



LSP Executive Board

Date:	Wednesday, 1 April 2009
Time:	4.30 pm
Venue:	Mersey Maritime, Monks Ferry, Birkenhead

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AGENDA

1. WELCOME, APOLOGIES, INTRODUCTIONS
2. DECLARATIONS OF INTEREST
3. ACTIONS AND AGREEMENTS FROM PREVIOUS MEETINGS
(Pages 1 - 12)
4. CAA SELF EVALUATION - PRESENTATION FROM JANE SCULLION (IDEA) (Pages 13 - 16)
5. WIRRAL COUNCIL - RESPONSE TO THE CURRENT ECONOMIC CLIMATE (Pages 17 - 34)
6. JOB CENTRE PLUS - RESPONSE TO THE CURRENT ECONOMIC CLIMATE, PRESENTATION
7. SUSTAINABLE COMMUNITIES STRATEGY - PRESENTATION
8. LAA DELIVERY PLANS - REPORT (Pages 35 - 198)
9. SUSTAINABILITY APPRAISAL REPORT (Pages 199 - 212)
10. LSP GOVERNANCE REPORT (Pages 213 - 222)
11. VCAW PROPOSAL FOR EFFECTIVE CONSULTATION ENGAGEMENT AND REPRESENTATION - PRESENTATION
12. WORKING WIRRAL REPORT (Pages 223 - 232)

13. ANY OTHER BUSINESS

14. DATE OF NEXT MEETINGS

Wednesday 20 May 2009, 5.00 – 7.00pm

Wednesday 8 July 2009, 5.00 – 7.00pm

Wednesday 19 August 2009, 5.00 – 7.00pm

Wednesday 30 September 2009, 5.00 – 7.00pm

Wednesday 11 November 2009, 5.00 – 7.00pm

Wednesday 6 January 2010, 5.00 – 7.00pm

Wednesday 17 February 2010, 5.00 – 7.00pm

Wednesday 31 March 2010, 5.00 – 7.00pm

Agenda Item 3

Minutes - Local Area Agreement Programme Board (not a public meeting) 18th February 2009

Present	
Chair	Cllr Steve Foulkes (Leader, Wirral MBC)
Public Sector	Cllr Jeff Green (Leader, Conservatives, Wirral MBC), Cllr Simon Holbrook (Leader Liberal Democrat Group, Wirral MBC), Stephen Maddox (Chief Executive), Nick Phillips (Merseyside Police, for Chief Superintendent Jon Ward), Len Richards (Chief Executive, Wirral NHS Trust), Gary Foulkes (Jobcentre Plus), Peter Cubbon (Chief Executive, Cheshire and Wirral Partnership NHS Foundation Trust)
Voluntary Sector	Myrtle Lacey, Clint Agard (Wirral Voluntary & Community Sectors Network)
Private Sector	Alberto Bertalli
Advisers	Jo Lappin (Government Office, North West)
Secretariat	Wirral Council - Jim Wilkie (Deputy Chief Executive), Russ Glennon (Head of Corporate Policy), Lucy Beed (Corporate Performance Manager), Peter Molyneux, Chief Accountant (Management and Performance), Alan Stennard (Director of Regeneration), Alan Evans (for Kevin Adderley, Head of Strategic Development), Marie Armitage (Joint Director of Public Health, Wirral PCT & Wirral Council), Tina Long for Kathy Doran (NHS Wirral), Moira Curran (Head of information, LMS and PMU, also acting on behalf of Howard Cooper, Director of Children's Services), Carol Sharratt (Senior Policy Information Support Officer)
Apologies	Howard Cooper (Director of Children's Services), Kathy Doran (Chief Executive, NHS Wirral), Chief Superintendent Jon Ward, Kevin Adderley (Head of Strategic Development), Simon Pierce (LSC)

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Minute 110 – LOCAL AREA AGREEMENT REWARD ELEMENTS TARGETS REPORT

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Minute 114 - ANY OTHER BUSINESS – SUSTAINABLE COMMUNITIES STRATEGY

Minute 115 - DATE AND TIME OF FUTURE MEETINGS

Minute 105 - WELCOME, APOLOGIES, INTRODUCTIONS

Apologies, as above.

The Chair announced that Graham Gladden is stepping down as the LSP Environmental Lead and a replacement will need to be considered.

Minute 106 - ACTIONS AND AGREEMENTS FROM PREVIOUS MEETINGS

The minutes of the previous meeting held on 18 February 2009, were accepted as a correct record.

Minute 99 – LAA and LSP Governance review

Russ Glennon informed the board that work is continuing on this and it is proposed that a final paper will be circulated to this board, then to the LSP board (for consultation) and back to this board for the final approval.

Minute 100 – Jim Wilkie gave an update on contribution to VCAW (the Network). He confirmed that the money agreed by the board, alongside that from NHS Wirral, will be used by the Network via VCAW.

Minute Decision :

Resolved –

(1) the minutes of the last meeting be accepted as a true record

Minute 107 - DECLARATIONS OF INTEREST

Board members were asked to declare any interests in relation to agenda items. No declarations were made.

Minute 108 - MONITORING THE ECONOMIC CLIMATE

Jim Wilkie introduced the report, previously taken to the Investment Strategy Board, which gave an update on a number of key economic indicators and assessed the implications and actual impact for Wirral from the economic downturn, working through the background of issues at national then local level.

The situation is changing on a daily basis, e.g. announcement of 850 losses at BMW mini plant. There are many cases of Wirral businesses struggling, due to onerous conditions, to get new credit or existing credit lines renewed. They are being charged higher interest rates or having to put more cash into the deal. Regular meetings are taking place with the local Chamber of Commerce, the Federation of Small Businesses to keep up to date with developments. Invest Wirral are continuing to promote and offer support to local businesses.

Tulip foods announced a proposal to close due to the economic downturn, and meetings are being held with the firm to try and prevent this closure. A motion was passed, with all party support, detailing what the Council can do to secure the future of the Vauxhall plant.

The upsurge in redundancies is impacting on the housing market and higher deposits are required by buyers wishing to get credit. The situation is the same for commercial properties and this has had an impact on what funding can be drawn down from European funding. We are trying to get greater flexibility on eligibility and use of funding; as if the ERDF is not used it will be lost.

A report will be put to Cabinet on 19 March recommending a range of measures around supporting and providing advice for business and an investment of £800,000 each year for two years.

He requested that the Council, Job Centre Plus and Learning Skills Council bring

this to the front, through the LAA Board. We also need to look at what we can do through working with the Third Sector.

Councillor Jeff Green – it is important that agencies do all they can to assist businesses. The local papers have reported on difficulties faced by staff taking pay cuts and doing shorter working weeks. He also mentioned an e-mail that he had sent to Jim Wilkie on the issues of Vauxhall. Jim Wilkie confirmed that the auto-industry in the States and the UK had been affected by the sudden drop in demand. European markets were also experiencing significant problems, but Toyota being in trouble underpins the seriousness of the situation. Every bit of help that we can give is important and worthwhile.

Councillor Jeff Green – how will this impact on Ellesmere Port?

Chair – The consensus view being expressed is that the commitment from GM to build the new BMW at Ellesmere Port puts the plant in a strong position.

Gary Foulkes – the Jobcentre Plus has a rapid response service for dealing with redundancies, and can offer support to help keep people in work.

Jim Wilkie – a conference is being held next month to advise companies on how to weather the storm and the dates will be issued to the board.

Chair – the Council will do everything that it can to help, he asked Jo Lappin if the Council and the NHS could set up long-term partnership with construction companies employing local people when working on investments in education and leisure stock (e.g. creation of a new secondary school) as these are special times, or would this go against audit regulations.

Jo Lappin – agreed with Jim Wilkie's analysis and confirmed that she would ask colleagues to look again at ERDF and how to maximise opportunities. The key concern centrally is access to finance for constructors and end users, so we are working with mortgage lenders and banks on investment targets. The challenge for this region is to see if we can get national products, be better able to deliver services and to look at more tailored solutions to local problems. There is not much funding available so it has to be a careful balancing act, short-term interventions shouldn't cause long-term problems. The GONW will continue to work with Wirral on how to help with challenges faced due to the economic downturn.

Councillor Jeff Green – the Council can help re: fiscal stimulus to work on capital projects, but raised concern that there are no ideas which could have long-term benefits. Key projects such as the broadband hubs, which would provide better facilities for everyone and would help the economy when coming out of the recession, don't seem to be materialising – how do we get access to this and what is the process?

Chair – are there any projects that could be started sooner and raised through the North West Regional Forum?

Jo Lappin – there are lots of small scale interventions, such as extra funding for Manchester Airport – but we need to decide if we want it. Wirral and Liverpool need to get key economic requests in the CAA and be clear about what they are asking the Government for. Short-term v. long-term: Big capital projects can't be brought in overnight. There is an issue over how to keep small projects and

businesses going, e.g. by utilising initiatives such as disabled facilities grants and private sector housing decency work.

Clint Agard – the good partnership work is encouraging, but raised issue of the growing impact of the economic downturn on health issues e.g. depression / mental health, and the importance of better communication to ensure that this is recognised. Tina Long confirmed that the NHS Wirral were aware of this.

The chair requested that Jim Wilkie pull together a response on this. Jim Wilkie agreed to discuss the issue and ways of keeping this at the front of the partnership agenda. It was agreed that this should be a regular agenda item.

Steve Maddox – the regional minister wants to know about issues of concern locally and he requested that such issues be fed through Jim Wilkie. He asked if the local authorities had a local representative.

Jo Lappin – confirmed that the regional strategy team will write directly to local authorities on behalf of the regional minister, who is very serious re: commitment to this and will take things forward. Lord Peter Smith is the local area representative.

Minute Decision :
Resolved that –

- (1) the board noted the report
- (2) Jo Lappin to ask colleagues to look again at ERDF and how to maximise opportunities.
- (3) Jim Wilkie to discuss the issue and ways of keeping this at the front of the partnership agenda and report back to the board on this
- (4) the monitoring of the economic climate be included as a regular agenda item
- (5) the issues of concern to be flagged up to the Regional Minister be fed through Jim Wilkie

Minute 109 – WIRRAL 2008/11 LOCAL AREA AGREEMENT (LAA)– REFRESH REPORT

Jim Wilkie introduced the report which provided the latest position for Wirral's 2008/11 LAA refresh negotiations and the process for refreshing LAA improvement targets in light of the current downturn. He informed the board that the position changes on a daily basis, and an updated report was circulated at the meeting.

Councillor Holbrook asked if re-refreshing data was the best use of officer time and was the right balance being achieved?

Jim Wilkie – agreed that it is most important to get things done, and that will try and expedite this as efficiently as possible. Jo Lappin confirmed that the work carried out was worthwhile and that most of the difficult targets had now been removed from the refresh discussions until next year, allowing the focus to be put on the CAA.

The board noted the report and endorsed the recommendations.

Minute Decision :
Resolved that –

- (1) the board noted the report
- (2) the refreshed LAA improvement targets, finalised with GONW, be approved
- (3) the chief executive, in consultation with the leader of the council and the chair of the board (to act on the board's behalf), be authorised to agree the final refresh LAA – subject to any outstanding negotiations

Minute 110 – LOCAL AREA AGREEMENT REWARD ELEMENTS TARGETS REPORT

Jim Wilkie introduced the report which provided the latest position on the expected performance reward grant (PRG) that will be achieved. The papers highlighted the expected amount to be achieved in performance reward grant, which had been identified through a review of previous, current and expected performance. He confirmed that failure to fully achieve the carers stretch target would result in a financial impact, but that this would be kept under observation.

Councillor Green – if targets are more difficult to achieve does this mean that we won't get the reward grants?

Jim Wilkie – these are agreements with the government that we are locked into. The chair added that this was a culmination of the last three years of agreements and the funding is dependant on this, and only a small amount of the funding may not be achievable.

Councillor Green – new information should be taken into account.

Jim Wilkie – whilst the government recognises the situation, they are holding us to the existing LAA targets. Jo Lappin confirmed that she had received no information on any changes to this.

Councillor Holbrook – the carers service indicator was to be delivered until very recently.

Jim Wilkie – we are in regular dialogue with the block leads on performance / targets and will continue looking at corrective action to ensure that we are doing are best. Marie Armitage added that the 12% forecast is now at 10.7%_m, which is where the reward grant has dropped, as the take up for this has not been as high as predicted.

Recommendations

Board members were asked to note the expected performance reward grant, review the performance of the reward element targets and identify any further areas for action, note the PPG expenditure to date and forecast position, and approve the awarding of the residual £8,119 PPG to the partnership performance team to fund corporate costs in supporting the local area agreement.

The board noted the report and endorsed the recommendations.

Minute Decision :

Resolved - That the board:

1. note the expected performance reward grant, PPG expenditure to date and the forecast position
2. approve the residual £8,119 to the partnership performance team to fund corporate costs in supporting the LAA

Minute 111 – WIRRAL LAA 2008/11 PERFORMANCE & RISK REPORT

Jim Wilkie introduced the initial draft report, which was a work in progress, for the board's comments and advised that further work is required. He stated that work was still continuing with regard to the scoring of the modified risks. The report provided an overview of performance against the 2008-2011 LAA at the third quarter stage of 2008/09. It also included the identification and scoring of the overarching risks and a description of any controls in place, as requested by the board in November 2008.

This was discussed at the previous meeting and Mike Lane had provided valuable information re: risk. The report was in two sections:

- Part One - covering major overarching risks and an initial analysis of self assessment
- Part Two – covering each of the six LAA themes, setting out performance and summary risk information related to each theme, provided on an exception basis.

Many common issues were identified by visiting officers, e.g. the economic downturn. This was taken to the development group last week and was populated further, leading to this report. All lead officers met and looked at the issues, teased out the remaining threats and checked these. A fantastic level of co-operation was received from everyone involved in this. This is a good first draft and we aim to build on this, we meet regularly with the risk managers in the North West to ensure that we are planning ahead / in the forefront on this.

Councillor Holbrook – the overarching risk scores are based on probability. The inherent risk score reviewed existing controls and came up with the same residual risk score in some instances (e.g. risks 1 and 2 on page 5 of report), is that an indication of ineffective existing controls as not having any downward pressure?

Mike Lane- it is making a difference, but this is marginal so we need to do more.

Councillor Green – it is a good thorough document with insight, but one large A3 document listing the risks would be useful. Risk needs to be reviewed on a regular basis and dates indicating when mitigation should be put in place need to be included, to allow this to be monitored and effectiveness noted. How were the scores calculated, what action had been taken and has it changed the score?

Mike Lane confirmed that the information was available in A3 format, and that a debate had taken place on how much information should be included. Russ Glennon added that we still need to agree who will lead on risks; that scores were calculated using the baseline figures. He agreed to report back on this in more detail.

Councillor Holbrook – 100% performance can't always be achieved, the performance summary figures show some scope for improvement, but the overall figures are not too bad.

Jim Wilkie advised that the red performance shown in the summary on page three of the report equated to four indicators and that these were looked at in more detail:

1. NI123 – (page 11) Marie Armitage informed the board that more people give up smoking between New Years Eve and National No Smoking Day (March), residual smokers need more support. Wirral have lots of initiatives in place to tackle this, but the recession (mental health / depression) can lead to people starting smoking.

The chair asked if the economic downturn would affect this, as smoking is an expensive habit. Marie confirmed that there is a problem with illegal / counterfeit goods, which are more dangerous as they are unregulated.

2. NI130 – (page 12/13) – Marie Armitage informed the board that this is central to the agenda, and that need to be aware that pilot testing is taking place on how to go about achieving this and looking at cost effectiveness. It is expected that take up will increase following the pilot, but there is a risk that it might not go in the right direction and Adult Social Services would need to report this.

Councillor Holbrook commented that it was a long way in the red.

Councillor Green - the description of the risk becomes important as achieving a target could pressurise the quality / level of care.

Tina Long – the pilot is being conducted with 18 people, to ensure that the quality of care is correct. Before rolling this out to a target of 2,000 people by 2010. Russ Glennon added that work with blocks is taking place to look at risks, with support from Mike Lane, and this will be put in the report. Councillor Holbrook added that will also be looking at consequential risks of not meeting targets.

3. NI195 (page 14) Alan Stennard informed the board that the target is measured by periodic surveys, two of these have been completed and one is due and we are confident that we will meet this target.
4. NI117 – (page 17) Moira Curran informed the board that it had already been reported that this target would not be met. It has been measured over three months and has improved over what was expected, so it will come closer to the original target.

The chair asked if there were any examples of other authorities that had been in the same situation and managed to turn the corner on this.

Jo Lappin confirmed that she had no data available at the meeting. She asked what the collaborative response to this was (e.g. employment practices / what was being done corporately to deliver this target)?

Councillor Holbrook commented that minimising the drop out rate was a recurring theme at these meetings, is it an area where we can do something?

Moira Curran – work is being done to keep young people engaged, such as provision of appropriate courses / employment.

The chair added that every individual towards the target is a success.

Councillor Green asked who collected the figure and how it was collected. He added that his should be a directional body and during the recession the focus could be re-skilling and up-skilling.

Gary Foulkes confirmed that Connexions collected the data. Steve Maddox added that Merseyside was the best metropolitan area and Wirral the second best (Liverpool was first as it has more employment opportunities). One of the key issues is 16-18 year olds and we are working on our own apprenticeship schemes, our figure is relatively low but constant. It is a tricky issue and we need to motivate young people. He suggested that Howard Cooper / Sheila Lynch do a further presentation on this setting out a detailed review / analysis.

Myrtle Lacey informed the board that the risk on capacity and funding of community / voluntary groups (item 2 - page 6) did not include the impact on best value if voluntary / community organisations cease to exist, which is a key consequence. This would result in less choice and have an impact on capacity. The chair added that smaller voluntary organisations may be able to adapt more quickly than larger organisations, such as local authorities.

Councillor Holbrook – it was good to see that NI156 (page 21) showed as an improvement more quickly than expected. Jo Lappin confirmed that this achievement had been recognised.

The programme board were asked to note this report.

Minute Decision :

Resolved that

1. the board noted the draft report and requested a further report taking on board issues / comments raised at the meeting
2. Russ Glennon to report back on risk calculation, action and scores
3. Howard Cooper and Sheila Lynch be invited to give a presentation on NI117

Minute 112 – WORKING WIRRAL REPORT

Jim Wilkie introduced the report which provided board members with a progress update on the first round of Working Wirral commissioning. Page two of the report set out details of the projects received for funding.

Councillor Green – will there be a report on how the £1.6m will be used and how much funding has already been received?

Jim Wilkie – this will be provided once confirmation for the second and third year allocations has been received. Jo Lappin confirmed that she will chase up the confirmation of the allocations.

Recommendations

The board were requested to endorse the recommendations made by the Wirral Economic Development and Skills Partnership (WEDS), and agree that these recommendations are reported to the Council's Cabinet for approval as the accountable body for the Working Wirral resources

The board noted the report and agreed the recommendations.

Minute Decision :

Resolved – That:

1. the board noted the report

2. endorsed the recommendations made by the Wirral Economic Development and Skills Partnership (WEDS)
3. agreed that these recommendations be reported to the Council's Cabinet for approval as the accountable body for the Working Wirral resources
4. Jo Lappin to chase up confirmation of Wirral's allocation for 2009/10 and 2010/11
5. Jim Wilkie to report back to the board on how the £1.6m will be used

Minute 113 – WIRRAL TEENAGE PREGNANCY – ACTION PLAN

Jim Wilkie introduced the report, which outlined the progress against the recommendations and priority actions provided by the Department of Health's National Support Team for Teenage Pregnancy. The recommendations provided additional actions which need to be implemented in Wirral to turn the curve of rising under 18 conception rates in order to meet the 2010 target of a 50% reduction.

Marie Armitage gave a presentation on the programme, the main points were:

- Inequalities begin from birth and there is an 11 year gap in life expectancy between children born to affluent parents and those born to teenage parents, leading to a generational cycle of health inequality
- The challenge is not just about central health services, but to provide young people with the means to avoid early pregnancy. 50% of the conceptions are accounted for from hotspot wards and are some of the worst in Merseyside. There is a long way to go to bring this down by 2010. Action plans and initiatives involving working with schools are being introduced to tackle this
- Wirral's trend is going in the wrong direction and was picked up by the national support team, the rate needs to be halved to reach our target
- Underlying risk factors of teenage pregnancy include:
 - poor education attainment, knowledge and skills lead to teenage pregnancy (poor educational attainment is more of a factor than deprivation)
 - crime (young men are more likely to become teenage fathers if they are involved in crime)
 - Alcohol and substance misuse
 - Young women often get pregnant again
 - Looked after children are three times more likely to become teenage mothers
 - Parental aspirations (a mother with low educational aspirations for her daughter at aged 10 is an important indicator of teenage motherhood)
 - Poor mental health
- The outcomes for a teenage parent and child include poverty, infant

mortality, smoking during pregnancy, lower breastfeeding rate, higher accident rate, poor mental health and behavioural problems

Councillor Green – does Wirral have the worst record for teenage conceptions?

Marie Armitage – Wirral is the worst in Merseyside.

Chair - could youth workers / council staff / health staff / teachers be given permission to hand out the pill?

Marie Armitage – the pill must be given out by someone with a medical background, as it is free on prescription. Many councils offer condoms free at one stop shop receptions, but Wirral hesitated on taking such a decision.

Chair – if secondary schools are being used, does this mean that we are excluding catholic schools?

Marie Armitage – we are working with the Bishop's representative for Wirral Diocese to try and ensure that the four catholic secondary schools are included (Plessington falls within a hot-spot area). We need to respect faith issues in schools and alter our services accordingly. We have carried out a mapping exercise to find the looking at the priority schools. NHS Wirral agreed to fund a holistic service, looking at all aspects of health for young people (not just sexual health service). Each school was offered £20,000 to provide certain elements of the service, but the school needs to provide the premises.

Clint Agard – congratulated Marie on a great presentation and asked if there had been any involvement with the third sector and if so what it was? There is much that the third sector could get involved in e.g. publicising the issue, engaging with other faiths.

Marie Armitage – there has been involvement around the link forum. Moira Curran added that this is a constant matter of discussion on the link forum, and the forum is involved in analysis / tackling of issues.

Councillor Green – thanked Marie for the presentation and asked if a copy of this could be sent out via e-mail, along with a copy of the action plan that the board is being asked to back. This needs to be properly resourced and promises delivered Issues need to be carried through (a few years ago West Kirby Grammar school raised issues of teenage pregnancy and additional resources promised did not materialise).

Marie Armitage – agreed to send an electronic copy of the documents to the board members. The indicator does not show as red on the report, as it is annual data, but it would be red if the data was added. There is lots of good practice in place and a commitment / determination to tackle this issue. Progress has been made and we are working with partners to remove blocks. Some of the measures being put into place over the next few months may get negative media attention (e.g. the morning after pill being available to under 16's). The national support team have advised us that we are able to achieve our target if we can put all the actions planned into place. Part of the strategy include looking for people who want more information and those who want to become champions of the strategy action plan and giving more information at question and answer

sessions / briefings etc.

Councillor Green – the mobile breast screening programme backfired as women preferred to have appointments for this, has this been looked at?

Marie Armitage – all of the evidence shows that such services need to be within and part of the school. If there is no space available at the school we may have to provide mobile facilities in the playground, but would prefer not to do this.

Councillor Holbrook – the report is disappointing as its focus is on management / processes (how would a 15 year old girl today feel different from one a year ago)?

Marie – such comments are helpful, some of the things that we are working on re: sexual education in schools will improve. We have introduced ‘Your Welcome’ branding to help young people recognise that they won’t be asked embarrassing questions at reception.

Councillor Holbrook – these needs to be moving forward rather than waiting until everything is in place.

Marie Armitage – we are conscious that this is an issue, but all of the schools have been given this offer and we are doing this in a thought through way.

Clint Agard – what can the £20,000 to schools be used for / is it optional?

Marie Armitage – the offer includes a core amount for specific things and a flexible section based on pupils needs.

Councillor Green – is there any data available on how are we doing as corporate parents re: looked after children?

Marie Armitage – confirmed that had no data available on this at the meeting. The chair confirmed that the figure provided was based on national statistics.

Steve Maddox added that he would discuss issues raised with Howard Cooper and Marie Armitage and explore ways of tackling these. This needs to be taken to a broader arena and the network needs to be involved. We need to be fully briefed, be brave and bold, and give backup to controversial actions.

The chair thanked Marie Armitage for an interesting and challenging presentation.

Recommendations

That the board consider progress to date, support the implementation of the National Support Team recommendations in full, note the amount of progress needed in a very short space of time (if Wirral is to meet the 2010 target of a 50% reduction) and recognise the role of partners in championing the Teenage Pregnancy Action Plan.

Minute Decision :

Resolved that –

(1) the report be noted

(2) support be given to the implementation of the plan (following receipt of

- electronic copy of the action plan)
- (3) Marie Armitage be thanked for the interesting and informative presentation
 - (4) Marie Armitage to send electronic copy of the presentation and the action plan to the board members
 - (5) Steve Maddox to discuss the issues raised, with Howard Cooper and Marie Armitage, and explore ways of tackling these.

Minute 114 – ANY OTHER BUSINESS – SUSTAINABLE COMMUNITIES STRATEGY

Jim Wilkie informed the board that the Sustainable Communities Strategy consultation closed at the end of January 2009 and that a briefing note on the issues raised during the consultation was being completed. The briefing note will be taken to the next LSP board in March 2009 and reported at a subsequent LAA board meeting.

Thanks were given to all who contributed to the process.

This was agreed by the board.

Minute Decision :

Resolved that –

- (1) a briefing note, on the issues raised during the consultation, be taken to the LSP board in March 2009 and to a future meeting of this board.
- (2) All those who contributed to the process be thanked

Minute 115 – DATE AND TIME OF FUTURE MEETINGS

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WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

WEDNESDAY 1st APRIL 2009

REPORT OF THE DEPUTY CHIEF EXECUTIVE / DIRECTOR OF CORPORATE SERVICES

COMPREHENSIVE AREA ASSESSMENT

1. EXECUTIVE SUMMARY

- 1.1. This paper outlines requirements work to date in preparation for Comprehensive Area Assessment, in particular in developing a self-assessment and proposes an approach to supporting the self evaluation process.

2. CAA OVERVIEW

- 2.1. Audit Commission's broad approach is to assess the future prospects in the area for achieving better outcomes by looking at the impact that local service organisations are collectively having on improving priority outcomes. Their assessment will therefore focus on the third of the three key questions. The first two questions will provide underlying evidence and understanding to support their judgements on the third question.

1. *How well do local priorities express community needs and aspirations?*
2. *How well are outcomes and improvements needed being delivered?*
3. *What are the prospects for future improvement?*

- 2.2. Underpinning the three key questions are themes that thread through the area assessment:

- *Sustainability (integrated outcomes, long term socio economic benefits)*
- *Inequality (within and between communities, for disadvantaged groups, for groups vulnerable to discrimination, child poverty)*
- *People whose circumstances make them vulnerable (through illness, need for support, homelessness, harmful/ risky behaviours, marginalisation, being care leavers, learning disabled, in receipt of mental health services)*
- *Value for money*

- 2.3. The CAA framework indicates several areas that would point towards a weakness or would prompt Audit Commission to instigate further investigation:

- *Important local issues not reflected in priorities*
- *Priorities not reviewed to reflect significant changes in circumstances (e.g. economic downturn)*
- *Poor prospects for improvements*
- *Local needs not well enough understood to drive the right improvements*
- *Understanding of local needs through engagement not comprehensive or coordinated enough*
- *Local needs and aspirations not properly taken account of by decision makers*
- *Delivery of outcomes and improvements poor/ not on track/ unequal/ inequality or variations not identified or addressed*

- *Partnership working not likely to achieve agreed local priority outcomes*

3. WIRRAL'S INVOLVEMENT IN I&DeA STUDY ON AREA SELF ASSESSMENT APPROACHES

- 3.1. As part of the new CAA regime, there is an expectation that local strategic partnerships will be expected to conduct a self-assessment of the areas strengths and weaknesses. Provided the Audit Commission believes this evaluation to be honest and self-aware (i.e. recognises weaknesses and key challenges) and is backed up by clear evidence, then they will rely strongly on the conclusions it makes to form judgements for the CAA area assessment. The more confident Audit Commission is in the partnership's ability to self-evaluate, then the more they will rely on it.
- 3.2. I&DeA ran a study to test and develop approaches to locality self evaluation and Wirral participated in this trial in October 2008. The study was designed to test the honesty and robustness of self-evaluation, as the feedback from earlier parts of the study had found that self-assessments being produced were heavily focused on the positive outcomes and did not properly acknowledge the areas of weakness or key challenges facing areas.
- 3.3. The purpose of participating in the I&DeA study was to test the self evaluation process, not evaluate Wirral's performance. The self-assessment produced as part of the I&DeA study was not published, although it was shared with LSP partners as part of its development. LAA Development group was instrumental in providing evidence and information to develop the self assessment narrative. This activity was viewed as a 'dry run' for self-evaluation, which is taking place now and is part of an ongoing process. Although the output produced was still not fully reflective of all the challenges facing the area and the weaknesses of the partnership, it has provided a good starting point for further development. There is no specific requirement within the CAA framework to produce a self assessment; however it is viewed as good practice, provides an opportunity to influence our own assessment outcomes and is vital to ensuring the continued development of partnership working arrangements in Wirral.

4. WIRRAL NEXT STEPS

- 4.1. The model adopted to collate evidence for the IDeA study through LAA Development Group was effective and efficient. Key partner agencies are present on this group and strong links exist between this group and the Strategic Partnership Executive, Strategic Partnership Assembly and the Management Group that will enable the continued development of a critical self evaluation. It is therefore proposed that the area assessment work programme continues to be coordinated by Corporate Policy with support from LAA Development Group and regular reports to Strategic Partnership Executive.
- 4.2. The Corporate Policy team has completed an initial draft of an information gathering matrix, cross referencing evidence against the SCS themes and the three key area assessment questions (as above) in the CAA framework. This matrix has been populated as far as possible with evidence sources.
- 4.3. The next step will be to work with LAA Development Group to develop the self assessment and highlight potential red flags and areas for concern. It is

AGENDA ITEM 4

anticipated that where there are gaps in the matrix and areas that are not supported by additional evidence around the underpinning themes (sustainability, inequality, vulnerable people, value for money), this will highlight areas that may not be being fully addressed and could be potential areas of concern. The partnership will then need to take a view as to whether these highlighted areas represent issues that are not being addressed and require development of more robust plans to address this, or whether they are simply issues that are not a priority for Wirral that require action or intervention at this time.

4.4. Audit Commission intends to present its 'emerging picture' of the area to Strategic Partnership Executive in April.

4.5. In summary, key tasks in relation to the area assessment will be:

- *Further development of our area self assessment, highlighting potential red flags or areas of concern*
- *Communicating key messages about CAA and the Audit Commission's 'emerging picture' of the area to partners*
- *Ongoing evidence gathering to inform the assessment process.*

5. RECOMMENDATIONS

5.1. Strategic Partnership Executive members are requested to note the progress made to date on area self assessment and agree that its further development is supported by LAA Development Group with further regular reports to Strategic Partnership Executive.

Jim Wilkie
Deputy Chief Executive / Director of Corporate Services

This report was prepared by Jane Morgan on 691 8140 and Abi Pennington on 691 8027

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WIRRAL LOCAL STRAETGIC PARTNERSHIP EXECUTIVE BOARD

WEDNESDAY 1ST APRIL

REPORT OF THE DEPUTY CHIEF EXECUTIVE/ DIRECTOR OF CORPORATE SERVICES

BUSINESS SUPPORT – RESPONSE TO THE CURRENT ECONOMIC CLIMATE

1. Executive Summary

- 1.1 This report provides the Executive Board members with Wirral Council's response to the economic climate. This report was previously agreed by cabinet at their 19th March meeting.

