



Area Forum (Leasowe, Moreton and Saughall Massie)

Date:	Tuesday, 2 March 2010
Time:	7.00 pm
Venue:	St Marys Church Centre, 127-129 Saughall Massie Road, Saughall Massie CH49 4LA

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AGENDA

1. WELCOME, INTRODUCTIONS AND APOLOGIES
2. AREA CO-ORDINATOR'S REPORT (Pages 1 - 44)
 - Minutes of last meeting and matters arising
3. SPECIALIST SEXUAL VIOLENCE SERVICES IN WIRRAL - JO WOOD FINANCE AND DEVELOPMENT CO-ORDINATOR RAPE AND SEXUAL ABUSE (RASA) CENTRE
4. WIRRAL WARM HOMES INCLUDING HEALTH THROUGH WARMTH
5. PUBLIC QUESTION TIME
6. PARTNER UPDATES

- **Streetscene**
- **Primary Care Trust**
- **NHS Foundation**
- **Merseyside Police/Community Safety**
- **Fire Service**
- **Older Peoples parliament**

7. DATE OF FUTURE MEETINGS

- **Tuesday 8th June 2010.**

Wirral's Area Forums



Leasowe Moreton Saughall Area Forum

Papers for the forum meeting

Tuesday 2nd March 2010

**St Mary's Church Centre
127-129 Saughall Massie Road
Saughall Massie
CH49 4LA**

7.00pm - 9.00pm

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**Leasowe, Moreton & Saughall Massie
Area Forum**

Tuesday 2nd March 2010

7.00pm - 9.00pm

AGENDA

1. Welcome introductions and apologies
2. Area co-ordinators report
 - Minutes of last meeting and matters arising
3. Specialist Sexual Violence Services in Wirral - Jo Wood Finance and Development Co-ordinator Rape and Sexual Abuse (RASA) Centre
4. Wirral Warm Homes including Health through warmth
5. Public Question Time.
6. Partner Updates
 - **Streetscene**
 - **Primary Care Trust**
 - **NHS Foundation**
 - **Merseyside Police/Community Safety**
 - **Fire Service**
 - **Older Peoples parliament**
7. Dates of future meetings - **Tuesday 8th June 2010.**

Code of Conduct for Area Forums

- Indicate to the Chairperson when you would like to speak
- Let invited speakers finish what they have to say
- Respect others right to be heard
- Do not use abusive or offensive language
- Do not make any discriminatory remarks
- Do not have private conversations while meeting is in progress

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Section One

Minutes

AREA FORUM (LEASOWE, MORETON AND SAUGHALL MASSIE)

Thursday, 8 October 2009

Present:

Councillor	S Mountney (Chair)
Councillors	C Blakeley, IO Coates, I Lewis
Community Representatives	Bruce Martin (Faith Representative), Jane McLearn, Bob Seddon
Lead Officer / Area Service Co-ordinator	Tracey Smith
Streetscene Manager	Chris Jones
Merseyside Police	Inspector Peter Kolokotroni
Merseyside Fire and Rescue Service	Sarah Patterson
Wirral University Teaching Hospital NHS Foundation Trust	Pat Higgins
NHS Wirral	Cathy Gritzner
Council Officers <u>Apologies</u>	Jim Thompson, Community Safety Councillor RL Abbey

1 **SPECIAL ANNOUNCEMENT**

**Suzanne Moseley, a Ward Councillor, and member of the Area Forum,
passed away recently in sudden and tragic circumstances**

Members of the Area Forum and members of the public stood and
observed a minute's silence in her memory

2 **WELCOME, INTRODUCTIONS AND APOLOGIES**

The Chair, Councillor S Mountney, welcomed Forum members and 20 members of the public to the meeting of the Leasowe, Moreton and Saughall Massie Area Forum in Leasowe.

Apologies for absence were received from Councillor RL Abbey.

The Chair invited Forum members to introduce themselves.

The Chair drew attention to two documents, Coastal Area Forums, relating to a Review of the North West and North Wales Shoreline Management Plan, and a consultation document on Governance of the Council. He urged members of the public to take away copies and read at their leisure.

3 **AREA CO-ORDINATOR'S REPORT**

The Area Co-ordinator presented her report. The minutes of the Area Forum meeting on 9 June 2009 had been incorporated into Section 1 of the report.

Section 2 contained local updates on Equalities and Diversity, Merseyside Fire & Rescue Service, Streetscene, Wirral University Teaching Hospital NHS Foundation Trust, NHS Wirral, Wirral Youth Service and Community Safety.

The contact details for the Area Co-ordinator were given on the first page of the report.

Minute decision:

Resolved: To confirm the minutes of the Area Forum meeting of 9 June 2009 as a true record.

There were no matters arising.

4 **YOU DECIDE RESULTS**

At the last meeting, members of the public had been asked for suggestions and ideas on how they wished to spend this Area Forum's funding allocation for 2009 under the '*You Decide*' initiative. A panel had been set up and the money had been allocated based on the suggestions and guidance received from members of the public.

The Chair reported that although the details have not yet been made public, the panel had allocated £3,000 per Ward to fund the Community Sports Community Co-ordinator; agreed to fund 45 weekly Sports nights, split between the two wards. £2000 had been allocated for Positive Outdoor Activity Days. £2,000 had been allocated for community safety, for mobile diversionary sports activity. £1,000 has been allocated for a bench in memory of Cllr Suzanne Moseley. £1,000 has been allocated for Adult Learning in the both wards with classes being held at both Moreton and Leasowe Community Centres. £8,000 has been allocated for highway improvements, including 'slow' markings and other initiatives to make Twickenham Drive safer. Vehicle activated road signs will be installed in the Saughall Massie area of Moreton. Local Councillors will contribute towards a plaque on the bench in memory of Susanne Moseley

This is the second year of activity under the You Decide initiative. Progress in the first year had been slow but it is hoped that the process will be speeded up this year and make a real difference in local communities.

5 AREA PLANS

The Chair reported that although regular Area Forums meetings are held in each area, in many respects each area forum operates independently of the others. An over-arching Committee meets to look at what the Forums are doing, but there is no structure or area plan that brings Area Forums together. Consideration has been given to a methodology for devising an Area Plan that will involve neighbouring or Wirral wide area forums.

One suggestion for achieving this is to organise an extended Area Forum evening where members of the public can put forward their ideas for improving the area forum process.

Members of the public were invited to advise the Area Co-ordinator if they favoured using the next date for a meeting as a drop-in area forum to progress an area plan, or would prefer an alternative approach. Anyone with specific ideas was invited to share those ideas with the Area Co-ordinator, who would capture those ideas in the form of a written report.

6 COMMUNITY SPORTS DEVELOPMENT UPDATE

The Chair introduced Julie, Community Sports Development Officer. He explained that due to a misunderstanding, Julie had been appointed to the post without financial support. The issue has now been addressed. He invited Julie to explain her involvement in sporting activities in the three months she has been in post.

Julie gave a verbal report on a programme of activities in Leasowe Recreation Centre designed to encourage young people and their families to engage in sporting activities. A successful fun day was organised in Moreton, supported by the Anti-Social Behaviour Team, alongside community days. Arising from that, a request has been received to support a fun day in Seacombe, and the intention is to spread the idea across different areas in Wirral. Consideration is being given to organising a fun day in Leasowe in the spring. Working alongside Sport England has brought in funding from SPA. Amongst the five identified to work in the area is a football coach, and a young person, Rachel, who will work alongside the Development Officer on a voluntary basis. Anyone who wishes to do so can bid for money to develop their own life skills and to obtain sporting qualifications. Efforts are being made to start a youth group in Moreton.

Councillor Blakeley commented that all the activities described revolved around the Leasowe community; there had been no mention of Moreton West and Saughall Massie.

Julie replied that funding has just been received from Sports Unlimited. Funding will be available in April to run a ten-week programme of activities. So far, it has been difficult to identify and make contact with youth groups in Moreton West and Saughall Massie, to support the activities.

Councillor Blakeley suggested that it may be possible to tap into the facilities available at Foxfield School, and there is an outreach team in the Moreton Centre.

Councillor Lewis asked for information on a Kick-boxing club in Twickenham Drive.

Minute decision:

Resolved: To thank Julie for the report and congratulate her on the considerable progress made from a 'standing start' three months ago.

Members of the public raised the following issues relating to the environs and perimeters of buildings in the community complex in Twickenham Drive, Leasowe –

- Poor levels of lighting
- Poor vehicle access and damage to vehicles caused by unsuitable road humps
- Personal safety issues, and the need for CCTV cameras to be installed.

The Area Streetscene Manager, Chris Jones, explained that Wirral Council is not responsible for street lighting, road surfaces and traffic calming on unadopted roads in the Borough. Nevertheless, he would raise the issue with the relevant Management Committees in this area and enquire what their intentions are. He anticipated that the response would be that the organisations involved do not have the resources available to improve the facilities.

Chris Jones explained that traffic calming measures are carried out to specification and traffic humps should not damage people's cars if cars are driven at the correct speed. There could be a public liability issue if there is a defect in the specification and as a result damage is being caused to vehicles that are being driven slowly.

A member of the public advised that a petition is being organised that will be presented to the Council.

A member of the public pointed out that the Recreation Centre is a Council building, and asked why the Council is not responsible for the roads leading to the Centre, as well as for the Centre itself.

Councillor Lewis replied that he had written to the Head of the Department responsible for the Recreation Centre and in reply the Head of Department had stated that he did not believe there was a problem with the speed bumps.

Councillor Lewis would appreciate an opportunity to discuss the specification with Chris Jones. Meanwhile, he offered to present the petition to the Council on behalf of local residents when he attends a meeting on Monday, 12 October.

Chris Jones reaffirmed his intention to bring the issues raised to the attention of the relevant Management Committees in writing.

A member of the public referred to an article in this week's Wirral News about Merseyside and Wirral Ambulance Service. In the recent past, two vehicles have responded to incidents, a paramedic and ambulance personnel. It appears that the arrangement has now changed.

Cathy Gritzner explained that a pilot approach had operated in Wirral whereby a paramedic and an ambulance responded to assess whether it would be possible to triage people and treat them at home, or whether they needed to attend hospital or somewhere else. The pilot had been successful and a pathway had been determined to take a patient to hospital or to access another service, without the need for back up by an ambulance.

