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Sustainable Communities Overview\\ \title{
Sustainable Communities Overview and Scrutiny Committee
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\begin{array}{ll}\hline \text { Date: } & \begin{array}{l}\text { Wednesday, } 28 \text { March } 2012 \\
\text { Time: }\end{array}
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6.00 pm\end{array}\right]\)| Venue: | Committee Room 1 - Wallasey Town Hall |
| :--- | :--- |
| Contact Officer: | Mark Delap <br> Tel: |
| 0151 691 8500  <br> e-mail: markdelap@wirral.gov.uk <br> Website: htt://www.wirral.gov.uk |  |

## AGENDA

## 1. MEMBERS CODE OF CONDUCT - DECLARATIONS OF INTEREST

Members are asked to consider whether they have personal or prejudicial interests in connection with any item(s) on this agenda and, if so, to declare them and state what they are.

Members are reminded that they should also declare, pursuant to paragraph 18 of the Overview and Scrutiny Procedure Rules, whether they are subject to a party whip in connection with any item(s) to be considered and, if so, to declare it and state the nature of the whipping arrangement.
2. MINUTES (Pages 1-10)

To receive the minutes of the meeting held on 30 January 2012.
3. CORPORATE GOAL UPDATE - PARKS AND OPEN SPACES (Pages 11-22)
4. PARKS AND COUNTRYSIDE SERVICES PROCUREMENT EXERCISE (PACSPE) - INTERNAL/EXTERNAL BID COMPARISON

To follow
5. CORPORATE GOAL UPDATE - LEISURE AND CULTURE FACILITIES (Pages 23-28)
6. LIBRARIES STRATEGY (Pages 29-56)
7. PROGRESS ON THE CONTROL OF ILLICIT SALES TO YOUNG PEOPLE (Pages 57-64)
8. 2011/2012 THIRD QUARTER PERFORMANCE MONITORING REPORT (Pages 65-76)
9. DECISIONS TAKEN UNDER DELEGATED POWERS - DIRECTOR OF TECHNICAL SERVICES (Pages 77-80)
10. DECISIONS TAKEN UNDER DELEGATED POWERS - DIRECTOR
OF LAW HR AND ASSET MANAGEMENT (Pages $81-82$ )
11. FORWARD PLAN

The Forward Plan for the period April to July 2012 has now been published on the Council's intranet/website. Members are invited to review the Plan prior to the meeting in order for the Sustainable Communities Overview and Scrutiny Committee to consider, having regard to the work programme, whether scrutiny should take place of any items contained within the Plan and, if so, how it could be done within relevant timescales and resources.

## 12. REVIEW OF SCRUTINY WORK PROGRAMME

To follow

## 13. ANY OTHER URGENT BUSINESS APPROVED BY THE CHAIR (PART 1)

## 14. EXEMPT INFORMATION - EXCLUSION OF MEMBERS OF THE PUBLIC

The public may be excluded from the meeting during consideration of the following items of business on the grounds that they involve the likely disclosure of exempt information.

RECOMMENDED - That in accordance with section 100A (4) of the Local Government Act 1972, the public be excluded from the meeting during consideration of the following items of business, on the grounds that they involve the likely disclosure of exempt information as defined by the relevant paragraphs of Part 1 of Schedule 12A (as amended) to that Act. The public interest test has been applied and favours exclusion.

## 15. EXEMPT APPENDIX

The exempt appendix to the report of the Director of Technical Services 'Parks and Countryside Services Procurement Exercise (PACSPE) - Internal/External Bid Comparison' (Agenda item 4) is to follow.
16. ANY OTHER URGENT BUSINESS APPROVED BY THE CHAIR (PART 2)

# SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE 

Monday, 30 January 2012

| Present: | Councillor | J Hale (Chair) |  |
| :--- | :--- | :--- | :--- |
|  | Councillors | D McCubbin |  |
|  |  | C Jones <br> A Sykes <br> J Walsh | S Whittingham <br> R Wilkins |
|  |  | J Williams |  |
| Deputies: | Councillor | I Williams (In place of P Hackett) |  |
| Cabinet Members | Councillors | C Meaden | H Smith |

## MEMBERS CODE OF CONDUCT - DECLARATIONS OF INTEREST

Members were asked to consider whether they had personal or prejudicial interests in connection with any item(s) on this agenda and, if so, to declare them and state what they were.

Members were reminded that they should also declare, pursuant to paragraph 18 of the Overview and Scrutiny Procedure Rules, whether they were subject to a party whip in connection with any item(s) to be considered and, if so, to declare it and state the nature of the whipping arrangement.

Councillor Whittingham declared a personal interest, by virtue of his employment, in agenda item 8 - Wirral Climate Change Group Annual Report (see minute 67 post).

MINUTES
Resolved - That the minutes of the meeting held on 23 November 2011 be approved.

## CORPORATE PLAN

In accordance with Council minutes 77 and 78 (12 December, 2011), the Committee considered those parts of the Corporate Plan within its remit. The Committee had also had sight of a motion which had been referred to all Overview and Scrutiny Committees by the Council at its meeting on 12 December, 2011 (minute 76 refers) and which was considered in connection with the Corporate Plan.

The Draft Corporate Plan and report of the Chief Executive which had been considered by Cabinet at its meeting on 8 December were considered by the Committee and the Chair sought comments from Members.

A Member made a number of general points in relation to the Corporate Plan and some specific issues that were relevant to the work of the Sustainable Communities O\&S Committee. The Chair also commented that the Corporate Plan lacked detail in relation to specific targets.

On a Motion by Councillor Wilkins and seconded by Councillor Hale, it was -
Resolved (10:0) - That the following comments form the basis of this Committees response to the Corporate Plan -
A. GENERAL POINTS
(1) There are dozens of priorities that have been either omitted from the current corporate plan or so severely watered down as to be meaningless.
(2) It shows a loss of commitment to engagement, consultation and involvement - these are scarcely mentioned.
(3) In particular there is no mention of any annual budget consultation.
(4) There is no mention of the Strategic Change Programme, or of the need for the Council to change.
(5) There is no reference to reducing the costs of running the council / bureaucracy.
(6) There is no reference to delegation or devolved decision making or budgets.
(7) There is no mention of Area Forums.
(8) There is no mention of the Voluntary and Community Sector, or of grants.

## B. SOME KEY ISSUES RELEVANT TO THIS COMMITTEE

(9) There is no mention of Libraries
(10) There is no mention of 20 mph zones
(11) There is no mention of Alcohol Harm, despite recent public health reports saying how bad Wirral is for alcohol related hospital admissions and conditions. (Cabinet agreed on17 March that the recommendation of the Alcohol Scrutiny Review (Tackling Alcohol Harm) be picked up in the Corporate Plan).
(12) There is no mention of Green Technology / Solar Energy. The pledge in the current plan "we will make sure all future Council projects incorporate green technology and sustainable products and urge private developers to do the same" has been deleted.
(13) There is no mention of Community Justice.
(14) That the Plan contains no detail in relation to targets

## STREETSCENE ENVIRONMENTAL SERVICES CONTRACT 5TH ANNUAL REVIEW

The Director of Technical Services presented the 2011/2012 Review of Performance of the Environmental Streetscene Services Contract with Biffa. He provided an update on the progress made on a number of work streams that were endorsed by Committee on 20 January 2011 (minute 104 refers) and highlighted the pending 7year break clause opportunity that existed within the contract. He requested Members to consider their current level of satisfaction with the standards of waste collection and street cleansing services, in order to inform the Cabinet over their pending deliberation of the future of the contract.

He referred to the notable achievements within the contract and provided details of Key Performance Indicator results for 2011/2012. Representatives of the Biffa Management Team gave a detailed presentation on work progress and provided an outline of the contract management and governance arrangements.

The Director also sought the views of Members in relation to a number of work streams upon which to focus in 2012/2013.

Resolved -
(1) That the Key Performance Indicator information and the corresponding high levels of service to which they relate be noted.
(2) That the following projects highlighted for attention in 2012/2013 to further improve service reliability, customer satisfaction and enhance the environmental quality of Wirral, be endorsed -

- Street Cleansing: Improving Environmental Quality with Particular Focus on Reducing Levels of Dog Fouling.
- Contamination of Collected Co-mingled Recycling - Risk Reduction
- Increasing Recycling (to Support the Council Notice of Motion passed on 12 December 2011 (minute 90 refers).
- Contract Review and Associated Benefits Realisation.
(3) That the Director of Technical Services be requested to report to the next meeting of the Committee with any proposed service changes that arise as a result of the conclusion of the Price Waterhouse Cooper contract review so that the strategic implications may be scrutinised before they are presented to Cabinet in April 2012.
(4) That the Committee notes that based upon the details contained within his report, the Director of Technical Services intends to recommend to the Cabinet that there are no current concerns over the Environmental Streetscene Services Contract with regards to the quality of service
delivery that should prevent the continuation of this contract with Biffa beyond the 2013 break clause, should Cabinet wish to consider a future savings package presented by Biffa in return for securing the contract until 2020.
(5) That the thanks of the Committee be accorded to those Council officers and members of the Biffa Management Team for the improved levels of performance of the Environmental Streetscene Services Contract in 2011/2012.

64

## REVIEW OF EMERGENCY RESPONSE TO THE GAS SUPPLY DISRUPTION AFFECTING LEASOWE/MORETON IN NOVEMBER 2011

The Director of Technical Services reported that at its meeting held on 24 November 2011, the Cabinet (minute 195 refers) had requested that a review be undertaken into the recent major gas disruption that affected some 5000 homes in the Leasowe and Moreton areas during November 2011, after a water main fractured at the junction of Danger Lane and Hoylake Road causing water to pour into the gas supply network.

Representatives from National Grid and from United Utilities provided a short brief for Members from each organisations perspective. They outlined the cause of the problem and provided details of the work undertaken to ensure that the gas supply was restored in a safe manner. The Director commented also that although electric heaters were distributed freely to all affected properties, their use had created a local 'spike' in electricity use, which resulted in an electrical power disruption from a blown cable. However, National grid contacted Scottish Power, who deployed a team to repair the fault immediately.

The Director commented that almost all properties had gas supplies restored within 7 to 10 days and nearly all properties were entitled to emergency payments as a result of the disruption to their gas supply. He outlined the Council's response to the incident and indicated that although the gas disruption was clearly not a Council responsibility, the general health and wellbeing of our communities and residents was. Council officers assisted National Grid in response to their requests including accommodation, press officer liaison, parking facilities, etc. National Grid had also made a request for assistance in supplying food to their engineers and had expressed gratitude to staff at the Leasowe Community Centre, who had provided catering to National Grid staff at their café.

The Director commented that although the response to the incident went well, there were a number of lessons to be learnt from it including the need for a clear role for established community groups and community representatives to assist in the humanitarian aspects of response to similar types of incidents. He also proposed that a guidance document and training should be provided to all community groups so that they would be aware of how an incident was likely to be responded to and to understand all agencies' roles and capabilities. The Director referred also to the excellent response from local and regional media and commented specifically on the service provided by 7 Waves Local Radio who had kept residents up to dates with events.

He had also suggested that National Grid should review their emergency compensation scheme, so as to ensure that the most vulnerable received financial compensation as soon as was practicable to allay any financial worries. This was especially important when it came to feeding and heating and he referred to anecdotal information received during the review, which indicated that some of the more elderly residents affected by the gas disruption were worried to put their electric heaters on as they would not be able to afford the future fuel bills.

## Resolved -

(1) That the report be noted and the thanks of the Committee be accorded to all who assisted both in the response to the incident and in the post incident review.
(2) That an Emergency Planning Information leaflet be prepared for all community centres and groups.

CORPORATE GOAL PROGRESS REPORT - "MINIMISING WASTE BY ENCOURAGING WASTE REDUCTION AND RECYCLING"

The Director of Technical Services provided an update on the Technical Services Delivery Plan (TS1) that supported the Corporate Goal to "Minimise waste by encouraging waste reduction and recycling". His report covered two key areas of activity revolving around -

- Educating and raising awareness to reduce the amount of household waste being sent to landfill and improving recycling rates; and
- Maintaining high levels of participation in the kerbside recycling scheme through the delivery of a reliable waste collection service.

He referred also to a motion agreed by the Council (minute 90 (12 December 2011) refers) in relation to 'Increasing Recycling' and commented that although a full response to it would be presented to the March meeting of the Committee, some elements of it were included in his report.

He provided details of performance over the last seven years, which showed steady improvement since 2005/2006 and he referred to the strategic approach for the next eight years. He highlighted the significant progress on Recycling and Waste Reduction and Prevention Initiatives and proposed a number of future projects for Members' consideration.

## Resolved -

(1) That the progress of the 2011/2012 TS1 Delivery Plan; be noted and the thanks of the Committee be accorded to the officers for the excellent work undertaken.
(2) That the inclusion of the following projects in the draft 2012/2013 TS1 Delivery Plan be endorsed -

- Fly Tipping of Household Waste in Alleyways
- Small Electrical and Electronic Equipment (WEEE) Recycling
- Bring Site Review
- Kerbside Waste Electronic and Electrical Equipment (WEEE)
- Improving Recycling through Incentive Schemes
- Government Funding to Increase Collection Frequency of Residual Waste
- Christmas Tree Recycling
- Door Knocking to Promote the Love Food Hate Waste Campaign
- Food Waste Digester Project (Floral Pavilion)
- Commercial Waste Recycling


## 66 <br> CORPORATE GOAL PROGRESS REPORT - "HAVE HIGH STANDARDS OF ENVIRONMENTAL QUALITY ACROSS WIRRAL"

The Director of Technical Services reported upon the current position of the Technical Services Delivery Plan (TS2), which supported the 2011/2012 corporate goal, "To have High Standards of Environmental Quality Across Wirral". The Plan aimed to achieve a number of objectives in order to support the delivery of the Council's Corporate Plan and the Director highlighted a number of new initiatives that had been included within it. He commented upon progress during 2011/2012 and indicated that every action within the Delivery Plan had a target status of Green, which confirmed that the project was continuing as targeted.

He set out also a number of initiatives for Members consideration for inclusion in the TS2 plan for 2012/2013, including -

- Reducing Levels of Dog Fouling Present in Wirral
- Reducing the Number of Tyres Fly-Tipped Across Wirral
- Environmental Improvements to Wirral's Off Road Cycle Paths
- Expansion of Wirral's Graffiti Steering Group

Although Members endorsed the initiatives proposed for inclusion in the Plan for 2012/2013, the Chair referred specifically to the problem of dog fouling on Wirral's beaches and in other areas used by families for recreational purposes and suggested that this could form part of the Committee's work programme in the forthcoming municipal year. The Director suggested that the work stream could be expanded to parks and beaches and proposed to investigate and report to a future meeting upon issues around policies adopted by some Welsh authorities to have seasonal bans on dogs on some beaches. In response to further concerns expressed by Members to the problems associated with leaf fall and a lack of clarity as to areas of responsibility, the Director indicated that the matter was being investigated and discussions with Wirral Partnership Homes were ongoing.

## Resolved -

(1) That the report be noted and the progress made in delivering TS2- 'Have high standards of environmental quality across Wirral' Plan for 2011/2012, be endorsed.
(2) That the projects highlighted for inclusion in the TS2 plan for 2012/2013, be endorsed.

WIRRAL CLIMATE CHANGE GROUP ANNUAL REPORT
The Director of Law, HR and Asset Management provided an update on the work of the Wirral Climate Change Group during 2011; and sought endorsement of the development of a replacement Wirral Climate Change Strategy.

He commented that the Council's early commitment to action on climate change, which resulted in the adoption of a climate change strategy in 2007, had heralded more concerted, co-ordinated action on carbon reduction and energy efficiency. This was now reflected as a corporate priority to reduce the Council's carbon footprint and it had also led to some initial work on local adaptation to expected changes in the climate. However, the Council could not respond adequately to the climate agenda alone and the Wirral Climate Change Group had been developed into a local partnership with representation from various organisations from different sectors. The group maintained a rolling Wirral-wide carbon reduction programme which details the actions of partner organisations. It met on a regular basis and progress had been reported through this Committee and through the Local Strategic Partnership (LSP).

The Director reported that the Climate Change Strategy from 2007 was now due to be updated. Many of the actions associated with it had now been implemented and the agenda had moved forward and the context changed. Therefore, the Wirral Climate Change Group proposed to initiate a consultation process leading to the development of a new replacement strategy. Although its production was not a statutory obligation, he indicated that since the adoption of Wirral's first strategy, a variety of legal changes and policy instruments had been introduced by government to drive climate-related actions which did demand action. The strategy was therefore envisaged to act in part as a co-ordinating framework for such action.

## Resolved -

(1) That the activity of the Wirral Climate Change Group from 2011 and the actions of partner organisations contained in the Wirral-wide Carbon Reduction Programme be noted.
(2) That the partnership's proposed work to develop a replacement climate change strategy for Wirral be endorsed.

