

WIRRAL PLAN

(2021/22)

Performance Update

Brighter Futures



There is no limit to our ambition for families in Wirral. We put the support in place so people can increase – and achieve – their aspirations. Children are the forefront of every decision we make. They are right at the top of our list of priorities, and they will stay there. A family’s history should not and will not impact on the ambition of the child. We are focussed on breaking the cycle of poor outcomes and low ambition, raising the aspirations of every child in Wirral – regardless of where they live or their background.

Our job is to encourage, and inspire, and we are relentless in pursuit of that goal. We will enable families to bring up children in safe, happy, and secure environments. Wirral will become a great place to grow up, and a great place to work. For children, particularly those experiencing poverty, living in care, or leaving care, we go the extra mile. They are given every possible helping hand to lead a successful, fulfilling life.

| | SUMMARY | PERFORMANCE HEADLINES |
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| Agile Continuous Improvement | Significantly and continuously improving our offer to ensure brighter futures for our children, young people, and their families. | <ul style="list-style-type: none">• Outlined our improvement plans to ‘Get to Good’ in social care, utilising our much-improved quality assurance• Made wellbeing and communication a priority to respond to long-term virtual operations• Commenced a SEND Transformation Programme with robust governance and accountability to drive positive culture change |
| Prevention, Early Intervention & Breaking the Cycle | Ensuring all children and families in the borough receive the right help at the right time to enable them and their families to develop resilience to face future life challenges independently. | <ul style="list-style-type: none">• Agreed a Council-wide approach to prevention which seeks to break the cycle of poor outcomes• Strengthened our early help offer through an alliance with 3rd sector partners• Developed a Family Toolbox to provide 24/7 online family support• Launched our Vulnerable Adolescents Strategy to protect those susceptible to exploitation• 152 Fostering enquiries to date this year, 37 higher than the previous year• Devised Wirral’s Safer Adolescents Strategy for 2021-23 has been devised by Wirral Safeguarding Children Partnership (WSCP) in consultation with young residents from around the borough |
| School Improvement & Sufficiency Strategy | Ensuring that our education provision and offer is fit for purpose, inclusive and enables children to achieve their full potential. | <ul style="list-style-type: none">• Launched a School Improvement Strategy underpinned by a more robust resource infrastructure• Launched the Dolly Parton Imagination Library encouraging love of reading from an early age• Commenced our plans to increase provision for children and young people with SEND in mainstream school |

Sustainable Environment



The latest global scientific evidence makes clear that the way with live our lives is not sustainable. The impacts our lifestyles have on the earth's life support systems and climate about climate change present a deeply worrying picture. The challenge presents a massive opportunity to improve our environment, improve our health and create new jobs in a clean and sustainable economy.

Locally we must cut the main climate damaging pollutant, CO2, by three and a half times more each year than we have managed to do so far. We also need to adapt and develop resilience to damage that has already been done. We need to extend tree cover and protect habitats and soils. The old, the young and those with existing health problems are most vulnerable to more hostile environmental conditions. Acting to stop the situation deteriorating really matters to our families and our communities now. We have traditionally focused on keeping Wirral clean and tidy and protecting our cherished local environment. Working for a sustainable borough means going far beyond these concerns. We have a role to lead the way.

| | SUMMARY | PERFORMANCE HEADLINES |
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| Drive forward the Climate Emergency agenda | Working for a sustainable environment that leads the way in its response to the environment and climate emergency and is environmentally friendly. | <ul style="list-style-type: none">• Council declared an environment and climate emergency in 2019, committing the Council to achieving net carbon neutrality by 2030• Over the last year, more than 21,000 trees have been planted around the borough• Wirral Council recognised as first Carbon Literate Council in Merseyside• Major new campaign to ask people to think differently about short journeys• The borough has been recognised as a bee and pollinator champion• Council continues to participate in 'No Mow May', a national month-long initiative that promotes the welfare of bees, butterflies and the wider environment. |
| Implementation of major capital infrastructure investment to supports Wirral's Highways & Infrastructure | Ensure Wirral's infrastructure is sustainable for the future. | <ul style="list-style-type: none">• Highways, streetlights, and roads have improved - 13,500 LED streetlights fitted over last 12 months• £6m structural maintenance programme to support our biggest asset our roads including £15m transport schemes programme• Completed a multi-million-pound project to change 26,000 streetlights to more energy efficient LED bulbs• Implementation of Active Travel schemes working in partnership with Regeneration Directorate and Liverpool Combined Authority• 53 electric vehicle charging points have been installed |

Safe and Vibrant Communities



For many thousands of our residents, the thing which is most important to them is what they see when they open their front door. They want to see clean streets, parks and beaches which are well maintained and attractive. They want to live in a place which is free of anti-social behaviour and crime, and to be able to take an active role in making their community a better place to live. Our job is to help make this happen.

The everyday services people want the most – street cleaning, tackling dog-fouling, road maintenance, streetlights, grass cutting – will be delivered to the best possible standard. Decisions made which affect people should be made in partnership with those people. Public servants do not always know best, we must be brave enough to ask for and listen to the alternative view. This new culture of collaboration and consultation will underpin everything we do.