The member of the public raised further questions concerning the arrangements for people who collapse in the street, whether resources are being used effectively, and whether a sufficient number of personnel are available to run the service.

Cathy Gritzner replied that she would raise the issues with the appropriate managers in NHS Wirral. She asked for contact details to enable her to forward the response direct to the member of the public.

A member of the public reported that the bus shelter near the railway station in Pasture Road is being used from early morning as a drinking shelter by alcoholics, many of whom can be intimidating. The practice had started with a small group, but

it is growing, and the fear is that it will not be long before drug-taking is involved as well.

Inspector Kolokotroni gave an undertaking to personally visit the area to investigate the problem.

A member of the public referred to the poor surface of the hard core in the cages area, and the potential for children who use the area to be injured.

Chris Jones explained that the Council has a new Highways Maintenance Partner, Colas Limited. The company specialises in surfacing treatments on roads and footways. He was confident that the company would give a quotation for the work; although it is a question of which budget the costs would come from. The Council can give advice and help with expertise, but it does not have money to spend on such projects.

The Chair stated that clearly it is the Council's responsibility to ensure that all unsafe play areas are made secure and to take steps to prevent children from accessing those areas.

Councillor Lewis reported on a discussion with the Council officer responsible for parks and open spaces following complaints about the poor state of other children's play areas. It appears that a plan is in place to refurbish 22 play areas but the play area in B Close was not included on the list. The tenants' association is pushing for money or a bid for some money for play equipment and improvements at B Close.

Councillor Blakely added that the Council has closed many of the play areas because the equipment is unsafe. Local Councillors had been told initially that some limited equipment would be provided within two weeks, and had then been told that nothing would happen before 2111 when the next funding cycle starts.

He continued that when planning permission is given, development providers are obliged to include play areas in the development area, but then the play areas are not maintained and they eventually reach the stage where they cannot be used any more.

A member of the public referred to the lack of youth clubs and facilities in the area and asked where young people can go to in their leisure time. Children as young as 12/13 are using the adventure play ground to drink alcohol and get drunk because there is nothing for them to do.

The Chair replied that young people from this area will be welcome at the Wirral Youth Parliament on Tuesday.

A young person in the audience commented that she had raised an issue about the Youth Centre last year, but nothing has happened and no explanation has been given. She asked, 'What was the point of going again this year?'

Jane McLear agreed that youth and leisure is a huge problem. She outlined the activities of the 'Women Helping Youth' group in Leasowe.

8 PARTNER UPDATES

Streetscene: Chris Jones, Area Streetscene Manager, reported that six months ago, Colas Limited became the Council's new Highway Maintenance Partner. The expectation was that the company would introduce the new technologies that would produce efficiency savings and reduce costs for the Council. He would be interested in receiving feedback on the standard of work delivered by the Colas.

Councillor Blakely commented that from first-hand observation in Grampian Way, and in other areas, Colas' standard of work is abysmal. He added that he would prefer the use of the word 'contractor' instead of 'partner'.

Members of the public reported instances where inconsiderate parking of Colas' vehicles, including parking on pavements and grassed areas, were causing obstructions and delays to other road users, and inconvenience and potential danger, to pedestrians. The problems were exacerbated by the unhelpful attitude of Colas' personnel undertaking the road works.

Chris Jones responded to a query from Mr Seddon about whether Colas' vehicles and road signs give contact details which people can use to complain.

In response to a question by Councillor Blakeley, Chris Jones explained that Colas can sub-contract work to other companies, with the approval of the Director of Technical Services.

Chris Jones thanked everyone for the helpful feedback. He would appreciate more detailed information on specific incidents and the areas affected to enable him to raise the issues with Technical Services management.

Communal Bins: A member of the public reported that the super bins at her block of flats have only been emptied three times since May. The member of the public was asked to give the address to the Area Co-ordinator, when the matter would be followed up.

Wirral NHS. Cathy Gritzner, reported on three key issues:

1. On 10 September 2009, the Planning Committee approved a new Health Centre on the St. Catherine's Hospital site. Funding has been secured and work will begin very soon.
2. Seasonal Flu and Swine Flu. People who are at risk of infection are encouraged to take up the offer of vaccination. A swine flu vaccine will be available in the Autumn.
3. A new Walk-in Centre is due to open in Eastham Rake. An out-of hours GP service will be based at the centre later in the year.

The report on seasonal flu and swine flu generated considerable discussion amongst members of the Area Forum and members of the public.

Cathy Gritzner replied to questions raised about the risk groups who would receive priority for immunisation against swine flu, the symptoms, and process for diagnosis and treatment of the illness, the additional resources available in GP's surgeries to store the vaccine, and the rate of remuneration GPs would receive to administer the vaccine.

A member of the public commented that he considered the rate of £5.25 per jab, to be excessive and unwarranted.

Cathy Gritzner stated that it would not be appropriate for her to give advice on medical and technical questions about swine flu. She had noted the questions and would seek specialist advice before responding.

Councillor Blakeley queried why the NHS does not fund the cost of prescriptions for children in Claire House, as it would if the child was in an NHS hospital or receiving treatment at home.

Cathy Gritzner replied that the NHS gives a substantial grant to Claire House, which was intended to cover these costs. She would investigate further and respond further to Councillor Blakeley, along with a response to the query raised about Moreton Clinic.

Wirral University Teaching Hospital Trust. Pat Higgins drew attention to the comprehensive report on pages 24/26 of the Area Co-ordinator's report.

She mentioned major capital investment in services for Women and Children at Arrowe Park Hospital; the installation of a second MRI scanner to help diagnose

complex illness and injury; the steps taken to remove mixed sex accommodation for patients; and an assessment unit, manned by GPs and advance nurse practitioners, which will enable patients to be seen, assessed and where appropriate allowed to return home, without admittance to hospital. Incidents of C. difficile have reduced by 30%, and MRSA by 50%.

Older People's Parliament Copies of a report on Wirral Older Persons' Parliament Report to Area Forums, June/October 2009, were available at the meeting.

Hazel, the Public Governor for Leisure, Moreton and Saughall Massie, thanked everyone for their support in electing her two years ago. She reported verbally on the hospital's plans to deal with emergency outbreaks of swine flu.

She would be pleased to raise any issues brought to her attention. Anyone wishing to contact her should telephone Arrowe Park Hospital and ask for the Governors' office. She urged anyone over the age of 50 to consider becoming an Associate member. Application forms were available at the meeting.

Merseyside Police: Inspector Kolokotroni drew attention to the latest Neighbourhood newsletter. He reported on the Police's response to issues brought to attention during the summer months. There has been a reduction in all crime and anti-social behaviour, and a slight increase in burglaries in dwellings and break-in to vehicles.

In reply to a query from Jane McLear on diversionary activities for children on the cusp of criminal activity, Inspector Kolokotroni advised that a trip to Alton Towers has been organised for 28 children as a reward for good behaviour.

The joint Open Day at Wallasey Police Station on 4 October had been extremely successful, with lots of involvement and interaction with the children as well as the public.

Merseyside Fire and Rescue Service: Sarah Patterson drew attention to the comprehensive report in the Area Co-ordinator's report on the Service. She highlighted the statistics for deliberate fires which show a year on year decline from 2006 to 2009. The Winter Warm Campaign continues to operate with electric blanket testing and free replacement blankets and free home fire safety checks. This year, in conjunction with its sponsors, chip pans can be exchanged for vouchers for deep fat fryers, and free energy efficient light bulbs are available.

Anyone with concerns about the build up of bonfire materials or the illegal selling of fireworks is encouraged to contact the service on Freephone 0800 731 5958.

Members of the public reported on the prompt responses received from Upton Fire Station to queries about faulty smoke alarms and acknowledged the excellent services provided by the Service in general.

9 **DATE OF FUTURE MEETINGS**

Minute decision:

Resolved: That the next meeting of the Area Forum be held on Tuesday, 2 February 2010 in Saughall Massie.

10 **ANY OTHER BUSINESS**

Leasowe Community Centre: A Christmas Event will be held on the adventure playground in the Community Centre at 5 pm, on 11 December.

Moreton Cross: The Mayor of Wirral will switch on the Christmas lights outside the Coach and Horses on 7 November.

Children in Need: Any groups organising events for Children in Need should contact the Radio Station and a roving report will cover the event.

The Chair thanked everyone for their attendance and closed the meeting at 9 pm.

Section Two

Local Updates

Area forums provide an opportunity for people who live or work in Wirral to have a greater say on local issues and be more active in decision making and shaping local services.

They involve local ward councillors, police, NHS Wirral, University Teaching Hospital Trust, fire safety representatives etc along with community representatives and officers from various departments of the council.

Forums also provide information about current services, how they can be accessed and ultimately raise awareness of local council initiatives.

Community Safety

Equality and Diversity - Reporting and recording of hate crime

The aim of Wirral's Hate Crime prevention development work is to prevent and tackle hate incidents including those which can relate to anti social behavior. Being targeted because of your race, religion, sexuality or disability is a profoundly isolating experience and one in which people from all communities have a legitimate right to expect protection from the prejudice and discrimination that are at the root of hate crime. The focus of the Crime and Disorder Reduction Partnership is on serious acquisitive crime and hate crime.

Wirral's Community Safety Team Hate Crime Lead Officer is working with partners in the development of a Prevention of Hate Crime - Multi Agency Risk Assessment Committee, but there is still more to do, such as ensuring victims have the confidence in reporting incidents and systems are in place to address the reported crime.

Joined up working benefits all, it can improve efficiency and bring real benefits to the community. Collaboration is essential to the sensitive and effective delivery of services to victims of hate crime. Wirral's Multi Agency Risk Assessment Committee for the prevention of Hate Crime will bring together partner agencies that can co-ordinate a package of support depending on risk and or need.

In this way, individuals experiencing a hate crime will be provided with an effective and consistent range of support.

The Equality Bill is being used to strengthen protection, advance equality and simplify the law. It will bring together existing duties and extend to them to gender reassignment, age, sexual orientation and religion or belief.

- 6 equality strands: disability, gender, age, race, sexual orientation, religion and belief
- 7 strand to be agreed (narrowing the gap, anti-poverty)

It is the aim of Wirral's Multi Agency Risk Assessment Committee prevention of hate crime for agencies to share information with a view to identifying those at high risk of suffering hate crime and there after jointly constructing a management plan in the provision of professional support to all at risk.

