## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOREWORD</td>
<td>4</td>
</tr>
<tr>
<td>INTRODUCTION</td>
<td>6</td>
</tr>
<tr>
<td>WHAT WE KNOW ABOUT ARTS AND CULTURE IN WIRRAL</td>
<td>10</td>
</tr>
<tr>
<td>OUR PRIORITIES</td>
<td></td>
</tr>
<tr>
<td>1. Develop creative partnerships and a cultural events programme to promote arts, culture and heritage in Wirral</td>
<td>15</td>
</tr>
<tr>
<td>2. Increase resident and visitor participation in Wirral's arts, culture and heritage offer to promote its educational, social and wellbeing benefits</td>
<td>17</td>
</tr>
<tr>
<td>3. Promote Wirral on a global stage as part of the Liverpool City Region to attract world class arts, culture and heritage events and exhibitions</td>
<td>19</td>
</tr>
<tr>
<td>4. Maximise the contribution of the arts, culture and heritage to the local economy</td>
<td>21</td>
</tr>
<tr>
<td>HOW WE WILL DELIVER THIS STRATEGY</td>
<td>24</td>
</tr>
<tr>
<td>ACTION PLANS</td>
<td>25</td>
</tr>
<tr>
<td>CONCLUSION</td>
<td>28</td>
</tr>
<tr>
<td>REFERENCES</td>
<td>29</td>
</tr>
</tbody>
</table>
Events, arts, culture and heritage are intrinsic parts of what makes Wirral such a fantastic place to live and visit. World-famous museums and galleries, theatres, thriving arts and music festivals, and energetic and creative residents combine to form a borough with an incredible heritage and a bright future.

As the Cabinet Member for Leisure and Culture I am proud to present Wirral’s Culture Strategy: developed in partnership, combining the views and ambitions of everyone with an interest in culture in Wirral, this strategy is the overarching vision for how everyone in this borough can work together to build on the cultural assets we have and allow every resident to enjoy them.

On any given day, a resident or visitor to Wirral can enjoy a show at the Floral Pavilion; see fascinating works of art at the Williamson Art Gallery, the Priory or the Lady Lever Art Gallery, stroll through historic locations like Hamilton Square or Port Sunlight and take part in an event in iconic Birkenhead Park, the inspiration for Central Park in New York City.

We should be proud of our borough, and through this strategy we will do all we can to enable all of our residents to enjoy this unique place. During a time when funding continues to reduce and we need to target public money carefully, we have to do more together, find new ways of promoting arts and culture, of getting residents more involved, and of promoting Wirral on the world-stage as a cultural attraction.
INTRODUCTION

The Wirral Plan sets out a commitment to work together over the next five years and beyond to achieve the 20 Pledges.

Our Wirral Plan pledge states:

Leisure and Cultural Opportunities for All: We will encourage more people to enjoy the wide range of leisure, culture and sporting opportunities on offer across Wirral. We will listen to residents’ ideas and requests, and by 2020, will have increased access to events and activities to all our residents, regardless of age or income.

The culture strategy will contribute to all 20 Wirral Plan pledges and will specifically link across to our strategies for leisure, tourism and growth. This will ensure they complement each other and provide the ambition and aims to achieve and deliver our agreed outcomes.
What is culture?

‘Art is about the discovery of the unknown and the unimagined...’

“Culture is the way of life, especially the general customs and beliefs, of a particular group of people at a particular time.”
Cambridge English Dictionary.

Wirral’s Arts, Culture and Heritage Offer

Wirral is blessed with stunning natural splendour and a rich heritage. There are a range of beautiful parks, countryside and open spaces together with a stunning coastline which combine to create a uniquely charming part of the world. The UNESCO World Heritage Site may be located on the Liverpool Waterfront, but the only way to truly enjoy it is from Wirral, along with our hundreds of cultural attractions, exhibitions and events.

