



Local Strategic Partnership Assembly

Date:	Wednesday, 9 June 2010
Time:	4.30 pm
Venue:	Mersey Maritime, Monks Ferry ,Birkenhead

Contact Officer: Christinna Bebbington
Tel: 0151 691 8063
e-mail: christinnabebbington@wirral.gov.uk
Website: <http://www.wirral.gov.uk>

AGENDA

1. WELCOME, APOLOGIES, INTRODUCTIONS
2. DECLARATIONS OF INTEREST
3. MINUTES FROM PREVIOUS MEETINGS
4. 2011 CENSUS - REPORT AND PRESENTATION - MARK ROBERTS, CENSUS LA REGIONAL STAKEHOLDER MANAGER (Pages 1 - 4)
5. LOCAL TRANSPORT PLAN (LTP 3) - UPDATE ON CONSULTATION AND OPTIONS PROPOSAL - JOHN SMITH, MERSEYTRAVEL AND DEBBIE SIMNOR, WIRRAL COUNCIL (Pages 5 - 8)
6. SUSTAINABLE COMMUNITIES STRATEGY - ANNUAL REVIEW 2009/10 - JIM WILKIE
7. COMPREHENSIVE ENGAGEMENT STRATEGY - FROM STRATEGY TO DELIVERY - CAROLYN CURR
8. ANY OTHER BUSINESS
9. DATE OF NEXT MEETING: VENUE MERSEY MARITIME, WEDNESDAY 8 DECEMBER 2010, 4.30 - 6.30PM

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WIRRAL LOCAL STRATEGIC PARTNERSHIP ASSEMBLY

WEDNESDAY 9th JUNE 2010

REPORT OF THE DIRECTOR OF FINANCE

2011 CENSUS

1. EXECUTIVE SUMMARY

- 1.1. This report provides Wirral Strategic Partnership Assembly members with an outline of the 2011 Census and implications for the Local Authority. On 27th March 2011 the Office of National Statistics (ONS) will undertake the 2011 Census across England and Wales. They have asked Local Authorities (LA) and other agencies to provide support and liaison facilities to enable a successful census.
- 1.2. Mark Roberts, 2011 Census LA Regional Stakeholder Manager, will provide a short presentation to members on how you can help to achieve a successful census.

2. BACKGROUND

- 2.1. Following the 1920 Census Act, a national census is conducted every 10 years. ONS started work on the 2011 census back in 2005 and continue to strive to achieve a high response rate in questionnaire returns. A number of rehearsals have taken place across England and Wales to identify any weaknesses in the census process and to improve the overall result.

3. HOW CENSUS AFFECTS LOCAL AUTHORITIES

- 3.1. Census population estimates underpin the planning and funding of public services throughout England and Wales. Central government uses this data to help determine the financial support it will make available for local authorities to plan and fund services. Getting the best possible response rates for the census will make sure these allocations are based on accurate, high quality data. (ONS Councillors Handbook). For authorities to maximise their financial yearly settlements, it is imperative the Census has a high return.
- 3.2. In the 2001 Census, the response varied widely across Local Authorities (LAs). The lowest response rate was 64% and around 30 LAs (out of 376) had a response rate lower than 90%. Providing support and assistance to ONS for the 2011 census should achieve a significant improvement in the results and data output.

4. HOW CAN WE ASSIST

- 4.1. Work has already started between LAs and ONS, together with other organisations to prepare for 27th March 2011. Local authorities have assisted in

address matching exercises, staff recruitment for a number of census activities across England and Wales, local publicity, provision of datasets and liaison with ONS officers. More needs to be done in the coming months and ONS have produced a timetable of activities were LA's can provide support.

- 4.2. Members are asked to consider areas within their own organisations where they can assist in the Census process, either by providing data or assisting in activities such as publicising the Census through their day to day roles within the community

5. BACKGROUND PAPERS

Time table of Census Activities.

6. RECOMMENDATIONS



- 6.1. Strategic Partnership Assembly members are requested to promote the census and provide assistance to ensure the 2011 census is a success.

Ian Coleman
Director of Finance
Metropolitan Borough of Wirral

This report was prepared by Les Woods - contact number 0151 666 3860.

ID	Task Name	Start	Finish	2010												2011						
				Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			
1	LAs identify potential candidates for address checking posts where nec	22/03/2010	07/04/2010																			
2	Address Check & Check Co-ordinators start	12/04/2010	20/04/2010																			
3	LAs provide contact detail & addresses for Communal Estabs	12/04/2010	20/04/2010																			
4	LA identify staff for CLOs/Area Mangers	03/05/2010	23/05/2010																			
5	LAs provide own comms channels to provide address checking publicity	12/05/2010	02/06/2010																			
6	LA final return of Address Queries	28/02/2010	19/03/2010																			
7	LAs continue to supply address updates	01/03/2010	06/12/2010																			
8	LA provide intelligence on local area language, new build etc.	16/08/2010	07/09/2010																			
9	Area managers & LAs agree local partnership plans	16/08/2010	02/09/2010																			
10	LA publicity mechanisms used for Co-ordinator recruitment	12/10/2010	27/10/2010																			
11	LA provide information on local outlets for publicity	12/10/2010	21/10/2010																			
12	LA provide Community contacts for potential CLO recruits	01/06/2010	25/06/2010																			
13	CRC Regional Events	04/10/2010	21/11/2010																			
14	LA identify staff for Enumerators	18/10/2010	29/10/2010																			
15	LAs publicity vehicle used for Enumerator recruitment	12/11/2010	26/11/2010																			
16	LA publicity used to recruit Team Managers	01/10/2010	05/11/2010																			
17	ONS communicate locations of follow up staff	01/11/2010	30/11/2010																			
18	National Advertising campaign begins	12/01/2011	11/02/2011																			
19	Increase nationwide publicity	17/01/2011	08/02/2011																			
20	Contact centres ready	14/02/2011	21/03/2011																			
21	LA provide storage for equip, questionnaires etc	21/02/2011	25/03/2011																			
22	LA provide information on local outlets for publicity, provide details for Community Establishments	03/02/2011	04/03/2011																			
23	Contact centres go live	11/03/2011	15/04/2011																			
24	CENSUS	27/03/2011	27/03/2011																			
25	LA to feedback on local hot issues	28/03/2011	11/04/2011																			
26	LA publicity used to address local hot issues	31/03/2011	14/04/2011																			
27	Census coverage survey ends	14/06/2011	21/06/2011																			

