

# WIRRAL'S LEISURE STRATEGY

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THE WIRRAL PARTNERSHIP

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# CONTENTS

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<b>FOREWORD</b>	<b>4</b>
<b>INTRODUCTION TO THE STRATEGY</b>	<b>6</b>
<b>FANTASTIC WAYS TO ENJOY LEISURE TIME IN WIRRAL</b>	<b>8</b>
<b>WHAT WE KNOW ABOUT OUR RESIDENTS AND VISITORS</b>	<b>10</b>
<hr/>	
<b>OUR PRIORITIES</b>	
1. Promote and celebrate Wirral's parks, coast and countryside for leisure activities	<b>13</b>
2. Encourage people to take part in sports, leisure and social activities	<b>16</b>
3. Increase pride in Wirral's communities and encourage more residents to volunteer	<b>19</b>
<hr/>	
<b>HOW WE WILL DELIVER THE STRATEGY</b>	<b>22</b>
<b>ACTION PLANS</b>	<b>24</b>
<b>CONCLUSION</b>	<b>27</b>
<b>REFERENCES</b>	<b>28</b>



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## FOREWORD

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### Councillor Chris Meaden Cabinet Member – Leisure and Culture



I am delighted to introduce this five-year leisure strategy developed in collaboration with a range of partner organisations.

Wirral is a fantastic place for people to live, work and enjoy their leisure time. As the Cabinet member responsible for leisure, sport and culture, I am extremely proud of the diverse opportunities available in our borough.

Where-else in the UK can you take a leisurely walk to a place as special as Hilbre Island to watch grey seals, rare coastal birds and other wildlife and then, just a short journey away, visit the world's first public park in Birkenhead, the inspiration for the world-famous Central Park in New York?

As a peninsula, our coastline is a remarkable asset. New Brighton has the longest promenade in the country and Wirral has some of the UK's most beautiful beaches, including the only three in the North West to receive the highest recommended rating in the Good Beach Guide. Our parks and countryside also continue to impress, with many awarded nationally-acclaimed 'Green Flag' status – the result of a huge effort from many residents including local community organisations, volunteers and our friends groups.

Our ambition through this strategy is to leverage these natural assets, encourage more people to get involved in a wider array of leisure activities, and, in doing so, build on the community and volunteer spirit that contributes so much to Wirral.

We want to support our residents in staying active and healthy through taking part in leisure, sport and social activities. We are proud that many of the ways our residents choose to

spend their leisure time are accessible for all regardless of income, age or ability. However, we know some residents face real obstacles to taking part in leisure activities including health conditions, or just a lack of confidence or encouragement to get involved. This strategy will also look at ways to tackle these barriers and encourage more people to participate in leisure to improve their overall health and wellbeing.

The financial challenges the public sector faces are well documented and the Council and our partners will have significantly less money to spend by the end of this five-year strategy. This means it is more important than ever to work in partnership with the public, private, voluntary and community sectors to deliver the ambitions set out in this strategy.

The Council's role in relation to leisure will therefore, in future, be one that enables and secures the provision of leisure facilities within the borough rather than being a direct provider. It is essential that we focus our limited resources on delivering the best possible outcomes for our residents across all the Wirral Plan pledges. We will therefore have to look at ways we can reduce our expenditure, whilst at the same time exploring opportunities to deliver our services differently and in partnership with others to ensure our priorities within this plan are achieved.

I encourage you to take the time to read this leisure strategy and I look forward to working with you to deliver its ambition to secure a range of quality and diverse leisure activities for our residents and visitors to enjoy for many years to come.

*Chris Meaden*

“Get your walking boots out -  
Wirral Way is a great way to  
blow away the cobwebs”

Sue and Brian from Derbyshire, November 2015



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## INTRODUCTION

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The Wirral Plan sets out a commitment to work together over the next five years and beyond to achieve the outcomes in the 20 Pledges for 2020; one of which includes encouraging more Wirral residents and visitors to enjoy our leisure, culture and sporting opportunities more often.

### **Our Wirral Plan pledge states:**

**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.**

In order to achieve this pledge we are working with a wide range of partners and stakeholders to review private and public leisure provision in Wirral, to make it fit for today and the future.