The Deputy Chief Executive/Director of Finance presented a Strategy for Libraries in Wirral, "Wirral Libraries - A New Chapter", which had been formulated to provide a base for the many changes and key challenges the Library Service was facing both locally and nationally. The document would be subject to regular review and he commented that, given the Libraries integration with the One Stop Shops, the Strategy had been developed taking account of the Council's Customer Access Strategy. He commented that the Library Service played a key role in supporting a number of key objectives outlined in the Corporate Plan and the Strategy addressed the vision for the service to ensure that it was modern, accessible and responsive to user needs. The Director referred to ongoing consultation and commented that if the

Authority did not have a Strategy, then it was likely that while day to day business could continue, the medium to long term development would not occur in a planned and efficient way.

The Chair sought clarification as to what consultation had been undertaken as he was aware that the proposals had not been considered by all libraries or user groups. Members expressed a view that the proposed changes to opening times would not benefit those key user groups without access to the four main libraries at Birkenhead, Wallasey, Bebington and West Kirby. However, Members commented also that extensive consultation had taken place, and was ongoing, and the Strategy had also been informed by current library usage.

On a motion by Councillor Hale and seconded by Councillor McCubbin, it was -
Resolved (6:5 carried on the Chair's casting vote) - That consideration of the Libraries Strategy be deferred until the completion of the consultation process and the views of all libraries and user groups have been taken into account.

DECISION TAKEN UNDER DELEGATED POWERS - TENDER ACCEPTANCE
FOR HIGHWAYS ASSET AND CONDITION SURVEYS FRAMEWORK
The Director of Technical Services reported upon the acceptance of a tender under delegated authority with respect to the procurement process for the provision of Highways Asset and Condition Surveys Framework. He reported that the procurement exercise was undertaken by Cheshire West and Chester Council in conjunction with Cheshire East Council and was open to all unitary authorities in the North West, including all five Merseyside authorities, Halton Borough Council and Shropshire County Council.

He outlined the detail of the contract and commented that annual condition surveys of the Council's highways network were necessary to verify and validate the overall condition and deterioration of the network to produce annual performance indicators in accordance with national best practice, and to assist in prioritising programmes of maintenance. In response to a request, the Director proposed to provide the figures associated with the bids direct to Members.

## Resolved - That the report be noted.

DECISIONS TAKEN UNDER DELEGATED POWERS - DIRECTOR OF TECHNICAL SERVICES

The Director of Technical Services reported, in accordance with the Approved Scheme of Delegation, upon the appointment of contractors under delegated powers for the Supply, Installation and Maintenance of Electronic Variable Message Signs; the Supply of Catering for the Floral Pavilion Theatre and Conference Centre; and Bromborough Station Footbridge Parapet Replacement. Each of the procurement exercises were undertaken by the Council's Corporate Procurement Unit using the electronic tendering process called The Chest and in all cases the lowest/most economically advantageous tender was accepted.

Resolved - That the report be noted.

Page 8

## DECISIONS TAKEN UNDER DELEGATED POWERS - DIRECTOR OF LAW, HR AND ASSET MANAGEMENT

The Director of Law, HR and Asset Management reported, in accordance with the Approved Scheme of Delegation, of his use of delegated authority with respect to the appointment of Contractors pursuant to Contract Procedure Rule 14.1. Since the last meeting of the Committee, tenders had been accepted for works to Grosvenor Ballroom; Hoylake Community Centre and Sanderling Unit; and Woodchurch Leisure Centre.

Resolved - That the report be noted.

## FORWARD PLAN

The Director of Law, HR and Asset Management reported that the Forward Plan for the period February to May 2012 had been published on the Council's intranet/website. Members had been invited to review the Plan prior to the meeting in order for the Sustainable Communities Overview and Scrutiny Committee to consider, having regard to its work programme, whether scrutiny should take place of any items contained within the Plan and, if so, how it could be done within relevant timescales and resources.

Resolved - That the Forward Plan be noted.
REVIEW OF SCRUTINY WORK PROGRAMME

The Committee received an update in relation to its work programme and were asked to consider whether any additional topics should be added to it for consideration at the 28 March 2012 meeting.

Resolved - That the Work Programme be varied and the following reports be presented for consideration at the 28 March 2012 meeting -

## Director of Technical Services

- Corporate Goal Annual Progress Report - 'Provide and Maintain High Quality Parks and Open Spaces in Partnership with Local Communities'
- Corporate Goal Annual Progress Report - 'Provide High Quality, Value for Money Leisure and Cultural Facilities for Wirral Residents'
- PACSPE Internal/External Bid Comparison

Director of Law, HR and Asset Management

- Wirral Climate Change Group Annual Report
- Review of Underage Sales Prevention and Enforcement


## Deputy Chief Executive/Director of Finance

- Libraries Strategy - Update on Outcome of Consultation

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## Agenda Item 3

WIRRAL COUNCIL
SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE - $\mathbf{2 8}^{\text {TH }}$ MARCH 2012

| SUBJECT: | CORPORATE GOAL PROGRESS REPORT - <br> "PROVIDE AND MAINTAIN HIGH QUALITY <br> PARKS \& OPEN SPACES IN PARTNERSHIP <br> WITH LOCAL COMMUNITIES" |
| :--- | :--- |
| WARD/S AFFECTED: | ALL |
| REPORT OF: | DIRECTOR OF TECHNICAL SERVICES |
| RESPONSIBLE PORTFOLIO <br> HOLDER: | CLLR LOURISM AND LEISURE <br> TESLEY RENNIE, CULTURE |
| KEY DECISION? | NO |

### 1.0 EXECUTIVE SUMMARY

1.1 The purpose of this report is to provide Members with an update on progress in delivering the Parks Modernisation Project that supports the delivery of the Corporate Goal "Provide and maintain high quality parks \& open spaces in partnership with local communities".

### 2.0 BACKGROUND AND KEY ISSUES

2.1 The Parks \& Countryside Service Modernisation Project is a complex multidisciplinary project with the purpose of establishing a modern, cost effective and efficient service comparable to that offered by the private sector by Spring 2013.
2.2 An Outline Delivery Plan was endorsed by Cabinet at their meeting on 24 November 2011 (Minute 205 refers) and has been set out under four key workstreams all reporting to a Project Board:
> Policy, Processes and Performance
> Human Resources
$>$ Assets
> Communication and Engagement
In addition there was an urgent short-term project to integrate the Highways Grounds Maintenance Service into the Council for $1^{\text {st }}$ February 2012 on the expiry of the existing external contract.
2.3 This report provides a progress update on the modernisation of the service and achievement of the Delivery Plan endorsed by Cabinet.

### 3.0 PARKS MODERNISATION PROJECT PROGRESS UPDATE

### 3.1 Highways Integration Project

Following the decision by Cabinet not to award an external contract for the delivery of Parks \& Countryside Services, an urgent priority has been to integrate the Highways Grounds Maintenance Service previously delivered by Continental Landscapes Limited into the Council for the expiry of the existing contract on $31^{\text {st }}$ January 2012.

The Highways Integration Project was established with the purpose of ensuring the smooth integration of the Highways Grounds Maintenance Service back into the Council by this date and focused on three main strands:
> Human Resources - to ensure the successful TUPE transfer of Continental Landscapes Limited employees into Council employment
$>$ Depot Arrangements - to ensure appropriate interim depot arrangements were in place to efficiently and effectively deliver the service in advance of the major Parks \& Countryside Service depot review being undertaken later this year
> Equipment and Vehicles - to ensure the necessary equipment and vehicles were in place to efficiently and effectively deliver the service via the best value solution available to the Council bearing in mind the short timescale for service mobilisation

Cabinet was provided with an update on the integration of the Highways Grounds Maintenance Service into the Council on $12^{\text {th }}$ January 2012 and this included gaining approval to use $£ 500,000$ of the existing Capital Programme for Cultural Services assets to purchase the necessary equipment and vehicles to deliver the service (Minute 261 refers).

This equipment and vehicles have now been purchased and the majority is now in place being used for service delivery. This has included $£ 54,500$ spent on purchasing second-hand equipment from Continental Landscapes Limited as reported to Cabinet on $15^{\text {th }}$ March 2012 under Contract Procedure Rule 21 'Exceptions to Procurement Procedure'.

As reported to Cabinet on $12^{\text {th }}$ January 2012 an options appraisal exercise was undertaken to establish an interim depot arrangement and the service is now being delivered out of Reeds Lane depot in Moreton, the same depot as previously used by Continental Landscapes Limited, following the Delegated Decision by the Cabinet Member for Corporate Resources to enter into a twelve month lease.

In relation to staffing the 23 permanent employees who worked for Continental Landscapes Limited to which TUPE Regulations applied all successfully transferred into Council employment for the $1^{\text {st }}$ February 2012 service commencement date. These employees have all been through the usual training and induction processes
and are working a flexible 'annualised hours' approach as part of their Council Terms and Conditions of employment.

### 3.2 Policy Processes and Performance Workstream

A Project Initiation Document (PID) and Risk Register have been produced for this Workstream and will be updated on a regular basis.

The 'Create Excellent Business Processes' strand is progressing well and business analysis is currently being undertaken to identify and establish current business processes within all Services Areas under Parks and Countryside including all grounds maintenance functions, playground facilities, sports, crematorium and cemeteries, ranger service, nature conservation and biodiversity. Findings, and potential recommendations, will be presented to working groups of stakeholders with a final report in April 2012 to the Parks Project Board.

ICT processes are being examined and recommendations will be presented in a report to the Parks Project Board.

An initial meeting to scope the 10 year Strategic Plan and Policy Framework has occurred but progress has been delayed whilst the existing business processes are mapped and staff, Union and Friends representatives are aligned to this important strand of work. It is anticipated the Strategic Plan will take at least an additional 9 months with a completion date of December 2013.

An exercise is underway to identify current budgets and realign them to the new modernised service in order to assess performance and value for money.

Resource have been assigned to develop a strategy in relation to benefits realisation, the performance management framework and establishing value for money for the new Parks and Countryside Service.

### 3.3 Human Resources Workstream

A draft management structure for the service has been prepared for consultation with trade unions and staff and implementation planned for May/June 2012.

Regular meetings have been held with Trade Union representatives on new working practices including annualised hours, cover for Friday afternoons and flexible working across locations. Staff consultation is being carried out and it is planned to implement the proposals as a pilot from April this year.

Work has started on a Training and Development plan with a skills gap analysis to be completed by June this year.

### 3.4 Assets Workstream

A review has been completed of existing plant and equipment and a programme of replacement drawn up for consideration by Cabinet. Much of the plant and equipment is out of date and in poor condition. Urgent replacement is required for equipment to ensure compliance with requirements for Hand, Arm Vibration
regulations. Other equipment is now requiring high levels of maintenance and is beyond economic repair. The total estimated value of replacement is in the region of £2.5m.

A separate assessment is being undertaken of vehicle requirements and a review of depot requirements has started with a condition survey. A needs assessment is now being carried out which will be completed in May/June and which will have a further capital requirement.

The first working group has been set up for the "Develop and Implement Tree Management Plan" workstream. Work is in progress reviewing the existing tree management procedures and assessing the National Tree Safety Group's new guidance on Trees and Public Safety in the UK December 2011 and advice is being sort from best practice authorities.

### 3.5 Communication and Engagement Workstream

A Parks and Countryside Communication and Engagement Plan has been developed which covers engagement and communication with the following:

- Service users

As it is important that we understand who is actually using our parks and what they want from the service. We have done some desk research using feedback that we already have from regular park users and other recent consultations that have taken place and designed a survey to help develop a long term plan for the Parks and Countryside service. We asked staff, local residents and visitors to tell us what they like about them and if they could change anything what would it be. The survey was available on line and paper copies, postcards and posters were available in Parks, One Stop Shop, Libraries, Childrens Centres and Leisure Centres. The consultation took place from $25^{\text {th }}$ January until $12^{\text {th }}$ March and approximately 1000 responses have been received, the findings will be compiled into a report and will be used to inform the 10-year plan for Wirral's parks, beaches and open spaces. We will be repeating this during the Summer Months. In addition we will be consulting with other equality groups.

- Employees

There have been regular meetings with Trade Union representatives to discuss working practices and the implementation of the Parks and Countryside improvement programme. All staff were invited to participate in working groups established to discuss specific areas of improvement.

- Media and other stake holders Information has been shared with Parks Steering Group and further consultations meetings will be arranged with stakeholders. The February round of Area Forums included promotion of the survey.


### 4.0 DELIVERY PLAN PROGRESS

4.1 Progress against the Delivery Plan approved by the Cabinet in November 2011 is set out in the Appendix to this report.
4.2 Each of the tasks in the Plan has been assigned a 'RAG' status as follows:

- GREEN - Task on target for completion within project timescale
- AMBER - Some non-critical milestones have slipped but Task still on target for completion within project timescale
- RED - Critical milestones have slipped and Task will no longer be completed within project timescale

In the Plan there are 35 Tasks as follows: 5 Complete, 21 Green, 8 Amber and 1 Red.
4.3 Overall, good progress is being made in the delivery of the Plan at this stage, however there are a number of Amber Tasks where resource pressures have been identified and mitigating management action is being taken. There is one Task classed as Red relating to the development of a new Ten Year Strategic Plan as this work is being reprogrammed for completion after the conclusion of the Modernisation Project in Spring 2013.

### 5.0 RELEVANT RISKS

5.1 A register of key risks and mitigating actions under each Workstream has been developed and will be monitored at future Project Board meetings.

### 6.0 OTHER OPTIONS CONSIDERED

6.1 At a strategic level the alternative option to the Council modernising and delivering the Parks \& Countryside Service directly (in house) would have been to outsource the Service as suggested by the Parks \& Countryside Service Procurement Exercise (PACSPE). Cabinet considered a detailed report before making their decision to not award an external contract and keep the service 'in house' on $3^{\text {rd }}$ November 2011.

### 7.0 CONSULTATION

7.1 Consultation and Engagement is one of the four key Workstreams and is covered in detail under section 3.5 of this report.

### 8.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

8.1 An important objective of the Modernised Service will be to facilitate the development of relationships with the community and voluntary sector.

### 9.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

### 9.1 Financial Implications

9.1.1 It is proposed that the Policy, Processes and Performance Workstream will carry out a review of Parks \& Countryside Services budgets and realign them to the new service/ performance monitoring areas under the new Modernised Service.

### 9.2 Human Resource Implications

9.2.1 A progress update summarising the HR implications of the project is described in section 3.3 of this report.

### 9.3 Asset Implications

9.3.1 A progress update summarising the Asset implications of the project is described in section 3.4 of this report.

### 10.0 LEGAL IMPLICATIONS

10.1 Legal Services are a key discipline represented on the Project Board.

### 11.0 EQUALITIES IMPLICATIONS

11.1 An Equality Impact Assessment is being undertaken for the Parks Modernisation project and will be reported to Cabinet in April 2012.

### 12.0 CARBON REDUCTION IMPLICATIONS

12.1 Environmental Sustainability is an important objective for the Modernised Service.
13.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS
13.1 Community safety in parks is an important objective for the Modernised Service.

### 14.0 RECOMMENDATION/S

14.1 Members are requested to note the progress of the Parks Modernisation Project outlined in this report.

### 15.0 REASON/S FOR RECOMMENDATION/S

15.1 The purpose of this report to keep Members appraised of the progress of this important corporate project to modernise the Parks \& Countryside Service.

## REPORT AUTHOR: Mark Smith

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## APPENDICES

Parks Modernisation Project Delivery Plan.

## REFERENCE MATERIAL

None.

