

Tourism, Communities, Culture & Leisure Committee, October 2022

Appendix 1 - Action Plan Progress Report October 2022

Strategy Theme	Priority		Priority Actions (April 2022 – March 2023)	Lead (highlighted in bold where this differs from action plan as agreed in March 2022)	Progress
Theme 1 Destination Birkenhead: Place, Space, Experience	1.1	Develop a visitor destination offer that does justice to Birkenhead's unique assets	<ul style="list-style-type: none"> ▪ Deliver Liverpool City Region Destination Marketing project and ensure this incorporates opportunities to improve wayfinding and visitor experience 	<ul style="list-style-type: none"> ▪ Senior Manager Culture 	<ul style="list-style-type: none"> ▪ Destination Marketing project underway as detailed in Section 3
		Develop waterfront destination campaign in collaboration with key partners	<ul style="list-style-type: none"> ▪ Develop waterfront destination campaign in collaboration with key partners 	<ul style="list-style-type: none"> ▪ Senior Manager Culture / Head of Regeneration Delivery 	<ul style="list-style-type: none"> ▪ Current focus on supporting Eureka! Science and Discovery launch to maximise opportunities ▪ Waterfront campaign to be developed further in line with delivery of waterfront regeneration projects and the Destination Marketing project

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			<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ Senior Manager Culture 	<ul style="list-style-type: none"> ▪ Options for the delivery of a Destination Strategy for Wirral being developed in line with work being led by the Liverpool City Region Combined Authority to explore collaborative working (taking into account the resources available to the Council following restructuring of the culture and visitor economy team)
	1.2	Improve local connectivity, wayfinding, and visitor experience	<ul style="list-style-type: none"> ▪ Ensure Destination Marketing project incorporates opportunities to improve wayfinding, and visitor experience (e.g., itineraries) 	<ul style="list-style-type: none"> ▪ Senior Manager Culture 	<ul style="list-style-type: none"> ▪ Destination Marketing project includes opportunities to improve wayfinding and visitor experience through the development of a new Visit Wirral website and associated online tools such as itinerary planning ▪ A wayfinding strategy is in development (see below)
			<ul style="list-style-type: none"> ▪ Roll out the Public Realm Design Guide 	<ul style="list-style-type: none"> ▪ Head of Regeneration Strategy 	<ul style="list-style-type: none"> ▪ The Public Realm Design Guide is nearing completion and an associated piece of work is being commissioned on wayfinding – this will be focused on active travel and place shaping
	1.3	Implement the new vision and strategy for	<ul style="list-style-type: none"> ▪ Begin implementation of Wirral Museums 	<ul style="list-style-type: none"> ▪ Assistant Director, Libraries, Leisure 	<ul style="list-style-type: none"> ▪ Implementation of strategy underway as detailed in Section 3

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		Birkenhead's great museums and galleries	Service Strategy and develop Capital Plan for assets	and Community Engagement / Museums Manager	
			<ul style="list-style-type: none"> ▪ Establish Museums and Galleries Group to develop a coordinated offer and audience / visitor development plan 	<ul style="list-style-type: none"> ▪ Senior Manager, Culture / Museums Manager, and key partners 	<ul style="list-style-type: none"> ▪ Action will now be taken forward as part of the partnership arrangements for Borough of Culture outlined in Section 3
	1.4	Find creative uses for existing spaces as well as creating exciting new ones	<ul style="list-style-type: none"> ▪ Establish a Birkenhead 'Think Tank' focused on creative sector-led regeneration and meanwhile use 	<ul style="list-style-type: none"> ▪ Town Deal projects / Left Bank Collective and others (with facilitative support from Regeneration and Place) 	<ul style="list-style-type: none"> ▪ Creative sector-led forums and opportunities for collaboration and innovation within the content of the regeneration programme are detailed in Section 3, these form part of a growing 'Think Tank'
			<ul style="list-style-type: none"> ▪ Commission Good Business Festival / Greater Good legacy programme focused on creative sector innovation following event in March 2022 	<ul style="list-style-type: none"> ▪ Senior Manager Culture 	<ul style="list-style-type: none"> ▪ Resources available within existing budgets are currently being reviewed to support this action
	1.5	Enhance Birkenhead's public spaces and	<ul style="list-style-type: none"> ▪ Work with Liverpool City Region partners to develop 	<ul style="list-style-type: none"> ▪ Senior Manager Culture 	<ul style="list-style-type: none"> ▪ Close working with City Region partners includes on The World Reimagined project referenced in