The leisure strategy will contribute to all 20 Wirral Plan pledges and will specifically link across to our strategies for health, culture and tourism. This will ensure they complement each other and provide the ambition and aims to achieve and deliver our agreed outcomes.

### **The purpose of the strategy**

We recognise that leisure means different things to different people. Leisure time is about having fun and enjoying free time away from work and other tasks; it can be spent enjoying quality time with family and friends at one of our many parks or beaches, playing a game of golf, going to a local football match, or simply attending a social event.

There are a range of organisations that provide leisure services and facilities across Wirral. The aim of this strategy 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.

There are many reasons why people participate in leisure; some people get involved to improve their health and fitness, others enjoy the fun and social aspects of their leisure choices. Whatever the motivation, we know how important leisure activities are to our residents and we understand the positive contribution these activities have on our mental and physical health and wellbeing. We want to inspire people to be more active and to increase pride in our local communities and neighbourhoods.

We also know how important leisure is to supporting the local economy, creating jobs and making Wirral a great place to live and visit.

### **Our leisure priorities for Wirral over the next 5 years**

This leisure strategy has been developed based on an understanding of what our local residents have told us is important to them through a range of research and insight work. The Wirral Resident Survey and Wirral Visitor Research Study helped us identify the leisure opportunities which make Wirral a great place for residents and tourists to enjoy, and to enable us to explore how we can improve our leisure offer in the future.

In addition, we have carried out detailed research and analysed key statistics and data from a range of sources, including Sport England and Active Lives, to ensure our priorities for leisure in Wirral are supported by a strong evidence base. The strategy supports the new national government strategy 'Sporting Future: A New Strategy for an Active Nation' which focuses on five key outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development.

The priorities to be delivered through this strategy and associated plans are:

- **Promote and celebrate Wirral's parks, coast and countryside for leisure activities.**
- **Encourage people to take part in sports, leisure and social activities.**
- **Increase pride in Wirral's communities and encourage more residents to volunteer.**

In order to deliver the priorities outlined above, we are committed to working with a broad range of partners in the public, private, voluntary and community sectors to ensure the borough's leisure and sporting opportunities are accessible and fit for purpose.



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# FANTASTIC WAYS TO ENJOY LEISURE TIME IN WIRRAL

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# WIRRAL PENINSULA



A photograph of four people on a paved path in a park. Three people are riding bicycles: a man in a dark jacket, a woman in a dark jacket and blue jeans, and an older woman in a light blue jacket. A fourth person, a man in a grey and white checkered hoodie, is walking away from the camera. The background shows green grass and trees. The entire image has a blue tint.

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**WHAT WE KNOW  
ABOUT OUR  
RESIDENTS  
AND VISITORS...**

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**PARKS, COASTS AND COUNTRYSIDE:**

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**67%**

OF RESIDENTS SAID THEY **USE PARKS AND GREEN SPACES** AT LEAST **ONCE A MONTH.** <sup>1</sup>



**90%**

SAID THEY **USED PARKS AND GREEN SPACES** WITHIN THE **LAST YEAR.**<sup>1</sup>



**68%**

OF VISITORS HIGHLIGHTED THE BOROUGH'S **NATURAL ASSETS** AS THE REASON THEY VIEWED THE WIRRAL AS A **BETTER THAN AVERAGE** LOCATION TO VISIT. <sup>2</sup>

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**SPORT, LEISURE AND SOCIAL ACTIVITIES:**

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**59%**

OF **ADULTS** IN WIRRAL ARE **CLASSIFIED AS ACTIVE** - SLIGHTLY HIGHER THAN THE NATIONAL AVERAGE (57%) <sup>3</sup>



**38%**

OF ADULTS (14+) **PARTICIPATE IN SPORT ONCE A WEEK**, HIGHER THAN BOTH THE REGIONAL (36%) AND NATIONAL (36%) AVERAGE. <sup>4</sup>

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**VOLUNTEERING/COMMUNITY PRIDE:**

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**63%**

OF RESIDENTS **FEEL STRONGLY** THAT THEY **BELONG TO THEIR LOCAL AREA.**<sup>1</sup>



**48%**

OF RESIDENTS SAID THEY **WOULD VOLUNTEER MORE** IF INFORMATION ABOUT VOLUNTEERING WAS AVAILABLE.<sup>1</sup>



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# OUR PRIORITIES

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## 1. Promote and celebrate Wirral's parks, coast and countryside for leisure activities

