

TOURISM, COMMUNITIES, CULTURE & LEISURE COMMITTEE

Thursday, 19 October 2023

Present:

Councillor H Cameron (Chair)

Councillors	P Martin	G Bennett
	P Jobson	J Johnson
	T Laing	C McDonald
	G McManus	R Molyneux
	K Stuart	M Redfern

37 **WELCOME AND INTRODUCTION**

The Chair welcomed attendees and viewers to the meeting and reminded everyone that the meeting was webcast and retained on the Council's website.

38 **APOLOGIES**

There were no apologies for absence.

39 **MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST**

Members are asked to consider whether they have any disclosable pecuniary interests and/or any other relevant interest in connection with any item(s) on this agenda and, if so, to declare them and state the nature of the interest. No interests were declared.

40 **MINUTES**

Resolved – That the minutes of the meeting held on 21 September 2023 be approved and adopted as a correct record.

41 **PUBLIC AND MEMBER QUESTIONS**

There were no questions, statements or petitions from the public or Members.

42 **BOROUGH OF CULTURE 2024**

The Senior Manager of Culture Strategy introduced the report of the Director of Regeneration and Place to Members. The report presented an update on Wirral's year as Liverpool City Region Borough of Culture in 2024. The report also requested approval from the Committee as to the delivery plan for

Borough of Culture which had been developed following the previous report to the Committee in October 2022.

In a response to a member question regarding community engagement and wealth building, officers explained the ongoing and extensive work with community groups was part of the delivery plan and had been embedded in the development plan since 2018. Officers also assured members that when considering the tourism and events that would be generated, residents would be the priority.

In response to a query regarding the appointment to the advisory group, officers explained that this would be made up of local organisations, the Arts Council, Liverpool Biennial and other local voices, officers also welcomed any recommendations from Members. Furthermore, officers assured the legacy of the programme had been considered and demonstrated that the funding could be secured for up to 3 years. Members also requested that the geographical spread of the programme be considered and projects benefit the entirety of the Borough.

Resolved – That the programme plan for Borough of Culture as set out at Appendix 1 be approved.

43 **DESTINATION MARKETING AND LIVERPOOL CITY REGION LOCAL VISITOR ECONOMY PARTNERSHIP DEVELOPMENT**

The Senior Manager of Culture Strategy introduced the report of the Director of Regeneration and Place to Members. The report presented an update on the Liverpool City Region Destination Marketing project. Wirral Council's participation in this project was approved by the Committee on 17th November 2021. The report also presented an update on the Liverpool City Region position in relation to visitor economy strategy development and partnership working.

Members praised the implementation of the 'Visit Wirral' website, highlighting the itineraries for visitors. Members also noted the success of the Summer campaign and the wrap around work for The Open. Officers assured Members that Wirral was working closely with its partners (Liverpool and Southport) to assure a maximisation of outcomes. Members requested a breakdown of the funding per capita. Members also noted that pre decision scrutiny could be challenging, and suggested better transparency was needed. Officers assured Members that the relevant contribution of each partner could be ironed out within the coming months. Members also prompted officers to maintain connections with Chester Tourism Office, as they exemplify good practice.

Resolved – That,

(1) Progress in respect of the Destination Marketing project be noted.
(2) The Council's engagement in the development of the Liverpool City Region Local Visitor Economy Partnership be endorsed and the committee agreed to receive future updates and proposals in respect of this work.

44 **WORK PROGRAMME UPDATE**

The Lead Consultant Lawyer presented the report of the Director of Law and Governance Committee, in co-operation with the other Policy and Service Committees, is responsible for proposing and delivering an annual committee work programme. This work programme should align with the corporate priorities of the Council, in particular the delivery of the key decisions which are within the remit of the Committee.

Members brought to the attention of officers a number of topics to be added to the work programme;

- Development of resident accessibility, and measurable feedback of the effectiveness of this communication.
- The use of Artificial Intelligence in Council departments serving this Committee.
- An update to the pitch strategy for the Local Plan, which focuses on increasing car parking.
- A clarification on the Terms of Reference for consultations and customer engagement.
- Responses to retail crime.

Resolved – that, subject to the addition of the items noted at the meeting, the work programme be noted.

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