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		cultural offer through ambitious, strategic creative programming	programming opportunities for Birkenhead and Wirral		Section 3 as well as the development of the Bridge to Bamboo project which involves local creatives and In Bloom groups
			<ul style="list-style-type: none"> ▪ Deliver Birkenhead Park 175th 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 	<ul style="list-style-type: none"> ▪ Birkenhead Park 175th Anniversary Working Group 	<ul style="list-style-type: none"> ▪ As detailed in Section 3
			<ul style="list-style-type: none"> ▪ Initiate planning and engagement for Wirral's next year as the Liverpool City Region Borough of Culture in 2024 	<ul style="list-style-type: none"> ▪ Senior Manager Culture 	<ul style="list-style-type: none"> ▪ As detailed in Section 3

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			<ul style="list-style-type: none"> ▪ Review the Council's arrangements for providing advice to third parties on delivering events post pandemic in support of efforts to build community resilience 	<ul style="list-style-type: none"> ▪ Assistant Director Neighbourhoods, Safety & Transport 	<ul style="list-style-type: none"> ▪ Ongoing as Wirral emerges from the pandemic. Queries from third parties are dealt with through the event notification process or, where complex or potentially major, through consultation with the Assistant Director Neighbourhoods, Safety and Transport and the Senior Manager Culture.
Theme 2 Creative People and Cultural Communities	2.1	Develop stronger links between talent, skills, and opportunity	<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ Senior Manager Culture 	<ul style="list-style-type: none"> ▪ The refreshed culture partnership will mobilise this action and will provide a mechanism for formal and informal partnerships to feed into strategy delivery and to benefit from Borough of Culture resources and other opportunities

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			2.4		
	2.2	Improve access to funding and support	As above	<ul style="list-style-type: none"> ▪ As above 	<ul style="list-style-type: none"> ▪ As above
	2.3	Strengthen education and training	<ul style="list-style-type: none"> ▪ As above 	<ul style="list-style-type: none"> ▪ As above 	<ul style="list-style-type: none"> ▪ As above
	2.4	Get communities on board through inclusive action and engagement	<ul style="list-style-type: none"> ▪ As above 	<ul style="list-style-type: none"> ▪ As above 	<ul style="list-style-type: none"> ▪ As above, as well as the proposed small grant scheme outlined in Section 3
	2.5	Use culture and heritage to define different neighbourhoods	<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ Head of Regeneration Strategy 	<ul style="list-style-type: none"> ▪ Additional staffing resource being put in place to support this (Senior Heritage Officer)
			<ul style="list-style-type: none"> ▪ Deliver the public art opportunities identified in 	<ul style="list-style-type: none"> ▪ Senior Manager Culture 	<ul style="list-style-type: none"> ▪ Options for delivering these public art opportunities are being developed in collaboration with

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			waterfront animation and connectivity project <ul style="list-style-type: none"> ▪ Ensure culture and heritage are fully addressed in area master plans 	<ul style="list-style-type: none"> ▪ Head of Regeneration Strategy 	waterfront project leads and key arts organisations <ul style="list-style-type: none"> ▪ Head of Regeneration Strategy working closely with stakeholders on a number of area master plans, e.g. New Brighton, to ensure culture and heritage fully addressed and opportunities identified
Theme 3 Mobilising Stakeholders and Resources	3.1	Build local capacity and mechanisms	<ul style="list-style-type: none"> ▪ Review partnership arrangements to drive delivery of the Culture and Heritage Strategy 	<ul style="list-style-type: none"> ▪ Senior Manager Culture 	<ul style="list-style-type: none"> ▪ As set out in Section 3
			<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ Senior Manager Culture, working with LCEP and other partners 	<ul style="list-style-type: none"> ▪ To be actioned in Spring 2023
			<ul style="list-style-type: none"> ▪ Further develop 	<ul style="list-style-type: none"> ▪ Head of 	<ul style="list-style-type: none"> ▪ Additional staffing resource being

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			<p>pipeline of heritage projects and programmes aligned to regeneration programme</p>	<p>Regeneration Strategy</p>	<p>put in place to support this (Senior Heritage Officer)</p>
			<ul style="list-style-type: none"> ▪ 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 	<ul style="list-style-type: none"> ▪ Senior Manager Culture, working with partners 	<ul style="list-style-type: none"> ▪ Ongoing, this will tie in with a refreshed LCR framework for Borough of Culture
	3.2	Adopt a coordinated regional approach	<ul style="list-style-type: none"> ▪ Contribute proactively to relevant Liverpool City Region strategies to ensure plans for Birkenhead and wider Wirral are part of coordinated approaches and funding opportunities 	<ul style="list-style-type: none"> ▪ Senior Manager Culture 	<ul style="list-style-type: none"> ▪ Senior Manager Culture attending Culture Working Group and other LCR forums to ensure this action is addressed

