



## Transformation and Resources Policy and Performance Committee

<b>Date:</b>	<b>Monday, 9 December 2013</b>
<b>Time:</b>	<b>4.30 pm</b>
<b>Venue:</b>	<b>Committee Room 1 - Wallasey Town Hall</b>

**Contact Officer:** Andrew Mossop  
**Tel:** 0151 691 8501  
**e-mail:** [andrewmossop@wirral.gov.uk](mailto:andrewmossop@wirral.gov.uk)  
**Website:** <http://www.wirral.gov.uk>

---

### SUPPLEMENTARY AGENDA

**3. BUDGET OPTIONS - CONSULTATION RESULTS (Pages 1 - 20)**

Report on budget options together with those appendices relevant to this Committee.

A presentation covering the key points of the results will also be given.

This page is intentionally left blank

## WIRRAL COUNCIL CABINET

10 DECEMBER 2013

<b>SUBJECT:</b>	<b>CONSULTATION FINDINGS: WHAT REALLY MATTERS 2013</b>
<b>WARD/S AFFECTED:</b>	<b>ALL</b>
<b>REPORT OF:</b>	<b>CHIEF EXECUTIVE</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>LEADER OF THE COUNCIL</b>
<b>KEY DECISION:</b>	<b>NO</b>

### 1.0 EXECUTIVE SUMMARY

- 1.1 The Chief Executive, on September 16 2013, published a series of budget options for public consultation as the Council seeks to make savings of £27.5 million in 2014/2015.
- 1.2 These options have been subject to comprehensive consultation with residents, Elected Members, Trade Unions, staff, partners, businesses, community organisations and other stakeholders.
- 1.3 This report presents the feedback from those consultations for consideration by Cabinet.

### 2.0 BACKGROUND AND KEY ISSUES

- 2.1 The Council has been aware of an increasing need to reduce its budget requirement as outlined by its medium term strategy. Last year significant savings were agreed at Budget Council in March 2013. This was an ambitious task and the in-year financial position indicates encouraging signs that these savings are being achieved. However, the saving required for 2014/2015 is £27.5 million with further significant savings required in future years.
- 2.2 The Chief Executive published his options for savings of September 16 2013, and simultaneously launched a period of public, Member, Trade Union and staff consultation lasting for 12 weeks. This consultation ended on December 06 2013 and the feedback received is contained within this report.
- 2.3 The consultation resulted in 6520 questionnaires being returned to the Council, together with a number of petitions, letters and emails.

### 3.0 CONSULTATION METHODOLOGY

- 3.1 Budget options were grouped according to the Strategic Directorate from which they were proposed; Transformation and Resources; Regeneration and Environment; and Families and Wellbeing. The options were further grouped according to 'Budget Principle', which were a set of four principles devised by the Chief Executive to guide the development of budget options. The principles were:
  - Being More Efficient: We will make sure that our services, our administration costs and our processes are streamlined, efficient and examples of national best practice

to make sure no money is wasted on bureaucracy when it could be invested in services.

- Working Together: We will work in genuine partnership with the rest of the public sector and organisations from the community, voluntary and faith sector to ensure to highest level of efficiency and the lowest levels of duplication to get you the best value for your money as a result.
- Promoting Independence: Wirral has vibrant, strong and cohesive communities. We will make sure that our communities have the tools, the confidence and the ability to help themselves to address local needs and improve residents' lives.
- Targeting Resources: The sheer scale of our financial challenge means that we cannot continue to invest the same amounts of money into some services. Some will need to be reduced – we will work in partnership with you to take these difficult decisions and to make sure that our limited resources and services are distributed in a way that is fair, equitable and ensures they are targeted at those who need them most.

3.2 Consultees were provided a range of information detailing the background, level of savings, potential impact and methods of mitigating any potential negative impact for each individual option. This information included:

- Questionnaire: Split into four sections, the questionnaire provided a summary of each option and provided the opportunity for respondents to select one of four choices indicating their opinion on the option.
- Summary Paper: Three summary papers (one per Strategic Directorate) were produced and were available online, at Council buildings and at consultation events. These papers provided a summary of each option, including the level of savings involved and some background information.
- Option Paper: This paper provided information regarding the background to the option, the potential impact if the option was implemented, proposed methods to mitigate that impact and also the potential savings associated with the option.