- 1.2 This report outlines the impact of the current recession on Wirral's economy and identifies the steps taken by the Council to assist businesses affected by the current economic challenges, and builds upon the budget proposals identified at Cabinet on 23rd February 2009.

- 1.2 Cabinet was asked to:
 - i.) Note the content of the report.
 - ii.) Agree the proposals for the support mechanisms and programme interventions that are set out in this report, including the business support programme using the £50,000 identified within the budget resolution to support local companies during the current economic downturn in conjunction with £800,000 per year of Working Wirral funds.
 - iii.) That the Deputy Chief Executive/ Director of Corporate Services presents a monthly update report to Cabinet on the state of the local economy.

2. Background and Context

- 2.1 The UK economy is now officially in the midst of a recession, ending the extraordinary boom of the last decade. Conditions have deteriorated rapidly amidst global financial turbulence, weakness in major export markets, a property market crash as well as a surge in food and energy prices.

- 2.2 The Bank of England Agents' last summary of business conditions (December 2008) reported shrinking demand; reduced retail sales; falls in output in manufacturing, construction and business services; a slowing of export orders; and an easing of input and output price inflation. The Bank of England is unable at this stage to advise on the possible length or severity of the problems.
- 2.3 Significant redundancies are being reported nationally on a weekly basis, with the car industry and its supply chain particularly badly affected. With daily reporting on the effects of the recession and successive Government responses, the challenge is to understand how Wirral's economy is being affected and respond in appropriate ways.
- 2.1 Wirral partners are aiming to take forward a co-ordinated and coherent response to the economic situation. This focuses on the following key elements:
- Monitoring and assessing the evidence
 - Adapting current provision to meet emerging requirements
 - Agreeing specific responses e.g. to redundancies, increased unemployment, businesses
 - Consultation with and support to local businesses

Labour market data

- 2.5 It is important to note the limitations of many official data sources. For example, data may not be available at the Wirral level or lower. Furthermore, much of the data has a significant time lag – thereby not accurately reflecting more recent worsening conditions. Notwithstanding that, the following is a summary of key indicators:

Employment rate - Latest data indicates that Wirral's overall Employment Rate has decreased by 2.1% points from its December 2007 position of 71.4% to 69.3% (Jun 08) which is significantly more than the regional and

national decreases of 0.2 and 0.1 % points respectively. However the volatility of this survey based measure must be taken into account. The December 2007 figures showed an increase significantly higher than those both regionally and nationally.

Worklessness - High rates of worklessness and severe concentrations of deprivation continue to present a significant challenge. Rising unemployment has had a significant impact on worklessness rates within the Borough. Latest Jobseekers Allowance (JSA) claimant count data to January 2009 indicates a significant increase, with Wirral’s rate now standing at 4.6%.

Table 1: Numbers claiming JSA Wirral

Oct-07	Jan-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09
5,793	6,355	6,621	6,703	6,811	7,247	7,822	8,499

Source: NOMIS

Redundancies - Analysis of HR1¹ redundancy notifications provided by Jobcentre Plus has demonstrated a relatively high volume of redundancies in the borough. In 2007/08, 5 employers notified a total of 1051 redundancies (821 of these were attributable to job losses at Burtons). Analysis of HR1s from April 2008 to January 09 shows a further 20 employers notifying and additional 942 job losses.

Job Vacancies - Statistical information shows that the number of Wirral vacancies notified to Job Centre Plus (JCP) have reduced to January 09. . Furthermore, anecdotal information from the Greater Merseyside Connexions Service suggests a 12% decrease in their vacancies from this time last year.

Table 2: Vacancies Notified to JCP (Wirral)

Oct 07	Jan 08	Aug 08	Sept 08	Oct 08	Nov 08	Dec 08	Jan 09
1,389	671	1,919	890	1,290	1,739	969	447

Source: NOMIS

¹ Definition of HR1 notification: Employers are required by law to notify of a proposal to dismiss 20 or more employees as redundant at one establishment. Please note the final number of redundancies may be higher or lower than the number given.

Impact on local businesses

- 2.6 Recent examples include the announcement on 7 January 2009 of over 300 job losses by Tulip Foods in Bromborough. The food industry appears to be particularly impacted within the Travel to Work Area, with significant redundancies also announced in Ellesmere Port and Flintshire. Over capacity appears to be the major factor within this sector. Officers continue to work with local MP's and Tulip to investigate whether the situation can be resolved in a favourable manner for Wirral employment opportunities and the current employees.
- 2.1. General Motors' Vauxhall Plant in Ellesmere Port had an extended four week closure over Christmas to reduce productivity. GM employs about 5,500 people in the UK, with about 2,200 staff at Ellesmere Port, many of whom are Wirral residents. GM UK offered workers at the plant in Ellesmere Port the option of taking up to eight months leave between January 1 and September 1 2009, on 30 per cent pay. The company has been implementing shorter shifts, four-day weeks and pay cuts to avoid job losses. Discussions about cost-cutting at the plant are set to continue in the wake of the recent announcement by US parent General Motors to axe up to 47,000 workers around the world. Any job losses at Ellesmere Port will also have significant implications for local supply chains.
- 2.8 Whilst the Council's Invest Wirral team continues to work with companies regarding expansion and investment plans, there are significantly more occurrences of them working with companies which are experiencing operating difficulties in the current economic climate. Invest Wirral is acting in a responsive manner in identifying and targeting such companies and is working much more closely with partner organisations to ensure a co-ordinated approach. The proposals outlined later in this report will build upon that co-ordinated approach and the package of support available.

Sectoral Impact

- 2.9 Regional analysis suggests a particularly adverse impact on sectors as follows:

Construction / Housing

- All supply chains are being affected (from brick suppliers to estate agents)
- Repossessions have risen in Northwest above national averages
- Increase in rental market
- Empty properties due to access to finance

Manufacturing

- Jaguar, Vauxhall, Bentley – reduced shifts/ shorter weeks
- Food Industry – over capacity is bringing consolidation and closure risk

Service/Finance

- Development related redundancies likely in early 2009 (such as planning, legal, surveyors)

Retail

- Some significant recent closures and job losses. Increasing concern over knock on effect to town centres and local businesses.

Additional evidence

Investment Inquiries

- 2.10 There has been a significant impact on inward investment enquiries, particular with on going negotiations. Many businesses are reviewing earlier decisions in light of the current circumstances and both access to credit and availability of premises remain major issues. Equally, the changed market conditions are causing a review of decisions/need. For example, a manufacturing business that was close to investing in a new build facility at Bidston has decided to shelve the development, despite a number of incentives to bring them to the area. The reason for doing so quite simply revolves around the company's ability to now buy raw materials needed as part of its manufacturing process at a cheaper price than it can itself manufacture them for due to over supply and over capacity within the market.

Infrastructure Developments

- 2.11 Generally, in line with national trends, local developers are reporting difficulties in accessing finance which has resulted in speculative developments being put on hold. Many lenders are requiring already committed end users and fully pre let schemes before considering financial assistance. As well as impacting on the level of new development and ultimately job and wealth creation, this has also had an impact on the demand for ERDF funding which had been planned to part finance the initiatives. This is resulting in a significant level of potential under spend across the Liverpool City Region and causing great concern due to potential de-commitment of ERDF and the problem of reduced grant level intervention rates from 2010

Feedback from businesses

- 2.12 Businesses are indicating an overall reduction in demand for goods and services, with lower consumer demand cascading through supply chains. Cash and finance are the most urgent concerns. In relation to staffing, there is some evidence that businesses are reluctant to let skilled and committed staff go but are faced with reduced demand impacts. There is still evidence of skills disparities and it is interesting to note that there are hard to fill vacancies. Redundancies are acknowledged as the last resort.
- 2.13 There are still some growth markets and the issue is how companies can continue to grow within wider declining markets. Opportunities exist for some companies/sectors to take advantage of the economic situation. For example, some larger companies are considering outsourcing large aspects of their business processes. Within Wirral, there have been recent examples of local businesses winning contracts from larger companies to undertake outsourced production. This has been evident in some aspects of the pharmaceutical industry.

Wider Impact

Housing

- 2.14 There appears to be a significant collapse in sales and market confidence; apparently arising from the difficulties experienced by developers and individual householders accessing finance. Affordability still remains an issue, whilst property prices are reducing, the increase in required deposits for mortgages means if anything, the ability to access housing through purchase has worsened.
- 2.15 Anecdotally there are a number of investment landlords getting out of property with consequent terminations of tenancies for disposal with vacant possession; this coupled with a pattern of rising mortgage or debt repossession is increasing pressure on social housing through growing homelessness presentations.
- 2.16 The current economic slowdown is having significant effects on key housing led regeneration schemes with demand falling sharply, causing caution among developers on land value offers.
- 2.17 Key indications are that volumes of house sales are falling across the Borough as are prices; and an increase in the empty properties in the more vulnerable neighbourhoods. Data produced by Land Registry has demonstrated that Wirral has seen a 3.57% decrease in median house prices when comparing data over the last 12 months. Similarly house sales in Wirral for the same period have highlighted a decrease of 46% with this rising to as high as 62% in one of the Borough's most deprived areas.
- 2.18 Recent figures from the Royal Institute of Chartered Surveyors indicate that two areas in Wirral rank amongst the top 10 worst towns for house sales in the UK, when comparing the length of time that properties are on the market. Hoylake is the third worst and West Kirby placed seventh.
- 2.19 Latest statistics from the Ministry of Justice show that Mortgage possession claims in Birkenhead County Court were up by 16% in the first three quarters

of 2008 compared with the first three quarters of 2007. Furthermore, they were up 35% in Q3 of 2008 compared with Q3 in 2007.

- 2.20 Mortgage possession orders were up 51% in the first three quarters of 2008, and up 59% in Q3 of 2008 compared with Q3 of 2007.
- 2.21 The Council is seeking to address the challenges in the housing market in a number of ways. It is working actively with Government, regional and sub-regional partners to address the very significant challenges which are currently being experienced. Specifically for Wirral it is continuing to progress its Housing Market Renewal Initiative, increasing the work of its Empty Property Strategy Team, taking part in the Government's Mortgage Rescue Scheme, restructuring its Re-housing Services to place a greater emphasis on preventing homelessness and working with its Registered Social Landlords to take forward a number of initiatives in relation to worklessness and financial inclusion.

Apprenticeships

- 2.22. Some anecdotal information on the impact of the downturn relates to in work training and apprenticeships. For example, the average cost of training for companies accessing Skillworks has decreased from around £7000 per intervention to £3500 per intervention as companies reduce their training plans / budgets.
- 2.23 We have also very recently gathered information from two of the Borough's large training providers to suggest that there has been an increase in apprentices losing their jobs. We are in discussion with the wider Work Based Learning Network to request some further detailed information on this front.
- 2.24 The underlying principle of responses is based on good economic intelligence and policy, with an understanding of business fundamentals and long term strengths. There is a need to maintain a long-term focus on skills, innovation and regeneration and it is important to keep a longer term strategy ready for when recovery starts.

National Policy Response

Pre-Budget Report / New Opportunities White Paper

- 2.25 Through the Autumn Pre-Budget Report (PBR), the government set out a number of immediate actions to help individuals and businesses most affected by the economic downturn. These actions are set in the context of a predicted range of major economic shocks which project that: economic growth will slow to 3/4% in 2008 and potentially -3/4% in 2009; inflation will fall; and borrowing could peak at £118bn in 2009/10. The PBR outlined that the economic situation we face is a global issue and not confined to the UK, with global solutions required to solve many of the issues. The report suggests that all countries of the world, with the sole exception of China, will continue to face growing economic challenges.
- 2.26 To help stimulate the economy, the Government announced that VAT will be lowered from 17.5% to 15% and public investment will be accelerated rather than cut by bringing forward £3 billion worth of capital projects, including £535 million on energy efficiency, rail transport and adaptation measures.
- 2.27 To help individuals, income tax personal allowance increases will be made permanent, child benefit and pension payments will be brought forward from April to January, and increased mortgage support schemes will be provided for homeowners in difficulty.
- 2.28 To help the unemployed, the PBR announced an extra £1.3 billion of investment in personalised support for those seeking work. This includes support for those newly out of work to up-skill into new areas of employment and £500 million for those out of work for over 6 months.
- 2.29 To support businesses through the downturn, the measures announced in the PBR largely focus on the short to medium term challenges they face. For SME's, the Government will work in conjunction with the Regional Development Agencies to:

- launch the Small Business Finance Scheme, a new temporary guarantee scheme to enable up to £1bn of Government supported bank lending,
 - introduce a temporary guarantee scheme in conjunction with the Export Credits Guarantee Department to support a £1bn facility providing smaller exporters with better access to short-term working capital,
 - make available a capital fund of £50m providing equity or quasi-equity to SME's who are overleveraged,
 - introduce transition loan funds for viable SME's facing financial difficulties,
 - Offer a single portal service through Business Link to direct credit-worthy SME's who are experiencing problems to appropriate finance schemes.
- 2.30 To promote enterprise, £10m of risk capital has been earmarked for social enterprise; the Government will take forward the Department for Business Enterprise and Regulatory Reform (DBERR) and Her Majesty's Revenue and Custom (HMRC) led programme of regulatory reform to decrease the administrative burden; and research will be undertaken of current enterprise education in schools and colleges to bring forward new approaches.
- 2.31 DWP and DIUS have joined forces to announce a cash injection of £100m over the next three years to give much needed help to people who lose their jobs. The extra cash will be available for people who are currently facing redundancy and those looking for work to help them retrain and develop their skills so that they can quickly move back into sustainable employment, either in their existing sector or a brand new one. The additional money will come from the European Social Fund and funding from DIUS.
- 2.32 Skills Secretary John Denham also announced that small businesses will be the focus of £350 million of Government funds to help them train their staff via Train to Gain. The Government's approach will be reshaped and money will be available to deliver a new package of support to help small businesses get

through the tougher economic climate by building the skills and expertise of their workers.

- 2.33 North West Regional Minister Beverley Hughes is leading the NW Regional Joint Economic Council, supporting the National Economic Council in providing a new approach to co-ordinating economic policies across Government. The JEC has already called for evidence to better understand the impact of the current economic situation.

3. Actions Taken to Date

- 3.1 The Council currently operate a number of programmes of activity that have adapted to the current financial conditions. These include:

Key infrastructure

- 3.2 The Council continue to support the delivery of several key economic infrastructure projects. In line with national policy, every effort is being made to focus and bring forward key infrastructure projects across the Borough to create employment opportunities and having a positive effect on the economy. Council officers continue to work with the private sector in accessing key external funding to support and where necessary, provide gap funding to key schemes and projects. There are a number of projects that developers are still actively progressing including Wirral Waters, New Brighton phase 2, the proposed foodstore in Birkenhead, the Europa Boulevard development, The Sail in West Kirby and Woodside,

Key infrastructure requirements

- 2.1 Officers are currently in the process of trying to identifying the needs for Wirral in respect of power constraints and digital access. There are a number of constraints that could potentially prevent key sites and premises being brought to the market in the future due for employment use. Addressing these issues not will provide where necessary for the economic upturn.

Business Support

- 3.4 Wirral Council meet monthly with the Wirral Chamber of Commerce and Federation of Small Businesses to ensure that regular and accurate feedback is received on the issues facing small businesses locally, and this intelligence is being used to inform our responses to the current economic situation.
- 3.5 *Providing enhanced business support:* To complement existing business networking, every effort is being made to ensure companies can easily access the national support available. This includes:-
- Invest Wirral working with Business Link to ensure that information is cascaded through online business forums networks and Wirral Investment Network (WIN) which represents the Business and Professional Sector
 - Setting up an online local business support/events calendar using a mixture of Working Wirral and European Regional Development Fund (ERDF) support which further promotes key support services.
 - Seminar with NWDA in January regarding access to finance held at the Floral Pavilion.
- 3.6 *Small Firms Rate Relief* - this is being followed up with additional awareness promotion of the scheme for eligible businesses to pursue. In addition, the Government announced changes to the Ratings scheme for empty properties as part of the recession budget which come into force from April 2009 – these will of course also be promoted by the Revenues section.

Employment Support

- 3.7 *Providing co-ordinated redundancy support* - Key partners (Wirral Council, Jobcentre Plus and the Learning and Skills Council) co-ordinate activity through the Wirral Economic Development and Skills (WEDS) Partnership.
- 3.8 *Working Wirral* The Council provides a number of commissioned activities and development services across the Borough to help improve local people's skills and employment prospects:

Partner activity

- 3.9 These measures complement work being undertaken by partners including:
- *Jobcentre Plus (JCP)* - In addition to their core services, JCP has brought down the eligibility for certain programmes from six months to day one to enable the newly unemployed to access their enhanced offer
 - *The Learning and Skills Council (LSC)* - the LSC works closely with JCP and to deliver an Integrated Employment and Skills programme across Greater Merseyside; and Train to Gain programme and the pre employment has been subsequent enhanced in response to the situation
 - *Business Link* - is working with Council service areas to increase access to business support services
 - The Council is forming an action group of the main public sector agencies to co-ordinate collective responses to the current situation
- 3.10 Strong partnership working at an operational level is being supported and developed by the WEDS partnership which is receiving regular updates on the downturn and partners share organisational intelligence and policy updates. Officers are also participating in Merseyside meetings to look at the effects of the recession, and agree some co-ordinated responses.
- 3.11 We are also in discussion with the Third Sector as to how they too can contribute to helping deal with the current economic situation.

4. New Interventions

- 4.1 In response to the economic downturn the Council agreed a specific set of interventions at Budget Council on 2nd March. This package included
- a) Measures to improve the cash flow of local businesses by targeting payment of invoices within 10 days for all creditors from small and medium sized enterprises employing fewer than 250 people. A report on this initiative is included elsewhere on this agenda.

- b) The establishment of a grant fund of £50,000 for one year to give immediate support to previously successful micro businesses employing 10 or fewer employees who now face difficulties as a result of the credit crunch.
- c) Proposals to use the Council's major capital programmes to assist the local economy. Contractors will be asked wherever possible to employ a high percentage of local labour.
- d) The development of a construction employer integrator scheme to bring together information on all construction projects in Wirral. This will be the subject of a future report to Cabinet.
- e) The investigation for the potential to establish a municipal bank either in conjunction either with other Merseyside authorities or separately, to assist local businesses with loans in a situation and could also serve the function of assisting domestic clients with mortgages where the supply has dried up and where it may be in the interests of the Authority to encourage the use of housing which may not be attractive to commercial lenders.

4.2 Cabinet agreed a series of additional measures to help companies in the current economic climate. These measures are set out below.

- (i) *BIG Support Grant*: The Council is fully aware of the challenges that many businesses in our area are facing at the present time, and recognises the need for us to work collectively with our partners to minimise the adverse impacts of the economic downturn on businesses and their employees. Access to capital and cash flow has been identified as a major problem. Wirral's business makeup is dominated by micro-businesses (those with fewer than ten employees) and a number of these have reported continued difficulty in speedy access to funds through current and indeed proposed arrangements.

Therefore a programme has been designed to specifically support (SME's 250 employees and less) with a specific focus on micro businesses. This programme will utilise the £50,000 identified at Cabinet on 23rd February 2009 to support local companies during the current economic downturn and £800,000 per year of Working Wirral funds. The fund will be available for a wide range of support, including grants support and helping companies to access other sources of finance, it is hoped that the availability of such financial support will encourage banks and other lending institutions to also invest in these businesses. A more detailed project outline is attached at Appendix B to this report.

- (ii) *The "Think Big" Investment Fund* currently supports existing and inward investing businesses on a range of big projects that will support employment growth and business expansion. Given the current situation, Officers have drafted a new set of criteria for the fund which will allow businesses to safeguard jobs within a new set of defined criteria which will allow businesses to access finance for other outcomes rather than just growth.

The capital grant will be offered to Wirral businesses which have viable project proposals to support the sustainability or growth of the company. Grants must be in line with EU State Aid limits which have recently been revised upwards. The "Think Big" investment fund will operate accordingly and up to the maximums allowed under EU State Aid rules at the time of application. The draft criteria are set out in Appendix A of this report.

- (iii) BIG consultancy support. We are recommending the provision of consultancy support to assist with financial planning and the development of business plans which take account of current market conditions. It is proposed that businesses would receive up to three days consultancy free of charge.
- (iv) Additional support will be provided to businesses by the provision of three Business Advocate posts. These posts will be hosted within Business Link but will focus exclusively on supporting Wirral businesses. This element of the

package will be funded from ERDF 4.2. as previously reported to Cabinet on 10th December 2008.

- (v) *Business Conference* - Wirral Council will host a seminar on the 25th and 26th of March which will focus on supporting business through difficult times. The main purpose of this event is to bring together public sector organisations with the private sector to outline the support services that are available. There will also be drop in sessions which will discuss a variety of topics from information or advice on grants, funding, finance, staffing, health & safety, marketing, occupational health, legal rights and responsibilities. The event will include the North West Development Agency, Business Link North West and will include speakers from a number of other support agencies. We are working with the banking sector to use this event to promote dialogue between businesses and banks about how companies can maximise the prospect of obtaining bank finance in the current economic climate.

Apprenticeships

- 4.3. Further to the Budget resolution, Officers are exploring the options for the development of an apprenticeship programme for the borough, with access to all vocational areas.
- 4.4 Apprenticeships will support the council and its partners to continue tackling worklessness and skills issues by offering support within a structured apprentice programme. Any activity will add value to recent national announcements on supporting apprenticeships.
- 4.5 Details of a Construction Integrator scheme are currently being drawn up by officers, which will explore a variety of training and apprenticeship opportunities. A separate report setting out further details of this initiative will be brought to a future cabinet meeting.

5 RECOMMENDATIONS

Executive Board members are asked to:

- 5.1 Note the contents of the report and those Executive Board members will be provided with regular updates.

Jim Wilkie

Deputy Chief Executive/ Director of Corporate Services

This report has been prepared by Alan Evans on 0151 691 8426

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WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

WEDNESDAY 1st APRIL 2009

REPORT OF THE DEPUTY CHIEF EXECUTIVE / DIRECTOR OF CORPORATE SERVICES

LOCAL AREA AGREEMENT - DELIVERY PLAN REPORT

1. EXECUTIVE SUMMARY

- 1.1. This report provides Wirral LSP Executive board members with draft delivery plans for Wirral's 2008/11 local area agreement improvement priorities.

2. BACKGROUND

- 2.1. The board at its meeting in November 2008 requested that delivery plans should be in place from 1st April 2009 in order that the board can monitor progress against the identified improvement priorities.

3. DELIVERY PLANS

- 3.1. The delivery plans are contained in appendices 1 – 6 and are divided into the following sustainable community strategy themes:

- A strong local economy
- Safer, stronger communities
- Health and well-being
- Life chances for children and young people
- Living and working environment
- Sustainable, appropriate housing

- 3.2. The plans have been coordinated through the partnership thematic groups and approved by the relevant lead officer prior to presentation to the Executive Board. It is recognised that further work is required to ensure that these plans reflect all partner contribution and to ensure that they provide a consistent level of detail. Partners are requested to ensure that the draft versions of these plans are considered within each organisation to make certain that they reflect all relevant activity which will contribute to the achievement of the LAA improvement targets.

4. PERFORMANCE MONITORING

- 4.1. It is proposed that these plans are reported on a quarterly basis to the Executive Board. These reports will contain an overview of progress made and challenges remaining, alongside a report of any milestones that have not been completed by the target date. The first report will be presented to the board in August 2009 providing the progress made at quarter one.

5. RECOMMENDATIONS

- 5.1. Board members are requested to review and comment on the draft delivery plans and agree that further work is progressed by thematic groups where appropriate. It is further requested that the draft delivery plans be considered by each partner organisation to ensure that they fully reflect all partner activity required to achieve the LAA improvement targets.

Jim Wilkie
Deputy Chief Executive / Director of Corporate Services

This report was prepared by Lucy Beed and John Highton on 691 8006 or 691 8522.



WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

<p>DELIVERY PLANS</p> <p>Appendix One</p> <p>A strong local economy</p>	
NI	
151	Overall employment rate
153	Working age people claiming out of work benefits in the worst performing neighbourhoods
171	New business registration rate
Local	Total amount of land developed for employment use
Local	NVQ level 2 skills participation



LAA Improvement Priority:	NI 151 – Overall Employment Rate & NI 153 Worklessness in worst performing neighbourhoods
Sponsor:	Wirral Council Corporate Services
Lead organisation:	Learning & Skills Council, Wirral Council and Jobcentre Plus
Service Area:	Wirral Council Strategic Development
Related indicators:	Local Indicator 6281: Level 2 Participation in worst performing neighbourhoods

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Continue delivery of Priority 1 (Competitive Wirral People) of the Working Wirral programme as part of Wirral's strategic approach to developing a stronger and vibrant local economy in order to tackle worklessness and increase employment levels amongst Wirral's residents.</p> <p>Unless stated the following Working Wirral activity will be delivered across the remaining life of the LAA to March 2011. All activity has been subject to a comprehensive commissioning process that ensures it compliments and adds value to existing mainstream delivery.</p> <p>Strand 1A: Tackling specific barriers to work and linking people to jobs and training/</p>	<p>Quarterly financial and performance monitoring returns:</p>	<p>April 2009 onwards</p>	<p>David Ball</p>	<p>Quarterly financial and performance monitoring returns: to Wirral Economic Development and Skills Partnership</p> <p>Update reports to LAA Programme Board and Cabinet</p> <p>Achievement of Local Performance Indicator 4089</p> <p>Meeting European reporting requirement for</p>	<p>Contracted delivery organisations</p> <p>Wirral Economic Development and Skills Partnership</p> <p>Wirral Investment Board</p> <p>LAA Programme Board</p> <p>Cabinet</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Strand 1B: Supporting progression within the workplace</p> <p>Partners recognise that areas with significant concentrations of deprivation and under-represented priority groups require additional innovative approaches to support them into employment and to support progression within work to meet the needs of employers.</p> <p>Commissioned activity includes:</p> <ul style="list-style-type: none"> • Reach Out: Innovative activity that engages workless households by taking the service to their home. Individuals and families supported to develop an action plan and to access appropriate the provision to return to work • Wirral Change: Community based activity to engage progression of Wirral's Black and Racial Minority workless communities into employment and training. • Community Learning Consortium: Support workless residents from Wirral's most deprived communities to access employer demand led training and return to work. • Nextstep Plus: This activity adds value to existing Nextstep provision and provides 				<p>projects financed from ESF and ERDF</p>	



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>participants with 1-2-1 assessments leading to an personal action plan, followed by a tailored programme of up to 12 weeks on employment-related skills.</p> <ul style="list-style-type: none"> Training Development for Visually Impaired: Provides specialist support tutors to deliver ICT training within a purpose built training unit and provides post training support Wirral Working for Health: A groundbreaking approach, co-funded with Wirral PCT to combine health and employability services to support residents with mild to moderate mental health issue to gain and/or remain in employment. ABC Together: Pilot activity to provide a 1 year fixed term contract for participants who have low/no qualifications as a result of severe and enduring mental health issues. Linking Wirral People into Employment: Consortium approach to assist workless residents who have a health condition or disability to return to work Mentoring into Employment: provides ex-drug users with employer based training in health and social care to progress into employment 					



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<ul style="list-style-type: none"> Wirral Bridges: Supports individuals with severe and enduring mental health issues into work <p>Strand 1C: Inspiring tomorrow's enterprising people and raising aspirations.</p> <ul style="list-style-type: none"> WirralBiz: Universal business start up service to be delivered to June 2009 to ensure a seamless transition to the NWDA new Regional business start programme. 					
<p>Develop, commission and deliver phase 2 of the Working Wirral Programme.</p> <p>To develop Phase 2 of the Working Wirral Employment and Enterprise Investment Framework to consider the types of interventions that are required to tackle issues related to employment, enterprise and business growth to inform resource allocation. This will identify key areas of focus against analysis of the socio-economic, strategic and policy context. Work conducted to date with respect to Priority 1 (Competitive Wirral people) of the Working Wirral programme has recommended the following key areas of focus:</p> <ul style="list-style-type: none"> Apprenticeship Programme Taking account of the current economic climate deliver an incentivised apprenticeship 	<p>Completion of Working Wirral Phase 2 Employment and Enterprise Investment Framework</p>	<p>April/May 2009</p>	<p>Kevin Adderley</p>	<p>Approval Working Wirral Phase 2 Investment Employment and Enterprise Framework agreed by Wirral Economic Development & Skills Partnership, LAA programme Board and Wirral Council Cabinet</p>	



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>programme to stimulate the supply of available apprentice places in the workplace to provide a quality career route for young people with accredited qualifications in preparation for an upturn in the market.</p> <ul style="list-style-type: none"> • Linking people to Jobs: Employer Engagement Developing activity to co-ordinate an employer engagement model to link workless priority customer groups and workless people from Wirral's deprived communities to access opportunity with local employers. • Business Start The development of a business start programme to compliment and add value to the NWDA Business Support Simplification programme through a co-funding model <p>Commission and programme manage delivery of Phase 2 of the Working Wirral Programme in line with the Phase 2 the Working Wirral Employment and Enterprise Investment Framework</p>	<p>Quarterly financial and performance monitoring returns:</p>	<p>Quarterly</p>	<p>David Ball</p>		



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Continuing to work with partners across the sub region to develop and deliver the Liverpool City Region City Employment Strategy (CES) and Multi Area Agreement (MAA)	Establishment of Liverpool City Region Employment and Skills Board Development of Liverpool City Region Employment and Skills Strategy	Spring 2009 Spring 2009	Kevin Adderley Kevin Adderley	Quarterly financial and performance monitoring returns: to Wirral Economic Development and Skills Partnership Update reports to LAA Programme Board and Cabinet Achievement of Local Performance Indicator 4089 Meeting European reporting requirement for projects financed from ESF and ERDF	Jobcentre Plus Learning and Skills Council



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Jobcentre Plus will continue to help people into work through achievement of Jobcentre Plus Job Outcome Target for Wirral.	Quarterly performance monitoring of CES and MAA Employment and Skills Platform performance targets agreed with Central Government.	Quarterly	Kevin Adderley	quarterly to CES Board and Wirral Economic Development & Skills Partnership	
<p>TARGET NOT YET AVAILABLE</p> <p>The following programme delivery will support the Achievement of the Job Outcome Target</p> <ul style="list-style-type: none"> Introduce new jobsearch provision for newly unemployed customers including day 1 access to Programme Centres, Adviser Discretionary Fund, Local Employer Partnership vacancies, information sessions, coaching and specific help for those looking for specialist and professional jobsearch advice. Continue to play a lead role in managing the impact of redundancies by providing a Rapid Response service to customers 	Quarterly Job Outcome Target performance monitoring to Wirral Economic Development & Skills Partnership	Quarterly April 2009 Ongoing	Gary Foulkes Gary Foulkes Gary Foulkes	Achievement of xx job points (N.B. This data is subject to a significant time delay of up to 9 months which prevents timely reporting)	Contracted providers Local Partners/providers



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>before unemployment with increased funding in 2009/10.</p> <ul style="list-style-type: none"> • JCP is responsible for delivering the commitments made in the governments Drug Strategy. • Continue to help people back into work by keeping the New Deal concept up to date and effective by making it more adaptive and personalised through the Jobseekers through Flexible New Deal (FND). • Continue rollout of the Employment and Support Allowance • Continue rollout of new services for Lone Parents • Introduce strengthened package of support for those 6m+ unemployed including: <ul style="list-style-type: none"> ○ Money and support to set up own business ○ Cash for employers who recruit and train ○ Training to improve skills to get a job ○ Chance to volunteer while looking for a job 	<p>Introduction of Drugs Coordinators</p> <p>Contract Award</p> <p>FND Phase 2 Go Live</p>	<p>April 2009</p> <p>Date tbc</p> <p>October 2010</p> <p>Ongoing</p> <p>Ongoing</p> <p>April 09</p>	<p>Gary Foulkes</p> <p>Gary Foulkes</p> <p>Gary Foulkes</p> <p>Gary Foulkes</p> <p>Gary Foulkes</p>		



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<ul style="list-style-type: none"> • Increase awareness of Working Tax Credits • Introduce improved specialist disability employment programmes to support disabled people gaining or retaining employment. • ESF Provision • Introduce the 'Financial Inclusion Champions project' building on the work of the 'nowletstalkmoney' campaign. This will provide dedicated teams to work with strategic partners and also signpost to existing financial services and work in partnership to develop new services. 		<p>October 2010</p> <p>Process to be in place by April 2009.</p>	<p>Gary Foulkes</p> <p>Gary Foulkes</p> <p>Gary Foulkes</p> <p>Gary Foulkes</p>		
<p>Continue to support increased numbers of customers in to work through Local Employment Partnerships, including newly unemployed.</p>	<p>April 09</p>	<p>March 2010</p>	<p>Gary Foulkes</p>	<p>XX LEP Employers signed up</p> <p>Achievement of XX LEP starts</p>	<p>Employers</p> <p>Local Partners/providers</p>
<p>The LSC will commission (through open & competitive tendering) a suite of activity under the IES (Integrated Employment & Skills) agenda to support workless residents of Wirral into employment via a skills progression pathway (referred to by LSC & JCP as the 'customer journey' or 'continuum').</p> <p>Such programmes include:</p>	<p>Provide annual participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in European Social Funded Activity.</p>	<p>Annual Return</p>	<p>Simon Pierce</p>	<p>A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11</p>	<p>Contracted delivery organisations</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Priority Sector Routeway</p> <p>Sustainable Employment Partnership Programme</p> <p>Employability Skills Programme</p> <p>Skills for Jobs for Offenders</p> <p>LLDD Routeway.</p> <p>Enterprise Routeway</p> <p>The LSC will also commission further support for those who are 6 months unemployed through Further Education Colleges.</p> <p>Once in employment learners will progress through Train to Gain to their first Level 2 qualification.</p>				<p>Performance will be measured in year by participation and success rates of residents engaged in the range of IES programmes delivered in Wirral.</p>	
<p>In addition to mainstream Level 2 activity, the LSC will deliver through its providers a series of ESF co-financed programmes designed to progress individuals to Level 2 qualifications including:</p> <p>Pathway to Level 2 provision – for those employed, who are not yet ready for a Level 2, but could progress with support and progression from a Level 1 qualification.</p>	<p>Provide annual participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in Mainstream Level 2.</p> <p>Provide annual participation rates of 19+ residents from Wirral's 53 most</p>	<p>Annual Returns</p>	<p>Simon Pierce</p>	<p>A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11</p>	<p>Contracted delivery organisations</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	economically deprived LSOA's enrolled in European Social Funded Activity.				
Prototyping of the Adult Advancement and Career Service and co-location of current Next Step staff on JCP premises will allow currently unemployed learners with advice of how to access learning at or progressing to Level 2.	Co-location arrangements agreed in Wirral JCP premises or referral protocols agreed.	TBC	TBC	Co-location arrangements agreed in Wirral JCP premises or referral protocols agreed.	Contracted delivery organisations
The LSC Response to Redundancy programme provides outcomes for jobs and progression to Train to Gain and Level 2 where applicable.	Contracting of provision by May 2009	Annual Returns	Simon Pierce	A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11	Contracted delivery organisations



LAA Improvement Priority:	NI 171 – New Registration Rate
Sponsor:	Wirral Council Corporate Services
Lead organisation:	Wirral Council, North West Development Agency, Business Link North West
Service Area:	Wirral Council Strategic Development
Related indicators:	Local Indicator 4128 Number of new business start-ups supported & 4129 Number of business supported and still operating twelve months after commencement.