We are proud of our culture, our history and our present; including the Floral Pavilion, the Williamson Art Gallery, the Priory, and Lady Lever Art Gallery. Our heritage assets are world class and attract visitors from across the globe to Port Sunlight, the Priory Museum and Birkenhead Park amongst other important historic and conservation sites. In addition, Wirral has an enviable musical heritage and a thriving, creative new music culture.

Wirral is home to many distinct towns and picturesque villages with thriving communities who come together to deliver events such as Wirral Festival of Firsts, Heswall Arts Festival, Youth arts events in New Brighton, Transport Exhibitions, and Heritage Open days; all organised and run by local groups and communities.

Why is culture important in Wirral?

We want Wirral to be an area where residents both young and old continue to enjoy arts, culture and heritage activities and events. We also want to be a world-class tourist destination, continuing to welcome visitors from around the globe; a place where culture, enterprise and opportunity thrives and a place where people want to live, work, play, study and do business.

Enjoying culture can improve a person’s health and wellbeing, it develops strong and cohesive communities and it creates a fantastic place to live and visit. Culture brings major economic opportunities to an area through employment, investment, skills and the development of new businesses, particularly in the creative industry sector.

Wirral is renowned for nurturing young and new talent; many local people regularly achieve regional, national and global success. We want to continue to nurture this talent in our young people through education and training so that we can continue to create the stars of the future in arts and culture. We also want to support local businesses in the cultural industry to thrive.

Wirral’s place in the Liverpool City Region and wider area

Securing a strong and diverse quality arts and cultural offer in Wirral is important, but it is also vital that we look beyond our own boundaries and capitalise on the cultural opportunities throughout the Liverpool City Region.

There is already a strong history of working together with our City Region partners to deliver fantastic events, which we want to build on further. The Liverpool City Region devolution process and new approaches from other organisations mean that partners and key organisations in arts, cultural and creative industries must work together to achieve the exciting and unique opportunities the devolution deal presents.
National Government have indicated they are committed to working with the City Region to support a place-based strategy and our plans to establish a Local Cultural Partnership. In Wirral we want to work with all partners in order to maximise the range and scope of high-quality cultural opportunities that residents and tourists can enjoy and take part in at a community level, across Wirral and the wider Liverpool City Region.

In the past few years, we have seen globally-significant events and hundreds of thousands of visitors to the City Region. The Three Queens in May 2015 saw Cunard returning to its spiritual home, following the hugely successful Giants parade in Liverpool. The Tall Ships Festival on the River Mersey and the return of the Open Golf Championship to Hoylake further cemented Wirral and the Liverpool City Region's position as a global cultural hub.

There are also significant opportunities to further develop our cultural links with Chester and North Wales and we will continue to explore ways to attract visitors to Wirral to participate in arts, culture and heritage events and activities.

The purpose of the strategy

Through this Strategy we have defined culture as being about arts, about creativity, about taking part and enjoyment. It is about using culture to drive happiness for residents, improving their quality of life and growing the local economy.

We will work, with all stakeholders, on a clear set of priorities to enhance Wirral’s cultural offer and enable culture, arts and heritage to enrich the lives of residents and visitors and inspire people to participate.

The ambition of this strategy is to ensure that all Wirral residents and visitors can access great cultural opportunities; it aims to support and promote new and existing talented Wirral artists, enable our local creative businesses and cultural organisations to thrive and to build on some of the fantastic assets that currently exist within Wirral.
Our culture priorities for Wirral over the next 5 years

This strategy has been developed through discussion and consultation with a range of partners including local, regional and national arts, culture and heritage organisations. The strategy is also based on an understanding of what our local residents and visitors have told us is important to them through the Wirral Resident Survey and Wirral Visitor Research study. We are committed to continuing to engage with a wide range of stakeholders to enhance Wirral’s cultural offer and to secure events and activities in Wirral for our residents and visitors to enjoy.

There is a growing body of evidence which demonstrates that a good cultural offer brings economic, educational, social, wellbeing and health benefits to a region and its people.

The priorities underpinning this cultural strategy and associated plans are therefore as follows:

• Develop creative partnerships and a cultural events programme to promote arts, culture and heritage in Wirral.