Cathy Newman
Lead Officer for the Prevention of Hate Crime

Wirral Joint Community Safety Team

Serious Acquisitive Crime and Hate Crime Team

Neighbourhood Watch Event This event was held on Friday 6 November at Hulme Hall during 'Not in my Neighbourhood Week' 2 – 8 November 2009.

All Neighbourhood Watch Leaders and Shop / Club / Pub Watch Leaders had been invited and Neighbourhood Inspectors. It gave an opportunity to discuss matters of

importance for their respective neighbourhoods and areas of concern. Presentations included one provided by the leader of the Regional NH Watch. Our NW Co-ordinator spoke on N'hood Watch and there was a presentation by Trading Standards on 'No Cold Calling' Zones to prevent bogus callers and 'cold-calling' traders. The presentation included legislation about customer's rights.

Neighbourhood Watch Co-ordinator's report –

The Co-ordinator has had a busy year with the following commitments –

Serious Acquisitive Crime meetings
Neighbourhood Watch Schemes -
Established 12 new Neighbourhood Watch groups in Wirral
8 Neighbourhood Watch setup meetings,
5 Allotment setup meetings,
3 No Cold calling Zones
Neighbourhood Watch Consultation Conference,
Regional NHW meetings
4 Force Neighbourhood Watch meetings.

Training -

PCSO and Police Volunteer training meeting
3 Volunteer meetings, William Art Gallery
Vintage Radio - crime reduction talk.
Ringmaster Admin technology conference, Thames Valley, Port Sunlight police training Role Play.

Community Consultation / Information sharing -

2 Police station open days
Police Awards and Voluntary Awards
15 Community Crime Reduction Talks.
15 Community Crime Reduction Stands
3 Residents Sheltered Accommodation Talks and Crime Reduction Stands
6 Community engagement meetings

Christmas operation - Over the Christmas period, the Community Safety Team in conjunction with Merseyside Police, Chamber of Commerce and Council Departments were involved with the overall operation to maintain public safety and security, particularly around the 'Night-time Economy' areas. As a result of the joint operation, the Christmas period was quiet with no major issues arising.

Hate Crime and Diversity - The Council held an Equality / Diversity Day at Wallasey Town Hall on Wednesday 4 November to which the public were invited. Community Safety had a stand together with the police SIGMA team, who deal with Hate Crime. Both Community Safety and the SIGMA Team gave a presentation on the work of the units. The event was highly successful finishing about 9pm.

The consultation stages have all been completed with the consensus to proceed with a Hate Crime Multi-Agency Risk Assessment Conference (MARAC) to address all six strands of diversity i.e.,

- Age
- Disability
- Race

- Religion or Belief
- Gender
- Sexual Orientation

As a result of which, the necessary changes have been made to the computer database and documentation to capture all the relevant information. The most appropriate persons representing the strands have been invited to attend the MARAC meetings. We intend to increase reporting and reduce re-victimisation. Presently we are extending the amount of third-party reporting centres and enabling easy access to services for victims of Hate Crime.

National Recognition For Arrowe Park Hospital

The North West Public Health Observatory (NWPHO) based at JMU arranged a regional conference “North West Accident and Emergency Department (AED) Data Sharing Summit” and the invitation to attend the conference included the following statement “*The North West region is being recognised nationally for its commitment to, and progress in, AED data sharing for the purpose of violence prevention.*” The NWPHO presentation was entitled “The Wirral Model” and was based upon the partnership work taking place between JMU the A&E Department at Arrowe Park Hospital and the Joint Community Safety Team. Feedback from JMU after the event was sent to the Community Safety Team stating that “*partners were expressing the need to have the ‘Wirral model’ implemented across the whole of Lancashire and Greater Manchester*”.

Awards For Wirral Joint Community Safety Team

Two members of the Joint Community Safety Team were winners at the Total Policing Awards held in November 2009. Simon Fitzpatrick won the Police Authority award for Improvement in efficiency/the effectiveness of Merseyside Police for his work on violence prevention and his work with schools, and Sophia Bridge won the award for ‘*Total Care for Victims*’ for the work she carries out with victims of domestic violence as part of the Family Safety Unit.

Crime Rates Lowered

Of the 43 CDRPs within the North West Region Wirral has retained the 7th lowest recorded rate of crime of all 43 CDRP’s within the North West at the end of quarter three and is lower than any of the boroughs on Merseyside. We have reduced all crime during the period April – December 2009 by 7.6% compared to the same period in 2008.

Class A Drug Reoffending:

Latest figures demonstrate a 28.5% reduction in the offending rate.

Tackling Anti-Social Behaviour (prepared by Wirral Anti-Social Behaviour Team) October 2009 – January 2010

Legal action against the perpetrators of anti-social behaviour has included:

Reported October 2009:

- 41-year old male from Osbourne Grove, **New Brighton** was issued with an eviction order due to convictions for offences including Possession of Class C drugs, Possession of Cannabis with intent to supply and Possession of Class

A, B and C drugs. The order was postponed for one year on condition he complies with the terms of his tenancy agreement*;

- Female evicted from **Birkenhead** issued with an eviction order following offences committed by her sons; two of which had been subject to an Acceptable Behaviour Contract (ABC) and a 3-year Anti-Social Behaviour Order respectively. The order was postponed for two years on condition she complies with the terms of her tenancy agreement and her eldest son does not reside at the property*;
- 25-year old male from New Chester Road, **New Ferry**, issued with a 2-year Anti-Social Behaviour Order for threatening behaviour towards an officer employed by Wirral Council at The Oval, Bebington;
- 21-year old male from Mainwaring Road, **Bromborough**, had an Anti-Social Behaviour Order against him extended for a further year due to breaches*.

Reported November 2009:

- 35-year old female from St Oswalds Avenue, **Beechwood**, was issued with an eviction order due to multiple breaches of her tenancy agreement for a range of offences committed by her and/or members of her household and/or visitors to her property. The order was suspended for two years on condition that the tenant complies with the terms of her tenancy agreement**.
- 34-year old male and 42-year old female of Rodney Street, **Birkenhead**, were issued with 2-year Anti-Social Behaviour Orders, following a catalogue of anti-social and criminal behaviour related to aggressive street drinking;

Reported December 2009:

- 40-year old male from New Hey Road, **Woodchurch**, issued with an Anti-Social Behaviour Injunction following an alleged serious incident involving a neighbouring household. As part of the order he is banned from returning home for four months;
- 51-year old male from Victoria Road, **Tranmere**, issued with an interim Anti-Social Behaviour Injunction due to alleged threatening behaviour towards a Wirral Partnership Homes' employee. A further hearing is awaited*;
- 37-year old male of no fixed abode issued with an interim Anti-Social Behaviour Order following a catalogue of alleged anti-social behaviour. The order bans him, amongst other things, from parts of **Greasby, Arrowe Park, Woodchurch & Upton**. A further hearing is awaited.

* issued in partnership with Wirral Partnership Homes.

** issued in partnership with Beechwood & Ballantyne Community Housing Association.

Additional activity has included:

- **Youth Respect Team**
The Anti-Social Behaviour Team's youth outreach team (Youth Respect Team) has operated in Seacombe, Poulton, North Birkenhead, Bidston, Bebington and Noctorum;
- **Badges identify team members in a flash (October 2009)**
Wirral Anti-Social Behaviour Team officers have come up with a bright idea to help them be more visible on duty as the winter nights draw in. The team, whose aim is to prevent and tackle anti-social behaviour, started wearing a uniform in 2007 to help identify them on the streets. The bright red outfit, which is also worn by the Youth Respect Team, is now a well-known sight among adults and young people alike. Now the team has added LED badges

to its uniform to increase its visibility at night. The badges scroll the name of the team member and the team they represent in bright red.

➤ **Partners line up for Not In My Neighbourhood week (November 2009)**

Wirral residents and agencies took to the streets for a week of action to tackle crime and anti-social behaviour. 'Not in My Neighbourhood Week' ran across the country from 2-6 November 2009 to promote what is being done locally to tackle crime and anti-social behaviour and encourages the police, public services and communities to work together to keep streets safe. Police led activity took place in Seacombe, Poulton, Moreton, Wallasey, West Kirby, Heswall, Bromborough, Noctorum and Tranmere.

➤ **Local children take a starring role with new anti-social behaviour vehicle (November 2009)**

Wirral Council's Anti-Social Behaviour and Housing Market Renewal Initiative (HMRI) Teams together launched a new resource to help prevent and tackle anti-social behaviour. The partnership saw the launch of a new 'Community Reassurance Vehicle', equipped with CCTV, and is designed to be deployed primarily into the Housing Market Renewal areas. The vehicle will be used as an information point for residents and will be operated by an Enforcement Officer, funded to work specifically in the HMRI area, who will use the vehicle as a resource to raise levels of awareness amongst adults, children and young people around anti-social behaviour and its consequences. The vehicle will also be used to provide reassurance and act as a deterrent to unacceptable behaviour.

At the launch event at Wallasey Town Hall, Caroline Laing, Manager of Wirral Anti-Social Behaviour Team, congratulated children and young people from across Wirral and North Wales for taking part in a competition held at this year's Wirral Show. At the show, the Team called upon budding young sleuths to investigate their way around their promotion stands, answering simple questions about alcohol that enabled them to enter a competition for the chance to visit a professional mobile studio at the Show and have a photograph taken, either by themselves or with their friends or siblings.

It was left to the children and young people's imagination how to make the photograph as interesting as possible using the investigation themed props such as binoculars and magnifying glasses. Those who took part also received a free 'respect' key ring containing their photograph. The twenty-one winners, whose photographs included single, couple and group shots, were invited to attend the launch with their families to witness the grand unveiling of the new vehicle. The vehicle was officially launched with a ceremonial cutting of the ribbon by 7 year-old Jack Wallace of Woodchurch, who is pictured on the vehicle posing with magnifying glass and walkie talkie.



➤ **Section 30 areas hailed as success in Seacombe (December 2009)**

Action earlier this year, which designated two areas of Seacombe as dispersal zones to tackle anti-social behaviour, was hailed a success. In January 2009, the Brougham Road and Percy Road areas of Seacombe were designated as Section 30 dispersal zones for six months by Merseyside Police, in partnership with Wirral Anti-Social Behaviour Team, to tackle increasing problems with anti-social behaviour by young people in the area. The powers, under the Anti-Social Behaviour Act, mean that police officers can move youths on and make arrests on those who return within 24 hours.