**Wirral has a range of fantastic natural leisure assets, many of which can be enjoyed for free. Wirral has 25 miles of stunning coastline and over 1,500 hectares of parks and open spaces which provide endless leisure opportunities for walking, cycling and enjoying time with friends and family.**

The Wirral Way runs along the west Wirral coastline and provides 12 miles of uninterrupted pathway in a quiet and tranquil setting; similarly the Wirral Circular Trail is a 35 mile signposted walking and cycling route that takes you on a tour of the borough's glorious coastline and open spaces, providing residents and visitors with a great choice of natural leisure assets to enjoy.

Our parks, beaches and open spaces have won national awards and are home to many kinds of plants and wildlife. Hilbre Island attracts many visitors throughout the year to enjoy the beautiful scenery and views across the River Dee, and to experience watching grey seals and a variety of coastal birds in their natural environment.

Wirral is also fortunate to be surrounded on three sides by water providing excellent opportunities for fishing, sailing and other watersports. We have two marine lakes - at West Kirby and New Brighton - both of which are popular for a range of leisure pursuits such as windsurfing, kayaking and boating.

We also have assets of historic importance such as Birkenhead Park, the world's first public park, designed by Joseph Paxton,

opened in 1847 and the inspiration for the creation of Central Park in New York City. A variety of events and local activities are held in our parks and open spaces including festivals and concerts. We also have a range of community gardens and open spaces that are maintained by local community groups, such as the New Ferry Butterfly Park which is an urban nature reserve.

It is important that we build on the fantastic leisure offer we currently have in Wirral and our priority over the next five years is to further enhance these assets and to market, promote and celebrate leisure in Wirral and attract more visitors from outside the area.

### What do we already know?

- Two thirds of residents use parks, beaches and open spaces for walking and exercise, one in five use them for cycling and one in ten use parks for playing sport.<sup>5</sup>
- Relaxation is one of the main reasons given for using parks and open spaces.<sup>5</sup>
- The coast, countryside and quality food are the most important considerations for planning short breaks to the Wirral.<sup>2</sup>

### What will we do over the next five years?

- We will maximise the potential of our parks, beaches and open spaces through developing our country parks as national tourist attractions and create more opportunities for camping and caravanning facilities.
- We will increase the number and variety of events held in Wirral including festivals and local activities to all our residents, regardless of age or income.

- We will promote our tourist attractions like New Brighton, Hilbre Island and Birkenhead Park and develop our watersport offer to attract regional, national and international visitors to Wirral.

**How will we measure if we're getting this right?**

- Increase the number of residents who regularly use the boroughs parks and open spaces (Source: Residents' Survey).
- Increase the value of Visitor spend in Wirral to £450 million by 2020 (Source: Scarborough Tourism Economy Activity Monitor 'STEAM' Report).
- Increase the number of visitors to Wirral to 9.1 million by 2020 (Source: STEAM Report).
- Increase the number of events in Wirral's parks, beaches and open spaces (APSE Parks Performance Review).
- Increase the number of national quality awards for Wirral's parks, coastal sites and open spaces (Source: Green Flag and Blue Flag awards).

**CASE STUDY**

In 2014, **National Citizen Service** (NCS) worked in partnership with Wirral Council Coastal Rangers to reopen the old campsite facility at Thurstaston to provide accommodation for young people to camp in Wirral Country Park and experience nature and wildlife. The 120 young people engaged in activities such as 'Forest Schools' led by the Rangers and recognised qualifications including first aid and food safety.

In summer 2015, 190 young people, attended the NCS programme. The young people now aim to gather funding to get a working kitchen/ washing area so growing numbers can be accommodated. A further 200 young people are expected to join the programme in summer 2016.

**CASE STUDY**

The **Wirral Walking Festival** is a series of exciting and varied walks in the parks, open countryside, coast and heritage sites in Wirral throughout May each year. This annual event is aimed at introducing people to parts of Wirral that they have never visited and will 'showcase' the Wirral Peninsula as one of the most diverse and interesting places in the country to live and visit. Many of the walks are accessible for those with limited mobility.



