

COUNCIL
14 OCTOBER 2019

CABINET PORTFOLIO SUMMARY REPORT

REPORT OF	Councillor Chris Spriggs
CABINET PORTFOLIO FOR	Culture and Tourism

EXECUTIVE SUMMARY

This report is an update from the Cabinet Portfolio Holder for Culture and Tourism to Members of the Council on matters relevant to the portfolio.

LCR Borough of Culture 2019

We have had a fantastically successful Borough of Culture year to date with a range of events since March, including Animated Square, Radio Local, The Witching Hour, River Festival, major new exhibitions at the Williamson and Priory, Future Yard Festival, Tour of Britain (series and stage), Wirral Food and Drink Festival and outdoor concerts - attracting over 30,000 visitors to historic Birkenhead Park across one weekend, as well as the high profile RRS Sir David Attenborough launch.

The programme has already delivered significant outcomes in terms of economic impact, audience development and transforming people's perception of Wirral as a place;

As we enter the last part of the programme, the theme of Constellations will provide the backdrop for a number of events which will continue to inspire audiences – the Museum of the Moon at Birkenhead Town Hall, an audio visual installation at West Kirby Marine Lake, a schools and community festival at Wirral Country Park and River of Light in New Brighton.

Just as importantly, we are focused on delivering a sustainable legacy for Borough of Culture through putting in place an events programme which builds on the success of this year and taking forward culture and creativity as part of the Wirral Plan and other strategic initiatives such as Wirral's Public Health Annual Report.

A key strand of our legacy work is ensuring that we continue to develop a thriving creative and digital sector. We are looking forward to the outcomes of a demand study which will help us understand the needs and ambitions of the sector and align these with our plans for growth and regeneration.

We are also developing our destination marketing plans, to ensure Wirral's visitor numbers continue to grow and impact positively on the local economy. The marketing strategy will include local businesses and cultural attractions and benefits from an overall steer from the Wirral Visitor Economy Board.

We are working in partnership with the LEP and other colleagues on a project to develop business conferencing and meetings across the city region. The first stage of this project includes in-depth research into capacity and will analyse the market potential and recommended next steps, for increasing this aspect of the visitor economy in Wirral.