SUBJECT HISTORY (last 3 years)

| Council Meeting | Date |
| :---: | :---: |
| Cabinet - PACSPE Contract Award | 22 September 2011 |
| Sustainable Communities O\&S Committee PACSPE Contract Award Call in | 20 October 2011 |
| Cabinet - PACSPE Contract Award (following Call in) | 3 November 2011 |
| Cabinet - Parks \& Countryside Services <br> Modernisation Project - Integration of Highway <br> Services and Outline Delivery Plan | 24 November 2011 |
| Cabinet - Parks \& Countryside Services Modernisation Project - Update | 12 January 2012 |
| Cabinet - Parks \& Countryside Services Modernisation Project - Purchase of Second-hand Vehicles and Equipment | 15 March 2012 |

PARKS \& COUNTRYSIDE SERVICES MODERNISATION PROJECT - DELIVERY PLAN (DECEMBER 2011 TO MARCH 2013)

## A. POLICY, PROCESSES AND PERFORMANCE WORKSTREAM

| Key Outcome | Task | Duration | Progress | RAG Status |
| :---: | :---: | :---: | :---: | :---: |
| Create Excellent Business Processes | - Establish existing 'as is' business processes | Dec 11 - April 12 | Progressing well in all service areas - on target for completion by end of April | G |
|  | - Review and redesign business processes | Jan 12 - June 12 | Work in progress but may run into July/August | A |
|  | - Procure necessary ICT | Jun 12 - Dec 12 | In future | G |
|  | - Provide necessary training and development | Nov 12 - Feb 13 | In future | G |
|  | - Implement 'to be' business processes | Nov 12 - Feb 13 | In future | G |
| Establish Ten Year Strategic Plan and Policy Framework | - Review existing policies | Dec 11 - Mar 12 | Work is in progress but delayed due to loss of staff resource | A |
|  | - Develop new Ten Year Strategic Plan and Policy Framework | Jan 12 - June 12 | Work is being reprogrammed for completion by end December 13 and additional resource support required | R |
|  | - Implement Annual Business Plan | Feb 13 onwards | In future | G |


| Establish New <br> Performance Standards <br> and Monitoring Regime | Baseline existing performance <br> standards | Dec 11-June 12 | Identification of service KPIs in <br> progress. Work may run into <br> July/August | A |
| :--- | :--- | :--- | :--- | :---: |
|  | - Establish Partnership <br> Performance Advisory Board <br> (PPAB) | Jun 12 - July 12 | In future | G |
|  | - Agree and implement new <br> performance standards (KPIs, <br> CPIs) | July 12 - Nov 12 | In future | G |
|  | Review and realign budgets to <br> service/ performance areas | Apr 12 - Nov 12 | Work in progress | G |

B. HUMAN RESOURCES WORKSTREAM

| Key Outcome | Task | Duration | Progress | RAG Status |
| :---: | :---: | :---: | :---: | :---: |
| Establish New Management Structure | - Review and redesign management structure | Dec 11 - Feb 12 | Review/redesign exercise now complete and draft out to consultation | Complete |
|  | - Agree and implement revised management structure | Jan 12 - Jun 12 | Draft out to consultation | G |
| Establish New Operational Structure | - Review existing operational structure including Terms and Conditions | Dec 11 - Jun 12 | Work in progress | G |
|  | - Agree and implement revised operational structure | Jun 12 - Nov 12 | In future | G |
| Develop and Implement Training \& Development Plan | - Undertake Skills Gap Analysis | Dec 11 - Jun 12 | Not yet commenced. Work may run into July/August. Additional resource support required | A |
|  | - Develop Training and Development Plan including Competency Framework | Apr 12 - Oct 12 | In future | G |
|  | - Implement Training and Development Plan | Nov 12 - Feb 13 | In future | G |

## C. ASSETS WORKSTREAM

| Key Outcome | Task | Duration | Progress | RAG Status |
| :---: | :---: | :---: | :---: | :---: |
| Develop and Implement Plan \& Equipment Plan | - Review existing Plant and Equipment | Dec 11 - Feb 12 | - | Complete |
|  | - Identify Plant and Equipment requirements | Dec 11 - May 12 | - | Complete |
|  | - Develop and agree funding and procurement strategy | May 12 - Jun 12 | In progress report to Cabinet in April | G |
|  | - Implement Plant and Equipment Plan | June 12 - Dec 12 | In future | G |
| Develop and Implement Buildings and Depots Plan | - Review existing Buildings and Depots | Dec 11 - Feb 12 | Work is in progress but delayed | A |
|  | - Identify Building and Depot requirements | Dec 12 - May 12 | Work programme delayed | A |
|  | - Develop and agree investment strategy | May 12 - Jun 12 | Work programme delayed | A |
|  | - Implement Buildings and Depots Plan | Jun 12 - Dec 12 | In future | G |
| Develop and Implement Tree Management Plan | - Review and develop tree management procedures | Jan 12 - Jun 12 | Work in progress | G |
|  | - Agree and implement new Tree Management Plan | Jun 12 - Feb 13 | In future | G |

## D. COMMUNICATIONS AND ENGAGEMENT WORKSTREAM

| Key Outcome | Task | Duration | Progress | RAG Status |
| :---: | :---: | :---: | :---: | :---: |
| Develop and Implement Communications \& Engagement Plan | - Develop and implement Communications and Engagement Plan | Dec 11 - Feb 13 | Plan developed and due for sign-off by Project Board. Some consultation actions completed | A |
| Develop and Implement Regular Public Surveys | - Develop and agree new survey format | Dec 11 - Jan 12 | - | Complete |
|  | - Implement new Public Surveys | Jan 12 - Jun 12 | - | Complete |
| Develop and Implement Branding and Marketing Plan | - Develop and agree Branding Guidelines | Jan 12 - Jun 12 | In progress | G |
|  | - Develop and agree Marketing Strategy | Jan 12 - Jun 12 | Outstanding | G |
|  | - Implement Branding and Marketing Plan | Nov 12 - Feb 13 | In future | G |

## WIRRAL COUNCIL

SUSTAINABLE COMMUNITIES OVERVIEW \& SCRUTINY COMMITTEE
28 MARCH 2012

| SUBJECT: | PROVIDE \& MAINTAIN HIGH QUALITY <br> VALUE FOR MONEY LEISURE \& CULTURE |
| :--- | :--- |
| FACILITIES FOR WIRRAL RESIDENTS - |  |
| UPDATE REPORT |  |$|$| WARD/S AFFECTED: | ALL |
| :--- | :--- |
| REPORT OF: | DIRECTOR OF TECHNICAL SERVICES |
| RESPONSIBLE PORTFOLIO | COUNCILLOR LESLEY RENNIE |
| HOLDER: | CULTURE, TOURISM AND LEISURE |
| KEY DECISION? | NO |

### 1.0 EXECUTIVE SUMMARY

1.1 This report updates Members on the current position of the Technical Services Delivery Plan that supports the Corporate Goal: 'Provide and maintain high quality, value for money leisure and cultural facilities for Wirral Residents' for which the key activity within the Departmental Plan is to 'Promote the Council's leisure facilities to encourage greater take-up of services'.

### 2.0 BACKGROUND AND KEY ISSUES

2.1 In 2009 Cabinet approved a general marketing plan which included specific support for the promotion of the Council's Leisure centres. A marketing specialist from the Corporate Marketing Team was assigned to work full time on the development and implementation of a 'Sport and Recreation' Marketing Strategy.

The final strategy included projects and developments in four key areas;-

- The promotion and development of the Invigor8 product.
- The promotion of a targeted piece of work in partnership with the Amateur Swimming Association (ASA) to increase adult participation.
- Building on the euphoria generated by the London 2012 Olympic Games.
- Promotion and development of Community Sports initiatives.
2.2 Promotion and development of the Invigor8 product

The Invigor8 product was launched in 2005 with the aim of increasing adult participation by offering a package of facilities that customers could use for a one off monthly fee. This included swimming, use of the fitness suite, squash courts and all sports courses were just some of the facilities available to customers during public opening hours. There are presently seven and a half thousand members realising about $£ 150,000$ per month to the Council and even in times of recession, this figure is growing. Planned fitness suite refurbishments at West Kirby Concourse and the Oval Leisure Centre and equipment renewals at Europa Pools, Leasowe Leisure and West

Kirby Centres should ensure that this figure continues to grow. An investment of $£ 320,000$ has now been made in renewing fitness equipment which is funded from the improved income levels and obviously will further enhance the "offer" to Wirral residents.
2.3 Promotion of adult participation in partnership with the ASA

In 2010 we were approached by the ASA to work in partnership with them on a targeted piece of promotional work, with the aim of increasing opportunities for customers to participate in a wide range of aquatic activities. The promotion plan was based on the market segmentation data in and around Leisure Centres (information on the age, gender, status of people in an area, plus assumptions on the likelihood to participate or otherwise in swimming activities) and involved reviewing swimming pool opening times, the promotion of specific aqua classes, promotion of the 60 plus swimming awareness campaign and promotion of the 'Big Splash' project.
2.4 Building on the euphoria of the London 2012 Olympic Games

With the upcoming arrival of the London 2012 Olympic Games, Sport and Recreation are looking to build on euphoria of the Games and engage with current and potentially new customers, by offering a full range of sports and physical activity programmes, these include:-

- Countdown activities - promotion of those events, games and organised activities linked to the Games in the weeks leading up to start of the Games.
- The Olympic Torch Relay in Birkenhead Park - the Torch will be coming to the Wirral on $1^{\text {st }}$ June 2012 and will be working its way from the Wallasey Tunnel, to Birkenhead Park and then through Birkenhead to the Woodside Ferry Terminal. There will be a host of targeted activity organised by Schools and the Community within the Park celebrating everything that good about inter school competition and links to community clubs and organisations.
- Leisure Centre Legacy Exercise - targeted sports courses and Clubs within Leisure Centres to promote our own programmes and activities at the time of the Games.


### 2.5 Sports Development / Community Development

The Sport Development Unit delivers a number of projects that encourages individuals and community groups to take up sport and benefit from all sport has to offer, including healthier lifestyles, safer communities, improved opportunities for employment and community cohesion.

With external funding, the Unit works with targeted and vulnerable groups of all ages particularly in areas of deprivation (although not exclusively) to develop and deliver a range of activities from women's only cycling groups, to running, boxercise, Zumba classes and football. Activities are delivered in both leisure centres and community settings
2.6 Sport England commissioned MORI to conduct a nation wide biannual survey, to measure the number of adults participating in at least $3 \times 30$ minutes of physical
activity every week. This was in part to contribute to the Governments aim of increasing adult participation by $1 \%$ year on year. This in turn was in response to London being awarded the London 2012 Olympic Games back in 2005 and Lord Coe's promise to inspire more young people to play more sport.

In 2005/6 Wirral's NI8 survey results indicated that 19.5\% of the adult population were taking part in at least $3 \times 30$ minutes of physical activity per week. In 2009/11 the percentage was $25.5 \%$, an increase of $6 \%$ in 5 years with Wirral being one of the very few Local Authorities achieving the Governments target and in terms of overall NI8 performance, being in the top $10 \%$ of Local Authorities in the country.

### 2.7 Access to Leisure Centres for Vulnerable Groups

A report was considered by the Scrutiny Committee in September 2011 on the provision made to increase access to Leisure Centres by vulnerable groups. This includes the Wirral Passport scheme and Lifestyles Health Referral Scheme and a targeted physical activity programme funded by the PCT. A more detailed update will be provided in June including recommendations for improvements to the Passport Scheme.

### 3.0 RELEVANT RISKS

3.1 Lack of investments in the fabric and equipment provided in Leisure Centres could result in a reduction in income.

### 4.0 OTHER OPTIONS CONSIDERED

4.1 No other options were considered in the preparation of this report.

### 5.0 CONSULTATION

5.1 During 2011/ 2012 two specific customer consultations were undertaken to find out what was working well and what was not, both in terms of the provision of activities on offer at our leisure centres and the opinions of our users/ members.

Overall feedback was rated, across the board, as predominantly Excellent/ Good. Highlights include:

- $79 \%$ said that the choice of classes/activities was 'average' or better (58\% 'good' or 'very good')
- $78 \%$ rated the availability of information average or better
5.2 In summing up and in terms of majority opinion, the reoccurring theme in terms of comments related to leisure centre staff with over 88\% of respondents stating helpfulness and friendliness of staff was an influencing factor to repeat visits.
5.3 A second, more subject specific, consultation was carried out in August/ September. This was based on the recreational habits of our centre users with the aim being to find out preferred swim/ fitness suite times and their motivations.
5.4 With centre usage in mind, almost $75 \%$ of respondents identified swimming as the most common activity undertaken. Of this audience over half use the pool more than once a month. ( $22 \%$ more than once a week).
5.5 With fitness suite usage in mind, $39 \%$ used the facility at least once a month. Of this audience both early mornings and late evenings is the preferred time of day for participation.
5.6 The conclusion was that the fitness suites would be well used if it opened from 7.00 9.00am and that swimming pools would be well used if it opened from 7.00-9.00am. This is supported by the fact that $49 \%$ of respondents said that the current opening hours stopped them from swimming more.
5.7 Only $10 \%$ of respondents said that cost was an issue that stopped them from swimming. This suggests that the pricing of swimming is acceptable for the vast majority of customers.


### 6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

6.1 Most sports clubs are run by volunteers and the Sports Development Team actively encourages their involvement and development.

### 7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

7.1 There are none arising directly from this report.

### 8.0 LEGAL IMPLICATIONS

8.1 There are none arising directly from this report.

### 9.0 EQUALITIES IMPLICATIONS

9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?
(b) No because there is no relevance to equality.

### 10.0 CARBON REDUCTION IMPLICATIONS

10.1 There are none arising directly from this report.

### 11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 There are none arising directly from this report.

### 12.0 RECOMMENDATION/S

12.1 Members are requested to note the progress in achieving the Corporate Goal outlined in this report.

### 13.0 REASON/S FOR RECOMMENDATION/S

13.1 The purpose of this report is to keep Members appraised of the progress in achieving this important Corporate Goal.

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## APPENDICES

None

## REFERENCE MATERIAL

None

## SUBJECT HISTORY (last 3 years)

| Council Meeting | Date |
| :--- | :--- |
| None |  |
|  |  |

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## Agenda Item 6

WIRRAL COUNCIL
SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE
28 MARCH 2012

| SUBJECT: | LIBRARIES STRATEGY |
| :--- | :--- |
| WARD/S AFFECTED | ALL |
| REPORT OF: | DIRECTOR OF FINANCE |
| RESPONSIBLE PORTFOLIO <br> HOLDER: | COUNCILLOR LESLEY RENNIE |
| KEY DECISION: | NO |

### 1.0 EXECUTIVE SUMMARY

1.1 This report sets out the broad responses from the recent Library Strategy "Wirral Libraries, A New Chapter" consultation and highlights how they will be taken into account in the strategy.

## 2. BACKGROUND ISSUES

2.1 Cabinet on 8 December 2011 (minute 219) agreed the draft Library Strategy. This Committee received the draft Library Strategy on 30 January 2012 (minute 68) and resolved to reconsider the strategy after completion of the consultation process and when the views of all libraries and user groups had been taken into account.
2.2. This report provides preliminary feedback on the recent library strategy consultation for Wirral Library Service.
2.3. The total number of surveys this preliminary review is based on is 1,465 of which 423 were paper surveys. The total number of surveys received continues to increase.
2.4. Feedback was received from road shows at each library as well as library Friends organisations, user groups, and reading groups. The general public were consulted from the outset. The process has been a valuable one and our communities have come forward and demonstrated that they value their library service but also appreciate that we need to operate within tighter financial constraints.
2.5. In designing and running the consultation process, officers and Members sought to listen to the thoughts, views and experiences of local people and organisations on the new strategy and proposed changes to opening hours.
2.6. The libraries strategy consultation ran from 26 January until 29 February 2012. The consultation was designed to canvas public and partner views on the library strategy. This was done via:

- Face to face discussion conducted by library staff in all Wirral libraries.
- Information at focus groups.
- Online questionnaire placed on the Council website.
- Promotion of the online survey through social media.
- Direct email contact with 1,900 recent customers of the library service who had provided their email addresses.
- In-house survey of customers in the newly merged sites (Eastham \& Heswall) to see what they thought of the new opening hours.
- February Area Forums
2.7. To assist this process:
- Hard copies of the consultation documents were made available at all libraries and many other areas within the local community to ensure that they were available to both library users and non-users. To assist Members a copy is attached as Appendix 1 of this report.
- All the individuals, groups and organisations on the corporate marketing database (over 4,800 e-mail addresses) were notified of the consultation.
- Media releases were sent to the local media.
- Friends and user group members were invited to a special strategy/opening hour consultation evening during which the library management team were on hand to answer any questions and discuss some of the issues facing the library service.


## KEY OUTCOMES OF THE CONSULTATION PROCESS

2.8. These are shown below based on the following preliminary numbers:

- 385 people engaged in the face to face library survey sessions.
- 30 people attended the library consultation evening.
- 1,465 consultation forms were completed and returned by 29 February 2012.
2.9 The detailed list of responses on the draft strategy indicates three broad areas of comment:
- Respondents are overwhelmingly supportive of the value of a written strategy for the library service.
- Respondents agreed that the strategy fits Wirral's needs.
- Respondents are in favour of the initiative to bring together library and One Stop Shop provision.
2.10 To assist Members a preliminary breakdown of responses for each question is shown at Appendix 2 based on those returns received by 29 February 2012.


## OPENING HOURS

2.11 The most significant response to the consultation in terms of public comment relates to proposed changes in opening hours although it must be made clear that responses varied from logation to 3 dication.
2.12 The main feature in the draft proposal to redistribute hours was a plan to extend the opening of all Wirral libraries to six days a week. To help facilitate this there would be an alteration of evening opening hours across community libraries so that they would close at 5 p.m. This was supported by the evening opening of the four central library sites at Bebington, Birkenhead, Wallasey and West Kirby. The proposal was based on analysis of declining evening usage patterns over the past four years and it would be more beneficial to provide a Wednesday daytime opening service.
2.13 It was proposed to offer a more strategic cost-effective approach to service delivery with 24/7 access to the library via the recently introduced and increasingly popular e-book service and four central libraries offering three late night opening times per week.
2.14 The libraries become significantly quieter in the evening and this trend is replicated in all areas of the borough with every library showing a significant drop in book borrowing and user count from 5 p.m. onwards.
2.15 From analysis of written responses on the consultation forms there is great strength of feeling as regards opening hour changes in general. More than half of the respondents agreed that only the four main libraries should maintain evening opening. There was a clear contradiction as a large number of written comments on the forms also called for the maintenance of locally driven late evening opening.
2.16 In addition, the majority of people disagreed with evening closure in the in-house library opening hour surveys and during the Friends Consultation Evening Event. People felt strongly that some of the non-central libraries should be open in the evenings or 'for at least one evening a week' although there was no clear consensus as to which ones.
2.17 The issue here is that more people have asked for Libraries to retain an evening opening than actually use them. The view is that respondents although not using the evening opening themselves felt it should be there for someone else to use.

