



**COUNCILLOR
GEORGE DAVIES**

**CABINET
27 JUNE 2016**

WIRRAL ASSET STRATEGY

Councillor George Davies said:

“This strategy highlights the huge importance of Wirral’s public sector assets and how they support the delivery of our Wirral Plan Pledges. It provides the opportunity to become more commercial in our approach to generating income from our assets to be reinvested in the borough and ensuring best value for money for our residents. It demonstrates the bold and innovative steps we need to take to deliver our vision for Wirral’s assets and help “shape the place” of Wirral.”

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 Wirral Asset strategy; a key strategic document which articulates ambitions related to the Wirral Plan Business Priority, enables other pledges and closely aligned to the Growth Plan:

“Wirral is a place where employers want to invest and businesses thrive”.

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

RECOMMENDATION/S

Cabinet is requested to approve the Wirral Asset strategy which is appended to this report.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

The Wirral Asset strategy has been developed to deliver the Wirral Plan pledge to ensure that Assets and Buildings are fit for purpose for Wirral's businesses. This is a key building block to promote Wirral as a place where employers want to invest, where businesses thrive and supports the Wirral Growth Plan.

The strategy sets the ambition for the use of assets with clearly identified priorities and measurable outcomes.

The strategy will be delivered with public sector partners and stakeholders to ensure that there has been extensive engagement in the development of the strategy and the delivery of its priority areas.

2.0 OTHER OPTIONS CONSIDERED

No other options have been considered.

3.0 BACKGROUND INFORMATION

A five year Wirral Plan received unanimous approval at the meeting of full Council on the 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, one of the pledges under the business theme is to ensure that Wirral's assets and buildings are fit for purpose and sets out the following commitment:

Wirral's businesses are looking for new and refurbished commercial space to grow and expand into. We must ensure the best use of our real estate assets by linking them to business and community aspirations.

Whilst this Wirral Asset strategy is not the first produced for Wirral, this strategy focuses directly on the commercial opportunities of the wider asset estate and the importance of partnership collaboration for assets within Wirral and wider City Region.

The Vision is allied to the Asset Management priorities outlined in the strategy and has **four inter-related principles**:

- **Delivering more integrated and customer focused services** – to empower, inspire and enable our customers, working in complete partnership with all agencies through the borough.

- **Creating economic growth** – releasing surplus land and property to stimulate economic growth, regeneration, new housing and employment.
- **Generating capital receipts and revenue streams** – substantial capital receipts achieved through release of land and property assets to invest in new schemes which create transformational places and services and generate ongoing revenue streams.
- **Reducing running costs** – to ensure better value for money.

The strategy will be reviewed on an annual basis with regular performance reporting taking place through appropriate governance arrangements.

4.0 FINANCIAL IMPLICATIONS

There are no direct financial implications arising directly from this report. As projects to deliver the strategy are developed the financial implications and benefits will be identified as part of the project plan. The strategy will provide opportunities to reduce running costs, generate additional revenue income and stimulate growth.

5.0 LEGAL IMPLICATIONS

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: ICT, STAFFING AND ASSETS

The Wirral Asset strategy will be initially co-ordinated in partnership of existing staff resource and Local Partnerships. Any additional resource requirements will be identified as a detailed delivery plan is developed.

7.0 RELEVANT RISKS

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

The Wirral Asset strategy has been developed by Asset Management professionals in collaboration with Local Partnerships and will be subject to wider consultation with public sector partners and other stakeholders through the development of the strategy.

A Wirral Partnership event took place in April 2016 which supported the principles of the strategy and their commitment to a “One Wirral Public Estate” agenda.

9.0 EQUALITY IMPLICATIONS

Has the potential impact of your proposal(s) been reviewed with regard to equality?

- (a) Yes and impact review is attached

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APPENDICES

Appendix 1 – Wirral Asset 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	