



COUNCILLOR CHRIS MEADEN

CABINET

MONDAY 21 MARCH 2016

**WIRRAL PLAN: A 2020 VISION -
UNDERPINNING STRATEGIES:
CULTURE STRATEGY**

Councillor Chris Meaden, Cabinet Member – Leisure & Culture, said:

“Events, arts, culture and heritage are intrinsic parts of what makes Wirral such a fantastic place to live and visit. World-famous museums and galleries, thriving arts festivals and theatres, and energetic and creative residents combine to form a borough with an incredible heritage and a bright future.

I am proud to present Wirral’s Culture Strategy which is the overarching vision for how everyone in this borough can work together to build on the cultural assets we have and allow every resident to enjoy them.”

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 Culture 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 Culture Strategy which is appended to this report.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The Culture 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 purpose of the Culture Strategy is to ensure that all Wirral residents and visitors can access great cultural opportunities; support and promote new and existing talented Wirral artists; enable our local creative businesses and cultural organisations to thrive; and to build on some of the fantastic assets that currently exist within Wirral.

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 Culture Strategy will be co-ordinated in partnership by existing staff resource. Any additional resource requirements will be identified as a detailed delivery plan is developed.

7.0 RELEVANT

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 Culture 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 2nd February 2016 and the feedback from the event was used to inform the development 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 Culture Strategy

REFERENCE MATERIAL

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

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Not applicable	