

Tourism

As part of the LCR Destination Marketing Project –

- The Let it Be Christmas in Wirral Campaign is live, including on visitwirral.com. This has included promotion of the Peter Pan panto at the Floral Pavilion
- The autumn/winter version of the Wirral Essential Guide has been distributed and is live on visitwirral.com
- There is currently a Wirral destination brand review taking place, for which Wordscape were commissioned, and this is with a view to having refreshed assets available in spring
- Along with other Group Travel marketing activity, a Wirral Travel Trade event took place in November for Group Travel Operators across several locations in Wirral
- Conference & meetings photography and videography has been captured and will be used on visitwirral.com and digital channels

Conservation

Continued investment in the Hamilton Square Conservation Area:

Hamilton Square has been on the national heritage at risk register since 2009. The council is continuing on its upward trajectory of assisting with addressing the area's long-standing issues related to its heritage.

- **Argyle Quarter Property Improvement Scheme:**

The Council launched the property improvement grant scheme in September 2024, focused on two key strands: shopfront improvements and bringing empty properties back into use.

Ten applications were successful; £45,000 was allocated. The conservation team is working closely with the applicants for all the works to be high-quality conservation standards. All works are to be completed in February 2025.

Alongside the grant scheme, the stakeholder group is working with the Chamber of Commerce on a potential package of support to attract new creative businesses into the area—this work is considered complementary to the grant scheme but would not be funded directly via the UKSPF Phase 1 allocation.

- **Towards Net Zero – Hamilton Square**

Wirral Council, in partnership with Historic England and the University of Liverpool, is leading an innovative project to balance heritage preservation with climate action.

Together, they aim to:

- Retrofit historic buildings to improve energy efficiency without compromising their heritage value.
- Develop solutions that contribute to local and national net-zero carbon targets.
- Empower the community with knowledge and tools to embrace sustainable conservation practices.

This project combines innovation with tradition to ensure Hamilton Square's future is as inspiring as its past. Lectures and events will be organised for the local community. The first phase of the project will end in May 2025.

Other good news:

- **Local Listing Campaign**

The Wirral has a rich history with many historic assets of local interest and value that contribute positively to the character and identity of the area. These historic assets can be buildings, built structures, or landmarks. Once on the local list, the significance of assets is therefore recognised and can be afforded consideration in planning applications.

The local listing campaign was launched in December 2024. Any member of the public can submit nominations from the website [Welcome - The Local Heritage List for Wirral](#). The conservation team is also looking for volunteers to help with the campaign. If interested, you can contact heritage@wirral.gov.uk.

Nominations will be open until the 30th of April 2025.

- **Birkenhead Park Conservation Area Appraisal and Management Plan**

Work is progressing on the Birkenhead Park Conservation Area and Management Plan. The conservation team is working closely with the consultants on the production of the report.

- **The King's Gap Conservation Area Appraisal and Management Plan**

Has been adopted in January 2025.

Culture

- **Wirral Heritage/Culture Ambassadors Volunteer Programme**

I am awaiting a report from Officers and Wirral CVS to progress the initial training programme. We have received support and encouragement from City Region and Liverpool Council Officers who suggest a Ambassadors and Guides system together., they spoke highly of Wirral's Heritage Voluntary Groups. Time is still against us, but we are moving forward.

- **Big Heritage Transport Museum**

Updates will be brought in due course.

- **Wirral History and Heritage Fair Saturday March 22nd Hulme Hall, Port Sunlight**

This amazing event, continues, with the incredible work of the Wirral History and Heritage Association. Free parking and, an on site café. Over 100 stalls booked, and the event is full for exhibitors. This is the largest Heritage Fair in the North West of England.