

**Tourism, Communities, Culture & Leisure Committee, Tuesday 8th March 2022**

**Birkenhead Culture and Heritage Strategy and Wirral Museums Service Strategy**

**Appendix 3: Summary Action Plan April 2022 – March 2023**

<b>Strategy Theme</b>	<b>Priority</b>		<b>Priority Actions (April 2022 – March 2023)</b>	<b>Lead</b>
<b>Theme 1 Destination Birkenhead: Place, Space, Experience</b>	1.1	Develop a visitor destination offer that does justice to Birkenhead's unique assets	<ul style="list-style-type: none"> <li>▪ Deliver Liverpool City Region Destination Marketing project and ensure this incorporates opportunities to improve wayfinding and visitor experience</li> <li>▪ Develop waterfront destination campaign in collaboration with key partners</li> <li>▪ Develop Wirral Destination Strategy for implementation from April 2023 aligned to programme of work set out in the Liverpool City Region Visitor Economy Recovery Strategy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chief Regeneration Officer</li> <li>▪ Waterfront Project Group</li> <li>▪ Chief Regeneration Officer</li> </ul>
	1.2	Improve local connectivity, wayfinding, and visitor experience	<ul style="list-style-type: none"> <li>▪ Ensure Destination Marketing project incorporates opportunities to improve wayfinding, and visitor experience (e.g., itineraries)</li> <li>▪ Roll out the Public Realm Design Guide</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chief Regeneration Officer</li> <li>▪ Head of Regeneration Strategy</li> </ul>
	1.3	Implement the new vision and strategy for Birkenhead's great museums and galleries	<ul style="list-style-type: none"> <li>▪ Begin implementation of Wirral Museums Service Strategy and develop Capital Plan for assets</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assistant Director, Libraries, Leisure and Community Engagement /</li> </ul>

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		<ul style="list-style-type: none"> <li>▪ Establish Museums and Galleries Group to develop a coordinated offer and audience / visitor development plan</li> </ul>	<p>Museums Manager</p> <ul style="list-style-type: none"> <li>▪ Senior Manager, Culture / Museums Manager, and key partners</li> </ul>
	<p>1.4 Find creative uses for existing spaces as well as creating exciting new ones</p>	<ul style="list-style-type: none"> <li>▪ Establish a Birkenhead ‘Think Tank’ focused on creative sector-led regeneration and meanwhile use</li> <li>▪ Commission Good Business Festival / Greater Good legacy programme focused on creative sector innovation following event in March 2022</li> </ul>	<ul style="list-style-type: none"> <li>▪ Town Deal projects / Leftbank Collective / and others (with facilitative support from Regeneration and Place)</li> <li>▪ Senior Manager Culture</li> </ul>
	<p>1.5 Enhance Birkenhead’s public spaces and cultural offer through ambitious, strategic creative programming</p>	<ul style="list-style-type: none"> <li>▪ Work with Liverpool City Region partners to develop programming opportunities for Birkenhead and Wirral</li> <li>▪ Deliver Birkenhead Park 175<sup>th</sup> anniversary programme, using the opportunity to engage with residents and visitors and build an evidence base for future development of the park and wider Birkenhead regeneration programme</li> </ul>	<ul style="list-style-type: none"> <li>▪ Senior Manager Culture</li> <li>▪ Birkenhead Park 175<sup>th</sup> Anniversary Working Group</li> </ul>

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			<ul style="list-style-type: none"> <li>▪ Initiate planning and engagement for Wirral's next year as the Liverpool City Region Borough of Culture in 2024</li> <li>▪ Review the Council's arrangements for providing advice to third parties on delivering events post pandemic in support of efforts to build community resilience</li> </ul>	<ul style="list-style-type: none"> <li>▪ Senior Manager Culture</li> <li>▪ Assistant Director Neighbourhoods, Safety &amp; Transport</li> </ul>
<b>Theme 2 Creative People and Cultural Communities</b>	2.1	Develop stronger links between talent, skills, and opportunity	<ul style="list-style-type: none"> <li>▪ Develop place- based 'Creative People and Cultural Communities' partnership working which incorporates existing formal and informal networks such as the Local Creative Education Partnership and consolidates working relationships with commissioners and providers (e.g., Public Health) to deliver priorities 2.1, 2.2, 2.3 and 2.4</li> </ul>	<ul style="list-style-type: none"> <li>▪ Senior Manager Culture</li> </ul>
	2.2	Improve access to funding and support	<ul style="list-style-type: none"> <li>▪ As above</li> </ul>	<ul style="list-style-type: none"> <li>▪ As above</li> </ul>
	2.3	Strengthen education and training	<ul style="list-style-type: none"> <li>▪ As above</li> </ul>	<ul style="list-style-type: none"> <li>▪ As above</li> </ul>
	2.4	Get communities on board through inclusive action and engagement	<ul style="list-style-type: none"> <li>▪ As above</li> </ul>	<ul style="list-style-type: none"> <li>▪ As above</li> </ul>

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	2.5	Use culture and heritage to define different neighbourhoods	<ul style="list-style-type: none"> <li>▪ Develop and deliver work programme with key heritage organisations such as Conversation Areas Wirral and Wirral History and Heritage Association to ensure heritage and conversation assets are managed appropriately and promoted locally</li> <li>▪ Deliver the public art opportunities identified in waterfront animation and connectivity project</li> <li>▪ Ensure culture and heritage are fully addressed in area master plans</li> </ul>	<ul style="list-style-type: none"> <li>▪ Head of Regeneration Strategy</li> <li>▪ Senior Manager Culture</li> <li>▪ Head of Regeneration Strategy</li> </ul>
<b>Theme 3 Mobilising Stakeholders and Resources</b>	3.1	Build local capacity and mechanisms	<ul style="list-style-type: none"> <li>▪ Review partnership arrangements to drive delivery of the Culture and Heritage Strategy</li> <li>▪ Secure revenue funding to deliver place-based 'Creative People and Cultural Communities' partnership projects, building on best practice and working towards an inclusive and transformational Borough of Culture programme in 2024</li> <li>▪ Further develop pipeline of heritage projects and programmes aligned to</li> </ul>	<ul style="list-style-type: none"> <li>▪ Senior Manager Culture</li> <li>▪ Senior Manager Culture, working with LCEP and other partners</li> <li>▪ Head of Regeneration Strategy</li> </ul>

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			regeneration programme <ul style="list-style-type: none"> <li>▪ Develop a shared evaluation framework and reporting mechanism for the Culture and Heritage Strategy which celebrates success and builds the case for future investment and resources</li> </ul>	<ul style="list-style-type: none"> <li>▪ Senior Manager Culture, working with partners</li> </ul>
	3.2	Adopt a coordinated regional approach	<ul style="list-style-type: none"> <li>▪ Contribute proactively to relevant Liverpool City Region strategies to ensure plans for Birkenhead and wider Wirral are part of coordinated approaches and funding opportunities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chief Regeneration Officer</li> </ul>