• Increase resident and visitor participation in Wirral’s arts, culture and heritage offer to promote its educational, social and wellbeing benefits.

• Promote Wirral on a global stage as part of the Liverpool City Region to attract world class arts, culture and heritage events and exhibitions.

• Maximise the contribution of the arts, culture and heritage to the local economy.

To deliver the priorities outlined above we will work with a broad range of partners and professional in the public, private, voluntary and community sectors, including National Museums Liverpool and Culture Liverpool, as well as Arts Council England and other regional and national funding bodies to achieve our ambitions.
WHAT WE KNOW ABOUT ARTS AND CULTURE IN WIRRAL...
WIRRAL'S CULTURE STRATEGY

FESTIVALS

1. Heswall Arts Festival
2. Wirral Festival of Firsts
3. Festival of Transport
4. Hillbark Players - Open-air Shakespeare
5. Love New Brighton Parade
6. International Guitar Festival
7. Wirral Beer Festival
8. Astral Coast Festival
Birkenhead Park Festival of Transport

The festival of Transport is held in Birkenhead Park and is now in its 9th year. The festival is run by volunteers and features steam engines, vintage buses and classic cars as well as a vintage fair, food and crafts, and live musicians.

Wirral Festival of Firsts

Wirral Festival of Firsts was first established in 2011 in Hoylake. The community based arts festival brings together hundreds of artists, performers and musicians to celebrate the power and diversity of art and music in Wirral.

The Floral Pavilion Ambassadors

The Floral Pavilion Ambassador scheme started in 2013 and now has over 150 volunteers aged 16 to 85. The scheme provides an opportunity for members of the community to feel integrated within the venue and to assist with the venues operations.
“We will work, with all stakeholders, on a clear set of priorities to enhance Wirral’s cultural offer and enable culture, arts and heritage to enrich the lives of residents and visitors and inspire people to participate.”
OUR PRIORITIES
1. Develop creative partnerships and a cultural events programme to promote arts, culture and heritage in Wirral

Wirral is well known for its vibrant range of local organisations, groups and individual artists who have put the area on the map for its creativity and inspiring events and activities.

Wirral is and always has been a place that has nurtured world class talent and creativity, including an endless and diverse list of writers, poets, actors, dancers, musicians and performers: Wilfred Owen, Glenda Jackson, Alan Clarke, Daniel Craig, Andrea Buckley, John Peel, The Coral, Orchestral Manoeuvres in the Dark and Paul O’Grady to name but a few. We want to continue to support the talented individual artists and groups in Wirral and enable them to reach their full potential in this dynamic and competitive sector.

We will work in partnership to promote our local arts and cultural organisations and support them to grow and expand. We will facilitate creative networks and hubs to enable the sector to share best practice, raise their profile and explore further opportunities to build on the fantastic work that is already happening in Wirral. We want to empower and enable communities to lead events locally.

We will work closely with key partners and organisations to build action based partnerships which will be key to helping arts and cultural provision to grow and thrive. Central to this will be our support to both the grass roots creative and professional cultural sectors which will be a crucial part of this work.

We will use our rivers, coast, parks and open countryside to maximise opportunities for art in the landscape and cultural events.

What will we do over the next five years?

• We will establish a Wirral Culture Partnership to generate ideas and opportunities.

• We will map existing arts, culture and heritage activity in Wirral and develop a marketing and communications programme in partnership with the arts and culture sector to promote activities and events.

• We will develop a specific plan in relation to Wirral’s music offer.

• We will explore opportunities to run advice surgeries for small arts and cultural organisations in Wirral.

How will we measure if we’re getting this right?

• Annual survey of the effectiveness of the Wirral Culture Partnership.

• Increase funding from funding organisations including Arts Council England, Heritage Lottery Fund and other sources.
CASE STUDIES

Priory Education Programme

Placed Education is developing a unique architecture and design workshop for pupils from year 3-13 to explore the architecture and heritage of the Priory – the oldest building in Merseyside. In a pilot workshop run for year 5 pupils at the Priory Primary School, professional architects worked with staff and pupils to develop skills and techniques which complement the school curriculum through design technology, art, geography and history.