“ The perfect walk for fresh air  
and sea views.”

**Marine Lake, West Kirby, Visitor from Chester, September 2015**

## 2. Encourage people to take part in sports, leisure, social and physical activities

**The health and wellbeing of our residents is important to us all. In Wirral, almost 58% of adults (16+) are classified as active which is slightly higher than the national (56%) and regional averages (53%), but this is a figure we want to increase due to the benefits that taking part in leisure activities have on a person's health and wellbeing. <sup>1</sup>**

These benefits include reducing the likelihood of obesity, increasing life expectancy and improving mental health through reducing depression and alleviating anxiety. We want to encourage more people to take responsibility for their own physical and mental health and taking part in more sports, leisure, social and physical activities is an important part of that ambition.

There are a range of community, private and public sector leisure offers currently available to residents, including sports centres and fitness suites, community gyms and local sports teams, in addition to local walking, running and cycling groups. We also have exercise facilities within many of our parks and an extensive range of local groups in Wirral who provide community-led activities, enabling residents to take part in an array of leisure activities including award-winning football, athletics, cricket and rugby clubs. We will ensure that all local residents, including those who are disabled or disadvantaged, are able to access leisure opportunities.

An active community creates a good environment for local residents to support healthy behaviours and reduces health inequalities. Every young person in Wirral should be able to access and participate in sporting or leisure activities, which has been linked to improving educational attainment and reducing anti-social behaviour. Sport also helps create a sense of belonging and social inclusion through bringing people from all backgrounds together to enjoy a competitive activity, or just for fun.

Based on what our residents have told us, we recognise that for some people, there are a number of obstacles which prevent them from enjoying leisure activities. For example, many residents feel socially isolated and would like to participate in some form of leisure, however they do not have the confidence, or are unsure of how to make the 'first step'. We want to encourage our residents to support their family members, friends and neighbours to help them participate in leisure pursuits. This could include assisting them in their search for an appropriate leisure activity, or providing them with moral support by accompanying them to a fitness class, or social group.

We will also work to ensure the cost of leisure activities in Wirral does not act as a barrier to our residents and want to promote leisure opportunities for all of our residents regardless of age, ability, or income.

Our priority is to work in partnership with local groups and organisations to encourage our residents to make beneficial changes to their lifestyles, such as walking or cycling to work or engaging in social activities to tackle isolation. We will also encourage individuals and families to make leisure a part of their daily routine and encourage participation in leisure and sport from an earlier age.

### What do we already know?

- 66% of residents are satisfied with local sports provision in comparison to 62 % of people in the North West and 62% of people in England.<sup>7</sup>
- 61% of residents claim feeling healthy is one of the most important factors contributing to their quality of life.<sup>1</sup>
- Increase the number of people who are cycling in Wirral (Source: Automatic cycle counters figures)
- Increase the number of adults (14+) who participate in sport at least once a week (Source: Active Lives Survey - Sports England).
- Increase the use of outdoor space for exercise / health reasons (Source: Public Health Outcomes Framework).

### What will we do over the next five years?

- We will develop an 'Active Wirral' campaign to encourage people to participate in sports and physical activity.
- We will work with partners to develop creative ways to support people to access leisure activities.
- We will work with local schools and colleges to encourage participation in leisure and sport from an earlier age.
- We will increase access to physical and sporting activities for more of our residents.
- We will work with partners to further develop our cycling and walking networks and cycle hire hubs.
- We will promote the health, economic and environmental benefits of walking and cycling through marketing campaigns, local businesses and educational institutions.
- We will review the private and public leisure provision in Wirral to make it affordable and fit for the future needs of our residents.

### How will we measure if we're getting this right?

- Increase the number of adults cycling to work (Source: Travel surveys with local businesses).

#### CASE STUDY

**Birkenhead Parkrun** is a 5km run, which takes place every Saturday at 9:00am in Birkenhead Park. The Parkrun can be completed at any running pace and is suitable for both novice runners, as well as for more advanced runners. Anyone is welcome to register to Parkrun and it is free to join. Birkenhead Parkrun is organised entirely by volunteers, who welcome runners for a post-parkrun coffee at the Birkenhead Park Visitors Centre.