## FUTURE OPTIONS

2.18 In order to address the issues a number of options present themselves for further consideration. These are:
(a) Library opening hours remain as now, with sites closed on Wednesday and retain evening opening.
(b) Continue with the proposed opening hours, opening on a Wednesday and restricting evening openings to the four main sites.
(c) Change the proposed core opening hours of the non-central libraries to a later opening and closing time (e.g. moving from 9-5 to 10-6).
(d) Review ability to offer more flexible opening hours for each Community Library to suit the needs of local people and reflect customer demand while retaining the core opening times at the four central libraries.
2.19 Each of these options has advantages and disadvantages and each will be carefully considered and a subsequent report to Cabinet will be submitted with a proposed route forward.
2.20 Particular emphasis will be given to explaining the issues that surround the more flexible opening hour option based on local need which was favoured by many respondents. This was also one of the main suggestions for libraries from the Department for Culture Media \& Sport (DCMS) Policy Statement 'The Modernisation Review of Public Libraries' (March 2010) and a number of other library authorities are known to be looking at this as it fits with the Government localism agenda by serving each community individually and reflecting the needs of those living, working and studying in the area. It would need to acknowledge resource limitations and this may require innovative ways in which to help with evening opening without increasing costs, such as supporting staff presence with volunteers.
2.21 This more individual option is very time consuming to manage operationally as well as the potential need to attract suitable and sufficient assistance to avoid offering an ad hoc, inefficient service which would be confusing for the public with no clear set of opening hours. It would require detailed analysis of need and demand in each particular site as well as the local communities' willingness to contribute to some degree to the delivery of their local library service in the evening.
2.22 This was a particularly popular option with library friends, user and reading groups who currently meet in their local community libraries after five o'clock. A major concern on evening closure developed because members of these groups felt that they would no longer be able to continue if the strategy proposal went ahead. If access to the library building could be facilitated another way, which it is suggested could be, then some of these objections will be answered.

## NEXT STEPS

2.23 The Strategy will be reviewed in the light of these consultation outcomes. As part of this I intend to highlight that opening hours will be reviewed in the light of consultation responses and suggestions and will look to produce a potential schedule of opening hours together with the resource implications and options. The Library and One Stop Shop Service will undertake further analysis to 'fine tune' the proposals to ensure that users' needs are met as closely as possible.

### 3.0 RELEVANT RISKS

3.1 If the Authority does not have a Libraries Strategy then it is likely that while day to day business can continue the medium to long term development will not occur in a planned and efficient way. This is especially so given the challenges facing libraries in technological and human resource terms as well as locally in the ongoing development of the community role and the linkage to One Stop Shops and Customer Services in general.

### 4.0 OTHER OPTIONS CONSIDERED

4.1 The other options detailed remain open for consideration.

### 5.0 CONSULTATION

5.1 Details of the consultation are given in this report.
6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS
6.1 There are none arising directly from the approval of this strategy but these groups will form part of ongoing development and review of the strategy.

### 7.0 RESOURCE IMPLICATIONS; FINANCIAL, IT, STAFFING \& ASSETS

7.1 Financial - The development of an increasingly efficient and responsive Library service and the linked development with One Stop Shops is being done within the financial constraints that the Council faces and offers potential savings in terms of buildings and staff by aligning these complementary services.
7.2 IT - There are none arising directly from this report.
7.3 Staffing - Any changes to service have a consequential impact on staffing.
7.4 Assets - Each Library development will assist Asset Management to maximise the effective use of facilities whilst not affecting service standards and offer an opportunity for savings with integrated flexible spaces that are modern and maximise usage.

### 8.0 LEGAL IMPLICATIONS

8.1 There are none arising directly from the approval of this strategy.

### 9.0 EQUALITY IMPLICATIONS

9.1 The Library Strategy seeks to offer access to quality local services for the benefit of all users. A commitment to equality and diversity is integral to delivering excellent services responsive to all users including those who may not be current users. The recognition that different users have different physical and service needs informs access and service plans.
9.2 Customer insight information will enable identification of customers who are vulnerable or hard to reach and working collaboratively will help to meet and support these groups in a cost effective manner.
9.3 The link to the Equality Impact Assessment for Libraries is shown below;
http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/finance

### 10.0 CARBON REDUCTION IMPLICATIONS

10.1 There are none arising directly from this report.

### 11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 There are none arising directly from this report.

### 12.0 RECOMMENDATION

12.1 That Members note the report.

## 13. REASON FOR RECOMMENDATION

13.1 The strategy has been formulated to provide a base for the many changes and challenges the Library service is facing both locally and nationally. This consultation has highlighted a number of issues to take account of and this report advises members of those matters and potential ways forward which will be referred to Cabinet for consideration.

FNCE/72/12

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## APPENDIX

Consultation questionnaire
Overview of consultation findings

## REFERENCE MATERIAL

None attached

## SUBJECT HISTORY (last three years)

| Council Meeting | Date |
| :--- | :---: |
| Sustainable Communities | 30 January 2012 |
| Cabinet | 8 December 2011 |
| Cabinet | 23 June 2011 |
| Cabinet | 9 December 2010 |

## Tell us what you want from your libraries

We're working on a long term vision for Wirral's libraries. The draft libraries strategy sets out how the service will be delivered in future. We'd like to know what you think of the strategy and if there is anything else that you would like to see in your local library.

Please read the strategy on the Council's website at www.wirral.gov.uk/librarystrategy before completing the following questionnaire. The results of the questionnaire will help us to make sure libraries are meeting the needs of local people.

This survey can also be completed online at www.wirral.gov.uk/librarystrategy
The closing date is Wednesday 29th February 2012.

1. The library strategy defines our libraries as: "A Wirral library is a friendly, accessible place that provides a safe, trusted and welcoming resource aimed at meeting the needs of the local community. Its focus is on providing information, knowledge and reading for self improvement and enjoyment."
Do you agree with this definition of a library?
```
Strongly Agree
\square \text { Agree}

Are there any other comments you would like to make?
2. At the heart of the library changes will be the link between libraries and One Stop Shops which will make both services available at all sites and will make more efficient use of buildings and staff.
Do you agree with this initiative?
\(\square\) Strongly Agree \(\square\) Agree \(\square\) No Opinion \(\square\) Disagree \(\square\) Strongly Disagree
Are there any other comments you would like to make?
3. All libraries will offer a basic One Stop Shop service as well as signposting for Council and a range of partner organisation services. Some libraries already share a building with a One Stop Shop which can offer an enhanced service and deal with more complex enquiries. This enhanced service will be introduced to other libraries where the need is identified. Do you agree with this proposal?Strongly AgreeAgree
\(\square\) No Opinion

Disagree \(\square\) Strongly Disagree

Are there any other comments you would like to make?
4. We propose that the library service will have the following clearly defined functions: Reading for pleasure; Information for study, research, self improvement and knowledge; The development of individual literacy; A source of local community information; A source of public service information.
Do you agree with this proposals?

Are there any other comments you would like to make?
5. Is there anything not included in these proposals that you would like to see in your library?
\(\square\)
6. We propose that only the four main libraries at West Kirby, Wallasey, Birkenhead and Bebington will maintain evening openings to allow for Wednesday openings across all libraries. Do you agree with this proposal?
\(\square\) Strongly Agree
Agree
\(\square\) No OpinionDisagree \(\square\) Strongly Disagree

Are there any other comments you would like to make?
7. Bearing in mind that only the four central libraries (Birkenhead Central, Wallasey Central, West Kirby and Bebington Central) will be open in the evenings, and that there are staffing and accommodation costs to keeping a library open, how many evenings do you think these libraries should be open?
\(\square 1\) \(\qquad\) \(\square 3\) \(\qquad\) 4

Are there any other comments you would like to make?
8. All library buildings will provide the following core facilities:
- A wide variety of books
- Internet access
- Free access to key websites such as ancestry.co.uk, Encyclopaedia Britannica online, knowuk.com and newsuk.co.uk
- Wifi provision
- Photocopying and faxing service
- Newspapers and magazines
- A library service for children and young people
- Activities and events
- Provision for learning

In addition, the Central Libraries will provide the following:
- Reference facilities
- Audio visual library
- Exhibition space
- Meeting space
- Study area
- Café area

\section*{Do you agree with these proposals?}


Are there any other comments you would like to make?
9. Is there anything not included in these lists that you would like to see in your library?
\(\square\)
10. Do you agree that a café area would be a positive addition to libraries where space allows?
\(\square\) Strongly AgreeAgree
\(\square\) No OpinionDisagree Strongly Disagree

Are there any other comments you would like to make?
11. We are planning to introduce self service machines (known as RFID) for checking books in and out and making library payments. This will free up staff to deal with more complex enquiries and manage activities, displays and promotions.
Do you agree with this proposal?
\(\square\) Strongly Agree \(\square\) Agree \(\square\) No Opinion \(\square\) Disagree \(\square\) Strongly Disagree
Are there any other comments you would like to make?
12. In section 5.5 of the library strategy we have outlined what we plan to do to promote reading for pleasure. Do you agree with this proposal?
\(\square\) Strongly Agree
\(\square\) Agree
\(\square\) No Opinion
\(\square\) DisagreeStrongly Disagree

Are there any other comments you would like to make?
13. In section 5.6 of the library strategy we have outlined what we plan to do to make a library a place to visit for information for study, research, self improvement and knowledge.
Do you agree with this proposal?
\(\square\) Strongly Agree \(\square\) Agree \(\square\) No Opinion \(\square\) Disagree \(\square\) Strongly Disagree

Are there any other comments you would like to make?
14. In section 5.8 of the library strategy we have outlined what we plan to do to make a library a source of local community information.
Do you agree with this proposal?
\(\square\) Strongly Agree \(\square\) Agree \(\square\) No Opinion \(\square\) Disagree \(\square\) Strongly Disagree
Are there any other comments you would like to make?
15. In section 5.9 of the library strategy we have outlined what we plan to do to make a library a source of public service information.

Do you agree with this proposal?
\(\square\) Strongly Agree \(\quad \square\) Agree \(\quad \square\) No Opinion \(\square\) Disagree \(\square\) Strongly Disagree
Are there any other comments you would like to make?
16. In section 6.2 of the library strategy we have outlined what we plan to do to contribute to the Council's key objective to support families.
Do you agree with this proposal?
\(\square\) Strongly Agree \(\quad \square\) Agree \(\quad \square\) No Opinion \(\square\) Disagree \(\square\) Strongly Disagree
Are there any other comments you would like to make?
17. In section 6.3 of the library strategy we have outlined what we plan to do to contribute to the Council's key objective to support vulnerable adults.
Do you agree with this proposal?
\(\square\) Strongly AgreeAgreeNo OpinionDisagreeStrongly Disagree

Are there any other comments you would like to make?
18. In section 6.4 of the library strategy we have outlined what we plan to do to contribute to the Council's key objective to develop cohesive neighbourhoods.
Do you agree with this proposal?
\(\square\) Strongly AgreeDisagree
Are there any other comments you would like to make?
19. In section 6.5 of the library strategy we have outlined what we plan to do to contribute to the Council's key objective to increase employment in Wirral.
Do you agree with this proposal?
\(\square\) Strongly AgreeAgree
No OpinionDisagreeStrongly Disagree

Are there any other comments you would like to make?
20. In section 6.6 of the library strategy we have outlined what we plan to do to increase the involvement of the independent, voluntary, community and faith sectors in Council service delivery and transfer more power to neighbourhoods. Do you agree with this proposal?
\(\square\) Strongly AgreeAgree
\(\square\) No OpinionDisagreeStrongly Disagree

Are there any other comments you would like to make?
21. Do you agree that this strategy fits Wirral's needs?

Are there any other comments you would like to make?
22. If you are interested in being updated about our progress against this strategy, or in becoming more involved in the new service, please tick below and provide your contact details.I would like to receive email updates of your progress against the library strategy would like to receive email updates about other Council servicesI am interested in becoming involved in the library user groupI am interested in working as a volunteer in the new library serviceI work for an organisation that I feel can contribute to the library service
23. Please provide your name and email address. Wirral Council will not disclose your information to any unauthorised third party.
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Name:

```

Email address:
24. If you don't have an email address please provide your postal address:

Address:

\section*{Postcode:}
25. If you work for an organisation that you feel can contribute to the library service please tell us the name of your organisation and how you feel it could help:
\(\square\)

\section*{About you}

We want to ensure that all Wirral residents can access all of our services, and to ensure you all receive an appropriate and relevant service dependent upon your needs. We need your help in order for us to do that.

We are asking you to provide us with vital personal information, which will be anonymous and cannot be attached to your name or address. We need this information to build a picture of who uses our services. This will also help us to identify which local communities are not accessing our services and why.
26. Are you:
27. If you consider yourself to be disabled please tick all boxes that describe your disability:YesNo
Prefer not to say
28. Please tick all boxes that describe your disability:Physical DisabilityLearning Disability
Sensory impairmentPrefer not to say
29. Please tick the box which best describes your ethnicity:


White EnglishAsian or Asian British (Bangladeshi)Asian or Asian British (Chinese)
\(\square\) Any other Asian background (please state below)Black or Black British (Caribbean)Black or Black British (African)
\(\square\) Any other Black background (please state below)ArabGypsy, Romany or Irish Traveller\(\square\) Prefer not to say
\(\square\) Asian or Asian British (Indian)
\[
\square \text { Prefer not to say }
\]
\(\square\) Asian or Asian British (Pakistani)
Any other ethnicity:
30. What is your religion or belief?
\begin{tabular}{llll}
\(\square\) & Christian (inc C of E, Catholic, Protestant \& all other Christian denominations) \\
\(\square\) Buddhist & \(\square\) Hindu & \(\square\) Jewish & \(\square\) Muslim \\
\(\square\) Sikh & \(\square\) Humanist & \(\square\) Atheist & \(\square\) Agnostic \\
\(\square\) Pagan & \(\square\) Prefer not to say & \(\square\) None &
\end{tabular}
31. What was your age on your last birthday?
\begin{tabular}{lll}
\(\square\) Under 16 (please go to the end of this survey) & \(\square 16-24\) \\
\(\square\) 25-44 & \(\square 45-64\) & \(\square 65+\) \\
\hline
\end{tabular}
32. What is your marital status?
\(\square\) MarriedCivil PartnershipNeither
\(\square\) Prefer not to say
33. What is your sexual orientation?
\begin{tabular}{lll}
\(\square\) Heterosexual \(\quad \square\) Lesbian \\
\(\square\) Prefer not to say & \(\square\) Gay
\end{tabular}
34. Is your gender the same as when you were born?
Yes
\(\square\) NoPrefer not to say

The Library Strategy defines our Libraries as; "A Wirral Library is a friendly accessible place that provides a safe trusted and welcoming resource aimed at meeting the needs of the local community. Its focus is on providing information, knowledge and reading for self improvement and enjoyment". Do you agree with this definition of a Library?

\section*{Q1 Do you agree with the strategy's definition of a Library?}

Strongly agree 66\%
Agree 29\%
No opinion 2\%
Disagree 2\%
Strongly disagree 1\%

At the heart of the library changes will be the link between libraries and One Stop Shops which will make both services available at all sites and will make more efficient use of buildings and staff. Do you agree with this initiative?

Q2 Do you agree with the initiative to bring together Library and One Stop Shop provision?

Strongly agree 26\%
Agree 42\%
No opinion 13\%
Disagree 12\%
Strongly disagree 7\%
The vast majority of responses were with "agree" or "strongly agree" with 19\% in disagreement with the proposal. Most of the respondents commented that although they were broadly in agreement/disagreement with the proposal they had concerns.

These generally can be placed in the following categories;
1. Loss of Library Space/Services
2. Losing Expertise in Both Services
3. Change to Library Environment
4. Privacy

A number of comments also raised the issue that many people had little knowledge of service of a One Stop Shop and some also had a negative perception of One Stop Shops;

All libraries will offer a basic One Stop Shop service as well as signposting for Council and a range of partner organisation services. Some libraries already share a building with a One Stop Shop which can offer an enhanced service and deal with more complex enquiries. This enhanced service will be introduced to other libraries where the need is identified. Do you agree with this proposal?

\section*{Q3 Do you agree with the proposal to enhanced One Stop Shop provision where the need is identified?}
\begin{tabular}{ll} 
Strongly agree & \(25 \%\) \\
Agree & \(46 \%\) \\
No opinion & \(12 \%\) \\
Disagree & \(11 \%\) \\
Strongly disagree & \(6 \%\)
\end{tabular}

The chart shows the vast majority of respondents are in agreement with the proposal but, as in the previous question, their comments show that their agreement is conditional.

Many respondents commented that this question was a reiteration of Q2 (above) and therefore gave the same answers.

Therefore the issues raised are similar to the previous question and can be categorised the same;
1. Loss of Library Space/Services
2. Losing Expertise in Both Services
3. Change to Library Environment
4. Privacy

We propose that the library service will have the following clearly defined functions: Reading for Pleasure; Information for Study, research, self improvement and knowledge; The development of individual literacy; A source of local community information; A source of public service information. Do you agree with these proposals?

