



CLLR PHILL BRIGHTMORE

CABINET
19 JUNE 2017

WIRRAL VISITOR ECONOMY
STRATEGY

Cllr Phill Brightmore, Cabinet Member for Environment, said:

“Wirral’s tourism industry continues to go from strength to strength. We are the fastest growing visitor destination in the Liverpool City Region; with thousands more people discovering Wirral every year.

“We cannot take this for granted, and expect this growth to simply continue year-on-year. We must make sure we do everything possible to promote our borough throughout the UK and internationally.

“This new Tourism Strategy is a big step. Produced through a collaboration of industry experts, local businesses and partners, it helps us clearly define a new approach for marketing Wirral.

“I am confident this work will help us achieve all of our ambitions for the tourism industry in Wirral, increasing the value of the economy and helping create many more jobs.”

REPORT SUMMARY

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

This report provides Cabinet with the Wirral Visitor Economy Strategy; a key strategic document which articulates ambitions related to growing the value of the Visitor Economy in Wirral and the associated creation of jobs, which will assist the delivery of various aspects of the Wirral Plan.

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

RECOMMENDATION/S

Cabinet is requested to approve the Wirral Visitor Economy Strategy which is appended to this report.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The Wirral Visitor Economy strategy has been developed to support the delivery of the Wirral Plan pledges.

The strategy has been developed with 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 In July 2015, the Wirral Partnership agreed the Wirral Plan, a set of 20 pledges to be achieved by 2020, which focused on protecting the most vulnerable, driving economic growth and improving the local environment. Growing the value of the tourism industry in Wirral was identified as a priority through the 'Vibrant Tourism Economy' pledge, which is an integral part of the Council's Growth Plan and has strong links with both the Culture and Leisure strategies. The Council also recently undertook a Task & Finish Scrutiny Review of Tourism to look at how the Council promotes and markets its tourism offer and to identify any gaps in its offer that can be exploited. It was therefore agreed that a tourism strategy was needed to deliver the tourism pledge and determine what can be done to facilitate and support our ambition to increase our visitor economy.

The strategy has been developed through a partnership steering group chaired by Paula Basnett, CEO of Wirral Chamber of Commerce as well as representatives from Wirral Council, Culture Liverpool, Liverpool Local Enterprise Project and the Wirral Visitor Economy Network. An engagement event was held in January 2017 with industry experts representing a broad range of tourism sectors including accommodation, heritage and leisure. The steering group has also sought engagement with key stakeholders such as education and skills providers, transport providers, and other private sector organisations who were identified by the group. The final Task and Finish Scrutiny report was published in January 2017 and was also utilised to inform and support the development of the Tourism Strategy.

The strategy includes a set of partnership actions to be delivered over the course of the three-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 There are no 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.

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 Wirral Visitor Economy 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 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 Wirral Visitor Economy strategy has been developed through a partnership steering group and has been subject to wider consultation with partners and other stakeholders through the development of the strategy.

A stakeholder event took place in January 2017 and the feedback from the event has been 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 will be published on the Council website.

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APPENDICES

Appendix 1 – Wirral Visitor Economy 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	