A random survey of local residents was carried out by the police to find out what impact the Section 30 designations had on the problems. Surveys were completed in February 2009 at the start of the designations and again eight months later. The designations expired in July 2009 but were reinstated later that month within smaller areas in the Brougham Road and Percy Road areas to specifically focus and target activity upon the most problematic roads. These further designations were linked into wider activity with partners that included youth engagement and diversion; environmental catwalks with agencies and residents to identify and address issues such as graffiti and flytipping; high visibility policing and enforcement and advice surgeries for residents.

Analysis released by the Joint Community Safety Team shows that the number of residents who considered youth disorder to be a serious problem reduced from 70% to 37%. Questions were also asked around how safe residents felt at home, near their home and in the park during the day and evening. Feelings of safety improved in ten out of the twelve questions asked, with the percentage of people answering that they felt 'very safe' increasing in all but one question.

Further perception surveys will be completed at the conclusion of the current designations in the area.

➤ **Truancy crackdown re-launched in Wirral (December 2009)**

Wirral Council and Merseyside Police joined forces to crackdown on truants. An anti-truancy blitz stopped more than 90 young people during a four-day period in November and December. The relaunched crackdown on truancy will see officers from the Police and Council return to the streets of Wirral in the New Year and use information from schools and members of the public to target known truancy hotspots. Anyone with information on truancy can contact the 'It's Your Call' hotline on 606 2020.

➤ **Confiscation Cops hit the streets at Christmas (December 2009)**

A partnership between Merseyside Police and Wirral Council's Anti-Social Behaviour Team hit the streets again for the festive season following its successful operation over the summer holidays. The dedicated patrol of police officers, branded as the 'Confiscation Cops', patrolled the borough focusing on removing alcohol from young people. The officers were visiting locations across Wirral, both in a high visibility vehicle and on foot, to patrol areas where young people congregate, responding to public concerns. Targeting hot-spot locations of alcohol-fuelled anti-social behaviour, identified by analysis of data from police and other partner agencies, which includes calls from the public, the officers confiscated alcohol from young people.

During August 2009, operating on Friday, Saturday and Sunday evenings, the dedicated patrol spoke to 245 young people. 90 units of alcohol were seized and 18 young people were signposted to support services.

The 'Confiscation Cops' patrols are funded by the government's Youth Taskforce as one of a number of initiatives to tackle alcohol fuelled anti-social behaviour by young people. Residents can report locations where young people are engaging in alcohol misuse to the police on 709 6010.



Merseyside Fire and Rescue Service

Operations.

The Fire Service on Wirral is delivered through 6 community fire stations located at Birkenhead, Bromborough, Heswall, Upton, West Kirby and Wallasey.

We are committed to innovative and imaginative change in order to help make our communities safer and stronger. We are also committed to integrated working with other authorities, agencies and the voluntary sector to improve public safety and well being.

We have an **Integrated Risk Management Plan** which is a local strategic plan that outlines the measures intended to be taken to continue the modernisation and improvement of services to the people of Merseyside. Past and current I.R.M.P can be viewed online at www.merseyfire.gov.uk or copies of the latest plan are available at local community fire stations across the district, public libraries and One-Stop shops.

We have made a commitment to risk assess every home in Merseyside and now are proactively targeting those homes that are still outstanding an initial assessment.

To ensure that every home on Merseyside has had a Home Fire Risk Assessment/**Vulnerable Property Assessment** (VPA's) by the end of the current fiscal year we commenced a new strategy of targeted campaigns in April 09. In addition to normal operations, we have run several campaigns across Wirral targeting those at risk properties. Over 5,000 properties on Wirral have been visited by crews over the last quarter.

In addition to the above, work has continued in respect of reducing the risk of death and injury across the area. MFRS has a statutory duty to maintain operational readiness and training is a key element of that. The Service has carried out a number of realistic training exercises with some of our major industry partners on the Wirral including, Camel Lairds, Uni-Lever, Shell and Costains to ensure that we are operationally prepared for any incident that may occur. Multiple high rise exercises also took place at the end of January, we worked with the local housing trust to secure a block off flats for the month in order to practice the full High Rise Procedure including use of Dry Risers and search procedures.

Environment.

Merseyside Fire & Rescue Service has set a goal to become an environmentally regenerative service and to reduce our carbon footprint with the ultimate aim of becoming carbon positive. The aim of which is to leave the climate in better shape at the end of each year.

This goal will take a sustained effort over a number of years and will require radical change in how we operate as a business, whilst we maintain our high levels of service, intervention and response to the people of Merseyside. In 2004 we became the first Fire Authority to be certified to ISO 14001 for our Environmental Management System. In addition we received in 2008 an award for our Bike wise scheme in the Merseyside Annual Transport Awards as 10% of our staff has taken up the offer of our salary sacrifice scheme to purchase bikes to travel to work. We have also received a British Standards Institute Award for our **Energy Efficiency Accreditation**, and a Certificate from the Carbon Trust in recognition and

appreciation of our efforts in the field of carbon management, emission reduction and the mitigation of climate change. These awards will be converted over to the Carbon Trust's Carbon Standard in November.

Youth Engagement

The Youth Engagement Team commenced a 12 week **Beacon Course** in January for students living on the Wirral. Referrals have all come from Wirral Alternative Schools Programme. The course is running out of Birkenhead Fire Station, is for 1 day a week over the 12 wks and is designed for children aged 11-16yrs. This is a partnership project to engage young people at risk of exclusion from mainstream education and involvement in arson related crime. The course participants are given a learning experience outside the school environment to build their confidence and self-esteem. The course combines practical drill ground and scenario based training with classroom centred activities and workshops-including community fire safety. The course concludes with an end of course presentation at the Training & Development Academy in Croxteth for the students and their families.

Partnerships.

The Fire Service are committed to working in partnership to achieve strategic objectives within the Local Area Agreement, examples of this are

A partnership has been set up between MFRS and **Wirral Roadsafe Partnership** to impact on RTC Reduction National Indicators. We have trained staff to check Child Car seat fitting for safety and to give advice on type and legal requirements. A number of successful events were held across Wirral where MFRS, along with Wirral Road Safety, provided child restraint checking information and advice

Fire Fighting Equipment for Wirral Wardens and Rangers

As part of our strategy for Small Fires in Parkland portable fire fighting equipment has been provided to Park Rangers and Community Patrol Wardens. The issue of the equipment will decrease environmental impact by extinguishing small fires on discovery and therefore reducing the Carbon emissions.

Wirral has:-

- 10 Sites of Special Scientific Interest (SSSI) – more than any other district on Merseyside
- 70 Sites of Biological Importance (SBI)
- 220 designated green spaces in the current Unitary Development Plan for Wirral
- 24 Allotments

These sites are either patrolled by Wirral's Community Patrol, Wirral Park Rangers and/or National Trust Rangers.

Funding has now been agreed to supply the PacLider Portable Water Fire Extinguisher to wardens in Wirral. It was granted by North West Improvement and Efficiency Partnership via North West Fire Service Sustainability Network. MFRS will be providing full training to the wardens and rangers in the safe use of the equipment.

Wirral 'Trailblazers' Mountain Bike Club

MFRS in partnership with Merseyside Police, Wirral Youth Services and Anti Social Behaviour Teams are endeavouring to set up a Mountain Bike Club initiative based at Bromborough Fire Station. The scheme will be aimed at young people across Wirral and be a diversionary activity as well as contributing towards the health and

education of the young people involved. The partners hope to encourage interaction with the young people and others in the community and to promote health and safe cycling together with citizenship through a club based environment. The workings of the partnership are still in its infancy and progress will be reported at future Forums

Wallasey Youth Centre is a joint project currently underway involving MFRS and Wirral Borough Council Youth Service. The scheme involves the development of facilities at Wallasey Community Fire Station to provide amenities for young persons to interact, these will include meeting area, I.T.C suite, dance studio and a number of activity rooms. The overall design was developed in conjunction with young persons who will ultimately be using the facility. Work is well under way now and the facilities should be available by the end of the current fiscal year.

This scheme will complement the recently completed Lifestyle Centre at Wallasey and will provide an opportunity for interaction between all age groups.

Fire Support Network is a non-profitable registered charity which works in partnership with the Fire Service on Merseyside to promote fire safety to the local communities through volunteers and partner organisations. Volunteer roles vary from working directly with the fire-fighters, leafleting and replacing batteries in smoke detectors to providing an after fire care service and fund raising. Anyone interested in becoming a volunteer can register online at www.firesupportnet.org.uk or contact via telephone on 0151 296 4600.

FSN are looking to recruit volunteers for the last of their **Bright Spark** programmes running in February. The principal criteria for volunteers are that they should not currently be in Employment, Training or Education and should be aged between 16 and 25.

The principal objective of the programme is to work in the most vulnerable parts of Wirral encouraging residents to take advantages of some of the free services available to them in order to make their home safer, warmer and more energy efficient during the winter months. There are lots of incentive activities as well which are sure to maintain interest and enthusiasm throughout the 4 week programme. Cadets will be involved in a huge variety of activities which should enhance many of their skills and hopefully enable them. If you could circulate the programme to your partner agencies in the hope that they might have young people they would like to nominate. Further details can be obtained by contacting Isabelle Walker, Project Delivery Officer on **0151 296 5346 / 07837 113330**

Community Fire Stations Contact Numbers

- **Birkenhead:** Exmouth Street. Birkenhead.CH41 4AX. 0151 296 5325
- **Bromborough:** Dock Road South. Bebington.CH62 4SQ 0151 296 5925
- **Heswall:** Telegraph Road, Heswall, CH60 OAF. 0151 296 5805
- **Upton:** Arrowe Park Road. Upton.CH49 OUF. 0151 296 5895
- **West Kirby:** The Concourse. West Kirby. CH48 4HX. 0151 296 5955
- **Wallasey:** Mill Lane. Wallasey. CH44 5UE. 0151 296 6180

For a FREE Home Fire Safety Check, including FREE smoke alarm installation if required please contact Fire Service Direct on

FREEphone 0800 731 5958

Equality & Diversity

Wirral Council is accredited at level 3 of the Equality Standard!

The Equality Watch team are thrilled to announce that Wirral Council has been awarded level 3 status of the current Equality Standard for Local Government (ESLG).