\section*{Q4 Do you agree with the Library Functions outlined?}
\begin{tabular}{lr} 
Strongly agree & \(59 \%\) \\
Agree & \(35 \%\) \\
No opinion & \(3 \%\) \\
Disagree & \(2 \%\) \\
Strongly disagree & \(1 \%\)
\end{tabular}

The vast majority of people agreed/strongly agreed with the proposed functions. However, many of the people responding felt Wirral Libraries already fulfilled these functions and also that what is already available is not well publicised. Some people felt that the functions were poorly defined while a number of respondents pointed out functions they felt were missing from the list.

\section*{Q5 Is there anything not included in these proposals that you would like to see in your library?}

It became clear from the responses that most people have read this question as anything they would like to see in their libraries and not necessarily answered the question in reference to the proposal of the library services "clearly defined functions".

\section*{Example of support for proposed services; "Café"}

Also people have put forward proposals that are already in place demonstrating that members of the public are not fully aware of what is already available to them.

\section*{Examples of support/requests for existing services (may not currently be available in all sites);}
"Councillors on site on a regular basis to deal with enquiries and advise on future plans for area"
"Access and availability to ICT and as a place for learning e.g. ICT and lifelong learning opportunities"
"Family history research facilities"
"Children's story time for little ones"
"Audio and video material should be available"
"A facility to download books onto my own computer, IPad etc"
"Outreach into schools"
"School holiday events for children, Reading groups etc for the wider community"
"Special activities such as reading groups, encouragement of children's love of books, author visits, art/craft exhibitions"
"There needs to be internet facilities. Also, the CD \& DVD library is desirable"

\section*{Example of new proposals / suggestions;}
"Fast drop box to return DVDs and books"
"A library also needs to be able to provide social interaction for its users especially the young and old population. For some elderly people it can provide a valuable source of company"

We propose that only the 4 main libraries at West Kirby, Wallasey, Birkenhead and Bebington will maintain evening openings to allow for Wednesday openings across all libraries. Do you agree with this proposal?

\section*{Q6 Do you agree only 4 main libraries should maintain evening opening?}
\begin{tabular}{ll} 
Strongly agree & \(19 \%\) \\
Agree & \(36 \%\) \\
No opinion & \(11 \%\) \\
Disagree & \(19 \%\) \\
Strongly disagree & \(15 \%\)
\end{tabular}

Although just over half of the respondents agreed/strongly agreed this was a question that had a huge number of comments; showing what a big issue opening hours is and the strength of feeling there is on the subject;

\section*{1. Working People/Students/Children}
"All services should be available to all members of the community, by closing libraries or not having them open during the evening you are alienating those who are working or attending full time education. In the future when other community services are incorporated within the library building you would be denying the public access to these services by limiting the opening time"
"I work Mon Sat; if you do this I will not be able to access my local library (Rock Ferry) public transport links in the evenings are too poor from Birkenhead /Bebington. Why discriminate against people who work? Better to have one extra day that all libraries are shut, rather than most never having evening hours"
"Libraries need to be open for children and young people in the evening to support learning and provide a place of peace and quiet, and to read. This is especially true of areas of greater social deprivation such as Seacombe, so for these areas I would urge evenings are more important than Wednesday opening"
"There are families and students who will not be able to get to those four libraries. I think local libraries should remain open if there is a demand for it. If they are not being used during the evening then it is okay to close them but you cannot close them if the demand is there. I would not want my 13 year old daughter to have to travel around Wirral in the dark winter months if there was a library nearby"
"I disagree if it will mean that school pupils will no longer have a quiet venue for completing homework or research particularly in less affluent areas. It will also be difficult for employed adults to use the local service apart from Saturdays"
"You are once again forgetting that the tax payer (those who work) wish to use their local library, once again, those people who work will be penalised as their local library is unavailable during the evening"
"Not everyone can visit their library between 9 5. Some children rely on using the computers and printers at their local library increasingly homework is set on school web sites"
"Evening opening is essential working parents with school age children as it is one of the few times they can go to the library together"
"What about people at work or children wanting to use the computer or other material some cannot study at home"
"Families who cannot afford to run a car or spend a fortune on public transport will suffer there are households who cannot afford home computers, and their children will miss out. Libraries are safe place for children to visit alone but only if they are on the doorstep"

\section*{2. Evening Events/Groups}
"Could libraries that normally do not open in evening be allowed to open in the evening for certain events?"
"You should have all day Wednesday opening AND at least one evening to allow volunteer groups (e.g. Reading Groups) to meet when people are home from work. Otherwise, some groups will cease meeting."

\section*{3. Distance/Accessibility}
"Would like to see either Bromborough or Eastham library open at least one evening a week - we always feel slightly out on a limb down here."
"The local, smaller libraries need to be open late, as people who work and finish at 5 pm and have no form of transport other than public transport will not be able to access the other main libraries."
"For people in Eastham, it is a considerable and expensive travel to even get to Bebington, and takes well over half an hour by the time they have walked to and from public transport (car ownership is low in Eastham, especially in the poorer groups), which reduces the time available to use the library. Local libraries MUST be open at times needed by the local community. Those who have always had a car available need to try getting around without one and make decisions based on that. Eastham often feels out on a limb hence the battle to save our library from closure"

\section*{4. Wednesday Openings}
"I think it has been a disgrace that libraries have been closed on Wednesdays for as long as they have. It is also a shame that they are not open on Sundays when people are available to use them"
"Not everybody has easy access to the main libraries, and I think evening opening makes more sense, even if they don't open on a Wednesday"
"I work full time so evening \& weekend opening is more important to me than Wednesday opening"
"Makes it difficult for working people and children doing homework. We are now used to Wednesday closing"

\section*{5. Other Suggestions/ Comments}
"Whilst having ONLY the four libraries mentioned open to evening sessions it would be fairer to have a ""four evening"" rotating system of opening thus giving all current libraries an equal opportunity to access library services in the evening"
"Hours should be limited and if necessary later opening for later closing"
"The option of attending all libraries on at least 1 evening a week should be provided"
"I think this is a fabulous idea"
"This is a VERY BAD idea. If local libraries are not open in the evenings then anyone who works normal hours from 9.00 a. m. to 5.00 p. m., will not be able to access a library all week unless they can travel. It would be better to go back to the idea of libraries opening at 10.00 a . m . and therefore with the 6 hours saved, local libraries could open two evenings a week and Wednesday mornings"

Bearing in mind that only the 4 Central Libraries (Birkenhead Central, Wallasey Central, West Kirby and Bebington Central) will be open in the evenings, and that there are staffing and accommodation costs to keeping the library open, how many evenings do you think these libraries should be open?

\section*{Question 7}

7 Number of evenings 4 main libraries should open


A lot of the respondents on this question repeated their previous statements (above question).

The vast majority of comments were suggestions to keep all libraries open at least one night a week;

There were a lot of comments on how the question was written which caused some concern/confusion

Question 8 listed the core facilities that all libraries will provide and the additional facilities that will be available in the Central libraries.
Respondents were asked if they agreed with these proposals.
Q8 Do you agree with the Core Facilities and Central Library facilities proposals?

Strongly agree 50\%
Agree 43\%
No opinion 2\%
Disagree 4\%
Strongly disagree 1\%
The vast majority of respondents agreed with these proposals. There were a great many comments about the café which are repeated again in question 10. The other main themes amongst the responses were;
1. Library Environment
2. Facilities
3. Library Services
4. Additional comments included;

Publicity and staffing levels

Q9 Is there anything not included in these lists that you would like to see in your library?
1. EBooks - "Stock Improvement"
2. Toilet Facilities
3. Local Information
4. Events/Courses
5. Extended Services in the Library
6. Environment in the Library

Do you agree that a Café would be a positive addition to Libraries where space allows?

Q10 Do you agree that a café area would be a positive addition to libraries where space allows?
\begin{tabular}{lr} 
Strongly agree & \(32 \%\) \\
Agree & \(37 \%\) \\
No opinion & \(14 \%\) \\
Disagree & \(11 \%\) \\
Strongly disagree & \(6 \%\)
\end{tabular}

There is a lot of agreement for a café area in libraries. The comments received can be put into the following categories;
1. Library Environment
2. Social Aspect
3. Service
4. Revenue/Pricing

We are planning to introduce self service machines (RFID) for checking books in and out and making library payments. This will free up staff to deal with more complex enquiries and manage activities, displays and promotions. Do you agree with this proposal?

Q11 Do you agree with the introduction of Self Service Machines?
Strongly agree 23\%
Agree 41\%
No opinion 12\%
Disagree 15\%
Strongly disagree 9\%
There is a lot of support for this proposal though there are concerns raised in the comments received;
1. Human Contact via Staff
2. Support with Technology

This section was about responses to specific proposals in the Library Strategy and required reading of the document to enable full understanding of the proposals.

From many of the comments it is clear that the respondents have not or could not read the document;

In section 5.5 of the strategy we have outlined what we plan to do to promote Reading for Pleasure. Do you agree with this proposal?

Q12 Do you agree with the proposal to promote Reading for Pleasure?
Strongly agree 34\%
Agree 51\%
No opinion 13\%
Disagree 2\%
Strongly disagree 0\%
\(85 \%\) of people responding agreed with this proposal, the main areas for comment were;
1. Book Stock
2. EBooks
3. Opening Hours
4. Other Comments
"Children, young people and adults have the opportunity to hear words read out loud it brings reading for pleasure to life"
"Better publicity is needed"

In section 5.6 of the Library Strategy we have outlined what we plan to do to make a library a place to visit for information for study, research, self improvement and knowledge. Do you agree with this proposal?

\section*{Q13 Do you agree with the proposal to promote Library use for Study, Research and Knowledge?}

Strongly agree 39\%
Agree 51\%
No opinion 9\%
Disagree 1\%
Strongly disagree 0\%
\(90 \%\) of people who responded to the survey agreed with this proposal raising a few areas of concern as listed below;
1. Reference Services
2. I.T.
3. Opening Hours

In section 5.8 of the Library Strategy we have outlined what we plan to do to make a library a source of local community information. Do you agree with this proposal?

\section*{Q14 Do you agree Libraries should be a source of local community} information?
\begin{tabular}{lr} 
Strongly agree & \(37 \%\) \\
Agree & \(48 \%\) \\
No opinion & \(11 \%\) \\
Disagree & \(3 \%\) \\
Strongly disagree & \(1 \%\)
\end{tabular}

The vast majority of respondents were in agreement with this proposal,

In section 5.9 of the Library Strategy we have outlined what we plan to do to make a library a source of public service information. Do you agree with this proposal?

\section*{Q15 Do you agree Libraries should be a source of Public Service information?}

Strongly agree \(32 \%\)
Agree 48\%
No opinion 16\%
Disagree 3\%
Strongly disagree 1\%
Although the vast majority of people agreed with this proposal it became apparent through comments that a lot of people did not fully understand paragraph 5.9.1;

In section 6.2 of the Library Strategy we have outlined what we plan to do to contribute to the Council's key objective to support families. Do you agree with this proposal?

Q16 Do you agree with the proposal to contribute to the Council's key objective to Support Families?
\begin{tabular}{lr} 
Strongly agree & \(27 \%\) \\
Agree & \(45 \%\) \\
No opinion & \(24 \%\) \\
Disagree & \(3 \%\) \\
Strongly disagree & \(1 \%\)
\end{tabular}

The majority of respondents agreed with this proposal. A lot of comments made were in reference to opening hours;

In section 6.3 of the Library Strategy we have outlined what we plan to do to contribute to the Council's key objective to support vulnerable adults. Do you agree with this proposal?

Q17 Do you agree with the proposal to contribute to the Council's key objective to Support Vulnerable Adults?
\[
\text { Strongly agree } \quad 28 \%
\]

Agree 45\%
No opinion 22\%
Disagree 4\%
Strongly disagree 1\%
This proposal was agreed with by a large number of respondents, comments that came up included;

In section 6.4 of the Library Strategy we have outlined what we plan to do to contribute to the council's key objective to develop cohesive neighbourhoods. Do you agree with this proposal?

Q18 Do you agree with the proposal to contribute to the Council's key objective to develop Cohesive Neighbourhoods?

Strongly agree 23\%
Agree 44\%
No opinion 27\%
Disagree 5\%
Strongly disagree 1\%
This proposal was agreed with by the majority of people though a lot of comments raised the issue of opening hours;

In section 6.5 of the Library Strategy we have outlined what we plan to do to contribute to the Council's key objective to increase employment in Wirral. Do you agree with this proposal?

Q19 Do you agree with the proposal to contribute to the Council's key objective to Increase Employment?

Strongly agree 31\%
Agree 47\%
No opinion 18\%
Disagree 3\%
Strongly disagree 1\%
\(78 \%\) agreed with this proposal. The reoccurring theme among the comments was of opening hours

In section 6.6 of the Library Strategy we have outlined what we plan to do to increase the involvement of the independent, voluntary, community and faith sectors in Council service delivery and transfer more power to neighbourhoods. Do you agree with this proposal?

Q20 Do you agree with the proposal to contribute to the Council's key objective to increase the involvement of the VCF sector?

Strongly agree \(21 \%\)
Agree 37\%
No opinion 27\%
Disagree 10\%
Strongly disagree 5\%
The above chart shows \(58 \%\) of people responded in agreement with the proposal though comments received show some concern over the use of volunteers and the involvement of faith groups;

\section*{Do you agree that this strategy fits Wirral's needs?}

We asked people if they thought the Draft Libraries Strategy fits Wirral's needs, this is how they responded:

\section*{Q21 Do you agree that this strategy fits Wirral's needs?}
\begin{tabular}{lr} 
Strongly agree & \(18 \%\) \\
Agree & \(54 \%\) \\
No opinion & \(18 \%\) \\
Disagree & \(7 \%\) \\
Strongly disagree & \(3 \%\)
\end{tabular}

The responses clearly show that the large majority of people either "agree" or "strongly agree" that the strategy fits Wirral's needs with a small percentage (10\%) disagreeing/strongly disagreeing.

Many of the comments agreeing/strongly agreeing with this question also raised concerns over the possibility of losing library space/services to One Stop Shops or losing facilities from their "local" library to the 4 "Central" libraries.

A reoccurring theme raised in the responses to this question was the issue of evening opening hours and how the reduction of these is in contradiction to many of the strategies aims.

From the responses it became apparent that many of the respondents had not read the strategy either because of lack of time, length of document or unsure where/how to access it.

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\section*{Agenda Item 7}

\section*{WIRRAL COUNCIL}

\section*{SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE}

\section*{28 MARCH 2012}
\begin{tabular}{|l|l|}
\hline SUBJECT: & \begin{tabular}{l} 
PROGRESS ON THE CONTROL OF ILLICIT \\
SALES TO YOUNG PEOPLE
\end{tabular} \\
\hline WARD/S AFFECTED: & ALL \\
\hline REPORT OF: & \begin{tabular}{l} 
DIRECTOR OF LAW, HR AND \\
ASSET MANAGEMENT
\end{tabular} \\
\hline \begin{tabular}{l} 
RESPONSIBLE PORTFOLIO \\
HOLDER:
\end{tabular} & \\
\hline KEY DECISION? & NO \\
\hline
\end{tabular}

\subsection*{1.0 EXECUTIVE SUMMARY}
1.1 A report to advise Members of the steps taken to control illicit sales to young people including under age sales and the sale of illicit tobacco and alcohol. The local authority has a statutory responsibility to enforce provisions prohibiting the sale of age restricted products and provisions requiring legible health warnings on tobacco products.
1.2 This report was requested as part of the annual work plan for the Committee.

\subsection*{2.0 BACKGROUND AND KEY ISSUES}

\subsection*{2.1 UNDER AGE SALES LEGISLATION}
2.1.1 The following legislation places restrictions on the age at which certain products may be sold.
- Anti-Social Behaviour Act 2003

It is an offence to sell aerosol spray paint to persons aged under 16.
- Children and Young Persons (Protection From Tobacco) Act 1991
- Children and Young Persons Act 1933

It is an offence for any person to sell cigarettes, tobacco products or cigarette papers to anyone under 18 years of age.
- Cigarette Lighter Refill (Safety) Regulations 1999

It is an offence to supply cigarette lighter refill canisters containing butane to anyone under 18.

\section*{- Fireworks (Safety) Regulations 1997 (as amended)}

It is an offence to supply fireworks, including sparklers, to a person under the age of 18.

\section*{- Intoxicating Substances (Supply) Act 1985}

It is an offence if volatile substances or solvent-based products are sold, and it is believed that they are for a person under the age of 18, and that they are likely to be inhaled for the purposes of becoming intoxicated. This offence applies even when it is known that another person is buying the product for a person under the age of 18.

\section*{- Licensing Act 2003}

It is an offence to sell alcohol to anyone under 18, or for a person under 18 to sell alcohol, unless a responsible person has approved the sale.
- National Lottery Etc Act 1993

It is an offence to sell National Lottery tickets and scratch cards to any person under 16.