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| Implementation of major capital infrastructure investment to supports Wirral’s Highways & Infrastructure | Ensure Wirral’s infrastructure is sustainable for the future. | <ul style="list-style-type: none"> • Introduction of Road Safety initiatives across the borough through Community Safety strategy and working with our schools and communities across the borough • Implementation of Active Travel schemes working in partnership with regeneration Directorate and Liverpool Combined Authority |
| Community and Leisure strategies | Creating a sustainable model for the delivery of leisure and cultural services in Wirral which celebrate the best of Wirral’s assets, environments, and communities. Libraries will become community hubs for learning and family support. | <ul style="list-style-type: none"> • Produced Leisure, Libraries and Sports & Physical Activity Strategies • Implementation of delivery phases of Sports & Physical Activity Strategy • Led a Community Asset Transfer programme aimed at achieving savings and improving community collaboration. • Birkenhead Priory secured funding for new digital learning resources • Produced an extensive Exhibition & Events Programme |
| Community Safety | The overarching aim of the Community Safety Strategy is to build safer, stronger, more resilient communities in Wirral and reduce the fear of crime. | <ul style="list-style-type: none"> • Undertake consultation for PSPO as critical implementation tool for the Alley gates and CCTV • Installation of circa 60 Alley gates and 30 CCTV cameras • creation of a new CCTV control room which is equipped with a state-of-the art digital video management system. • Delivery of the Safer Streets 1 & 2 projects |

Active and Healthy Lives



In Wirral we want all our residents to have a good quality of life. Good health and wellbeing is key to this and achieving that is more than about health services. A good start in life, education, decent work and housing, the environment in which we live and strong and supportive relationships all play a part. We're proud of our reputation that people tell their story once, to one healthcare professional, and they will design a personalised care package to meet those needs.

We promote active lifestyles. Where people need extra help to stay healthy, we commission outstanding services to help people live more healthily. Vulnerable people are supported, protected, and inspired. We embrace new technologies to help people to live independently, and we engage with communities who do invaluable work to keep their neighbours safe and happy.

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| Covid Outbreak Prevention and Management | Covid Outbreak Prevention and Management – Informing the Wirral for 'living with Covid' | <ul style="list-style-type: none">Continuing to support Wirral residents to Live safely with COVID and protect the health of Wirral Communities from infectious diseases and environmental hazards |
| Healthy Wirral Key Improvement Programme and drive forward the Health Inequalities Strategy | Tackling health inequalities and improving life chances. | <ul style="list-style-type: none">Established the development of the Health & Wellbeing Board StrategyImplementation of delivery phases of Sports & Physical Activity Strategy.Continuous successful delivery of the Wirral ADDER programme |
| Delivery of core projects | Supporting people to live fulfilling lives and have good mental health and emotional wellbeing whilst reducing the cost of care by having better conversations and promoting independence. | <ul style="list-style-type: none">Delivered a targeted weight management programmeWirral's Stop Smoking service recognised nationally as a top providerDevelopment of a coordinated and systematic approach to Self-Care activitiesWirral Evolutions: Project board and project plan in place to ensure the transition to an in-house delivery function |

Inclusive Economy



Our plans for sustainable economic growth are about creating community wealth. They’re about encouraging inclusive and sustainable growth, where the benefits are felt by every resident without damaging the environment on which we all rely. They’re about creating opportunities for local people, and inspiring ambition. Prosperous communities are happier, healthier, and better places to live. People want the chance to get a good job, and live in a nice home on a clean, safe street.

Investment into our borough helps creates good jobs for our residents. It helps people improve their skills, improve their prospects, and raise the aspirations of their whole family. It’s about helping everyone in the borough to become better off and live more comfortably. The work we do helps support local employers to succeed, to win more business and grow – to attract more inward investment, creating more jobs and opportunities for local people.

| | SUMMARY | PERFORMANCE HEADLINES |
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| Local Plan | Delivering the Local Plan and addressing Housing needs. | <ul style="list-style-type: none">Published Draft Submission Plan (Reg 19) for consultation |
| Economic Strategy | Ensuring the council plays an active and effective role alongside all partners to shape and achieve “good growth” for Wirral; creating great places for people to live, work, learn and enjoy. | <ul style="list-style-type: none">Continue to signpost and facilitate business resilience through the provision of strategic financial supportDelivering the Ways to Work Programme to support residents to access employment opportunitiesCompleted a public consultation to inform the development of Wirral’s Economic Strategy |
| Birkenhead 2040 Framework | Ensuring the Council accesses and secures a range of funding streams to deliver projects for Birkenhead’s regeneration. | <ul style="list-style-type: none">Approve Birkenhead 2040 and its supporting area-based Neighbourhood FrameworksAchieved borough’s successful Town Deal bid of £25 million of Government funding for Birkenhead, ten milestone projects will help transform Birkenhead as part of the wider regeneration programmeContinuing to deliver the Future High Streets Programme in Birkenhead and New Ferry. Preferred developer appointedPeel L&P has appointed construction company Graham to build a catalytic and sustainable development of 500 apartments within the emerging Northbank neighbourhood at Wirral Waters |

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| Regeneration Enabling Strategies | Strategies that enable the delivery of regeneration ambitions | <ul style="list-style-type: none">Completed public consultation on the production of a Wirral Culture and Heritage StrategyWorked with strategic partners to secure funding to improve the energy efficiency of buildingsDeveloped design codes for key regeneration areas, to ensure that all new development is of a consistently high design standardVisitor Economy Actions: In partnership with LCR, delivering ‘rediscover Wirral’ campaign |
| Transport | Embedding active travel solutions and local cycling and walking infrastructure into regeneration projects and ambitions. | <ul style="list-style-type: none">Supporting the LCRCA to develop the business case for the Local Cycling and Walking Infrastructure Plan (LCWIP), segregated strategic cycle route between New Brighton to BirkenheadBuilding of an online Active Travel HubDelivered on, and continue to expand the ‘School Streets’ Projects |
| Housing | Increase affordable housing provision within the Borough through enabling and partnerships | <ul style="list-style-type: none">332 units completed in between April 2021- March 22714 affordable homes currently being built with 453 estimated to be completed during 22/23 |