

## COUNCIL

10 MARCH 2014

### CABINET PORTFOLIO SUMMARY REPORT

REPORT OF	COUNCILLOR CHRIS MEADEN
CABINET PORTFOLIO FOR	HEALTH & WELL BEING
CO-ORDINATING CHIEF OFFICER	DIRECTOR OF PUBLIC HEALTH/ HEAD OF POLICY & PERFORMANCE

#### Executive Summary

This report is an update from the Cabinet Portfolio Holder to Members of the Council on matters relevant to her portfolio.

#### 1. Parks and Countryside

Footpath and signage improvement works funded by the English Woodland Grant Scheme have been completed at Eastham Country Park and Royden Park. Work is under way on refurbishing Birkenhead Park Tennis Courts.

The draft Wirral Green and Open Space Strategy 2014-2024 is out to public consultation until 14<sup>th</sup> March. The Strategy centres on the following themes: supporting the local economy, good health, accessible and safe places, a Wirral Quality Standard, engaging and empowering communities, education and aspiration, biodiversity, addressing climate change, a sustainable business model and making best use of Council and partner resources.

#### 2. Sport & Recreation

##### **AEGON PRO SERIES TOURNAMENT**

Wirral Tennis and Leisure Centre, Bidston, hosted the Aegon Pro Series tournament, a top event featuring many of the tennis stars of the future, all competing for a share of \$10,000 prize money.

Some of the best players in Britain have been in the borough for the event. This is fantastic for the centre and its staff who have been working with the Lawn Tennis Association to stage the championship. Due to the hard work from staff alike, it has resulted in some very positive publicity, both for Wirral and the centre, which does good work in fostering an interest in the sport. More importantly, I am sure it has built an interest in sport and keeping active for those who attended.

##### **INVIGOR8**

Invigor8, the Council's health and fitness scheme, is celebrating a promising start to the New Year with 1,225 new members recruited - the highest number in three years. This success is due to the efforts of the Council's marketing and sports membership development teams. Their 2014 New Year campaign resulted in this 32 per cent rise in members and a predicted £157,000 of extra income which can be put back into developing the service, making it more sustainable for the future.

It is a vindication of the investment-led income generation approach, which will see us investing more than £2m on improving our facilities, and promoting our health and fitness offer.

We now offer some of the most competitively priced gym and leisure facilities you will find, and it is good to see that this, and the use of these very innovative, targeted, campaigns, is beginning to pay dividends, putting our facilities on a more sustainable footing. You can find more information about Invigor8 on our website [www.wirral.gov.uk/invigor8](http://www.wirral.gov.uk/invigor8)

### **3. Regeneration and Planning**

#### Williamson Art Gallery

A Strategic Plan has been put forward by the Williamson Action Group and this will form the context of the continuing discussions over the next 12 months. The Williamson will not close but options for an alternative way of managing the asset will be explored. I am grateful for all the work of the Action Group.

#### Floral Pavilion

The Floral has had a very successful Pantomime and Peter Pan on Ice. A new brochure will be released shortly. News ways are being explored for putting more business on line as well as looking at new marketing opportunities

#### Transport Museum

Discussions are continuing positively about a transfer of the assets to the Merseyside Tram Preservation Society.

### **4. Public Health**

#### Tobacco

On Wednesday, 26<sup>th</sup> February we are taking part in an external review of our Tobacco Control programme. The external team are a range of experts in Tobacco Control and smoking cessation and will meet a range of stakeholders across the Council, NHS and 3<sup>rd</sup> sector and provide us with a critical appraisal of our current programme of work and recommendations for future development.s

Local Government Declaration on Tobacco has been discussed at the Families and Wellbeing Policy and Performance Committee and supported unanimously by Councillors. The Declaration will now be put before full Council.

We are working with the HR and Health & Safety Departments on a revised current free policy, the next stage of the work is to discuss with Trade Unions.

No Smoking Day is the 12<sup>th</sup> March, the Community Trust and 3<sup>rd</sup> sector will be leading activity.

#### Breastfeeding

On the 27<sup>th</sup> February local I will be at the Pyramids Shopping Centre in Birkenhead with local women to champion breastfeeding. These women are breastfeeding "success stories" who want to spread the word of their personal experiences and why they believe breast is best. The event will showcase the current support and uptake of breastfeeding in the area and create a shift in attitudes towards breastfeeding.

### **5. Libraries**

- The Central library at West Kirby has now re-opened with a fully merged library OSS service. Comments from the public have been very positive. The service is now open on Wednesday's in addition to two late nights.
- The final elements of Heswall Library OSS refurbishment are due to start March 2014 and we will phase work to keep closures to a minimum.
- Chris Salmon awards evening arranged for Friday 28 March. During the evening the Young Wirral Poet Laureate will be announced.
- Friends of the Library forum met last week and are planning a library celebration week with events in a number of libraries.
- Books on Prescription collection very well used and study produced to show how access to this information can help peoples mental and physical wellbeing.
- Frank Cottrell Boyce will be appearing at Leasowe library at 2pm on Saturday.