The Black Pearl

The Black Pearl, New Brighton and her sister ship The Grace Darling, Hoylake, were created in 2013 by local artists Frank Lund and Major Mace. The ships, made mostly from driftwood collected from Wirral's beaches, attract hundreds of children and adults. The artists encourage community participation in the projects and there is now a growing band of driftwood dreamers who give their time and skills to maintaining the boats. Frank Lund commented “Maybe it is “art” and maybe it isn’t. Whatever it is, it is there to be experienced, to be lived with, to be jumped on, interacted with, altered, copied, rebuilt and, most of all, enjoyed!”.  

Heritage Open Days

Wirral’s Heritage Open Days are organised by volunteers from Wirral Heritage History and Heritage Association, with support from the Council and over 70 local groups. In 2015, 73 local history and heritage organisations came together to organise 148 events over 9 days, attracting more than 5,000 residents and visitors. The range of activities included special openings of historic buildings and churches, walks, talks and family events.
2. **Increase resident and visitor participation in Wirral’s arts, culture and heritage offer to promote its educational, social and wellbeing benefits**

Being involved in arts, creativity and culture can help to transform people’s lives. We will do more to engage with our local residents and communities and promote the educational, social and wellbeing benefits that culture can offer.

We will celebrate diverse cultural interests and secure a wide range of cultural opportunities for all our residents, visitors and families to enjoy. We will ensure that arts and culture is inclusive for all groups in Wirral; regardless of age, income or background. We want to inspire communities to deliver projects, programmes, events and activities that can further strengthen community cohesion and civic pride.

In Wirral there are many community led arts and cultural events and activities such as the Festival of Firsts in Hoylake, Heswall Arts Festival, Love New Brighton and many more. There is also an abundance of local youth arts and cultural events and activities, history groups and Heritage Open days, organised and run by local groups and communities that we must continue to promote and support. Participation in arts and creative activity can help communities to have pride and confidence in the places where they live and celebrate what goes on in local neighbourhoods. Our public spaces and community assets, such as parks, schools, community centres, libraries, theatres, museums and galleries provide excellent venues for people to enjoy and access arts and cultural events and activities, and we need to explore how we can maximise these opportunities further.

Participation in arts and culture can have a positive impact on a person’s health and wellbeing. We will explore ways to enable people to fully realise these health benefits as an effective way of tackling health related conditions, such as mental health and other issues such as loneliness and social isolation.

We want to explore opportunities to use digital and social media to encourage people to participate in arts and culture, through actively marketing and promoting the range of cultural opportunities in Wirral.

We will work collectively to identify where there are real gaps in provision to encourage more engagement and involvement. We will also work with families, children and young people from an early age and our local schools to encourage participation to enjoy a wide range of arts and cultural activities.

**What do we already know?**

- 60% likelihood of reporting good health having attended a cultural place or event in the previous 12 months compared to those who had not.¹
- 63% of residents feel strongly that they belong to their local area (Resident Survey 2015).²
- Over 5,000 people attended Heritage Open Days in Wirral in 2015 (Wirral History & Heritage Association).³
- 30,000 youngsters attended the Floral Pavilions Educational Programme of Events in 2015.⁴
What will we do over the next five years?

- We will encourage our residents and visitors to participate in a wide variety of arts and cultural events and activities held in Wirral’s communities.
- We will work with families, youth organisations and local schools to encourage participation from a young age in arts, culture and heritage activities.

How will we measure if we’re getting this right?

- Increase the number of arts and culture events and activities in Wirral.
- Increase the number of residents and visitors participating in arts and culture.

CASE STUDIES

‘Living Memories’ reminiscence project

The ‘Living Memories’ project, led by North West Lodestar, worked with older members of the local community to reminisce and record their experiences and memories through discussion, poetry, art, sharing photographs, filming and crafts. Participants created individual ‘Memory Boxes’ containing photographs, small ornaments and personal stories.