\section*{- Offensive Weapons Act 1996}

It is an offence for a person to sell to a person under the age of 18:
any knife, knife blade or razor blade; any axe; any other article which has a blade or which is sharply pointed, and which is made or adapted for use for causing injury to the person.
- Video Recordings Act 2010

It is an offence to supply a video recording to any person who has not attained the age specified on the recording. This legislation applies to video films and DVDs, video games and computer games.

\subsection*{2.2 NATIONAL POLICY CONTEXT}
2.2.1 Government has recognised the need to reduce the potential harm that the use of alcohol and tobacco can cause to young people. This is reflected in several national policy documents.
2.2.2 The National Institute for Health and Clinical Excellence (NICE) \({ }^{1 \text {, }}\), has published its Guidance, (Alcohol use-disorders: preventing harmful drinking - reference PH024), which, there are aims that are designed to prevent disorder from adolescents misusing alcohol. In relation to under age sales of alcohol the guidance recommends;
- Ensuring that sufficient resources are available to prevent under age sales, proxy sales (that is illegal purchases for someone who is under age) and the sale of illegally imported alcohol.
- Working in partnership with the appropriate authorities to identify and take action against premises that regularly sell alcohol to people who are under age.
- Undertake test purchases to ensure compliance with the law on under age sales.
- Ensure sanctions are fully employed to businesses that break the law on under age sales. This includes fixed penalty and closure notices (the latter should be applied to establishments that persistently sell alcohol to children and young people).
2.2.3 The Department of Health \({ }^{2}\) has published "A smoke-free future - a comprehensive tobacco control strategy for England" which, inter alia, has the objective of stemming the rate at which young people are taking up smoking. This strategy recommends:
- Joint working between police, HMRC and Trading Standards to disrupt the sale of counterfeit, illegally imported or duty diverted tobacco products.
- Reducing the supply to children by conducting test purchasing campaigns.
- Targeting traders who sell tobacco product through the illicit economy e.g. street sellers, mobile shops and sales from domestic premises.
- Removal of the display of tobacco products by retailers.
- Prohibiting the use of cigarette vending machines.
2.2.4 Trading Standards is one of several partners working with NHS Trust Public Health to deliver the Wirral Tobacco Control Action Plan 2012/13 \({ }^{1}\)
2.2.5 In respect of alcohol partnership working. Trading Standards are contributing to the work of the "Community Alcohol Partnership" which is a unique partnership between The Retail of Alcohol Standards Group (RASG), Local Authority and Police, working together using existing provisions to provide a sustainable solution to the problems of under age drinking and associated anti-social behaviour \({ }^{3}\).
2.2.6 The Local Better Regulation Office (LBRO) national priority to: "Help people to live healthier lives by preventing ill health and harm and promoting public health", is incorporated into the Trading Standards service plans for 2012/13 \({ }^{4}\).
2.2.7 On the \(14^{\text {th }}\) January 2010 the Scrutiny Programme Board appointed the Alcohol Scrutiny Panel to "Carry out a Scrutiny Review of the impact that alcohol consumption by young people is having on those young people and the wider community". The Report of the Scrutiny Panel', "Access to Alcohol by Young People in Wirral" \({ }^{13}\) included the following recommendation:
"The work of Trading Standards is considered an important element in combating the sale of alcohol to young people. An additional \(£ 40,000\) was included in the 2010/11 budget of the Council to enable Trading Standards to continue tackling under-age sales of alcohol using a number of methods, including test purchasing, which had led to a reduction in sales to underage young people. Cabinet is urged to retain that financial support."

\subsection*{2.3 UNDER AGE SALES ACTIVITY}

\section*{Alcohol}
2.3.1 It is a criminal offence under the Licensing Act 2003 to sell alcohol to a person under the age of 18. Wirral Council's Trading Standards Division work closely with Merseyside Police to minimise the sale of alcohol to young people and reduce the potential for anti-social behaviour and prevent risk of harm to young people, including regretted sexual behaviour and long term health risks. The Police and

Social Reform Act 2011, has a provision to double the fine for premises that persistently sell alcohol to under18s. The length of the suspensions that can be imposed for such premises on Review is also increased.
2.3.2 Trading Standards Service has instigated the review of 12 premises licences and at this point in time 4 licences have been revoked and additional conditions applied to 4 others.
2.3.3 An important part of the overall strategy to reduce the sale of alcohol to young people is to engage with off licence businesses to enable them to accept their legal and moral responsibilities. Trading Standards prioritises staff resources to provide training to all premises that have been found to be in contravention of the law with 22 business employees receiving training. The focus in 2011 was on enforcement activity. Trading Standards have used an intelligence led, robust, enforcement programme and so far 45 test purchase attempts were made using under age volunteers at off licences. Of these 45 visits 8 sales were made. This provides a failure rate of \(18 \%\), which is high but activity has been targeted where intelligence indicates a premises may be selling alcohol to young people.
2.3.4 In each instance where alcohol is sold to a minor the member of staff who sold the alcohol is referred to Merseyside Police Licensing team who issue an \(£ 80\) fixed penalty notice. A further investigation is then carried out by Trading Standards to determine if the procedures adopted by the off-licence are reasonable to satisfy the statutory defence available to the business i.e. that they had reasonable precautions in place to prevent the offence.
2.3.5 In accordance with the Council's enforcement policy traders can be advised or warned as to their future conduct, offered a caution or prosecuted. Additionally a premises licence to sell alcohol can be brought into Review, which may result in conditions being imposed on the licence, the licence being suspended or the licence being revoked. A total of 4 formal cautions were issued and 12 premises license reviews conducted.
2.3.6 Trading Standards are also working with NHS Wirral and the Wirral Drug \& Alcohol Action Team and the Alcohol Strategy Programme Manager to deliver the "Citizen Card" initiative. The card is designed to be carried by young people to prove their age, and, with its distinctive PASS (Proof of Age Standards Scheme) logo, is designed to combat confusion over fake ID and novelty cards. Young persons are being invited to apply for a proof of age card which will be recognised by staff at licensed premises. The initiative raises awareness of underage issues and provides a method by which staff at licensed premises can assure themselves that they are not selling to an underage person. The cost of the card is \(£ 15\) but as part of the launch the first 300 applicants will receive the card for \(£ 10\) and they will receive a free cinema ticket. For those living in parts of Birkenhead, Tranmere, Rock Ferry and Wallasey, where there are higher incidences of under age sales occurring, the card is being provided free of charge. So far 600 applications have been distributed and 90 applications are being processed.

\section*{Fireworks}
2.3.7 Misuse of fireworks can be both dangerous and contribute to anti-social behaviour. Legal requirements reflect these concerns and only allow fireworks to be sold to a person over 18. In November 2011 a firework test purchasing exercise was conducted and 14 premises visited. Only one of the premises tested sold fireworks to the under age volunteer. This resulted in a caution being signed by the owner of the business and the offer of training for all staff being made.

\section*{Tobacco}
2.3.8 During 2011 and into 2012, 35 test purchasing visits were made to shops in Wirral and 5 were made from mobile vans. Of these premises, 3 made sales of a tobacco product to the child volunteer.
2.3.9 On the \(1^{\text {st }}\) October 2011 the Protection from Tobacco (Sales from Vending Machines) (England) Regulations 2010 came into force. During November, Trading Standards was able to access external funding to enable 30 visits to be made to premises to ensure compliance with the new Regulations. Out of the 30 visits 2 premises were in breach of the new rules, however these were minor breaches and compliance has been achieved informally.

\subsection*{2.4 CONTROLLING OTHER ILLICIT SALES}
2.4.1 During 2011 an increase in the possession of illicit tobacco and alcohol for sale was noted. Illicit tobacco and alcohol are either counterfeit copies of legitimate products or legitimate products which have been either diverted from export stock, or illegally imported, to evade duty.
2.4.2 Trading Standards North West \(^{6}\) (TSNW) has reported that the volume of illegal tobacco bought has gone down by \(11 \%\) in the North West between 2009 and 2011. This equates to nearly 60 million fewer illegal cigarettes and over \(£ 13 \mathrm{~m}\) less duty and VAT evasion in the region.
2.4.3 In Cheshire \& Merseyside the number of people who admit to buying illegal tobacco has fallen from \(17 \%\) in 2009 to \(15 \%\) in 2011
2.4.4 The extensive \(T S N W^{6}\) survey of over 4,111 people across the North of England including 1,045 people in Cheshire \& Merseyside, first carried out in 2009 and repeated in 2011, has found that fewer people are buying illegal tobacco and those buying it are buying less:
- There are fewer smokers and of those there has been a drop in average daily tobacco consumption from 15\% in 2009 to 12\% in 2011.
- Likelihood to report sellers if selling to children has increased from 68\% in 2009 amongst non-smokers and smokers to \(73 \%\), including those who admit to buying illegal tobacco.
- Likelihood to report sellers has risen from \(24 \%\) in 2009 to more than a quarter (26\%) in 2011.
- Awareness of illegal tobacco has increased from 49\% in 2009 to 69\% in 2011.
- The number of non smokers that have come across illegal tobacco has fallen from \(24 \%\) in 2009 to \(21 \%\) in 2011.
- The number of smokers buying illegal tobacco has fallen from \(17 \%\) to \(15 \%\).
- \(58 \%\) of people say that they are very uncomfortable with illegal tobacco which has increased from 55\% in 2009.
- There has been a big drop in the number of people buying duty free cigarettes from \(49 \%\) in 2009 to \(32 \%\) in 2011.
2.4.5 Illicit tobacco and alcohol not only undercuts legitimate businesses who can't compete with the low prices their illegal competitors offer but is also a significant loss tax revenue from HM Treasury. Trading Standards Service works closely with colleagues in HM Revenue and Customs to target those selling illicit tobacco and alcohol.
2.4.6 Far from being a victimless crime, the trade in illicit tobacco has serious consequences for health, crime and community cohesion. It is linked to both low level and large scale organised crime. Illicit tobacco sales are targeted in disadvantaged communities where people are most vulnerable.

\subsection*{2.5 RESOURCING OF UNDER AGE SALES WORK}
2.5.1 In 2007 the local authority signed a service level agreement with Wirral NHS (at the time Wirral PCT) agreeing to provide an under age sales prevention and detection project. The NHS provided funding of \(£ 75,000\) p.a. which enabled 2 officers to be employed on fixed term contracts until March 2010. The appointed officers have since left the employment of the Council.
2.5.2 In financial year 2010/11 provision was made in the Council budget for funding of \(£ 40,000\) to continue this work and an appointment of a dedicated enforcement officer has been made in October 2011.

\subsection*{3.0 RELEVANT RISKS}
3.1 Failure to tackle underage sales places vulnerable adults and children at risk of harm and criminal activity goes undetected.

\subsection*{4.0 OTHER OPTIONS CONSIDERED}
4.1 Trading Standards provide advisory material and training to business owners and staff but offences are still detected.

\subsection*{5.0 CONSULTATION}
5.1 None

\subsection*{6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS}
6.1 None

\subsection*{7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS}
7.1 None

\subsection*{8.0 LEGAL IMPLICATIONS}
8.1 The Regulation of Investigatory Powers Act (as amended) has required the Council to review its procedures for authorising directed surveillance, access to communications data and the use of covert human intelligence sources.

\subsection*{9.0 EQUALITIES IMPLICATIONS}
9.1 (c) No because of another reason which is

This report is an information report and the activity described is separately subject to impact assessment.

\subsection*{10.0 CARBON REDUCTION IMPLICATIONS}
10.1 None

\subsection*{11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS}
11.1 No planning implications. Reducing the access young people have to age restricted products will minimise the risk of harm to them and reduce anti social behaviour

\subsection*{12.0 RECOMMENDATION/S}
12.1 That Members note contents of the report.

\subsection*{13.0 REASONS FOR RECOMMENDATION/S}
13.1 The report was requested as part of the work programme for this Committee. It provides information about the underage enforcement activity undertaken by Trading Standards Service and their partners. The report is presented for the consideration of Members.

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}

\section*{APPENDICES}

None

\section*{REFERENCE MATERIAL}

1 National Institute for Clinical Excellence: Alcohol-use Disorders: preventing the development of hazardous and harmful drinking, (June 2010).
http://www.nice.org.uk/PH24
2 Department of Health, A Smokefree Future, a comprehensive tobacco strategy for England (February 2010).
http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAn dGuidance/DH 111749
3. Community Alcohol Partnership Activity Document
4. Appendix 1 - Wirral Tobacco Control Action Plan 2012/13
5. Wirral, Report of the Alcohol Scrutiny Review: Access to Alcohol by Young People in Wirral, (December 2010).
6. Trading Standards North West: Young Persons Alcohol and Tobacco Survey North West Results, (June 2011)

H: \Rob Beresford\} Trading Standards \(\backslash T \subseteq\)

\section*{SUBJECT HISTORY (last 3 years)}
\begin{tabular}{|l|l|}
\hline Council Meeting & Date \\
\hline Sustainable Communities Overview and Scrutiny & \(10-03-2011\) \\
Committee: Progress on the Control of Illicit Sales to & \\
Young People \\
Sustainable Communities Overview and Scrutiny & \(08-03-2010\) \\
Committee: Sale of Alcohol to Young People. & \\
\hline
\end{tabular}
\begin{tabular}{|l|l|}
\hline SUBJECT: & \(2011 / 12\) THIRD QUARTER PERFORMANCE REPORT \\
\hline WARD/S AFFECTED: & ALL \\
\hline REPORT OF: & \begin{tabular}{l} 
DAVID GREEN - DIRECTOR OF TECHNICAL SERVICES \\
BILL NORMAN - DIRECTOR OF LAW, HR and ASSET \\
MANAGEMENT
\end{tabular} \\
\hline \begin{tabular}{l} 
RESPONSIBLE \\
PORTFOLIO HOLDER:
\end{tabular} & \begin{tabular}{l} 
Cllr Lesley Rennie, Culture, Leisure \& Tourism \\
Cllr Dave Mitchell, Streetscene \& Transport
\end{tabular} \\
\hline KEY DECISION? & NO \\
\hline
\end{tabular}

\subsection*{1.0 EXECUTIVE SUMMARY}
1.1 This report sets out performance of the Council's Corporate Plan 2011-14 for October to December 2011, in relation to sustainable communities, and provides Members with an overview of corporate priority performance, resource and risk monitoring.
1.2 This report does not contain exempt information.

\subsection*{2.0 BACKGROUND AND KEY ISSUES}
2.1 Performance Summary

This report provides an overview of quarter three performance with detail outlined including corrective action for performance issues.
2.1.1 What's working well
- A Sport England's Survey puts Wirral amongst the national leaders when it comes to sports participation, reporting that \(25.5 \%\) of those adults surveyed in October 2011 in Wirral said that they took part in, on average, sport and active recreation at moderate intensity for an equivalent of 30 minutes on 3 or more days a week. This was an increase of \(6 \%\) against \(19.5 \%\) in 2005, far exceeding \(17 \%\) nationally and the other Merseyside boroughs (Knowsley (19.4\%), Sefton (19.5\%), St Helens (21\%), and Liverpool - the only other Merseyside authority to show significant increase - with \(21.1 \%\).
- National praise for Wirral's pest controllers - The Pest Control team, part of Wirral Council's Environmental Health division, has received the Customer Service Excellence award from the Cabinet Office for the second successive year.
- Speeding drivers go before 'Kid's Court' - Speeding motorists outside a school in Greasby were given a dressing down by the pupils they were accused of putting at risk. Under the joint initiative, run by Wirral Council's Road Safety Team and Merseyside Police as part of Road Safety Week (Nov 21-27), motorists caught speeding driving past the school were given the choice of being fined and having points put on their licence, or being 'grilled' by a panel of children from the school about their behaviour.
- Libraries offer downloadable books - Wirral Libraries have recently introduced an innovative new way for members to borrow books. Taking the service forward and
opening up to new users, the introduction of e-Books and e-Audiobooks allows borrowers to access their favourite books and audiobooks from the comfort of their own home.
- There has been continuous Improvement in the reduction of missed bin collections and environmental cleanliness, (4.5 lower than quarter two and 29.5 below the target of 40 missed bins per 100,000 collections) and in the maintenance of street and environmental cleanliness (combined levels of litter and detritus) which has dropped to \(5.49 \%, 2.51 \%\) below the target.
- The level of CRed pledges has increased to 568, exceeding the target of 500
- Number of serious violent knife crimes per 1,000 population are below target (Target 0.154 - Actual 0.089). Last year there was an average of 5 knife crimes per month. To date there have been less than 3 knife crimes per month. This is \(42 \%\) below target.
- Number of gun crimes are below target per 1,000 population (Target 0.04 - Actual 0.019 ). This also equates to under half the number gun crimes compared to last year.
- Alcohol related violence (Youth) is also below target (Target 101 - Actual 78) 23\% less than target