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<i>This section will state the activities / projects which are required in order to help achieve improvements.</i>	<i>In this section list the major milestones required for the activity / project.</i>	<i>Identify the dates that the milestones are expected to be completed by here</i>	<i>Who is the responsible officer for each milestone?</i>	<i>Are there any further indicators that will measure the success of this activity?</i>	<i>Are there any partner organisations /other council departments who will also be required to contribute/ deliver the activity / project?</i>
Delivery of the Business Start Initiative.	The Programme will deliver in the financial year 2009/2010 250 New Business Starts. 80% of these to still be	Key Milestones: April 1 st to June 30 th : 72 New Business Starts July 1 st to	Ray Squire	None	Funding to implement this project comes from (1) The North West Development Agency who have confirmed actual funding for 09/10 and indicative funding for 10/11 and 11/12 and (2) the Working



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	operating twelve months after commencement.	September 30 th : 60 new Business Starts October 1 st to December 31 st : 60 New Business Starts January 1 st to March 31 st : 58 New Business Starts.			Neighbourhood Fund until March 2011. The business start programme is delivered by a range of external providers who are contracted to the Council. We need entrepreneurs to start business and current economic circumstances will influence the numbers of new businesses starting and surviving.
<p>Delivery of BIG Support programme <i>BIG Support Grant/ Consultancy Support:</i> The Council is fully aware of the challenges that many businesses in our area are facing at the present time, and recognises the need for us to work collectively with our partners to minimise the adverse impacts of the economic downturn on businesses and their employees. Access to capital and cash flow has been identified as a major problem. Wirral's business makeup is dominated by micro-businesses (those with fewer than ten employees) and a number of these have reported continued difficulty in speedy access to funds through current and indeed proposed arrangements.</p> <p>Therefore a programme has been designed to specifically support (SME's 250 employees and less)</p>	Project will commence in April 2009 and deliver support to businesses via a programme of grants and where appropriate, consultancy support.	April 1 st 2009 to 31 st March 2011.	Kevin Adderley	None	This project will be delivered in line with the Business Support Simplification Programme (BSSP). Business Link North West



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>with a specific focus on micro businesses. This programme will utilise the £50,000 identified at Cabinet on 23rd February 2009 to support local companies during the current economic downturn and £800,000 per year of Working Wirral funds. The fund will be available for a wide range of support, including access to consultancy and grants. It is also hoped that the availability of such financial support will encourage banks and other lending institutions to also invest in these businesses. A more detailed project outline is attached at Appendix B to this report.</p>					
<p>Providing enhanced business support - To complement existing business networking, every effort is being made to ensure companies can easily access the national support available. This includes:- Invest Wirral working with Business Link to ensure that information is cascaded through and online business forums networks and Wirral Investment Network (WIN) which represents the Business and Professional Sector. Setting up an online local business support/events calendar using a mixture of Working Wirral and European Regional Development Fund (ERDF) support which further promotes key support services.</p>	<p>Ongoing activity via Invest Wirral to engage businesses and</p>	<p>Ongoing via Invest Wirral and partner organisations</p>	<p>Kevin Adderley</p>	<p>Businesses signing up to the cluster groups and engaging through events.</p>	<p>This project will be delivered in line with the Business Support Simplification Programme (BSSSP). North West Development Agency Business Link North West</p>
<p>Business Conference - Wirral Council will host a seminar on the 25th and 26th of March which will focus on supporting business through</p>	<p>The conference will take place on the 25th and 26th March</p>		<p>Kevin Adderley</p>	<p>Number of businesses engaged and going on to receiving support.</p>	<p>This project will be delivered in line with the Business Support Simplification Programme (BSSSP).</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>difficult times. The main purpose of this event is to bring together public sector organisations with the private sector to outline the support services that are available. There will also be drop in sessions which will discuss a variety of topics from information or advice on grants, funding, finance, staffing, health & safety, marketing, occupational health, legal rights and responsibilities. The event will include the North West Development Agency, Business Link North West and will include speakers from a number of other support agencies.</p>					<p>North West Development Agency Wirral Investment Network Business Link North West</p>
<p>Develop and deliver phase 2 of the Working Wirral Programme.</p> <p>To develop Phase 2 of the Working Wirral Employment and Enterprise Investment Framework to consider the types of interventions that are required to tackle issues related to employment, enterprise and business growth to inform resource allocation. This will identify key areas of focus against analysis of the socio-economic, strategic and policy context. Work conducted to date with respect to Priority 2 (Competitive Wirral Places) and Priority 3 (Competitive Wirral Businesses) of the Working Wirral programme has recommended the following key areas of focus:</p>	<p>Completion of Working Wirral Phase 2 Enterprise Investment Framework</p>	<p>April/May 2009</p>	<p>Kevin Adderley</p>	<p>Approval Working Wirral Phase 2 Investment Employment and Enterprise Framework agreed by Wirral Investment Board</p>	



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<ul style="list-style-type: none"> • High Speed Wirral Introduction of a local fibre optic broadband network to provide high speed internet access to business, residents and the public sector in Wirral in order to boost the productivity and employment potential o the local economy. • Inward Investment Marketing In an increasingly competitive market place Wirral needs to support interventions designed to improve the attractiveness of Wirral as an investment location to attract high-quality businesses 			<p>Adderley</p> <p>Kevin Adderley/ Emma Degg</p>		



LAA Improvement Priority:	Amount of land developed for employment use
Sponsor:	Wirral Council Corporate Services
Lead organisation:	Wirral Council
Service Area:	Wirral Council Strategic Development
Related indicators:	

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Develop and deliver phase 2 of the Working Wirral Programme.</p> <p>To develop Phase 2 of the Working Wirral Employment and Enterprise Investment Framework to consider the types of interventions that are required to tackle issues related to employment, enterprise and business growth to inform resource allocation. This will identify key areas of focus against analysis of the socio-economic, strategic and policy context. Work conducted to date with respect to Priority 2 (Competitive Wirral Places) of the Working Wirral programme has recommended the following key areas of focus:</p>	<p>Completion of Working Wirral Phase 2 Employment and Enterprise Investment Framework</p>	<p>April/May 2009</p>	<p>Kevin Adderley</p>	<p>Approval Working Wirral Phase 2 Investment Employment and Enterprise Framework agreed by Wirral Investment Board</p>	



LOCAL – Amount of land developed for employment use

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>market for the inevitable economic upturn.</p> <p>Identify flexible interventions to utilise ERDF funding from the North West Operational Programme (NWOP)</p> <p>Work with private sector to ensure suitable development comes forward when the economy starts to demonstrate growth again.</p>			<p>David Ball/ Kevin Adderley</p> <p>Kevin Adderley</p>		



LAA Improvement Priority:	Local Indicator 6281: Level 2 Participation in worst performing neighbourhoods
Sponsor:	Wirral Council Corporate Services
Lead organisation:	Learning & Skills Council, Wirral Council and Jobcentre Plus
Service Area:	Wirral Council Strategic Development
Related indicators:	NI 151 – Overall Employment Rate NI 153 Worklessness in worst performing neighbourhoods

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Continuing to work with partners across the sub region to develop and deliver the Liverpool City Region City Employment Strategy (CES) and Multi Area Agreement (MAA)	Establishment of Liverpool City Region Employment and Skills Board Development of Liverpool City Region Employment and Skills Strategy Quarterly performance monitoring of CES and	Spring 2009 Spring 2009	Kevin Adderley Kevin Adderley	Achievement of CES and MAA Employment and Skills Platform performance targets agreed with Central Government. These will be reported quarterly to CES Board and Wirral Economic	Jobcentre Plus Learning and Skills Council



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	MAA Employment and Skills Platform performance targets agreed with Central Government.	Quarterly	Kevin Adderley	Development & Skills Partnership	
The LSC will commission Further Education provision at and progressing to Level 2 The LSC will procure Apprenticeship provision progressing people at 19 and above to Level 2 The LSC will procure Train to Gain provision to allow employers to access free first Level 2 provision for staff without this qualification and in SMEs units towards this qualification. Train to Gain provision has now also been flexed to allow continuation of learning post redundancy.	Provide annual participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in European Social Funded Activity.	Annual Return	Simon Pierce	A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11 using data from the LSC North West Residency Platform	Contracted delivery organisations
The LSC will commission (through open & competitive tendering) a suite of activity under the IES (Integrated Employment & Skills) agenda to support workless residents of Wirral into employment via a skills progression pathway (referred to by LSC & JCP as the 'customer journey' or 'continuum'). Such programmes include:	Provide annual participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in European Social Funded Activity.	Annual Return	Simon Pierce	A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11	Contracted delivery organisations



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Priority Sector Routeway Sustainable Employment Partnership Programme Employability Skills Programme Skills for Jobs for Offenders LLDD Routeway. Enterprise Routeway</p> <p>The LSC will also commission further support for those who are 6 months unemployed through Further Education Colleges. Once in employment learners will progress through Train to Gain to their first Level 2 qualification.</p>				<p>Performance will be measured in year by participation and success rates of residents engaged in the range of IES programmes delivered in Wirral.</p>	
<p>In addition to mainstream Level 2 activity, the LSC will deliver through its providers a series of ESF co-financed programmes designed to progress individuals to Level 2 qualifications including: Pathway to Level 2 provision – for those employed, who are not yet ready for a Level 2, but could progress with support and progression from a Level 1 qualification.</p>	<p>Provide annual participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in Mainstream Level 2.</p> <p>Provide annual</p>	<p>Annual Returns</p>	<p>Simon Pierce</p>	<p>A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11</p>	<p>Contracted delivery organisations</p>



Getting better together

LOCAL 6281 – Level 2 Participation in worst performing neighbourhoods

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in European Social Funded Activity.				
Prototyping of the Adult Advancement and Career Service and co-location of current Next Step staff on JCP premises will allow currently unemployed learners with advice of how to access learning at or progressing to Level 2.	Co-location arrangements agreed in Wirral JCP premises or referral protocols agreed.	TBC	TBC	Co-location arrangements agreed in Wirral JCP premises or referral protocols agreed.	Contracted delivery organisations
The LSC Response to Redundancy programme provides outcomes for jobs and progression to Train to Gain and Level 2 where applicable.	Contracting of provision by May 2009	Annual Returns	Simon Pierce	A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11	Contracted delivery organisations
Continue delivery of Priority 1(Competitive Wirral People) of the Working Wirral programme as part of Wirral's strategic approach to developing a stronger and vibrant local economy in order to tackle worklessness and increase employment levels amongst Wirral's residents. Unless stated the following Working Wirral	Quarterly financial and performance monitoring returns:	April 2009 onwards	David Ball	Quarterly financial and performance monitoring returns: to Wirral Economic Development and Skills Partnership Update reports to LAA Programme	Contracted delivery organisations Wirral Economic Development and Skills Partnership Wirral Investment Board LAA Programme Board Cabinet



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>activity will be delivered across the remaining life of the LAA to March 2011. All activity has been subject to a comprehensive commissioning process that ensures it complements and adds value to existing mainstream delivery.</p> <p>Strand 1A: Tackling specific barriers to work and linking people to jobs and training/ Strand 1B: Supporting progression within the workplace</p> <p>Partners recognise that areas with significant concentrations of deprivation and under-represented priority groups require additional innovative approaches to support them into employment and to support progression within work to meet the needs of employers.</p> <p>Commissioned activity includes:</p> <ul style="list-style-type: none"> • Reach Out: Innovative activity that engages workless households by taking the service to their home. Individuals and families supported to develop an action plan and to access appropriate the provision to return to work • Wirral Change: Community based activity to engage progression of Wirral's Black and 				<p>Board and Cabinet</p> <p>Achievement of Local Performance Indicator 4089</p> <p>Meeting European reporting requirement for projects financed from ESF and ERDF</p>	



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Racial Minority workless communities into employment and training.</p> <ul style="list-style-type: none"> • Community Learning Consortium: Support workless residents from Wirral's most deprived communities to access employer demand led training and return to work. • Nextstep Plus: This activity adds value to existing Nextstep provision and provides participants with 1-2-1 assessments leading to an personal action plan, followed by a tailored programme of up to 12 weeks on employment-related skills. • Training Development for Visually Impaired: Provides specialist support tutors to deliver ICT training within a purpose built training unit and provides post training support • Wirral Working for Health: A groundbreaking approach, co-funded with Wirral PCT to combine health and employability services to support residents with mild to moderate mental health issue to gain and/or remain in employment. • ABC Together: Pilot activity to provide a 1 					



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>year fixed term contract for participants who have low/no qualifications as a result of severe and enduring mental health issues.</p> <ul style="list-style-type: none"> • Linking Wirral People into Employment: Consortium approach to assist workless residents who have a health condition or disability to return to work • Mentoring into Employment: provides ex-drug users with employer based training in health and social care to progress into employment • Wirral Bridges: Supports individuals with severe and enduring mental health issues into work <p>Strand 1C: Inspiring tomorrow's enterprising people and raising aspirations.</p> <ul style="list-style-type: none"> • WirralBiz: Universal business start up service to be delivered to June 2009 to ensure a seamless transition to the NWDA new Regional business start programme. <p>Develop, commission and deliver phase 2 of the Working Wirral Programme.</p> <p>To develop Phase 2 of the Working Wirral</p>	<p>Completion of</p>	<p>April/May 2009</p>	<p>Kevin Adderley</p>	<p>Approval Working</p>	



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Employment and Enterprise Investment Framework to consider the types of interventions that are required to tackle issues related to employment, enterprise and business growth to inform resource allocation. This will identify key areas of focus against analysis of the socio-economic, strategic and policy context. Work conducted to date with respect to Priority 1 (Competitive Wirral people) of the Working Wirral programme has recommended the following key areas of focus:</p> <p>Apprenticeship Programme</p> <p>Taking account of the current economic climate deliver an incentivised apprenticeship programme to stimulate the supply of available apprentice places in the workplace to provide a quality career route for young people with accredited qualifications in preparation for an upturn in the market.</p> <ul style="list-style-type: none"> Linking people to Jobs: Employer Engagement <p>Developing activity to co-ordinate an employer engagement model to link workless priority customer groups and workless people from Wirral's deprived communities to access opportunity with local employers.</p>	<p>Working Wirral Phase 2 Employment and Enterprise Investment Framework</p>			<p>Wirral Phase 2 Investment Employment and Enterprise Framework agreed by Wirral Economic Development & Skills Partnership, LAA programme Board and Wirral Council Cabinet</p>	



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<ul style="list-style-type: none"> Business Start The development of a business start programme to compliment and add value to the NWDA Business Support Simplification programme through a co-funding model <p>Commission and programme manage delivery of Phase 2 of the Working Wirral Programme in line with the Phase 2 the Working Wirral Employment and Enterprise Investment Framework</p>	<p>Quarterly financial and performance monitoring returns:</p>	<p>Quarterly</p>	<p>David Ball</p>	<p>Quarterly financial and performance monitoring returns: to Wirral Economic Development and Skills Partnership Update reports to</p>	



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Jobcentre Plus will continue to help people into work through achievement of Jobcentre Plus Job Outcome Target for Wirral.</p> <p>TARGET NOT YET AVAILABLE</p> <p>The following programme delivery contains achievement of skills progression that will support the Achievement of the Job Outcome Target</p> <ul style="list-style-type: none"> Continue to play a lead role in managing the impact of redundancies by providing a Rapid Response service to customers before unemployment with increased funding in 2009/10. Continue to help people back into work by 	<p>Quarterly Job Outcome Target performance monitoring to Wirral Economic Development & Skills Partnership</p>	<p>Quarterly</p> <p>April 2009</p>	<p>Gary Foulkes</p> <p>Gary Foulkes</p>	<p>LAA Programme Board and Cabinet</p> <p>Achievement of Local Performance Indicator 4089</p> <p>Meeting European reporting requirement for projects financed from ESF and ERDF</p> <p>Achievement of xx job points (N.B. This data is subject to a significant time delay of up to 9 months which prevents timely reporting)</p>	<p>Contracted providers</p> <p>Local Partners/providers</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>keeping the New Deal concept up to date and effective by making it more adaptive and personalised through the Jobseekers through Flexible New Deal (FND).</p> <ul style="list-style-type: none"> • Introduce strengthened package of support for those 6m+ unemployed including: <ul style="list-style-type: none"> ○ Money and support to set up own business ○ Cash for employers who recruit and train ○ Training to improve skills to get a job ○ Chance to volunteer while looking for a job <p>ESF Provision</p>	<p>Contract Award FND Phase 2 Go Live</p>	<p>Date tbc October 2010 April 09</p>	<p>Gary Foulkes Gary Foulkes Gary Foulkes</p>		
<p>Continue to support increased numbers of customers in to work through Local Employment Partnerships, including newly unemployed.</p>	<p>April 09</p>	<p>March 2010</p>	<p>Gary Foulkes</p>	<p>XX LEP Employers signed up Achievement of XX LEP starts</p>	<p>Employers Local Partners/providers</p>



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WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

DELIVERY PLANS

Appendix Two

Safer, stronger communities

NI	
15	Serious violent crime rate
20	Assault with injury crime rate
38	Drug-related (Class A) offending rate
47	People killed or seriously injured in road traffic accidents
Local	Reducing the number of incidents of ASB
Local	(NI 21) People who agree that the police and local councils are dealing with anti-social behaviour and crime that matter in their area

LAA Improvement Priority:	Reducing Violent Crime
Sponsor:	Alan Stennard
Lead organisation:	Wirral Council
Service Area:	Joint Community Safety Team
Relevant indicators:	National Indicators 15 and 20

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Family Safety Unit work to reduce the number of victims of domestic violence.	Introduction of NI 32 systems and processes	1 st May, 2009	Cathy Newman		Police, NHS, DAS, C&YP, Probation Service.
	Introduction of CAADA DASH risk assessment forms.	July 2009	Cathy Newman		Police, NHS, DAS, C&YP, Probation Service WITS.
	Recruitment of IDVAs	May 2009	Cathy Newman		RATs
Reducing number of violence offences	Quarterly reporting of intervention outcomes	May, August,	Steve Pimblett	NI 111	YOS



Key outcome We will deliver:	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
perpetrated by young people	to CDRP	November 2009			
Reduction in the number of violence offences committed by tenants of Registered Social Landlords which are a breach of tenancy.	Quarterly monitoring of impact.	June, September, December, 2009 March 2010	Caroline Laing		Registered Social Landlords/Respect Housing Consortium.
Monthly analysis of violent crime on Wirral using a problem solving methodology to identify key victims, offenders and locations of violent crime.	Monthly production and sharing with partners of the analysis document.	April, 2009	Bob Little	NI 15 NI 20	Police
Offender Management Group to minimise the impact of repeat offenders, including violent offenders, on Wirral.	Monthly multi agency meeting to discuss and agree action plans to deal with this cohort of offenders.	April, 2009	Chief Inspector Bob Giffins	NI 15 NI 20	Police, DAAAT, YOS.
Development of Victim Support Strategy.	Publication of strategy	August 2009	Steve Mc.Gilvray	NI 15 NI 20 NI 32	Police, Probation, PCT, DAAAT, YOS



LAA Improvement Priority:	Drug Related (Class A) Offending
Sponsor:	Gary Rickwood/Steve McGilvray/Jon Ward/Sue Brown
Lead organisation:	Wirral DAAT
Service Area:	Safer Communities
Relevant indicators:	NI38

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Development of a performance management framework to support delivery of NI38	Development of PIs Reporting procedures in place and data received on a quarterly basis Data being reported through DAAT	Jan-March 09 April 09 April 09	Nikki Jones/Ian Shaw Nikki Jones Nikki Jones	National Drug Intervention Performance Indicators Merseyside Probation Trust OASYS performance data Home Office IQJANTA data	Arch Initiatives John Moore's University Cheshire and Wirral Partnership Trust Merseyside Probation Trust Merseyside Police



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Ensure the data collection process are in place and are accurately recording activity to support the delivery of the indicator	Guidance received from Home Office outlining methodology Continual review of data quality	Feb 09 Ongoing	Ian Shaw Ian Shaw/Nikki Jones	AS Above	As Above
Analysis of Drug Intervention Programme (Drug Intervention Requirement and Test on arrest) data by JMU	Monthly Review of drug related arrest activity	Ongoing	Ian Shaw/Nikki Jones	The identification of offenders within the Drug Intervention Programme who present and are tested positive on 2 or more occasions	John Moores University
Analysis of Drug Intervention Programme (Test on Arrest Data) by Wirral Intelligence Unit	Monthly Review of drug related arrest activity	Ongoing	Ian Shaw/Nikki Jones	The identification of offenders within the Drug Intervention Programme who present and are tested positive on 2 or more	Merseyside Police



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Identification of the NI 38 cohort of offenders	Identification of target group of offenders	April 2009	Ian Shaw	occasions. The production of personal details of offenders and an assessment based on previous offending of likely high volume offenders.	John Moores University Merseyside Police Merseyside Probation Trust Arch Initiatives
The formation of a multi-agency integrated offender management group to assess and manage repeat offenders on the Wirral in order to assess those suitable for further interventions. The development of an assessment matrix. The commissioning of a dedicated Care	Group Established	April 2009	Ian Shaw	Early identification of the group of offenders who will generate the offending rate for comparison with the baseline The identification and engagement and management of repeat offenders on the Wirral.	Merseyside Police Merseyside Probation DAAT Various Partners
	Staff in post	April 2009	Ian Shaw	The enhanced	Arch Initiatives



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Coordinator and Admin/Data support.				monitoring of repeat offenders within the Drug Intervention Programme, enhanced inter – agency liaison providing a holistic approach to the management of offenders and their families.	
The development of a multi agency group coordinated by Arch Initiatives. To identify engage and manage repeat offenders within the Drug Intervention Programme. The development of processes to monitor the progress of identified offenders and referral to the Integrated Offender Management Group where appropriate.	Group Established	April 2009	Ian Shaw	The enhanced monitoring of repeat offenders within the Drug Intervention Programme, enhanced inter – agency liaison providing a holistic approach to the management of offenders and	Arch Initiatives Merseyside Police Merseyside Probation Trust Wirral Drug Service DAAT Various Partners



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Engagement of Key Partners	Partners identified and engaged	April 2009	Ian Shaw	their families. The enhanced monitoring of repeat offenders within the Drug Intervention Programme, enhanced inter-agency liaison providing a holistic approach to the management of offenders and their families	Arch Initiatives Merseyside Police Merseyside Probation Trust Wirral Drug Service DAAT Various Partners
Access to Drug Treatment Services for identified offenders	Drug Intervention Programme fully integrated within Wirral Drug Treatment Services	April 2009	Ian Shaw Gary Rickwood	A reduction in the rate of offending of persons entering the Wirral Drug Intervention Programme and testing positive for class A drugs. An increase in	All commissioned treatment providers



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
				the engagement of partners and children of drug using offenders. An increase in the number of drug using offenders progressing to abstinence and employment.	



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENF 1	Police (Wirral BCU) to further develop targeted enforcement activity based on records of road death & serious injury					
ENF 1.1	Ch Insp Ops (BCU)	Deliver enforcement plan for 2009 including: FPN's & summons Maintain emphasis on in-car safety & speeding X spotlight days/month Covert vehicle enforcement XXXXhrs/month	Performance reported at RoadSafe			
ENF 1.2	VoSA; Customs & Excise	Undertake XXX enforcement operations per year with partner agencies	Performance reported at RoadSafe			
ENF 1.3	Ch Insp Ops (BCU)	Undertake ANPR operations Maintain emphasis on seizures	Performance reported at RoadSafe			
ENF 1.4	Ch Insp Ops (BCU)	Deliver XX intelligence-led major Drink/Drive enforcement campaigns	Performance reported at RoadSafe			
ENF 1.5	Ch Insp Ops (BCU) & Area Equipment Officer	Monitor usage of new BT testing equipment Routine targeting of drink/drug drivers	Performance reported at RoadSafe			
ENF 2	Police (Roads Policing Department) to further develop targeted enforcement activity based on records of road death & serious injury					



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENF 2.1	Ch Insp Roads Policing Dept (OSU)	Continue to deliver enforcement plan to deliver FPN's for 2009	Performance reported at RoadSafe			
ENF 3	MRSP	Merseyside Road Safety Partnership MRSP (formerly Mside Road Safety Camera Partnership) to further develop targeted enforcement activity based on records of road death & serious injury				
ENF 3.1	David Foulkes; CTO Manager	Deliver FPN's each year 2009/2010 via mobile and fixed camera sites	Performance reported at RoadSafe			
ENF 3.2	David Foulkes; CTO Manager	Provide XX% of Merseyside mobile enforcement deployment within Wirral BCU at approved sites	Performance reported at RoadSafe			
ENF 3.3	MRSP; Tech Services Road Safety, Police	Review of current status/casualty records at existing fixed and mobile camera sites against criteria	Annual Review		2007 Stats available on website	
ENF 3.4	David Foulkes; CTO Manager	Use of Speed Awareness course for 'qualifying' offenders arising out of speed camera detections	Performance reported at RoadSafe		Not suitable for SMART target. Reports to include offences generated on Wirral	
ENF 3.5	MRSP; Police; Tech Services AIU	Review of casualty and site data exploring need to introduce new fixed/mobile enforcement camera locations	Annual Review April 2010		Police CTO staffing issues may reduce capacity to introduce new mobile camera locations.	
ENF 3.6	MRSP; Police; Tech Services AIU	All new mobile sites to be enforceable as soon as possible	May 2009		Risk Assessments Signage requirements	



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENF 4	Wirral RTCU to investigate RTC's & increase positive action against offenders					
ENF 4.1	Police	Increased use of cautions, fixed penalty notices, summons and driver improvement scheme in RTC investigations	Performance reported at RoadSafe		Data being produced	
ENF 5	Eyesight testing					
ENF 5.1	Police	Review policy for undertaking eyesight testing at scene of RTC's & during roads policing operations	Sept 2009			
ENF 6	Additional targeted roads policing enforcement linked to local and national road safety campaigns					
ENF 6.1	Police; Corp Publicity & Marketing;	Prosecution of road policing infringements by operational officers	Performance reported at RoadSafe			
ENF 7	Targeting of Local Authority Civil Enforcement Officers					
ENF 7.1	Tech Services	Continue to identify crash hotspots at TRO protected junctions linked to enforcement	March 2010			
ENF 7.1	AIU; Road Safety & WBC enforcement teams	Use of mobile CCTV for prosecution	Review at 6 wk intervals		New Technology being trialled. Registration of additional enforcement to commence April 2009 onwards	
ENF 7.2	WBC enforcement teams					
ENF 7.3	WBC enforcement teams	Implement school zig-zag enforcement schedule & report on	Sept 2009 onwards			



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENF 7.4	WBC enforcement teams; Insp Cunningham (BCU)	visits & performance Co-ordination of enforcement activity around schools with Neighbourhood Inspectors/staff	May 2009			
PREV 1	Recruitment & training of Police Community Volunteers for Speedwatch activity					
Prev 1.1	Wirral EPF Co-ordinator	Promotion of Community Speedwatch Marketing of scheme through Neighbourhood policing teams, Local Members, Area Forums and media	March 2010		Leaflets to be distributed to all Council Members and Forums	
Prev 1.2	Wirral EPF Co-ordinator	Liaison with MFRS community fire wardens	Performance reported at RoadSafe		Action to be carried into April 09 Discussions ongoing with MFRS volunteers	
PREV 1.3	Wirral EPF Co-ordinator	Increase community speedwatch activity	Performance reported at RoadSafe		Monthly performance data to be produced at RoadSafe	
PREV 2	Engage PCT & NHS Trust in RoadSafe					
		Liase with PCT and NHS Trust - invite to RoadSafe meeting Explore how PCT and NHS can contribute to key areas of road safety Explore funding opportunities	May 2009			
ETP 1	Review and implement strategy for road safety education for	Tech Services Road Safety				