3.3 The consultation questionnaire and associated summary documents were made available in Easy Read, and distributed widely through Council and voluntary, community and faith sector networks. Further work was done to ensure accessibility including developing a video, broadcast on the Council website and through the network of LCD screens in Council facilities, which further explained the context behind the budget process and provided information on how to complete the questionnaire.

#### **4.0 PUBLIC CONSULTATION**

4.1 The Council has built up an extensive database of email addresses from residents, partners and other stakeholders who have opted to provide their details to receive information about Council services and consultations. This database received regular emails about the budget options and consultation process.

4.2 The Council's website was also used extensively throughout the consultation, with a home page presence promoting the project. Emails were also sent at regular intervals to our own staff as well as to colleagues working for organisations within the Public Sector Board. The Council's various social networking profiles and other websites were also used to promote the consultation.

- 4.3 Run through Constituency footprint, the Council also held, attended or organised over 200 events throughout the 12-week consultation period. These events were held all across the borough and during afternoons, evenings and weekends to ensure the widest and highest possible levels of engagement.
- 4.4 Questionnaires and information related to the consultation were also distributed through the network of one stop shops, leisure centres, libraries and children's centres throughout the borough.
- 4.5 The local and regional media also promoted and featured the consultation regularly throughout the past 12 weeks. Further coverage was also received through a number of community owned and managed magazines, newsletters and websites. Posters promoting the consultation were also distributed to almost 800 retail locations including post offices, pharmacies, and fast food outlets and off licences.

## **5.0 STAFF CONSULTATION**

- 5.1 The budget options were presented to staff on the day they were published, September 16 2013, through a series of staff briefings held throughout the day at Birkenhead and Wallasey Town Halls. Employees received a presentation from a member of the Chief Executive's Strategy Group (CESG) and were invited to ask questions and provide feedback.
- 5.2 Regular communication with the workforce took place throughout the consultation period, in the form of emails from the Chief Executive and a series of visits to teams and offices by the Leader of the Council and Chief Executive. All correspondence to the Leader of the Council and the Chief Executive was also considered as part of the consultation process. Formal consultation with Trade Union representatives was opened on September 16 2013 and a series of meetings have been held on an ongoing basis throughout the consultation period.

## **6.0 TARGETED CONSULTATION**

- 6.1 Many of the options brought particular impacts or changes to service design to specific groups of residents. For these options, targeted consultation events and activity was delivered to ensure they had appropriate, and repeated, opportunities to have their say and feed their views into the process.
- 6.2 Consultation documents were distributed through all Wirral Council Youth Hubs and Centres, and to head teachers of primary, secondary and special schools throughout the borough. The consultation was also heavily promoted on websites such as teenwirral.com and through organisations such as Response, Wirral Youth Theatre, the Executive Youth Board, Civic Awards Groups, National Citizen Service, Wirral Schools Music Service and at the Youth Voice Conference.
- 6.3 The Children in Care Council also held a series of detailed focus groups with over 80 looked after children over the course of the consultation period, concentrating primarily on those options within the Families and Wellbeing directorate but also on other options relating to young people and the local environment.

- 6.4 Members of the Older People's Parliament were also provided with information about the consultation, as did organisations such as Age UK. BME communities were specifically targeted through organisations such as Wirral Change and Wirral Multi-Cultural Centre, who received consultation questionnaires translated into Bengali, Polish and Mandarin Chinese. This work has resulted in a higher than usual response rate from BME communities.
- 6.5 The Council also directly engaged with LGBT communities in Wirral through organisations such as the Terence Higgins Trust and Trans Wirral.
- 6.6 Specific, targeted consultation activity also took place with service-user groups directly affected by the budget options – including friends of the parks groups, bowling and sports clubs, and children's centre users particularly. A local organisation was also commissioned to produce Easy Read versions of the consultation literature to further improve accessibility to vulnerable groups.

## **7.0 CONSULTATION WITH THE VOLUNTARY, COMMUNITY AND FAITH SECTOR**

- 7.1 Detailed consultation and discussions with organisations in the voluntary, community and faith sector has taken place throughout consultation period.
- 7.2 This work will continue beyond the budget setting process, and will aim to ensure true and effective commissioning and partnership working between the Council, the public sector and the voluntary, community and faith sector.