\subsection*{2.1.2 Performance against Corporate Plan project(s)}

The following projects have been assessed as amber or have been closed or withdrawn:
\begin{tabular}{|c|c|c|c|c|c|}
\hline \multirow[t]{2}{*}{Portfolio} & \multirow[t]{2}{*}{Key project} & \multicolumn{3}{|c|}{Status} & \multirow[t]{2}{*}{Corrective Action} \\
\hline & & Q1 & Q2 & Q3 & \\
\hline \multirow[t]{2}{*}{Streetscene \& Transport Services} & \begin{tabular}{l}
By 2020, reduce the total number of people killed or seriously injured (KSI) road traffic casualties by \(50 \%\), compared with the average for 2004-8; (Target for 2011: reduce to 106; Target for 2012 : reduce to 104; \\
Target for 2013 : reduce to 102)
\end{tabular} & Green & & & \begin{tabular}{l}
Similar casualty trends occurred in Q3 as in Q2. Wirral now receives greater strategic enforcement activity by specialist Traffic Police. \\
Analysis of casualty data has been undertaken and a bid submitted for additional funding to address known casualty locations
\end{tabular} \\
\hline & Implement a speed restriction programme during 2011/12 & Green & & & \begin{tabular}{l}
Appraisal of a new Department of Transport signing policy review has been undertaken. \\
Programming of 20 mph in residential areas is underway with proposed report to Cabinet in April.
\end{tabular} \\
\hline
\end{tabular}
\begin{tabular}{|c|c|c|c|c|c|}
\hline \multirow[t]{2}{*}{Portfolio} & \multirow[t]{2}{*}{Key project} & \multicolumn{3}{|c|}{Status} & \multirow[t]{2}{*}{Corrective Action} \\
\hline & & Q1 & Q2 & Q3 & \\
\hline Community \& Customer Engagement & Complete \(1^{\text {st }}\) phase integration to colocate two libraries with one stop shops by November 2011 & Green & \multicolumn{2}{|r|}{Amber} & Staff were relocated into the second pilot merged site at Eastham opened early January 2012, and building works to complete the integration are ongoing \\
\hline
\end{tabular}
\begin{tabular}{|l|l|c|c|c|l|}
\hline \multirow{2}{*}{ Portfolio } & Key project & \multicolumn{2}{|c|}{ Status } & Corrective Action \\
\cline { 3 - 4 } & Q1 & Q2 & Q3 & \\
\hline \begin{tabular}{l} 
Housing \& \\
Community \\
Safety
\end{tabular} & \begin{tabular}{l} 
Implement \\
proposals to reduce \\
under occupation in \\
social housing by \\
August 2011
\end{tabular} & Green & Amber & \begin{tabular}{l} 
Working with Registered Social \\
Landlords to finalise proposals \\
and agreement to take pilot \\
forward
\end{tabular} \\
\hline
\end{tabular}
\begin{tabular}{|l|l|l|l|l|l|}
\hline & & \multicolumn{3}{|c|}{ Status } & \\
\hline Portfolio & Key project & Q1 & Q2 & Q3 & \multicolumn{1}{|c|}{\begin{tabular}{l} 
Corrective Action
\end{tabular}} \\
\hline \begin{tabular}{l} 
Culture \\
Tourism \& \\
Leisure
\end{tabular} & \begin{tabular}{l} 
Roll out Wi Fi across \\
Libraries by \\
November 2011
\end{tabular} & Green & Amber & \begin{tabular}{l} 
Wi-fi is now in 13 Library sites, \\
with the rest planned for \\
completion between January \\
and March 2012
\end{tabular} \\
\cline { 2 - 5 } & \begin{tabular}{l} 
Successfully deliver \\
the Parks and \\
Countryside \\
Services \\
Procurement \\
Exercise to enable \\
proposed contract \\
benefits to be \\
achieved by January \\
/February 2012
\end{tabular} & Green & \begin{tabular}{l} 
On \\
Hold
\end{tabular} & Closed & \begin{tabular}{l} 
Cabinet 03 November 2011 \\
agreed to the retention of this \\
service and this project is now \\
closed.
\end{tabular} \\
\hline
\end{tabular}

\subsection*{2.1.3 Performance against Strategic Change project(s)}

The following strategic change project has been withdrawn:
\begin{tabular}{|c|c|c|l|l|}
\hline \multicolumn{3}{|c|}{ Status } & Project & Corrective Action \\
\hline Q1 & Q2 & Q3 & & \\
\hline Green & Amber & Closed & PACSPE & \begin{tabular}{l} 
Cabinet 03 November 2011 agreed to the retention of \\
this service and this project is now closed.
\end{tabular} \\
\hline
\end{tabular}

\subsection*{2.1.4 Performance against indicator(s):}

The following indicator has missed its quarter three target and is therefore assessed as red:
\begin{tabular}{|c|c|c|c|c|c|c|c|}
\hline \multirow[b]{2}{*}{Portfolio} & \multirow[b]{2}{*}{Pl no} & \multirow[b]{2}{*}{Title} & \multicolumn{3}{|c|}{2011/2012} & \multirow[b]{2}{*}{On target} & \multirow[b]{2}{*}{Direction of travel} \\
\hline & & & \[
\left\lvert\, \begin{gathered}
\text { Q2 } \\
\text { Status }
\end{gathered}\right.
\] & \[
\begin{gathered}
\text { Q3 } \\
\text { Target }
\end{gathered}
\] & Q3 Actual & & \\
\hline \begin{tabular}{l}
Housing \& \\
Community \\
Safety
\end{tabular} & N
32 & Repeat incidents of domestic violence & Red & 7.53 (Lower is Better) & 9.84 & Red & \\
\hline Corrective Action: & \multicolumn{7}{|l|}{\begin{tabular}{l}
The Q3 rolling total for domestic violence repeat victimisation in Wirral of 9.84\% is 2 percentage points over the \(7.53 \%\) target set. However this does not imply poor performance of agencies working together to reduce risk. The Community Safety Partnership Strategic Assessment identified a \(48 \%\) rise in referrals and further analysis showed that of those referrals, the proportion assessed as high risk increased by \(14 \%\). This is a success in reducing the under-reporting of domestic violence particularly for those that need it most. \\
The consequential increase in workload prompted a policy change concentrating all safeguarding measures, (including the Multi Agency Risk Assessment Conference process), on to high risk victims, only. By definition high risk clients are more prone to repeat victimisation. However Wirra compares very favourably with those collected nationally by CAADA (Coordinated Action Against Domestic Abuse), and has been accredited with Leading Lights status by CAADA whereby rigorous scrutiny has demonstrated exemplary processes and procedures. \\
The introduction of restraining orders during 2011 has provided an extra mechanism of assurance that support is provided. However this counts as a crime being committed, leading to an increase in crime levels, whilst the victimisation statistics remain unaffected.
\end{tabular}} \\
\hline Performance Analysis: & \multicolumn{7}{|l|}{Referrals have increased by \(2.74 \%\) compared to quarter three 2010/11 and \(2.25 \%\) compared to quarter one \(2011 / 12\). This is currently expected to exceed the year end target by \(1.47 \%\).} \\
\hline
\end{tabular}
\begin{tabular}{|c|c|c|c|c|c|c|c|}
\hline \multirow[b]{2}{*}{Portfolio} & \multirow[b]{2}{*}{PI no} & \multirow[b]{2}{*}{Title} & \multicolumn{3}{|c|}{2011/2012} & \multirow[b]{2}{*}{On target} & \multirow[b]{2}{*}{Direction of travel} \\
\hline & & & \[
\begin{gathered}
\text { Q2 } \\
\text { Status }
\end{gathered}
\] & \[
\begin{gathered}
\text { Q3 } \\
\text { Target }
\end{gathered}
\] & \begin{tabular}{l}
Q3 \\
Actual
\end{tabular} & & \\
\hline Corporate Resources & \[
\begin{array}{|c|c|}
\hline \text { LOCAL } \\
7019
\end{array}
\] & Number of assets transferred to community groups & Green & 5 & 4 & Red & \\
\hline Corrective Action: & \multicolumn{7}{|l|}{Overton Community Centre - Transfer completed. End of year Target amended for the following reasons: Hoylake, Liscard and Grosvenor CCs have entered into legal agreements, but the work required to the properties will not be completed until the summer. Vale, Delamere, Victoria Hall and Greasby are on the verge of entering into legal agreements, but again because of the works required are likely to go beyond March. Noctorum needs a further Member} \\
\hline
\end{tabular}
\begin{tabular}{|l|l|}
\hline & \begin{tabular}{l} 
decision and may go beyond March. Kylemore, Woodchurch, Westbourne Hall \\
and New Ferry Village Hall have been delayed while the Community Fund \\
allocation is clarified and are now likely to complete in the summer. Beechwood \\
Rec, Leasowe Lighthouse and New Brighton Community Centre will need to wait \\
until the available funds are known and will not transfer before March. \\
Bromborough Social centre is waiting for Age UK to decide on another property.
\end{tabular} \\
\hline Performance & It is expected to achieve the amended year end target \\
Analysis: & \\
\hline
\end{tabular}
\begin{tabular}{|c|c|c|c|c|c|c|c|}
\hline \multirow[b]{2}{*}{Portfolio} & \multirow[b]{2}{*}{Pl no} & \multirow[b]{2}{*}{Title} & \multicolumn{3}{|c|}{2011/2012} & \multirow[b]{2}{*}{On target} & \multirow[b]{2}{*}{Direction of travel} \\
\hline & & & \begin{tabular}{l}
Q2 \\
Status
\end{tabular} & \[
\begin{gathered}
\text { Q3 } \\
\text { Target }
\end{gathered}
\] & \begin{tabular}{l}
Q3 \\
Actual
\end{tabular} & & \\
\hline Environment & \[
\begin{array}{|c}
\text { LOCAL } \\
7025
\end{array}
\] & \% Consumer protection visits per high risk premises & Green & 65\% & 56\% & Red & 1 \\
\hline Corrective Action: & \multicolumn{7}{|l|}{Requirements of the Food and Veterinarian Office visits took priority this Qtr and with an officer on extended maternity leave this target was not achievable.} \\
\hline Performance Analysis: & \multicolumn{7}{|l|}{A plan has been formulated that will seek to ensure that this target is met by the end of the year.} \\
\hline
\end{tabular}
\begin{tabular}{|c|c|c|c|c|c|c|c|}
\hline \multirow[b]{2}{*}{Portfolio} & \multirow[b]{2}{*}{Pl no} & \multirow[b]{2}{*}{Title} & \multicolumn{3}{|c|}{2011/2012} & \multirow[b]{2}{*}{On target} & \multirow[b]{2}{*}{Direction of travel} \\
\hline & & & \[
\begin{gathered}
\text { Q2 } \\
\text { Status }
\end{gathered}
\] & \[
\begin{gathered}
\text { Q3 } \\
\text { Target }
\end{gathered}
\] & \begin{tabular}{l}
Q3 \\
Actual
\end{tabular} & & \\
\hline Environment & \[
\begin{array}{|c|c|}
\hline \text { LOCAL } \\
\hline 7031
\end{array}
\] & Percentage of under-age sales of alcohol during test purchase exercises & Green & 15\% & 50\% & Red & \\
\hline Corrective Action: & \multicolumn{7}{|l|}{Premises were initially targeted based on intelligence that they had sold to children and out of four tested, two sales took place. The Final Quarter test purchase exercises will focus on those premises which have been given advice, guidance and training by Trading Standards Officers, and it is anticipated that the risk of these premises selling to children will have been significantly reduced enabling the end of year target for these premises to be achieved.} \\
\hline Performance Analysis: & \multicolumn{7}{|l|}{\begin{tabular}{l}
Performance against this target has deteriorated, with a rise in the percentage of under-age sales of alcohol during test purchase exercises of \(28 \%\) from the first quarter of 2011/12 and by \(40 \%\) when compared to the third quarter in 2010/11, but it is forecast to achieve the 2011/12 year end target. \\
The high percentage was due to it not being a representative sample, with only one test purchase exercise for alcohol sales being conducted in the 3rd quarter, as the focus was placed on the sale of tobacco test purchasing. Four alcohol premises were targeted, based on intelligence that they had sold to children. Out
\end{tabular}} \\
\hline
\end{tabular}
of those four tested, two sales took place.
\begin{tabular}{|c|c|c|c|c|c|c|c|}
\hline \multirow[b]{2}{*}{Portfolio} & \multirow[b]{2}{*}{PI no} & \multirow[b]{2}{*}{Title} & \multicolumn{3}{|c|}{2011/2012} & \multirow[b]{2}{*}{On target} & \multirow[b]{2}{*}{Direction of travel} \\
\hline & & & \begin{tabular}{l}
Q2 \\
Status
\end{tabular} & \[
\begin{gathered}
\text { Q3 } \\
\text { Target }
\end{gathered}
\] & Q3 Actual & & \\
\hline Housing \& Community Safety & \[
\begin{gathered}
\text { LOCAL } \\
7044
\end{gathered}
\] & No. of burglaries & Red & 684 & 768 & Red & \\
\hline Corrective Action: & \multicolumn{7}{|l|}{At the end of the third quarter Wirral is \(12 \%\) above the target set. The measure is cumulative and despite the average burglary rate being within target for the last 5 months, a spate of over 100 burglaries per month during May, June and July has meant that achieving the end of year target will require a further concerted effort from the partnership. Wirral has already recovered significant ground from being 32\% over target in June.} \\
\hline Performance Analysis: & \multicolumn{7}{|l|}{By maintaining the trend shown over the last 3 months of 65 burglaries per month, 10 less than last year's average, Wirral will be within \(5 \%\) of the annual target.} \\
\hline
\end{tabular}

\subsection*{2.2 Resource implications}

The main area of concern remains the achievement of income targets including car parking and cultural services which are being contained by compensatory savings. The delayed sale of the Pacific Road Arts complex may also have a budgetary impact.

A number of policy options being progressed include the 'free after three' parking initiative, the deep clean street cleansing initiative, support for the Anti-Social Behaviour team and library equipment and engagement schemes. The community asset transfer programme is also continuing

Capital schemes include renovations to the Williamson Art Gallery which commenced in the spring, the Landican Crematorium Mercury Abatement scheme which commenced in September and an extensive road maintenance programme and bridge strengthening works.

\subsection*{2.3 Future challenges and risks}

It is important to deliver services to meet the needs and wants of our citizens and businesses. To help achieve this significant consultations have been undertaken to assist in the development of Neighbourhood plans for each area and to help identify priority areas to assist with the allocation of resources for neighbourhood use.

The modernisation of the maintenance arrangements for Wirral's parks and open spaces which includes the transfer of services previously undertaken by external contractors will create future challenges and opportunities.

Weather events may also impact upon Council services. A review of winter maintenance arrangements has been undertaken to help mitigate possible negative impacts although so far the winter has been mild.
2.4.1 Across the Council there were a total of 1,301 customer feedback contacts recorded in quarter 3 (Q3), which represented a negligible change from Q2 and is still significantly below the quarterly average of 1,656 reported in 2010/11.
2.4.2 By channel, internet and email were used for \(68 \%\) of all contacts representing a third consecutive quarterly increase in these channels' usage ( \(64 \%\) in Q2 and \(57 \%\) in Q1).
2.4.3 Compared to Q2 there was minimal change in the numbers of complaints and councillor/MP contacts received across the Council.
2.4.4 There was a third consecutive quarterly increase in the average response rate for complaints with an average of 16 working days taken to respond to complaints by the end of this quarter (15.5 working days in Q2 and 11 working days in Q1). The corporate target to respond is 15 working days.
- Technical Services had six complaint cases in this category.
- Asset Management (LHRAM) had one complaint case in this category.

Technical Services received and responded to 103 stage 1 customer complaints during Q3 and took an average of 7 working days to provide responses. 99\% of all Stage 1 customer complaints received by Technical Services during Q3 were responded to within the target of 15 working days.
2.4.5 Across the Council, responses to Councillor/MP enquiries took an average 8 working days in Q3 compared to 6 working days in Q2. The corporate target is 10 working days.

Technical Services received and responded to 686 Councillor/MP enquiries during Q3 and took an average of 6 working days to provide responses. \(96 \%\) of all Councillor/MP enquiries received by Technical Services during Q3 were responded to within the target of 10 working days.

LHRAM took an average of 12 working days to respond.
2.4.6 Local Government Ombudsman (LGO) contacts took slightly longer to respond to in Q3 with an average of 17 calendar days taken compared to 15 calendar days in Q2 and 14 calendar days in Q1. The standard response target is 28 calendar days; Technical Services took 21 calendar days.
2.4.7 The focus for complaints and wider customer feedback is 'putting things right and learning from it' with Technical Services reporting some positive organisational learning during this quarter:
2.4.8 Examples of organisational learning reported by Technical Services in Q3:
- Review of CCTV coverage in leisure centre to minimise reports of anti-social behaviour
- Implementation of additional training for staff at a leisure centre in response to safeguarding issues raised
- Increased frequency of street cleansing in response to complaints received
- Erection of dog fouling signs in local park to deter fouling in response to complaint
- Website information reviewed and amended in response to customer suggestion

\subsection*{3.0 RELEVANT RISKS}
3.1 The successful implementation of actions to deal with issues arising from the report into Corporate Governance issues remains a key priority. There remains a key risk in ensuring issues arising are dealt with in a timely and appropriate manner.
3.2 Enhancements to corporate risk management arrangements and procedures continue to be examined. The Risk Management strategy over the medium term will provide a framework and processes which are in accordance with the latest British Standard for Risk Management. To achieve this, 'a gap analysis' has been undertaken to identify actions required for improvement.
3.3 The Corporate Risk Register has been evaluated and added to by the Executive Team during the quarter. Progress in mitigating actions has been included within the relevant sections above.