#### CASE STUDY

October 2015 saw a host of **CycloCross** races take place on the playing fields behind the Oval Leisure Centre, Bebington. The day was organised by local cycling club, Port Sunlight Wheelers, as part of the North West CycloCross League. This was the first time a league race had taken place on Wirral, and if the success of the day is anything to go by, there will be more races coming our way in the future! Over 400 people of all ages competed on the day in a number of races organised on the 2km long course.



### 3. Increase pride in Wirral's communities and encourage more residents to volunteer

**In Wirral, we are fortunate to have a vibrant network of volunteers, active community groups and organisations who are passionate about participating in their local neighbourhoods and play a vital role in helping us improve and promote our leisure offer.**

We have strong and well-established friends groups, who have a key role in promoting and maintaining our parks and assisting with a variety of conservation tasks. Many friends of parks groups in Wirral also help organise events, lead guided walks and raise funds to ensure the parks are maintained to the highest standard.

We want to continue to build on these networks and groups and inspire more of our residents to volunteer. To do this, we seek to further instil community pride and will provide residents with the opportunity to choose from a variety of volunteering options from parks and gardens, to volunteering in a range of different sporting and social clubs.

Volunteering provides opportunities for personal development and offers a chance to gain experience and skills which could help access employment.

We want to encourage more residents to get involved in local events which bring communities together and to encourage our residents to participate in all forms of leisure and social activities. More locally-led leisure activities can help tackle loneliness and social isolation which particularly impacts our older

residents. We believe access to more leisure opportunities provided locally will help us support some of our most vulnerable residents to become more involved in their communities.

Our priority is to support more people to volunteer and to encourage local groups and organisations to continue to make a positive contribution in their local area. We want to support more locally-led leisure activities and provide support and motivation to enable more residents to access leisure activities across the borough.

#### What do we already know?

- 48% of residents said they would volunteer if more information about the things they could do was available.<sup>1</sup>
- 17% of Wirral residents volunteer at least one hour a week to support sport – slightly higher than the regional (13%) and national (13%) statistics.<sup>7</sup>

#### What will we do over the next five years?

- We will work with local groups and communities to encourage more people to volunteer in Wirral.
- We will explore opportunities to enable local groups and communities to manage and run local leisure assets and activities in their neighbourhoods.

#### How will we measure if we're getting this right?

- Increase the number of residents who say they volunteer and / or support community groups (Source: Residents' Survey).
- Increase the number of successful asset transfers to local communities.

**“Volunteering brings benefits to both society at large and the individual volunteer. It makes important contributions, economically as well as socially. It contributes to a more cohesive society by building trust and reciprocity among citizens”**

United Nations

### CASE STUDY

**Stuart Smith**, Wirral Sports Forum's Young Volunteer of the Year 2015, received the exciting news that due to his outstanding and ongoing commitment to sport, he has been asked to take on a Young Advisors role at the next Olympic Games in Rio de Janeiro, Brazil in 2016.

It could all have been so different. It was only a couple of years ago that Stuart had fallen in with the wrong crowd and was finding it difficult to stay out of trouble. The change started when he was referred to Wirral Positive Futures scheme whose aim is to use sport to improve behaviour, attitudes and outlook on life in order to improve lifestyles and ultimately achieve better futures. Stuart says "I feel better than ever, I am self-motivated to do things and I have a positive outlook on life".

### CASE STUDY

**Heswall Hall** is a shining example of how a vibrant, engaged and dynamic Wirral community can transform an asset. The Hall was transferred to Heswall Community Trust in September 2011 and, while still owned by Wirral Council, the Trust wholly manages its operation, maintenance and finances.

The Hall is once again a prized community asset with pre-school play schemes, lunch clubs and tea dances among a huge variety of services and activities on offer every week.

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## HOW WE WILL DELIVER THIS STRATEGY

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**The delivery of this leisure strategy will be in partnership with local residents and community groups, as well as public, private and voluntary sector organisations. The strategy will also support the key outcomes outlined in the national government strategy 'Sporting Future: A New Strategy for an Active Nation'. We will deliver the ambitions outlined through the following action plan and other key strategies and plans which focus on culture, tourism, parks and open spaces, volunteering and health and wellbeing.**

The agreed actions will be delivered over the lifetime of this strategy with detailed project plans to be developed to ensure there is regular review and monitoring of the actions. There will also be further engagement and consultation with residents, partner organisations and other stakeholders as we develop more detailed action plans.