The project found that those who had been involved felt they had improved their general wellbeing and lessened their feelings of social isolation.

Floral Pavilion Choir

The Choral Pavilion Choir started in 2011 with 12 members; the group has since increased to over 120 members. The choir aims to enable everyone to access music and believes that singing can not only lift spirits, but open up new doors in all aspects of life. The choir have performed across the region, including Vale Park, New Brighton and at the annual River Festival at Liverpool Albert Dock. The choir also performs for free at the Floral Pavilion at the end of every term.

Love New Brighton Parade

The first Love New Brighton Parade was held in July 2015 organised by New Brighton Community Centre and Brightside working with over 200 local residents, schools, businesses and artists. The parade attracted over 2,000 local residents and visitors who participated in the vibrant and colourful event which celebrated the uniqueness of our regenerated coastal town. Instrumental to the management of the event was the involvement of the Wallasey Young Creatives Programme which provides local young people with creative and event management skills to deliver an outdoor production as well as developing their leadership, confidence, resilience and communication skills.
3. **Promote Wirral on a global stage as part of the Liverpool City Region to attract world class arts, culture and heritage events and exhibitions**

It is important for Wirral to have a unique and compelling cultural identity that complements and supports the wider Liverpool City Region, in order that it can take full advantage of the fantastic range of arts, culture and heritage events across a broad area.

In the last few years there has been global attention on the region through major events such as the The Giants, Three Queens and the Tall Ships. These were prestigious cultural events with a global-profile, and attracted millions of local people and visitors. Visitors have come from across the world with many choosing to stay for several days and making a significant contribution to the local economy.

Our aim is to work in partnership to ensure that Wirral continues to embrace these opportunities. Wirral is fantastically positioned on the banks of the River Mersey and stunning views across to Liverpool to take full advantage of promoting itself as a destination of choice for visitors to the region. We have the potential in Wirral to attract visitors and to encourage them to stay and explore what we have on offer as well as the fantastic arts, culture and heritage offer available on our doorstep in Liverpool and Chester.

We know that there are huge tourism opportunities that we can build on in Wirral. There are many excellent beaches and parks that can host more arts and culture events and provide unique opportunities to develop new cultural attractions and experiences like sculpture parks, festivals and theatre, music and dance events.

We will provide a place for new and emerging talent in the arts, culture and music sectors, and develop global links through initiatives like Music Cities and live waterfront events.

Bringing world class events and exhibitions to the region and to Wirral will be of huge value to our residents and businesses. We need to do more to ensure we are able to take full advantage of these opportunities and attract national and regional funding.

We are committed to working with our Liverpool City Region partners as part of the agreed devolution deal to develop plans to place culture and creativity at the heart of its strategy to accelerate economic growth, improve skills and further develop its distinctive visitor offer.

**What do we already know?**

- 70,000 visitors watched the Three Queens event as part of the Mersey River Festival.⁵
- 1 million visitors came to the region to enjoy the Memories of August 1914 event with around 300,000 from outside the Liverpool City Region. The event boosted the local economy by £46 million.⁶
- £735.8 million additional income was generated across the city of Liverpool in 2008 when it was European Capital of Culture.⁷
- Music tourism numbers in the UK increased by 34% between 2011 and 2014, with 9.5 million people travelling to music events in 2014.⁸
- 68% of UK businesses believed that the European Capital of Culture had a positive impact on Liverpool’s image.⁷
What will we do over the next five years?

- We will support the establishment of a Cultural Partnership as part of the Liverpool City Region devolution agreement.
- We will work in partnership with Culture Liverpool and our Liverpool City Region partners to maximise the opportunities to attract visitors to Wirral to enjoy arts, culture and heritage events.
- We will work with a range of funding organisations to enable further investment and funding opportunities.

How will we measure if we’re getting this right?