Legend

	ONS activity
	ONS Event
	Addresses - LLPG
	Recruitment
	LA Logistical Support
	LA Local Information/Liaison
	LA Publicity

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Wirral Partnership Assembly

9 June 2009

Aim of Report:

The purpose of this report is provide members of Wirral Partnership Assembly with an update of the findings of the recent consultation on the key challenges and opportunities for third Merseyside Local Transport Plan (LTP3). The report further provides some detail on the next stages of LTP3 development as work progresses on the preferred strategy and options.

Recommendations:

That Wirral Partnership Assembly notes the ongoing development of LTP3.

1. Background

1.1 In Spring 2010 the Merseyside Local Transport Plan (LTP) Partnership undertook consultation focused on the Challenges and Opportunities phase of the development of Merseyside's third LTP. Centred on the paper "***Building a New Mobility Culture. Challenges and Opportunities for Future Transport Provision in Merseyside***", consultees were asked to respond to a series of questions seeking their views as to whether the partnership had the right approach for the development of the third LTP.

1.2 A substantial body of feedback was received and, reflecting on these comments this now provides a firm platform on which the Partnership can develop proposals for the third Local Transport Plan. Stakeholder feedback was often comprehensive, with detailed responses engaging with both the detail of the discussion paper, and also some of the substantive technical debate behind the headline issues. Encouragingly there was an underlying theme to responses of strong support for the broad approach and main messages.. The following notes pick out the most significant and recurring themes and comments identified in the body of stakeholder and public feedback. More details are available on the LTP website at www.transportmerseyside.org

1.3 Stakeholder Feedback

Freight/Logistics: Respondents wished to see a greater emphasis in the plan to take account of the significant contribution (and impact) of the freight and logistics sector.

Land use planning: A significant number of consultees emphasised the importance of ensuring land use planning and transport planning were well integrated.

Disadvantaged Communities: The need to provide for all communities and address a perceived disparity between the “mobility rich and the mobility poor”.

Maintenance: There was significant comment on the need to prioritise maintenance and ensure we look after and maximise value from existing assets.

Local Centres: Whilst a focus on Liverpool City Centre is inevitable, many respondents sought greater emphasis on the challenges and opportunities faced by the diverse characteristics of other centres and outlying areas of the sub region.

Safety: Requests were made to ensure that road safety was maintained as a central part of the LTP.

New Mobility Culture: The concept was welcomed and there was strong support for a progression to a sustainable, low carbon transport system. However, there were a significant number of responses that expressed concern over the ability of the general public to understand the “mobility culture” term, and correctly interpret its intended meaning.

Bus decline: There was a recurring theme of concern at the continued decline in usage of the local bus network. To address this a number of respondents requested a re-invigoration of efforts to evaluate and understand the reasons for this trend, and how it might be reversed, with a number of references to new powers available to control/influence the market.

Big developments – forecasts: A substantial number of respondents argued strongly that the plan needs to more fully consider the major projects mooted for the area such as Liverpool and Wirral Waters.

1.4 Public Feedback

Responses from the public showed considerable support for the approach taken and the challenges and opportunities identified. A strong awareness of the issues that the LTP faces was evident, and this informed many specific comments regarding the current network and future proposals. The following broad themes were evident in the responses made:

Engagement: Respondents to the public consultation were keen for community engagement on transport issues to continue, and in some instances increase. There was also a request for more feedback on responses to questions and issues raised during consultation exercises.

Bus: Considerable concern over the quality, cost and coverage of the network.

Rail: Recognition of positive changes on the Merseyrail network. Concerns over capacity and quality particularly with regard to Northern Rail services.

Taxis: A request for recognition of the role that taxi's can play in smarter journey choices.

Education: There was considerable feedback requesting further work on informing, educating and training the public to make sustainable and smarter travel choices.

Wider context: There was strong recognition of the role that transport must play in supporting other issues, such as regeneration, access to services, and good health. It was recognised that this would require effective "joined-up" thinking.

2. Next Steps

- 2.1 The next stage of LTP development is continuing to work on developing the preferred strategy and options for the LTP. This will be informed by the feedback received during the consultation on the Challenges and Opportunities paper.
- 2.2 There has of course been a change in Government; whilst some of the new national priorities and funding arrangements are becoming known, others will take longer to emerge. Where we have been able we have taken stock of the new national direction. Further changes may emerge which we will take account of ahead of the Final LTP.
- 2.3 It is anticipated that the preferred strategy will be launched in September. This will be followed by a period of further stakeholder consultation and views from all partners will be sought to help shape the final LTP.
- 2.4 Views are sought at this stage from Wirral Partnership Assembly on anything further that the partnership wishes to add/ be considered in preparing the preferred strategy.

Report Prepared By:
John Smith
LTP Support Unit
June 2010

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