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
pre-drivers and young drivers						
ETP 1.1	Tech Services Road Safety C&YP Dept Secondary Schs	Deliver amended y10 programme to 19 schools (3,000 children)	March 2010	Bookings in progress	Barriers to delivery against targets to be identified & action taken	
ETP 1.3	Road Safety; Police; MFRS; Response; VoSA; C&YP Dept; Secondary Schs	Deliver new '4Wheel Ed' programme with partner agencies to key casualty group y12 Deliver to 700+ Children by March 2010	March 2010	Bookings in progress	Barriers to delivery against targets to be identified & action taken	
ETP 1.4	MFRS; Road Safety	Deliver 'Drive 2 Arrive' programme to 'hard to reach groups including Joseph Paxton; Kilgarth etc	May 2009	Liaison with MFRS	Arrange bookings Delivery	
ETP 1.5	Road Safety(David Rees & Victoria Black); MFRS (Paul Gibson)	Investigate how MFRS operational staff can supplement WBC RS Team in delivery of core ETP programmes	May 2009	Liaison with MFRS		G
ETP 1.6	Road Safety; Police; MFRS; Response; VoSA; C&YP Dept; Secondary Schools	Formulate strategy to engage with WBC Youth Engagement Team and Anti-social Behaviour Unit	July 2009			
ETP 2	Road Safety; Police; C&YP Dept; Schools					
ETP 2.1	Road Safety;	Investigate additional interventions in secondary schools, including use of Theatre-in-education	March 2009		Review effectiveness of intervention through feedback questionnaires	
ETP 2.2	Road Safety;	Develop y1 / y2 child pedestrian training programme Deliver to ?XXXX children	Performance reported at RoadSafe		Target setting by RST Recruitment of staff	



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Road Safe Action Plan

Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ETP 2.3	Road Safety;	Investigate potential for further Theatre In Education to y4/y5 children Identify funding Undertake delivery	May 2009 May – June 09			
ETP 2.4	Road Safety; Police; C&YP Dept; Schools	Deliver amended y6 programme to 100 sessions at schools	March 2010		Sessions continuing to be booked in primary schools Target setting for 2009/10 by RST	
ETP 2.5	Road Safety;	Review RS programme for y7 in Secondary Schools	June 2009		Build on Sophies journey outcomes	
ETP 2.6	Road Safety; Police; C&YP Dept; Schools	Deliver amended y7 programme to 105 sessions at secondary schools	March 2010	Current version being delivered in schools until new programme developed	Arrange bookings Target setting for 2009/10 by RST	
ETP 2.7	Road Safety – David Watson; C&YP Dept Secondary Schs	Roll out Sophie's Journey to secondary schools (y8/y9) Monitor school/teacher delivery Evaluate impact of resource on children	April 2009		Print / duplicate resource Arrange meetings with key school staff	
ETP 3	Road Safety;					
ETP 3.1	David Rees	Liase with Public Health and GP's over older driver issues	June 2009		Determine key physiological/mental issues which can compromise driving standards in this group Explore how to engage with front line	



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ETP 3.2	Corp Publicity & Marketing;	Develop & distribute new resource to GP surgeries/other outlets for older drivers	Aug 2009		health professionals	
ETP 3.3	Road Safety Public Health	Older driver issues awareness courses/roadshows to be delivered.	July 2009			
ETP 3.4	David Rees; Kate Cunningham	Contact Road Safety Beacon Authorities over good practice for older peoples road safety issues	Nov 2009			
ETP 4	Road Safety					
ETP 4.1	Engage with NW Region Driving Standards Agency & Wirral Driving Instructors	Engage with DSA & Driving Instructors to promote cont professional development for ADI's on Road Safety Issues	July 2009	Merseyside funded initiative being developed		
ETP 5	Road Safety					
ETP 5.1	AIU/MRSP	Further analysis of RTC data relating to motorcycle / moped use	June 2009		Develop current intelligence to identify road user profile – casualties and offenders	
ETP 5.2	Road Safety	Liase with RoadPeace; Brake; Aftermath and similar organisations. Investigate production of DVD style resource in conjunction with these.		Initial meetings held with bereaved parents Bid for funding now approved by MRSPG to develop. Merseyside RSO's taking lead	Timescale for filming set	
ETP 5.3	Marketing	Based on RTC analysis, develop marketing strategy for this road user	Nov 2008	Analysis complete High risk routes identified	Marketing strategy to be developed	



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ETP 6	Road Safety (Cycling Solutions)	group.		Additional M/C specific temporary signs acquired for marketing campaign Feb-Mar 09		
ETP 6.1	Road Safety (Cycling Solutions)	Review delivery programme and report on numbers trained & schools engaged, together with proportion of people trained	July 2009			
ETP 6.2	David Watson / Steve Corlett	Develop & promote cycle maintenance sessions (pilot 4 sessions/yr) linked to road safety. Include lights; be bright; helmets	March 2010			
ETP 6.3	Victoria Black / David Watson	Investigate use of Tramere Rovers FC to promote safer cycling to children	Aug 2009			
ETP 6.4	David Watson	Investigate policy on cycle helmet usage linked to road safety and potential barriers to training take-up (particularly for teenagers/adults)	Sept 2009			
ETP 7	Road Safety					
ETP 7.1	Road Safety: Victoria Black & Steve Corlett	Develop initial training/awareness programme for Council employees aged 17 to 25 years	April 09	In development	Proposed new finalisation for trial in Jan/Feb due to staffing issues	
ETP 7.2	Road Safety: Victoria Black & Steve Corlett	Trial programme within Tech Services staff (approx 40)	April 09	In development	Proposed new finalisation for trial in Jan/Feb due to staffing issues	
ETP 7.3	Road Safety: Victoria Black &	Review Trial	May 09	In development	Proposed new finalisation for trial in	



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ETP 7.4	Steve Corlett	Determine costs/time implications for wider delivery roll out to other departments if appropriate	May 2009 on	Not yet started	Jan/Feb due to staffing issues	
ETP 7.5	Road Safety: Victoria Black & Steve Corlett	Undertake departmental licence check and arrange driver improvement sessions for staff with 5+ penalty points	Key Issues 2009 onwards	Not yet started		
ETP 7.6	Road Safety: Victoria Black & Steve Corlett	Develop road safety education/awareness intervention for induction of new staff	April 09 onwards	Awaiting result of initial trial		
ETP 8	Road Safety					
ETP 8.1	Road Safety: Jenny Jewsbury & MFRS	Train MFRS staff to be able to check child car seat fitting	April 09	Initial discussions with MFRS	RS team to arrange training & development for MFRS staff Legal issues over qualifications may constrain ability to deliver	
ETP 8.2	Road Safety: Jenny Jewsbury & MFRS	Undertake innovative 'child seat' checking roadshows	Ongoing dates	Wirral Show - completed	Purchase additional demonstrator seats Liaise with supermarkets and Shopping centre management teams/Chamber of Commerce	
ETP 8.3	Insp RPU (Kate Cunningham)	Ensure police have access to seatbelt literature for dissemination	April 09 onwards		WBC RST Order stock	



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Road Safe Action Plan

Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ETP 9	Police; MFRS; Road Safety	to public on request				
ETP 9.1	Police; MFRS; Road Safety	Deliver 8 courses / year	March 2009	Further courses booked	Explore further course marketing opportunities to ensure greater take-up on existing course dates Review police staffing implications	
ETP 9.2	Corp Publicity & Marketing;	Effective marketing to target audience	August 2009 March 2010			
ETP 10	Corp Publicity & Marketing; Road Safety Team; MRSP					
ETP 10.1		Develop & deliver XXX roadshows	April 2009 - reported at Roadsafe		Target to be set	
COM 1	Corp Publicity & Marketing; Road Safety Team; MRSP; Police; MFRS; DfT	Development of detailed strategy Evaluation of activity and effectiveness	April 2009 Ongoing – reported at Roadsafe			
COM 2	Corp Publicity & Marketing;	Advertising to reinforce campaign				
COM 2.1	Corp Publicity & Marketing;		June 2009	New Areas suggested	Awaiting Cabinet approval	
COM 2.2	Corp Publicity & Marketing;	Communication of moving / extending Pilot to new / other areas	March 2009 Dec 2009	New press info to be generated when new areas selected/introduced		



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
COM 3 COM 3.1	Traffic Management, Road Safety Team	Review of key locations/routes & analysis of casualty records	August 09	Routes identified Signs Erected on enforcement routes		
COM 3.2		Use of Tunnels areas for road safety advertising Specific campaigns to be developed in conjunction with overall marketing strategy	Ongoing Dec 2008	2 Banners by Tunnel exit Crashed cars & Drink Drive/ speed campaign on tunnel exit apron (Dec 08)	TANGO vehs to be provided by police for next campaign	
COM 4 COM 4.1	Corp Publicity & Marketing;		June 2009			
COM 4.2	Corp Publicity & Marketing Road Safety Team; MRSP; Police	Develop ongoing campaign to raise awareness	June 2009			
COM 5 COM 5.1	Corp Publicity & Marketing;		May 2009			
COM 5.2	Road Safety Team; MRSP; Police	Engage with Wirral DAAT for 'additionality'	May 2009		Look for partner engagement to promote key message	
COM 5.3	Corp Publicity & Marketing Road Safety Team; MRSP; Police	Design and approval of artwork Use of key message in all material – no limits – don't drink & drive	May 2009			
COM 6 COM 6.1	Corp Publicity & Marketing; Road Safety Team	Develop local card for distribution during campaigns giving key messages	May 2009 July 2009 Dec 2009			
COM 6	Road Safety					



Getting better together

Road Safe Action Plan

Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
COM 6.1	Corp Publicity & Marketing;	Banners & artwork				
COM 6.2	Corp Publicity & Marketing;	Literature for events				
COM 6.3	Road Safety; MRSP	Liaison with Juice FM over cross-promotional activities				
COM 6.4	Road Safety	Direct communications with key target audiences at events				
COM 6.5	Corp Publicity & Marketing; Jenny Jewsbury	Egg Run communications and publicity to be developed				
COM 6.6	Corp Publicity & Marketing; Jenny Jewsbury	Promotion of Bikesafe Course				
COM 7	Corp Publicity & Marketing;					
COM 7.1	Corp Publicity & Marketing; Road Safety Team; Police	Update cards & extend use	June 2009			
COM 7.2	Corp Publicity & Marketing; Road Safety Team	Develop ongoing campaign to raise awareness re : Seatbelts Child seatbelts Mobile phone use	June 2009 Oct 2009			
COM 8	Road Safety					
COM 8.1	Corp Publicity & Marketing; Road Safety Team	Starting School – marketing & comms	Sept 2009			
COM 8.2	Corp Publicity & Marketing; Road Safety Team	'Be Safe – Be Seen' marketing & comms	Oct 2009			



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
	Marketing; Road Safety Team	comms				
COM 8.3	Corp Publicity & Marketing; Road Safety Team	Crafty The Fox – ongoing marketing	Ongoing			
COM 8.4	Corp Publicity & Marketing; Road Safety Team	4 Wheel Ed; Walk-Wise; Belt-Up campaigns marketing	Oct 2009			
COM 8.5	Corp Publicity & Marketing; Road Safety Team	Junior Road Safety Officer Scheme	Ongoing			
COM 9	Corporate Publicity & Marketing/ Police (BCU) Marketing Officer					
COM 10	Corporate Publicity & Marketing/ Police (BCU) Marketing Officer					
COM10.1	Corp Publicity & Marketing; Road Safety Team	Detailed targeted marketing to be developed Secure additional funding to enable publicity & marketing	May 2009			
COM 11	Ch Supt Ward; MFRS; Road Safety Team; Police					
COM 11.1	Ch Supt Ward; MFRS; Dave Rees	Develop awareness raising package with key partners as a Merseyside pilot. Include “myth-busters” Deliver to Wirral Magistrates Obtain feedback	October 2009			



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
COM 11.2		Deliver tailored package to CPS Obtain feedback	December 2009			
COM13	David Rees					
COM 13.1		Identify those organisations/partners who could contribute to KSI reduction	Performance reported at RoadSafe	Ongoing reporting		
COM 14	Corp Publicity & Marketing					
COM 14.1		Develop roadshow programme linking in with police neighbourhood Inspectors	June 2009			
COM 15						
COM 15.1	WBC Marketing; Merseyside Road Safety Partnership; Police	Identify key individuals in each media organisation Develop relationship & provide awareness raising (incl background information/stats) - Incl "myth-busters" Develop regular provision of information for publication (in user friendly format)				
COM 15.2	Police	Develop tracking of prosecutions for injury RTC's & communicate charges/convictions to media.				
COM 16						
	Develop effective working relationship with Area Forums					



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
COM 16.1		Tailor Mags Courts package (?? Above) for use at Area Forums				
ENG 1	Tech Services Traffic Management Client Design Team	Develop and implement Local Safety Schemes Programme		Schemes together with budget estimates identified for the 2009/10 Local Safety Schemes Programme	Approval of recommended Programme by Committee	
ENG 1.1		A41 New Chester Road/ Allport lane Road surface treatment/ reconstruction Design Consultation Place order with project manager Implementation on site				
ENG 1.2		Barnston Road Cats eyes road studs Design Consultation Place order with project manager Implementation on site				
ENG 1.3		Brimstage Road Signs, Road markings/rainline & cats eyes Design Consultation Place order with project manager Implementation on site				
ENG 1.4		Chester Road, Heswall Signing and Road Markings Design Consultation				



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENG 1.5		Place order with project manager Implementation on site Fender Lane Reduced speed limit Design Consultation Place order with project manager Implementation on site				
ENG 1.6		Heron Road, Meols Signs & Road Markings Design Consultation Place order with project manager Implementation on site				
ENG 1.7		Milner Road/ Whitfield Lane Signs & Road Markings Design Consultation Place order with project manager Implementation on site				
ENG 1.8		Mount Road Signs, Road Markings, extension to Street Lighting Design Consultation Place order with project manager Implementation on site				
ENG 1.9		<ul style="list-style-type: none"> • Pulford Road – Higher Bebbington Road Traffic Calming • Design • Consultation • Place order with project manager 				



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENG1.10		<ul style="list-style-type: none"> • Implementation on site • Raby Hall Road – Raby Mere Road 30 mph, signs & Road Markings • Design • Consultation • Place order with project manager • Implementation on site 				
ENG1.11		<ul style="list-style-type: none"> • Thornton Common Road – Neston Road Signs & Road Markings • Design • Consultation • Place order with project manager • Implementation on site 				
ENG1.12		<ul style="list-style-type: none"> • Willaston Road - Birkenhead Road Signs & Road Markings • Design • Consultation • Place order with project manager • Implementation on site 	July 2008 Sept. 2008			
ENG 2	Tech Services Traffic Management Client Design Team	<p>Liason with Area Forums to develop appropriate schemes from You Decide and other devolved budgets</p> <ul style="list-style-type: none"> • 				
ENG 2.1						
ENG 2.2						
ENG 3	Tech Services Road Safety	Community Projects – Drive Accidents Down to Zero.				
ENG 3.1			April 09		Await Cabinet	



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
		<ul style="list-style-type: none"> Committee Report on proposed locations Consultation Signage at existing locations to be re-located to new locations 		Cabinet approved continuation of scheme	approval of areas Identify lighting columns Programme of work to PM	
ENG 4	Tech Services Road Safety	Develop and implement Safer Routes to Schools Programme				
ENG 4.4		<ul style="list-style-type: none"> St Alban's RC Primary School - One Way TRO Design Consultation/Advertisement Implementation on site 			DSO now indicated scheme cannot be progressed before end of financial year. Scheme carried forward to early 09/10.	
ENG 5	Tech Services Traffic Management Client Design Team	Develop and implement a Programme of schemes under the Walking and Cycling Strategies		Schemes together with budget estimates identified for the 2008/09 Walking and Cycling Programmes	Approval of recommended Programme by Cabinet	
ENG 5.1						
ENG 5.2						
ENG 5.3						
ENG 5.4						
ENG 6	Tech Services Traffic Management Client Design Team	Review of Existing Local Safety Scheme Sites				
ENG 6.1		<ul style="list-style-type: none"> All identified remedial and maintenance works to be completed on site 	Oct 2009			



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENG 7	Tech Services Traffic Management Client Design Team	Review cluster sites for loss of control / skidding RTC's				
ENG 7.1		Analysis of accident data to identify sites	Sept 2009			
ENG 7.2		Review sites & engineering options for 2009/10 programme	Nov 2009			
ENG 8	Tech Services Traffic Management Client Design Team	Commission Consultants to undertake a study review of M53, junction 3				
ENG 8.1		<ul style="list-style-type: none"> Engage Consultants – Commission study Analyse findings of commission Submit Business Case document 	April 08 July – Aug 08 Oct 1 st 2008	Business Case Bid document submitted Oct 1 st 2008	Await outcome of Business Case Bid submission. Long term measures included in 2009/10 & 10/11 programmes	G
ENG 9	Tech Services Traffic Management Client Design Team	Analysis data to identify location where accidents have occurred in the dark/unlit locations				
ENG 9.1	David Male	Accident data analysed, with rural roads identified for : <ul style="list-style-type: none"> Cats eyes Rainline Carriageway Markings Signage 		Accident data analysed on rural roads and schemes identified for mass action works	Sires included in 2009/10 programme	G



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENG 10	Tech Services Traffic Management Client Design Team					
ENG 10.1		Deploy trailer at identified, risk assessed locations on a rota basis	Ongoing deployment		Identify additional speed related accident sites and add to existing rota	G
ENG 11	Tech Services Traffic Management					
ENG 11.1		<ul style="list-style-type: none"> Determine consistent policy for speed limits throughout the Borough 	April 2009	Background work ongoing		G
ENG 11.2		<ul style="list-style-type: none"> Co-ordinate reviews with neighbouring Authorities for consistency & cross boundary routes 	Ongoing / As required	Ongoing liaison		G
ENG 11.3		<ul style="list-style-type: none"> Conduct speed surveys for all roads under review 	Sept 2009	Not required yet		G
ENG 11.4		<ul style="list-style-type: none"> Undertake necessary statutory consultations 	Dec 2009	Not required yet		G
ENG 11.5		<ul style="list-style-type: none"> Advertise changes (where necessary) following review process 	April 2010	Not required yet		G



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENG 11.6		<ul style="list-style-type: none"> Report objections to Committee 	April 2010	Not required yet		G
ENG 11.7		<ul style="list-style-type: none"> Implement agreed alterations to speed limits 	April 2010	Not required yet		G
ENG 12	Rural Route Mass Action Review					
ENG 12.1	Tech Services Traffic Management	<ul style="list-style-type: none"> Identify Crash history on rural road network Evaluate cost per route for any identified remedial measures Identify funding sources & timescales 	Oct 2008	List of proposed schemes identified to form part of LSS programme 2009/10		completed
ENG 12.2		<ul style="list-style-type: none"> Arrange implementation schedule for identified sites/routes 	Feb 2009		Awaiting outcome of Committee / Cabinet approvals	
INT 1	Develop data for child pedal cycle injury RTCs					
INT 1.1		<ul style="list-style-type: none"> Wirral RTCU to check all such RTC's to establish whether trained & helmet worn 	March 2010	Ongoing analysis feeding enforcement/education programmes and bids for additional funding	Ongoing analysis	
INT 2	Develop benchmarking within Merseyside					
		<ul style="list-style-type: none"> Identify areas to benchmark against and monitor 	March 2010	March 2009	Ongoing analysis feeding enforcement/education programmes and bids for additional funding	Ongoing analysis



Getting better together

Road Safe Action Plan

Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
INT 3 Benchmark Wirral against good practice in 6 risk areas	Insp Cunningham / Force RPD / Road Safety Team					
INT 3.1	Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> Benchmark against good practice re Young Male Drivers 17-29 years 	March 2010 Report at ARM			
INT 3.2	Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> Benchmark against good practice re TWMV Users 	March 2010 Report at ARM			
INT 3.3	Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> Benchmark against good practice re Older Drivers 	March 2010 Report at ARM			
INT 3.4	Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> Benchmark against good practice in raising awareness of road safety issues 	March 2010 Report at ARM			
INT 3.5	Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> Benchmark against good practice re Child Pedestrians 	March 2010 Report at ARM			
INT 3.6	Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> Benchmark against good practice re In-Car Casualties 	March 2010 Report at ARM			
INT 4	Not yet					
Develop data sources for analysis re core offences, and offender/victim profiling						
INT 5	Road Safety / Police RPD (OSU)					
Review of key enforcement locations & times for these locations		<ul style="list-style-type: none"> Review RTC data over 3 yrs and identify any changes to list of enforcement locations Communicate to Area staff, Wirral RPU, Wirral RTC Section & Force 	August 2009			



Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
INT 6	Road Safety / AIU	RPD	March 2010			
		<ul style="list-style-type: none"> Improved analysis of casualty data and victim/offender profiling Further develop LA analysis capacity (AIU team) Additional analysis of casualty data 				
INT 7	Police (Intelligence Unit)					
		Refer intelligence on persistent Drink / Drivers to DAAT				
INT 8	Ch Insp RPD (OSU)		May 2009			
		Develop intelligence on Disqualified drivers for pro-active measures				
		<ul style="list-style-type: none"> Liaise with CCJ & Courts to develop Identify & implement process to maintain accurate data Communicate to Area staff monthly 	June 2009			



LAA Improvement Priority:	Reducing anti-social behaviour
Sponsor:	Alan Stennard
Lead organisation:	Wirral Council
Service Area:	Joint Community Safety Team
Relevant indicators:	Local Indicator 4206

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Development and implementation of an ASB Strategy for 2009-2011	Draft circulated for consultation Submission to Committee/Cabinet	1 July 2009 30 September 2009	Caroline Laing Caroline Laing		Police, Registered Providers, DAAT, Wirral Council – all departments.
Continuation and extension of Wirral Family Intervention Project to focus upon both anti-social behaviour and youth offending.	Extension of provision (to youth offending) subject to allocation of Youth Crime Action Plan funding.	30 September 2009	Caroline Laing		Police, Registered Providers, DAAT, Job Centre Plus, NOMS, Wirral Council –Regeneration, C&YPD, DASS.
Increase confidence in the Police and Council to tackle anti-social behaviour by informing the public when multi-agency problem solving processes are in operation in their area.	Card drops in areas subject to Problem Solving Groups outlining activity and advice surgeries.	Adopted routinely by 30 June 2009	Caroline Laing	NI21	Police.



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Increased monitoring of perceptions and outcomes through the deployment of the Community Mobile Police Station (CMPS).	Residents surveyed before and after deployment to monitor the effectiveness of interventions and impact on perceptions.	Adopted routinely by 31 May 2009	Caroline Laing	NI21	Police.



Getting better together

NI 21 – People who agree Police & Local councils are dealing with ASB and Crime that matter in their area

LAA Improvement Priority:	NI 21 – People who agree Police & Local councils are dealing with ASB and Crime that matter in their area.
Sponsor:	Area Commander
Lead organisation:	Merseyside police
Service Area:	Wirral B.C.U.
Relevant indicators:	British Crime Survey

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Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Implement Home Office/Association of Police Authorities/Local Government Association guidance on standard collection and monitoring methods once issued	Receipt of guidance	Summer 2009	<i>Ch Insp PDO</i>	NI 21	Local Councils and Police
Alignment of Home Office/Association of Police Authorities/Local Government Association guidance with Wirrals Comprehensive Engagement Strategy.	Receipt of guidance. Approval of draft Comprehensive Engagement Strategy.	Summer 2009	<i>Ch Insp PDO</i>	NI 21	Local Councils and Police, VCAW
Co-ordinated approach to delivery of NI 21 with other "perception" indicators.	Agreement of strategy to deliver NI 21.	Summer 2009	<i>Ch Insp PDO</i>	NI 17, NI 21, NI 23, NI 27, NI 41, NI 42	Local Councils and Police, VCAW, DAAT



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WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

DELIVERY PLANS Appendix Three Health and well-being	
NI	
39	Alcohol-harm related hospital admission rates
120	All-age all cause mortality rate
123	Stopping smoking
130	Social Care clients receiving Self Directed Support (Direct Payments and Individual Budgets)
135	Carers receiving needs assessment or review and a specific carer's service, or advice and information
Local	Clients aged 16-35 with two or more episodes of self harm in the last 12 months who subsequently become engaged in meaningful social activities
Local	People supported to live independently through social services (all adults)
Local	To reduce the number of people with dementia admitted to residential and nursing care 5% reduction on 2007/08 admittances
Local	The number of emergency unscheduled acute hospital bed days occupied by people aged 75 or more in NHS hospitals in Wirral who are admitted through fractured neck of femur as a result of a fall, as measured by PCT data



LAA Improvement Priority:	Reduce alcohol related harm
Sponsor:	Marie Armitage Joint Director of Public Health
Lead organisation:	NHS Wirral
Service Area:	Public Health
Relevant indicators:	Key indicator PSA 25 , NI 39, (VSC26) Also relevant to NI 15, NI 20, NI 115, NI 32, NI 41

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
KEY OUTCOME AREA 1 : REDUCE HOSPITAL ADMISSIONS PER 100,000 OF THE POPULATION FOR ALCOHOL RELATED HARM					
KEY DELIVERY PLAN OUTCOME To reduce the rate of hospital admissions per 100,000 of population for alcohol related harm. (all ages)by 1% per year. (NI39)	Target 2581 vs baseline of 2369 Target 2908	2008/09 2010/11	Alcohol Programme Manager	No's Screened No's Entering specialist treatment No's entering Day care/Aftercare Reduction in repeat admissions to WUTH	Supported through activities of key providers delivering the Alcohol treatment Pathway WAS TSP ARCH
KEY OUTCOME AREA 2. : INCREASE AND IMPROVE TREATMENT UPTAKE FOR INCREASING AND HIGHER RISK DRINKERS					



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>ALCOHOL TREATMENT SERVICE REDESIGN PROGRAMME IMPLEMENTATION INFORMATION , AWARENESS SCREENING PROGRAMME</p> <p>To Increase information and raise awareness of alcohol harm within the population of Wirral so that 20% of Hazardous Drinkers will be identified and provided with brief advice by 10/11</p> <ul style="list-style-type: none"> Alcohol Information /help line Alcohol Web site Social Marketing campaigns <p><i>(this project activity and related measures are cross referenced in the communications and engagement section of this plan)</i></p>	<p>Total of 11,444 Hazardous drinkers identified and provided with a Brief intervention</p>	<p>2009/2010</p>	<p>Alcohol Programme Manager</p>	<p>No screened</p>	<p>Target delivery supported through</p> <ul style="list-style-type: none"> CWP WAS WHT – Alcohol Pathway Arch Initiatives Phoenix Futures
<p>IDENTIFICATION , SCREENING AND BRIEF ADVICE IN PRIMARY CARE</p> <p>To screen 20% of the Wirral population by 2010/2011, and provide brief advice and intervention particularly targeting increasing and higher risk drinkers.</p> <p>Key Projects developments</p> <ul style="list-style-type: none"> Team of Engagements workers Wirral Hospital Trust screening (with SASQ) Assertive out reach through “The Social Partnership” community based programmes Pharmacy Locally Enhanced scheme 	<p>Screen 16,000</p> <p>3 Community Engagement Workers 1 Hospital Engagement worker Policy Implemented</p> <p>2 additional project initiated</p>	<p>2009/2010</p> <p>April 2009 June 2009 June 2009 April 2009</p>	<p>Alcohol Programme Manager</p>	<p>No Screened No Engaging with the service</p>	<p>Cheshire and Wirral Partnership Trust – Wirral Alcohol Services Pharmacy LES WHT – Alcohol Pathway The Social Partnership Health Action Area teams Hospital screening policy with SASQ</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>INTERVENTIONS WITHIN A CRIMINAL JUSTICE SETTING</p> <p>Criminal Justice interventions</p> <ul style="list-style-type: none"> • Post arrest Alcohol Intervention Programme • Conditional Caution Scheme • Alcohol Treatment Requirements 	<p>Contracts and service specifications developed</p> <p>Performance reviewed each quarter</p>	<p>April 2009</p> <p>Each Quarter in 2009</p>	<p>Alcohol Programme Manager/Drug and Alcohol Programme Manager (Wirral DAAT)</p>	<p>Nos attending CC sessions</p> <p>Nos commencing and completing ATR programmes</p> <p>Reduction in reported alcohol related crime anti social behaviour</p>	<p>Police</p> <p>National Probation Service</p> <p>ARCH Initiatives</p>
<p>PROVISION OF SPECIALIST ALCOHOL TREATMENT FOR INCREASING AND HIGHER RISK DRINKERS</p> <p>To increase the numbers coming into treatment (Harmful and Dependant Teams – Increasing and higher risk drinkers)</p> <ul style="list-style-type: none"> • Specialist treatment through Harm team • Specialist treatment through the Dependant team • Street Drinkers project with Phoenix futures 	<p>2370 per year</p> <p>Deliver an additional 685 treatments in 2009/10 vs 2008/09</p> <p>Length of stay 7 -10 days 5 clients/week</p>	<p>2010/2011</p>	<p>Alcohol Programme Manager</p>	<p>Increase in the number of new clients engaged the service</p> <p>Increase the number of completing treatment with a planned exit</p>	<p>GWP WAS</p> <p>Phoenix Futures</p> <p>ARCH Initiatives</p> <p>Hospital Alcohol Programme</p>
<p>PROVISION OF COMMUNITY DETOXIFICATION AND READMISSION PREVENTION SERVICES</p> <ul style="list-style-type: none"> • Residential Detox through Birchwood 	<p>Service specification in place</p> <p>Formal reviews each quarter</p>	<p>Quarterly performance reviews in 2009</p> <p>June 09</p> <p>Sept 09</p> <p>Dec 10</p> <p>March10</p>	<p>Alcohol Programme Manager</p>	<p>275 detoxs</p> <p>85% completion</p>	<p>ARCH Initiatives</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
KEY OUTCOME AREA 3: TO PREVENT RELAPSE AND HOSPITAL ADMISSION AND READMISSION BY CONSOLIDATING TREATMENT GAINS AND FACILITATING RECOVERY FOR INCREASING AND HIGH RISK DRINKERS					
COMMUNITY ALCOHOL PROJECTS					
Increase the numbers accessing Aftercare and Day Care The Social Partnership community schemes <ul style="list-style-type: none"> • Woodchurch • Rockferry • Birkenhead • Leasowe • Seacombe ARCH Initiatives <ul style="list-style-type: none"> ▪ Structured Day care ▪ Aftercare programmes 	Target 20% of clients entering treatment to engage in after care programmes 80 clients / project engaging, 40 per project into training or work->3months	09/10 Q3 09/10	Alcohol Programme Manager	No's engaging No's Completing No's entering and returning to training No's entering and returning to work Reduction in anti social behaviour	The Social Partnership ARCH Initiatives Wirral Alcohol Service Police
CRISIS INTEVENTION SERVICES Development of Crisis Management Services And place of safety provision	Market research contract awarded Research inc Workshop Develop action Plan Develop and agree service Spec Service Redesign and	January 2009 May 2009 May 2009 May 2009 Q2 /09	Alcohol Programme Manager	Research and Workshop outputs	JMU Contracts Providers inc Hostels and Social; services



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	implementation			Service uptake (TBC)	
Development of Crisis Management Services	Define service Model Implementation of service	Q1/09 Q2/09	Alcohol Programme Manager	Numbers successfully reintegrated into society	Phoenix Future WAS Social Services Housing agencies Birchwood
KEY OUTCOME AREA 4 : DELIVER AND TARGET KEY MESSAGES TO IMPROVE PUBLIC AWARENESS OF RISKS ASSOCIATED WITH REGULAR DRINKING ABOVE SENSIBLE LIMITS TO ADDRESS ALCOHOL HARM					
Increase promotion and public access to a range of alcohol harm reduction messages self help and mutual aid groups to instigate positive behaviour change in all risk groups and populations Specific activity will include Social Marketing campaigns Signposting to local support services - Alcohol Information /help line Call Centre Development and promotion of Alcohol website Repeat sign posting communications	Production of advertising media Insight research	April 2009 July 2009 July 2009	Communications Officers/ Alcohol Programme Manager	Brand recall Message recall Patient/Public insights	Marketing Agency Health and social care providers Alcohol service network Market research Agency Community and voluntary Sector
Improved knowledge of Alcohol and Risks via Website and Self help booklet	Product Development Product launch Evaluation	May 2009	Communications Officers/ Alcohol	Brand recall Message recall	Marketing Agency Health and social care providers