An annual report will be prepared which will outline progress of the actions and demonstrate the outcomes that have been achieved through the delivery of the strategy.

“Without Birkenhead Park  
there would be no Central  
Park... without Central Park  
there would be no New York”

**Doug Blonsky, President and CEO of Central Park Conservancy**

## ACTION PLANS

### 1. Promote and celebrate Wirral's parks, coast and countryside for leisure activities

What do we need to do?	By when	Lead organisation
Implement promotion and develop effective marketing campaigns for Wirral's parks, coast and countryside.	March 2016	Wirral Council Marketing Team
Prepare a master plan for each of Wirral's country parks to optimise their potential.	September 2016	Wirral Council Parks and Countryside Team
Create and publicise a calendar of local events and activities.	April 2016	Wirral Council Marketing Team
Increase the number of events in Wirral's parks.	April 2017	Wirral Council Parks and Countryside Team
Develop commercial opportunities for people to enjoy parks and open spaces, through: <ul style="list-style-type: none"> <li>• Creating additional camping and caravanning sites in Wirral</li> <li>• Develop a Footgolf course at Arrowe Country Park and the Warren.</li> </ul>	April 2017 March 2016	Wirral Council Parks and Countryside Team Wirral Council
Improve signage to Wirral's parks, countryside and open spaces to 20 sites.	April 2018	Wirral Council Parks and Countryside Team
Ensure the training offer for the leisure and tourism sectors supports the priorities for business growth and development.	March 2017	Wirral Metropolitan College
Maximise work related opportunities to engage students of all ages in the leisure and tourism sectors, progress them into apprenticeships, jobs and ensure opportunities for continuous professional development.	March 2017	Wirral Metropolitan College
Provide more opportunities for young people to benefit from being outdoors , for example, continue to run Forest Schools with Wirral pupils.	Ongoing	Wirral Council in partnership with local schools
Refurbish on-shore facilities at Marine Lake, West Kirby.	Work commences in April 2016. Target completion date April 2017	Wirral Council
Improve watersports offer at New Brighton through identifying future viable activities.	June 2016	Wirral Council

## 2. Encourage people to take part in sports, leisure, social and physical activities

What do we need to do?	By when	Lead organisation
Explore further opportunities for using technology and social media campaigns to encourage participation in sport and physical activity.	June 2016	Wirral Council Marketing Team
Implement Liquid Logic Marketplace to capture local activities.	April 2016	Wirral Council
Develop, promote and support good referral pathways between GPs and the network of sports, leisure, social and physical activities available in Wirral, particularly those activities provided by the extensive voluntary sector.	June 2016	Wirral Health Partners
Host an annual marketplace event to showcase leisure opportunities in Wirral.	July 2016	Wirral Partnership
Implement a 'buddy scheme' to support people to access leisure activities and explore opportunities to develop a coaching programme.	September 2016	Wirral Council
Complete review of Wirral's leisure and golf facilities to ensure they are sustainable and fit for the future.	June 2016	Wirral Council
Develop and implement Green Routes to improve access to services and opportunities.	Ongoing	Merseytravel / Wirral Council
Ensure that new developments include walking and cycling routes link to existing communities and key destinations.	Ongoing	Merseytravel / Wirral Council
Explore funding opportunities for a prioritised programme of infrastructure projects to encourage the use of active modes e.g. Sustainable Transport Enhancements Package (STEP programme).	April 2017	Merseytravel / Wirral Council
Encourage more people to cycle through the following actions: <ul style="list-style-type: none"> <li>• Cycle hire scheme</li> <li>• Increased number of secure cycle parking spaces</li> <li>• Improved signage at stations to key attractions</li> <li>• Support Bikeability training in schools by 2020</li> <li>• Work in partnership to support contribution and delivery of new community cycle hubs across Wirral.</li> </ul>	April 2017	Merseytravel / Wirral Council
Deliver the national curriculum standard for school swimming sessions.	Ongoing	Wirral Council in partnership with local schools