## **8.0 PETITIONS RECEIVED**

- 8.1 An e-Petition was received on the Council website entitled 'Children's Road Safety', which was specifically related to the proposal to transfer the costs associated with school crossing patrols to schools. At the time of writing this petition had gathered 11 signatories.
- 8.2 A further petition was received in relation to the option related to charging for parking within some country parks and Fort Perch Rock. This survey was entitled 'Petition to object to the Proposal to Charge Parking Fees at Eastham Ferry and Other Country Parks' and received 1,298 signatures. The Chief Executive was also made aware of a further petition related to Car Parking in Country Parks which was posted on the [www.change.org](http://www.change.org) website, which had gathered over 550 signatures.
- 8.3 A petition was also received on behalf of the Friends of Royden Park group, again in opposition to the budget option related to charging for parking at Country Parks. This petition had gathered 4519 signatures when submitted as part of the consultation process. A further petition was received on behalf of Unison, opposing all budget options but particularly highlighting CCTV control room, parks maintenance and car parking in parks. This petition gathered 680 signatures.

## **9.0 POLICY AND PERFORMANCE COMMITTEES**

- 9.1 A programme of meetings was held during the consultation process with Members of the Council's three Policy and Performance Committees; Transformation and Resources, Regeneration and Environment and Families and Wellbeing. At these

meetings, Council officers provided a presentation outlining the consultation process and engagement schedule.

- 9.2 Members were also provided with information related to each individual budget option within the scope of the Committee, with officers present to answer questions on the detail of each option in terms of potential impact, mitigation and deliverability.
- 9.3 Members made a number of suggestions at this series of meetings; minutes of which are reported to Cabinet as an appendix to this report.

## **10.0 ANALYSIS OF RESULTS**

- 10.1 The Council used online software to capture all responses and provide analysis of the quantitative aspect of the consultation questions. Responses which are completed online go directly into the system, and any hand written responses are manually inputted into the same system, using clear protocols. A small team of officers who were responsible for organising and attending the schedule of community events were also responsible for ensuring all of the paper responses were accurately input into the database.
- 10.2 All responses to individual questions were analysed regardless of whether questionnaires were fully or partially completed.
- 10.3 Responses were continually analysed to ensure the final sample was as representative of the population of the borough as possible. This information was used to provide ongoing guidance to engagement officers to inform their schedules of events and promotional activity.
- 10.4 Analysis was undertaken for each budget option, and this information can be found at Appendix 1-3 of this report. Individual questions were presented in quantitative format, inviting respondents to select a choice among the following options:
- I would support this under the circumstances
  - I would accept this option
  - I have no opinion on this option
  - I find this completely unacceptable
- 10.5 Responses to the questionnaire are provided to Cabinet according to strategic directorate, with a detailed analysis of both questionnaire response, comments and other submissions received related to each budget option. Information in the form of 'free text' comments through the questionnaire was reviewed and analysed by the project team to identify common themes and suggestions. A summary of these comments is included within the Appendices to this report alongside the appropriate budget option. All of these comments are also available online at the Council website at [www.wirral.gov.uk/whatreallymatters](http://www.wirral.gov.uk/whatreallymatters)
- 10.6 The Council has been running budget consultations in this form since 2010 and consistently receives the highest level of engagement in the UK for any comparable exercise. This budget consultation received 6520 responses, a similar response rate to that which was received for this exercise for 2013/2014 and again higher than anything comparable in the UK.

10.7 The questionnaires include a section to capture demographic, geographic and other personal data about each respondent. These questions are entirely optional to complete, and the questionnaire makes that clear. These responses were analysed on an ongoing basis to monitor appropriate demographic and geographic representation against Wirral baselines. An analysis of this data is available to Cabinet at Appendix 4 of this report.

## **11.0 RELEVANT RISKS**

11.1 A project team was established and met regularly to develop and deliver a project plan, with robust risk assessment arrangements. The key risk for this project is that failure to deliver a successful consultation project will leave the Council unable to develop a corporate or financial plan and make the budget savings required in 2013/14.

## **12.0 OTHER OPTIONS CONSIDERED**

12.1 Council has made a commitment that all decisions related to the budget setting process should be underpinned by comprehensive, genuine and robust consultation with all stakeholders. Therefore no further options have been considered.

## **13.0 CONSULTATION**

13.1 The Council has agreed with the voluntary, community and faith sector to define and strengthen relationships between these sectors for the benefit of all Wirral communities. There is a commitment to extensive consultation with local communities. The legal responsibilities regarding consultation and engagement are set out below.

## **14.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

14.1 Engagement with organisations within the voluntary, community and faith sector has taken place and this work will continue to ensure that, where applicable, the sector is fully engaged and able to provide those services where a commissioning need may arise.