A peer challenge team from the Improvement and Development Agency were on site for 2 days at Wallasey Town Hall (20th/21st May) and re-visited us on 20th November for final assessment. Over the 2 day period Councillors, Chief Officers, staff, representatives from partner organisations, members of the equality watch scheme, local strategic partnership members and community representatives took part in focus groups and interviews.

We would like to take this opportunity to thank EVERYONE who took part in the process both behind the scenes, leading up to the assessment and over the 2 day challenge itself. A huge thank you is extended to Departmental Equality Groups, Staff Diversity Forums, Corporate Equality and Inclusion Group, Equality Watch Team and staff who have worked so tirelessly over the last 18 months to get us where we are today!

The 'Standard' has changed recently, with effect from March 2009 a new framework has been introduced which will be fully implemented by September 2009, called the 'Equality Framework for Local Government' (EFLG). Under the new framework Wirral has migrated to 'achieving' status which replaces level 3 and we aim to reach excellent status by 2012.

Second annual Diversity Day event hailed a huge success!

Wirral's second annual Diversity Day event was held on Wednesday 4th November 2009 at Wallasey Town Hall between 2pm – 9pm.

The event was organised by Equality Watch, the council's equality and diversity programme team and built on last year's event which was aimed specifically at employees. This year the event was open to members of the public, over 800 people visited the event throughout the course of the day / evening. Everyone was invited to drop-in on the event and sample cultural food, see what services are provided by our local communities, talk to colleagues who have joined a staff diversity forum and see what services our partners are providing. Diversity Week is designed to raise awareness and involve staff and citizens in the promotion of equality and diversity.

Promoting equality of opportunity is about ensuring that people from different groups do not suffer discrimination. Recognising diversity means understanding how people's similarities and differences can be harnessed for the benefit of the whole community.

Diversity Week is also a platform to learn more about your community, challenge misconceptions, promote community relations and develop innovative ideas to achieve equality and promote diversity.

The Equality Watch event was opened by the Mayor Andrew Hodson and the Chief Executive Steve Maddox. The event was closed by the Deputy Mayor Alan Jennings.

The Equality Watch team would like thank the organisations that helped to sponsor the event:

- Merseyside Police
- NHS Wirral
- Wirral Partnership Homes
- Merseyside Fire & Rescue Service
- Wirral University Teaching Hospital NHS Foundation Trust.



A wide range of activities were provided throughout the day and we would like to thank all those entertainers who provided a wonderful atmosphere which helped to make the day successful. Some of the activities that took place in the civic hall were: Lion Dance, Sign along with Wirral Taiko Dragon Drummers, Bell Dancer, String Quartet, Polish Folk Musician, Wirral Youth Theatre. Other activities include the Respect bus being situated outside the town hall, a lantern parade competition involving day centres and a diverse football tournament in conjunction with Tranmere Rovers Football Club. The Council Chamber hosted a debate by members of the Executive Youth Board

The food was a great success, People enjoyed the variety of Greek, Chinese, Thai and Polish food.

Lantern parade was one of the highlights the day. The lantern competition yielded a high standard of entries and the judging panel decided to award three third places.

The lantern competition results are:

First Place - Riverside People's Centre

Second Place - Prenton Resource Centre

Joint Third Place - Highcroft People's Centre, Moreton Centre, Christine Gaze Forum Housing

The prize draw was drawn by the Council Chief Executive Steve Maddox on Monday 9th November 2009. The results are:

First Prize - M Hears

Second Prize - Sheila from Women's Enterprise Breakthrough

Third Prize - R Perry



Youth Voice Conference

The Equality Watch team were privileged to be invited to deliver three Equality & Diversity workshops at this year's Youth Voice conference which took place at Wallasey Town Hall on Tuesday 13 October. The theme of this year's conference was 'Perceptions of Young People'. There were 132 young people at the conference from across Wirral and the Equality Watch team would like to thank Maureen McDaid, Lindsay Davidson and Debbie McCabe from the Youth Service for their support. Special thanks of course to all the young people who took place in the workshops for making them so interactive and interesting!

Launch of new Gender Identity Policy

Wirral Council's new Gender Identity Policy was launched by the Mayor of Wirral, Cllr Andrew Hodson on 8th September, 2009 at Wallasey Town Hall. Also in attendance were Wirral Council's Chief Executive, Chief Officers, council officers, elected members, members of Wirral's transgender community, representatives from the Council's employee diversity forums and from the community and voluntary sectors.

The Mayor welcomed people to the event and the Chief Executive re-affirmed the Council's pledge to:

- treat transgender people with respect and dignity
- support and consult with transgender employees and the wider transgender community
- strive to ensure that our policies meet the needs of the transgender community
- identify and remove any barriers that may exist for transgender people who wish to access employment and/or services

At the launch members of the transgender community gave a 'from the heart' and moving account of the issues that affect transgender people, both before and after their transition to their acquired gender.

Members of the audience commented that they found the event very informative and it was an ideal opportunity for people from different sectors of the community to network and learn about other people's experiences.

Many thanks go to the Corporate Equality and Diversity Team, the Council's Employee Diversity Forums and TransWirral who all worked with Corporate Human Resources to produce the policy.

If you would like further information please contact Jan Evans on 0151 691 8430 or Andrea Morrell-Foulkes on 0151 691 8584.

Positive Action vs Positive Discrimination

Positive Action Actions taken to attract applications and interest from under-represented groups. Examples of positive action include:

- Designing job adverts to reach members of under-represented groups and encourage their applications, e.g. through use of the ethnic minority press.

- Using employment agencies and careers offices in areas where under-represented groups are concentrated.
- Encouraging employees from under-represented groups to apply for promotion or transfer opportunities
- Providing career development training for employees of under-represented groups who lack particular expertise but show potential

Positive Discrimination

Making decisions which actively favour an under-represented group e.g. women, minority ethnic groups etc. Positive discrimination is illegal as it results in people within majority groups being unfairly disadvantaged.

Building audits

New buildings have to be fully accessible for all users however the Council has many buildings each built to the standards relevant to when they were built. Also the buildings constantly change to accommodate the users and services provided out of them. So they may have alterations and additions to later standards. With the Disability Discrimination Act coming into force and its subsequent public duties amendments we have now a duty to make all our buildings reasonably accessible to disabled people. An accessibility audit is a critical part of meeting this duty.

The purpose of an access audit is to establish how well a particular feature, usually a building, performs in terms of access and ease of use by a wide range of potential users, not only disabled people. The audit gives a snapshot of a building at one point in its life. The audit should identify how a person: Gets there, Gets in, Gets around, and finally and most importantly, Gets out especially in an emergency.

Even if the building meets all the current laws the way it is managed is crucial. Accessibility can be compromised by, for example untidy working practices obstructing circulation spaces or causing tripping hazards or when over zealous polishing leads to slippery floors. It can also be compromised by subsequent purchasing of unsuitable furnishing and fittings. To date over 100 council buildings have had their public areas assessed and recommendations have been made. The recommendations are grouped under the following headings:

- **essential or immediate** This is where there are hazards or where there is a potential for action being taken under the Disability Discrimination Act or there are health and safety implications. This could be the highlighting of steps, filling in of mat wells or releasing the emergency alarm in an adapted toilet or moving a display stand which is blocking a fire exit.
- **desirable** Anything appearing under this category would improve the accessibility further, such as providing a portable induction loop for meetings or fitting a second handrail to steps or a ramp.
- **refurbishment** This is where bringing up to the current standard when repairing or refurbishing such as when a door needs repairing make sure it has the current vision panels and fittings, when redecorating make sure the guidelines for tonal contrast are met or on a larger scale install a lift to the upper floors.
- **Maintenance** These consist of minor items which can be accommodated within the day to day maintenance such fitting push plate or kick plates to doors, sweeping up leaves on ramps in winter or moving furniture or displays to allow circulation space. Once an audit is completed it is discussed with the

building manager and a copy sent to the service manager. Also some of the works can be prioritised to be undertaken using the DDA budget. By undertaking repeat audits every five years means that an accurate picture of improvements undertaken can be built up. For further information contact Steve Foden, Access Officer or Ged Smyth, Equalities and Access officer within the Equality and Diversity Section, Corporate Services on 619 8212 or by email stevefoden@wirral.gov.uk or gerardsmyth@wirral.gov.uk

Do you want to become a member of Equality Watch?

This will entitle you to receive copies of equality watch newsletters, regular updates on national and local equality and diversity headlines and the opportunity to be involved in the council's equality watch initiatives. If you are interested in becoming a member of equality watch and would like to register please email: equalitywatch@wirral.gov.uk

Wirral University Teaching Hospital NHS Foundation Trust

Wirral University Teaching Hospital 
NHS Foundation Trust

The Trust is pleased to be able to participate in the Local Area Forums and welcomes the opportunity to brief Wirral residents and our partner organisations on topical issues. Representing the Trust will be an Executive Director or Senior Manager and the elected Public Governor for the host constituency.

The Trust looks back on 2009 as a year of progress. We now have more than 8,500 Public Members and 5,000 Staff Members, represented by 19 elected Public Governors and five elected Staff Governors. We very much value the contribution that our Members and Governors make to help shape the services we provide.

Capital Investment

2009 saw the start of our £30million, three year development programme at Arrowe Park Hospital. This includes an £11.5million investment to provide a dedicated Women and Children's Hospital at Arrowe Park. This will bring together under one roof, for the first time, all acute hospital services for women and children. A leaflet outlining the changes, the benefits they will bring and the schedule of the dates when various improvements will be open, is enclosed.

The development will include:

- A major refurbishment of the maternity wards, providing all patients with single rooms and en-suite facilities
- A brand new maternity delivery suite featuring five new delivery rooms, including two with birth pools and additional facilities to allow partners to stay overnight
- Creation of an attractive single front entrance and reception area to welcome patients and visitors.

We have already opened a brand new Children's Outpatient Department and December saw the official opening of a new 'Ronald McDonald House' facility to benefit families who need to stay close to their sick children.

On the general side of the Hospital we have just installed a second MRI Scanner and opened Ward 12 as a fully re-furnished 20 bed Orthopaedic Unit with 10 en-suite single rooms. We are also investing nearly £1million in adapting our wards to comply with Department of Health guidance on eliminating mixed sex accommodation for patients.