What do we need to do?	By when	Lead organisation
<p>Deliver a range of successful sporting initiatives across the borough including:</p> <ul style="list-style-type: none"> <li>• Streetgames programmes for young people</li> <li>• Mobile sports outreach units</li> <li>• 'Positive Futures' programme</li> <li>• 'Sportivate' programme to 14-25 year olds.</li> <li>• 'Satellite Clubs' programme for 14-25 year olds.</li> </ul>	Ongoing	Wirral Council
Open Wirral's first Youth Zone 'The Hive' for the borough's young people aged 8-19 and up to 25 for those with disabilities.	Complete summer 2016. Open December 2016	Onside
Develop disability sport programmes in line with the new government strategy of 'Sporting Future – a New Strategy for an Active Nation'	Ongoing	Wirral Council

### 3. Increase pride in Wirral's communities and encourage more residents to volunteer

What do we need to do?	By when	Lead organisation
<p>Develop a partnership approach to volunteering across the public, private, community and voluntary sector in Wirral.</p> <ul style="list-style-type: none"> <li>• Research best practice in other areas</li> <li>• Develop a Wirral Partnership strategy for volunteering</li> <li>• Create more local volunteering opportunities to support leisure and social activities in Wirral</li> <li>• Agree a public sector workforce volunteering programme</li> </ul>	March 2017	Wirral Partnership
Actively work with local groups to enable them to run and manage leisure activities and facilities in Wirral and access funding opportunities.	March 2017	Wirral Partnership
Encourage private sector businesses to sign-up to workforce volunteering programmes.	June 2016	Wirral Partnership
Increase the number of places on National Citizens Service programme available to Wirral's young people aged 16 to 17.	In line with national programme	Wirral Council

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## CONCLUSION

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**In developing this strategy we have listened to what our residents and visitors have told us to identify the priorities for the leisure strategy and what we will focus on for the next five years.**

We will work collaboratively with our partners and stakeholders, to deliver our ambition for more people to enjoy the wide range of leisure, social, physical and sporting opportunities available across Wirral; and to encourage and provide opportunities for more people to volunteer in Wirral.

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## REFERENCES

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<sup>1</sup> Wirral Council (2015): Wirral Residents Survey 2015; <https://www.wirral.gov.uk/about-council/wirral-plan-2020-vision/wirral-resident-survey-2015> accessed 15/2/2016

<sup>2</sup> Wirral Council (2011): Wirral Visitor Research Study 2011; taken from Wirral Parks and Open Spaces Strategy 2014 – 2024, <https://www.wirral.gov.uk/sites/default/files/all/Leisure%20parks%20and%20events/parks%20and%20open%20spaces/Wirral%20Parks%20and%20Open%20Spaces%20Strategy%202014-2024.pdf> accessed 15/2/2016

<sup>3</sup> Public Health England (2015): Public Health Outcomes Framework, 2.13i - Percentage of physically active and inactive adults - active adults 2014- <http://www.phoutcomes.info/public-health-outcomes-framework#page/3/gid/1000042/pat/6/par/E12000002/ati/101/are/E08000015/iid/90275/age/164/sex/4> accessed 15/2/2016

<sup>4</sup> Sport England (2015a): Active People Interactive- All Sports; <http://activepeople.sportengland.org/Result#Id=90292&OutputType=1> accessed 15/2/2016

<sup>5</sup> Wirral Council (2012): Parks Survey 2012; [www.wirral.gov.uk](http://www.wirral.gov.uk)

<sup>6</sup> Sport England (2015b): Active People Interactive- All physical activities; <http://activepeople.sportengland.org/Result#Id=90290&OutputType=1>

<sup>7</sup> Sport England (2015c): Local Sport Profile: Wirral - KPI6 - Very/fairly satisfied with local sports provision; <http://localsportprofile.sportengland.org/ProfileReport.aspx?g=00CB&t=P&s=P01,P02,P03,P04,P05,P06,P07,P19,P20,P28,P21,P22,P23,P24,P25,P27> accessed 15/2/2016

For more information please see Wirral JSNA: <http://info.wirral.nhs.uk/>

For more information on all aspects of travel and transport, please see Liverpool City Region 'A Transport Plan for Growth' <http://www.merseytravel.gov.uk/about-us/local-transport-delivery>.



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To find out more:



**search: Wirral 2020**



**@wirral2020**

**THE WIRRAL PARTNERSHIP**