- Increase the value of Visitor spend in Wirral to £450 million by 2020. (Scarborough Tourism Economy Activity Monitor ‘STEAM’ Report)
- Increase the number of visitors to Wirral to over 9 million by 2020. (STEAM Report)

CASE STUDIES

International Guitar Festival of Great Britain

The Festival was established in 1988 and continues to attract significant visitors to Wirral to experience a world class event. The annual festival provides a month of great music that shows the versatility and range of the guitar throughout the history of every genre of music including, classical music, jazz, folk, blues, rock’n’roll and rock.

Three Queens – Mersey River Festival

Cunard’s Three Queens – the Queen Elizabeth, Queen Victoria, and Queen Mary 2 took centre stage at the Mersey River Festival in May 2015 to celebrate the 175th anniversary of the cruise line. Thousands of residents and visitors on both sides of the River Mersey lined the coastline to welcome the iconic ships; those who viewed the celebration from the Wirral shores had the advantage of experiencing stunning views across to the world famous Liverpool skyline. The event received global media attention and was made even more memorable by the Red Arrows flypast to honour this special occasion.

Port Sunlight

The historic village of Port Sunlight is a major tourist destination attracting 300,000+ visitors each year, both local and international. Port Sunlight is a Designated Conservation Area under the responsibility of Port Sunlight Village Trust. Nearly every building is Grade II Listed, and two sections of landscape are in Historic England’s ‘Register of Historic Parks and Gardens of special historic interest’. The Trust employs 50 members of staff, 16 tour guides and 60 volunteers.
4. **Maximise the contribution of the arts, culture and heritage to the local economy**

Arts, culture and heritage can boost local economies through attracting visitors, developing local talent, creating jobs and developing skills, attracting and retaining businesses, and revitalising places.

We want to work with our partners including Arts Council England, Creative and Cultural Skills, Wirral Chamber of Commerce and Wirral Metropolitan College to support the Wirral Partnership to maximise the contributions of the arts and cultural sector to the local economy. We need to explore new ways of integrating the sector into the bigger picture for economic growth and change for Wirral.

Skills development within the sector is vital and we must work with local schools, colleges and specialist training providers to achieve progression from training into employment within the arts and cultural sector.

Wirral has a vibrant creative sector of arts businesses including digital companies, independent producers, film, TV and radio companies and many more. We want to explore ways to grow this sector further and attract new businesses and individuals to set up in Wirral. We will identify new and emerging talent within the music and cultural sectors and develop this for the benefit of Wirral’s economy.

The digital production sector is a growing one with tremendous potential in terms of economic growth and employment opportunities. We want to support creative working in this sector and encourage our young people to participate in the opportunities that digital bring.

We also want to ensure that we fully explore commercial opportunities and further develop our cultural assets including the Floral Pavilion, Williamson Art Gallery, Birkenhead Priory, Lady Lever Art Gallery, and other assets including Port Sunlight, Birkenhead Park, Country Parks and beaches to maximise their potential. We need to do more to celebrate and promote Wirral’s distinctive appeal.

**What do we already know?**

- In 2013 2.62m jobs were in the creative economy accounting for 1 in every 12 jobs.³
- Largest sectors include IT, software and computer services, advertising and marketing, music, performing and visual arts, publishing and Films, TV, Video, Radio and Photography.³
- 139,000 people are employed in the Cultural and Creative Industries and the Arts across the North West and has the second largest Creative Economy in the UK, after London and the South East.⁷
- £12.4 billion was the aggregate turnover of businesses in the UK arts and culture industry in 2011.⁹
- Wirral’s Floral Pavilion attracted 200,000 visitors in 2015 and the Williamson attracted 25,000 visitors.¹⁰
What will we do over the next five years?

• We will develop creative and digital hubs to support local groups, organisations and individual artists.

• We will develop the economic potential of sites with significant heritage aspects including Port Sunlight, Hamilton Square and Birkenhead Park.

• We will explore opportunities to develop the Williamson Art Gallery and the Priory Museum as workspaces for local artists and groups.

How will we measure if we’re getting this right?

• Increase the number of businesses in the creative sector.

• Increase the value of the creative economy in Wirral.
HOW WE WILL DELIVER THIS STRATEGY

The delivery of this culture strategy will be in partnership with local residents and community groups, as well as public, private and voluntary sector organisations.