## **15.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

15.1 Existing staffing resources were used to develop and deliver this project, primarily through the Neighbourhoods and Engagement division, but with support and guidance from all departments.

## **16.0 LEGAL IMPLICATIONS**

16.1 Recent case law has made it clear that any consultation undertaken must be meaningful, informed and reasonable. Failure to ensure this could lead to legal challenge and any decision taken which takes into account the consultation could be undermined and open to challenge by way of Judicial Review. The Local Government and Public Involvement in Health Act 2007 came into force in April 2009 and introduced a duty for local authorities to involve, inform and consult with their communities. The duty is wide-ranging and applies to the delivery of services, policy and decision making and means the Council must consult relevant individuals,



groups, businesses, organisations and other stakeholders that the Authority considers likely to be affected by, or have an interest in, their actions and functions.

## **17.0 EQUALITIES IMPLICATIONS**

17.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

Yes and impact review is attached –

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/chief-executives>

## **18.0 CARBON REDUCTION IMPLICATIONS**

18.1 A number of potential budget options, including the changed use of buildings across the borough, could bring benefits in terms of carbon reductions.

## **19.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

19.1 Potential community safety implications based on budget options.

## **20.0 RECOMMENDATION/S**

20.1 That Cabinet notes the consultation process and implementation described within this report, and thanks Wirral residents, staff and other stakeholders for their input.

20.2 That Cabinet notes the detailed consultation findings in relation to each budget option as contained within Appendices 1, 2 and 3 and the feedback from Policy and Performance Committee Members which are provided as further Appendices to this report.

## **21.0 REASON/S FOR RECOMMENDATION/S**

21.1 The recommendations respond to the Cabinet and Council commitment that budget decisions should be taken on the basis of robust, comprehensive and genuine consultation with Wirral residents, Council staff and all stakeholders.

**REPORT AUTHOR:** **Emma Degg**  
Head of Neighbourhoods and Engagement  
Email: [engage@wirral.gov.uk](mailto:engage@wirral.gov.uk)

## **APPENDICES**

- Appendix 1: Budget Options: Transformation and Resources
- Appendix 2: Budget Options: Regeneration and Environment
- Appendix 3: Budget Options: Families and Wellbeing
- Appendix 4: Budget Consultation Demographic and Geographic Data
- Appendix 5: Feedback from Transformation and Resources P&P
- Appendix 6: Feedback from Regeneration and Environment P&P
- Appendix 7: Feedback from Families and Wellbeing P&P

This page is intentionally left blank

**BUDGET OPTIONS FEEDBACK:  
TRANSFORMATION AND RESOURCES**

**1.0 SUMMARY**

- 1.1 The options within this strategic directorate are presented in this report, together with the quantitative data gathered through the consultation questionnaire and a summary of any related comments received through the consultation process.
- 1.2 Options in this area primarily relate to ‘Corporate’ budget options, as such relating to either back office functions or cross-Council staff structures. Other options in this area relate to Council Tax; in terms of discounts and collection.

**2.0 TRANSFORMING WIRRAL COUNCIL**

Proposed Savings:

<b>2014/2015</b>	<b>2015/2016</b>	<b>TOTAL</b>
<b>£000s</b>	<b>£000s</b>	<b>£000s</b>
3111	2500	<b>5611</b>

Option Summary:

- 2.1 The role of Local Government is changing at the most rapid pace in living memory; as more and more funding is removed, Councils are being forced to totally re-evaluate the way they do business – what services they continue to provide, what they outsource to the private and voluntary sector and what services are no longer available.
- 2.2 We intend to pro-actively respond to the changing needs of our communities through remodelling Wirral Council to ensure we are able to deliver the most sustainable, effective, targeted services for our communities possible.
- 2.3 We will address the structure and makeup of the entire Council by working with staff to transform our workforce – its structure, its skills, its priorities and its size. We will totally re-evaluate, re-design and re-structure the organisation. At the end of next year Wirral Council’s funding will have been reduced by around one third – the size of our workforce does not reflect this.
- 2.4 This option would see the workforce reduced in a targeted, strategic fashion, taking an equitable and fair approach to staff regardless of service area. This important exercise will deliver a flexible, fit for purpose organisation better able to adapt to the changing demands of our residents at a time of rapidly diminishing resources. This will also mean that even deeper cuts will not be made in front line services. We will also invest in support and training for our staff during this difficult

## APPENDIX ONE

transition period. This would also lead to a reduction in the amount of money which is invested in funding Trade Union Representatives and Training.