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
			Programme Manager	Patient/Public insights	Alcohol service network Market research Agency Community and Voluntary Sector
Reinforce and optimise National and regional campaign messages taking account of local initiatives:- <ul style="list-style-type: none"> ▪ Know your limits campaign ▪ Don't bottle it campaign ▪ FRANK campaign ▪ Develop advert on Life Channel in collaboration with Service users 	Product development Product launch Evaluation	November 2009	Communications Officers/ Alcohol Programme Manager	Brand recall Message recall Patient/Public insights Recall and feedback to Advert	Marketing Agency Health and social care providers Alcohol service network Market research Agency Community and Voluntary Sector Life Channel Company
Develop communication based on CHaMPs geo-demographic segmentation analysis – to target risks and drive behaviour change.	Detailed communication plan Develop interventions Implementation Market Research on campaign messages and brand recall	July 2009 September 2009 October 2009 0February 2010	Communications Officers/ Alcohol Programme Manager	Brand recall Message recall Patient/Public insights Recall and feedback to Advert	Marketing Agency Health and social care providers Alcohol service network Market research Agency Community and Voluntary Sector



Getting better together

Reduce alcohol related harm

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
KEY OUTCOME AREA 5 : INCREASE INVOLVEMENT OF LOCAL COMMUNITIES , SERVICE USERS AND CARERS IN COMMISSIONING OF ALCOHOL TREATMENT SYSTEMS, TO OPTIMISE QUALITY, EFFECTIVENESS, CHOICE AND ACCESSIBILITY.					
<p>Develop and Implement a community engagement plan and ensure full involvement of community representatives service users and carers in service redesign and development</p>	<p>Consultation with community representatives Consultation with Service User and carers June 2009 Agree key priorities for 2009/10 June 2009</p>	<p>April 2009 April 2009</p>	<p>DAAT Service User and Carer Engagement Officer / Alcohol Programme Manager</p>	<p>Report feedback</p>	<p>Wirral DAAT VCAW Actif and service user and carer reps PADA/ Service providers</p>
<p>Work with service users and providers to design and commission a multi component action research project to:-</p> <ul style="list-style-type: none"> ▪ Track the patients' journey through the treatment system ▪ Introduce a mystery shopper programme ▪ Review complaints and outcomes ▪ Establish themed focus groups to consider service redesign options <p>Develop service users involvement policies and procedures.</p>	<p>Establish Project design group Produce project brief Agree resource level Commence project</p>	<p>May 2009 June 2009 June 2009 September 2009</p>			<p>Wirral DAAT VCAW Actif and service user and carer reps PADA Service providers</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Increase the involvement of Wirral's various diverse and under represented communities with the planning, commissioning, development, implementation and monitoring of the alcohol treatment system.</p> <p>Under take equality impact assessment and review available consultation with the BRM partnerships and the wider network of diverse groups.</p> <p>Review service responses to under served groups and develop plans to ensure that services are ethno culturally competent in accordance to local need.</p>	<p>Establish consultation plan September 2009</p> <p>Agree process for EIA in consultation with BRM partnerships Sept 2009</p> <p>Agree process for review Sept 2009</p> <p>Complete review April 2010</p>	September 2009	DAAT Service User and Carer Engagement Officer / Alcohol Programme Manager	<p>Agreement on key priorities</p> <p>Agreement on a set of key performance indicator</p>	<p>Service user network representatives</p> <p>BRM partnerships</p> <p>VCAW</p> <p>NHS Wirral</p> <p>Wirral DAAT</p>
KEY OUTCOME AREA 6 : ADDRESS HEALTH INEQUALITIES ASSOCIATED WITH ALCOHOL HARM AND IMPROVE HEALTH OUTCOMES FOR THOSE MOST AT RISK					
<p>HOUSING/HOMELESSNESS</p> <p>Research and develop proposals for model of primary care provision e.g. GP/Nursing Services for homeless people and those living in hostels, with a specific focus on those who have specific alcohol problems.</p>	<p>Consult with service users.</p> <p>Consult with providers.</p> <p>Research provision in other areas.</p> <p>Report to Professional Executive Committee (PEC) with recommendations.</p>	March 2009	Lesley Hilton Health & Housing Programme Manager	Approval of recommendations and funding for service.	<p>Once approved the service will be commissioned by the NHS Wirral and provided by an external provider, still to be agreed.</p> <p>Links with other providers of GP/ clinical/ detox services will also be necessary.</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Provide support package to all tenants with an alcohol misuse problem, in order to secure accommodation through the Housing Priority Panel.	Develop assessment, referral and monitoring arrangements. Deliver and monitor support packages.	Ongoing. Support packages should be in place at point of move on.	Gary Rickwood Strategy Manager	Target No. of successful move ons to be agreed	Wirral DAAT Wirral MBC
NHS Wirral and Wirral DAAT to fund the continuation of the Birkenhead Town Centre Project, in partnership with Phoenix Futures, to signpost homeless people and those with alcohol specific issues to health services.	March 2010	Monthly PIs to be provided by Phoenix Futures	Gary Rickwood Steven Roberts	PIs to be agreed Numbers of alcohol users receiving support, also numbers of these referred to support service	Wirral DAAT NHS Wirral Phoenix Futures
Identify issues of homeless people or those at risk of homelessness, who are admitted to hospital or present at A & E with an alcohol related condition.	Conduct needs assessment, process map and audit current service. Benchmark with other LAs, PCTs etc. Identify good practice Make recommendations to PCT	Done Done Report to PCT	Lesley Hilton Health & Housing Programme Manager	Report on key findings completed	NHS Wirral Wirral MBC (Supporting People Team) Wirral University Teaching Hospital NHS Foundation Trust



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	Board, Supporting People Commissioning Body etc.	PEC March 09			
Work to identify and introduce plans to address co morbidity and in particular where this impacts on health inequalities and hospital admissions.	Review needs assessment findings Identify priorities				
Work to identify and introduce plans to address alcohol related offending and in particular where this impacts on health inequalities and hospital admissions.					
Work to identify and introduce plans to address alcohol harms amongst older people and in particular where this impacts on health inequalities and hospital admissions.					
Key Outcome Area 7:- Establish Effective systems Management and Implement world class commissioning standards to address alcohol harm					
Commissioning					



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<ul style="list-style-type: none"> ▪ Ensure that local commissioning of alcohol services comply with world class commissioning standards and the assurance system helps to drive up local programme performance. ▪ Refresh and publish the Joint Strategic Needs assessment to specifically understand the needs of the local population in terms of alcohol related harm. ▪ Set and review strategic priorities for action in respect of NI39 and associated key deliverable and agree these with relevant partners including NHS Wirral as lead commissioner. ▪ Review the findings and as a minimum implement recommendations for introducing high impact changes outlined in the Dept of Health guidance 'Signs for improvement – Commissioning interventions to reduce alcohol related harm March 2009'. ▪ Introduce joint commissioning agreements to ensure effective interface with other Health and Social care services commissioning to address alcohol related admissions and re-admissions. ▪ Explore partner interest and potential and 	<p>Complete review and benchmarking against competencies</p> <p>Introduce action plan to address areas for improvement</p> <p>Review completed and Priorities set</p>	<p>July 2009</p> <p>July 2009</p> <p>September 2009</p> <p>April 2009</p>			



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>resource capacity to collaborate to achieve a reduction in alcohol related hospital admissions .iin the first year Key partners include:-</p> <ul style="list-style-type: none"> ▪ NHS Wirral , CDRP , Health and Social Care partnership , Children's and Young Peoples Department , Statutory and voluntary Treatment providers, Wirral Hospital Trust , Wirral Partnership NHS Trust. ▪ Comply with appropriate Clinical Governance guidelines, policy and practice. ▪ Develop and implement workforce development plan to underpin programme and service delivery. ▪ Conduct a training need analysis to inform plan development. All relevant health workers to be trained in delivery effective brief interventions and advice. <p>RESEARCH AND DEVELOPMENT</p> <ul style="list-style-type: none"> ▪ Develop a research and Development plan to ensure the alcohol programme and investments are base on sound understanding of available evidence and best practice. ▪ Develop and introduce an evaluation framework that will help to track outcomes 					



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<ul style="list-style-type: none"> ▪ and ensure evidence based investments. ▪ Utilise and analyse a range of public Health data and intelligence to inform planning and commissioning of services. ▪ Clarify the impact arising across agencies and communities as a result of alcohol harm. ▪ Use available intelligence to understand and prioritise investment to projects with greatest known or planned impact. ▪ Agree and establish an evaluation process to assess and report on programme activity. ▪ Review and act on the findings and recommendations of the National Support visit (Jan 2009)in respect of alcohol harm. ▪ Review examples of good practice arising from the Department of Health sponsored 'early implementer suites to help inform the development of the Wirral programme plan and service redesign. ▪ Undertake benchmarking of Wirral programme and review performance against other comparative areas and those with highest rates of alcohol related hospital admission 					



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>INFORMATION AND PERFORMANCE AND MANAGEMENT</p> <p>Develop and introduce a performance management framework to implement systems to manage and influence the Programme plan and related commissioning plans</p> <p>Ensure that information management systems are fit for purpose and data quality remains a priority.</p> <p>Ensure alignment with the performance framework of Wirral's wider Alcohol Harm Reduction Strategy</p>	<p>Development and agree of outcome performance Indicators.</p> <p>Agree formal contract currencies for all providers and undertake reviews.</p> <p>Core data set agreed by commissioners and providers.</p> <p>Introduce and refine core data collection system.</p> <p>Establish data quality plan.</p> <p>Establish reporting procedures data received on a quarterly basis.</p> <p>Develop and introduce management information systems to inform commissioning.</p> <p>Introduce regular performance reviews with</p>	<p>June 2009</p> <p>April 2009</p> <p>April 2009</p> <p>May 2009</p> <p>June 2009/July 2009</p> <p>July 09</p> <p>Quarterly- First</p>	<p>Nikki Jones/Bev McAteer</p> <p>Nikki Jones</p> <p>Nikki Jones</p>		<p>Alcohol Service Providers</p> <p>John Moore's University</p> <p>Cheshire and Wirral Partnership Trust</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	<p>providers.</p> <p>Introduce Reporting schedule.</p> <p>Introduce and prepare regular reporting to Key investors and partnerships.</p> <p>Develop and ensure compliance to information sharing protocols and agreed data sources.</p>	<p>review June 2009</p> <p>June 2009</p> <p>Quarterly programme report</p> <p>First report June 2009</p>			
<p>Ensure the data collection process between the providers and PCT is robust and follows new national definitions and guidance.</p>	<p>Guidance received and PCT clear about calculation method and changes to definitions of calculation</p>	<p>March 2009</p>	<p>Chris Harwood</p>	<p>Calculation verified by DAAT business manager and data being received in a timely manner</p>	<p>All provider s Wirral University Teaching Hospital NHS Wirral Drug and Alcohol Team</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Key Outcome Area 8 : Collaborate with all relevant strategic partners to deliver and joint commission. Wirral's wider Alcohol Harm reduction strategy					
<p>Collaborate with the Wirral Drug and Alcohol Action Team and Crime and Disorder Reduction Partnership to Support the development of the Joint Investment Group for Alcohol (JIGA).</p> <p>Work with senior partners to implement Wirral's Alcohol Harm Reduction Strategy - updating it in line with local, regional and national policy drivers - to ensure its continued relevance in tackling alcohol misuse.</p> <p>Ensure that the Alcohol's strategies strategic objectives are aligned with and support the local sustainable community strategy and Local Area Agreement.</p>	<p>Complete review of strategy</p> <p>Review JIGA governance arrangements</p> <p>Produce annual report</p> <p>Ensure representation on key strategic partnership group to inform and align planning and priority setting</p>	<p>May 2009</p> <p>June 2009</p> <p>June 2009</p> <p>Ongoing</p>	<p>Marie Armitage JIGA Chair</p> <p>Beverley McAteer Alcohol Strategy</p> <p>Marie Armitage JIGA Chair</p>		<p>See membership list</p> <p>Programme Manager NHS Wirral</p> <p>DAAT Strategy Manager</p> <p>Beverley McAteer Alcohol Strategy</p>
Key outcomes area 9: Reduce the harm caused to young as a consequence of alcohol misuse and reduce hospital admissions and readmissions					
<p>Develop and implement a young peoples alcohol prevention programme to prevent and address harm to young people.</p> <p>Programme component will include: -</p> <ul style="list-style-type: none"> ▪ Provision of family support. ▪ Provision of support on children of harmful and hazardous drinkers. ▪ Improving parenting skills and access to 	<p>Development of family intervention skills of substance misuse workers, where appropriate, involving families in the treatment of young people and other family members.</p>	<p>April 09 Ongoing</p>		<p>PSA 14 NI115</p> <p>PSA 25 NI 40</p>	<p>Children & Young People's Department, Anti Social Behaviour Team, Wirral NHS, Youth Offending Service</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<ul style="list-style-type: none"> ▪ prevention, information and support. ▪ Improvement to Hospital and A&E pathways. ▪ Development and expansion of the young people alcohol Intervention programme working with young people coming into contact with the Criminal justice agencies. ▪ Provision of targeted education and support. ▪ Improve access to treatment. ▪ Deliver targeted prevention messages. ▪ Establishing a new partnership with parents and carers by providing them with clear information they need to guide their children towards low risk drinking. 	<p>Provide training to substance misuse staff on family intervention</p> <p>(Such as family group conferencing)</p> <p>Work in partnership with key stakeholders to develop a model of care targeted towards the children of drug using parents, cross referenced to adult treatment plan objective</p>	<p>April 09 Ongoing</p> <p>April – Ongoing</p>		<p>PSA 14 NI 115</p> <p>PSA 14 NI 115</p> <p>PSA 25 NI 40</p> <p>PSA 25 NI 38</p>	<p>Children & Young People's Department, Anti Social Behaviour Team</p> <p>NHS Wirral, Children & Young People's Department, Wirral Drug Service, Family Intervention Programme, Youth Offending Service.</p>
<p>Supporting and encouraging young people themselves through education and publicity including working with schools to make the right decisions about alcohol.</p>	<p>Implement recommendations in <i>Aiming High for Young People</i> and continue to use positive activities and Positive Futures to strengthen vulnerable young people's resilience and social and emotional skills</p>	<p>July 09 Ongoing</p>		<p>PSA 14 NI 115</p> <p>PSA 25 NI 41</p> <p>PSA 14 NI 110</p>	<p>Children & Young Peoples Department Anti Social Behaviour Team, NHS Wirral, youth Offending Service.</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Prevent hospital admissions and readmissions and ensure young people under the age of 20 are sign posted and given priority referral to specialist services following discharge from Hospital.	<p>Improve identification of at-risk children and early intervention through screening and greater use of Common Assessment Framework.</p> <p>Work with universal and targeted providers to support the adoption and delivery of appropriate early identification and screening processes between all young people's services.</p> <p>Plan launch of Drug / Alcohol pathways for A&E department and Children's Emergency Department.</p> <p>Provision of targeted alcohol worker within substance misuse team to facilitate assessment and referral of young people</p>	<p>July – Ongoing</p> <p>April – Ongoing</p> <p>June 2009</p> <p>May 2009</p>	<p>Mindy Rutherford/Terry White</p>	<p>PSA 14 NI 115 PSA 25 NI 40 PSA 14 NI 110</p> <p>PSA 14 NI 115 PSA 25 NI 40 PSA 14 NI 50</p> <p>PSA 14 NI 50</p> <p>PSA 14 NI 115 PSA 25 NI 40 PSA 14 NI 50</p>	<p>Wirral University Teaching Hospital, Children & Young People's Department, NHS Wirral</p> <p>Wirral University Teaching Hospital, Children & Young People's Department, NHS Wirral, Police</p> <p>Wirral University Teaching Hospital, Children & Young People's Department, NHS Wirral.</p> <p>Wirral University Teaching Hospital, Children & Young People's Department, NHS Wirral.</p>



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	under the age of 20 referred from hospital.				



LAA Improvement Priority:	Reduction in health inequalities and improved life expectancy
Sponsor:	Sue Drew
Lead organisation:	Wirral PCT
Service Area:	Public Health
Relevant indicators:	120: All age all cause mortality

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Complete a review of partnership activity to reduce health inequalities	I&DeA peer review carried out Complete I&DeA action plan and approval at Health and Well-being Group	April 2008. December 2008.	Marie Armitage; Joint Director of Public health	Review taken place Action plan complete and approved at H&WB group and other key boards	The Health and Well-being partnership
Complete Joint Strategic Needs Assessment on health and well-being with a focus on health inequalities	Complete technical document and JSNA Complete easy read JSNA Carry out consultation	December 2008 June 2009 May – July 2009.	Hayley Clifton Andy Mills Andy Mills	JSNA completed	All Joint Commissioning managers for health and well-being All chief officers from health, social care and CYPD



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	on JSNA deep dive areas Review and refresh JSNA	December 2009 and December 2010	Tony Kinsella	JSNA completed	Analysts within local authority, NHS and partner organisations
Produce NHS strategic commissioning plan for reducing health inequalities	5 year commissioning plan produced Annual review of commissioning plan	October 2008 February 2009.	Sue Drew Geraldine Murphy Walkden	Plan produced and investment agreed	Strategic Plan Implementation group
Scrutinise and improve existing plans for achieving the life expectancy target and reducing health inequalities	Invite NST for health inequalities to Wirral for peer review	January 2009.	Marie Armitage	Feedback from NST team received following full involvement in the visit from partners	All LAA partners involved
Produce health inequalities action plan to meet 2011 target	First draft produced for Health and Well-being partnership HI plan approved by Health and well-being partnership and relevant boards and committees (including PCT board and cabinet)	March 2009 June 2009	Sue Drew Marie Armitage	Plan produced and approved by relevant boards including governance structures for monitoring its effective implementation	All LAA partners



LAA Improvement Priority:	Reduce health inequalities and improve life expectancy
Sponsor:	Carol Howard
Lead organisation:	NHS Wirral
Service Area:	Public Health
Relevant indicators:	NI 123 stopping smoking

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Deliver stop smoking stretch target from 2006-2009 LAA	Achieve 114 BME smoking quitters to contribute to the overall number of people stopping smoking in Wirral	June 2009.	Kim Ozano	The number of quitters from BME groups recorded through NHS stop smoking services	Local Authority, 3 rd sector organisations such as Wirral Change, WMO.
Appoint Senior Health Improvement Specialist to co-ordinate the Stop Smoking Programme	Recruitment process	February 2009.	Carol Howard	Recruitment completed and officer in post	Phil Dickson
Produce Strategic Commissioning Plan for reducing smoking prevalence	Detailed plans in place for the achievement of the stop smoking target Investment agreed to deliver the plan through NHS Wirral	October 2008 April 2009.	Sue Drew Sue Drew	Plan produced and agreed by NHS Wirral Board Funding agreed.	NHS Wirral exec and non exec Directors



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	Resources and Performance Committee				
Produce costed project plan for the achievement of the SCP stop smoking target (<i>which is larger than the LAA planned target and so will also achieve this</i>)	Lead officer to attend project planning training Outline project plan drafted Smoke Free Wirral Steering Group approve plan	March 2009. March 2009. April 2009.	Kim Ozano	Project plan produced and agreed by key partners	Smoke Free Wirral Strategic Group
Ensure there is an effective partnership steering group to achieve the stop smoking target	Review the terms of reference for the Smoke Free Wirral Strategic Group Review membership Re launch group	March 2009. March 2009. April 2009.	Kim Ozano	Group is reviewed and re-launched and clearly has implementation of the Smoke Free Wirral plan in its ToR	Smoke Free Wirral Strategic group
Reduce the number of young people taking up smoking	Review and relaunch the Smoke Free Wirral Action Plan	April 2009	Kim Ozano	Partnership plan to include tobacco control measures in place and in line with the work of the C&M and North West smoke free agenda	Smoke Free Wirral Strategic group



LAA Improvement Priority:	Personal Budgets and Self Directed Support
Sponsor:	Francesca Tomlin
Lead organisation:	Wirral Council
Service Area:	Department of Adult Social Services Reform Unit
Relevant indicators:	N1130 social care clients receiving self directed support

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Personal Budgets and Self Directed Support	<ul style="list-style-type: none"> - personal budgets pilot commences - undertake a mid way evaluation of the pilot - consider options to broaden the pilot if Resources Allocation System is sustainable - complete final evaluation of pilot - Roll out personal budgets in Wirral if pilot successful 	<p>July 2009</p> <p>April 2009</p> <p>April 2009</p> <p>June 2009</p> <p>July 2009</p>	<p>Paul Neate</p> <p>Paula Neate</p> <p>Paula Neate</p> <p>Paula Neate</p> <p>Paula Neate</p>	N1130 social care clients receiving self directed support	<ul style="list-style-type: none"> - All branches of the department of adult social services - NHS Wirral - Voluntary Sector



LAA Improvement Priority:	Priority 11 Carers
Sponsor:	Cathy Gill
Lead organisation:	Wirral Council
Service Area:	Department of Adult Social Services – Communities and early interventions
Relevant indicators:	NI 135

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Implement Joint Commissioning Strategy for carers which has the following key commissioning intentions:- <ol style="list-style-type: none"> 1. Making the system accessible for Carers. 2. Giving carers peace of mind. 3. Co-ordinating current services. 4. Valuing carer's contributions. 5. Improving services. 	Submit Strategy for cabinet approval. 6 Sub Groups of carer's development committee working on implementation of strategy.	May 2009 Sub group work has commenced and will be ongoing. Each group has action plan and timescales.	Cathy Gill	NI 135 – Regular reporting to carer's development committee by sub groups.	Multi agency carers development committee, which includes carers.
Identify partnership opportunities with NHS Wirral re the development of carers services as part of End of Life Strategy.	Submit to PEC – NHS Wirral and SLT for DASS approval	May 2009	Cathy Gill	NI 135 – Implementation of End of Life Care	NHS Wirral DASS



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Expression of interest submitted to the Department of Health to be a demonstrator site for: 1. Carers breaks 2. Health checks for carers	Expression submitted Decision on shortlist to submit bids	13/03/09 06/04/09	Cathy Gill	Strategy NI 135 – Successful selection as demonstrator site	NHS Wirral Third Sector Organisations



Getting better together

Self harm of clients aged 16-35 with two or more episodes in the last 12 months who subsequently become engaged in meaningful social activities

LAA Improvement Priority:	Self harm of clients aged 16-35 with two or more episodes in the last 12 months who subsequently become engaged in meaningful social activities
Sponsor:	Marie Armitage, Director of Public Health
Lead organisation:	NHS Wirral & Wirral DASS
Service Area:	Mental Health
Relevant indicators:	LOC 8432

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Agree cohort of people aged 26-35 with two or more reported episodes of self harm in the last 12 months	Agree baseline data	Review completed	Deborah Mayor	Cohort identified Suggest improvements to identification and assessment to improve baseline position	Wirral Council Wirral Hospital Trust Cheshire & Wirral Partnership Trust NHS Wirral Membership of Suicide Audit Prevention Group
Develop shared intelligence about: Those known to specialist mental health services via Cheshire and Wirral Partnership Trust	Gather intelligence about identified cohort	June 2009	Deborah Mayor	Agreement to approach in relation to information sharing/patient confidentiality	Wirral Council Wirral Hospital Trust Cheshire & Wirral Partnership Trust



Getting better together

Self harm of clients aged 16-35 with two or more episodes in the last 12 months who subsequently become engaged in meaningful social activities

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Those not known to specialist services via primary care and other community based agencies					NHS Wirral Job Centre Plus Local back to employment schemes e.g. Pathways to Work, progress2work
Develop process for outreach/follow up/community contact with the cohort	Share intelligence with key members of Suicide Audit and Prevention Group and agree process	September 2009	Debbie Mayor	Identifying and agreeing which services/agencies will make initial contact with service users	Wirral Council Wirral Hospital Trust Cheshire & Wirral Partnership Trust NHS Wirral Membership of Suicide Audit Prevention Group Wirral Met College Northwest Regional Ambulance Service Merseyside Fire and Rescue Service
Collate information about what is currently available in the community to be shared with identified service users	Ensure protocols are in place to minimise risk and maintain patient confidentiality	September 2009	Deborah Mayor	comprehensive and user friendly information available to all service users	Wirral Council Wirral Hospital Trust Cheshire & Wirral Partnership Trust NHS Wirral
Agree overall approach	Via suicide audit and prevention group	September 2009	Deborah Mayor	Model agreed and implemented	Wirral Council Wirral Hospital Trust



Getting better together

Self harm of clients aged 16-35 with two or more episodes in the last 12 months who subsequently become engaged in meaningful social activities

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Implement approach	Implementation based on social inclusion model	September 2009 onwards	Deborah Mayor	Monitor uptake of each element of engagement project	Cheshire & Wirral Partnership Trust NHS Wirral Wirral Council Wirral Hospital Trust Cheshire & Wirral Partnership Trust NHS Wirral



LAA Improvement Priority:	Promoting Independence
Sponsor:	Rick O'Brien
Lead organisation:	Department of Adult Social Services
Service Area:	Access & Assessment Branch
Relevant indicators:	NI 136

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Provision of locality Reablement and Assessment Services	<p>Mapping current referral and activity patterns to the Locality Structure.</p> <p>Identifying level of existing resources for each Locality.</p> <p>Agreeing model with health partners.</p> <p>Developing registered and supervisory management arrangements.</p>	March 2010	Rick O'Brien	People supported to live independently through social services (all adults) NI136	NHS Wirral 3 rd Sector



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	Agreeing pathways. referral Moving to new service delivery model.				



LAA Improvement Priority:	Development of Dementia Services
Sponsor:	Marie Armitage
Lead organisation:	NHS Wirral and Wirral DASS
Service Area:	Older People
Relevant indicators:	N8436

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
To reduce the number of admissions to residential and nursing care based on previous years admissions.	Phased annual reduction programme of 5% (n180)	Quarterly review March 2010	Debbie Mayor	Target achieved n171 2009/2010	NHS Wirral Wirral DASS Third Sector Wirral University Teaching Hospital Trust
A comprehensive local strategy for the Modernisation of services for older people with mental health needs including Dementia will be agreed to improve Dementia services in Wirral.	To be agreed by Older People Joint Commissioning Group	Quarterly review March 2009	Debbie Mayor	Strategy agreed	NHS Wirral Wirral DASS Third Sector Wirral University Teaching Hospital Trust



Development of Dementia Services

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Develop an agreed project plan, agree key milestones, agree governance arrangements and completion of risk assessment between NHS Wirral and Wirral DASS	Draft project plan Agree project plan	April 09 June 09	Debbie Mayor	Completion of older peoples mental health (including Dementia) implementation plan which is agreed across key organisations	NHS Wirral Wirral DASS Cheshire and Wirral Partnership Trust Third Sector Wirral Hospital University Teaching Trust Service user and carers
Implementation of agreed project plan based on investment plan and agreed priorities. This will be informed by Systems Dynamic Modelling		September 2009	Debbie Mayor	Reduction in numbers of people admitted to residential nursing home care Reduction in numbers of admissions to acute hospital in an emergency	NHS Wirral Wirral DASS Third Sector Wirral University Teaching Hospital Trust
Increased use of assistive technology and telecare	Year 1 650 Year 2 750 Year 3 900 Year 4 1260	March 2009 March 2010 March 2011 March 2012	Heather Rimmer	Targets achieved	NHS Wirral Wirral DASS Service users and carers



Development of Dementia Services

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Two additional housing schemes will be operational	Monitor development against action plan	March 2012	Cathy Gill	Extra care housing schemes operational	Service users and carers



LAA Improvement Priority:	Reduce Falls
Sponsor:	Tina Long
Lead organisation:	NHS Wirral
Service Area:	Strategic Partnerships
Relevant indicators:	LAA 8227a; LAA 8228a

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
The number of emergency unscheduled acute hospital bed days occupied by people aged 75 or more in NHS hospitals in Wirral (excluding those admitted through fractured neck of femur) as a result of a fall, as measured by PCT data.	10,700 9,951 9,095	2008/09 2009/10 2010/11	Heather Rimmer	Monitoring the number of emergency admissions to hospital, of patients aged 75 and over as a result of a fall. Monitoring the activity of the falls prevention team.	Community Therapy Services NWAS DASS WUTH Wider PCT – eg Medicines Management Assistive Technology
	3,500	2008/09	Heather Rimmer	Monitoring the	Community Therapy Services



Reduce Falls

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
The number of emergency unscheduled acute hospital bed days occupied by people aged 75 or more in NHS hospitals in Wirral who are admitted through fractured neck of femur as a result of a fall, as measured by PCT data	3,255 2,975	2009/10 2010/11		number of emergency admissions to hospital of patients aged 75 and over as With a fractured neck of femur a result of a fall. Monitoring the activity of the falls prevention team.	NWAS DASS WUTH Wider PCT – eg Medicines Management Assistive Technology



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WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

DELIVERY PLANS	
Appendix Four	
Life chances for children and young people	
NI	
48	Children killed or seriously injured in road traffic accident (see plan in appendix 2)
55	Obesity among primary school age children in Reception Year
68	Referrals to children's social care going on to initial assessment
111	First time entrants to the Youth Justice System aged 10-17
112	Under 18 conception rate
117	16 to 18 olds who are not in education, employment and training (NEET)
DCFS	Statutory indicators for attainment and early years
Local	Safely reducing the number of looked after children
Local	Young peoples participation in activities



LAA Improvement Priority:	National Indicator 55 – Obesity among primary school age children in Reception Year
Sponsor:	Howard Cooper
Lead organisation:	NHS Wirral
Service Area:	Public Health
Relevant indicators:	NI 55 (as VSB09) – Childhood Obesity

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<ul style="list-style-type: none"> Deliver the National Child Measurement Programme 	<ul style="list-style-type: none"> Feedback and result letters sent to parents Child measuring completed Healthy Weight workshops delivered Training designed and delivered to the Teams Specialised 	<p>July '09</p> <p>June/July '09</p> <p>Sept '09</p> <p>Sept '09</p>	<p>Sue Edwards</p> <p>Deb Lowe</p> <p>Deb Lowe</p>	<p>- To increase the percentage of children in Reception weight and height recorded from 85% to 86%</p> <p>- For the percentage of children in Reception who are obese not to increase above 10%</p> <p>- To increase the percentage of children in Year 6 weight and height</p>	<p>School Nursing Team (WHNT)</p> <p>WHIS</p> <p>Health and Wellbeing Teams (NHS Wirral)</p> <p>Schools (Wirral Council)</p> <p>Public Health Intelligence Team (NHS Wirral)</p>
<ul style="list-style-type: none"> Design and deliver training for School Nurse Teams around brief interventions 					
<ul style="list-style-type: none"> Production of appropriate resources to 					



National Indicator 55 – Obesity among primary school age children in Reception Year

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<ul style="list-style-type: none"> • support this programme • Healthy Weight workshops designed and delivered • Data collected, cleaned, validated and sent to Department of Health • Evaluation report produced 	<ul style="list-style-type: none"> • resources distributed • Data sent from WHIS to Public Health who validate data and forward onto Dept. of Health • Evaluation Report produced 	<p>April '09</p> <p>Sept '09</p> <p>Oct '09</p>	<p>Elizabeth Farrington</p> <p>Deb Lowe</p>	<p>recorded from 83% to 85%</p> <p>- For the percentage of children in Year 6 who are obese not to increase above 20%</p>	



LAA Improvement Priority:	Number of referrals going on to initial assessment
Sponsor:	Howard Cooper
Lead organisation:	Wirral Council
Service Area:	Children's Social Care
Relevant indicators:	NI68

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Maintain and improve Social Work staffing complement.	Review recruitment arrangements.	30/06/09	Tracey Coffey	New recruitment arrangements implemented.	Corporate HR.
	Develop a clear career pathway, including progression and rewards for social workers and other social care professionals.	31/12/09	Tracey Coffey	New pathway implemented.	
	Following review of pilot to improve processes, recruit CADT Team Manager, Principal	31/12/09	Strategic Service Manager – Children &	Posts and staff in place.	Corporate HR.