We will deliver the ambitions outlined within this strategy through the following action plans and other key strategies and plans which focus on leisure, tourism, parks and open spaces, volunteering, and health and wellbeing.

We recognise in Wirral that we cannot deliver this strategy without working closely with regional and national organisations and we are committed to working more effectively and strategically with Arts Council England to deliver the aims and ambitions set out in our culture strategy.

The agreed actions will be delivered over the lifetime of this strategy with detailed project plans to be developed to ensure there is regular review and monitoring of the actions.

There will also be further engagement and consultation with residents, partner organisations and other stakeholders as we develop more detailed action plans.

An annual report will be prepared which will outline progress of the actions and demonstrate the outcomes that have been achieved through the delivery of the strategy.
## ACTION PLANS

### 1. Develop creative partnerships and a cultural events programme to promote arts, culture and heritage in Wirral

<table>
<thead>
<tr>
<th>What do we need to do?</th>
<th>when</th>
<th>Lead organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish a Wirral Cultural Partnership which is sector led and provides a forum for networking, new ideas and future development of Wirral’s arts, culture and heritage offer.</td>
<td>July 2016</td>
<td>Arts, Heritage and Cultural Organisations</td>
</tr>
<tr>
<td>Complete a Wirral audit of arts, heritage and cultural events and activities that will inform a programme to be delivered by local and community organisations in constituencies over the next five years.</td>
<td>October 2016</td>
<td>Wirral Cultural Partnership</td>
</tr>
<tr>
<td>Establish a knowledge and funding hub for small arts and cultural organisations in Wirral.</td>
<td>October 2016</td>
<td>Wirral Cultural Partnership Funding Partners</td>
</tr>
</tbody>
</table>

### 2. Increase resident and visitor participation in Wirral's arts, culture and heritage offer to promote its educational, social and wellbeing benefits

<table>
<thead>
<tr>
<th>What do we need to do?</th>
<th>By when</th>
<th>Lead organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish a cultural ambassador programme for Wirral.</td>
<td>November 2016</td>
<td>Wirral Cultural Partnership</td>
</tr>
<tr>
<td>Develop a calendar of events and activities and publicise through a central website and explore the use of technology and social media campaigns to encourage resident and visitor participation in arts, culture and heritage.</td>
<td>October 2016</td>
<td>Wirral Council Marketing Team Wirral Cultural Partnership</td>
</tr>
<tr>
<td>Work with families, youth organisations and schools to increase participation in cultural education from an early age.</td>
<td>December 2016</td>
<td>Wirral Council Wirral Schools Youth Organisations</td>
</tr>
<tr>
<td>Work with Conservation Areas Wirral and historic groups to refresh the heritage strategy and agree a specific programme of projects for the next 5 years.</td>
<td>April 2017</td>
<td>Conservation Areas Wirral Wirral Council</td>
</tr>
<tr>
<td>Identify investment opportunities for community arts and culture projects.</td>
<td>April 2017</td>
<td>Wirral Culture Team Funding Organisations</td>
</tr>
</tbody>
</table>
3. **Promote Wirral on an international stage as part of the Liverpool City Region to attract world class arts, heritage and culture events and exhibitions**