- 2.5 The Council could also, as part of this budget option, avoid paying additional costs of £2.373 million (based on 500 staff leaving) by removing the current, generous severance package available to staff leaving the organisation and instead implementing the statutory redundancy package based on actual pay.

### Consultation Feedback

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
I would support this under the circumstances	38.4%	2012
I would accept this option	21.8%	1144
I have no opinion on this option	8.0%	420
I find this completely unacceptable	31.8%	1670

- 2.6 Comments and further feedback in this area primarily came from Council employees, who expressed concern at the proposal to change the severance scheme from its current level.
- 2.7 However, Members will also be aware that Wirral currently pays one of the most generous severance schemes in the North West, with the majority of Councils paying the statutory rate. Wirral also pays redundancy on actual pay rather than the £450 per week national limit. Some Councils pay redundancy at enhanced rates but do not pay 3 months notice. The current cost of the severance scheme may mean we are able to allow less employees to leave than who volunteer, and it can also make it extremely difficult to 'bump' redundancies.

### **3.0 INFORMATION TECHNOLOGY AND TELECOMMS**

#### Proposed Savings

<b>2014/2015</b>	<b>2015/2016</b>	<b>TOTAL</b>
<b>£000s</b>	<b>£000s</b>	<b>£000s</b>
200	70	<b>270</b>

#### Option Summary

- 3.1 The Council spends around £1.1 million every year on telecommunications, including mobile phones, phone calls, network phones, CCTV, urban traffic control links and schools. This option involves combining all of these aspects into a single contract to deliver significant savings over two years.

## APPENDIX ONE

### Consultation Feedback

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
I would support this under the circumstances	53.4%	2847
I would accept this option	35.1%	1873
I have no opinion on this option	5.9%	312
I find this completely unacceptable	5.6%	301

## 4.0 MANAGING THE MONEY

### Proposed Savings

<b>2014/2015</b>	<b>2015/2016</b>	<b>TOTAL</b>
<b>£000s</b>	<b>£000s</b>	<b>£000s</b>
400	30	<b>430</b>

### Option Summary

- 4.1 This option comprises a number of proposals, including improving the way the Council allocates 'capital' funding and achieving savings through insurance fund contracts. A further element of this option is to begin recovering payment transaction charges from customers using online or credit card methods to pay for services.

### Consultation Feedback

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
I would support this under the circumstances	34.1%	1817
I would accept this option	27.6%	1467
I have no opinion on this option	14.0%	748
I find this completely unacceptable	24.3%	1292

- 4.2 Many people leaving comments and other feedback in relation to this option expressed concern at the element of the proposal related to transaction charges. The Council is able to implement transaction charges just to credit card payments, which are more expensive to process, and not charge transaction charges for payments made with a debit card.

## APPENDIX ONE

### 5.0 IMPROVING ACCESS TO THE COUNCIL

#### Proposed Savings

2014/2015	2015/2016	TOTAL
£000s	£000s	£000s
250	69	319

#### Option Summary

- 5.1 This option will see the Council make savings through making the Call Centre more efficient in the first instance. The option will also see significant early savings being made through improving the online channels people are able to use to contact the Council for such things as booking leisure and sports activity

#### Consultation Feedback

Answer Options	Response Percent	Response Count
I would support this under the circumstances	45.7%	2432
I would accept this option	36.4%	1939
I have no opinion on this option	9.4%	502
I find this completely unacceptable	8.4%	448

### 6.0 COUNCIL TAX COLLECTION

#### Proposed Savings

2014/2015	2015/2016	TOTAL
£000s	£000s	£000s
140	0	140

#### Option Summary

- 6.1 The Council could seek Magistrate's Court agreement to increase Summons / Liability Order Costs by £10 for 2014-15 from the current total of £85 to £95 in respect of Council Tax and Business Rates non payers.

#### Consultation Feedback

Answer Options	Response Percent	Response Count
I would support this under the circumstances	48.2%	2212
I would accept this option	36.6%	1681

## APPENDIX ONE

I have no opinion on this option	5.8%	265
I find this completely unacceptable	9.4%	431

- 6.2 Comments and other feedback in this area questioned whether the proposed rise in Summons and Liability Order Costs was high enough, and suggested that full cost recovery should be achieved.