For more information about our full three year development programme, please take a look at the enclosed plan or go to the interactive plan on the homepage of our website www.whnt.nhs.uk

Controlling Infection

The Trust is committed to reducing the incidence of healthcare associated infections. We are one of the few trusts nationally to screen admitted medical & surgical patients for MRSA (meticillin resistant *Staphylococcus aureus*). This has reduced the risk of those patients who carry the germ harmlessly from developing an infection and reduces the risk of cross-infection to other patients.

We have implemented improved antibiotic prescribing practice and increased our isolation facilities. We also investigate all serious infections so that we can learn from them and take action to improve practice where necessary.

We routinely publish our infection rates on our website and information can also be found on the Health Protection Agency's website www.hpa.org.uk

To meet targets set by the Strategic Health Authority and NHS Wirral we aim to reduce the number of MRSA bloodstream infections (bacteraemias) to no more than 18 in 2009/10 and the number of *Clostridium difficile* cases to no more than 190 in the same period.

We are well on track to achieve this goal and figures released by the Health Protection Agency show that between April and December 2009 there were 118 cases of *Clostridium difficile* compared with 161 cases during the same period in 2008 - a 27% decrease and, in the same period, recorded cases of MRSA bloodstream infection reduced to 12, a reduction of nine from the same period in 2008.

Our Elective Surgical Unit at Clatterbridge remains MRSA bloodstream infection free – this Unit undertakes most planned surgical and orthopaedic procedures including joint replacements. Our Women's Services Unit at Arrowe Park is also MRSA bloodstream infection free.

'Working Together to Keep It Clean' is an on-going campaign that aims to raise the Infection Control profile even higher at the Trust and to increase awareness amongst staff, patients and visitors of how important it is to 'Keep it Clean'

Improving Standards

- The Trust was awarded the title 'Best Large Hospital*' in the Dr Foster Good Hospital Guide 2008 which compares services and treatment outcomes at all hospitals across the country.
- We have been named, for the third year running, as one of the country's Top 40 performing hospitals by an independent benchmarking company that

compares our performance in 20 key areas – including infection rates, mortality rates and waiting times – against other, similar hospitals.

- In June 2009 we were delighted to receive accreditation by the NHS Litigation Authority (NHS LA) at Level 2, with an exceptionally high level of achievement. This shows our commitment to delivering the highest quality and safety in our patient care.
- In the most recent (2008/09) Care Quality Commission Annual Health Check we scored 'excellent' for our use of resources and 'good' for the quality of our services
- Our Maternity Unit was judged to be one of the 'best performing' in the country according to the 2008 Healthcare Commission's Maternity Services Review and was named 'best in the region' in a national survey of new mothers and mothers-to-be.
- An external assessment of our standards by the Patient Environment Action Team resulted in the following scores being awarded to the Trust for 2009 -

	<i>Environment</i>	<i>Food</i>	<i>Privacy & Dignity</i>
<i>Arrowe Park</i>	<i>Excellent</i>	<i>Good</i>	<i>Good</i>
<i>Clatterbridge</i>	<i>Excellent</i>	<i>Good</i>	<i>Good</i>

For more information...

Our easy access website can provide lots of useful information for patients, the public, staff and GPs about the Trust and its services. Go to www.whnt.nhs.uk

The website is speech enabled for browsers with sight related problems and the easy click, 'email a patient' facility continues to be a popular feature

Our full Annual Report and Accounts for 2008/09 is now available to view in the About Us section of the Trust website. A summary version, 'Highlights of the Year 2008/09', together with a summary version of our Annual Plan for 2009/10 and our Goals entitled 'Moving Forward', are also available either on the website or in hard copy from the Foundation Trust Membership Office at Arrowe Park Hospital ☎ 0800 0121 356

Come and Join Us!

As a Foundation Trust we want to involve our Public Members in helping us to shape future services – we currently have 8,500 Public Members and are keen to recruit more. Public Members can get involved as much or as little as they like – from just receiving 'Public Membership News', our regular newsletter, to participating in surveys or standing for election as a Public Governor. To join on-line go to www.whnt.nhs.uk or complete the pink form that is enclosed in this information pack and return it to the Freepost address given.

* Best large acute trust outside London – awarded jointly with Darlington and County Durham NHS Foundation Trust.

Wirral Primary Care Trust

Welcome to 2010 – The Year of Health and Wellbeing

2010 is the Year of Health and Wellbeing and we would like to support and encourage Wirral residents to improve their health and wellbeing.

This supplement will provide information on how you can improve your health and on how to get involved with activities that you may not have previously considered taking up.

It will also help you to choose the right service (see Choose Well).

A focus on good mental health and wellbeing

One in four people will suffer a mental health problem at some time in their life. Problems could include mild anxiety, stress or depression. Recognising the early warning signs and knowing what to do is really important.

Help is available from:

- Kooth (for young people aged 11-24) or visit: www.kooth.com
- CALM (Campaign Against Living Miserably) Call 0800 585858 or visit: www.thecalmzone.net
- Advocacy in Wirral Call 0151 650 1530 or visit: www.aiw.org.uk
- MIND Call 0151 512 2200 or visit: www.mind.org.uk

The five ways to wellbeing

Evidence has shown that building actions on a daily basis from the following five ways can add seven and a half years to your life!

1. Connect... with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. These connections will support and enrich you every day.

2. Be active... Go for a walk or run. Step outside. Cycle. Do some gardening or dancing. Exercising makes you feel good. Discover a physical activity you enjoy and that suits your level of mobility and fitness.

3. Take notice... Savour the moment, whether you are walking to work in the snow, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters. Be curious. Catch sight of the beautiful. Remark on the unusual.

4. Keep learning... Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Mend a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving.

5. Give... Do something nice for a friend, or a stranger. Thank someone with a smile - it doesn't cost anything! If you have spare time - volunteer some of it. Join a

community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding.

NEW YEAR - NEW YOU - 2010 THE YEAR OF HEALTH AND WELL-BEING

Book your free health check

The best things in life are free!

Over 40? Book for your FREE NHS Health Check at your GP practice.

The Health Check will help prevent the onset of stroke, heart disease, diabetes and kidney disease.

The Health Check is a few straightforward health tests and simple questions about your medical history.

To book your appointment for your FREE Health Check call your GP practice

FREE NHS Health Check

Helping you prevent heart disease, stroke, diabetes and kidney disease

Get active

- Why not consider cycling or walking to work?
- Walking 10,000 steps per day helps maintain a healthy heart.
- Half an hour's exercise per day will help you feel much better and it can help you lose weight
- Seven minutes of stair climbing per day halves the risk of a heart attack

Eat healthily

- Eating five portions of fruit and vegetables a day can help reduce the risks of cancer, coronary heart disease and other chronic illnesses by up to 20%.
- Too much salt can raise blood pressure, which triples your chances of heart disease and stroke.
- Cut down on saturated fats e.g. butter

NHS Wirral runs free MEND courses aimed at children who are above their ideal weight. The ten week course helps 5 to 13-year-olds and their families learn about food and how to eat more healthily, and discover fun ways to get fit.

Jean from Claughton said: "My 12-year-old-daughter absolutely loved doing the MEND course. She looked forward to it every week. We learnt so much and it was great meeting other parents and children with the same problems. MEND was so much fun, and now we all have a much healthier diet and lifestyle."

For further information call 0151 630 8383

Quit smoking

Stopping smoking is the most important step people can take for their health and if you smoke on average 20 cigarettes per day you can save £2,000 per year.

NHS Wirral's Stop Smoking Service has helped more than 16,000 smokers quit.

Ciggies... On your bike!

Theresa, aged 46, from Wallasey, quit cigarettes after her dad died as a result of smoking. She said he suffered his first heart attack when he was just 47. Teresa has saved more than £1,000 and she's bought herself a new bike.

For FREE help and advice call 0151 630 8383 or visit <http://www.wirral.nhs.uk/yourhealth/stopsmoking/>

Alcohol .. Your Life back on track

Getting help with alcohol problems in Wirral

Chelsea was frequently severely intoxicated, being seen at A&E and in trouble with the police.

After being helped by the Wirral Alcohol Service she said: *"I feel as though I am in more control of my life".* Chelsea's life is back on course.

Look after your Sexual Health

Anyone, male or female, can use our free Wirral Sexual Health services. We have the expertise to discuss your contraceptive needs, and assess your sexual health issues. You will be seen by healthcare professionals in a comfortable and welcoming environment.

Call 0151 604 7290 for information on clinic details and opening times.

Get Back to Work

NHS Wirral has launched a new service to help people who are out of work due to health problems get back into employment, education or training in 2010.

Wirral Working for Health (WW4H) works with health professionals and community-based action teams to give people support and advice on the best way to manage health problems while at work, and directs them to services that can help them return to employment.

Call 0151 630 8383 or visit www.wirralworking4health.co.uk

Angela from Wallasey said: "The team helped me get the support I needed to overcome my anxiety and get my confidence back. I've now got a new job as a carer and I've been accepted to study for an NVQ level 3 Care in the Community. My life has changed dramatically and I'm happier than ever."

CHOOSE WELL

SELF CARE

The best choice to treat very minor illnesses and injuries

www.nhs.uk

If you need health advice or information about local health services, contact NHS Direct on **0845 4647** or visit www.nhs.uk

Pharmacy

For fast, effective expert advice. Your pharmacist can provide advice on common health problems and the best medicines to treat them. To find your local pharmacy visit www.nhs.uk

GP

Find your local GP at <http://www.nhs.uk>
For emergency GP Out-of-Hours call **0151 678 8496**

Walk-in Centre

Walk-in Centres treat minor illnesses and injuries without an appointment.

Walk-in Centre and Minor Injuries unit based at Victoria Central Health Centre, Wallasey. (This centre also has x-ray facilities).

Open 7am until 10pm Monday to Friday
Open 9am until 10pm weekend and bank holidays

NEW Walk-in Centre, based at Eastham Rake, Eastham

Open 5pm – 9pm Monday to Friday and 8am – 6pm weekend and bank holidays (**Opening 1/2/2010**)

All Day Health Centre – based at Arrowe Park provides a nurse led Walk-in centre and you can book an appointment with a Doctor by calling 0151 201 4188. Open 8am – 10pm 7 days a week

A&E

Accident and Emergency departments should **only** be used in a critical or life threatening situation

Have Your Say**GPs, Dentists, Opticians, Pharmacies, Community Services or Health Service Planning**

We're always interested in what you think about your local health services.

