



**Business Overview and Scrutiny Committee**  
**Thursday, 4 July 2019**

<b>REPORT TITLE:</b>	<b>WIRRAL'S CULTURE STRATEGY: IMAGINE WIRRAL 2018 AND BOROUGH OF CULTURE 2019</b>
<b>REPORT OF:</b>	<b>Assistant Director: Culture and Visitor Economy</b>

**REPORT SUMMARY**

This report presents the progress made in respect of implementing Wirral's Culture Strategy, with particular reference to the impact of the 2018 Imagine Wirral culture programme and the 2019 Liverpool City Region Borough of Culture programme.

Wirral's Culture Strategy is a key strategy in respect of the Wirral Plan pledge to deliver leisure and cultural opportunities for all.

The content of this report affects all Wards within the Borough.

**RECOMMENDATION/S**

**Members of the Committee are requested to note the progress made and to consider how the Committee will inform the ongoing development of the 2019 Borough of Culture and future culture programmes.**

## SUPPORTING INFORMATION

### 1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 Members of the Committee are requested to consider how they wish to inform the ongoing development of the 2019 Borough of Culture to ensure that the programme is inclusive across all communities and to maximise opportunities for Wirral.

### 2.0 OTHER OPTIONS CONSIDERED

- 2.1 A range of options for delivering outcomes related to culture were considered through the development of Wirral's Culture Strategy.

### 3.0 BACKGROUND INFORMATION

- 3.1 The priorities set out in Wirral's Culture Strategy are to:

- Develop creative partnerships and a cultural events programme to promote arts, culture and heritage in Wirral
- Increase resident and visitor participation in Wirral's arts, culture and heritage offer to promote its educational, social and wellbeing benefits
- Promote Wirral on a global stage as part of the Liverpool City Region to attract world class arts, culture and heritage events and exhibitions
- Maximise the contribution of the arts, culture and heritage to the local economy

- 3.2 **Appendix 1** to this report provides an evaluation of how the Imagine Wirral programme in 2018 delivered against the above priorities. In summary, the 2018 cultural programme resulted in:

- Over 250,000 visitors to Wirral – including the largest ever one-day event, the Giant Spectacular which brought an estimated 80,000 visitors to New Brighton
- Over £5m economic benefit for the local economy, benefitting local businesses and contributing to the borough's growth ambitions – every £1 spent on culture by the local authority last year delivered £25 of economic benefit
- National and global media coverage
- High satisfaction levels (over 80% of people who engaged with the programme rated their experience as either 'good' or 'very good')
- Hundreds of volunteers and children and young people involved in co-creation throughout the year

- 3.3 More details relating to the evaluation of the 2018 programme and progress to date in respect of the Borough of Culture programme will be presented to the Committee.

- 3.4 The award of Liverpool City Region Borough of Culture (BoC) was introduced by the Liverpool City Region Combined Authority in 2018 as part of the 1% for

Culture programme – an annual commitment to spend the equivalent of 1% of our devolution funding from central government to support cultural activities. It reflects the ambitions and aims of the LCR Culture and Creativity Strategy to incrementally build sustainable capacity, creativity and economic growth across the city region.

3.5 Borough of Culture does not involve a competitive process but will rotate around the city region (St Helens, Wirral, Sefton, Halton, Knowsley, and Liverpool) on an annual basis, with the aim of encouraging each borough to collaboratively develop its local talent and potential and generate cultural activities across the region. A clear set of principles were agreed by the Liverpool City Region Cultural Partnership to support delivery and evaluation linked to the Borough of Culture initiative. These principles are as follows:

- **Children and young people** - accessing, enjoying, learning and thriving through culture and creative engagement with skills and talent pathways
- **Positive outcomes** - wellbeing, health, education, cohesion and future world of work
- **Communities** - increased participation, particularly the ageing society
- **Distinctiveness of place** – promoting the creative and culture offer to local people and visitors
- **Infrastructure** - leaving a legacy through better infrastructure for culture and creativity

3.6 The content of the 2018 Imagine Wirral and 2019 Borough of Culture events programmes has been influenced by a range of factors, including opportunities developed as a result of partnership working in Wirral across the Liverpool City Region.

#### **4.0 FINANCIAL IMPLICATIONS**

4.1 There are no financial implications pertaining directly to this report. Additional funding has been awarded by the Combined Authority for the Borough of Culture programme in 2019 along with significant grant funding in 2018 and 2019 from Arts Council England.

#### **5.0 LEGAL IMPLICATIONS**

5.1 There are no legal implications pertaining directly to this report. Legal advice is obtained as appropriate to support the delivery of events and projects.

#### **6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS**

6.1 There are no resource implications pertaining directly to this report. The activities outlined in this report are delivered within existing resources.

#### **7.0 RELEVANT RISKS**

7.1 There are no risks pertaining directly to this report. Risk registers are place as appropriate for the work of the Culture and Visitor Economy Team and risk assessments are undertaken to support each event and project.

## 8.0 ENGAGEMENT/CONSULTATION

- 8.1 Engagement and consultation with Wirral's communities, the arts, cultural and heritage sectors in Wirral and across the Liverpool City Region has underpinned the development of the Imagine Wirral and Borough of Culture programmes.
- 8.2 A number of sessions have been held with Elected Members to gather input to support the development of the culture programme. Dedicated workshops with hundreds of stakeholders took place in January to inform the Borough of Culture programme, along with engagement across the Liverpool City Region and presentations to all Chamber of Commerce business forums. A creative bulletin is produced monthly to disseminate information to hundreds of stakeholders in the arts and cultural sector and this includes opportunities for organisations and individuals to get involved in events and projects.

## 9.0 EQUALITY IMPLICATIONS

- 9.1 An Equality Impact Assessment is being published.
- 9.2 Access statements have been put in place for each event delivered as part of the Imagine Wirral and Borough of Culture programmes to ensure that they are accessible and inclusive. Targeted engagement work is also undertaken to identify opportunities to maximise access.

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## APPENDICES

### Appendix 1 – Imagine Wirral Summary Evaluation

## BACKGROUND DOCUMENTS

None

## SUBJECT HISTORY (last 3 years)

Council Meeting	Date
N/A	N/A