Getting better together

Number of referrals going on to initial assessment

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	Manager (Access) and extra social work capacity in Assessment Teams to sustain practice.		Families / Safeguarding / LSCB.		
Ensure that thresholds for referrals to social care are known and understood by social care and all professionals	Revision of Integrated Working Guide and re-launch Weekly reporting and monitoring of all referrals into social care	30/05/09 Ongoing – review monitoring process every 3 months	Tracey Coffey Tracey Coffey	Referral rate per 10,000 2015SC Repeat referrals 2016SC Detailed analysis of referrals on weekly basis ensures any issues or barriers to referrals progressing are resolved in a timely manner.	Local Safeguarding Children's Board Local Safeguarding Children's Board
Review and revise service standards.	Revised electronic policies and procedures, which are accessible to all social workers.	31/03/10	Ann Bannister	Completed policies and procedures rolled out to staff.	



LAA Improvement Priority:	First Time Entrants into Youth Justice System
Sponsor:	Howard Cooper
Lead organisation:	Wirral Council
Service Area:	Youth Offending Service
Relevant indicators:	NI 111

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Fewer children and young people are involved in offending: Identification \ assessment (ONSET) of young people who are at risk of offending and becoming involved in offending behaviour and offer inclusion programmes. The programmes offer a range of diversionary interventions to change young people's attitudes to crime and anti-social behaviour, and address factors that put young people at risk of involvement in offending or anti-social behaviour. Intervention is at individual, family and community level.	Identification of Top 50 most at risk young people. Activity \ engagement with YP once identified.	30 April 2009 30 April 2009	John P Davies John P Davies	Reduction in the number of FTE's by 6% over three year period from 2009 until 2011. Increased number of young people achieving a qualification/ accreditation – Civic Award and ASDAN. Reduction in ONSET	Referrals from YOS/Police/Schools/Children and Families Social Care/WASBT/Neighbourhood Wardens/Housing/Community members/Respect panels/ABC Clinic/Youth Service/CAHMS/Health Service/GP's/School Nurses



Getting better together

First Time Entrants into Youth Justice System

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
				Assessment Score.	
<p>Fewer children and young people enter the Criminal Justice System:</p> <p>YOS Officer link to custody suite will improve collaboration and decision making at the point of arrest. The aim is to prevent the unnecessary entry of young people committing low level, low risk offences into the criminal justice system, through diversion out into restorative disposals.</p>	<p>YOS Officer link to Custody Suite Protocol between Police/YOS/CPS to be completed.</p>	31 May 2009	John P Davies	<p>Reduction in the number of FTE's by 6% over three year period from 2009 until 2011.</p> <p>Deliver speedy and effective justice (PSA 24).</p>	Police/CPS
<p>Wirral YOS, Wirral CYPD, Merseyside Police and the CPS already have a Joint Liaison Protocol to assist in the determination of the requirement for Police involvement with LAC.</p>	<p>Ongoing liaison in relation to reducing the number of LAC children/young people entering the CJ system.</p>	To be reviewed quarterly by the Restorative Justice Monitoring Group.	Deputy Head Of Service Wirral YOS.	<p>Reduction in the number of FTE's by 6% over three year period from 2009 until 2011.</p>	Police/CPS/CYPD/Foster Carers/Children's Homes
<p>Fewer children and young people are involved in anti social behaviour:</p> <p>Two part-time street based teams will be enhanced to full-time to enable greater street work presence in identified hot spot localities,</p>	<p>The YCAP allocation will be used to fund an additional 91 hours per week for street-based work (Youth Service and Youth Respect</p>	April 2009	Caroline Laing/ Lindsay Davidson	<p>Reduction in the number of FTE's by 6% over three year period from 2009 until 2011.</p>	WASBT/Community Safety/Police/Social Care/Connexions/Youth Service/YOS



Getting better together

First Time Entrants into Youth Justice System

Key outcome We will deliver:	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Projects and/or Activities</p> <p>particularly on Friday and Saturday nights.</p> <p>The Respect and Youth Outreach Teams will operate initially in the areas of Seacombe in Wallasey and Tranmere/Rock Ferry/Birkenhead and continue to focus upon areas with the most entrenched issues. These areas have been identified as 'hot spots' through analysis for young people and ASB.</p>	<p>Team).</p> <p>Community volunteers from a variety of backgrounds and particularly from areas of deprivation will be recruited to work alongside the Youth Respect Team.</p>	<p>June 2009</p>	<p>Caroline Laing /Lindsay Davidson</p>	<p>Reduction in the number of FTE's by 6% over three year period from 2009 until 2011.</p>	<p>WASBT/Youth Service/CYPD</p>



LAA Improvement Priority:	Teenage Pregnancy
Sponsor:	Howard Cooper
Lead organisation:	CYPD & NHS Wirral
Service Area:	Public Health
Relevant indicators:	NI 112 Under 18 conceptions

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Increasing strategic leadership and direction for implementing the Teenage Pregnancy Strategy and National Support Team recommendations	<ol style="list-style-type: none"> Appointment of teenage pregnancy strategy champions Briefing of champions 	<p>June 2009</p> <p>July 2009</p>	Teenage Pregnancy Coordinator	NI112	Children and Young People's Department (WMBC) Public Health (NHS Wirral) Wirral University Teaching Hospital NHS Foundation Trust
Improve analysis, interpretation and use of data in relation to the Teenage Pregnancy Strategy	<ol style="list-style-type: none"> Performance Management Group to meet on a regular basis Information Sharing 	<p>Ongoing</p> <p>September 2009</p>	Head of Performance	NI112	Children and Young People's Department (WMBC) Midwifery (Wirral University Teaching Hospital NHS Foundation Trust)



Teenage Pregnancy

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	<ul style="list-style-type: none"> 3. Agreements to be established Use of data for social marketing 	August 2009 and ongoing			Public Health (NHS Wirral)
Teenage Pregnancy Media and Communication Strategy and Action Plan to be created	<ul style="list-style-type: none"> 1. Young people to receive media training to be spokespeople for teenage pregnancy 2. Strategic influencers including head teachers and governors to receive media training 3. Aspiration campaign to be launched 	<ul style="list-style-type: none"> May 2009 September 2009 August 2009 	Head of Marketing	NI112	<ul style="list-style-type: none"> Tourism and Marketing Department (WMBC) Children and Young People's Department (WMBC) Schools (WMBC) Public Health (NHS Wirral) Communications Dept (NHS Wirral)
Increase availability of young people friendly sexual health and contraceptive services	<ul style="list-style-type: none"> 1. Enhanced health services available in all secondary schools 2. Comprehensive sexual health needs assessment 	<ul style="list-style-type: none"> March 2010 April 2009 	Health Promotion Strategy Manager	NI112	<ul style="list-style-type: none"> Children and Young People's Department (WMBC) Schools (WMBC) Public Health (NHS Wirral) Wirral University Teaching



Teenage Pregnancy

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	undertaken for young people				Hospital NHS Foundation Trust
Improve the consistency and quality of Sex and Relationships Education (SRE) across Wirral school and non school settings	<ol style="list-style-type: none"> 1. SRE Curriculum and Policy Lead appointed 2. Sexual Health Policy and Guidance Launched 3. Sex Education Forum Toolkit used across all secondary schools 	<p>April 2009</p> <p>March 2010</p>	Head of Branch Participation and Inclusion	NI112	Children and Young People's Department (WMBC) Schools (WMBC) Public Health (NHS Wirral)
To embed teenage pregnancy risk factors and outcomes in all holistic assessments of children and young people	<ol style="list-style-type: none"> 1. Teenage Pregnancy Prevention Risk Assessment piloted 2. Sexual Health and Young People training available to all staff working with children and young people 3. Teenage pregnancy linkage with other 	<p>June 2009</p> <p>Ongoing</p> <p>Ongoing</p>	Head of Youth Offending Service	NI112	Children and Young People's Department (WMBC) Public Health (NHS Wirral) Wirral University Teaching Hospital NHS Foundation Trust



Teenage Pregnancy

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Improved workforce training through the development of a coordinated tiered package of training	<p>appropriate strategies</p> <ol style="list-style-type: none"> 1. Basic Sexual Health Training and Sexual Health and Young People ½ day training to become mandatory for staff working with children and young people 2. Teenage pregnancy tiered training to be embedded within the Corporate Workforce Strategy 	<p>April 2010</p> <p>September 2009</p>	<p>Training and Development Manager</p>	<p>NI112</p>	<p>Children and Young People's Department (WMBC) Public Health (NHS Wirral) Wirral University Teaching Hospital NHS Foundation Trust</p>
Enhanced provision available for Children in Care in recognition of their vulnerability to teenage pregnancy	<ol style="list-style-type: none"> 1. Risk Assessment to be piloted by LAC Nurses 2. Foster carers to attend Sexual Health and Young People and Let's Make it Happen 	<p>September 2009</p> <p>Ongoing</p>	<p>Strategic Services Manager</p>	<p>NI112</p>	<p>Children and Young People's Department (WMBC) Public Health (NHS Wirral)</p>



LAA Improvement Priority:	Reduce numbers not in Education Employment and Training
Sponsor:	Howard Cooper
Lead organisation:	Wirral Council
Service Area:	14-19
Relevant indicators:	NI117

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Deliver the Authority EET Action plan.	Reduce levels of NEET for 16-18 year olds across the Borough. Increase Levels of Participation for 16-18 year olds. Improve retention rates for Young People in Post 16 Learning Deliver the Wirral Wise Programme.	Annual report on Mean levels of NEET for November, December and January - January 2011	Sheila Lynch Vivian Stafford Vivian Stafford	2009 Target: 7.1% 2010 PSA Target: 6.9%	Wirral Children's Department 14-19 team Connexions Wirral YOS, LCT and LACES Learning Providers: Schools, Colleges and WBL providers LSC
		September 2010	Vivian Stafford		



Reduce numbers not in Education Employment and Training

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Target activity for vulnerable children.	As above Section 139a assessments are undertaken with eligible young people with LDD.	Annual report against target.	Garry Owens	NI 117 and increase Participation rates for Teenage Parents, young offenders, LAC and those with LDD	Wirral C & YPD-14-19 team Connexions Wirral Leaving Care Team Wirral YOS Wirral Children's Department LSC Learning Providers
Work with employers to encourage engagement	Implementation of Wirral Employer Engagement Plan. LA Apprenticeship Challenge.	Ongoing July 2009	Vivian Stafford	NI 117	14-19 Employer Engagement group Wirral Economic Development Strategic Partnership
Cross Merseyside working to address common issues regarding course provision.	Development of "I choose Wirral" electronic prospectus. Development of Common Application	Ongoing Version 3 roll out September	Vivian Stafford		Wirral 14-19 Partnership.



Getting better together

Reduce numbers not in Education Employment and Training

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	<p>Process for students making post 16 choices.</p> <p>Diploma Implementation Plan.</p> <p>September Guarantee.</p> <p>Work in partnership with LSC to ensure a September Guarantee offer of learning at age 16 and 17.</p> <p>Promote awareness of the 14-19 Learner Prospectus to young people and their parents.</p>	<p>2009.</p> <p>Ongoing</p> <p>Report November 2009.</p>		<p>Achievement of September guarantee</p>	
<p>In partnership with local HEIs, target activity at the named Aimhigher cohort in secondary schools and colleges to address L2 and L3 attainment at 19.</p>	<p>Increase the participation of under-represented groups who progress through post 16 learning into Higher Education to increase their prospects of high</p>	<p>Ongoing</p>	<p>Ioanna Norris</p>	<p>14-19 Plan</p> <p>SIPS</p> <p>Children and Young Peoples Plan</p> <p>Connexions</p>	<p>Wirral 14-19 Partnership</p>



Reduce numbers not in Education Employment and Training

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Develop the curriculum offer to all young people pre and post 16 including: <ul style="list-style-type: none"> - vocational diplomas pre 16 - Entry and Level 1 course post 16 	quality employment. Develop and implement a Diploma implementation plan for 2009 delivery. Submit diploma application for Gateway 3. Pilot FLT test and trial programme. Undertake review and analysis of existing partnership provision and underpinning systems.	Plan in Place with termly milestones Submission made Autumn 2008 FLT model developed and evaluated. Education Plan in place. Protocols and Partnership Agreements developed and agreed	Vivian Stafford	Business Plan NEET NVQ level 2 and 3	Wirral 14-19 Partnership



Getting better together

Raise overall educational attainment, particularly lower achieving young people

Improvement priority:	Raise overall educational attainment, particularly lower achieving young people
Sponsor:	Howard Cooper
Service Area:	Learning and Achievement
Portfolio:	Children's Services and Lifelong Learning
Relevant indicators:	72 - Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in Personal Social and Emotional Development and Communication, Language and Literacy
	73 - Achievement at level 4 or above in both English and Maths at Key Stage 2
	75 - Achievement of 5 or more A* - C grades at GCSE or equivalent including English and Maths
	76 - Reduction in number of schools where fewer than 65% of pupils achieve level 4 or above in both English and Maths at KS2
	78 - Reduction in number of schools where fewer than 30% of pupils achieve 5 or more A* - C grades at GCSE and equivalent including GCSEs in English and Maths
	81 - Inequality gap in the achievement of a Level 3 qualification by the age of 19
	82 - Inequality gap in the achievement of a Level 2 qualification by the age of 19
	84 - Achievement of 2 or more A* - C grades in Science GCSEs or equivalent
	85 - Post-16 participation in physical sciences (A Level Physics, Chemistry and Maths)
	93 - Progression by 2 levels in English between Key Stage 1 and Key Stage 2



Getting better together

Raise overall educational attainment, particularly lower achieving young people

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: By Performance Indicators listed above unless otherwise stated.	Who else is required to deliver this project / activity
	Parenting Support	Dec 09	Ros Free		
	Develop literacy/numeracy via Family Learning programmes aimed at harder to reach families in order for them to support their children's learning. Target of 800 adults involved	July 09	Sarah Howarth		
	Implement the Lifelong Learning Strategic Development Plan and other plans for adult skills. Target of 2800 adult learners to participate.	July 2009	Sarah Howarth		
Implement training programme re data, including neighbourhood	Core subject teams trained on use of latest data to support schools in identifying target pupils	Dec 09	Data Strategy Group	102	National Strategies



Getting better together

Raise overall educational attainment, particularly lower achieving young people

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: By Performance Indicators listed above unless otherwise stated.	Who else is required to deliver this project / activity
data, on effects of poverty on achievement, to all relevant professionals in schools, across the partnership, and in VCF sector.	National Challenge schools SLT briefed on improvements to systems for tracking and monitoring pupil progress	Feb 09	Stuart Bellerby & Dave Hollomby		
	Roll-out of appropriate SNS National Challenge Support Packages (Stronger Management Systems, Core Plus, Leading Core Subjects) as recommended by National Challenge Advisers.	May 09	Stuart Bellerby & Dave Hollomby		
<u>Early Years</u> To narrow the gap through improving the performance of the most vulnerable children and those at risk of under-achievement.	To achieve a 7% increase on the 2008 figure of 49%.	Jul 09	Catherine Kerr		



Raise overall educational attainment, particularly lower achieving young people

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: By Performance Indicators listed above unless otherwise stated.	Who else is required to deliver this project / activity
	To implement the CLLD project to 10 target schools	Sep 09	Catherine Kerr		
To continue to improve the threshold so that all children's performance improves in the LYFSP.	To reduce the gap from 2008, 32% to 2009, 30%. Implement ISSP	Jul 09 Sep 09	Catherine Kerr Catherine Kerr		
<u>Primary</u> Raise KS1 attainment across the board, particularly that of girls in mathematics at L2+ and in all subjects at L2b+ and L3+ for boys and girls.	Use data to target intensive consultant support, to ensure accelerated progress in English and Mathematics Develop APP and AfL practice in schools to ensure accurate	Dec 09 Jul 09	Marie Lawrence Marie Lawrence		National Strategies



Getting better together

Raise overall educational attainment, particularly lower achieving young people

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: By Performance Indicators listed above unless otherwise stated.	Who else is required to deliver this project / activity
	levelling, improved moderation and secure tracking. Deliver 2008-2009 National Strategies training programmes.	Jul 09	Marie Lawrence		
Accelerate improvements in Hard to Shift schools and those which are below floor or around the new floor target of 55% floor target for combined English and mathematics at L4+	Deliver 2008-2009 National Strategies training programmes.	Jul 09	Marie Lawrence		National Strategies
<u>Secondary</u> Ensuring that in all schools at least 30% of pupils achieve 5 A*-C including English and mathematics (National Challenge)	Core subject teams trained on use of latest data to support schools in identifying target pupils National Challenge schools SLT briefed on	Dec 09 Feb 09	Data Strategy Group Stuart Bellerby &		National Strategies



Getting better together

Raise overall educational attainment, particularly lower achieving young people

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: By Performance Indicators listed above unless otherwise stated.	Who else is required to deliver this project / activity
	improvements to systems for tracking and monitoring pupil progress Roll-out of appropriate SNS National Challenge Support Packages (Stronger Management Systems, Core Plus, Leading Core Subjects) as recommended by National Challenge Advisers.	May 09	Dave Hollomby Stuart Bellerby & Dave Hollomby		
<u>Primary and Secondary</u> Ensuring that an increasing number of pupils make 2 levels of progress in each key stage, especially those pupils from deprived areas	Use data to target intensive consultant support, to ensure accelerated progress in English and Mathematics. Develop APP and AfL practice in schools to	July 09 March 10	Marie Lawrence & Stuart Bellerby Marie Lawrence & Stuart Bellerby		National Strategies



Raise overall educational attainment, particularly lower achieving young people

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: By Performance Indicators listed above unless otherwise stated.	Who else is required to deliver this project / activity
Improving attainment in mathematics across all key stages	ensure accurate levelling, improved moderation and secure tracking. Deliver 2008-2009 National Strategies training programmes.	March 10	Marie Lawrence & Stuart Bellerby		
	Use data to target intensive consultant support, to ensure accelerated progress in Mathematics.	Jul 09	Alison Simpson		National Strategies
	Develop APP and AfL practice in schools to ensure accurate levelling, improved moderation and secure tracking. Deliver 2008-2009 National Strategies	March 10	Alison Simpson		



Getting better together

Raise overall educational attainment, particularly lower achieving young people

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: By Performance Indicators listed above unless otherwise stated.	Who else is required to deliver this project / activity
	training programmes.				



LAA Improvement Priority:	Safely Reducing the Number of Looked After Children
Sponsor:	Howard Cooper
Lead organisation:	Children's Social Care
Service Area:	Children's Services and Lifelong Learning
Relevant indicators:	<p>NI 59 Initial assessments for children's social care carried out within 7 working days of referral.</p> <p>NI 60 Core assessments for children's social care carried out within 35 working days of their commencement.</p> <p>NI 61 Stability of looked after children adopted following an agency decision that the child should be placed for adoption.</p> <p>NI 63 Stability of placements for looked after children: length of placements.</p> <p>NI 68 Referrals to children's social care going on to initial assessment.</p>

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: By Performance Indicators listed above.	Who else is required to deliver this project / activity
Strategically plan to support coherent and joined up development of Area Teams/Children's Centres and Extended Schools.	Implement the findings of the re-modelling social work delivery pilot which impact on Area Team / Assessment Team members roles and responsibilities	March 2010	Strategic Service Manager, Children & Families.	NI 59 NI 60	CYP partner organisations based in areas / WITS.



Young peoples participation in activities

	Develop and implement robust underpinning systems and processes to monitor and quality assure preventative activity - CAF; Team Around the Child; Children in Need.	Sept 2009	Strategic Service Managers – Safeguarding / LSCB and Children & Families.	NI 68	CYP partner organisations based in areas / LSCB members.
	Implement Area Team review recommendations, including additional ATL capacity / Information Sharing Co-ordinators / co-location of 4 Teams. Monitor progress to join up / commission services for children with additional needs through ISWG plan.	March 2010	Head of Branch – Children’s Social Care.	NI 68	CYP partner organisations based in areas.
More timely progression of plans, for more children to be adopted or achieve permanence through Special Guardianship, Residence Orders, where this will best meet their needs.	Increase the number of children / young people in appropriately matched placements (foster care, residential, adoption).	March 2010	Strategic service manager resources.	NI 63 NI 61	Recruitment strategies involving partner agencies.
	Roll out the programme of Permanence training to children’s social care workforce.	March 2010	Strategic Service Manager – Resources.	NI 63 NI 61	Adopters / Special Guardians / specialist workers.



Young peoples participation in activities

	<p>Implement the findings of the post adoption support review and strengthen tracking systems for children who should be placed for adoption, so that a high percentage of placements are consistently made within 12 months.</p>	<p>December 2009</p>	<p>Strategic Service Manager – Resources.</p>	<p>NI 63</p>	<p>Post Adoption support commissioned services and mainstream children's services.</p>
<p>Implement multi-agency plans to safely support more children on the edge of care, incorporating measures to be implemented through the Children in Care Act.</p>	<p>Develop clear referral pathways and consistent service responses to meet the needs of children on the edge of care through, for example, MST, Adolescent Crisis Team, Complex Social Communication Team.</p>	<p>December 2009</p>	<p>Principal Manager – CAMHS / Treatment Foster Care.</p>		<p>Targeted children and young people's services.</p>
	<p>Complete the review of Children's Panels including Resource Panels and implement the findings to ensure timely multiagency responses to children at risk of family breakdown.</p>	<p>December 2009</p>	<p>Review – Principal Manager CAMHS / Treatment Foster Care Implementation – Strategic Service Managers.</p>		<p>Targeted children and young people's services.</p>



Young peoples participation in activities

<p>Implement and sustain improved processes for contact, referral and assessment – the ‘front door’ into social care.</p>	<p>Develop and agree a more robust process for the reunification of children / young people with their birth families including viability assessment, individual and family assessment, individual and family therapy and parenting skills work; post return support package.</p>	<p>March 2010</p>	<p>Principal manager – CAMHS / Treatment Foster Care.</p>	<p>Multi agency children’s services partners.</p>
<p>Implement and sustain improved processes for contact, referral and assessment – the ‘front door’ into social care.</p>	<p>Following review of pilot to improve processes, recruit CADT Team Manager, Principal Manager (Access) and extra social work capacity in Assessment Teams to sustain practice. Review and ensure compliance with standards. Teams involved – CADT, EDT, Assessment Teams.</p>	<p>December 2009</p>	<p>Strategic Service Manager – Children & Families / Safeguarding / LSCB.</p>	<p>NI 59 NI 60 NI 68</p> <p>Department of Adult Social Services, Finance Department (Call Centre).</p>



LAA Improvement Priority:	Young peoples participation in activities
Sponsor:	Howard Cooper
Lead organisation:	Wirral Council
Service Area:	Participation and Inclusion
Relevant indicators:	NI 110; NI 111; NI 199

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Re-configuration of Wirral Youth Service	Commissioning Process and framework agreed by cabinet to ensure youth clubs are providing full range of positive activities to young people.	Agreed by cabinet 23 April 2009	Maureen McDauid	Eleven clubs identified by 31 July 2009	Voluntary, Community and faith based organisations. Other providers who will be identified from the commissioning process. Police, Fire and Rescue, and PCT. Youth and Play Service
	Commissioning Process complete	31 July 2009	Maureen McDauid	Clubs planning youth provision on a district basis. Four hubs operating over six nights.	Providers identified from commissioning process. Members of commissioning group- Police, Fire and Rescue,



Young peoples participation in activities

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Provision of Positive Activities for young people during the week-end	Commissioning framework agreed by cabinet to support commissioning of week-end provision of positive Activities for young people	23 April 2009	Maureen McDauid	Seven Clubs operating over three nights. NI 110	Voluntary, Community and Faith Sector and PCT, Asset Management
	Programme of Positive activities for week-end provision finalised	31 July 2009	Maureen McDauid	NI 110 NI 111	Connexions; Youth and Play Service; YOS; Voluntary, Community and Faith Sector organisations; Police; Fire and Rescue; PCT; Neighbourhood pathfinder Organisation.
Improvement and redevelopment of 22 play areas 2009-2011	PlayBuilder Action Plan for year one and completion of improvements in 11 play areas 2009-2010	March 2010	Steve Chan	NI 199 Children and young people's satisfaction with play areas	Providers identified from commissioning process. Members of commissioning group Voluntary, Community and Faith Sector organisations; Police; Fire and Rescue; PCT; Neighbourhood pathfinder Organisation.
	PlayBuilder Action Plan for year two and completion of improvements to	March 2011	Steve Chan	NI 199 Children and young people's satisfaction with play areas	Parks & Countryside; Regeneration Parks & Countryside; Regeneration



Getting better together

Young peoples participation in activities

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	improve 11 play areas 2010-2011				



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WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

<p>DELIVERY PLANS</p> <p>Appendix Five</p> <p>Living and working environment</p>	
NI	
167	Congestion - average journey time per mile during the morning peak
186	Per capita reduction in CO2 emissions in the Local Authority area *
192	Household waste recycled and composted
195	Improved street and environmental cleanliness – Litter and detritus
Local	Improved street and environmental cleanliness – levels of litter and detritus in Wirral's most deprived areas
	* to follow



LAA Improvement Priority:	Congestion
Sponsor:	Debbie Simnor
Lead organisation:	Wirral Council
Service Area:	Technical Services
Relevant indicators:	NI 167

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Update Congestion Target Delivery Plan (2006 – 2011)	Complete & validate corridor traffic model Explore impacts of existing traffic management interventions Identify & assess implications of planned and potential interventions	September 2009 March 2010 March 2010	Debbie Simnor	LTP7 (Merseyside Local Transport Plan PI)	Merseyside Information Service (Mott MacDonald); Merseytravel; Bus operators
Variable Message Signs at Ackers Road & Borough Road Flyover	Installation of VMS & connection to UTC control room	July 2009	Debbie Simnor	As above	Statutory Undertakers; Mersey Tunnels



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Potential development of corridor Quality Bus Contract (or similar)	First meeting of Wirral Bus Working Group Explore suitability of QBC for corridor Identification of potential partner responsibilities for draft QBC if appropriate	June 2009 December 2009 March 2010	Debbie Simnor	As above	Merseytravel; Bus operators



Local Area Agreement Delivery Plan 2009/10

Priority Improvement: Local Environmental Quality

DRAFT Version for programme board.

Activity	Planned Outcome	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps	On Target A-G
OP1 Page 180	Review of cleansing equipment and techniques in order to tackle smoking related litter, paying particular attention to retail areas.	Biffa Technical Services	<ul style="list-style-type: none"> Trial of alternative equipment in most effected areas Review of trials and consideration of mainstreaming / identifying capital budget requirements through partnering board. 	Jun 09 Jun 09			
OP2	Community environment days Enhance community engagement with local environmental quality issues in order to reduce the amount and occurrence of littering.	Technical Services Wardens Together neighbourhood management Beanbag Smokefree Wirral Various local community groups ASB team Energy conservation	<ul style="list-style-type: none"> Hold 8 events in total 	Dec 09			
OP3	Develop new and enhanced graffiti removal service Improve NI195 scores by reducing levels of graffiti within the borough through programmed removal of offensive and non-offensive graffiti.	Technical Services WBC WMBC ASB Team NMP Together Probation Service Youth Offending Service	<ul style="list-style-type: none"> Establish information flow for graffiti removal requests, and data capture Secure co-operation from 	July 09 July 09			



Activity	Planned Outcome	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps	On Target R-A-G
		Newly developed community action groups	<p>partners to gather intelligence re graffiti occurrences</p> <ul style="list-style-type: none"> • Measure Impact of graffiti removal service • Promotion of new service / policy to public • Increase external funding for service from Utility companies and RSLs • Procure a 3 year contract 	<p>July 09</p> <p>May 09</p> <p>2009/10 Sept 09</p>			



Activity	Planned Outcome	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps	On Target R-A-G
OP4 CRM Springboard Integration with Biffa	To improve customer satisfaction and the efficiency of monitoring the Biffa Waste Contract by ensuring the call centre have up to date information from the contractor regarding public/councillor requests for services.	Biffa Waste Services WMBC WITS Technical Services	<ul style="list-style-type: none"> Set up reports to measure KPIs / defaults Test/ prove Missed bin CRM/Springboard integration Apply test to other service areas Ensure PDA use rolled out to street cleansing workforce, starting with entry cleansing crews. 	March 10 March 10 March 10 March 10			
OP5 Review use of HMRI Wardens to enhance partnership working between key council departments (Technical Services / Regenerations) and RSL's	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing occurrence of litter (long term strategy)	Regeneration WMBC Technical Services WMBC Together / HMRI Wardens	<ul style="list-style-type: none"> An independent review has been done and will not be revisited. As stated above wardens will now operate solely in HMR intervention areas in line with HMR aims and objectives. No doubt the work which wardens carry out in HMR areas will contribute to cleansing standards overall, but this will be under the direction of the HMRI Team and not as a part of a borough wide service. 			REQUIRE INPUT TO PLAN FROM REGENERATION	
ED1 Develop and implement citizen charters in 3 pathfinder	Enhance community engagement with local environmental quality	Liveability Steering Group	<ul style="list-style-type: none"> Design and develop local charter with community focus for one pilot area 	April 09			



Activity	Planned Outcome	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps	On Target A-G
areas.	issues in order to reduce environmental crime and increase cleansing standards in 3 targeted areas.	Beechwood and Ballantyne Housing / WPH and Riverside Housing	<ul style="list-style-type: none"> Deliver local charter with community focus in one pilot area (Beechwood and Ballantyne). Organise and deliver community day roadshows Deliver other charters to a given number of pilots Evaluate charters 	<p>April 09</p> <p>July 09</p> <p>August 09</p> <p>September 09</p>			
ED2	Continue to develop and deliver the national "The Big Tidy Up Campaign" to Wirral residents	BEANBAG Technical Services EnCams	Attempt to expand the campaign into areas not reached by the efforts in 08.	Sept 09			



Activity	Planned Outcome	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps	On Target R-A-G
ED3 Launch a smoking litter awareness campaign, targeting public houses, shops, offices and eateries.	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing presence of small accumulations of smoking related litter	Technical Services (environmental enforcement and trade waste officer) Licensing department Environmental Health	<ul style="list-style-type: none"> Prepare artwork for posters and leaflets using the EnCams smoking related campaign material. Identify campaign areas Collect baseline data on levels of smoking related litter Carry out campaign, to include giving out portable ashtrays and issuing FPN's for littering and Street Litter Control notices to premises that fail to deter customers from littering. Measure impact of campaign 	<p>June 09</p> <p>June 09 June 09</p> <p>Aug 09</p> <p>Sept 09</p>			
ED4 Develop Key Stage 2 education pack tackling the issue of litter	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing the number of recurring enviro-crime offences	Technical Services Liverpool CC	<ul style="list-style-type: none"> Develop education support pack to accompany existing DVD Re-produce pack and circulate to all schools. Develop web based activities Evaluate use of pack 	<p>Sept 09</p> <p>Sept 09</p> <p>Sept 09</p>			
ED5 Continue to promote the Tidy Business Campaign within the SOA area and beyond.	Improve cleanliness standards in secondary retail areas, in order to meet BV199 stretch target and future LAA NI 195 targets.	Technical Services	<ul style="list-style-type: none"> Continue to develop partnership working with local businesses 	ongoing			
ED6 Dog Fouling initiatives	Reduce the occurrence of dog fouling across the borough in order to improve cleanliness	Regeneration Animal Control and welfare Community Safety –	<ul style="list-style-type: none"> Consultation with Encams on feasibility of attitude survey prior to and following campaign. 	<p>April / May 09</p>			