### 7.0 COUNCIL TAX 70 AND OVER DISCOUNT

#### Proposed Savings

2014/2015	2015/2016	TOTAL
£000s	£000s	£000s
1300	0	1300

#### Option Summary

- 7.1 Wirral Council provides a Council Tax Benefit to War Widows, people in receipt of a War Pension and people disabled due to War, as well as providing a blanket 7.76% discount on Council Tax to every household where the residents are over the age of 70 – providing they are not in receipt of Housing Benefit or Council Tax Support.
- 7.2 This option proposes that, while the Tax Benefits for war widows, people receiving war pensions and people disabled due to war should remain, in line with the principle of using resources to protect the most vulnerable, the blanket pensioners' discount of 7.75% should be removed.
- 7.3 An option within this option would be to limit the discount only to those properties falling in the lower Council Tax bands (A, B & C). This would fit with the principle of the broadest shoulders bearing the greatest burden and would save £616,000.

#### Consultation Feedback

Answer Options	Response Percent	Response Count
I would support this under the circumstances	32.3%	1504
I would accept this option	22.0%	1024
I have no opinion on this option	5.6%	259
I find this completely unacceptable	40.2%	1874

- 7.4 The comments in this area were varied, with the majority of additional feedback received either suggesting that the discount should remain or that some form of means testing should be applied. Members

APPENDIX ONE

requested that the responses to this option be expressed according to the age of the respondent. This data is provided below.

Answer Options	What was your age on your last birthday?			
	16-24	25-44	45-64	65+
I would support this under the circumstances	27%	31%	33%	35%
I would accept this option	17%	23%	24%	19%
I have no opinion on this option	15%	7%	5%	5%
I find this completely unacceptable	41%	39%	39%	41%



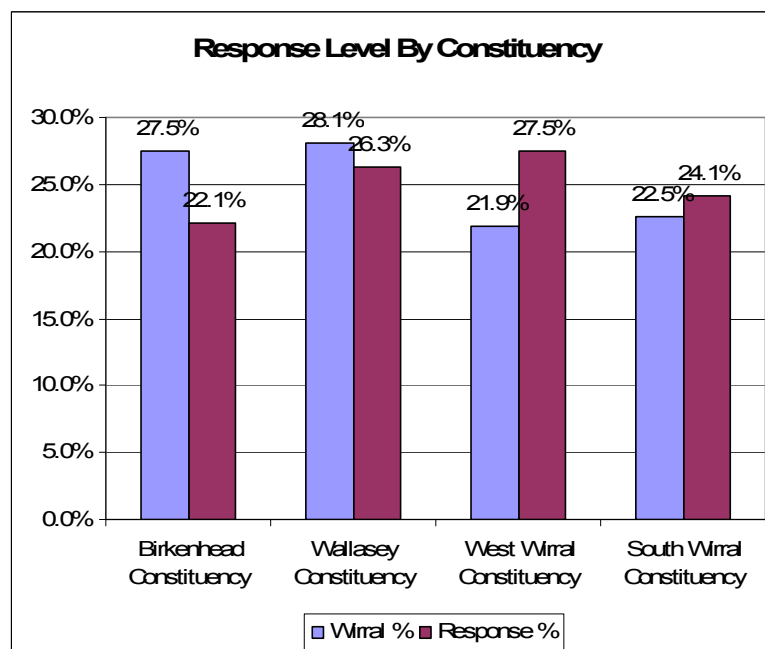
## BUDGET OPTIONS FEEDBACK: GEOGRAPHIC AND DEMOGRAPHIC DATA

### 1.0 SUMMARY

- 1.1 The questionnaire asked a range of demographic and geographic questions in order to measure how representative the response sample was, when compared to the population of Wirral as a whole.
- 1.2 These questions were optional and represent an important element of the Council's attempt to discharge its statutory duties under the Equality Act 2010. 4309 respondents provided at least some level of response in this section, representing a return of 66% respondents willing to share information about their equality and diversity details.