<table>
<thead>
<tr>
<th>What do we need to do?</th>
<th>By when</th>
<th>Lead organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop Wirral’s unique marketing approach as a cultural destination.</td>
<td>June 2016</td>
<td>Wirral Council Marketing Team Wirral Cultural Partnership</td>
</tr>
<tr>
<td>Support the establishment of a Liverpool City Region Culture Partnership as part of the devolution agreement.</td>
<td>April 2016</td>
<td>Liverpool City Region Combined Authority</td>
</tr>
<tr>
<td>Work in partnership with Culture Liverpool to deliver major cultural events over the next five years. The 2016-17 programme will focus on the following events: • Tall Ships • November 5th Firework Display • Somme Remembrance</td>
<td>2016 – 2021</td>
<td>Culture Liverpool Wirral Culture Team</td>
</tr>
<tr>
<td>Work in partnership with Liverpool Film Office to identify future potential filming opportunities in Wirral.</td>
<td>September 2016</td>
<td>Liverpool Film Office Wirral Council</td>
</tr>
<tr>
<td>Deliver tourism marketing which promotes Wirral’s visitor offer including culture: • Discover Wirral (shorts breaks) • Wonders of Wirral (day breaks)</td>
<td>Spring 2016 Summer 2016</td>
<td>Wirral Council Visitor Economy Team</td>
</tr>
<tr>
<td>Conduct a comprehensive visitor research study.</td>
<td>April 2017</td>
<td>Wirral Council Visitor Economy Team</td>
</tr>
<tr>
<td>Establish a Liverpool City Region theatre and conference venue hub.</td>
<td>April 2017</td>
<td>Liverpool City Region Partners</td>
</tr>
<tr>
<td>Explore opportunities to attract funding to develop an iconic cultural visitor attraction.</td>
<td>April 2017</td>
<td>Wirral Culture Team</td>
</tr>
<tr>
<td>Explore potential bids to host exciting, ground-breaking arts and cultural events in Wirral.</td>
<td>April 2017</td>
<td>Wirral Culture Team</td>
</tr>
<tr>
<td>Work with world class Wirral artists to develop a high quality, high profile-raising event that celebrates the outstanding artists of Wirral.</td>
<td>April 2017</td>
<td>Wirral Culture Team</td>
</tr>
</tbody>
</table>
4. **Maximise the contribution of the arts, heritage and culture to the local economy**

<table>
<thead>
<tr>
<th>What do we need to do</th>
<th>By when</th>
<th>Lead organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undertake an economic impact assessment of the arts, heritage and culture sector in Wirral to identify a baseline position and explore future opportunities to support and grow the sector.</td>
<td>December 2016</td>
<td>Wirral Council, Wirral Chamber of Commerce, Wirral Cultural Partnership</td>
</tr>
<tr>
<td>Explore future operating models for cultural assets in Wirral to maximise their contribution to the local economy.</td>
<td>December 2016</td>
<td>Wirral Council Asset Owners</td>
</tr>
<tr>
<td>Explore the opportunities for creativity activity hubs to promote new and innovative creative industries in Wirral with a specific focus on music, film and creative arts.</td>
<td>November 2017</td>
<td>Wirral Council, Wirral Chamber of Commerce, Creative Industries Entrepreneurs</td>
</tr>
<tr>
<td>Explore potential opportunities for Wirral’s heritage and conservation assets to support tourism and the local economy.</td>
<td>March 2017</td>
<td>Wirral Council, Conservation Areas, Wirral Historic England</td>
</tr>
<tr>
<td>Ensure the training offer for the arts, culture, heritage and tourism sector supports the priorities for business growth and development.</td>
<td>March 2017</td>
<td>Wirral Metropolitan College</td>
</tr>
<tr>
<td>Maximise work related opportunities to engage students of all ages in the culture, arts and heritage sector, progress them into apprenticeships, jobs and ensure opportunities for continuous professional development.</td>
<td>March 2017</td>
<td>Wirral Metropolitan College</td>
</tr>
</tbody>
</table>
CONCLUSION

In developing this strategy we have listened to what our organisations, residents and visitors have told us to identify the priorities for the Culture Strategy and what we will focus on for the next five years.

We have a huge amount of talent in Wirral and now we have an opportunity to harness this talent, not just to boost the economy, but to enrich and improve people’s lives. Working hard with all key partners and stakeholders, we are determined to ensure that residents and visitors alike can look forward to a dynamic and exciting future that puts arts, culture and creativity at the heart of everything we do.
REFERENCES


3 Wirral History & Heritage Association

4 Wirral Council 2015

5 Culture Liverpool (2015)

6 Culture Liverpool (2014)

7 UKTI report (2014)


10 Wirral Council Visitor Figures (2015)
To find out more:

Facebook: search: Wirral 2020
Twitter: @Wirral2020