Activity	Planned Outcome	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps	On Target R-A-G
	standards and public satisfaction.	Community Patrol Officers Anti Social behaviour Team Youth Offending Team. Technical Service	<ul style="list-style-type: none"> Enhanced enforcement, awareness, and reward campaign targeted at waterfronts and country parks during late spring & throughout summer. Increased officer presence programmed for scheduled early evenings and weekends throughout campaign period. 	<p>May till August 09</p> <p>May till August 09</p>			
Improve partnership working with other statutory landowners with regards to environmental quality issues, specifically in SOA areas.	Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing the number of recurring enviro-crime offences, paying particular attention to land adjoining adopted highway.	Technical Services WBC Other Merseyside Districts via Merseyside Cleaner Greener Safer Network Encams (Soon to be renamed the Tidy Britain Group)	<ul style="list-style-type: none"> Review second LEQ survey in SOA areas in order to highlight and quantify environmental issues, as well as identifying types of land where problems occur. Develop further the existing regional network of partners in the Merseyside cleaner safer greener partnership. This include RSLs and Statutory Undertakers such as Mersey Travel and Utility Companies Identify opportunities for 	<p>May 09</p> <p>Sept 09</p> <p>09/10</p> <p>June</p>			



Activity	Planned Outcome	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps	On Target A-G
			partnership working in 09/10 and apply for funding for Merseyside wide initiatives through MEIP (Through MCSG partnership).	2010			
ED8	Develop community environment champions Enhance community engagement with local environmental quality issues in order to reduce the amount and occurrence of littering.	Technical Services Beanbag Together Woodchurch neighbourhood management	<ul style="list-style-type: none"> Recruit 250 individuals to participate in the programme To develop a constitution for the organisation 50 community led litter-picks to be carried out A further 20 to be carried out by the Christmas 	Sept 09 Sept 09 Sept 09 Jan 09			
ED9	Liveability Mapping exercise Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195 targets by reducing litter and fly tipping on all land	Technical Services RSLs Wardens Together neighbourhood management HMRI	<ul style="list-style-type: none"> To ensure the collection of monthly data from as many land owning partners as possible To produce a set of boroughwide maps showing liveability issues for the first quarter of 09/10 To produce a number of projects directed specifically at the identified 'hot-spot' areas To continue the above mapping/project process following each set of quarterly maps 	09/10 July 09 Sept 09 Mar 09			
ED10	Highway classification exercise Improve cleansing standards borough wide in order to meet BV199a stretch target of 14% and LAA NI195	Technical Services Cleanmark	<ul style="list-style-type: none"> Work with consultants to create database classifying all highway in borough to NI195 classes Asses database provided to 	April 09 May 09			



Activity	Planned Outcome	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps	On Target R-A-G
	targets by reducing litter and fly tipping on all land		<ul style="list-style-type: none"> ensure all features are present Use database in question to produce random NI195 transects 	Ongoing			
ENF 1	Empty Property Strategy Increase the amount of empty properties brought back into use and to maintain empty properties to higher standards, in order to reduce the negative impact on environment quality at street and neighbourhood level.	Regeneration Planning / Planning Enforcement Building control Fire Brigade (Arson Reduction) Housing strategy Council tax Cosmopolitan Housing Association	<ul style="list-style-type: none"> Continue Enforced sales pilot “House” Scheme – use of grant funding to refurbish long term vacant properties in sustainable streets and sell on open market with a 10% discount Pilot to lease privately owned empty properties via housing association. 	on-going on-going April 09			



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WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

DELIVERY PLANS

Appendix Six

Sustainable, appropriate housing

NI	
154	Net additional homes provided*
155	Number of affordable homes delivered (gross)
156	Number of households living in temporary accommodation
Local	No. of vulnerable households assisted with at least one main energy efficiency measure under Warm Front
	* to follow



LAA Improvement Priority:	Affordable Housing
Sponsor:	Alan Stennard
Lead organisation:	Wirral Council
Service Area:	Housing Division - Housing Strategy Team
Relevant indicators:	NI 155

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Deliver the Borough's Affordable Housing Programme; 2009/10 target is 167 units completed and 2010/11 target is 187 units completed.	(No affordable housing units will be completed during the first quarter of 2009/10)				
	Completion of 84 units of affordable housing 2009/10 quarter 2	30 th September 2009	Ian Platt	NI155	Local RSL's, HCA, Newheartlands, Technical Services (Development Control), Private Developers
	Completion of 21 units of affordable housing 2009/10 quarter 3	31 st December 2009	Ian Platt	NI155	Local RSL's, HCA, Newheartlands, Technical Services (Development Control), Private Developers
	Completion of 73 units of affordable housing 2009/10 quarter 4	31 st March 2010	Ian Platt	NI155	Local RSL's, HCA, Newheartlands, Technical Services (Development Control), Private Developers



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	(excludes any S106 units which it is unlikely will now be completed)				Private Developers
	Completion of 63 units of affordable housing 2010/11 quarter 1	30 th June 2010	Ian Platt	NI155	Local RSL's, HCA, Newheartlands, Technical Services (Development Control), Private Developers
	Completion of 16 units of affordable housing 2010/11 quarter 2	30 th September 2010	Ian Platt	NI155	Local RSL's, HCA, Newheartlands, Technical Services (Development Control), Private Developers
	(No affordable housing units will be completed during the third quarter of 2010/11)				
	Completion of 108 units of affordable housing 2010/11 quarter 4	31 st March 2011	Ian Platt	NI155	Local RSL's, HCA, Newheartlands, Technical Services (Development Control), Private Developers
	Housing Strategy Team Officers have dedicated affordable housing schemes they are responsible for facilitating and driving forward with the appropriate RSL to ensure deadlines for completion are met	Regular ongoing steering groups meetings take place to drive forward schemes	Lisa Newman	NI155	Local RSL's, HCA, Newheartlands, Technical Services (Development Control), Private Developers as appropriate



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	6 weekly Housing Strategy internal review meetings take place to discuss progress / resolve any issues with development schemes	Next meeting is scheduled for 12/3/09 and then 6 weekly thereafter	Lisa Newman	NI55	Housing Strategy Team officers, HMRI Policy Team and Empty Property Team officers
	Ongoing review of Governments recent announcements regarding mortgage rescue packages and other opportunities to address the current financial concerns.	Ongoing	Lisa Newman	NI155 / NI 156	Local RSL's, HCA, Newheartlands, Technical Services (Development Control), Private Developers as appropriate



LAA Improvement Priority:	Homelessness
Sponsor:	Alan Stennard
Lead organisation:	Wirral Council
Service Area:	Housing Division – Rehousing Services
Relevant indicators:	NI 156

** Note Ian Platt is the Lead Officer for the LAA Improvement Priority, Catherine Green is the manager of the service delivering the improvements

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Reduce the number of households in temporary accommodation by half by 2010 (baseline was 8 in Dec 2004, interim baseline was 24 in Dec 2007) Target is now 8 in Dec 2009 and 4 in Dec 2010.	Weekly meeting takes place to monitor all applicants in temporary accommodation	Weekly	Ian Platt/Catherine Green **	NI156	
	New Housing Options team fully in place	June 2009	Ian Platt/Catherine Green**	NI156	
	Implement revised Temporary Accommodation procedures	May 2009	Ian Platt/Catherine Green**	NI 156	RSLs Supported Accommodation providers
	Formalise joint working arrangements between Housing Options and	November 2009	Ian Platt/Catherine Green**	NI156	CYPD Supporting People Team



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	CYPD including adoption of joint assessment protocol				
	Increased customer interface for Housing Options Team	June 2009	Ian Platt/Catherine Green**	NI 156	Finance Department Asset management
	Increased public relations for Housing Options Team	July 2009	Ian Platt/Catherine Green**	NI 156	
	Expand use of Bond Scheme to Hostel leavers	August 2009	Ian Platt/Catherine Green**	NI 156	Supporting People Team
	Housing Support provision revised for re-housed homeless applicants and those at risk of homelessness	Dec 2009	Ian Platt/Catherine Green**	NI 156	Local RSLs, Supporting People Team, Supported housing providers,
	Advertise accredited landlords through Wirralhomes	August 2009	Ian Platt/Catherine Green**	NI 156	RSLs Private sector landlords
	Review of implementation of Government's recent announcements regarding mortgage rescue packages.	July 2009	Ian Platt/Catherine Green**	NI 156 Number of households accepted as homeless due to mortgage arrears	CAB Plus Dane
	Review use of cold weather provision for rough sleepers	November 2009	Ian Platt/Catherine Green**	NI156	YMCA, Supporting People Team
	Investigate use of current dispersed	April 2010	Ian Platt/Catherine Green**	NI 156	Wirral Partnership Homes



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	temporary accommodation properties for future use as supported housing for intentionally homeless households		Green**		



LAA Improvement Priority:	Decent Homes for Vulnerable People
Sponsor:	Alan Stennard
Lead organisation:	Wirral Council
Service Area:	Housing Division - Housing Strategy Team
Relevant indicators:	Local 4266

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Install energy efficiency measures in 2903 homes in 09/10 through the Government's "Warm Front" programme.	Installations into 446 homes	30.06.09	Ian Platt	Local 4266	Eaga, Energy Saving Trust advice centre
	Installations into 1153 homes	30.09.09	Ian Platt	Local 4266	Eaga, Energy Saving Trust advice centre
	Installations into 1937 homes	31.12.09	Ian Platt	Local 4266	Eaga, Energy Saving Trust advice centre
	Installations into 2903 homes	31.03.10	Ian Platt	Local 4266	Eaga, Energy Saving Trust advice centre
Install energy efficiency measures in 3048 homes in 10/11 through the Government's	Installations into 466 homes	30.06.10	Ian Platt	Local 4266	Eaga, Energy Saving Trust advice centre



Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
"Warm Front" programme.					
	Installations into 1210 homes	30.09.10	Ian Platt	Local 4266	Eaga, Energy Saving Trust advice centre
	Installations into 2033 homes	31.12.10	Ian Platt	Local 4266	Eaga, Energy Saving Trust advice centre
	Installations into 3048 homes	31.03.11	Ian Platt	Local 4266	Eaga, Energy Saving Trust advice centre
Area-based targeting of homes to increase take-up of "Warm Front"	Appointment of supplier through OJEU tender to deliver activity	30.06.09	Ed Kingsley	Local 4266	Finance Department Procurement Unit
Mailings to promote energy efficiency improvements	2009/10 mailings begin	30.09.09	Ed Kingsley	Local 4266	Eaga, Energy Saving Trust advice centre
	2010/11 mailings begin	30.06.10	Ed Kingsley	Local 4266	Eaga, Energy Saving Trust advice centre
Training programme for front-line staff to refer customers / clients for energy efficiency improvements	Quarterly training sessions	May, August, November and February each year	Ed Kingsley	Local 4266	Eaga, Energy Saving Trust advice centre, npower Health Through Warmth



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WIRRAL'S STRATEGIC PARTNERSHIP EXECUTIVE BOARD

WEDNESDAY 1st APRIL 2009

REPORT OF THE ENVIRONMENT AND SUSTAINABILITY ADVISORY GROUP

1. EXECUTIVE SUMMARY

This report details the steps taken by the Environment & Sustainability Advisory Group to establish a process for a programme of sustainability appraisals of the Sustainable Community Strategy and the Local Area Agreement (LAA). Appraisals have been carried out on the 2008/11 LAA priorities for improvement. The work of the group identified risks to the sustainability of the delivery of the priority areas and highlighted interactions between priority areas. A summary of the group's findings is attached and proposals for an approach to continuity of this work.

2. BACKGROUND

- 2.1 A meeting of the Local Area Agreement Programme Board on 15th January 2008 endorsed a proposal to establish a panel for the purpose of forwarding the Local Strategic Partnership's commitment to ensuring sustainability in its community strategy and in the delivery of the LAA by a programme of sustainability appraisals.
- 2.2 To fulfil the wishes of the Programme Board a new group, the Environment & Sustainability Advisory Group (ESAG) was formed to replace the Environmental Partnership Steering Group. A summary of its terms of reference and membership is given in **Appendix I**. As well as the expertise in sustainability needed to support the process, a detailed knowledge of the LAA priority areas for improvement was also a prerequisite for the task. All members were mandated by their block leads or line management to represent them in the discussions of the group.

3. SUSTAINABILITY APPRAISAL PROCESS

- 3.1 For the purposes of understanding the sustainability appraisal, the term sustainability is taken to mean ensuring a balance between the economic, environmental and social/community aspects of the priority area or target under scrutiny.
- 3.2 A three-stage process was devised to assess the sustainability of the LAA priority areas for improvement.
- 3.3 The first stage made a straightforward assessment of the potential positive or negative impacts of the priority area under scrutiny on the sustainable implementation of the LAA.
- 3.4 For the second stage, a risk assessment approach was incorporated into the appraisal process so that the risks to the partnership of not delivering actions in a sustainable way are clearly understood and evaluated. The council's risk and insurance manager provided expert support to this part of the process.

- 3.5 The third stage took a more in depth look at the interaction and connections between the priority areas for improvement. This approach identified areas of support and collaborative working that can give added value to the delivery of the LAA's priorities. It also identified potential conflicts arising from the delivery of the actions so that any negative impacts can be mitigated through revised action planning.

4. SUSTAINABLE DELIVERY OF THE LAA PRIORITY AREAS

- 4.1 The sustainability appraisal risk assessment process identified that in every case the positive benefits to the economy, environment & community of delivering the improvement priority outweighed the negative. However where negative impacts have been identified, action plans should be amended /adapted to mitigate these.
- 4.2 Many of the LAA priority areas are interlinked across the blocks, the majority in a positive way which gives scope for adding value to delivery plans; for example a reduction in the number of households in temporary accommodation will benefit some of the health and education indicators.
- 4.3 There are cases where the delivery of one indicator may potentially have a negative effect on another; for example a successful outcome to the new business registration target may result in an increase in congestion, or increased CO₂ emissions.
- 4.4 For most of the priority areas there are matters outside the scope of the LAA priorities that need to be taken into account for their effective achievement. For example a cross cutting issue such as accessibility is fundamental to the delivery of many targets. There are other issues, which may be viewed as enabling the sustainable delivery of the LAA priorities, e.g. equality & diversity, or as enhancing the sustainable delivery, for example, by including natural environment issues in the delivery of net new homes.
- 4.5 Summaries showing the most important issues arising from the risk assessment and the potential interactions between priority areas and their associated indicators are shown in **Appendix II**.
- 4.6 The majority of sustainability issues raised during the appraisal exercise have not been categorised as high risk to short-term delivery but are integral to the long-term sustainability of Wirral's priorities for improvement. The table in **Appendix III** illustrates the potential negative impacts to long-term sustainability if these issues are not taken into account. Similarly the table lists the potential positive impacts if LAA priority areas are delivered in a sustainable way.

5. RISK REGISTER

- 5.1 This work has been aligned with the LAA risk register as far as possible and some sustainability issues have been raised as high level risks in that document, notably issues of accessibility.

- 5.2 It is proposed that further work is carried out to integrate sustainability appraisal work into the main LAA risk register, so that sustainability is integral to the process of review by theme leads on a quarterly basis.

6. RECOMMENDATIONS

- 6.1 That thematic partnerships ensure impacts on targets in other partnerships are taken into account in their implementation plans with clear mitigation plans in place to minimise any potential negative outcomes.
- 6.2 That opportunities for working across priority areas are positively encouraged in order to promote better outcomes and more effective use of resources.
- 6.2.1 That this work is fed into the LAA risk register as appropriate to ensure alignment and identification of high level risks to delivery.
- 6.3 That an annual report from the sustainability appraisal review is considered in conjunction with the review of delivery plans.

**Contact: Graham Gladden
Chair, Environment & Sustainability Appraisal Group**

This report has been prepared by Sue Weldon who can be contacted on 691 8030.

Appendix I

Environment & Sustainability Advisory Group

Terms of Reference

1. The Environment & Sustainability Advisory Group (ESAG) is tasked by Wirral’s LSP through its LAA Programme Board to assess the sustainability of the Community Strategy, the Local Area Agreement and all action plans arising out of it.
2. The ESAG will report to the Programme Board at least twice a year making recommendations for action as necessary.
3. ESAG will, through its membership, identify opportunities for interaction between LAA blocks/organisations to work towards more sustainable solutions.
4. ESAG will promote wider understanding of sustainability through the organisation of Forums for the existing WEP membership, partner agencies and other organisations.
5. Members of ESAG will attend other meetings and groups (e.g. Nottingham Declaration Group, Sustainability Appraisal Group) to promote a consistent approach to sustainability.

Membership

Organisation		Member
Wirral Environment & Sustainability Partnership		Graham Gladden (Chair)
Wirral Council Corporate Policy		Sue Weldon
Nottingham Declaration Working Group		Brian Anderson
Merseytravel		Jason Roberts
Voluntary Sector Representative		WCVSN nominee
Business Representative		Chico Ribeiro (WIN representative)
Wirral Council Forward Planning		John Entwistle
Themes:	Stronger Economy	Alan Evans
	Safer Communities	Steve McGilvray
	Health & Well-being	Sue Drew
	Living & working environment	Tara Dumas
	Children & young people	Deirdre Smith
	Sustainable housing	Alun Hughes/Peter Rogers
Co-opted member		David Moore (United Utilities)

Appendix II

Strong Local Economy					
Priority Area	Sustainability Appraisal	Risk assessment	Key Potential positive interactions with other indicators	Key Potential negative interactions with other indicators	Sustainability Enablers/Enhancers
Working age claiming benefits NI153	Positive – benefits to economy & community	Overall positive but with concerns over effects of recession and risk that job creation does not reach target cohort. Issues of accessibility. Skills taught need to be appropriate for jobs.	Skills Drug related offending Anti social behaviour Serious violent crime Assault with injury crime U18 conception rate NEET AAACM Mental health Temp accommodation	Impact on CO2 Affordable homes	Accessibility Sustainable transport Local economy LDF
Overall employment rate 151	Positive	Recession Skills locally available not appropriate for jobs.	Skills Crime related indicators Health related indicators	Net new homes Affordable homes	Accessibility Sustainable transport Local economy LDF
New Business Registration rate 171	Overall mixed with concerns over environmental and community impacts.	Overall assessment positive but highlights concerns over impacts on CO2 emissions, availability of suitable premises, congestion and	Working age claiming benefits Overall employment rate	Skills levels Land & premises Congestion CO2 emissions Net new homes Affordable homes	Support to existing business Sustainable transport Waste & recycling LDF Accessibility

AGENDA ITEM 9

		impact on living environment			
NVQ level 2 Local	Positive	Positive but depends on delivery of appropriate training courses for employment	New business registration rate NEET	Overall employment rate New business registration rate	Business engagement with schools & colleges
Employment land and premises Local	Overall mixed with serious concerns over possible impacts on emissions, congestion and the natural environment	Overall assessment strongly positive but highlights the possible impact on greenbelt, site availability or the cost of brownfield remediation	New business registration rate Working age claiming benefits Skills levels	Impact on CO2 Recycling Net additional homes	LDF Sustainable transport Natural environment Waste & Recycling Climate change

Community Safety

Priority Area	Sustainability Appraisal – impacts on economy, environment, community	Risk assessment	Key Potential positive interactions with other indicators	Key Potential negative interactions with other indicators	Sustainability Enablers/Enhancers
Drug related (class A) offending rate NI138	Positive – benefits to economy & community	Recession Skills for employment	Skills levels Health related indicators Serious violent crime Assault with injury NI 21 NEET	None identified	Community safety-perceptions
Anti social behaviour Local	Positive – all areas	No risks identified	NEET Young people’s participation in positive activities Alcohol harm	First time entrants to YJS	Community safety Neighbourhood management LDF

			Env. Quality NI 21		
Serious violent crime rate NI15	Positive- all areas	Increase in cocaine use compared with other drugs	Alcohol harm Temp accommodation Looked after children NI21	None identified	Community cohesion
Assault with injury crime rate NI20	As NI15	As NI15	As NI15	As NI15	Community cohesion

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Housing Indicators					
Priority Area	Sustainability Appraisal – impacts on economy, environment, community	Risk assessment	Key Potential positive interactions with other indicators	Key Potential negative interactions with other indicators	Sustainability Enablers/Enhancers
Number of affordable homes delivered NI155	Positive	Current economic climate Employment prospects	Homelessness Health related indicators Education indicators Decent homes CO2 emissions	None identified	Climate change Accessibility E & D LDF
Number of households in temporary accommodation NI156	Positive	Repossessions Unemployment	Homelessness Education indicators Health related indicators	Affordable Housing	Accessibility
Decent homes Local	Positive	Availability of grants	Health related indicators CO2 emissions	Affordable Housing	

Housing Indicators (2)					
Priority Area	Sustainability Appraisal – impacts on economy, environment, community	Risk assessment	Key Potential positive interactions with other indicators	Key Potential negative interactions with other indicators	Sustainability Enablers/Enhancers
Net new homes NI 154	Positive if in suitable & sustainable locations	Current economic climate	New business registration Decent homes	Affordable Housing Waste indicators CO2	Natural environment Accessibility Community cohesion LDF

Congestion					
Priority Area	Sustainability Appraisal – impacts on economy, environment, community	Risk assessment	Key Potential positive interactions with other indicators	Key Potential negative interactions with other indicators	Sustainability Enablers/Enhancers
Average journey time NI167	Mixed- interventions may not constrain traffic growth, may impact on quality of life, road safety, businesses.	Fuel costs	CO2 Health indicators	KSI	Public transport Travel plans Air quality

Liveability					
Priority Area	Sustainability Appraisal – impacts on economy, environment, community	Risk assessment	Key Potential positive interactions with other indicators	Key Potential negative interactions with other indicators	Sustainability Enablers/Enhancers
Improved street cleanliness NI195	Positive	None identified	New business registration Land & premises	None identified	
Household waste recycled and composted NI192	Positive	Falling markets for recyclates	CO2 Street cleanliness	Net new homes	Social enterprise New business registration
Improved street cleanliness in most deprived areas Local	Positive	Reduction in HMRI funding (env wardens)	ASB	None identified	High density housing Highway obstructions Planning

Road Safety					
Priority Area	Sustainability Appraisal – impacts on economy, environment, community	Risk assessment	Key Potential positive interactions with other indicators	Key Potential negative interactions with other indicators	Sustainability Enablers/Enhancers
KSI NI47	Positive-all areas	Increase in traffic	Health indicators	Congestion	Sustainable transport School travel plans

Climate Change					
Priority Area	Sustainability Appraisal – impacts on economy, environment, community	Risk assessment	Key Potential positive interactions with other indicators	Key Potential negative interactions with other indicators	Sustainability Enablers/Enhancers
Per capita CO2 emissions in LA area NI186	Positive	Many aspects of delivery of this indicator not in LA control	Health indicators Waste & recycling Congestion	New business registrations Net new homes	Other partners- public, private, & community

Please note: the appraisal of the HWB indicators is at the time of writing not complete- information will be added to this table.

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Health & Wellbeing					
Priority Area	Sustainability Appraisal – impacts on economy, environment, community	Risk assessment	Key Potential positive interactions with other indicators	Key Potential negative interactions with other indicators	Sustainability Enablers/Enhancers
Alcohol harm related hospital admission rates NI39	Positive-all areas	Promotion of night time economy	Conception rate ASB Assault with injury Falls	None identified	Licensing Retail Domestic violence
Under 18 conception rate NI112	Positive	Economic downturn	Skills Employment rate Affordable housing	None identified	
All age all cause mortality rate NI120	Positive	Lifestyle issues	Employment rate Skills	Supported living Carers Decent homes	Climate change LDF Accessibility & transport
Stopping smoking NI123	Positive	Economic downturn	AAACM Env quality		Environmental services

AGENDA ITEM 9

Social care clients receiving self directed support NI130		Disability living allowance		Carers Affordable housing Decent homes	Environmental services Transport- shared services LDF
Carers receiving needs assessment or review NI135		Need for more carers to support other indicators may increase low skill part time economy or impact on family ability to be economically active.		Falls Supported living	
Number of emergency bed days for # neck femur in >75s Local	Positive	Ageing pop ⁿ	AAACM Independent living	Affordable housing Decent homes Carers	Streetscene Env. Services Transport & Accessibility
Clients with ≥ 2 episodes of self harm engaged in meaningful activity Local					
Reduce number of people with dementia admitted to care Local				Affordable housing Decent homes	
People supported to live independently thro social services Local				Affordable housing Decent homes Carers	Env. Services Transport- shared services LDF

Children & Young People					
Priority Area	Sustainability Appraisal – impacts on economy, environment, community	Risk assessment	Key Potential positive interactions with other indicators	Key Potential negative interactions with other indicators	Sustainability Enablers/Enhancers
Children KSI NI48	Positive	Increase in traffic	Health indicators	Congestion	School travel plans Sustainable transport
Obesity among primary school age children NI55	Positive	Availability of facilities for exercise Affordability of healthy food	AAACM Working age claiming benefits Employment rate Attainment indicators	None identified	Sport & Rec School Travel Plans Lifestyle Parks & Countryside Extended school s
Referrals to children’s social care going on to assessment NI68	Positive	External incidents* Media *	Looked after children	None identified	Community cohesion
16-18 yr olds not in education, employment, training (NEET) N117	Positive	Availability of jobs Accessibility	ASB Teenage conception Skills First time entrants to YJS Mental health Alcohol harm Participation in positive	None identified	Sustainable transport Community safety – perception Housing Natural environment (work schemes)
Safely reducing number of looked after children Local	Positive		Mental health	None identified	
Young people’s participation in positive activities Local	Positive	Availability of schemes Transport & accessibility Affordability	Skills ASB Obesity NEET Teenage conception	None identified	Community safety- perception

* May influence number of referrals but not likely to influence no of assessments

Appendix III

Delivery of LAA priorities for improvement :Impacts on long term sustainability

Potential negative impacts of delivery	Potential positive impacts of delivery
Strong Local Economy Indicators	
<ul style="list-style-type: none"> • Accessibility • Increase in traffic emissions & congestion • Impact on natural environment • Impact on living environment – number of new/affordable homes needed • Increase in waste produced • Increase in CO₂ emissions • Planning for climate change adaptation 	<ul style="list-style-type: none"> • Benefit to local economy • Benefit to health & well being • Decrease in crime
Community Safety Indicators	
<ul style="list-style-type: none"> • No negatives identified 	<ul style="list-style-type: none"> • Perceptions of community safety • Community cohesion • Benefit to economy • Benefit to environment (ASB)
Health & Well Being Indicators	
<ul style="list-style-type: none"> • Accessibility • Need for sustainable transport choices • Impact on living environment – number of affordable homes needed • Number of decent homes needed 	<ul style="list-style-type: none"> • Benefit to economy • Benefit to health & well being
Children & Young People Indicators	
<ul style="list-style-type: none"> • Sustainable transport • Number of affordable/decent homes needed • Maintenance of open space/ facilities for sport • Accessibility 	<ul style="list-style-type: none"> • Benefit to economy • Benefit to health & well being • Attainment & aspirations raised • Perceptions of community safety
Environment Indicators	
<ul style="list-style-type: none"> • Sustainable transport choices (Congestion) • Impact of climate change on health 	<ul style="list-style-type: none"> • Benefit to economy • Benefit to health & well being • Quality of Life
Housing Indicators	
<ul style="list-style-type: none"> • Impact on natural environment • Community cohesion • Accessibility • Increase in CO₂ emissions • Planning for climate change adaptation • Increase in waste produced 	<ul style="list-style-type: none"> • Benefit to health & well being • Community cohesion • Benefit to economy

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WIRRAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

WEDNESDAY 1ST APRIL 2009

REPORT OF THE DEPUTY CHIEF EXECUTIVE / DIRECTOR OF CORPORATE SERVICES

WIRRAL'S LOCAL STRATEGIC PARTNERSHIP - GOVERNANCE UPDATE REPORT

1. EXECUTIVE SUMMARY

- 1.1. The purpose of this report is to request final approval from board members on the proposals arising from the review of governance arrangements for Wirral's local strategic partnership (LSP).

2. OUTCOME OF LSP BOARD MEETING - DECEMBER 2008

- 2.1. Wirral's LSP Board agreed the following recommendations at its meeting in December 2008:
- 2.2. That the LAA Programme Board be formally recognised as the Executive Board of the LSP and the main decision making body of the partnership;
- 2.3. That proposals are developed to ensure that the role of the Local Strategic Partnership Board in overseeing the long-term aspirations for the borough, and in engaging stakeholders across Wirral in the partnership's agenda, is fully realised and that the LSP board be expanded to create a larger, more consultative group and considers policy review work
- 2.4. That the block leads group be reformed and expanded to include any other relevant staff and that this group provide a management function to the LSP executive
- 2.5. That LSP partners support the development of the partnership's delivery infrastructure and reporting mechanisms where this is appropriate and necessary, i.e. in relation to the thematic partnerships, block working groups and other groups such as the Wirral Equalities Forum and Environmental and Sustainability Advisory Group.
- 2.6. The LSP board requested that further work be undertaken to develop revised terms of reference for the LSP Executive and the LSP Board. This would include membership, roles and responsibilities, reporting structure and the remit for both groups include the development a communications plan for the LSP to be brought to the next meeting of the LSP board in March 2009. This report covers these areas, with the exception of the communications plan, which still needs to be developed.

3. PROPOSED LSP STRUCTURE

- 3.1. This structure reflects the original presentation to the LAA Programme Board and subsequent meeting with the LSP Board. It also reflects good practice guidance from the Audit Commission regarding LSP governance. The following sections cover firstly some cross-cutting issues and then give an update on each component of the partnership.
- 3.2. The representative role played by members of the community and voluntary sector will be managed by Voluntary Community Action Wirral (VCAW), which will be commissioned to develop the engagement network to do this. For clarity, this report refers to VCAW throughout as the lead on representation of the sector. Proposals for spending the additional funding agreed through the LAA reward grant will also be agreed with VCAW by the partnership executive.
- 3.3. The following sections explain the proposals for the changes to the governance structure.
- 3.4. **LSP board → Strategic Partnership Assembly**
- 3.4.1. It is proposed that the LSP board be renamed Wirral's Strategic Partnership Assembly. This group has already agreed to extend the membership to Wirral councillors, and it is further proposed that the group will pursue a wider representation than the existing membership. The current workshop approach will facilitate this, and an assembly / conference approach will be used to run the meeting. This is in line with best practice from LSPs across the country, and will be vital in enhancing the engagement channels required by the comprehensive area assessment process.
- 3.4.2. The LSP Board has already agreed that it should be transformed into a wider partnership forum with a larger number of partners. The Wirral Strategic Partnership Assembly will have an important role of co-ordinating engagement across the sectors. It will consider both current and future policy provision so ensuring that there are a fuller set of views on how Wirral's Strategic Partnership can take forward the priorities for Wirral. This will include an advisory role regarding the following issues:
- National Indicator 7 (NI 7) – *Environment for a thriving third sector*
 - The Sustainable Community Strategy
 - The Comprehensive Engagement Strategy
 - Third Sector Development
 - The emerging Community Cohesion Agenda – NI 35
 - Community Engagement via Area Forums
- 3.4.3. This group's role and responsibilities will focus on a representative function and providing a wider consultation forum on key policies and strategies, and in particular to strengthen the links between delivery partnerships, areas and elected members. A draft terms of reference is included as an appendix. The group will act as an advisor to the partnership executive.