We'd love to hear your views on how we can improve our services. Please get involved with YOUR NHS – join our membership scheme today.

Call 0800 085 1547 or visit www.wirral.nhs.uk

Swine flu vaccination

Children aged six months to five years will be the next group of people to be offered the swine flu vaccine - there are about 18,000 children in this age category across Wirral.

Marie Armitage, Joint Director for Public Health for NHS Wirral said: "Evidence shows that the under fives are vulnerable and are being particularly affected by the swine flu virus. They are the largest group needing hospital treatment at the moment and children who are otherwise healthy, are often affected."

Parents of children under five years are currently being contacted by their local NHS and will be invited to bring their young children into clinics for vaccination.
Marie's Grandson Sam Armitage gets his Swine Flu vaccination.

In total, 18,000 under 5s in Wirral will be invited to have the vaccination.

Youth Update

Wirral Youth Service provides opportunities, which are open to all Wirral young people. Youth work helps young people learn about themselves, others and society, through informal educational activities which combine fun, challenge and learning.

The Service works with young people aged 13-19 years, and specifically targeted young people aged 20 until their 25th birthday who have additional needs and need support with transition into adult life/services.

The Youth Service in Wirral works with many young people in a variety of different settings, these include:

- Youth clubs
- Street work projects
- “Kontaktabuses”
- “Wirral Youth Theatre” and Youth Arts
- “Response” – Advice, support, advocacy and information service and Substance Misuse Service
- International exchanges
- Duke of Edinburgh’s Award
- Outdoor activities
- Projects in schools

The Service is flexible and able to respond to the needs of young people and offers opportunities that are both universal and targeted. Youth work on Wirral is delivered through joint working between the Local Authority, voluntary organisations and other agencies.

Youth workers work with young people in many different localities in Wirral. Having a variety of youth clubs and street work projects allows youth workers to work with young people in their neighbourhoods, meet their specific needs and respond to issues that are important to them.

Much of the work of the Youth Service takes place in one of fourteen open access youth clubs located across the Borough. Street work teams of youth workers make contact with young people who do not access the service elsewhere, build relationships with them and in negotiation with the young people, develop programmes which address their specific needs. This work is delivered on the streets, through project work and on mobile Kontaktabuses.

Response

Response is a Borough wide Youth Service provision, providing counselling, support, advocacy and information for young people. Many of these young people have complex needs requiring intensive support from the service including homelessness, abuse, poor health and poverty.

The agency also has a team of specialist workers providing support to young people who have drug and alcohol problems. The team work with those individuals in a variety of settings including outreach street work and one to one work in their homes or wherever young people feel safe. The team also deliver educational programmes within schools and other youth settings on the risk, consequence and health implications of substance misuse. Partnership work plays an important role in targeting vulnerable, hard to reach groups of young people. Service level agreements and regular joint working ensures the needs of young people are met.

International Work

Each year the Youth Service runs a comprehensive programme of International Youth Exchanges. Young people from Wirral take part in a number of international opportunities.

Duke of Edinburgh's Award

The Youth Service holds the operating licence for administering and running the DofE. The Youth Service is therefore able to issue individual operating licences to single units such as schools, youth clubs and uniformed organisations. Young people within the borough are able to participate in at Bronze, Silver and Gold levels and are offered a wide and diverse menu of opportunities.

A well equipped Open Award Centre is able to provide comprehensive and quality expedition training for those wishing to attempt their expedition or exploration.

Young people are encouraged to make improved use of their leisure time and by participating in the DofE they are guided towards, helping their own communities, acquiring new skills, keeping fit and taking on new and exciting challenges.

Anyone aged between 14 and 25 can take part in the DofE regardless of background or ability and participants are able to increase their own self confidence and self esteem, make new relationships and develop fresh skills.

Wirral Youth Theatre/Youth Arts

Wirral Youth Theatre operates across the Borough to enable young people to access a wide range of performing arts related activities. Art forms such as drama, dance, music, technical theatre and new media are used to help young people to develop personally and socially as well as developing theatre and media related skills.

Leasowe Youth Project has been supporting Arena housing in developing an Art project with aim that young people design a Logo that agencies will display in their windows to say that they are youth friendly. There was a celebration night in the millennium centre where around twenty young people attended. Since October the project has had 277 attendances.

Wirral's Older People's Parliament

Report on our activity in the past few months.

Membership continues to grow, and is currently about 800. Please join if you are 50 plus and live in the Wirral. It is free to join, and you get various benefits:-

1. You receive newsletters and information about events which you can attend free
2. You can contact us with any issues you have about services for older people. We try to take them up with the authorities, and usually get some satisfaction
3. You can get involved in one of a number of different groups and projects we are running or involved in.

Our December full parliament meeting in the Town Hall was addressed by Angela Eagle, our Wallasey MP, in her new role as Minister for Pensions and the Aging Society. A number of questions were addressed to her, and she answered them well.

We had one of our Away Days during the autumn. The topic was “Home Alone”. Speakers covered a range of topics of importance to older people on their own, including doorstep crime, suitable housing, and how to downsize; avoiding loneliness ; befriending others and more. We were very grateful to Wirral Partnership Homes for sponsoring the day. Such events can accommodate up to 100, and a lunch is provided free. There is another day planned for this month (February 10th) especially for grandparents caring full time for grandchildren. Do let us know of any such households – they are often really stressed. On March 19th we have booked the Williamson Art Gallery for a big event to coincide with National Dying Awareness Week. We will have solicitors, bereavement workers, and an opportunity to let the NHS and Adult Social Services know just what we want from them when the end of life draws near for us.

We had a number of people coming to us last year about some fairly undignified incidents in hospital. These include aspects of clothing (undignified hospital issue, and difficulties for some in getting their own things laundered); people admitted in an emergency often don't have things they need from home, and have sometimes left their home in a worrying state, or have a pet or a fire left on; some people with hearing or visual handicaps are not receiving the care and support they need and some patients with mobility problems are having difficulty getting to and from the toilet. We collected some of these accounts and sent a letter to the hospital chief executive and others, making sure that we also reported on the high degree of satisfaction of many patients. We have been delighted with the response. Several consultants contacted us, and the Matron for older people's wards came to meet with a number of us. She is taking all the issues very seriously. Since the letter, we have also had reports of some people not getting sufficient fluid and nutrition in hospital, and this is an issue of which they are aware.

We met with the head of the Community Podiatry (Chiropody) Service in the autumn, and he told us of recent improvements in service. We gave him the clear message that older people want to maintain maximum mobility, and this means good feet amongst other things. We support any expansion of this service.

We are, in conjunction with others in Wirral, trying to set up a project to look at quality of care in our many residential and nursing homes. Some are excellent. Some receive less good reports. We are applying for a large sum of money over three years to run a project to try and identify what we want from every care home in Wirral. We will need a number of volunteers who will be trained and expenses covered, to visit regularly. Please contact the office if you might be interested.

We would like more people to get involved with our public transport group. Do you have any problems using your travel pass? Are there some journeys you want to make, but the bus and train routes are not there for you? We also want more older people with an interest in lifelong learning and adult education. If you have a national focus – pensions, human rights, age discrimination etc, we have a very active national issues organiser, who wants to know what we all want from the system. And there are some exciting developments in the Wirral over housing for older people needing support.

Finally, our Chair for our first three years of existence, Jack Cuffe, has just handed over the reins to me. We are most grateful for all his efforts, and are delighted that he will accept the new role of President.

Sandra Wall (Chair)

Streetscene

New Highway Maintenance Partner

The following schemes have been constructed by our new Highway Maintenance Partner, Colas Limited, since the last Area Forum.

Over 40,000 sq metres of carriageway surfacing has taken place across the borough, along with over 1200 minor highway works.

Street lighting improvements have taken place in Broadway Avenue, Prenton Dell Road, Rodney Street, Christchurch Road and Torrington Road.

Across the borough, over 40 new street nameplates and 40 new street seats have been installed.

As part of our road safety improvements two pedestrian refuges and one puffin crossing have been completed along with signage improvements on Kings Parade and a number of other smaller safety schemes.

Traffic Management Schemes

Traffic Management Schemes – the following have been completed since October 2009:

- Wallasey Network - Conningsby Drive / Merton Road, Liscard - Cycling Strategy Scheme
- Wallasey Network - Rake Lane / Earlstoun Road, Wallasey - Cycling Strategy Scheme (Under construction to be completed Mar 2010)
- Wallasey Network - Mount Pleasant Road / Mount Road, Wallasey - Cycling Strategy Scheme (Under construction to be completed Mar 2010)

Traffic Safety Schemes - the following have been completed since the last Area Forum:

- St Albans School, Liscard - Safer Routes to School (Awaiting Scottish Power connections)
- A41 New Chester Road / Allport Road - Local Safety Scheme
- Meadowside School, Woodchurch - Safer Routes to School
- St Anselms College, Claughton - Safer Routes to School Scheme
- South Wirral High School, Eastham - Safer Routes to School Scheme
- Castleway Primary School, Leasowe - Safer Routes to School Scheme (under construction to be completed Jan 2010)
- St Georges Primary School, Wallasey - Safer Routes to School Scheme
- Irby Primary School, Irby - Safer Routes to School Scheme
- Mount Primary School, Wallasey - Safer Routes to School Scheme
- Weatherhead High School, Wallasey - Safer Routes to School Scheme
- Hoylake Holy Trinity School, Hoylake - Safer Routes to School Scheme
- A41 Hooton Interchange, Eastham - Local Safety Scheme

- Speed Barrier North Wallasey Approach Road, Wallasey - Major Safety Scheme (Under construction to be completed Mar 2010)

Pedestrian Facilities:

- Hoylake Road / Chapelhill Road, Moreton - Pedestrian Refuge
- Park Road South / Slatey Road, Birkenhead - Pedestrian Refuge

Further details on completed schemes and future proposed schemes can be obtained from Streetscene.

Personal Travel Plan Project

In 2008 the Merseyside Transport Partnership (MTP) commenced a three year Personal Travel Planning (PTP) project as part of the partnership's TravelWise programme to help people make smarter travel choices. JMP Consultants were contracted to support management and delivery of the project. Transport and Travel Research (TTR) provide research and evaluation services in support of the TravelWise Merseyside programme and were contracted to provide independent evaluation of the PTP project.