### 2.0 GEOGRAPHIC ANALYSIS

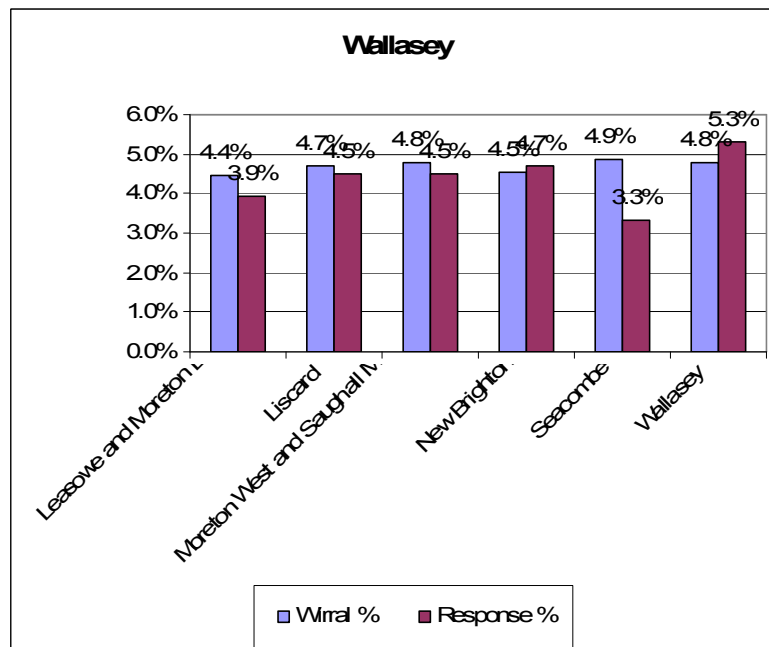
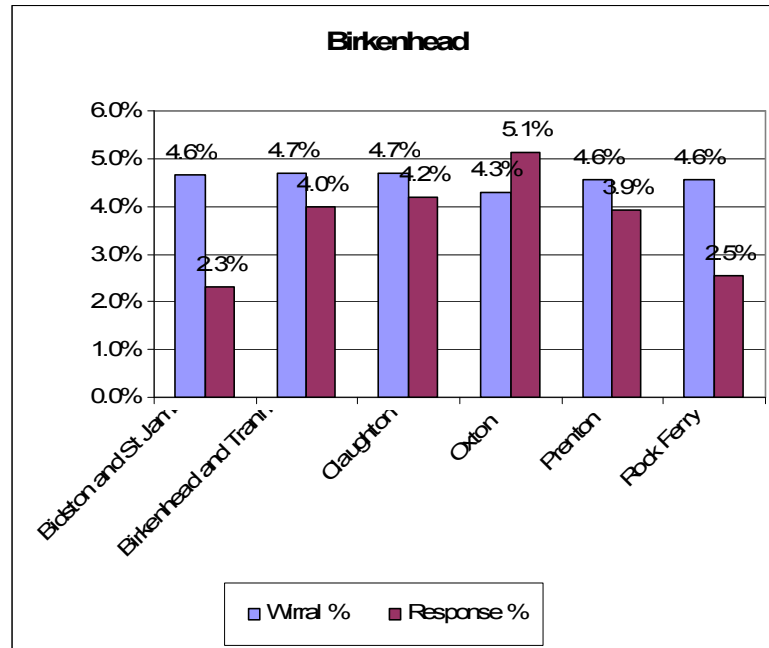
- 2.1 People responding to the questionnaire were asked to provide their post code to enable the Council to ensure that all communities in Wirral were represented in the presented results.
- 2.2 4558 (74%) of respondents gave us a valid post code to indicate their location information. The following chart shows the percentage of respondents who completed the survey against the proportion of the population living in each parliamentary constituency in Wirral.