\subsection*{4.0 OTHER OPTIONS CONSIDERED}

\subsection*{4.1 Not applicable}

\subsection*{5.0 CONSULTATION}
5.1 Consultation in relation to the draft Corporate Plan engaged individuals and organisations from across Wirral's diverse communities and this is reflected in the Corporate Plan.

\subsection*{6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS}
6.1 The Corporate Plan sets out commitments and clear actions in relation to working with voluntary, community and faith sector organisations to improve outcomes for local people.

\subsection*{7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS}
7.1 The Council Budget 2011/12, Schools Budget 2011/12 and Capital Programme 2011/13 have been agreed and support the delivery of the Corporate Plan. Resource implications relating to the delivery of actions in the Corporate Plan have been set out in individual departmental plans. Further details are contained in Appendices 2, 3 and 4 which are placed within the Library.
7.2 The projected general fund balance at 31 March 2012 is \(£ 9.7\) million as shown below
\begin{tabular}{|l|r|r|}
\hline Details & £million & \(£ m i l l i o n\) \\
\hline \begin{tabular}{l} 
Projected General Fund balance at 31 March 2012 when setting the \\
budget for 2011/12
\end{tabular} & & 6.9 \\
\hline Cabinet decisions & & \\
\hline 17 March - Fernleigh retained & & -0.5 \\
\hline 2 June - New Homes Bonus/ Local Services Grant & +0.5 \\
\hline \begin{tabular}{l} 
23 June - Financial out-turn 2010/11 showed a net increase in the balance of \\
\(£ 1\) million after meeting a net revenue overspend of \(£ 0.3\) million
\end{tabular} & +1.0 \\
\hline 23 June - Integrated Transport Unit additional funding & & -0.3 \\
\hline \begin{tabular}{l} 
23 June - EVR/VS scheme funded as part of 2010/11 thereby releasing the \\
requirement to fund in 2011/12.
\end{tabular} & +4.4 \\
\hline 21 July - Social Services Reprovision & & -3.5 \\
\hline 21 July - National Insurance changes & -1.0 \\
\hline
\end{tabular}
\begin{tabular}{|c|c|c|}
\hline 21 July - Support for School Pay & & -0.2 \\
\hline 22 September - Independent Review & & -0.3 \\
\hline 13 October - Capitalisation of Statutory Redundancy Payments & & +2.7 \\
\hline Projected variances / potential overspends & & \\
\hline None declared although pressures identified at the end of September 2011 within: & & - \\
\hline General Fund balance at 31 March 2012 based upon the latest projections & & 9.7 \\
\hline
\end{tabular}
7.3 The Adult Social Services Children and Young People and Regeneration, Housing and Planning Departments have highlighted pressures on their departmental budgets. Any subsequent overspend would impact upon the general fund balances.
7.4 The capital programme is summarised as follows:
\begin{tabular}{|c|c|c|c|c|}
\hline Spend & Original Approval £000 & Revised Approval £000 & Forecast Sep £000 & Forecast Dec £000 \\
\hline Adult Social Services & 1,154 & 2,943 & 2,943 & 2,943 \\
\hline Children \& Young People & 25,889 & 32,290 & 24,444 & 22,953 \\
\hline Regeneration, Housing \& Planning & 5,181 & 18,037 & 13,488 & 12,571 \\
\hline Finance & 1,000 & 6,728 & 3,671 & 6,728 \\
\hline Law, HR and Asset Mgt & 8,163 & 8,879 & 8,779 & 8,879 \\
\hline Technical Services & 7,872 & 11,564 & 11,564 & 11,564 \\
\hline Total Programme & 49,259 & 80,441 & 64,889 & 65,638 \\
\hline & Original & Revised & Forecast & Forecast \\
\hline Resources & Approval & Approval & Sep & Dec \\
\hline & £000 & £000 & £000 & £000 \\
\hline Borrowing & 15,905 & 32,584 & 22,819 & 27,337 \\
\hline Capital Receipts & 3,000 & 3,000 & 3,000 & 3,000 \\
\hline Revenue, reserves, contributions & 300 & 2,394 & 1,434 & 1,434 \\
\hline Grants - Education & 23,441 & 22,703 & 21,536 & 19,084 \\
\hline Grants - Integrated Transport & 1,155 & 1,155 & 1,155 & 1,155 \\
\hline Grants - Local Transport Plan & 3,095 & 3,095 & 3,095 & 3,095 \\
\hline Grants - Other & 2,363 & 15,510 & 11,850 & 10,533 \\
\hline Total resources & 49,259 & 80,441 & 64,889 & 65,638 \\
\hline
\end{tabular}
7.5 The outturn forecast for the 2011/12 capital programme has slightly increased since quarter 2. This is mainly due to the additional approval granted following the receipt of permission from the DCLG to capitalise statutory redundancy payments. There has been some re-profiling of schemes within CYP and Regeneration, Housing and Planning.
7.6 Progress continues to be made on a number of schemes including those at Pensby and Cathcart Primaries which is nearing completion. Willowtree the Children's Home from home based at the former Rosclare site opened in December The Landican Crematorium Mercury Abatement building works programme continues as does work on the Town Link Viaduct in Birkenhead.

\subsection*{8.0 LEGAL IMPLICATIONS}
8.1 Legal implications relating to the actions set out in the Corporate Plan will be addressed by departments as appropriate.

\subsection*{9.0 EQUALITIES IMPLICATIONS}
9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?
(a) Yes and impact reviow is attached- (insert appropriate hyperlink).
(b) No because there is no relevance to equality.
(c) No because of another reason which is:

This report is for information and does not require a policy decision or a change to services.
It is a requirement that Equality Impact Assessments (E.I.A.'s) are conducted to cover the projects and actions mentioned in this report to comply with the requirement of the Equalities Act 2010.

\subsection*{10.0 CARBON REDUCTION IMPLICATIONS}
10.1 Carbon reduction is a specific goal in the Corporate Plan, with associated actions and measures as set out in the agreed Interim Carbon Budget 2011-12. In this quarter the level of CRed pledges has increased to 568, exceeding the target of 500.

\subsection*{11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS}
11.1 Planning and Community Safety is a specific goal in the Corporate Plan, with associated actions and measures. Any planning and community safety implications have been identified in Section 4 of this report. There is no planning permission required as a result of this report.

\subsection*{12.0 RECOMMENDATION/S}
12.1 That the contents of this report be noted.

\subsection*{13.0 REASON/S FOR RECOMMENDATION/S}
13.1 Council approved the Corporate Plan on \(18^{\text {th }}\) April 2011. This report provides a quarterly progress on delivering the Council's Corporate Plan, including performance of relevant projects and indicators and associated financial and risk monitoring information.

\section*{REPORT AUTHOR: Carol Sharratt / Margaret Sandalls / Clive Ashton \\ Performance Management Officers \\ Telephone: (0151 666 3865/ 0151606 2089/ 01516918334 ) \\ Email: carolsharratt@wirral.gov.uk / margaretsandalls@wirral.gov.uk cliveashton@wirral.gov.uk}

\section*{REFERENCE MATERIAL}

Previous Council and Cabinet reports as detailed in the subject history below
\begin{tabular}{|l|l|}
\hline Council Meeting & Date \\
\hline CABINET - 2011/12 Q2 Performance and Financial Review & 03 November 2011 \\
CABINET - 2011/12 Q1 Performance and Financial Review & 21 July 2011 \\
CABINET - Delivering the Corporate Plan & 17 April 2011 \\
COUNCIL - Adoption of Corporate Plan 2011-14 & 14 April 2011 \\
CABINET - Draft Corporate Plan for 2011-14 & 17 March 2011 \\
\hline
\end{tabular}

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\section*{WIRRAL COUNCIL}

\section*{SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE}

\section*{28 MARCH 2012}
\begin{tabular}{|l|l|}
\hline SUBJECT: & \begin{tabular}{l} 
DECISIONS TAKEN UNDER DELEGATED \\
POWERS
\end{tabular} \\
\hline WARDIS AFFECTED: & ALL \\
\hline REPORT OF: & DIRECTOR OF TECHNICAL SERVICES \\
\hline \begin{tabular}{l} 
RESPONSIBLE PORTFOLIO \\
HOLDER:
\end{tabular} & \begin{tabular}{l} 
COUNCILLOR LESLEY RENNIE \\
CULTURE, TOURISM \& LEISURE
\end{tabular} \\
\hline KEY DECISION? & NO \\
\hline
\end{tabular}

\subsection*{1.0 EXECUTIVE SUMMARY}
1.1 The purpose of this report is to inform Members, in accordance with the Approved Scheme of Delegation, of any instances where delegated authority has been used by the Director of Technical Services with respect to the appointment of contractors. In this case, the tender for the supply of the pantomime at the Floral Pavilion between December 2010 and January 2013 and the supply and maintenance of fitness equipment for Wirral's Leisure Centres from February 2012 for 5 years.
1.2 Both procurement exercises were undertaken in collaboration with Corporate Procurement and the successful contractors were appointed on the highest aggregate score based upon price and quality. The reporting of the decision for the pantomime at the Floral Pavilion follows advice given by Internal Audit in October 2011.

\subsection*{2.0 BACKGROUND AND KEY ISSUES}
2.1 Under the Approved Scheme of Delegation, the Director of Technical Services has used delegated authority to approve the appointment of UK Productions for a 3 year contract commencing in 2010 to provide a pantomime show at the Floral Pavilion Theatre, and for the appointment of Pulse Fitness Equipment Limited for the supply and maintenance of fitness equipment for Wirral's Leisure Centres for a five year contract commencing February 2012.

\section*{Floral Pavilion Contract}
2.2 Over 20 companies applied for the contract during the PQQ stage and from those 5 companies were invited to tender. UK Productions scored highest in terms of both price and quality.
2.3 The 2011 pantomime was extremely successful with a significant increase in group bookings particularly from schools in the area. This can be attributed to the success of Cinderella in 2010 and also to scheduling a week of performances earlier in December. The marketing of the 2011 pantomime began during the run of Cinderella with many people booking 12 months in advance. This has been repeated in 2012 and there are already advance sales of \(£ 60 \mathrm{k}\) for Peter Pan this year. Aladdin sold 29,290 tickets compared with Cinderella which sold 23,074 which represented a \(30 \%\) increase in sales.

\section*{Supply and Maintenance of Fitness Equipment}
2.4 Knowsley Council undertook a Framework Agreement on behalf of the Merseyside Procurement Partnership, which includes Wirral Council. The technical specification included in the Framework contained the equipment specification provided by Wirral Council.
2.5 Tenders were invited via the Knowsley framework, which is fully compliant with the Council's Contracts Procedure Rules and European Procurement Directives. The tender evaluation was based upon lowest price, as an accepted quality standard had already been established at the framework process stage by Knowsley Council.
2.6 Replacement equipment is required urgently at two Leisure Centres - Europa Pools Leisure Centre and West Kirby Concourse Leisure Centre, and the requirements for these two Centres were used in the tender pricing schedule.

The outcome of the evaluation was that the tender submitted by Pulse Fitness Limited proved to be the lowest bid and has been awarded by the Director of Technical Services under Delegated Authority for the supply, installation, including support and maintenance of fitness equipment, for a period of five years.

\subsection*{3.0 RELEVANT RISKS}
3.1 The pantomime is a key event in the Floral's programme and brings in significant income. A poor quality production or unfavourable financial agreement would affect income levels for several years.
3.2 The fitness suites in Wirral's Leisure Centres are well used and key sources of income. Customers have high levels of expectation and if the facilities are not regularly renewed and maintained there would be a significant loss of income and a rise in customer complaints.

\subsection*{4.0 OTHER OPTIONS CONSIDERED}
4.1 Different types of production or contractual arrangements have been considered for the pantomime but at the present time the agreement with UK Productions is considered the most financially advantageous.
4.2 In respect of the supply and maintenance of fitness equipment the option of leasing was considered but does not provide best value for money.

\subsection*{5.0 CONSULTATION}
5.1 For the pantomime production there is no specific consultation but audience feedback on productions is important to deciding future production.
5.2 In Leisure centres regular feedback is reviewed from customers using fitness suites on the type and condition of equipment.

\subsection*{6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS}
6.1 There are no specific implications arising directly from this report.

\subsection*{7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS}
7.1 The pantomime provided a net income of \(£ 261,740\) for \(2011 / 12\).
7.2 It is estimated that the total value of the contract over five years for the supply and maintenance of fitness equipment will be approximately \(£ 442,000\) given the current requirements of the service.

\subsection*{8.0 LEGAL IMPLICATIONS}
8.1 There are no specific implications arising from this report.

\subsection*{9.0 EQUALITIES IMPLICATIONS}
9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?
(b) No because there is no relevance to equality.

\subsection*{10.0 CARBON REDUCTION IMPLICATIONS}
10.1 There are no specific carbon reduction implications arising from this report.

\subsection*{11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS}
11.1 There are no specific implications arising from this report.

\subsection*{12.0 RECOMMENDATION}
12.1 That the report be noted.

\subsection*{13.0 REASON/S FOR RECOMMENDATION/S}
13.1 To advise Members in accordance with the Approved Scheme of Delegation.

\section*{REPORT AUTHOR:}

\section*{Jim Lester}

Head of Cultural Services, Technical Services Department telephone: (0151) 6062308
email: jimlester@wirral.gov.uk

\section*{APPENDICES}

None.

\section*{REFERENCE MATERIAL}
(Include background information referred to or relied upon when drafting this report, together with details of where the information can be found. There is no need to refer to publicly available material: e.g. Acts of Parliament or Government guidance.)

\section*{SUBJECT HISTORY (last 3 years)}
\begin{tabular}{|l|l|}
\hline Council Meeting & Date \\
\hline & \\
\hline
\end{tabular}

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\section*{Agenda Item 10}

WIRRAL COUNCIL
SUSTAINABLE COMMUNITIES OVERVIEW \& SCRUTINY COMMITTEE

28 MARCH 2012
\begin{tabular}{|l|l|l|}
\hline SUBJECT: & \begin{tabular}{l} 
DECISIONS TAKEN UNDER DELEGATED \\
POWERS
\end{tabular} \\
\hline WARD/S AFFECTED: & VARIOUS & \\
\hline REPORT OF: & \begin{tabular}{l} 
DIRECTOR OF LAW, HR AND ASSET \\
MANAGEMENT
\end{tabular} \\
\hline KEY DECISION? & NO & \\
\hline
\end{tabular}

\subsection*{1.0 EXECUTIVE SUMMARY}
1.1 The purpose of this report is to inform Members, in accordance with the Approved Scheme of Delegation, of any instances where delegated authority has been used by the Director of Law, HR and Asset Management with respect to the appointment of Contractors pursuant to Contract Procedure Rule 14.1.
1.2 The below listed tenders were the lowest/most economically advantageous received.

\subsection*{2.0 BACKGROUND AND KEY ISSUES}
2.1 The following tenders have been accepted since the last meeting of this Committee on 30 January 2012.

Project Title: Hoylake Community Centre \& Sanderling Unit
Window frame replacement
Contract Sum:
£70,456.88
Contractor:
Funded from:
W Carroll \& Sons Ltd
Community Asset Transfer Fund
Project Title: \(\quad\) Fire Alarms and Emergency Lighting
Maintenance (2 years)
£37,042.52 per annum
Dante Fire \& Security Ltd
Law, HR \& AM Repairs \& Maintenance Revenue
Project Title: Leasowe Recreation Centre
Pool Filtration and Ultraviolet Sterilisation Installation £51,898.00
Sterling Hydrotech Ltd
Capital Programme - Cultural Services Assets

\subsection*{3.0 RELEVANT RISKS}
3.1 There are no risks in relation to this report.

\subsection*{4.0 OTHER OPTIONS CONSIDERED}
4.1 There are no other options to be considered in relation to this report.

\subsection*{5.0 CONSULTATION}
5.1 There are no consultation issues in relation to this report.

\subsection*{6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS}
6.1 There are no implications directly arising from this report.

\subsection*{7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS}
7.1 Funding for these projects is as detailed above. There are no other resource implications as a result of this report.

\subsection*{8.0 LEGAL IMPLICATIONS}
8.1 There are no legal implications as a direct result of this report.

\subsection*{9.0 EQUALITIES IMPLICATIONS}
9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?
(b) No because there is no relevance to equality.

\subsection*{10.0 CARBON REDUCTION IMPLICATIONS}
12.1 There are no carbon reduction implications as a direct result of this report.

\subsection*{11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS}
12.1 There are no implications as a result of this report.

\subsection*{12.0 RECOMMENDATION/S}
12.1 That the report be noted.

\subsection*{13.0 REASON/S FOR RECOMMENDATION/S}
13.1 To advise members in accordance with the Approved Scheme of Delegation.

\section*{REPORT AUTHOR:}

\section*{Robin Stratton}

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\section*{APPENDICES}

None.

\section*{REFERENCE MATERIAL}

None.
SUBJECT HISTORY (last 3 years)
\begin{tabular}{|l|l|}
\hline Council Meeting & Date \\
\hline & \\
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