Following a pilot in Liverpool during summer 2008 a larger project was delivered in Wirral between May & September 2009 contacting 10,000 households, with a goal of engaging with 50% of these. In particular, residents of Heswall, Irby, Pensby & Thingwall were targeted.

The PTP project has the following aims:-

- Reduce private motor vehicle kms among participants particularly for morning peak trips into Liverpool city centre and Birkenhead town centre;
 - Reduce travel and establish sustainable travel patterns among participants;
- and
- Reduce carbon emissions from travel.

Wirral Project

The area of Heswall, Irby, Pensby & Thingwall was selected due to its possible impact to the congestion corridor management programme. It provided the most potential for reducing car use and meeting the programme aims, including high level of car ownership and usage for work trips, comparable car and bus journey times along corridor during 8am-9am peak and capacity on 472 / 71 / 72 bus services.

Specific objectives were set for the Wirral programme, including;

- Reduce car use from the project area for peak hour trips to Birkenhead / Liverpool in order to contribute to reduced car trips on the designated congestion corridor.
- Reduce car use for other trips to and from the project area in order to reduce traffic growth and encourage sustainable travel behaviour.
- Improve efficiency of trips made by car in order to reduce CO2.
- Improve perception of sustainable modes of travel and awareness of information sources.
- Increase understanding and awareness of TravelWise

Project Delivery

A project office and team of travel advisors was established above Heswall Post Office in May 2009. A community partner launch event was hosted by Councillor Jean Quinn at Heswall Hall on 27th May to gain local media coverage and raise awareness. Prior to this, a before survey was conducted in April with 1000 residents to set a baseline of current travel behaviour.

The project was delivered across four zones, starting in Lower Heswall and Barnston and moved northwards, finishing in Irby & Thingwall by the end of September. At the beginning, a leaflet was sent to homes in each zone outlining the project and inviting participation followed, by three attempts to contact people at home on weekdays, weekday evenings, and Saturdays.

Those available and willing to participate were then engaged in a 10-15 minute conversation to identify information and incentives that would meet an individual's travel needs and encourage sustainable travel behaviour. For those that requested one, an information pack was delivered within 5 days containing incentives and information e.g. cycle maps, walking guides and public transport timetables.

Households where no contact could be made after 3 attempts were sent a 'Missed You' leaflet allowing residents to arrange a consultation at their convenience.

Participating individuals were also encouraged to take part in a TravelWise Challenge for at least one day in the fortnight period after engagement in an attempt to encourage more sustainable travel. Incentives included a week's free bus travel, walking pedometer and a cycle discount voucher. In return householders were asked to record which challenge they'd agreed to, the date(s) they'd taken part and what their thoughts were on the experience. Forms received by the project office went into a prize draw.

Throughout the engagement period, a dedicated page on the TravelWise website was established, 'www.LetsTravelWise.org/Wirral' to communicate the project and its progress.

A customer aftercare service was carried out by the travel advisors during engagement to ensure participants were happy with the level of service they were receiving. At the end of the project, JMP produced a report highlighting the numbers and type of people who took part, the challenges that were undertaken and the number of resources that were requested.

Project Results

In October an independent evaluation of the project was conducted by TTR using a telephone after survey involving 400 participants and 400 non-participants to assess whether the aims of the project had been met. Respondents were asked to recall their travel the previous weekday, any changes of use in modes of transport over the previous and future 3 months and their opinions and awareness of bus travel, cycling and the TravelWise campaign.

The headline results from the engagement and evaluation are as follows;

- 4940 households participated
- 30,732 pieces of information were requested and distributed
- 3741 challenges were accepted

Comparing all participants with the control group saw a shift in favour of sustainable modes of transport of 9.1% and a reduction in car trips of 7.1%.

Participants who changed behaviour reduced car mileage by 5.6km (3.5 miles) per day, resulting in a reduction of CO2 emissions of 18.2%. Car use from the project area along the congestion corridor for peak hour trips to Birkenhead was reduced, but not for journeys to Liverpool. The greatest impact was made on short trips with people switching away from motorised modes to walking and cycling.

Post Project Activity

All partners in the project wish to maintain the sustainable travel habits established as a result of the engagement and learn how a third project could be delivered even more successfully elsewhere on Merseyside in 2010.

It is proposed that a series of Focus Groups be held at the end of January with participants, non participants and those who did not hear of the project. As a result we should understand;

a) what determines whether someone goes on to change behaviour having spoken to a PTP advisor and how we can help them maintain or increase this change and,

b) the reasons for non participation and non contact.

There is also the intention to repeat the evaluation survey in 2010 to establish what level of behavioural change is maintained after a period of 12 months.

Recycling Update

Multi occupancy properties - A new recycling service has been introduced to the majority (420) of the multi-occupancy properties across Wirral, enabling residents to recycle plastic bottles, glass jars and bottles, cans, paper and cardboard. A further 57 sites are currently being consulted to enable them to be provided with recycling services. A series of roadshows are due to take place in April 2010 at many of the high-rise flats and sheltered accommodation properties, allowing residents to speak to members of the recycling team and ask them any questions regarding the service. The Waste and Recycling Team will then focus their attentions on providing a recycling service to those in harder to reach areas, currently on a bag collection round for refuse. These are mainly rural locations in the more isolated spots of the Borough.

On-street recycling - Most of the large metal glass bins across the Borough are scheduled to be removed in March 2010. This is to make way for new on-street recycling bins, to be sited in shopping and tourist areas. The on-street recycling bins have been tested in Birkenhead, Liscard, Heswall and Bromborough and have been favourably received, with shoppers recycling an average of half a tonne of plastic bottles, paper and magazines, drinks cans and drinks bottles since their introduction in April/May 2009. The glass banks are being removed as we have found that many are almost solely being used by businesses, at a cost to Wirral residents. Glass banks will remain at a number of locations, including supermarkets (a full list of locations can be found on www.wirral.gov.uk/recycling)

Heart Wirral Green Month (Oct 09 to Nov 09) - The Waste & Recycling Team sponsored a Green Month with Heart FM Wirral, to promote recycling across the Borough. As part of the campaign, there were 4 different adverts educating listeners on what can be recycled, pages on their website with advice and information along

with the public's recycling tips and information. A "Big Swap" was started at the beginning of the month on the breakfast show. The swap started with a budget no frills mobile and ended with a year's car servicing and MOTs worth several hundred pounds (in between there was a bicycle, meal and chauffeur service at a restaurant); this feature promoted the reuse message. The winner of this was chosen at random from those people who submitted their recycling tips.

Street Sweepings

From September 2009, the waste that is swept off the streets by the street sweeping vehicles has been sent for recycling. Approximately 80% of this waste is currently being recycled. This type of waste includes soil, dirt, grit, sand stone and leaf fall.

Wirral continue to recycle and compost approximately 36% of household waste, including street cleansing waste.

Tidy Business Scheme

Since the last report the number of businesses involved in the Tidy Business Scheme has doubled. This has mainly been due to a project naming Oxton Village England's first 'Tidy Business Village'.

The Tidy Business Award scheme is a national campaign led by Wirral Council Officers in conjunction with Keep Britain Tidy. The scheme encourages businesses to implement initiatives for waste minimisation, reuse and recycling schemes, and practical efforts to improve the local environment. This includes ensuring they store and dispose of their waste responsibly and take ownership of their shop frontages to help keep them free of litter and graffiti. Wirral Businesses that would like to get involved in the voluntary scheme should contact Daniel Molyneux, Trade Waste Officer, at Streetscene, 0151 606 2004.

School Environment Awards 2010

The annual school environment awards ceremony is will take place in Pacific Road Theatre on Thursday the 25th of March, 2010.

Wormery Project

From end of January we will be offering a wormery and critter lodge to every school. The wormeries are being made from recyclables and our primary partners are the Live Wirral Wardens and Cornerstone Training. At the same time we will be giving each school a Cherry Tree, which is being donated as part of the programme by the Cherry Tree Centre.

You Decide

The results of the Area Forums (You Decide) are beginning to come in and we will be organising the following:

- A Community Environment and Sports Day in Birkenhead and another in Tranmere
- A Big Giveaway Day in Bebington and a second in Clatterbridge

More events are expected to be added to this list as the Panels continue to report their findings. It is proposed that we wait until the full list of events under the You Decide Programme is known before we schedule the events.

Cascade Events

This centrally funded series of training events continues across the Borough. We are participating in this promoting Love Food Hate Waste and Recycling. The programme

of events is being established for the months of January, February and March. In all it is expected that a further 18 events will take place during this period.

Rock Ferry Health Trainers

We are working with the Health Trainers to deliver Love Food Hate Waste information to persons participating in their Healthy Eating Course currently being run in the Rock Ferry Library. Should this prove successful we will extend our interest across the Borough.

Recycling Update/Technical Services Day with the Over 50's Parliament

On 26th February we are holding our second Annual Roadshow with the Over 50's Parliament. This year we are extending the programme to include informative talks from Street Lighting and Roads.

Art Exhibition (with workshops)

From the 17th to the 30th May in the Pavilion, Birkenhead Park we are holding an exhibition of Art from recyclables. At present we anticipate displays of fashion, handbags, statues, glassware, paintings, mosaics and musical instruments. The works are by both amateur and professional artists some of whom will conduct master-class workshops during the event.

For more information contact jim.smith@wirral.gov.uk

Street Cleansing and Litter Bins

A daily assessment of the standard of street cleansing conducted by Biffa is shows that in excess of 96% of streets inspected on a random basis are cleansed to a satisfactory standard. This is against a contractual minimum target of 95%. (January to November 2009 inclusive)

Narrowing the Gap

Keep Britain Tidy (formerly Encams) conducted a NI 195 survey in Wirral's 5% most deprived areas in March 2008 and again in September 2009. Results showed that from the roads inspected, acceptable levels for litter and detritus figures improved from 67% to 87% respectively in the Super Output Areas. This demonstrates a significant improvement and is attributed to a range of preventative work carried out in these areas by a wide range of partner organisations, enhanced community engagement and changes in cleansing techniques. As a result of these improvements, the gap between the most deprived areas and the remainder of the borough has reduced from a difference of 22% in March 2008 to just 5% in September 2009.

Litter Bins

The litterbins on the coast, which are most exposed to the elements, have been replaced with litterbins made from stainless steel.

A procurement exercise for the general provision of litterbins is underway and this will provide for any outstanding requests for litterbins. Anyone who made a request that was not approved has been advised in writing.

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