3.5. LAA programme Board → Strategic Partnership Executive

3.5.1. As previously agreed, the Wirral Strategic Partnership Executive (previously the LAA Programme Board) will be the senior decision making board for Wirral's strategic partnership with overall responsibility for the partnership and delivery of Wirral's sustainable community strategy and local area agreement.

3.5.2. The executive's role will be to work collaboratively to ensure the delivery of the objectives and targets contained in the sustainable community strategy and the local area agreement and to remove any barriers or blockages to successful delivery. The board will own the SCS and LAA documents and be responsible for maximising Wirral's performance under comprehensive area assessment (CAA).

3.5.3. The board's membership is:

- Wirral Council
- NHS Wirral
- Wirral University Teaching Hospital NHS Foundation Trust
- JobCentrePlus
- Learning & Skills Council
- Private sector
- Cheshire and Wirral Partnership NHS Foundation Trust
- Merseyside Police
- Community and Voluntary Sector
- Merseyside Fire & Rescue Service

3.6. Block leads group → Management Group

3.6.1. This group will be renamed the Wirral Strategic Partnership Management Group and will take responsibility for managing the delivery plans that respond to the ongoing assessment of local needs and priorities. They will also act to ensure, where appropriate, cross cutting themes are actioned across the thematic delivery partnerships.

3.6.2. The Management Group will be chaired by the Council's Deputy Chief Executive and will have representatives from each of the thematic delivery partnerships, the LSP team, the chief executive of Voluntary Community Action Wirral, and someone to act as a link with each of the key enabling groups that feed into the management group (not necessarily one person per group). Currently this would be:

- Environmental sustainability appraisal group
- Wirral equalities forum
- LAA development group.
- Cohesion group (not yet created) and comprehensive engagement strategy group
(Plus possible, limited additional groups as required and agreed by the management board)

3.6.3. The management group will provide leadership and direction to the enabling groups supporting the entire partnership, including creating any new regular and

/ or task and finish groups. The management group will be accountable to the partnership executive.

3.7. Blocks → Thematic Partnerships

3.7.1. The thematic delivery partnerships will lead on the delivery of the LAA improvement targets and partnership priorities by managing the performance and risks through robust delivery plans. Membership will be determined by theme delivery partnership leads and will include appropriate representation from community and voluntary sector. The blocks will be formally subsumed into the thematic partnership arrangements.

3.7.2. There will be six thematic partnerships (one for each of the six themes in the SCS), and each will be represented on the management board. These thematic partnerships are:

- **Crime and Disorder Reduction:** led by the Crime and Disorder Reduction Partnership
- **Children and Young People** (to become Children's Trust): led by the Children and Young People's Executive Board
- **Health, Care and Wellbeing:** led by the Health and Wellbeing Partnership
- **Strategic Housing:** led by the Strategic Housing Partnership Board
- **Environment and Liveability:** currently led by the liveability group
- **Economic Development and Skills:** led by the Wirral Economic Development and Skills Partnership group.

3.7.3. It will be up to each thematic partnership to construct and maintain its own terms of reference. Whilst maintaining their own structures for governance and reporting, including organisational accountability, the thematic partnerships will be ultimately accountable to the executive in a partnership context.

3.8. Enabling groups and partnership support

3.8.1. To complement the thematic delivery structures, a range of other groups is necessary to support the enabling activities required. This includes other existing partnerships such as Environmental Sustainability Appraisal Group (ESAG), the Compact strategy group, comprehensive engagement strategy group and Wirral Equalities Forum, but also areas as yet undeveloped. These enabling activities will require different approaches, ranging from formalised groups with a regular meeting cycle to task and finish groups or ad hoc / one off groups. These groups will be accountable to the management board and ultimately partnership executive.

3.8.2. The partnership's main approach to area working will be through the existing area forums, and work is underway to review the operation of these forums. This work will be reported to the LSP Assembly for consultation and to the LSP Executive for approval at a future date.

3.8.3. Partnership, performance, secretariat and development support will continue to be provided by the LSP team within Wirral Council's Corporate Policy team. The authority will also provide support for legal, financial, risk management and communications from within council structures. However the LSP Executive

should consider what support from other partners is appropriate and necessary; this could be financial or staff / in kind resources.

- 3.9. These structures are represented diagrammatically in appendix one and draft terms of reference are included as appendix two.
- 3.10. The proposals set out in section 3 of this report were approved by the LSP board at its meeting on 10th March 2009.

4. BACKGROUND PAPERS

- LSP Board paper – Item 7 – December 2008
- LAA Programme Board paper – Item 9 – November 2009
- ICE consultation on LAA Programme Board & board away day – October 2008
- LAA Programme Board paper – Item 6 – January 2008

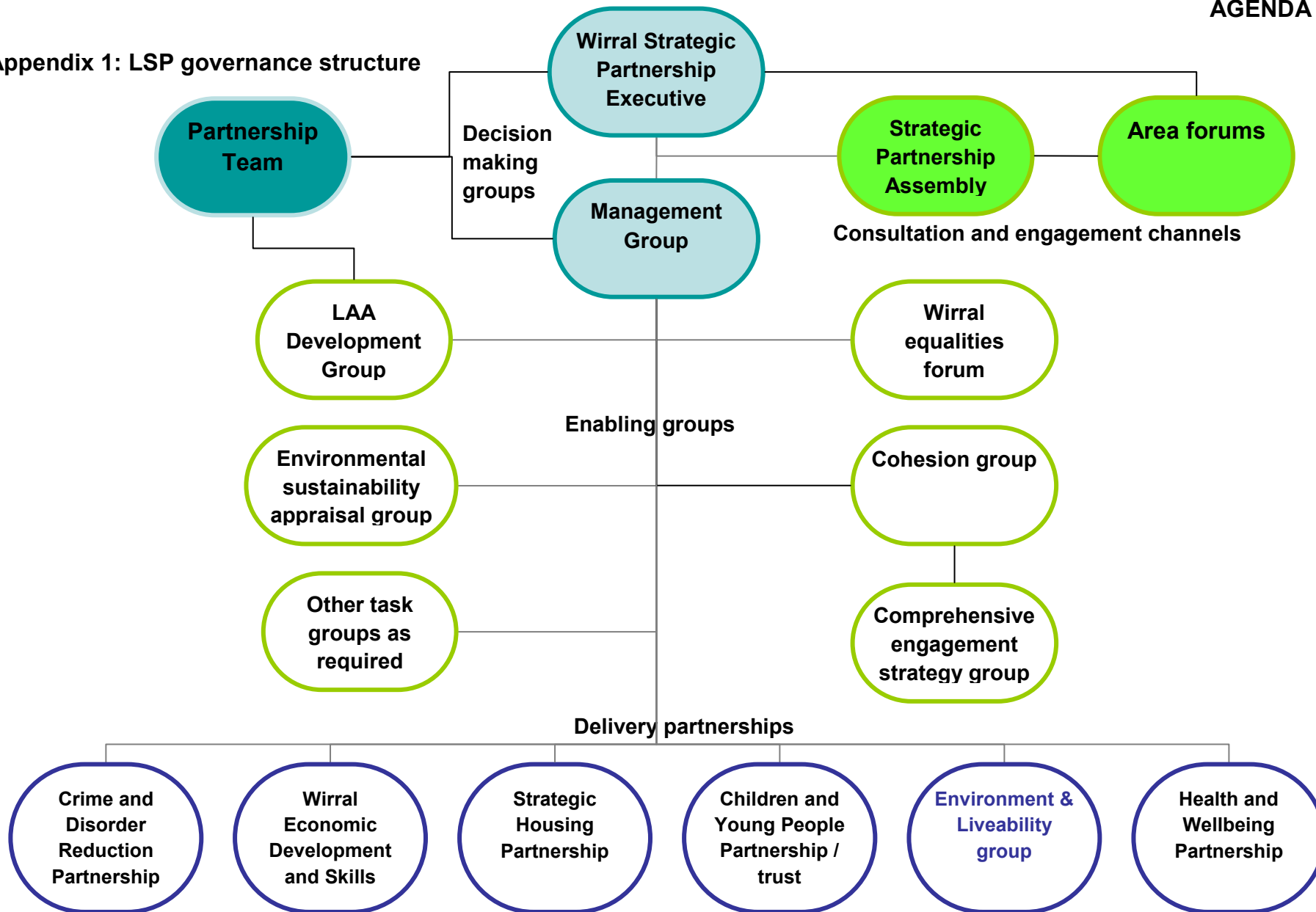
5. RECOMMENDATIONS

- 5.1. Executive board members are recommended to approve the structure and terms of reference set out in appendix one and two of this report.

Jim Wilkie
Deputy Chief Executive / Director of Corporate Services

This report was prepared by Russ Glennon, John Highton and Lucy Beed who can be contacted on 691 8152, 8522 8006 respectively.

Appendix 1: LSP governance structure



Appendix two: draft terms of reference

Wirral's Strategic Partnership Executive	
Role	Be the principle decision making group for Wirral's Local Strategic Partnership. Provide leadership to the entire partnership and work collaboratively to remove barriers and achieve the vision and objectives of the partnership.
Responsible for:	Development and delivery of the sustainable community strategy, local area agreement and other key strategies and the partnership's approach to comprehensive area assessment.
Directly accountable to:	Department for Communities and Local Government, Government Office for the North West, CAA joint inspection team, senior organisational decision making structures., including Wirral Council's Cabinet as the accountable body.
Membership:	<p>Leader of the Labour Group, Wirral Council Leader of the Liberal Democrat Group, Wirral Council Leader of the Conservative Group, Wirral Council Chief Executive of Wirral Council Chief Executive of NHS Wirral Chief Executive of Wirral University Teaching Hospital NHS Foundation Trust Chief Executive of Cheshire and Wirral Partnership NHS Foundation Trust Area Commander, Merseyside Police Regional manager, JobCentrePlus Regional manager, Learning & Skills Council Voluntary and Community Action Wirral (via network) Private sector representative Area Commander, Merseyside Fire and Rescue Service</p>
Key tasks:	<ul style="list-style-type: none"> • Oversee and sign off the production of the sustainable community strategy, local area agreement and related delivery plans and ensure these are reflected in partner plans • Review the delivery and performance of the LSP across all relevant areas and take necessary corrective action, including resolving conflict between organisations • Review and approve relevant funding decisions on behalf of the partnership • Oversee and sign off key partnership strategies covering equality, engagement, community and voluntary sector and cohesion • Own the LSP's improvement programme
Constraints / regulations:	The executive will be subject to a code of conduct, compact, council standing orders, declarations of interest and other mechanisms as detailed in the governance toolkit for Wirral.
Additional information:	The executive will be chaired by the Leader of Wirral Council as the chair of Wirral's local strategic partnership. No deputies are permitted at meetings of the executive.

Wirral's Strategic Partnership Assembly	
Role	A consultation and engagement channel and advisor for the local strategic partnership.
Responsible for:	Supporting the development of policies, interventions and strategies to achieve Wirral LSP's vision, aims and objectives. Representing the voice of Wirral's communities and areas, and engaging in a constructive dialogue with all relevant groups, particularly vulnerable groups.
Directly accountable to:	Wirral Strategic Partnership Executive
Membership:	To include: Members of the voluntary and community sectors Voluntary and Community Action Wirral (via network) Statutory sector organisations Wirral Council elected members
Key tasks:	<ul style="list-style-type: none"> • Consider key issues facing the borough in the long term and develop innovative ideas and suggestions • Act as an engagement and consultation channel on key policies and strategies including the sustainable community strategy and local area agreement and provide constructive feedback to the executive • Organise task and finish sub-groups as appropriate to carry out specific policy review work and make constructive recommendations to the executive • Specifically engage with and represent the views of the community and voluntary sector regarding NI7, the comprehensive engagement strategy, and cohesion • Bring together the views of representative groups for people and places, with a specific focus on vulnerable groups
Constraints / regulations:	The assembly will be subject to a code of conduct, compact, council standing orders, declarations of interest and other mechanisms as detailed in the governance toolkit for Wirral.
Additional information:	The assembly will select its own chair on an annual basis in the last meeting before April.

Wirral's Strategic Partnership Management Group	
Role	A strategic management group supporting the executive in fulfilling its functions.
Responsible for:	The management of the delivery of the sustainable community strategy, local area agreement and related delivery plans, the partnership improvement programme and providing leadership to the enabling groups supporting the partnership.
Directly accountable to:	Wirral Strategic Partnership Executive
Membership:	Senior representatives from each of the six thematic partnerships Representatives from the enabling groups Member(s) of the partnership team Wirral Council's Deputy Chief Executive The Chief Executive of Voluntary and Community Action Wirral Others as required / appropriate
Key tasks:	<ul style="list-style-type: none"> • Review and manage the performance of the partnership • Provide clear leadership and direction to the enabling groups supporting the partnership, including setting up and closing down groups as required • Ensure that all reports to the executive are appropriate, accurate and effective • Develop and deliver the partnership improvement programme • Develop and deliver the partnership's approach to comprehensive area assessment, including liaising with the CAA joint inspection team, self assessment and planning • Develop and implement the partnership's approaches to performance management and planning • Resolve or escalate areas of underperformance or conflicts between organisations within the partnership • Ensure that the supporting mechanisms for the partnership are appropriate, effective and regularly reviewed
Constraints / regulations:	The group will be subject to a code of conduct, compact, council standing orders, declarations of interest and other mechanisms as detailed in the governance toolkit for Wirral.
Additional information:	The group will be chaired by Wirral Council's Deputy Chief Executive

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WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

WEDNESDAY 1st APRIL 2009

REPORT OF DEPUTY CHIEF EXECUTIVE /DIRECTOR OF CORPORATE SERVICES

WORKING WIRRAL - WORKING NEIGHBOURHOODS FUND

1.0 EXECUTIVE SUMMARY

1.1 This report provides members of the LAA Programme Board with a progress update on the first round of Working Wirral commissioning.

1.2 LAA Programme Board members are requested to:

Endorse the recommendations made by the Wirral Economic Development and Skills Partnership (WEDS) and the Investment Board to allocate Working Wirral resources to the following organisations:

- Wirral Mind ABC Together Project to a maximum of £752,783 for the period of 2009-2011
- Remploy- Linking people to Employment project to a maximum of £806,308 for the period 2009-2011
- Cheshire & Wirral NHS Foundation Trust – Improving Health project to maximum of 163,140 for the period 2009-2011
- Wirral Society of the Blind and Partially Sighted – Training and Development project to a maximum of £37,253 for the period 2009-2011
- Wirral Metropolitan College – First Steps to Employment project to a maximum of £130,000 for the period 2009-2011
- International Links Project up to a maximum of £360,000 for the period 2009-2011
- Support for Small Medium Sized Enterprises project up to a maximum of £1,600,000 for the period 2009-2011
- Infrastructure studies up to a maximum of £50,000 for the period 2009-2011.
- Business Start Programme for Wirral project is funded from April 2009 to the end of March 2011 up to a maximum of £2,086,000 and this is approved in principle, allowing the funding discussions with the NWDA to continue. Subject to detailed contracting and further detailed reports.

1.3 Note that these recommendations have been reported to the Council's Cabinet for approval, with the exception that the Business Start Programme which will be reported to Cabinet on 23rd April, as the accountable body for the Working Wirral resources;

1.4 Note that Government has announced the result of its consultation into the criteria for allocating Working Neighbourhoods Funds (WNF) and that £9,879,492 is confirmed as Wirral's allocation for 2009/10 and confirmation for 2010/11 is still awaited.

2.0 BACKGROUND

2.1 The LAA Programme Board on the 13th May endorsed the approach that the Working Wirral resources (including WNF, Deprived Areas Fund and the European Social Fund's

(ESF) Complementary Strand) should be used to commission activity to deliver the Investment Strategy priorities of tackling worklessness, improving skills levels and increasing enterprise, business growth and investment.

- 2.2 The first round of Working Wirral commissioning identified that £5 million WNF would be available to allocate to activity that addressed Priority 1 of the Investment Framework: Competitive Wirral People and that activity could take place up to 31st March 2011. A further £1.67 million has since been made available through ESF Complementary Strand funding for this priority, making a total of £6.67 million.
- 2.3 Wirral had been originally allocated £28,267,778 of WNF from 2008 – 2011 through the Area Based Grant. However, only the first year's allocation was confirmed by Government. This was due to an error that had been made in the original calculation on how the funding should be allocated nationally across the local authorities. The Government has now announced the outcome of the consultation that has taken place on their proposals for revising the allocation criteria and how it will be applied for 2009/10. The revised criteria will mean that Wirral will receive an increased allocation.

2009/10 Original allocation: £9,841,046 Confirmed revised allocation £9,879,492
2010/11 Original allocation: £10,238,708 Expected revised allocation £10,344,843

- 2.4 The Government announcement of 24th February 2009 confirmed the 2009-2010 allocation of WNF at £9,879,492.

3.0 WORKING WIRRAL ROUND 1 COMMISSIONING UPDATE

- 3.1 The WEDS Partnership meetings on the 20th January 2009 and 18th March 2009 agreed the recommendations from the WEDS Commissioning Group that the following projects should be recommended for approval, since they met the aims and outcomes outlined in the commissioning brief:

3.2 WIRRAL MIND MENTAL HEALTH – project

The project employs people with chronic mental health issues on a 1-year fixed-term contract to work at a social enterprise cardboard recycling plant. Participants will gain skills, experience and qualifications to move into further employment opportunities. The project works with people who have been economically inactive for long periods, and have no/low qualifications as a result of chronic mental health issues.

- 3.3 The project will engage 25 participants per year, a total of 50 over the life of the project. It is expected that the retention rate will be 80%, retaining 20 participants per year, all of whom will progress into employment – a total of 40 employment outputs over the life of the project.
- 3.4 It is recommended by the WEDS Partnership that this project is funded on a pilot basis from April 2009 to the end of March 2011 up to a maximum of £752,783 subject to detailed contracting.

3.5 REMPLOY – Linking Wirral People into Employment

The proposal aims to assist economically inactive residents, primarily those suffering from learning, mental health and/or physical disabilities and claiming incapacity benefit, to progress along the continuum to access employment opportunities. The project uses a

consortium approach including Remploy, The Social Partnership, Voluntary and Community Action Wirral, Scientiam, CPL Training and Liver Lifts.

- 3.6 The project anticipates that over the two years of the programme, 550 participants will gain employment within 6 months of the intervention, and 450 participants will gain NVQ Level 2 or above.
- 3.7 It is proposed by the WEDS Partnership that this project is funded from April 2009 to the end of March 2011 up to a maximum of £806,308 subject to detailed contracting.

3.8 **CHESHIRE & WIRRAL NHS FOUNDATION HOSPITAL TRUST – Improving Health Conditions**

The project will ensure that people with severe and enduring mental health conditions are provided with improved health outcomes and improved employment opportunities. Job coaches will work according to an evidence-based model of vocation rehabilitation called IPS, specifically designed for people with severe mental illness, with 3 elements: it places the patient and trains them on the job; it actively includes the employer in the rehabilitation process; and it provides ongoing unlimited in-work support. The job coaches will also coach professional staff within the Community Mental Health Teams (CHMT) to improve the response to employment issues for service users within the teams.

- 3.9 The project is match funded by the Richmond Fellowship who will provide 48% of the total funding, funding two of the four Job coach posts. The project will enrol 200 participants onto the programme over the two years. It is anticipated that 50-55 will progress into paid employment, all of whom will receive in-work support, and that 35-40 participants will progress into education and employment-enhancing activities. Additionally, 55 professional staff within CMHTs will be coached to improve the response to employment issues for service users of the teams.
- 3.10 It is recommended by the WEDS Partnership that this project is funded from April 2009 to the end of March 2011 up to a maximum of £163,140 subject to detailed contracting.
- 3.11 **WIRRAL SOCIETY OF THE BLIND AND PARTIALLY SIGHTED – Training and Development project**
- 3.12 The project aims to provide and enhance training and employment opportunities for blind and partially sighted people in Wirral. The project will provide specialist support tutors to deliver ICT training courses leading to IT qualifications within a purpose built training unit, and will provide post training support through referrals to specialist advisers in career guidance and self employment.
- 3.13 The project anticipates that at least 12 participants will achieve ITQ levels one and two, and at least four participants will achieve ITQ level 3. At least four participants will progress onto further training, education or employment, with the potential to progress towards becoming an IT tutor with Wirral Met College.
- 3.14 It is proposed by the WEDS Partnership that this project is funded from April 2009 to the end of March 2011 up to a maximum of £37,253 subject to detailed contracting.

3.15 WIRRAL METROPOLITAN COLLEGE – First Steps to Employment

This project aims to add value to mainstream training provision by incorporating sector specific skills into entry level training. It is expected to meet an identified sector skills shortage whilst providing a clear progression route to Level 2 qualifications and realistic labour market objectives. Whilst this project will specifically seek to target people from Wirral's 53 most deprived Super Output Areas (SOAs), access will also be available to other Wirral residents, particularly those who are workless, lone parents, people with low/no qualifications, women returners and BRM individuals.

3.16 It is recommended by the WEDS Partnership that this project is funded from April 2009 to the end of March 2011 up to a maximum of £130,000 subject to detailed contracting.

4.0 BUSINESS START PROGRAMME

4.1 The North West Development Agency [NWDA] is seeking to introduce a new regional business start programme from April 1, 2009.

4.2 The new programme will have four stages which are set out below:-

Stage One – Idea

Initial contact by client, needs assessed. Adviser session booked if needed.

Stage Two – Planning

Provide information packs based on initial assessment – follow-up within two weeks.

Stage Three – Development

Adviser decides on whether further contact needed – if additional support required Training Needs Analysis prepared – assist with preparation of Business Plan.

Stage Four – Start-up support / aftercare

a) Start-up support: contact of 3, 6 and 12 months with latter review deciding on the level of future support.

b) Aftercare: selected businesses only for a maximum of two further years subject to growth aspirations.

4.3 The NWDA has confirmed funding of £403,000 for the financial year 2009/10 and indicative funding of the same amount for 2010/1 and 2011/12.

4.4 The Agency is now seeking confirmation of co-funding from Councils. Co-funding is the money which will compliment the Agency's investment and provide additional local services [such as grants and business coaches] to support the main programme.

4.5 However, there is a difficulty. The new programme is still subject to considerable discussions between North West Councils and the NWDA and between the providers of the business start services and the Agency. It will take some time for all these issues to

be addressed but in the meantime there is a need to secure co-funding to enable the new programme to be discussed further with the Agency.

- 4.6 Certain issues are very clear. For example the Agency has said that there will be no funding from them for Business Coaches. However, these Coaches are very important to stimulating enterprise in deprived communities and, therefore, they will have to be funded from the co-funding. Similarly, the Agency have said that they will not provide any funding for business grants, but again from the present business start programme operating in Wirral, it is known that grants are important. Therefore, if these are to continue they will have to be funded from the co-funding.
- 4.7 However, other issues are not clear. For example, the four stage process is a basic approach to business starts and until it commences operation it is not known whether it will fully achieve its purpose or whether further development of the service will be required to meet local priorities for business start in Wirral.
- 4.8 In these circumstances it is not possible at this stage to evaluate all aspects of the new business start programme.
- 4.9 Therefore, it is proposed that an indicative amount of Working Wirral funding to support the new business start programme is agreed to enable the funding and legal discussions with the NWDA to continue and that a future report is brought back to the Commissioning Group and WEDS Partnership when the details are known.
- 4.10 The indicative amount required for 2009/10 and 2010/11 from Working Wirral funding based upon the creation of 528 new businesses in Wirral is £2,086,000. This amount, based upon the number of proposed business starts comprises of the following elements:-

Element	Amount	Comment
Wirral Community Business Coach Programme	£420,000	NWDA will not provide funding for this but it is an important element in promoting enterprise in deprived communities.
Business Start-up Grants	£700,000	NWDA will not fund grants as part of the new programme but they are important in enabling businesses to start in the first few months.
New businesses start network and sustainability support	£350,000	Not funded by the NWDA but important to help sustain businesses.
Support and additions to the core programme	£616,000	This sum may or may not be required dependent upon the way in which the four stages of the process operate in practice.
Total required:	£2,086,000	

- 4.11 It is proposed by the WEDS Commissioning Group that this project is funded from April 2009 to the end of March 2011 up to a maximum of £2,086,000 and this is approved in principle, allowing the funding discussions with the NWDA to continue. However, the final amount of WNF which will be required will be the subject of future reports and detailed contracting.

5.0 WORKING WIRRAL FUNDING

5.1 Subject to the agreement of the recommendations in this report, allocations progressed through Working Wirral Round 1 commissioning to date are as follows:

Commissioned Projects	£
WirralBiz	1,069,000
Connexions – Nextstep Plus	347,258
Involve NW – Reachout and Reachout Plus	1,685,079
Arch Initiatives – Mentoring into Employment	179,896
Wirral PCT – Working 4 Health	561,592
Wirral Change – BRM Employment Outreach	540,883
Advocacy in Wirral – Wirral Bridges	49,246
Wirral Learning Consortium – Supporting Wirral	1,104,998
Enterprise Solutions - Extension to WirralBiz	262,500
Wirral Mind – ABC Together	752,783
Remploy – Linking Wirral People to Employment	806,308
Cheshire & Wirral NHS Foundation Trust – Improving Health conditions Project	163,140
Wirral Society of the Blind and Partially Sighted – Training and Development	37,253
Wirral Metropolitan College – First Steps to Employment	130,000
Business Start Programme for Wirral	2,086,000
Total committed to date (subject to detailed contracting)	9,775,936

5.2 If the recommendations brought to this meeting are approved, the total funding committed will be £9,775,936. This is an over commitment on the £6.67 million available for Round 1 commissioning. Funding for these activities is available following the confirmation by Government of Wirral’s WNF allocation for 2009/10.

5.3 The projects considered by the WEDS Commissioning group and recommended for approval by the WEDS Partnership have all been assessed to meet the criteria set out in the Round 1 Commissioning brief and will therefore contribute to meeting the outcomes of Wirral’s Investment Strategy. It is therefore proposed that these projects be progressed utilising the Working Neighbourhoods Funding allocation for 2009/10. These resources would then be included within the proposed resource allocation for Priority 1 which will be brought forward as part of the Investment Framework proposals and reported to Cabinet in April 2009.

5.4 Wirral Council’s Cabinet on 15 January 2009 agreed the appointment of consultants to develop the Investment Framework particularly in the light of the economic downturn. This work will be completed by the end of March 2009 and the outcome of it reported to future meetings of the LAA Performance Board, Cabinet and WEDS.

6.0 INVESTMENT STRATEGY BOARD

6.1 The Investment Strategy Board in 7th November 2008 and January 2009 identified a number of areas of activity that would support the Investment Strategy outcomes and should therefore be progressed through Working Wirral funding.

6.2 International Links

6.3 The International Links Project will include the following activities:

- the development of economic and cultural relations with China, including the engagement of an appropriate consultant on a retainer basis (approx £30,000 per year); The skills and expertise brought by such a consultancy will support both the development of Projects outlined in the Cabinet report to members on 27th November 2008 and help support trade initiatives between Wirral and the Chinese market. Some Wirral businesses are already trading in that market and the growing Chinese market offers potential opportunities for other businesses in Wirral. The consultancy would also be utilised to deliver seminars on potential businesses links and general advice on taking forward businesses opportunities and protocols, in addition to also supporting/advising Council officers on potential Inward Investment opportunities
- a post within the Corporate Services Department at PO10 (£34,976-£37,555) to co-ordinate activity on all matters relating to International Links. The post will support local businesses to understand and exploit new overseas trade and investment opportunities. The post would be funded from Working Wirral funds until 31st March 2011;
- To support, identify and develop future project activities up to a maximum of £100,000 per year in line with the proposals that were reported to Cabinet in January 2009 (Item 11 Minute 334 refers).

6.4 The overall cost of the project will be £180,000 per annum.

6.5 It is recommended by the Investment Strategy Board that this project is funded up to a maximum of £360,000 from April 2009 to the end of March 2011, subject to detailed contracting

6.6 Support for Businesses

Supporting Small and Medium Sized Enterprises in Wirral is a key objective of the Investment strategy, the Enterprise Strategy and is a key priority for the Invest Wirral team. There are in excess of 3,000 businesses in Wirral that are not registered for VAT and it is envisaged that through growing those businesses, Wirral can increase the number of employment opportunities available to those residents.

6.7 Equally, given the current economic conditions, it is critical that support is available to businesses to enable their sustainability in what is an increasingly difficult time for them. The programme of support will be through a mixture of capital grant and also access to consultancy support. Capital Grant will be offered to Wirral businesses that have viable project proposals to support the sustainability or growth of the company. Grants will be subject to a robust health check and dependant on a business plan being in place.

6.8 The Consultancy support will assist with financial planning and developing a relevant business plan for current market conditions and businesses will receive up to 3 days consultancy free of charge. The total Working Wirral allocation will be £800,000 per annum over a two year period (up to 31st March 2011) and it will be used to provide grant and consultancy support. The project will work in tandem with the ERDF 4.2 project that Cabinet agreed for Working Wirral funding in December (Item 18 Minute 305 refers) as match funding for the European resource. The ERDF 4.2 project will provide support for micro businesses via three Business Advocate posts which will be provided by a third

party. The activity will be fully in line with the support services available regionally and the principles of Business Support Simplification Programme. The project will be marketed using the Wirral Business Forum.

- 6.9 It is recommended by the Investment Strategy Board that this project is funded up to a maximum of £1,600,000 from April 2009 to the end of March 2011, subject to detailed contracting

7.0 INFRASTRUCTURE SUPPORT

7.1 Addressing infrastructure constraints has been a key focus for Liverpool City Region partners for a number of years with several key employment sites suffering from significant power supply issues. Additionally, digital access is also an issue for many areas across the North West Region. Following discussion at the Investment Board in January 2009, investment in infrastructure in Wirral was identified as an area that needed specific focus over the next twelve months, particularly given the difficult economic climate. In order to understand Wirral's needs, Officers are exploring the possibility of undertaking work on identifying the issues and the exact infrastructure requirements that the Borough has in order to promote itself as a key investor location for when the economy starts to grow.

7.2 The Investment Board recommended the use of up to £50,000 of the Working Wirral allocation to further investigate infrastructure issues in relation to power and digital access.

8.0 RECOMMENDATIONS

Members of the Executive Board are requested to:

- 8.1 Note the cabinet decision of 19th March to agree funding of the following projects with the exception of the Business Start Programme which will be reported to cabinet on 23rd April, as the accountable body for the Working Wirral resources;
- Wirral Mind ABC Together Project to a maximum of £752,783 for the period of 2009-2011
 - Remploy- Linking people to Employment project to a maximum of £806,308 for the period 2009-2011
 - Cheshire & Wirral NHS Foundation Trust – Improving Health project to maximum of 163,140 for the period 2009-2011
 - Wirral Society of the Blind and Partially Sighted – Training and Development project to a maximum of £37,253 for the period 2009-2011
 - Wirral Metropolitan College – First Steps to Employment project to a maximum of £130,000 for the period 2009-2011
 - International Links Project up to a maximum of £360,000 for the period 2009-2011
 - Support for Small Medium Sized Enterprises project up to a maximum of £1,600,000 for the period 2009-2011
 - Infrastructure studies up to a maximum of £50,000 for the period 2009-2011.
 - Business Start Programme for Wirral project is funded from April 2009 to the end of March 2011 up to a maximum of £2,086,000 and this is approved in principle, allowing the funding discussions with the NWDA to continue. Subject to detailed contracting and further detailed reports.

- 8.2 Note that Government has announced the result of its consultation into the criteria for allocating Working Neighbourhoods Funds (WNF) and that £9,879,492 is confirmed as Wirral's allocation for 2009/10 and confirmation for 2010/11 is still awaited.

Jim Wilkie
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This report was prepared by David Ball who can be contacted on 0151 691 8395

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