the strategy.

9.0 EQUALITY IMPLICATIONS

9.1 The potential impact has been reviewed with regard to equality and the impact assessment can be found at:

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

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APPENDICES

Appendix 1 – Wirral’s Leisure Strategy

REFERENCE MATERIAL

All reference material is contained within the strategy appended to this report.

REFERENCE MATERIAL

SUBJECT HISTORY (last 3 years)

Council Meeting	Date

SUBJECT HISTORY (last 3 years)

Council Meeting

Date

Not applicable