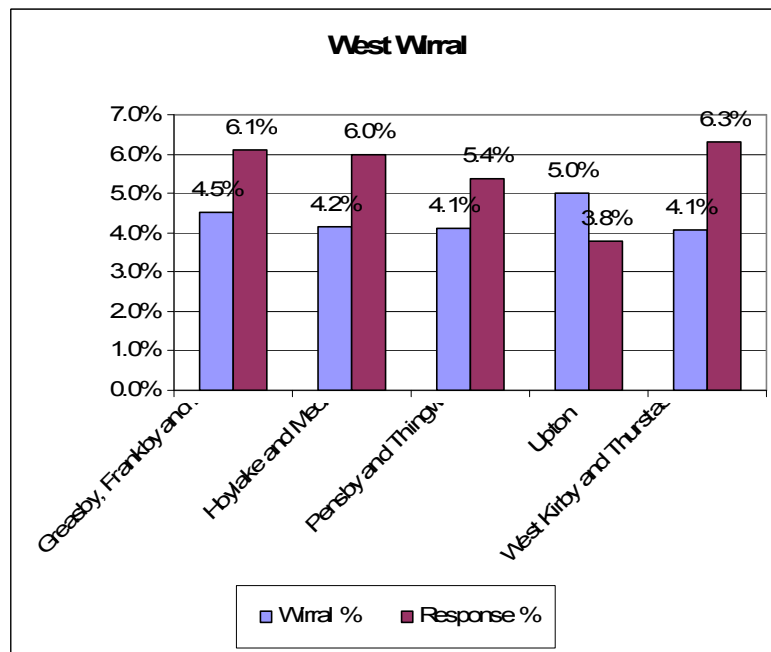
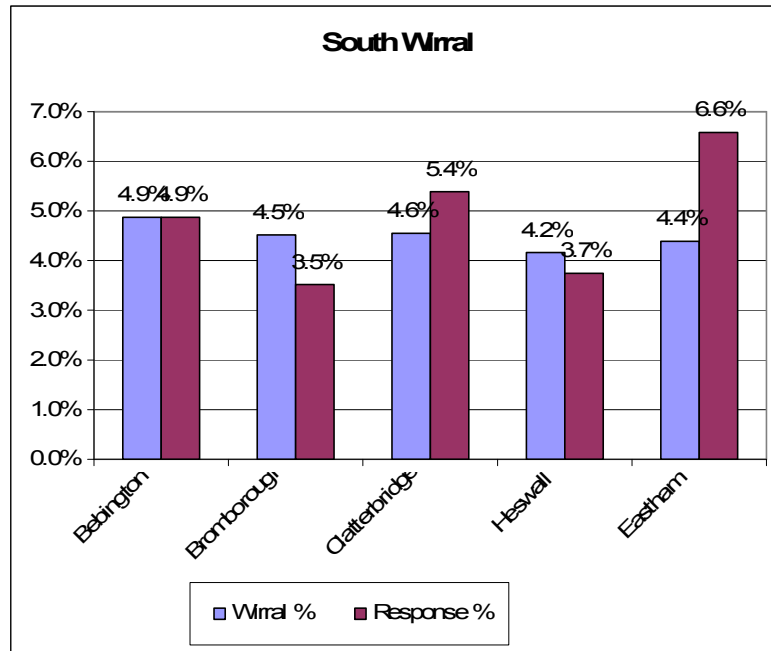
- 2.3 This demonstrates that Birkenhead is under represented, and Wirral West is over represented within the sample. It further shows that, as a Parliamentary Constituency, Wallasey and Wirral South are relatively evenly represented based on the sample compared to population.

APPENDIX FOUR

2.4 Generally, it is acknowledged that more deprived areas are often under represented in research consultations. However, a significant effort was made to undertake and focus consultation and awareness raising events in these areas and this has led to a survey sample that is considerably more reflective of Wirral's population than would otherwise be the case. The following four charts demonstrate this same information based on the Wards within each constituency area.



APPENDIX FOUR



## APPENDIX FOUR

### 3.0 DEMOGRAPHIC ANALYSIS – Equality and Diversity

3.1 A number of questions were asked relating to people's demographics. The results to a selection of these questions are provided below:

#### Gender:

Are you:		
Answer Options	Wirral %	Response %
Male	48%	47.5%
Female	52%	50.1%

#### Age:

What was your age on your last birthday?		
Answer Options	Wirral %	Response %
Under 16	20%	1%
16-24	9%	3.2%
25-44	24%	29.7%
45-64	28%	40.3%
65+	19%	20.7%

#### Disability:

Do you consider yourself to be a disabled person?		
Answer Options	Response Percent	Response Count
Yes	8.3%	352
No	86.5%	3676
Prefer not to say	5.2%	222

#### Ethnicity

3.2 90% of respondents to the consultation were White English or White British. This is actually slightly under-representative of the 'White British' population in Wirral. Based upon the 2011 Census, 94.7% of people in Wirral consider themselves to be 'White British', suggesting that Black and Minority Ethnic groups are well represented within the sample.

### 4.0 RELATIONSHIP TO COUNCIL

4.1 A further important question which was asked and used to analyse the responses to the consultation was regarding the relationship between the respondent and the Council. The vast majority of our respondents

## APPENDIX FOUR

are residents of Wirral (88.8%), with 18.4% of responses coming from members of staff, and 2.6% (156) responses being received from local businesses.

This page is intentionally left blank